

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

CIRCULATION ACTIVITY	Monthly Total		Average Hourly		Year-to-Date		YTD Gain/Loss
	2015	2014	2015	2014	2015	2014	
Main Library	114,339	128,074	627	696	244,168	258,453	-5.5%
Branches	239,491	294,842	1,238	1,514	531,041	608,492	-12.7%
Mobile Units	6,311	5,946			12,104	11,787	2.7%
Library for the Blind	44,812	47,607			95,280	98,700	-3.5%
OLBPD BARD	11,749	10,759			23,579	22,562	4.5%
eMedia	19,012	17,588			43,077	38,589	11.6%
TOTAL CIRCULATION	435,714	504,816			949,249	1,038,583	-8.6%

ELECTRONIC MEDIA CIRCULATION	Monthly Total		Year-to-Date		YTD Gain/Loss
	2015	2014	2015	2014	
eBook	13,781	13,294	29,216	29,004	0.7%
eAudiobook	5,028	4,084	10,411	8,453	23.2%
eMusic*	16	28	36	57	-36.8%
eVideo	187	182	379	297	27.6%
eMagazines	1,752	778	3,035	778	N/A
TOTAL eCIRCULATION	20,764	18,366	43,077	38,589	11.6% Included in circulation activity.

OHIO BRAILLE & AUDIO READING DOWNLOAD (BARD)	Monthly Total		Year-to-Date		YTD Gain/Loss
	2015	2014	2015	2014	
Downloads	11,749	10,759	23,579	22,562	4.5% Included in circulation activity
Users	622	667	1,255	1,338	-6.2%

COMPUTER USAGE	Number of Computers	Average Session	Number of Sessions		Hours in Use		YTD Gain/Loss
			2015	2014	2015	2014	
Main Library	94	45 minutes	10,298	11,644	7,680	10,375	-26.0%
Branches	543	40 minutes	62,919	75,021	41,593	50,345	-17.4%
TOTAL USAGE	637		73,217	86,665	49,273	60,720	-18.9%

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 Gain/Loss
	2015	2014	2015	2014	2015	2014	
Main Library	32,759	34,597	180	188	67,235	70,648	-4.8%
Branches	172,306	206,323	890	1,059	379,279	406,930	-6.8%
Mobile Unit	480	528			1,034	1,045	-1.1%
TOTAL VISITS	205,545	241,448			447,548	478,623	-6.5%

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**CLEVELAND PUBLIC LIBRARY
BRANCH TOTAL CIRCULATION FOR FEBRUARY 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	5,777	711	630	1,089	8,207	619	8,826
Brooklyn	3,706	415	430	561	5,112	642	5,754
Carnegie West	6,763	776	1,123	1,563	10,225	964	11,189
Collinwood	4,666	409	391	719	6,185	500	6,685
East 131st	2,245	287	225	458	3,215	291	3,506
Eastman	10,475	1,066	1,355	2,100	14,996	1,810	16,806
Fleet*	6,676	615	797	1,159	9,247	946	10,193
Fulton	5,919	563	629	951	8,062	763	8,825
Garden Valley	1,974	183	115	192	2,464	188	2,652
Glenville	3,919	391	496	626	5,432	414	5,846
Harvard-Lee	3,831	516	678	1,074	6,099	703	6,802
Hough	2,900	270	227	552	3,949	261	4,210
Jefferson	3,819	622	955	1,090	6,486	569	7,055
Langston Hughes	4,060	473	524	961	6,018	569	6,587
Lorain	4,997	566	697	1,240	7,500	734	8,234
Martin Luther King, Jr.	6,035	904	650	986	8,575	578	9,153
Memorial-Nottingham	6,377	627	1,025	1,900	9,929	1,035	10,964
Mt. Pleasant	2,504	305	211	377	3,397	264	3,661
Rice	6,461	477	627	1,096	8,661	776	9,437
Rockport	11,130	834	1,109	1,854	14,927	1,786	16,713
South	5,246	518	651	1,111	7,526	624	8,150
South Brooklyn	9,459	919	1,909	2,515	14,802	1,807	16,609
Sterling	3,340	267	259	483	4,349	416	4,765
Union	3,926	421	485	562	5,394	459	5,853
Walz	8,032	759	1,162	1,748	11,701	1,117	12,818
West Park	9,778	1,251	2,729	3,874	17,632	2,178	19,810
Woodland	5,934	421	439	912	7,706	682	8,388
TOTAL	149,949	15,566	20,528	31,753	217,796	21,695	239,491

