

**CLEVELAND PUBLIC LIBRARY
MONTHLY ACTIVITY REPORT FOR AUGUST 2011**

CIRCULATION ACTIVITY	Monthly Total		Average Hourly		Year-to-Date		YTD
	2011	2010	2011	2010	2011	2010	Gain/Loss
Main Library	168,181	169,428	779	815	1,278,178	1,318,338	-3.0%
Branches	361,217	325,888	1,582	1,479	2,650,051	2,662,605	-0.5%
Mobile Units	5,764	4,356			45,533	42,637	6.8%
Library for the Blind	58,035	63,627			453,596	481,869	-5.9%
eMedia	8,587	3,527			66,603	24,680	169.9%
TOTAL CIRCULATION	601,784	566,826			4,493,961	4,530,129	-0.8%

ELECTRONIC MEDIA CIRCULATION	Monthly Total		Year-to-Date		YTD
	2011	2010	2011	2010	Gain/Loss
eBook	5,727	1,652	41,809	11,447	265.2%
eAudioBook	2,739	1,786	23,398	12,689	84.4%
eMusic	51	43	563	260	116.5%
eVideo	70	46	833	284	193.3%
TOTAL eCIRCULATION	8,587	3,527	66,603	24,680	169.9% Included in circulation activity.

OHIO BRAILLE & AUDIO READING DOWNLOAD	Monthly Total		Year-to-Date		YTD
	2011	2010	2011	2010	Gain/Loss
Downloads	8,288	6,225	68,871	44,000	56.5% Not included in circulation activity.
Users	519	463	6,474	4,149	56.0%

COMPUTER USAGE	Number of Computers	Average Session	Number of Sessions		Hours in Use		YTD
			2011	2010	2011	2010	Gain/Loss
Main Library	72	43 minutes	11,221	14,161	8,037	10,146	-20.8%
Branches	332	41 minutes	63,607	79,400	42,944	48,750	-11.9%
CMHA Applications	120	24 minutes	3,577	n/a	1,405	n/a	
TOTAL USAGE			78,405	93,561	52,386	58,895	-11.1%

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
	2011	2010	2011	2010	2011	2010	Gain/Loss
Main Library	54,079	54,554	250	262	382,685	447,977	-14.6%
Branches	301,913	283,031	1,323	1,285	2,048,393	2,185,726	-6.3%
Mobile Unit	988	751			6,545	6,018	8.8%
TOTAL VISITS	356,980	338,336			2,437,623	2,639,721	-7.7%

**CLEVELAND PUBLIC LIBRARY
BRANCH TOTAL CIRCULATION FOR AUGUST 2011**

	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	11,871	1,453	1,074	1,339	15,737	994	16,731
Broadway	2,424	239	152	211	3,026	355	3,381
Brooklyn	6,746	548	511	436	8,241	822	9,063
Carnegie West	10,492	800	929	933	13,154	1,298	14,452
Collinwood	8,391	566	634	779	10,370	1,199	11,569
East 131st	5,614	694	484	489	7,281	502	7,783
Eastman	14,375	1,362	1,155	1,380	18,272	2,159	20,431
Fleet	10,225	801	1,073	1,085	13,184	1,261	14,445
Fulton	10,002	662	490	687	11,841	1,244	13,085
Garden Valley	4,424	358	190	163	5,135	505	5,640
Glenville	6,218	621	517	716	8,072	693	8,765
Harvard-Lee	7,548	858	622	860	9,888	901	10,789
Hough	5,554	474	344	396	6,768	543	7,311
Jefferson	7,246	729	845	1,007	9,827	1,125	10,952
Langston Hughes	6,548	479	353	427	7,807	678	8,485
Lorain	10,080	948	742	1,288	13,058	1,099	14,157
Martin Luther King, Jr.	6,928	423	905	941	9,197	909	10,106
Memorial-Nottingham	11,863	807	1,227	1,498	15,395	1,956	17,351
Mt. Pleasant	6,626	482	445	615	8,168	652	8,820
Rice	12,151	572	523	791	14,037	1,095	15,132
Rockport	18,426	1,528	1,390	1,937	23,281	2,511	25,792
South	8,368	635	368	495	9,866	877	10,743
South Brooklyn	16,078	1,212	1,491	1,773	20,554	2,841	23,395
Sterling	5,497	523	406	481	6,907	511	7,418
Union	5,728	453	279	454	6,914	598	7,512
Walz	13,719	1,090	1,322	1,524	17,655	1,671	19,326
West Park	16,392	1,446	2,334	2,928	23,100	3,430	26,530
Woodland	9,360	609	575	590	11,134	919	12,053
TOTAL	258,894	21,372	21,380	26,223	327,869	33,348	361,217

