

CLEVELAND PUBLIC LIBRARY
MONTHLY ACTIVITY REPORT FOR MARCH 2010

CIRCULATION ACTIVITY	Monthly Total		Average Daily		Year-to-Date		YTD Gain/Loss
	2010	2009	2010	2009	2010	2009	
Main Library	177,886	178,004	6,588	6,246	483,949	494,245	-2.1%
Branches & Mobile Units	369,567	382,873	13,688	14,726	1,032,550	1,059,809	-2.6%
Library for the Blind	64,674	39,840	2,812	1,811	169,917	109,945	54.5%
TOTAL CIRCULATION	612,127	600,717			1,686,416	1,663,999	1.3%

ELECTRONIC MEDIA CIRCULATION	Monthly Total		Year-to-Date		YTD Gain/Loss
	2010	2009	2010	2009	
eBook	1,293	951	3,604	2,237	61.1%
eAudioBook	1,596	1,111	4,393	3,217	36.6%
eMusic	58	62	96	131	-26.7%
eVideo	45	61	109	241	-54.8%
TOTAL eCIRCULATION	2,992	2,185	8,202	5,826	40.8%

COMPUTER USAGE	Number of Computers	Average Session	Number of Sessions		Hours in Use		YTD Gain/Loss
			2010	2009	2010	2009	
Main Library	73	45 minutes	16,198	18,410	12,131	12,871	-5.7%
Branches	257	32 minutes	77,925	89,765	42,006	42,808	-1.9%
TOTAL USAGE	330		94,123	108,175	54,137	55,679	-2.8%

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 Daily		Year-to-Date		YTD Gain/Loss
	2010	2009	2010	2009	2010	2009	
Main Library	75,881	64,970	2,810	2,280	176,226	173,876	1.4%
Branches	315,469	314,943	11,684	12,113	800,987	850,399	-5.8%
Mobile Unit	780	763			1,961	1,996	-1.8%
TOTAL VISITS	392,130	380,676			979,174	1,026,271	-4.6%

Note: Main Library, Glenville Branch, and Rockport Branch were open five Sundays in March 2009; these three facilities would have been open four Sundays in March 2010 had cuts in State funding not caused their closure.

**CLEVELAND PUBLIC LIBRARY
BRANCH AND MOBILE UNIT DIRECT & TOTAL CIRCULATION FOR MARCH 2010**

BRANCH	a Branch Circulation	b Sent from Other Branches	c Sent from Main	d Sent from Other CLEVNET Systems	e Manual Circulation	f Total Direct Circulation (a+b+c+d+e)	g Sent to Other CLEVNET Systems	h Total Circulation (f+g)
Addison	12,175	896	818	842	0	14,731	1,353	16,084
Broadway	3,453	145	137	198	0	3,933	370	4,303
Brooklyn	6,807	636	345	414	0	8,202	944	9,146
Carnegie West	9,035	1,065	1,093	1,160	0	12,353	1,139	13,492
Collinwood	9,194	693	715	889	0	11,491	1,173	12,664
East 131st	3,284	413	413	511	0	4,621	523	5,144
Eastman	16,587	1,667	1,333	1,509	0	21,096	1,803	22,899
Fleet	12,935	780	880	912	0	15,507	1,300	16,807
Fulton	9,237	711	490	699	0	11,137	1,211	12,348
Garden Valley	4,063	199	105	101	0	4,468	500	4,968
Glenville	5,358	631	414	736	0	7,139	654	7,793
Harvard-Lee	7,757	614	537	807	0	9,715	1,120	10,835
Hough	4,870	598	497	472	0	6,437	575	7,012
Jefferson	8,983	774	856	1,036	0	11,649	924	12,573
Langston Hughes	6,316	551	360	485	0	7,712	717	8,429
Lorain	11,708	802	512	748	0	13,770	1,254	15,024
Martin Luther King, Jr.	6,415	532	1,010	1,123	227	9,307	944	10,251
Memorial-Nottingham	14,606	908	1,297	1,927	0	18,738	2,008	20,746
Mt. Pleasant	5,073	599	319	560	0	6,551	682	7,233
Rice	13,295	666	382	698	0	15,041	1,692	16,733
Rockport	19,088	1,564	1,260	1,800	0	23,712	2,135	25,847
South	8,369	382	395	503	0	9,649	1,198	10,847
South Brooklyn	19,192	1,135	1,500	2,199	13	24,039	2,630	26,669
Sterling	5,603	459	327	412	0	6,801	534	7,335
Union	4,291	689	410	494	0	5,884	621	6,505
Walz	15,208	855	981	1,300	0	18,344	1,591	19,935
West Park	21,010	1,608	2,446	2,968	37	28,069	3,157	31,226
Woodland	1	59	53	118	0	231	17	248
BRANCH TOTAL	263,913	20,631	19,885	25,621	277	330,327	32,769	363,096
Mobile Units	4,480	216	468	317	954	6,435	36	6,471
TOTAL	268,393	20,847	20,353	25,938	1,231	336,762	32,805	369,567

