

**CLEVELAND PUBLIC LIBRARY
MONTHLY ACTIVITY REPORT FOR MARCH 2015**

CIRCULATION ACTIVITY	Monthly Total		Average Hourly		Year-to-Date		YTD
	2015	2014	2015	2014	2015	2014	Gain/Loss
Main Library	130,129	144,536	626	695	374,297	403,132	-7.2%
Branches	282,877	325,352	1,274	1,472	813,918	933,844	-12.8%
Mobile Units	6,294	6,833			18,398	18,620	-1.2%
Library for the Blind	50,124	54,600			145,404	153,300	-5.2%
OLBPD BARD	14,250	11,659			37,829	34,221	10.5%
eMedia	22,791	19,812			65,868	58,401	12.8%
TOTAL CIRCULATION	506,465	562,792			1,455,714	1,601,518	-9.1%

ELECTRONIC MEDIA CIRCULATION	Monthly Total		Year-to-Date		YTD
	2015	2014	2015	2014	Gain/Loss
eBook	15,204	14,275	44,420	43,279	2.6%
eAudiobook	5,696	4,535	16,107	12,988	24.0%
eMusic	20	21	56	78	-28.2%
eVideo	230	203	609	500	21.8%
eMagazines	1,641	778	4,676	1,556	200.5%
TOTAL eCIRCULATION	22,791	19,812	65,868	58,401	12.8% Included in circulation activity.

OHIO BRAILLE & AUDIO READING DOWNLOAD (BARD)	Monthly Total		Year-to-Date		YTD
	2015	2014	2015	2014	Gain/Loss
Downloads	14,250	11,659	37,829	34,221	10.5% Included in circulation activity
Users	623	680	1,878	2,018	-6.9%

COMPUTER USAGE	Number of Computers	Average Session	Number of Sessions		Hours in Use		YTD
			2015	2014	2015	2014	Gain/Loss
Main Library	94	45 minutes	12,005	14,022	8,698	12,692	-31.5%
Branches	543	40 minutes	79,176	84,775	51,461	56,859	-9.5%
TOTAL USAGE	637		91,181	98,797	60,159	69,551	-13.5%

Sessions less than 5 minutes excluded. Hours in use does not include grace periods computers are held for patrons.

WALK-IN COUNT	Monthly Total		Average Hourly		Year-to-Date		YTD
	2015	2014	2015	2014	2015	2014	Gain/Loss
Main Library	45,765	48,439	220	233	113,000	119,087	-5.1%
Branches	225,363	241,125	1,015	1,091	604,642	647,746	-6.7%
Mobile Unit	457	599			1,491	1,644	-9.3%
TOTAL VISITS	271,585	290,163			719,133	768,477	-6.4%

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**CLEVELAND PUBLIC LIBRARY
BRANCH TOTAL CIRCULATION FOR MARCH 2015**

