



## ▶ RANKING & SATISFACTION

Toronto Public Library is the busiest urban public library system in the world.

# #1

### Worldwide\*

- Circulation per capita
  - Visits per capita
- (#3 Total Circulation and Total Visits per capita)
- \*Serving a population over 1.5 million (2013)*

# #1

### North America\*

- Total Circulation
  - Circulation per capita
  - Total Visits
  - Visits per capita
- \*Serving a population over 2 million (2014)*

# #1

### Canada\*

- Total Circulation
  - Total Visits
- (#2 Visits per capita #6 Circulation per capita)
- \*Serving a population over 500,000 (2014)*

### Well-Used

Torontonians use their libraries in large numbers.

# 70%

of Torontonians used the library in 2015



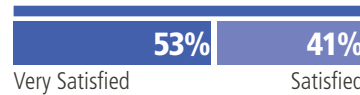
# 1 in 5

Torontonians visit a library branch at least once a week



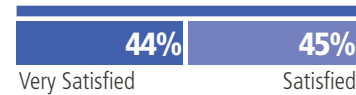
### Responsive : 95%

Library customers are overwhelmingly satisfied with the Toronto Public Library.



### Helpful : 94%

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



### Welcoming : 89%

Library customers overwhelmingly agree that libraries offer an attractive environment.



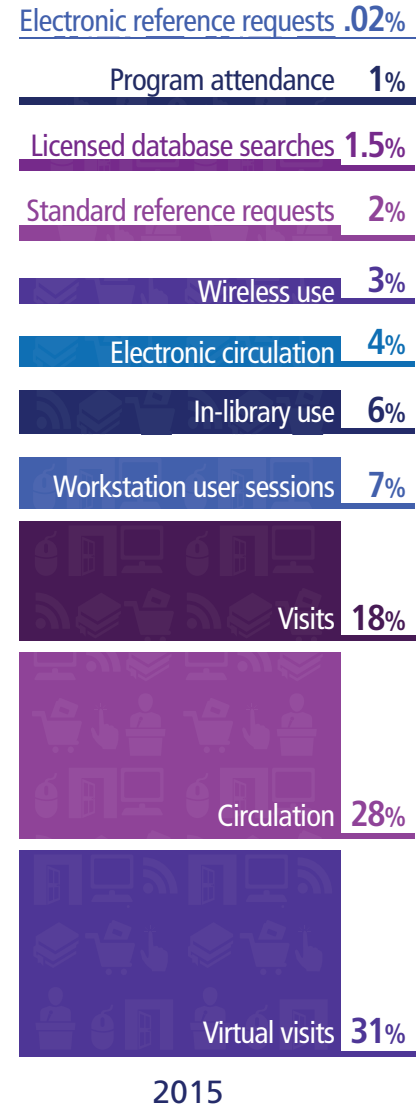
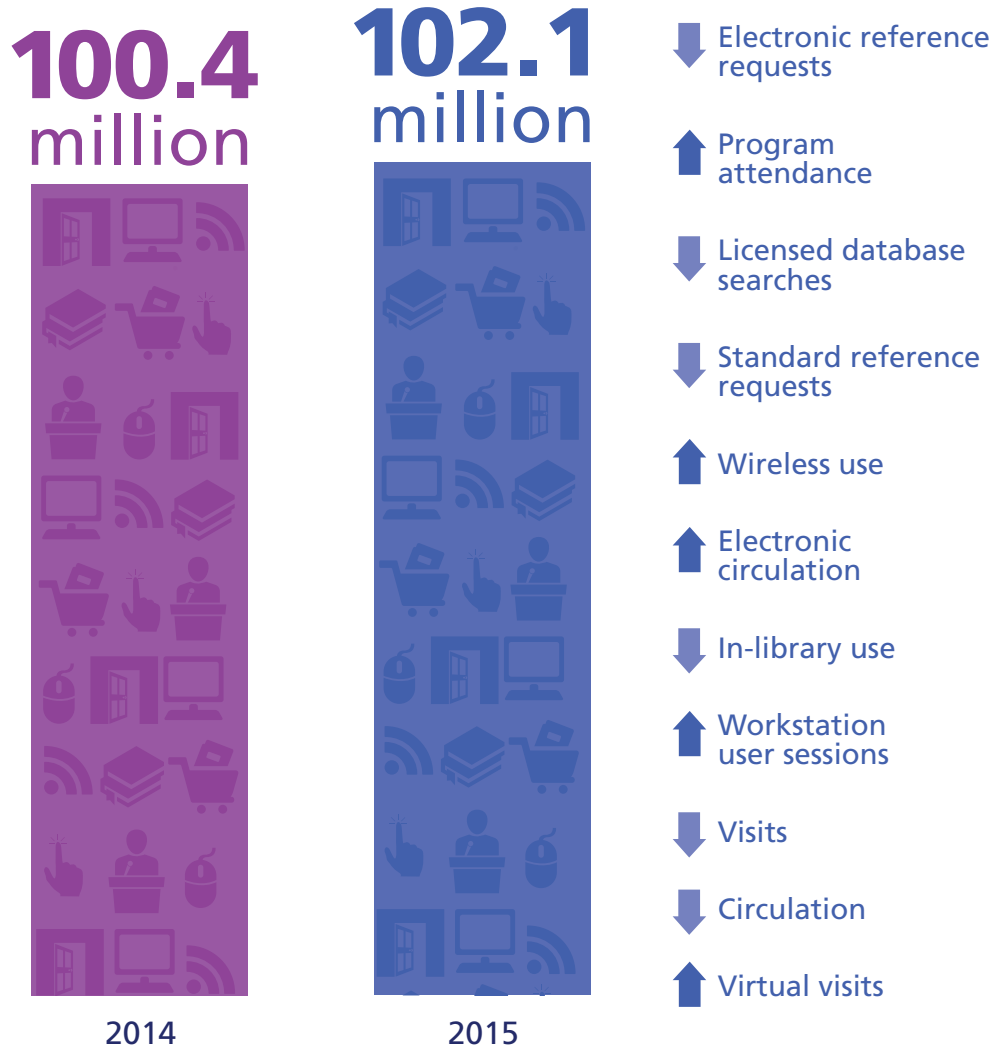
### Valued : 92%