**CLEVELAND PUBLIC LIBRARY
BRANCH AND MOBILE UNIT TOTAL CIRCULATION COMPARATIVE FOR MARCH 2010**

BRANCH	Monthly Total		Year-to-Date		YTD Gain/Loss	YTD %G/L
	2010	2009	2010	2009		
Addison	16,084	16,129	45,529	43,450	2,079	4.8%
Broadway	4,303	4,460	10,656	12,136	-1,480	-12.2%
Brooklyn	9,146	10,986	26,147	29,567	-3,420	-11.6%
Carnegie West	13,492	14,371	36,718	39,371	-2,653	-6.7%
Collinwood	12,664	13,570	36,426	38,008	-1,582	-4.2%
East 131st	5,144	6,110	14,417	15,820	-1,403	-8.9%
Eastman	22,899	20,171	63,047	53,295	9,752	18.3%
Fleet	16,807	13,806	46,589	38,854	7,735	19.9%
Fulton	12,348	10,511	32,431	27,817	4,614	16.6%
Garden Valley	4,968	5,051	14,120	14,778	-658	-4.5%
Glenville	7,793	10,556	24,680	29,433	-4,753	-16.1%
Harvard-Lee	10,835	10,856	31,379	30,823	556	1.8%
Hough	7,012	8,063	20,252	21,940	-1,688	-7.7%
Jefferson	12,573	14,113	36,605	39,899	-3,294	-8.3%
Langston Hughes	8,429	7,721	23,039	21,310	1,729	8.1%
Lorain	15,024	14,604	41,957	41,980	-23	-0.1%
Martin Luther King, Jr.	10,251	10,196	28,607	27,027	1,580	5.8%
Memorial-Nottingham	20,746	20,617	59,722	57,701	2,021	3.5%
Mt. Pleasant	7,233	9,272	21,567	25,470	-3,903	-15.3%
Rice*	16,733	9,534	39,395	26,626	12,769	48.0%
Rockport	25,847	26,545	70,419	72,958	-2,539	-3.5%
South	10,847	12,076	31,198	34,080	-2,882	-8.5%
South Brooklyn	26,669	26,913	74,814	75,283	-469	-0.6%
Sterling	7,335	8,122	21,830	21,826	4	0.0%
Union	6,505	9,135	19,586	24,424	-4,838	-19.8%
Walz	19,935	17,989	54,311	50,009	4,302	8.6%
West Park	31,226	31,523	88,462	90,261	-1,799	-2.0%
Woodland**	248	13,129	958	38,026	-37,068	-97.5%
BRANCH TOTAL	363,096	376,129	1,014,861	1,042,172	-27,311	-2.6%
Mobile Units	6,471	6,744	17,689	17,637	52	0.3%
TOTAL	369,567	382,873	1,032,550	1,059,809	-27,259	-2.6%

*The old Rice Branch building closed January 9, 2010; the new building opened January 23, 2010.

