



MEMORANDUM

To: Newmarket Public Library Board

From: Todd Kyle

Date: November 16, 2016

Re: Sunday usage

As requested by the Board, we have prepared a chart showing comparative usage on Sundays from January-October in 2015 and 2016, in order to evaluate the effect of permanent Sunday opening throughout the summer.

The data shows that Sunday usage has increased year-over-year for all periods. In particular, usage increased markedly in the summer period year-over-year, likely the result of better community knowledge of Sunday openings once it moved beyond the initial 2015 pilot. The data also show that Sundays are now only marginally less busy in the summer period as compared to the rest of the year.

Please note that the data used reflect only check-outs of physical material. Due to a temporary malfunction with our "people counter" we have not been able to isolate in-person visits for the periods needed. However, past experience shows that visits and check-outs correlate closely enough to be used as broad measures of community in-person use.

The following motion is recommended:

THAT the Library Board receive the report on Sunday usage.