	a	b	c	d	e	f	g
BRANCH	Branch Circulation	Sent from Other Branches	Sent from Main	Sent from Other CLEVNET Systems	Total Direct Circulation (a+b+c+d)	Sent to Other CLEVNET Systems	Total Circulation (e+f)
Addison	6,667	728	680	1,146	9,221	622	9,843
Brooklyn	4,103	358	428	590	5,479	729	6,208
Carnegie West	8,214	979	1,299	1,795	12,287	999	13,286
Collinwood	5,818	482	515	987	7,802	661	8,463
East 131st	3,386	262	269	511	4,428	282	4,710
Eastman	13,322	1,231	1,700	2,316	18,569	1,934	20,503
Fleet*	7,544	839	940	1,359	10,682	912	11,594
Fulton	7,447	690	777	1,069	9,983	763	10,746
Garden Valley	2,444	254	155	266	3,119	227	3,346
Glenville	5,322	446	422	744	6,934	483	7,417
Harvard-Lee	4,869	554	792	1,246	7,461	625	8,086
Hough	3,481	313	252	461	4,507	311	4,818
Jefferson	5,012	785	1,072	1,409	8,278	696	8,974
Langston Hughes	4,642	569	573	1,017	6,801	507	7,308
Lorain	5,813	831	930	1,358	8,932	722	9,654
Martin Luther King, Jr.	8,307	1,318	815	1,005	11,445	710	12,155
Memorial-Nottingham	7,562	804	1,193	2,010	11,569	1,100	12,669
Mt. Pleasant	2,732	304	298	433	3,767	295	4,062
Rice	8,314	759	900	1,481	11,454	903	12,357
Rockport	13,510	1,035	1,168	2,155	17,868	1,875	19,743
South	6,136	631	661	1,063	8,491	610	9,101
South Brooklyn	11,480	1,099	2,148	2,784	17,511	1,993	19,504
Sterling	4,124	285	307	504	5,220	402	5,622
Union	4,297	569	511	580	5,957	479	6,436
Walz	9,544	826	1,235	1,572	13,177	1,246	14,423
West Park	11,544	1,433	2,854	3,727	19,558	2,276	21,834
Woodland	7,391	573	536	867	9,367	648	10,015
TOTAL	183,025	18,957	23,430	34,455	259,867	23,010	282,877

*Fleet branch circulation includes remaining circulation generated by Broadway branch items

**CLEVELAND PUBLIC LIBRARY
BRANCH TOTAL CIRCULATION COMPARATIVE FOR MARCH 2015**

BRANCH	Monthly Total		Year-to-Date		YTD	YTD
	2015	2014	2015	2014	Gain/Loss	%G/L
Addison	9,843	12,286	28,659	36,381	-7,722	-21.2%
Brooklyn	6,208	6,930	19,066	19,632	-566	-2.9%
Carnegie West	13,286	14,370	37,125	39,907	-2,782	-7.0%
Collinwood	8,463	9,028	23,658	27,118	-3,460	-12.8%
East 131st	4,710	5,138	13,122	16,499	-3,377	-20.5%
Eastman	20,503	21,975	57,939	63,183	-5,244	-8.3%
Fleet*	11,594	14,628	34,505	43,321	-8,816	-20.4%
Fulton	10,746	16,781	30,223	48,376	-18,153	-37.5%
Garden Valley	3,346	4,027	9,503	10,873	-1,370	-12.6%
Glenville	7,417	8,875	20,256	25,710	-5,454	-21.2%
Harvard-Lee	8,086	10,152	23,393	27,024	-3,631	-13.4%
Hough	4,818	5,121	14,059	15,102	-1,043	-6.9%
Jefferson	8,974	9,720	24,201	26,329	-2,128	-8.1%
Langston Hughes	7,308	7,236	21,684	20,813	871	4.2%
Lorain	9,654	12,382	28,582	32,759	-4,177	-12.8%
Martin Luther King, Jr.	12,155	11,370	33,322	33,888	-566	-1.7%
Memorial-Nottingham	12,669	15,465	36,869	44,026	-7,157	-16.3%
Mt. Pleasant	4,062	6,422	12,947	18,860	-5,913	-31.4%
Rice	12,357	12,931	34,093	36,963	-2,870	-7.8%
Rockport	19,743	21,653	56,271	61,831	-5,560	-9.0%
South	9,101	9,597	27,254	29,041	-1,787	-6.2%
South Brooklyn	19,504	22,959	56,431	63,857	-7,426	-11.6%
Sterling	5,622	6,004	16,182	18,183	-2,001	-11.0%
Union	6,436	8,803	19,709	25,625	-5,916	-23.1%
Walz	14,423	17,723	42,374	51,038	-8,664	-17.0%
West Park	21,834	23,173	63,253	65,797	-2,544	-3.9%
Woodland	10,015	10,603	29,238	31,708	-2,470	-7.8%
TOTAL	282,877	325,352	813,918	933,844	-119,926	-12.8%