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



## ▶ TOTAL USE

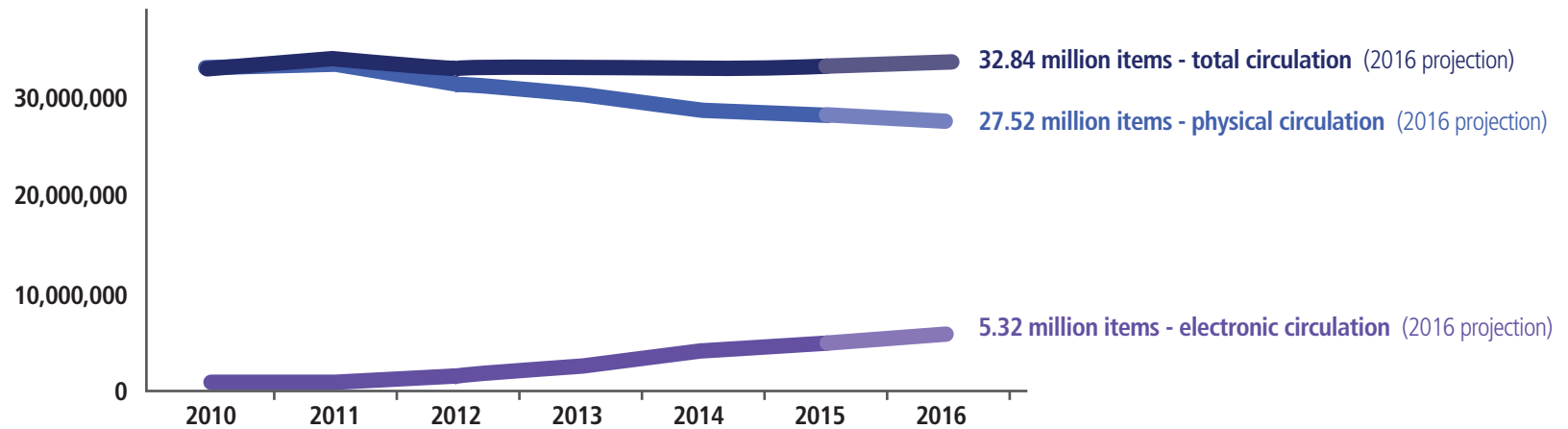
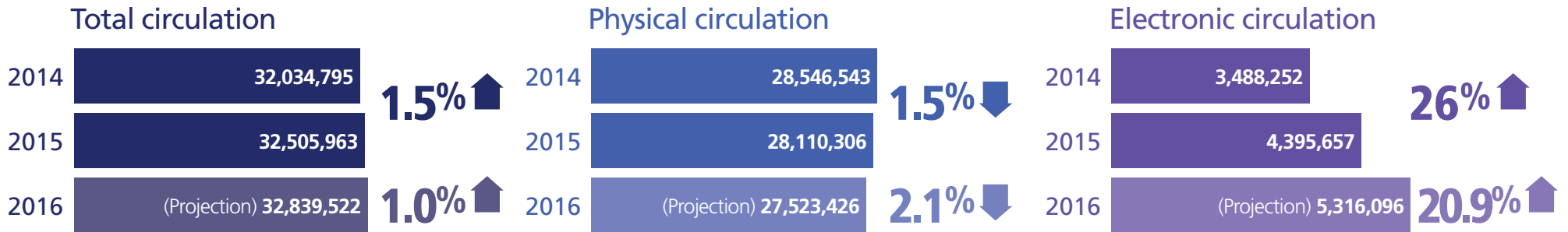
The increase in total use was driven by virtual visits, electronic circulation and wireless use. Information requests and in-library use of material declined as more services are delivered electronically.





