



## MEMORANDUM

**To:** Newmarket Public Library Board

**From:** Todd Kyle, CEO

**Date:** February 17, 2016

**Re:** Impact Survey

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At the end of 2014, Newmarket Public Library piloted the Impact Survey on its website. The survey was developed by the University of Washington's library sciences school with funding from the Gates Foundation. Originally available in the U.S. only, Newmarket and Edmonton were Canadian pilot sites.

As of the end of last year, the survey is now available to all Canadian libraries as an annual subscription. Newmarket has subscribed, and the first of what will be roughly quarterly surveys lasting 2 weeks each, was conducted in January.

Of those surveyed, 67% have used library computers or wireless services in last 12 months. Of those:

- 58% received staff technology help, with 73% finding it very helpful
- 23% used computers for educational purposes
- 19% used computers for employment purposes, with 8% being hired for a job as a result
- 77% said they were satisfied or very satisfied with library public access technology
- 12% are low income
- Of those with no alternative Internet access, 67% are low income

The complete report is included in the agenda package, and a slideshow produced as a result can be viewed if members wish. In addition, the results will be communicated via news release and social media.

The following motion is recommended:

**THAT the Library Board receive the report on the Impact Survey.**