*Fleet branch circulation includes remaining circulation generated by Broadway branch items

**CLEVELAND PUBLIC LIBRARY
BRANCH ATTENDANCE MARCH 2015**

BRANCH	Monthly Total		Year-to-Date		YTD	YTD
	2015	2014	2015	2014	Gain/Loss	%G/L
Addison	5,492	6,027	14,948	16,443	-1,495	-9.1%
Brooklyn	3,486	4,028	10,084	10,902	-818	-7.5%
Carnegie West	15,825	15,513	45,410	42,158	3,252	7.7%
Collinwood	6,739	7,500	17,417	19,432	-2,015	-10.4%
East 131st	7,949	7,499	19,554	20,000	-446	-2.2%
Eastman	11,347	12,575	31,908	34,558	-2,650	-7.7%
Fleet	10,101	11,277	28,244	30,460	-2,216	-7.3%
Fulton	7,483	7,521	19,567	20,392	-825	-4.0%
Garden Valley	4,362	4,907	12,158	12,250	-92	-0.8%
Glenville	7,451	6,863	18,474	18,278	196	1.1%
Harvard-Lee	8,272	10,182	22,502	28,123	-5,621	-20.0%
Hough	11,827	10,263	29,037	27,208	1,829	6.7%
Jefferson	7,453	8,308	21,132	22,514	-1,382	-6.1%
Langston Hughes	7,210	7,418	19,203	18,820	383	2.0%
Lorain	7,540	8,188	19,664	21,998	-2,334	-10.6%
Martin Luther King, Jr.	7,378	6,623	21,308	18,024	3,284	18.2%
Memorial-Nottingham	4,781	5,807	13,602	15,926	-2,324	-14.6%
Mt. Pleasant	6,710	7,131	17,719	19,171	-1,452	-7.6%
Rice	8,822	13,960	22,647	38,452	-15,805	-41.1%
Rockport	11,308	13,991	28,095	35,661	-7,566	-21.2%
South	7,544	8,276	19,920	23,556	-3,636	-15.4%
South Brooklyn	14,970	13,323	38,551	34,362	4,189	12.2%
Sterling	9,004	10,168	26,078	28,415	-2,337	-8.2%
Union	6,855	6,162	18,026	15,635	2,391	15.3%
Walz	8,685	9,333	22,980	25,248	-2,268	-9.0%
West Park	10,030	10,659	27,236	29,251	-2,015	-6.9%
Woodland	6,739	7,623	19,178	20,509	-1,331	-6.5%
TOTAL	225,363	241,125	604,642	647,746	-43,104	-6.7%