## ► CIRCULATION

Overall circulation in 2015 remained relatively stable, with significant increases in the use of e-content, offset by moderate declines in physical circulation and more significant declines in the use of multilingual materials.



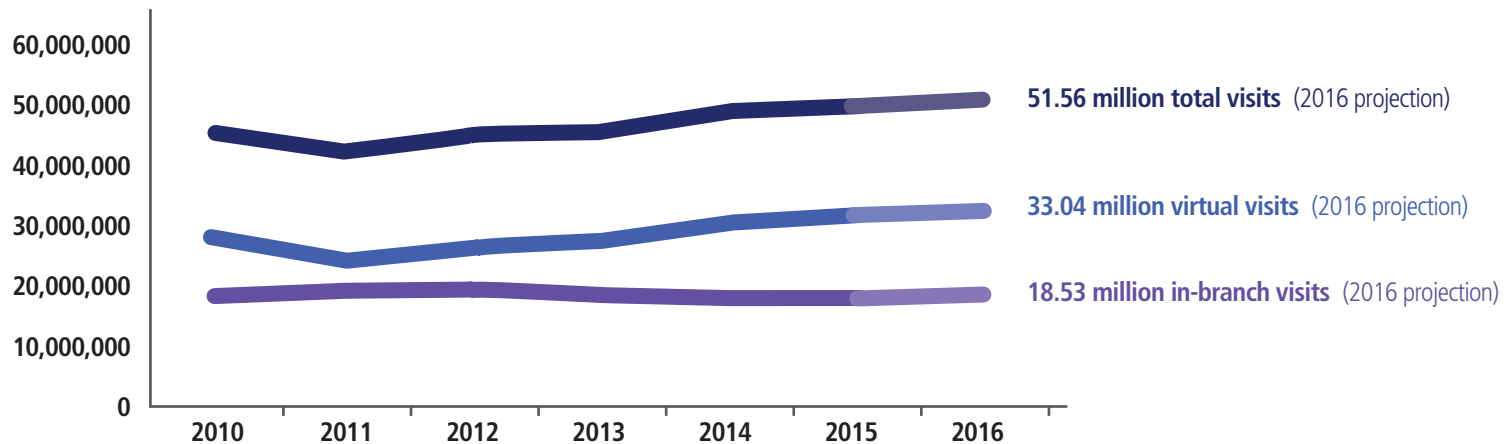
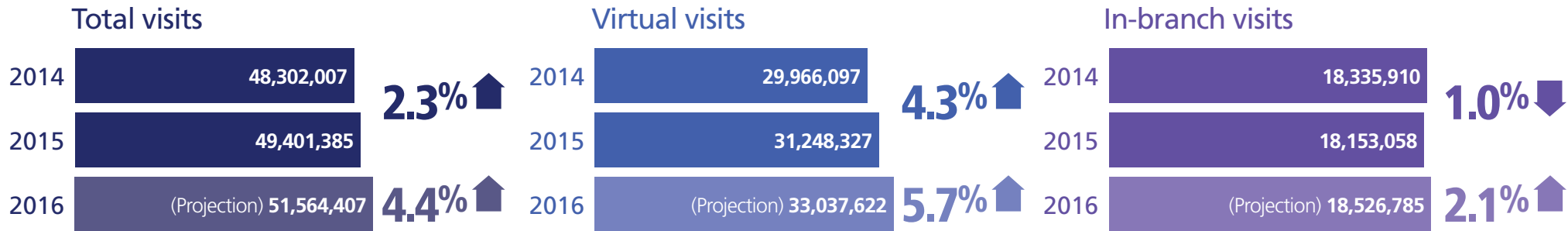
Circulation