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

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

BRANCH	Monthly Total		Year-to-Date		YTD	YTD
	2015	2014	2015	2014	Gain/Loss	%G/L
Addison	8,826	11,839	18,816	24,095	-5,279	-21.9%
Brooklyn	5,754	5,933	12,858	12,702	156	1.2%
Carnegie West	11,189	12,270	23,839	25,537	-1,698	-6.6%
Collinwood	6,685	8,987	15,195	18,090	-2,895	-16.0%
East 131st	3,506	6,090	8,412	11,361	-2,949	-26.0%
Eastman	16,806	19,706	37,436	41,208	-3,772	-9.2%
Fleet*	10,193	13,434	22,911	28,693	-5,782	-20.2%
Fulton	8,825	18,699	19,477	31,595	-12,118	-38.4%
Garden Valley	2,652	2,926	6,157	6,846	-689	-10.1%
Glenville	5,846	8,065	12,839	16,835	-3,996	-23.7%
Harvard-Lee	6,802	8,113	15,307	16,872	-1,565	-9.3%
Hough	4,210	4,608	9,241	9,981	-740	-7.4%
Jefferson	7,055	8,129	15,227	16,609	-1,382	-8.3%
Langston Hughes	6,587	6,570	14,376	13,577	799	5.9%
Lorain	8,234	9,758	18,928	20,377	-1,449	-7.1%
Martin Luther King, Jr.	9,153	10,331	21,167	22,518	-1,351	-6.0%
Memorial-Nottingham	10,964	13,299	24,200	28,561	-4,361	-15.3%
Mt. Pleasant	3,661	5,788	8,885	12,438	-3,553	-28.6%
Rice	9,437	11,185	21,736	24,032	-2,296	-9.6%
Rockport	16,713	19,738	36,528	40,178	-3,650	-9.1%
South	8,150	9,275	18,153	19,444	-1,291	-6.6%
South Brooklyn	16,609	20,128	36,927	40,898	-3,971	-9.7%
Sterling	4,765	5,587	10,560	12,179	-1,619	-13.3%
Union	5,853	8,271	13,273	16,822	-3,549	-21.1%
Walz	12,818	15,751	27,951	33,315	-5,364	-16.1%
West Park	19,810	20,697	41,419	42,624	-1,205	-2.8%
Woodland	8,388	9,665	19,223	21,105	-1,882	-8.9%
TOTAL	239,491	294,842	531,041	608,492	-77,451	-12.7%

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

**CLEVELAND PUBLIC LIBRARY
BRANCH ATTENDANCE FEBRUARY 2015**

BRANCH	Monthly Total		Year-to-Date		YTD	YTD
	2015	2014	2015	2014	Gain/Loss	%G/L
Addison	4,324	5,305	9,456	10,725	-1,269	-11.8%
Brooklyn	3,031	3,616	6,598	6,874	-276	-4.0%
Carnegie West	13,514	13,637	29,585	26,645	2,940	11.0%
Collinwood	4,952	5,866	10,678	11,932	-1,254	-10.5%
East 131st	4,961	5,949	11,605	12,501	-896	-7.2%
Eastman	9,346	10,997	20,561	21,983	-1,422	-6.5%
Fleet	8,293	9,929	18,143	19,183	-1,040	-5.4%
Fulton	5,460	6,510	12,084	12,871	-787	-6.1%
Garden Valley	3,351	3,892	7,796	7,343	453	6.2%
Glenville	5,015	5,622	11,023	11,415	-392	-3.4%
Harvard-Lee	6,319	9,369	14,230	17,941	-3,711	-20.7%
Hough	8,032	8,678	17,210	16,945	265	1.6%
Jefferson	6,297	7,083	13,679	14,206	-527	-3.7%
Langston Hughes	5,080	5,823	11,993	11,402	591	5.2%
Lorain	5,531	6,883	12,124	13,810	-1,686	-12.2%
Martin Luther King, Jr.	5,838	5,720	13,930	11,401	2,529	22.2%
Memorial-Nottingham	4,103	4,955	8,821	10,119	-1,298	-12.8%
Mt. Pleasant	4,874	6,311	11,009	12,040	-1,031	-8.6%
Rice	6,618	12,522	13,825	24,492	-10,667	-43.6%
Rockport	7,750	11,441	16,787	21,670	-4,883	-22.5%
South	5,747	7,389	12,376	15,280	-2,904	-19.0%
South Brooklyn	11,201	11,015	23,581	21,039	2,542	12.1%
Sterling	7,683	8,649	17,074	18,247	-1,173	-6.4%
Union	5,226	5,235	11,171	9,473	1,698	17.9%
Walz	6,428	8,128	14,295	15,915	-1,620	-10.2%
West Park	7,902	9,322	17,206	18,592	-1,386	-7.5%
Woodland	5,430	6,477	12,439	12,886	-447	-3.5%
TOTAL	172,306	206,323	379,279	406,930	-27,651	-6.8%