**CLEVELAND PUBLIC LIBRARY
BRANCH RANKINGS MARCH 2015**

Total Circulation		Attendance		Population	
Branch		Branch		2010	2000
1 West Park	21,834	1 Carnegie West	15,825	1 South Brooklyn	32,043 34,217
2 Eastman	20,503	2 South Brooklyn	14,970	2 West Park	27,814 29,398
3 Rockport	19,743	3 Hough	11,827	3 Fleet**	26,727 34,598
4 South Brooklyn	19,504	4 Eastman	11,347	4 Eastman	23,674 25,873
5 Walz	14,423	5 Rockport	11,308	5 Rockport	19,896 21,467
6 Carnegie West	13,286	6 Fleet	10,101	6 Fulton	19,647 22,575
7 Memorial-Nottingham	12,669	7 West Park	10,030	7 Rice	19,462 25,893
8 Rice	12,357	8 Sterling	9,004	8 Memorial-Nottingham	19,271 22,598
9 Martin Luther King, Jr.	12,155	9 Rice	8,822	9 Harvard-Lee	17,655 21,246
10 Fleet*	11,594	10 Walz	8,685	10 Walz	16,063 18,497
11 Fulton	10,746	11 Harvard-Lee	8,272	11 Collinwood	14,769 19,377
12 Woodland	10,015	12 East 131st	7,949	12 Langston Hughes	14,439 21,224
13 Addison	9,843	13 South	7,544	13 Glenville	14,006 20,302
14 Lorain	9,654	14 Lorain	7,540	14 Addison	13,603 19,263
15 South	9,101	15 Fulton	7,483	15 East 131st	13,025 18,001
16 Jefferson	8,974	16 Jefferson	7,453	16 Mt. Pleasant	12,792 17,155
17 Collinwood	8,463	17 Glenville	7,451	17 Lorain	12,588 14,589
18 Harvard-Lee	8,086	18 Martin Luther King, Jr.	7,378	18 Martin Luther King, Jr.	12,392 15,483
19 Glenville	7,417	19 Langston Hughes	7,210	19 Carnegie West	10,487 11,716
20 Langston Hughes	7,308	20 Union	6,855	20 Union	8,416 12,603
21 Union	6,436	21 Woodland	6,739	21 Sterling	8,267 8,712
22 Brooklyn	6,208	22 Collinwood	6,739	22 Woodland	7,946 7,213
23 Sterling	5,622	23 Mt. Pleasant	6,710	23 South	6,325 7,729
24 Hough	4,818	24 Addison	5,492	24 Hough	5,667 7,845
25 East 131st	4,710	25 Memorial-Nottingham	4,781	25 Brooklyn	5,524 6,430
26 Mt. Pleasant	4,062	26 Garden Valley	4,362	26 Jefferson	3,515 3,987
27 Garden Valley	3,346	27 Brooklyn	3,486	27 Garden Valley	2,310 3,220
	282,877		225,363	28 Broadway**	1,966
					388,323 473,177

**Broadway and Fleet services areas merged

Prepared By: Northern Ohio Data and Information Service –
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*Broadway branch library closed its doors on November 16, 2012

**Equipment malfunction; substitute value used

**CLEVELAND PUBLIC LIBRARY
MONTHLY ACTIVITY REPORT FOR MARCH 2015**

OTHER TRANSACTIONS	Monthly Total		Year-to-Date		YTD
	2015	2014	2015	2014	Gain/Loss
Loans* to:					
CLEVNET	78,793	81,918	229,430	231,988	-1.1%
MORE	386	1,206	1,208	2,308	-47.7%
Other Libraries	292	1,088	1,159	2,345	-50.6%
TOTAL	79,471	84,212	231,797	236,641	-2.0%

*Totals included in Main Library and Branch circulation counts.

