

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

CIRCULATION ACTIVITY	Monthly Total		Average Hourly		Year-to-Date		YTD
	2014	2013	2014	2013	2014	2013	Gain/Loss
Main Library	125,333	135,790	627	707	1,585,841	1,724,160	-8.0%
Branches	296,162	324,534	1,390	1,586	3,738,259	4,083,224	-8.4%
Mobile Units	5,200	5,741			75,324	64,243	17.2%
Library for the Blind	50,051	48,324			626,457	636,095	-1.5%
OLBPD BARD	*	10,723			122,097	135,233	-9.7%
eMedia	27,232	18,059			240,273	195,757	22.7%
TOTAL CIRCULATION	503,978	543,171			6,388,251	6,838,712	-6.6%

ELECTRONIC MEDIA CIRCULATION	Monthly Total		Year-to-Date		YTD
	2014	2013	2014	2013	Gain/Loss
eBook	18,030	13,878	170,241	149,697	13.7%
eAudioBook	5,235	4,104	55,910	44,359	26.0%
eMusic	404	27	748	693	7.9%
eVideo	2,746	50	5,309	1,008	426.7%
Zinio	817		8,065		N/A
TOTAL eCIRCULATION	27,232	18,059	240,273	195,757	22.7% Included in circulation activity.

OHIO BRAILLE & AUDIO READING DOWNLOAD (BARD)	Monthly Total		Year-to-Date		YTD
	2014	2013	2014*	2013	Gain/Loss
Downloads	*	10,723	122,097	135,233	-9.7% Included in circulation activity
Users	*	650	7,083	7,428	-4.6%

*NLS was unable to provide BARD usage numbers for December 2014 in time for inclusion in this report.

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	12,165	12,534	9,026	9,395	-3.9%
Branches	538	39 minutes	81,728	83,673	54,618	56,282	-3.0%
TOTAL USAGE	632		93,893	96,207	63,644	65,677	-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	38,035	39,066	179	191	524,934	548,562	-4.3%
Branches	203,837	205,503	957	1,004	2,812,259	2,989,800	-5.9%
Mobile Unit	403	606			6,885	7,343	-6.2%
TOTAL VISITS	242,275	245,175			3,344,078	3,545,705	-5.7%

REPORT

**CLEVELAND PUBLIC LIBRARY
BRANCH TOTAL CIRCULATION FOR DECEMBER 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	7,382	757	551	1,111	9,801	695	10,496
Brooklyn	4,485	449	485	583	6,002	749	6,751
Carnegie West	8,600	952	1,589	1,645	12,786	1,105	13,891
Collinwood	6,682	631	598	1,044	8,955	730	9,685
East 131st	3,984	429	407	619	5,439	402	5,841
Eastman	12,888	1,407	1,653	2,564	18,512	1,990	20,502
Fleet*	8,838	843	961	1,456	12,098	1,114	13,212
Fulton	7,324	684	641	930	9,579	780	10,359
Garden Valley	2,658	191	159	273	3,281	254	3,535
Glenville	5,356	474	549	1,037	7,416	540	7,956
Harvard-Lee	5,816	599	691	1,164	8,270	769	9,039
Hough	3,935	411	278	554	5,178	319	5,497
Jefferson	4,638	641	1,020	1,214	7,513	590	8,103
Langston Hughes	5,531	625	668	1,177	8,001	525	8,526
Lorain	7,156	693	731	1,139	9,719	860	10,579
Martin Luther King, Jr.	6,059	598	832	1,056	8,545	712	9,257
Memorial-Nottingham	9,125	851	1,277	2,059	13,312	1,289	14,601
Mt. Pleasant	3,755	498	419	656	5,328	361	5,689
Rice	8,723	609	763	1,227	11,322	855	12,177
Rockport	13,470	1,188	1,356	2,042	18,056	1,899	19,955
South	6,204	757	939	1,311	9,211	720	9,931
South Brooklyn	12,219	1,215	2,006	2,823	18,263	2,130	20,393
Sterling	4,988	382	276	423	6,069	427	6,496
Union	5,112	533	503	864	7,012	505	7,517
Walz	9,862	853	1,234	1,682	13,631	1,253	14,884
West Park	10,668	1,355	2,569	3,490	18,082	2,246	20,328
Woodland	8,448	553	443	793	10,237	725	10,962
TOTAL	193,906	19,178	23,598	34,936	271,618	24,544	296,162

