

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

CIRCULATION ACTIVITY	Monthly Total		Average Hourly		Year-to-Date		YTD
	2011	2010	2011	2010	2011	2010	Gain/Loss
Main Library	158,067	158,169	760	828	1,908,246	1,976,582	-3.5%
Branches	341,850	311,674	1,689	1,540	4,026,456	3,998,126	0.7%
Mobile Units	6,275	5,688			69,283	65,355	6.0%
Library for the Blind	61,989	60,207			691,237	729,730	-5.3%
eMedia	10,760	4,122			104,617	39,210	166.8%
TOTAL CIRCULATION	578,941	539,860			6,799,839	6,809,003	-0.1%

ELECTRONIC MEDIA CIRCULATION	Monthly Total		Year-to-Date		YTD	
	2011	2010	2011	2010	Gain/Loss	
eBook	7,570	2,345	68,056	18,914	259.8%	
eAudioBook	3,043	1,671	34,646	19,481	77.8%	
eMusic	81	55	815	372	119.1%	
eVideo	66	51	1,100	443	148.3%	
TOTAL eCIRCULATION	10,760	4,122	104,617	39,210	166.8%	Included in circulation activity.

OHIO BRAILLE & AUDIO READING DOWNLOAD	Monthly Total		Year-to-Date		YTD	
	2011	2010	2011	2010	Gain/Loss	
Downloads	8,346	7,647	103,850	72,037	44.2%	Not included in circulation activity.
Users	533	505	6,275	5,050	24.3%	

COMPUTER USAGE	Number of Computers	Average Session	Number of Sessions		Hours in Use		YTD
			2011	2010	2011	2010	Gain/Loss
Main Library	71	43 minutes	10,340	10,086	7,467	7,432	0.5%
Branches	352	41 minutes	66,513	57,443	45,060	39,965	12.7%
TOTAL USAGE	423		76,853	67,529	52,527	47,397	10.8%

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 Hourly		Year-to-Date		YTD
	2011	2010	2011	2010	2011	2010	Gain/Loss
Main Library	44,061	37,809	212	198	570,007	636,500	-10.4%
Branches	232,710	207,814	1,150	1,027	3,052,959	3,191,708	-4.3%
Mobile Unit	660	621			9,399	8,716	7.8%
TOTAL VISITS	277,431	246,244			3,632,365	3,836,924	-5.3%

**CLEVELAND PUBLIC LIBRARY
BRANCH TOTAL CIRCULATION FOR DECEMBER 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	12,349	1,658	1,257	1,574	16,838	951	17,789
Broadway	2,451	138	118	157	2,864	347	3,211
Brooklyn	6,010	577	599	626	7,812	912	8,724
Carnegie West	9,998	995	1,342	1,405	13,740	1,262	15,002
Collinwood	7,473	621	674	934	9,702	1,101	10,803
East 131st	4,045	355	377	471	5,248	413	5,661
Eastman	12,876	1,253	1,336	1,782	17,247	1,965	19,212
Fleet	9,644	969	1,058	1,476	13,147	1,142	14,289
Fulton	8,755	781	666	974	11,176	1,066	12,242
Garden Valley	4,666	465	274	263	5,668	458	6,126
Glenville	6,483	622	663	782	8,550	759	9,309
Harvard-Lee	7,497	636	663	858	9,654	911	10,565
Hough	4,922	577	330	454	6,283	490	6,773
Jefferson	7,094	776	895	1,279	10,044	1,058	11,102
Langston Hughes	4,894	545	425	650	6,514	545	7,059
Lorain	8,578	1,059	881	1,264	11,782	892	12,674
Martin Luther King, Jr.	5,655	539	871	1,090	8,155	926	9,081
Memorial-Nottingham	10,774	882	1,308	1,847	14,811	1,499	16,310
Mt. Pleasant	5,453	503	335	539	6,830	610	7,440
Rice	10,187	785	811	1,106	12,889	859	13,748
Rockport	15,620	1,436	1,432	2,237	20,725	2,112	22,837
South	9,020	655	585	659	10,919	923	11,842
South Brooklyn	13,720	968	1,339	1,947	17,974	2,448	20,422
Sterling	4,616	488	464	597	6,165	424	6,589
Union	5,603	613	298	487	7,001	644	7,645
Walz	12,792	1,267	1,306	1,704	17,069	1,488	18,557
West Park	14,388	1,517	2,563	3,510	21,978	3,131	25,109
Woodland	8,563	720	664	872	10,819	910	11,729
TOTAL	234,126	22,400	23,534	31,544	311,604	30,246	341,850

