

**CLEVELAND PUBLIC LIBRARY
MONTHLY ACTIVITY REPORT FOR FEBRUARY 2014**

CIRCULATION ACTIVITY	Monthly Total		Average Hourly		Year-to-Date		YTD
	2014	2013	2014	2013	2014	2013	Gain/Loss
Main Library	127,963	135,053	695	734	258,291	276,967	-6.7%
Branches	294,842	310,088	1,515	1,593	608,492	656,320	-7.3%
Mobile Units	5,946	4,792			11,787	10,440	12.9%
Library for the Blind	47,607	52,186			98,700	111,705	-11.6%
OLBPD BARD	10,759	12,565			22,562	24,326	-7.3%
eMedia	18,366	13,551			38,589	29,406	31.2%
TOTAL CIRCULATION	505,483	528,235			1,038,421	1,109,164	-6.4%

ELECTRONIC MEDIA CIRCULATION	Monthly Total		Year-to-Date		YTD
	2014	2013	2014	2013	Gain/Loss
eBook	13,294	10,356	29,004	22,621	28.2%
eAudioBook	4,084	2,997	8,453	6,418	31.7%
eMusic	28	66	57	150	-62.0%
eVideo	182	132	297	217	36.9%
Zinio	778	0	778	0	N/A
TOTAL eCIRCULATION	18,366	13,551	38,589	29,406	31.2% Included in circulation activity.

OHIO BRAILLE & AUDIO READING DOWNLOAD (BARD)	Monthly Total		Year-to-Date		YTD
	2014	2013	2014	2013	Gain/Loss
Downloads	10,759	12,565	22,562	24,326	-7.3% Included in circulation activity
Users	667	597	1,338	1,235	8.3%

COMPUTER USAGE	Number of Computers	Average Session	Number of Sessions		Hours in Use		YTD
			2014	2013	2014	2013	Gain/Loss
Main Library	94	45 minutes	11,644	13,120	10,375	10,234	1.4%
Branches	541	40 minutes	75,021	77,944	50,345	52,415	-3.9%
TOTAL USAGE	635		86,665	91,064	60,720	62,649	-3.1%

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
	2014	2013	2014	2013	2014	2013	Gain/Loss
Main Library	34,597	42,527	178	219	70,648	87,736	-19.5%
Branches	206,323	223,175	1,060	1,147	406,930	468,787	-13.2%
Mobile Unit	528	548			1,045	1,256	-16.8%
TOTAL VISITS	241,448	266,250			478,623	557,779	-14.2%

REPORT G

**CLEVELAND PUBLIC LIBRARY
BRANCH TOTAL CIRCULATION FOR FEBRUARY 2014**

	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	8,357	659	593	1,234	10,843	996	11,839
Brooklyn	3,997	390	374	604	5,365	568	5,933
Carnegie West	7,622	945	1,137	1,487	11,191	1,079	12,270
Collinwood	5,694	637	782	1,135	8,248	739	8,987
East 131st	4,532	308	319	515	5,674	416	6,090
Eastman	11,295	1,315	1,666	3,122	17,398	2,308	19,706
Fleet*	8,725	823	982	1,686	12,216	1,218	13,434
Fulton	15,021	750	677	1,378	17,826	873	18,699
Garden Valley	2,042	173	150	257	2,622	304	2,926
Glenville	5,454	557	477	1,004	7,492	573	8,065
Harvard-Lee	5,004	467	693	1,187	7,351	762	8,113
Hough	3,208	305	298	412	4,223	385	4,608
Jefferson	4,733	523	836	1,249	7,341	788	8,129
Langston Hughes	4,096	489	477	993	6,055	515	6,570
Lorain	6,022	759	642	1,423	8,846	912	9,758
Martin Luther King, Jr.	7,081	487	725	1,157	9,450	881	10,331
Memorial-Nottingham	7,840	664	1,118	2,246	11,868	1,431	13,299
Mt. Pleasant	3,825	408	429	633	5,295	493	5,788
Rice	8,163	502	549	1,003	10,217	968	11,185
Rockport	12,393	1,046	1,472	2,725	17,636	2,102	19,738
South	5,998	689	590	1,371	8,648	627	9,275
South Brooklyn	12,294	997	1,663	3,118	18,072	2,056	20,128
Sterling	3,836	292	436	609	5,173	414	5,587
Union	5,275	725	640	1,068	7,708	563	8,271
Walz	10,585	794	1,178	1,797	14,354	1,397	15,751
West Park	10,406	1,353	2,475	3,996	18,230	2,467	20,697
Woodland	7,034	563	490	865	8,952	713	9,665
TOTAL	190,532	17,620	21,868	38,274	268,294	26,548	294,842

