



MEMORANDUM

To: Newmarket Public Library Board
From: Todd Kyle, CEO
Date: October 19, 2016
Re: Impact Survey

As previously reported to the Board, the Library had taken out a one-year subscription to the Impact Survey, an online tool that surveys public library technology and Internet access. Since the last report, the survey has been run two additional times. The plan is to renew the subscription in partnership with all 6 libraries of northern York Region (the N6), thereby sharing the same annual subscription fee among 6 libraries, and allowing us to conduct concurrent or asynchronous survey periods, and to share and compare our results.

The results of surveys conducted in June-July and September-October 2016 are reported below, with all percentages being averages of the two surveys. Response numbers were quite modest—a total of 78 responses were received. Participation rates in online surveys tend to be low, and even efforts to promote participation by offering refreshments while users completed the survey in a dedicated space were only modestly fruitful.

Of those surveyed, 95% have accessed library resources through the library's website, either remotely or using the library's Internet connection.

57% have used library computers or wireless services in last 12 months. Of those:

- 63% received staff technology help, with 86% of those finding it very helpful
- 31% used computers for educational purposes
- 27% used computers for employment purposes, with a total of 2 individuals being hired for a job as a result
- 79% said they were satisfied or very satisfied with library public access technology
- 14% are low income
- Of those with no alternative Internet access, 34% are low income

There were also a considerable number of write-in comments which were very illuminating. In many cases, they pointed out things that are outside the Library's control, such as the loan period for eBooks (set by the purchasing consortium, and limited by budget). Many asked for services that the library actually already offers (for example, an accessible computer, and a suggest a purchase option), so we have made efforts to promote these on social media. Some suggestions pointed out limitations to individual users' bandwidth on the library's Wi-Fi, so we are experimenting with removing user data speed caps.

The highlight reports are included in the agenda package. If the Board wishes they may also request the complete reports and slideshows.

The following motion is recommended:

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