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

BRANCH	Monthly Total		Year-to-Date		YTD	YTD
	2011	2010	2011	2010	Gain/Loss	%G/L
Addison	17,789	13,185	183,093	165,598	17,495	10.6%
Broadway	3,211	3,615	40,743	42,610	-1,867	-4.4%
Brooklyn	8,724	9,496	108,922	102,761	6,161	6.0%
Carnegie West	15,002	12,037	164,735	155,511	9,224	5.9%
Collinwood	10,803	10,498	126,298	131,518	-5,220	-4.0%
East 131st	5,661	5,189	70,499	58,053	12,446	21.4%
Eastman	19,212	19,193	233,862	253,399	-19,537	-7.7%
Fleet	14,289	12,961	161,990	172,568	-10,578	-6.1%
Fulton	12,242	11,391	148,064	139,260	8,804	6.3%
Garden Valley	6,126	3,679	57,095	57,283	-188	-0.3%
Glenville	9,309	8,486	106,841	93,225	13,616	14.6%
Harvard-Lee	10,565	9,542	122,398	120,232	2,166	1.8%
Hough	6,773	6,704	79,029	79,190	-161	-0.2%
Jefferson	11,102	9,313	125,293	127,916	-2,623	-2.1%
Langston Hughes	7,059	7,816	94,860	93,283	1,577	1.7%
Lorain	12,674	11,689	150,565	154,786	-4,221	-2.7%
Martin Luther King, Jr.	9,081	8,153	108,668	106,206	2,462	2.3%
Memorial-Nottingham	16,310	16,798	210,316	233,350	-23,034	-9.9%
Mt. Pleasant	7,440	6,237	87,799	81,055	6,744	8.3%
Rice	13,748	12,485	162,701	162,102	599	0.4%
Rockport	22,837	21,120	283,241	279,848	3,393	1.2%
South	11,842	8,129	118,840	111,899	6,941	6.2%
South Brooklyn	20,422	21,360	266,329	288,077	-21,748	-7.5%
Sterling	6,589	6,499	75,907	78,785	-2,878	-3.7%
Union	7,645	6,326	85,174	74,070	11,104	15.0%
Walz	18,557	15,521	217,726	212,027	5,699	2.7%
West Park	25,109	24,725	309,415	339,136	-29,721	-8.8%
Woodland*	11,729	9,527	126,053	84,378	41,675	*
TOTAL	341,850	311,674	4,026,456	3,998,126	28,330	0.7%

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

**CLEVELAND PUBLIC LIBRARY
BRANCH ATTENDANCE DECEMBER 2011**

BRANCH	Monthly Total		Year-to-Date		YTD	YTD
	2011	2010	2011	2010	Gain/Loss	%G/L
Addison	7,131	5,260	72,606	82,899	-10,293	-12.4%
Broadway	1,281	1,248	18,073	20,222	-2,149	-10.6%
Brooklyn	3,111	3,031	54,761	51,590	3,171	6.1%
Carnegie West	19,084	17,927	225,437	230,345	-4,908	-2.1%
Collinwood	6,556	5,743	85,807	93,265	-7,458	-8.0%
East 131st	6,975	5,213	81,120	78,275	2,845	3.6%
Eastman	10,781	10,426	145,027	158,413	-13,386	-8.5%
Fleet	9,153	7,998	126,141	126,041	100	0.1%
Fulton	7,133	5,784	95,188	89,996	5,192	5.8%
Garden Valley	4,646	4,396	61,805	77,338	-15,533	-20.1%
Glenville	6,979	6,227	92,186	102,634	-10,448	-10.2%
Harvard-Lee	8,541	7,329	105,375	113,229	-7,854	-6.9%
Hough	10,590	10,448	165,682	167,134	-1,452	-0.9%
Jefferson	8,023	6,955	99,934	101,882	-1,948	-1.9%
Langston Hughes	5,632	5,244	77,002	83,021	-6,019	-7.2%
Lorain	7,310	6,221	91,545	93,554	-2,009	-2.1%
Martin Luther King, Jr.	5,329	5,946	70,232	76,713	-6,481	-8.4%
Memorial-Nottingham	6,972	6,894	99,752	110,306	-10,554	-9.6%
Mt. Pleasant	5,933	5,877	78,651	95,700	-17,049	-17.8%
Rice	10,358	12,162	167,460	186,074	-18,614	-10.0%
Rockport	15,711	8,594	156,020	135,152	20,868	15.4%
South	8,313	6,208	103,510	108,352	-4,842	-4.5%
South Brooklyn	11,855	12,535	170,091	198,337	-28,246	-14.2%
Sterling	12,539	10,236	163,086	150,856	12,230	8.1%
Union	6,197	6,976	99,934	122,880	-22,946	-18.7%
Walz	10,112	7,873	123,982	127,387	-3,405	-2.7%
West Park	10,127	9,185	128,117	144,524	-16,407	-11.4%
Woodland*	6,338	5,878	94,435	65,589	28,846	*
TOTAL	232,710	207,814	3,052,959	3,191,708	-138,749	-4.3%