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

**CLEVELAND PUBLIC LIBRARY
BRANCH TOTAL CIRCULATION COMPARATIVE FOR FEBRUARY 2014**

BRANCH	Monthly Total		Year-to-Date		YTD	YTD
	2014	2013	2014	2013	Gain/Loss	%G/L
Addison	11,839	9,412	24,095	20,534	3,561	17.3%
Brooklyn	5,933	8,183	12,702	16,502	-3,800	-23.0%
Carnegie West	12,270	12,649	25,537	26,814	-1,277	-4.8%
Collinwood	8,987	9,492	18,090	20,544	-2,454	-11.9%
East 131st	6,090	4,929	11,361	10,434	927	8.9%
Eastman	19,706	18,789	41,208	39,699	1,509	3.8%
Fleet*	13,434	15,631	28,693	32,830	-4,137	-12.6%
Fulton	18,699	14,653	31,595	29,551	2,044	6.9%
Garden Valley	2,926	4,405	6,846	9,709	-2,863	-29.5%
Glenville	8,065	9,042	16,835	18,762	-1,927	-10.3%
Harvard-Lee	8,113	10,182	16,872	21,284	-4,412	-20.7%
Hough	4,608	4,709	9,981	10,113	-132	-1.3%
Jefferson	8,129	8,566	16,609	18,332	-1,723	-9.4%
Langston Hughes	6,570	7,882	13,577	16,529	-2,952	-17.9%
Lorain	9,758	11,688	20,377	25,230	-4,853	-19.2%
Martin Luther King, Jr.	10,331	8,411	22,518	16,634	5,884	35.4%
Memorial-Nottingham	13,299	14,823	28,561	30,719	-2,158	-7.0%
Mt. Pleasant	5,788	6,085	12,438	12,976	-538	-4.1%
Rice	11,185	12,567	24,032	27,233	-3,201	-11.8%
Rockport	19,738	20,640	40,178	44,660	-4,482	-10.0%
South	9,275	8,863	19,444	18,936	508	2.7%
South Brooklyn	20,128	21,596	40,898	45,139	-4,241	-9.4%
Sterling	5,587	7,522	12,179	16,500	-4,321	-26.2%
Union	8,271	7,938	16,822	17,439	-617	-3.5%
Walz	15,751	17,592	33,315	37,757	-4,442	-11.8%
West Park	20,697	21,947	42,624	45,983	-3,359	-7.3%
Woodland	9,665	11,892	21,105	25,477	-4,372	-17.2%
TOTAL	294,842	310,088	608,492	656,320	-47,828	-7.3%

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

**CLEVELAND PUBLIC LIBRARY
BRANCH ATTENDANCE FEBRUARY 2014**

BRANCH	Monthly Total		Year-to-Date		YTD	YTD
	2014	2013	2014	2013	Gain/Loss	%G/L
Addison	5,305	6,240	10,725	12,823	-2,098	-16.4%
Brooklyn	3,616	3,956	6,874	8,214	-1,340	-16.3%
Carnegie West	13,637	15,865	26,645	32,299	-5,654	-17.5%
Collinwood	5,866	6,769	11,932	14,209	-2,277	-16.0%
East 131st	5,949	7,037	12,501	15,118	-2,617	-17.3%
Eastman	10,997	11,788	21,983	24,929	-2,946	-11.8%
Fleet	9,929	11,078	19,183	22,502	-3,319	-14.7%
Fulton	6,510	7,521	12,871	16,120	-3,249	-20.2%
Garden Valley	3,892	3,958	7,343	8,457	-1,114	-13.2%
Glenville	5,622	6,851	11,415	14,551	-3,136	-21.6%
Harvard-Lee	9,369	8,807	17,941	18,180	-239	-1.3%
Hough	8,678	8,434	16,945	18,304	-1,359	-7.4%
Jefferson	7,083	7,117	14,206	15,545	-1,339	-8.6%
Langston Hughes	5,823	6,354	11,402	13,082	-1,680	-12.8%
Lorain	6,883	7,095	13,810	15,623	-1,813	-11.6%
Martin Luther King, Jr.	5,720	5,398	11,401	11,393	8	0.1%
Memorial-Nottingham	4,955	6,913	10,119	14,671	-4,552	-31.0%
Mt. Pleasant	6,311	6,165	12,040	13,075	-1,035	-7.9%
Rice	12,522	13,646	24,492	28,506	-4,014	-14.1%
Rockport	11,441	9,927	21,670	21,714	-44	-0.2%
South	7,389	6,849	15,280	13,680	1,600	11.7%
South Brooklyn	11,015	13,405	21,039	27,714	-6,675	-24.1%
Sterling	8,649	12,094	18,247	24,545	-6,298	-25.7%
Union	5,235	4,568	9,473	10,265	-792	-7.7%
Walz	8,128	9,130	15,915	19,381	-3,466	-17.9%
West Park	9,322	9,637	18,592	19,630	-1,038	-5.3%
Woodland	6,477	6,573	12,886	14,257	-1,371	-9.6%
TOTAL	206,323	223,175	406,930	468,787	-61,857	-13.2%