		2010	2011	2012	2013	2014	2015	2014-2015 Change	2016 Projections	2015-2016 Change
	Physical	32,066,701	32,728,959	30,958,696	30,039,506	28,546,543	28,110,306	-1.5%	27,523,426	-2.1%
	Electronic	257,715	523,276	1,073,340	2,105,515	3,488,252	4,395,657	26.0%	5,316,096	20.9%
	Total	32,324,416	33,252,235	32,032,036	32,145,021	32,034,795	32,505,963	1.5%	32,839,522	1.0%



## ▶ VISITS

TPL saw modest increases to its overall visits, with steady increases in virtual visits and relatively stable in-branch visits over 2014. Library branches saw increased popularity among youth ages 15-19 and young adults ages 20-34 who study, work and access technology in branches across the city.

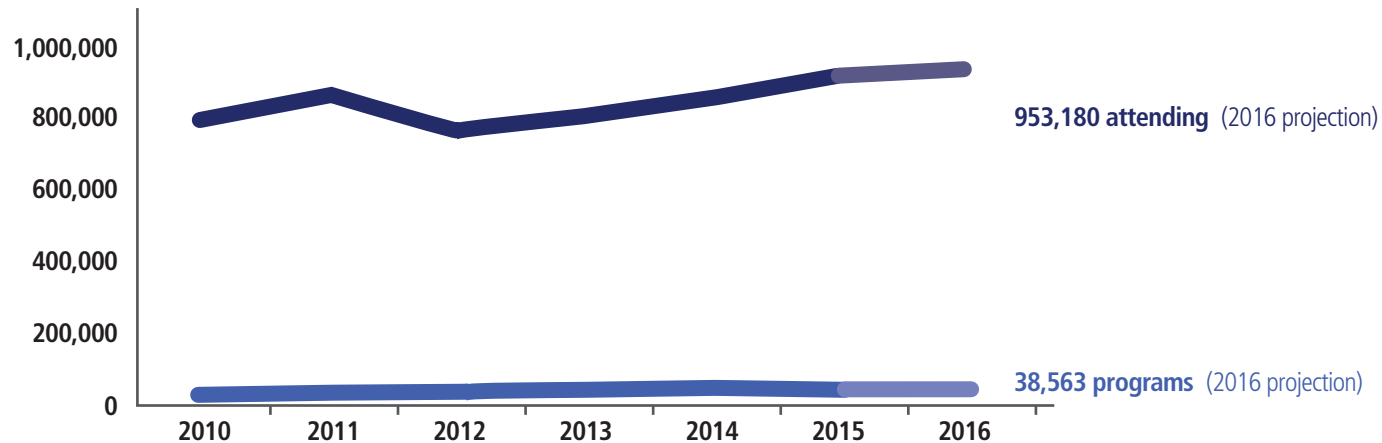
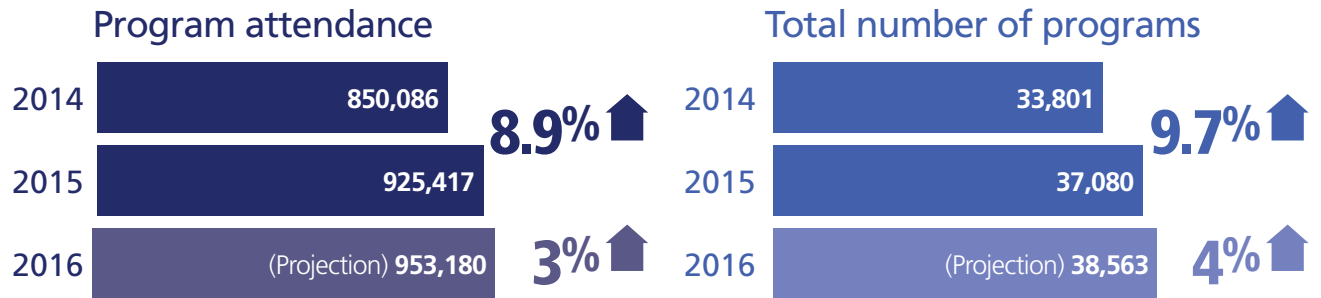