*See footnote p. 3

**CLEVELAND PUBLIC LIBRARY
BRANCH RANKINGS DECEMBER 2011**

Total Circulation		Attendance		Population*		
Branch		Branch		2009	2000	
1 West Park	25,109	1 Carnegie West	19,084	1 South Brooklyn	31,511	34,217
2 Rockport	22,837	2 Rockport	15,711	2 Fleet	27,822	34,598
3 South Brooklyn	20,422	3 Sterling	12,539	3 West Park	27,291	29,398
4 Eastman	19,212	4 South Brooklyn	11,855	4 Eastman	23,686	25,873
5 Walz	18,557	5 Eastman	10,781	5 Rice	22,240	25,893
6 Addison	17,789	6 Hough	10,590	6 Fulton	20,026	22,575
7 Memorial-Nottingham	16,310	7 Rice	10,358	7 Memorial-Nottingham	19,553	22,598
8 Carnegie West	15,002	8 West Park	10,127	8 Rockport	19,404	21,467
9 Fleet	14,289	9 Walz	10,112	9 Harvard-Lee	18,834	21,246
10 Rice	13,748	10 Fleet	9,153	10 Langston Hughes	17,982	21,224
11 Lorain	12,674	11 Harvard-Lee	8,541	11 Glenville	17,317	20,302
12 Fulton	12,242	12 South	8,313	12 Walz	16,558	18,497
13 South	11,842	13 Jefferson	8,023	13 Collinwood	16,270	19,377
14 Woodland	11,729	14 Lorain	7,310	14 Addison	16,169	19,263
15 Jefferson	11,102	15 Fulton	7,133	15 East 131st	15,658	18,001
16 Collinwood	10,803	16 Addison	7,131	16 Martin Luther King, Jr.	15,212	15,483
17 Harvard-Lee	10,565	17 Glenville	6,979	17 Mt. Pleasant	14,724	17,155
18 Glenville	9,309	18 East 131st	6,975	18 Lorain	13,233	14,589
19 Martin Luther King, Jr.	9,081	19 Memorial-Nottingham	6,972	19 Carnegie West	10,549	11,716
20 Brooklyn	8,724	20 Collinwood	6,556	20 Union	10,316	12,603
21 Union	7,645	21 Woodland	6,338	21 Sterling	8,046	8,712
22 Mt. Pleasant	7,440	22 Union	6,197	22 Woodland	7,492	7,213
23 Langston Hughes	7,059	23 Mt. Pleasant	5,933	23 South	7,009	7,729
24 Hough	6,773	24 Langston Hughes	5,632	24 Hough	6,197	7,845
25 Sterling	6,589	25 Martin Luther King, Jr.	5,329	25 Brooklyn	5,419	6,430
26 Garden Valley	6,126	26 Garden Valley	4,646	26 Jefferson	3,587	3,987
27 East 131st	5,661	27 Brooklyn	3,111	27 Garden Valley	2,857	3,220
28 Broadway	3,211	28 Broadway	1,281	28 Broadway	1,687	1,966
	341,850		232,710		416,649	473,177

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

OTHER TRANSACTIONS Loans* to:	Monthly Total		Year-to-Date		YTD
	2011	2010	2011	2010	Gain/Loss
CLEVNET	77,515	72,391	940,681	916,005	2.7%
MORE	942	744	10,570	10,495	0.7%
Other Libraries	435	464	6,214	7,029	-11.6%
TOTAL	78,892	73,599	957,465	933,529	2.6%

*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	22,924	23,190	302,240	319,017	-5.3%
KnowItNow Web Reference*	836	1,077	8,983	15,260	-41.1%
Interlibrary Loan Requests	3,393	3,291	43,397	45,942	-5.5%
TOTAL	27,153	27,558	354,620	380,219	-6.7%

*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	7,792	5,995	94,927	83,053	14.3%
Total Items Added	24,216	27,208	350,484	373,728	-6.2%

HOURS OPEN	Monthly Total		Year-to-Date		YTD
	2011	2010	2011	2010	Gain/Loss
Main Library	208	191	2,408	2,524	-4.6%
Branches	6,143	5,649	71,018	72,942	-2.6%

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

MYTUNES	Dec 2011	Nov 2011	Oct 2011	Sept 2011	Aug 2011
Songs Downloaded	5466	4,277	5,305	5,042	5,847
Users	1007	734	791	829	943
New Registrations	26	13	13	41	218

CLEVELAND PUBLIC LIBRARY ANALYSIS OF OUTPUT MEASURES DECEMBER 2011