**CLEVELAND PUBLIC LIBRARY
BRANCH RANKINGS FEBRUARY 2014**

Total Circulation		Attendance		Population	
Branch		Branch		2010	2000
1 West Park	20,697	1 Carnegie West	13,637	1 South Brooklyn	32,043 34,217
2 South Brooklyn	20,128	2 Rice	12,522	2 West Park	27,814 29,398
3 Rockport	19,738	3 Rockport	11,441	3 Fleet**	26,727 34,598
4 Eastman	19,706	4 South Brooklyn	11,015	4 Eastman	23,674 25,873
5 Fulton	18,699	5 Eastman	10,997	5 Rockport	19,896 21,467
6 Walz	15,751	6 Fleet	9,929	6 Fulton	19,647 22,575
7 Fleet*	13,434	7 Harvard-Lee	9,369	7 Rice	19,462 25,893
8 Memorial-Nottingham	13,299	8 West Park	9,322	8 Memorial-Nottingham	19,271 22,598
9 Carnegie West	12,270	9 Hough	8,678	9 Harvard-Lee	17,655 21,246
10 Addison	11,839	10 Sterling	8,649	10 Walz	16,063 18,497
11 Rice	11,185	11 Walz	8,128	11 Collinwood	14,769 19,377
12 Martin Luther King, Jr.	10,331	12 South	7,389	12 Langston Hughes	14,439 21,224
13 Lorain	9,758	13 Jefferson	7,083	13 Glenville	14,006 20,302
14 Woodland	9,665	14 Lorain	6,883	14 Addison	13,603 19,263
15 South	9,275	15 Fulton	6,510	15 East 131st	13,025 18,001
16 Collinwood	8,987	16 Woodland	6,477	16 Mt. Pleasant	12,792 17,155
17 Union	8,271	17 Mt. Pleasant	6,311	17 Lorain	12,588 14,589
18 Jefferson	8,129	18 East 131st	5,949	18 Martin Luther King, Jr.	12,392 15,483
19 Harvard-Lee	8,113	19 Collinwood	5,866	19 Carnegie West	10,487 11,716
20 Glenville	8,065	20 Langston Hughes	5,823	20 Union	8,416 12,603
21 Langston Hughes	6,570	21 Martin Luther King, Jr.	5,720	21 Sterling	8,267 8,712
22 East 131st	6,090	22 Glenville	5,622	22 Woodland	7,946 7,213
23 Brooklyn	5,933	23 Addison	5,305	23 South	6,325 7,729
24 Mt. Pleasant	5,788	24 Union	5,235	24 Hough	5,667 7,845
25 Sterling	5,587	25 Memorial-Nottingham	4,955	25 Brooklyn	5,524 6,430
26 Hough	4,608	26 Garden Valley	3,892	26 Jefferson	3,515 3,987
27 Garden Valley	2,926	27 Brooklyn	3,616	27 Garden Valley	2,310 3,220
	294,842		206,323	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

**CLEVELAND PUBLIC LIBRARY
MONTHLY ACTIVITY REPORT FOR FEBRUARY 2014**

OTHER TRANSACTIONS	Monthly Total		Year-to-Date		YTD
	2014	2013	2014	2013	Gain/Loss
Loans* to:					
CLEVNET	76,586	77,164	150,070	150,569	-0.3%
MORE	568	720	1,102	1,582	-30.3%
Other Libraries	624	708	1,257	1,508	-16.6%
TOTAL	77,778	78,592	152,429	153,659	-0.8%

*Totals included in Main Library and Branch circulation counts.