**CLEVELAND PUBLIC LIBRARY
BRANCH TOTAL CIRCULATION COMPARATIVE FOR AUGUST 2011**

BRANCH	Monthly Total		Year-to-Date		YTD	YTD
	2011	2010	2011	2010	Gain/Loss	%G/L
Addison	16,731	13,017	116,527	115,725	802	0.7%
Broadway	3,381	3,534	28,020	28,313	-293	-1.0%
Brooklyn	9,063	8,130	74,457	66,599	7,858	11.8%
Carnegie West	14,452	12,985	105,615	103,416	2,199	2.1%
Collinwood	11,569	10,196	82,470	88,129	-5,659	-6.4%
East 131st	7,783	4,556	45,887	37,578	8,309	22.1%
Eastman	20,431	21,368	155,192	168,845	-13,653	-8.1%
Fleet	14,445	13,720	108,495	116,937	-8,442	-7.2%
Fulton	13,085	12,103	97,832	90,974	6,858	7.5%
Garden Valley	5,640	5,081	33,963	38,798	-4,835	-12.5%
Glenville	8,765	7,628	70,121	60,212	9,909	16.5%
Harvard-Lee	10,789	9,284	79,122	79,402	-280	-0.4%
Hough	7,311	6,148	52,991	51,559	1,432	2.8%
Jefferson	10,952	9,632	80,747	87,242	-6,495	-7.4%
Langston Hughes	8,485	8,099	66,341	60,926	5,415	8.9%
Lorain	14,157	12,436	98,989	104,664	-5,675	-5.4%
Martin Luther King, Jr.	10,106	8,401	72,184	71,333	851	1.2%
Memorial-Nottingham	17,351	19,134	142,403	157,068	-14,665	-9.3%
Mt. Pleasant	8,820	6,021	57,019	54,911	2,108	3.8%
Rice	15,132	13,741	106,280	106,709	-429	-0.4%
Rockport	25,792	22,369	188,322	185,713	2,609	1.4%
South	10,743	8,476	74,512	76,252	-1,740	-2.3%
South Brooklyn	23,395	22,813	181,438	195,682	-14,244	-7.3%
Sterling	7,418	6,103	50,528	51,454	-926	-1.8%
Union	7,512	6,002	55,096	47,849	7,247	15.1%
Walz	19,326	16,999	142,182	143,568	-1,386	-1.0%
West Park	26,530	27,313	204,771	230,058	-25,287	-11.0%
Woodland*	12,053	10,599	78,547	42,689	35,858	*
TOTAL	361,217	325,888	2,650,051	2,662,605	-12,554	-0.5%

*Woodland Branch closed 10/28/2009 - 04/23/2010 for ADA accessibility renovation, asbestos abatement, and roof repair.

**CLEVELAND PUBLIC LIBRARY
BRANCH ATTENDANCE AUGUST 2011**

BRANCH	Monthly Total		Year-to-Date		YTD	YTD
	2011	2010	2011	2010	Gain/Loss	%G/L
Addison	7,118	7,390	47,838	55,553	-7,715	-13.9%
Broadway	1,973	1,942	12,593	13,890	-1,297	-9.3%
Brooklyn	6,191	4,928	38,365	35,704	2,661	7.5%
Carnegie West	19,830	20,271	149,805	157,736	-7,931	-5.0%
Collinwood	8,587	7,681	57,020	66,390	-9,370	-14.1%
East 131st	8,319	6,366	51,937	51,093	844	1.7%
Eastman	13,779	13,723	96,914	108,414	-11,500	-10.6%
Fleet	13,402	11,226	86,387	86,785	-398	-0.5%
Fulton	10,128	8,601	62,694	60,861	1,833	3.0%
Garden Valley	6,402	7,183	41,389	56,451	-15,062	-26.7%
Glenville	9,358	9,619	61,720	70,164	-8,444	-12.0%
Harvard-Lee	10,056	9,340	69,239	79,579	-10,340	-13.0%
Hough	17,847	16,129	118,129	115,326	2,803	2.4%
Jefferson	9,470	8,055	65,901	69,949	-4,048	-5.8%
Langston Hughes	8,015	8,610	51,274	57,374	-6,100	-10.6%
Lorain	9,477	8,537	60,438	64,109	-3,671	-5.7%
Martin Luther King, Jr.	6,661	6,411	48,342	53,120	-4,778	-9.0%
Memorial-Nottingham	10,139	10,310	68,568	75,848	-7,280	-9.6%
Mt. Pleasant	8,247	7,457	54,438	68,395	-13,957	-20.4%
Rice	15,714	15,922	112,037	122,007	-9,970	-8.2%
Rockport	14,885	11,678	92,916	93,757	-841	-0.9%
South	9,271	8,742	68,704	75,352	-6,648	-8.8%
South Brooklyn	16,416	16,431	116,725	137,927	-21,202	-15.4%
Sterling	18,210	15,062	111,701	100,593	11,108	11.0%
Union	8,465	8,583	72,014	85,441	-13,427	-15.7%
Walz	12,259	11,681	82,581	87,240	-4,659	-5.3%
West Park	10,907	12,036	84,537	100,973	-16,436	-16.3%
Woodland*	10,787	9,117	64,187	35,695	28,492	*
TOTAL	301,913	283,031	2,048,393	2,185,726	-137,333	-6.3%