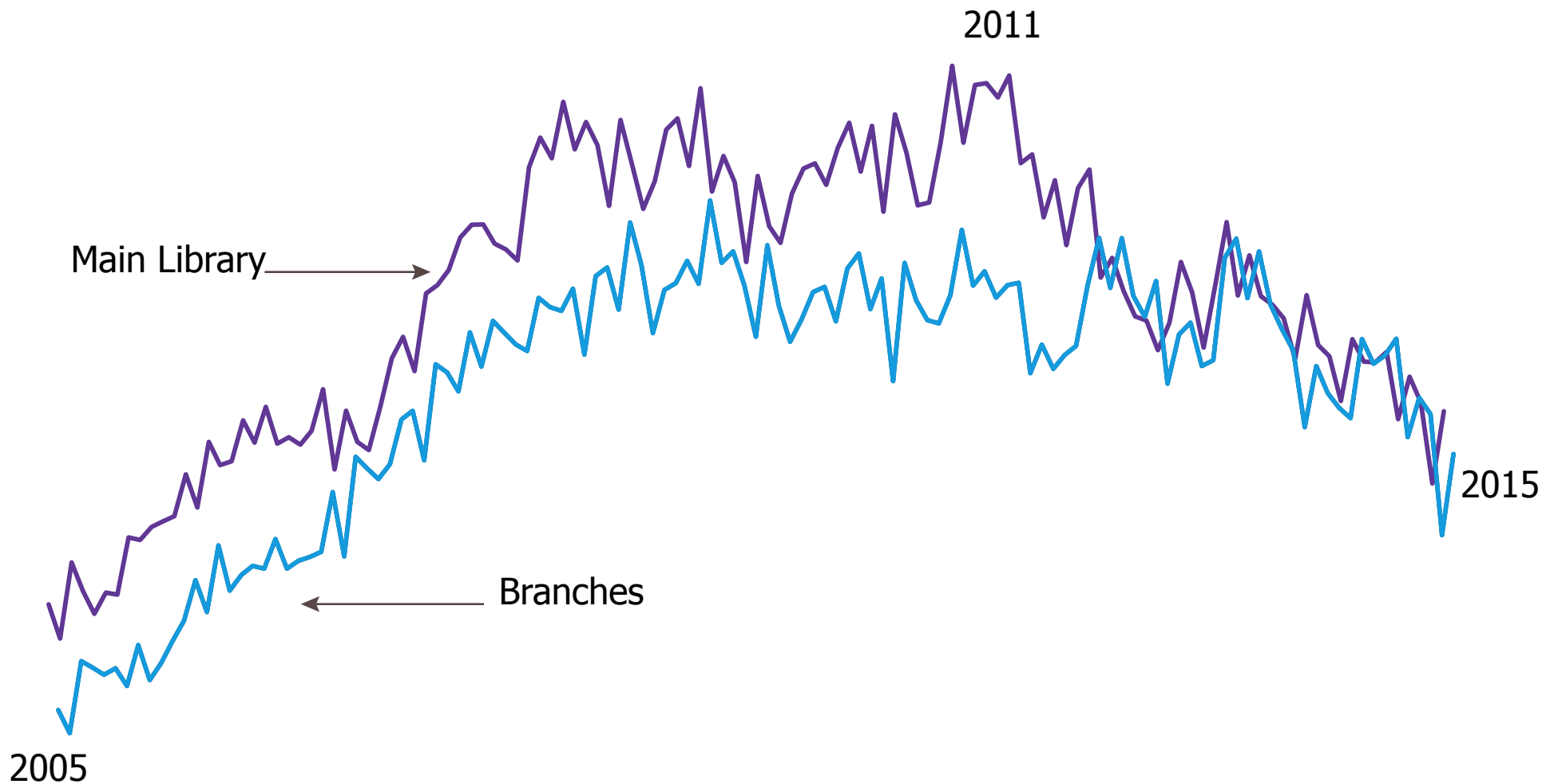
ANALYSIS OF MAIN LIBRARY REFERENCE QUESTION LOAD	Monthly Total		Year-to-Date		YTD
	2015	2014	2015	2014	Gain/Loss
Projected	20,500	31,018	50,371	86,227	-41.6%
KnowItNow Web Reference*	160	356	453	1,105	-59.0%
Interlibrary Loan Requests	678	2,294	2,367	6,543	-63.8%
TOTAL	21,338	33,668	53,191	93,875	-43.3%

*Questions taken by CPL staff only. As more partner libraries throughout Ohio sign on to provide the service, what had been CPL's disproportionate share as a provider will continue to diminish.

CHANGES IN PERMANENT COLLECTION	Monthly Total		Year-to-Date		YTD
	2015	2014	2015	2014	Gain/Loss
New Titles Added	6,073	5,497	16,769	16,284	3.0%
Total Items Added	21,795	17,869	55,137	53,427	3.2%

HOURS OPEN	Monthly Total		Year-to-Date		YTD
	2015	2014	2015	2014	Gain/Loss
Main Library	208	208	591	574	2.9%
Branches	5,994	5,967	16,916	16,399	3.1%

DVD CIRCULATION, JANUARY 2005-MARCH 2015



The Library is beginning to experience a decline in the rate of DVD circulation. Such declines mirror what is happening at other libraries. March 2015 DVD circulation is similar to pre-recession figures.