ANALYSIS OF MAIN LIBRARY REFERENCE QUESTION LOAD	Monthly Total		Year-to-Date		YTD
	2014	2013	2014	2013	Gain/Loss
Projected	24,066	22,833	55,207	46,359	19.1%
KnowItNow Web Reference*	439	561	749	1,266	-40.8%
Interlibrary Loan Requests	1,799	4,631	4,249	10,060	-57.8%
TOTAL	26,304	28,025	60,205	57,685	4.4%

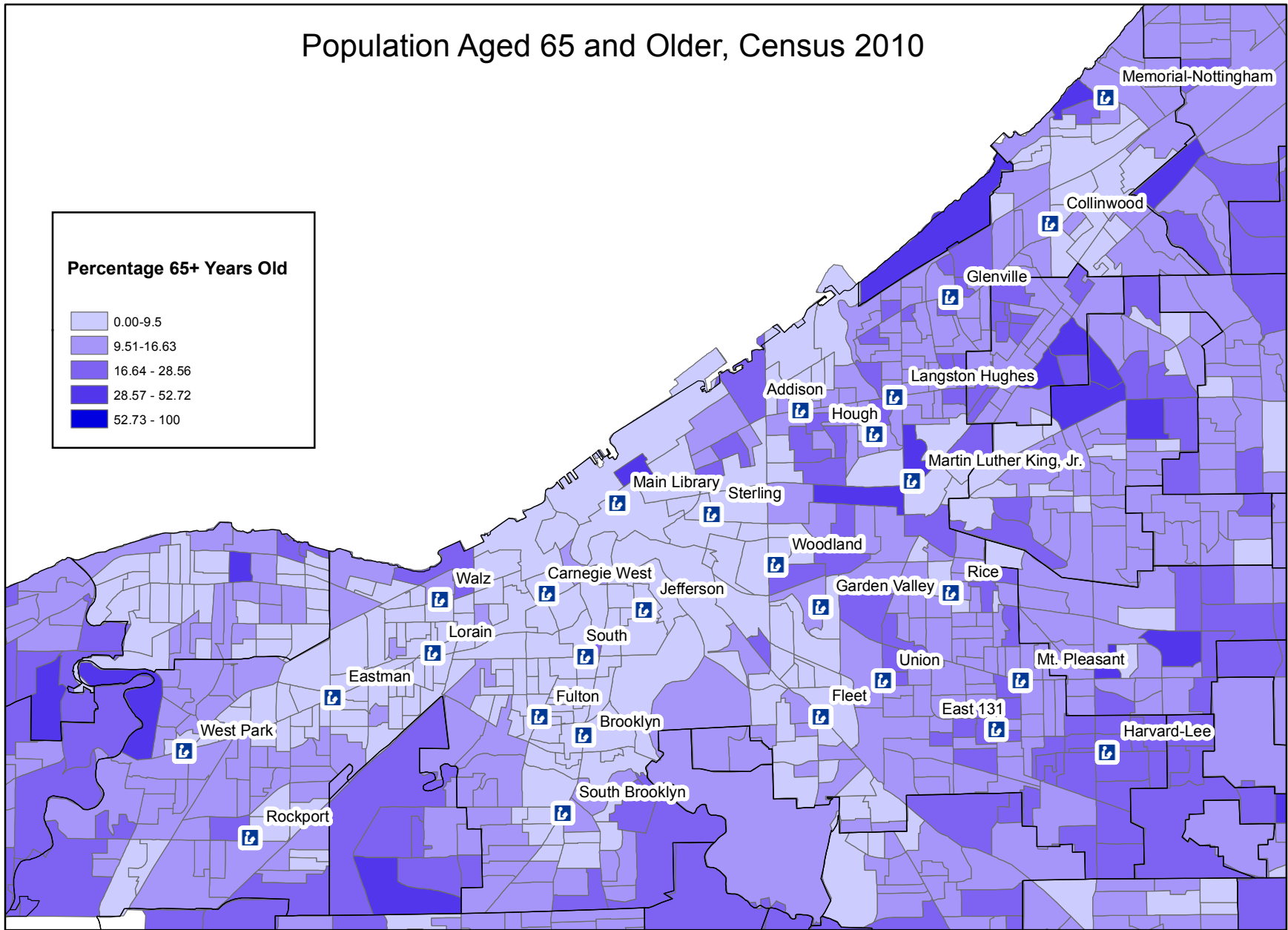
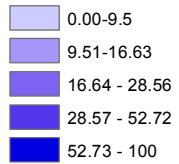
*Questions taken by CPL staff only. As more partner libraries throughout Ohio sign on to provide the service, what had been CPL's disproportionate share as a provider will continue to diminish.

CHANGES IN PERMANENT COLLECTION	Monthly Total		Year-to-Date		YTD
	2014	2013	2014	2013	Gain/Loss
New Titles Added	5,617	5,096	11,274	9,605	17.4%
Total Items Added	19,298	20,576	35,558	40,013	-11.1%

HOURS OPEN	Monthly Total		Year-to-Date		YTD
	2014	2013	2014	2013	Gain/Loss
Main Library	184	184	366	384	-4.7%
Branches	2,559	5,265	10,432	10,972	-4.9%

Population Aged 65 and Older, Census 2010

Percentage 65+ Years Old



Prepared by KO
March 17, 2014
Source: Census Bureau