*See footnote p. 3

**CLEVELAND PUBLIC LIBRARY
BRANCH RANKINGS AUGUST 2011**

Total Circulation		Attendance		Population*		
Branch		Branch		2009	2000	
1 West Park	26,530	1 Carnegie West	19,830	1 South Brooklyn	31,511	34,217
2 Rockport	25,792	2 Sterling	18,210	2 Fleet	27,822	34,598
3 South Brooklyn	23,395	3 Hough	17,847	3 West Park	27,291	29,398
4 Eastman	20,431	4 South Brooklyn	16,416	4 Eastman	23,686	25,873
5 Walz	19,326	5 Rice	15,714	5 Rice	22,240	25,893
6 Memorial-Nottingham	17,351	6 Rockport	14,885	6 Fulton	20,026	22,575
7 Addison	16,731	7 Eastman	13,779	7 Memorial-Nottingham	19,553	22,598
8 Rice	15,132	8 Fleet	13,402	8 Rockport	19,404	21,467
9 Carnegie West	14,452	9 Walz	12,259	9 Harvard-Lee	18,834	21,246
10 Fleet	14,445	10 West Park	10,907	10 Langston Hughes	17,982	21,224
11 Lorain	14,157	11 Woodland	10,787	11 Glenville	17,317	20,302
12 Fulton	13,085	12 Memorial-Nottingham	10,139	12 Walz	16,558	18,497
13 Woodland	12,053	13 Fulton	10,128	13 Collinwood	16,270	19,377
14 Collinwood	11,569	14 Harvard-Lee	10,056	14 Addison	16,169	19,263
15 Jefferson	10,952	15 Lorain	9,477	15 East 131st	15,658	18,001
16 Harvard-Lee	10,789	16 Jefferson	9,470	16 Martin Luther King, Jr.	15,212	15,483
17 South	10,743	17 Glenville	9,358	17 Mt. Pleasant	14,724	17,155
18 Martin Luther King, Jr.	10,106	18 South	9,271	18 Lorain	13,233	14,589
19 Brooklyn	9,063	19 Collinwood	8,587	19 Carnegie West	10,549	11,716
20 Mt. Pleasant	8,820	20 Union	8,465	20 Union	10,316	12,603
21 Glenville	8,765	21 East 131st	8,319	21 Sterling	8,046	8,712
22 Langston Hughes	8,485	22 Mt. Pleasant	8,247	22 Woodland	7,492	7,213
23 East 131st	7,783	23 Langston Hughes	8,015	23 South	7,009	7,729
24 Union	7,512	24 Addison	7,118	24 Hough	6,197	7,845
25 Sterling	7,418	25 Martin Luther King, Jr.	6,661	25 Brooklyn	5,419	6,430
26 Hough	7,311	26 Garden Valley	6,402	26 Jefferson	3,587	3,987
27 Garden Valley	5,640	27 Brooklyn	6,191	27 Garden Valley	2,857	3,220
28 Broadway	3,381	28 Broadway	1,973	28 Broadway	1,687	1,966
	361,217		301,913		416,649	473,177

*Prepared By: Northern Ohio Data and Information Service – NODIS,
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**CLEVELAND PUBLIC LIBRARY
MONTHLY ACTIVITY REPORT FOR AUGUST 2011**

OTHER TRANSACTIONS	Monthly Total		Year-to-Date		YTD
	2011	2010	2011	2010	Gain/Loss
Loans* to:					
CLEVNET	86,442	76,019	622,270	616,011	1.0%
MORE	918	829	7,221	6,883	4.9%
Other Libraries	447	520	4,266	4,897	-12.9%
TOTAL	87,807	77,368	633,757	627,791	1.0%

*Totals included in Main Library and Branch circulation counts.

