



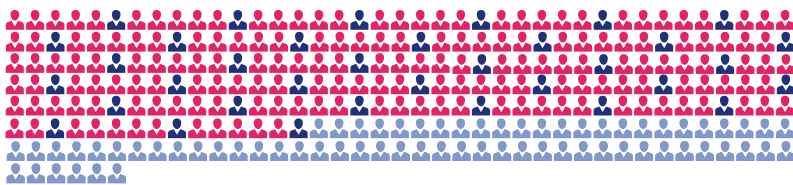
A CITY AND ITS LIBRARY

Toronto Public Library commissioned a public and visitor survey as part of its 2012-15 strategic plan consultation process. Here are some highlights that tell the story of the library and the city it serves.

Well-Used.

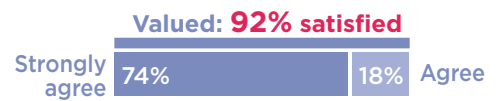
Torontonians use their libraries in large numbers.

72% of Torontonians used the library in 2012. **1 in 6** visit the library at least once a week.

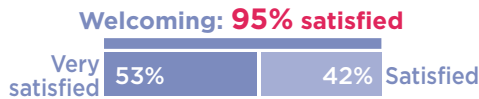


Valued.

Public libraries are an important resource for Toronto's communities:



Welcoming. Library customers overwhelmingly agree that libraries offer an attractive environment - more than half say they are very satisfied:

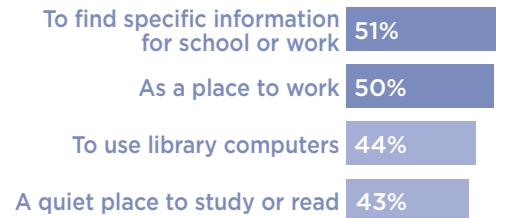


Helpful.

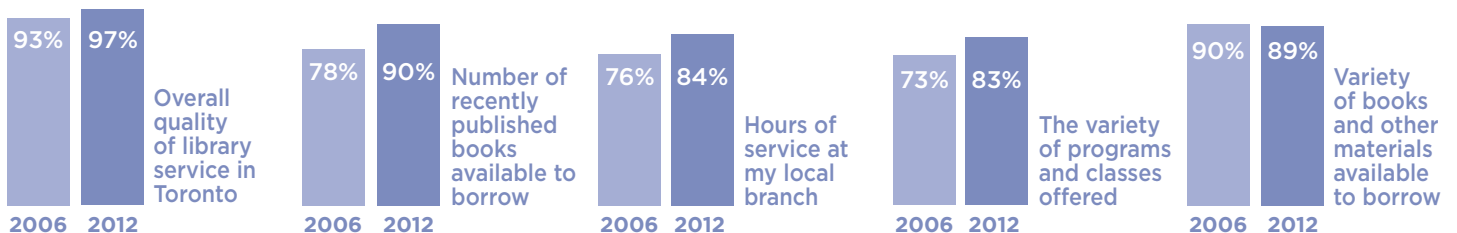
Customers are pleased with the level of assistance from library staff:

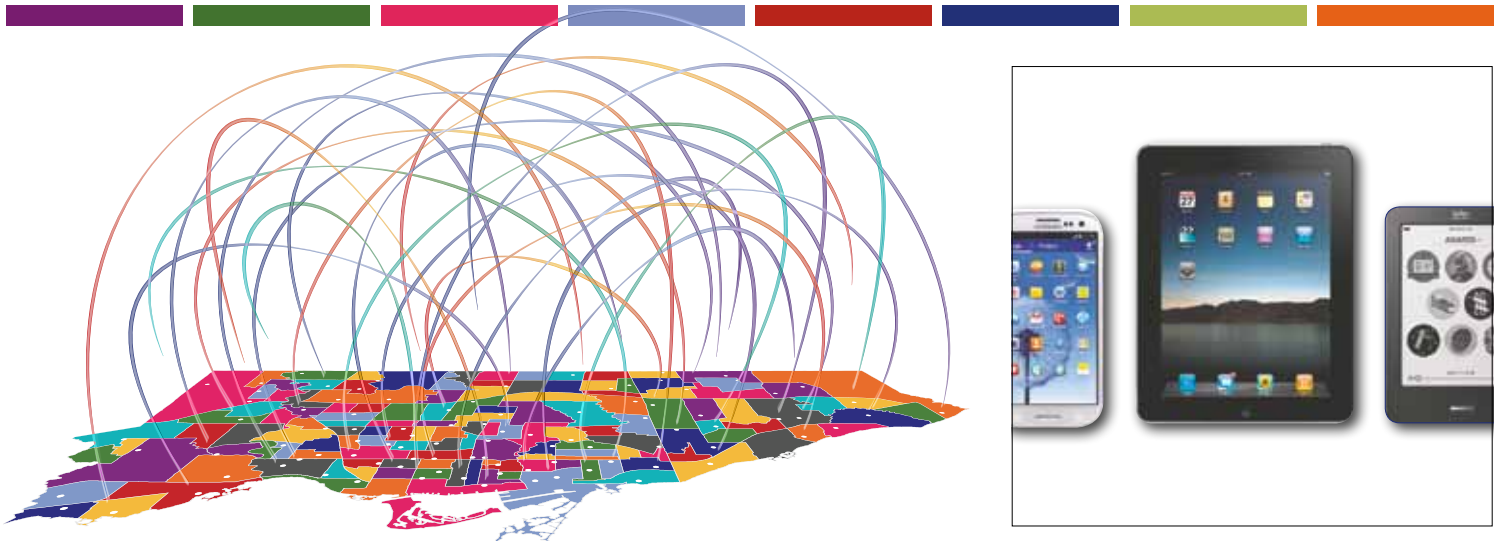


Libraries offer significant support to students. Full time students use the library for various purposes:



Responsive. In most measures, satisfaction with the Toronto Public Library continues to grow or remain stable:





Connecting People to Information and Ideas

In 2012, Torontonians visited the library and borrowed materials in large numbers.



19 million visits to branches



26 million visits to the library website



32 million items borrowed



58% of Torontonians used a library computer or accessed the library's wireless network



105% increase in the use of e-books



Growing the Service

We talked to people who are not current library users and found that many are interested in these library services:

- E-books to download **(45%)**
- Books, and other material to borrow **(41%)**
- Free use of computers in every branch **(39%)**
- Programs for adults on a variety of subjects **(38%)**
- Specialized programs including job search and starting a new business **(36%)**

The library will continue to work to raise awareness of these and other services among potential new users.

torontopubliclibrary.ca/theplan



New Directions

As more and more library users turn to electronic media as their preferred source of information, we continue to adjust our offerings:

- Our fastest growing point of contact with users is our website. We continue to look for ways to improve the availability of library resources online.
- E-book loans are a popular and growing service. We are continually adding new titles and working with publishers to improve access to e-books.
- More than half of Torontonians use library computers and wireless service. We will expand bandwidth capacity to respond to increased public demand for media rich content and streaming library programs and events.