**Woodland Branch closed since 10/28/2009 for ADA accessibility renovation, asbestos abatement, and roof repair.

**CLEVELAND PUBLIC LIBRARY
BRANCH AND MOBILE UNIT ATTENDANCE MARCH 2010**

BRANCH	Monthly Total		Year-to-Date		YTD Gain/Loss	YTD %G/L
	2010	2009	2010	2009		
Addison	8,143	9,058	19,779	26,053	-6,274	-24.1%
Broadway	2,191	2,308	4,888	6,356	-1,468	-23.1%
Brooklyn	4,831	4,983	11,600	12,789	-1,189	-9.3%
Carnegie West	24,006	25,691	60,395	68,267	-7,872	-11.5%
Collinwood	9,826	9,850	26,210	27,202	-992	-3.6%
East 131st	7,219	7,600	17,681	20,020	-2,339	-11.7%
Eastman	15,978	14,595	40,658	39,650	1,008	2.5%
Fleet	12,722	12,736	32,163	33,153	-990	-3.0%
Fulton	7,879	7,192	19,663	19,668	-5	0.0%
Garden Valley	8,150	6,879	22,535	20,443	2,092	10.2%
Glenville	9,555	10,065	25,068	27,292	-2,224	-8.1%
Harvard-Lee	13,206	15,125	32,638	41,004	-8,366	-20.4%
Hough	16,002	17,393	40,723	45,793	-5,070	-11.1%
Jefferson	10,752	8,271	27,386	24,938	2,448	9.8%
Langston Hughes	7,664	7,411	19,354	19,658	-304	-1.5%
Lorain	8,620	12,162	22,571	32,325	-9,754	-30.2%
Martin Luther King, Jr.	7,762	7,786	19,844	22,059	-2,215	-10.0%
Memorial-Nottingham	9,696	9,613	26,050	26,714	-664	-2.5%
Mt. Pleasant	10,423	11,237	27,744	28,714	-970	-3.4%
Rice*	18,920	6,266	44,808	17,694	27,114	153.2%
Rockport	14,453	15,025	36,237	39,030	-2,793	-7.2%
South	12,725	11,677	30,980	30,151	829	2.7%
South Brooklyn	20,173	19,318	52,631	52,566	65	0.1%
Sterling	12,848	12,782	33,758	32,282	1,476	4.6%
Union	14,796	14,493	38,045	36,512	1,533	4.2%
Walz	12,621	11,894	31,377	35,653	-4,276	-12.0%
West Park	14,308	14,153	38,232	38,491	-259	-0.7%
Woodland*	0	9,380	0	25,922	-25,922	-100.0%
BRANCH TOTAL	315,469	314,943	803,018	850,399	-47,381	-5.6%
Mobile Unit	780	763	1,961	1,996	-35	-1.8%
TOTAL	316,249	315,706	804,979	852,395	-47,416	-5.6%

*See footnote p. 3

**CLEVELAND PUBLIC LIBRARY
BRANCH RANKINGS MARCH 2010**

Branch	Total Circulation	Branch	Attendance	Branch	Population*
1 West Park	31,226	1 Carnegie West	24,006	1 South Brooklyn	31,511
2 South Brooklyn	26,669	2 South Brooklyn	20,173	2 Fleet	27,822
3 Rockport	25,847	3 Rice	18,920	3 West Park	27,291
4 Eastman	22,899	4 Hough	16,002	4 Eastman	23,686
5 Memorial-Nottingham	20,746	5 Eastman	15,978	5 Rice	22,240
6 Walz	19,935	6 Union	14,796	6 Fulton	20,026
7 Fleet	16,807	7 Rockport	14,453	7 Memorial-Nottingham	19,553
8 Rice	16,733	8 West Park	14,308	8 Rockport	19,404
9 Addison	16,084	9 Harvard-Lee	13,206	9 Harvard-Lee	18,834
10 Lorain	15,024	10 Sterling	12,848	10 Langston Hughes	17,982
11 Carnegie West	13,492	11 South	12,725	11 Glenville	17,317
12 Collinwood	12,664	12 Fleet	12,722	12 Walz	16,558
13 Jefferson	12,573	13 Walz	12,621	13 Collinwood	16,270
14 Fulton	12,348	14 Jefferson	10,752	14 Addison	16,169
15 South	10,847	15 Mt. Pleasant	10,423	15 East 131st	15,658
16 Harvard-Lee	10,835	16 Collinwood	9,826	16 Martin Luther King, Jr.	15,212
17 Martin Luther King, Jr.	10,251	17 Memorial-Nottingham	9,696	17 Mt. Pleasant	14,724
18 Brooklyn	9,146	18 Glenville	9,555	18 Lorain	13,233
19 Langston Hughes	8,429	19 Lorain	8,620	19 Carnegie West	10,549
20 Glenville	7,793	20 Garden Valley	8,150	20 Union	10,316
21 Sterling	7,335	21 Addison	8,143	21 Sterling	8,046
22 Mt. Pleasant	7,233	22 Fulton	7,879	22 Woodland	7,492
23 Hough	7,012	23 Martin Luther King, Jr.	7,762	23 South	7,009
24 Union	6,505	24 Langston Hughes	7,664	24 Hough	6,197
25 East 131st	5,144	25 East 131st	7,219	25 Brooklyn	5,419
26 Garden Valley	4,968	26 Brooklyn	4,831	26 Jefferson	3,587
27 Broadway	4,303	27 Broadway	2,191	27 Garden Valley	2,857
28 Woodland*	248	28 Woodland*	0	28 Broadway	1,687
	363,096		315,469		416,649
					473,177