ANALYSIS OF MAIN LIBRARY REFERENCE QUESTION LOAD	Monthly Total		Year-to-Date		YTD
	2011	2010	2011	2010	Gain/Loss
Projected	28,818	31,395	202,573	212,422	-4.6%
KnowItNow Web Reference*	253	476	6,054	9,263	-34.6%
Interlibrary Loan Requests	3,525	3,884	29,281	30,535	-4.1%
TOTAL	32,596	35,755	237,908	252,220	-5.7%

*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
	2011	2010	2011	2010	Gain/Loss
New Titles Added	8,177	7,958	60,305	53,408	12.9%
Total Items Added	28,078	28,890	234,120	234,815	-0.3%

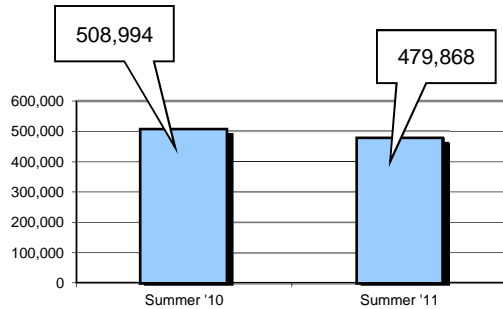
HOURS OPEN	Monthly Total		Year-to-Date		YTD
	2011	2010	2011	2010	Gain/Loss
Main Library	216	208	1,608	1,741	-7.6%
Branches	6,391	6,168	47,434	49,877	-4.9%

Hours reduced June 2, 2010 due to cuts in State funding.

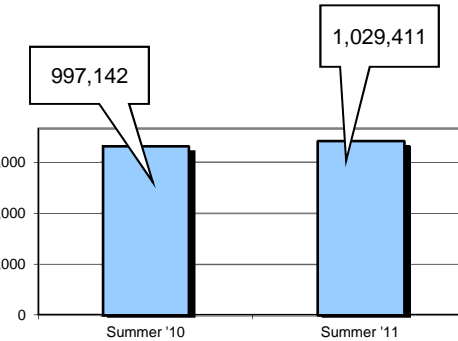
MYTUNES	Aug 2011	July 2011
Songs Downloaded	5,847	2,894
Users	943	843
New Registrations	218	27

**CLEVELAND PUBLIC LIBRARY
ANALYSIS OF OUTPUT MEASURES SUMMER 2011**

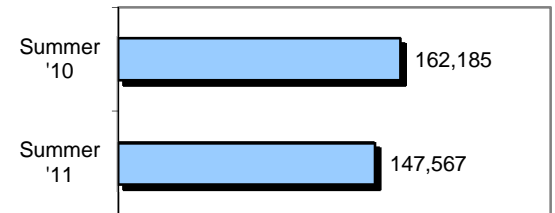
Main Library's circulation for June, July and August was down 5.7% compared to last summer.



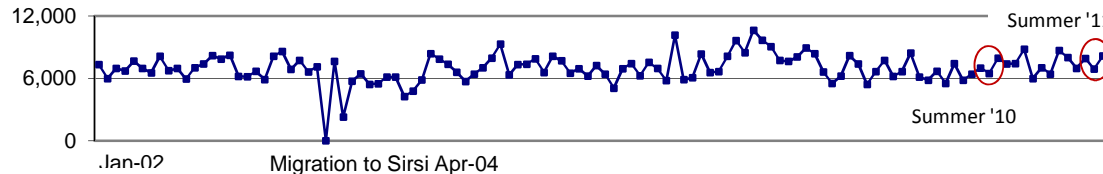
Branch circulation for this summer was up 3.2% over last summer.



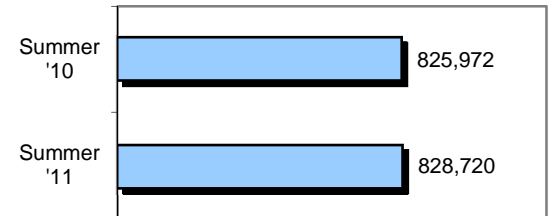
Visits to Main Library during June, July and August were down 9% compared to last summer's attendance. The number of hours open was exactly the same.



The total number of **new titles added** this summer was up 7.3% compared to 2010.



Visits to the 28 Branches during the summer of 2011 were up 3% compared to last summer when branches were open roughly the same number of hours.



There were fewer **items added** during the summer of 2011: 3% less than 2010.