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

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

BRANCH	Monthly Total		Year-to-Date		YTD	YTD
	2014	2013	2014	2013	Gain/Loss	%G/L
Addison	10,496	12,796	136,577	148,587	-12,010	-8.1%
Brooklyn	6,751	7,316	81,878	93,016	-11,138	-12.0%
Carnegie West	13,891	13,546	168,320	176,688	-8,368	-4.7%
Collinwood	9,685	9,289	108,760	121,966	-13,206	-10.8%
East 131st	5,841	5,653	66,857	66,903	-46	-0.1%
Eastman	20,502	22,972	252,785	275,432	-22,647	-8.2%
Fleet*	13,212	15,603	169,136	203,157	-34,021	-16.7%
Fulton	10,359	12,114	173,058	168,345	4,713	2.8%
Garden Valley	3,535	4,257	46,944	59,956	-13,012	-21.7%
Glenville	7,956	8,297	98,786	110,936	-12,150	-11.0%
Harvard-Lee	9,039	9,911	109,856	126,524	-16,668	-13.2%
Hough	5,497	5,578	63,285	64,411	-1,126	-1.7%
Jefferson	8,103	8,145	98,087	108,194	-10,107	-9.3%
Langston Hughes	8,526	7,697	95,843	100,666	-4,823	-4.8%
Lorain	10,579	11,549	138,404	155,842	-17,438	-11.2%
Martin Luther King, Jr.	9,257	12,087	137,547	121,465	16,082	13.2%
Memorial-Nottingham	14,601	15,945	179,584	192,810	-13,226	-6.9%
Mt. Pleasant	5,689	7,443	71,723	86,345	-14,622	-16.9%
Rice	12,177	13,988	150,738	172,793	-22,055	-12.8%
Rockport	19,955	20,810	252,301	270,933	-18,632	-6.9%
South	9,931	9,874	115,694	116,207	-513	-0.4%
South Brooklyn	20,393	22,128	260,635	281,803	-21,168	-7.5%
Sterling	6,496	6,806	75,031	87,722	-12,691	-14.5%
Union	7,517	8,527	96,951	106,419	-9,468	-8.9%
Walz	14,884	18,618	196,782	230,606	-33,824	-14.7%
West Park	20,328	20,778	264,864	283,683	-18,819	-6.6%
Woodland	10,962	12,807	127,833	151,815	-23,982	-15.8%
TOTAL	296,162	324,534	3,738,259	4,083,224	-344,965	-8.4%

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

**CLEVELAND PUBLIC LIBRARY
BRANCH ATTENDANCE DECEMBER 2014**

BRANCH	Monthly Total		Year-to-Date		YTD	YTD
	2014	2013	2014	2013	Gain/Loss	%G/L
Addison	5,226	6,017	72,321	87,776	-15,455	-17.6%
Brooklyn	3,608	3,483	49,522	57,609	-8,087	-14.0%
Carnegie West	15,129	14,409	180,128	195,576	-15,448	-7.9%
Collinwood	5,981	6,560	88,168	90,422	-2,254	-2.5%
East 131st	7,404	7,020	88,142	93,792	-5,650	-6.0%
Eastman	10,591	11,424	138,529	154,703	-16,174	-10.5%
Fleet	8,647	9,588	130,267	148,426	-18,159	-12.2%
Fulton	6,427	6,707	94,896	108,588	-13,692	-12.6%
Garden Valley	4,546	3,831	62,097	57,048	5,049	8.9%
Glenville	5,793	5,902	79,139	90,166	-11,027	-12.2%
Harvard-Lee	8,881	8,751	111,718	114,108	-2,390	-2.1%
Hough	9,128	8,962	137,401	129,082	8,319	6.4%
Jefferson	6,575	7,452	87,303	96,000	-8,697	-9.1%
Langston Hughes	6,865	6,455	88,849	87,610	1,239	1.4%
Lorain	6,505	6,708	102,420	108,090	-5,670	-5.2%
Martin Luther King, Jr.	8,440	5,469	83,444	75,843	7,601	10.0%
Memorial-Nottingham	4,577	5,110	77,104	102,043	-24,939	-24.4%
Mt. Pleasant	5,811	5,713	77,113	76,344	769	1.0%
Rice	8,338	12,082	142,561	172,424	-29,863	-17.3%
Rockport	8,190	7,500	144,589	126,890	17,699	13.9%
South	6,017	6,732	92,489	93,752	-1,263	-1.3%
South Brooklyn	11,777	10,327	155,588	160,347	-4,759	-3.0%
Sterling	10,944	9,909	130,795	150,035	-19,240	-12.8%
Union	5,434	4,908	76,564	72,932	3,632	5.0%
Walz	7,890	8,854	111,135	125,542	-14,407	-11.5%
West Park	8,711	8,920	117,319	120,237	-2,918	-2.4%
Woodland	6,402	6,710	92,658	94,415	-1,757	-1.9%
TOTAL	203,837	205,503	2,812,259	2,989,800	-177,541	-5.9%