*See footnote p. 3

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

**CLEVELAND PUBLIC LIBRARY
MONTHLY ACTIVITY REPORT FOR MARCH 2010**

OTHER TRANSACTIONS Loans* to:	Monthly Total		Year-to-Date		YTD	
	2010	2009	2010	2009	Gain/Loss	Gain/Loss
CLEVNET	85,613	75,108	227,676	205,952	10.5%	10.5%
MORE	958	1,697	2,729	4,874	-44.0%	-44.0%
Other Libraries	692	734	1,957	1,899	3.1%	3.1%
TOTAL	87,263	77,539	232,362	212,725	9.2%	9.2%

*Totals included in Main Library and Branch circulation counts.

PHOTODUPLICATION Items copied	Monthly Total		Year-to-Date		YTD	
	2010	2009	2010	2009	Gain/Loss	Gain/Loss
Prints	201	294	468	633	-26.1%	-26.1%
	3,338	4,718	7,619	10,420	-26.9%	-26.9%

ANALYSIS OF MAIN LIBRARY REFERENCE QUESTION LOAD	Monthly Total		Year-to-Date		YTD	
	2010	2009	2010	2009	Gain/Loss	Gain/Loss
Projected (Mon - Sat)	30,151	30,497	74,183	79,853	-7.1%	-7.1%
KnowItNow Web Reference*	2,121	3,192	5,134	9,064	-43.4%	-43.4%
Research Correspondence	825	1,759	2,914	4,534	-35.7%	-35.7%
Interlibrary Loan Requests	4,157	6,767	12,246	19,312	-36.6%	-36.6%
Sunday Count**	0	1,464	0	3,809	-100.0%	-100.0%
TOTAL	37,254	43,679	94,477	116,572	-19.0%	-19.0%

*Questions taken by CPL staff only. From the time the service went statewide, CPL staff handled a disproportionate share of the question load. Since then some OhioLINK libraries have come on board to monitor some of the subject queues; hence, the decline in CPL transactions.

**Main Library closed on Sundays in 2010 due to cuts in State funding.

CHANGES IN PERMANENT COLLECTION	Monthly Total		Year-to-Date		YTD	
	2010	2009	2010	2009	Gain/Loss	Gain/Loss
New Titles Added	7,438	8,195	19,680	19,949	-1.3%	-1.3%
Total Items Added	30,945	30,624	88,775	85,080	4.3%	4.3%

PERMANENT CARDS ISSUED	Monthly Total		Year-to-Date	
	2010	2009	2010	2009
	1,855	*	6,635	*

*Reliable comparative data not available now that Greater Access Card registrations from Cuyahoga County Public Library are being transferred irregularly, making 2010 figures appear unusually low.

DAYS OPEN	2010	2009
	Main Library	27.0
Branches	27.0	26.0

**CLEVELAND PUBLIC LIBRARY
ANALYSIS OF OUTPUT MEASURES MARCH 2010**