**CLEVELAND PUBLIC LIBRARY
BRANCH RANKINGS FEBRUARY 2015**

Total Circulation		Attendance		Population	
Branch		Branch		2010	2000
1 West Park	19,810	1 Carnegie West	13,514	1 South Brooklyn	32,043 34,217
2 Eastman	16,806	2 South Brooklyn	11,201	2 West Park	27,814 29,398
3 Rockport	16,713	3 Eastman	9,346	3 Fleet**	26,727 34,598
4 South Brooklyn	16,609	4 Fleet	8,293	4 Eastman	23,674 25,873
5 Walz	12,818	5 Hough	8,032	5 Rockport	19,896 21,467
6 Carnegie West	11,189	6 West Park	7,902	6 Fulton	19,647 22,575
7 Memorial-Nottingham	10,964	7 Rockport	7,750	7 Rice	19,462 25,893
8 Fleet*	10,193	8 Sterling	7,683	8 Memorial-Nottingham	19,271 22,598
9 Rice	9,437	9 Rice	6,618	9 Harvard-Lee	17,655 21,246
10 Martin Luther King, Jr.	9,153	10 Walz	6,428	10 Walz	16,063 18,497
11 Addison	8,826	11 Harvard-Lee	6,319	11 Collinwood	14,769 19,377
12 Fulton	8,825	12 Jefferson	6,297	12 Langston Hughes	14,439 21,224
13 Woodland	8,388	13 Martin Luther King, Jr.	5,838	13 Glenville	14,006 20,302
14 Lorain	8,234	14 South	5,747	14 Addison	13,603 19,263
15 South	8,150	15 Lorain	5,531	15 East 131st	13,025 18,001
16 Jefferson	7,055	16 Fulton	5,460	16 Mt. Pleasant	12,792 17,155
17 Harvard-Lee	6,802	17 Woodland	5,430	17 Lorain	12,588 14,589
18 Collinwood	6,685	18 Union	5,226	18 Martin Luther King, Jr.	12,392 15,483
19 Langston Hughes	6,587	19 Langston Hughes	5,080	19 Carnegie West	10,487 11,716
20 Union	5,853	20 Glenville	5,015	20 Union	8,416 12,603
21 Glenville	5,846	21 East 131st	4,961	21 Sterling	8,267 8,712
22 Brooklyn	5,754	22 Collinwood	4,952	22 Woodland	7,946 7,213
23 Sterling	4,765	23 Mt. Pleasant	4,874	23 South	6,325 7,729
24 Hough	4,210	24 Addison	4,324	24 Hough	5,667 7,845
25 Mt. Pleasant	3,661	25 Memorial-Nottingham	4,103	25 Brooklyn	5,524 6,430
26 East 131st	3,506	26 Garden Valley	3,351	26 Jefferson	3,515 3,987
27 Garden Valley	2,652	27 Brooklyn	3,031	27 Garden Valley	2,310 3,220
	239,491		172,306	28 Broadway**	1,966
					388,323 473,177

**Broadway and Fleet services areas merged

Prepared By: Northern Ohio Data and Information Service –
NODIS, Maxine Goodman Levin College of Urban Affairs,
Cleveland State University

*Broadway branch library closed its doors on November 16, 2012

**Equipment malfunction; substitute value used

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

OTHER TRANSACTIONS	Monthly Total		Year-to-Date		YTD
	2015	2014	2015	2014	Gain/Loss
Loans* to:					
CLEVNET	70,939	76,586	150,637	150,070	0.4%
MORE	369	568	822	1,102	-25.4%
Other Libraries	383	624	867	1,257	-31.0%
TOTAL	71,691	77,778	152,326	152,429	-0.1%

*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	10,098	24,066	26,199	55,207	-52.5%
KnowItNow Web Reference*	135	439	293	749	-60.9%
Interlibrary Loan Requests	752	1,799	1,689	4,249	-60.2%
TOTAL	10,985	26,304	28,181	60,205	-53.2%

*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	5,506	5,467	10,696	10,969	-2.5%
Total Items Added	16,031	19,298	33,342	35,558	-6.2%

HOURS OPEN	Monthly Total		Year-to-Date		YTD
	2015	2014	2015	2014	Gain/Loss
Main Library	183	184	383	366	4.5%
Branches	5,225	5,259	10,922	10,432	4.7%

TOP 5 LISTS FROM FEBRUARY 2015

ONLINE COURSES

INTRODUCTION TO MICROSOFT EXCEL
EXPLORE A CAREER IN MEDICAL CODING
CREATING WEB PAGES
A-Z GRANT WRITING
MEDICAL TERMINOLOGY

BOOKS FROM CPL COLLECTION CIRCULATED

THE FAMILY BUSINESS 3 by Carl Weber
PRIVATE VEGAS by James Patterson
HOPE TO DIE by James Patterson
MOTIVE by Jonathan Kellerman
FINDING ME: A DECADE OF DARKNESS, A LIFE RECLAIMED: A MEMOIR by Michelle Knight

MAIN LIBRARY BOOKS CIRCULATED

STARTUP BUSINESS CHINESE, AN INTRODUCTORY COURSE FOR PROFESSIONALS by Jane Kuo
THE FOUR AGREEMENTS by Miguel Ruiz
OBORVANNYE NITI by Alexandra Marinina (Russian fiction)
CHINESE NEW YEAR by Anita Yasuda
TO KILL A MOCKINGBIRD by Harper Lee

EBOOKS

FIFTY SHADES OF GREY: FIFTY SHADES TRIOLGY, BOOK 1 by E.L. James
GONE GIRL by Gillain Flynn
FIFTY SHADES DARKER: FIFTY SHADES TRIOLGY, BOOK 2 by E.L. James
FIFTY SHADES FREED: FIFTY SHADES TRIOLGY, BOOK 3 by E.L. James
ALL THE LIGHT WE CANNOT SEE by Anthony Doerr