**CLEVELAND PUBLIC LIBRARY
BRANCH RANKINGS DECEMBER 2014**

Total Circulation		Attendance		Population	
Branch		Branch		2010	2000
1 Eastman	20,502	1 Carnegie West	15,129	1 South Brooklyn	32,043 34,217
2 South Brooklyn	20,393	2 South Brooklyn	11,777	2 West Park	27,814 29,398
3 West Park	20,328	3 Sterling	10,944	3 Fleet**	26,727 34,598
4 Rockport	19,955	4 Eastman	10,591	4 Eastman	23,674 25,873
5 Walz	14,884	5 Hough	9,128	5 Rockport	19,896 21,467
6 Memorial-Nottingham	14,601	6 Harvard-Lee	8,881	6 Fulton	19,647 22,575
7 Carnegie West	13,891	7 West Park	8,711	7 Rice	19,462 25,893
8 Fleet*	13,212	8 Fleet	8,647	8 Memorial-Nottingham	19,271 22,598
9 Rice	12,177	9 Martin Luther King, Jr.	8,440	9 Harvard-Lee	17,655 21,246
10 Woodland	10,962	10 Rice	8,338	10 Walz	16,063 18,497
11 Lorain	10,579	11 Rockport	8,190	11 Collinwood	14,769 19,377
12 Addison	10,496	12 Walz	7,890	12 Langston Hughes	14,439 21,224
13 Fulton	10,359	13 East 131st	7,404	13 Glenville	14,006 20,302
14 South	9,931	14 Langston Hughes	6,865	14 Addison	13,603 19,263
15 Collinwood	9,685	15 Jefferson	6,575	15 East 131st	13,025 18,001
16 Martin Luther King, Jr.	9,257	16 Lorain	6,505	16 Mt. Pleasant	12,792 17,155
17 Harvard-Lee	9,039	17 Fulton	6,427	17 Lorain	12,588 14,589
18 Langston Hughes	8,526	18 Woodland	6,402	18 Martin Luther King, Jr.	12,392 15,483
19 Jefferson	8,103	19 South	6,017	19 Carnegie West	10,487 11,716
20 Glenville	7,956	20 Collinwood	5,981	20 Union	8,416 12,603
21 Union	7,517	21 Mt. Pleasant	5,811	21 Sterling	8,267 8,712
22 Brooklyn	6,751	22 Glenville	5,793	22 Woodland	7,946 7,213
23 Sterling	6,496	23 Union	5,434	23 South	6,325 7,729
24 East 131st	5,841	24 Addison	5,226	24 Hough	5,667 7,845
25 Mt. Pleasant	5,689	25 Memorial-Nottingham	4,577	25 Brooklyn	5,524 6,430
26 Hough	5,497	26 Garden Valley	4,546	26 Jefferson	3,515 3,987
27 Garden Valley	3,535	27 Brooklyn	3,608	27 Garden Valley	2,310 3,220
	296,162		203,837	28 Broadway**	1,966
					388,323 473,177

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

**Broadway and Fleet services areas merged

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

OTHER TRANSACTIONS	Monthly Total		Year-to-Date		YTD
	2014	2013	2014	2013	Gain/Loss
Loans* to:					
CLEVNET	73,630	79,457	922,033	993,049	-7.2%
MORE	375	505	6,457	8,436	-23.5%
Other Libraries	504	449	6,827	8,021	-14.9%
TOTAL	74,509	80,411	935,317	1,009,506	-7.3%

*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	13,446	18,400	237,982	283,654	-16.1%
KnowItNow Web Reference*	188	371	2,918	6,050	-51.8%
Interlibrary Loan Requests	879	2,007	16,176	43,427	-62.8%
TOTAL	14,513	20,778	257,076	333,131	-22.8%

*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	5,012	5,801	69,742	71,378	-2.3%
Total Items Added	19,006	13,186	241,486	279,072	-13.5%

HOURS OPEN	Monthly Total		Year-to-Date		YTD
	2014	2013	2014	2013	Gain/Loss
Main Library	200	192	2,390	2,408	-0.7%
Branches	5,751	5,526	68,442	68,901	-0.7%

Trends in circulation by format

In 2014, videos saw an appreciable decline from 2013. Magazines and audio formats continue their steady fall, mirrored in the Library resources devoted to their purchase.