Visits		2010	2011	2012	2013	2014	2015	2014-2015 Change	2016 Projections	2015-2016 Change
Virtual visits		27,003,433	23,403,526	25,951,430	26,794,138	29,966,097	31,248,327	4.3%	33,037,622	5.7%
In-branch visits		18,352,210	19,064,857	18,872,588	18,485,372	18,335,910	18,153,058	-1.0%	18,526,785	2.1%
Total		45,355,643	42,468,383	44,824,018	45,279,510	48,302,007	49,401,385	2.3%	51,564,407	4.4%



## ► PROGRAMMING

Increases in programming attendance and number of programs delivered were driven by the increased popularity of TPL's literary and cultural programming; increases in children's programs delivered; and new technology, innovation and education programs offered.



### Visits

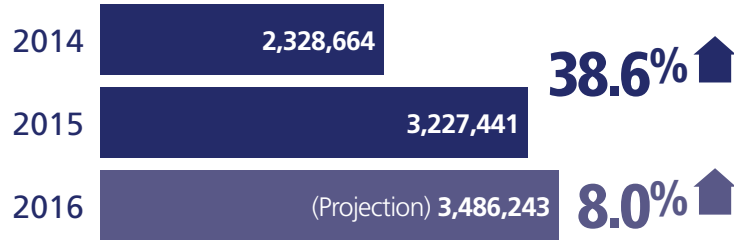
	2010	2011	2012	2013	2014	2015	2014-2015 Change	2016 Projections	2015-2016 Change
Attendance	791,231	865,495	769,534	808,121	850,086	925,417	8.9%	953,180	3%
# of programs	28,706	31,804	28,075	30,921	33,801	37,080	9.7%	38,563	4%



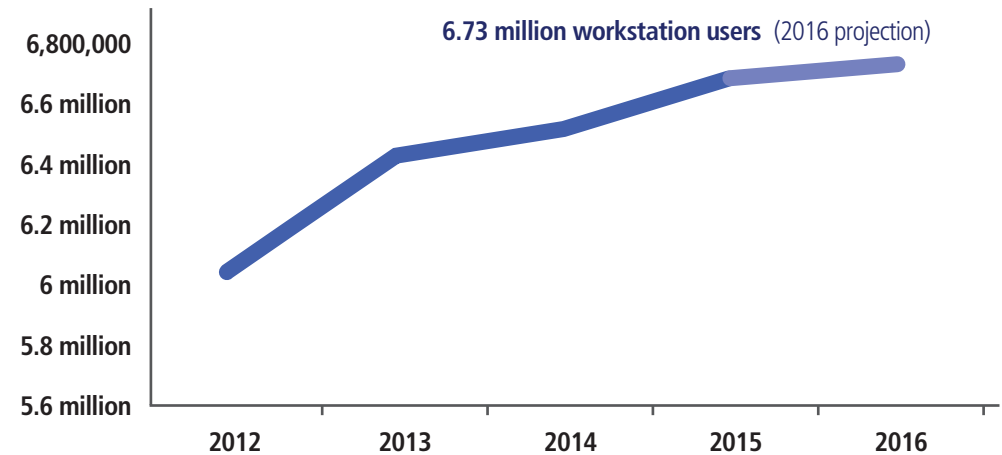
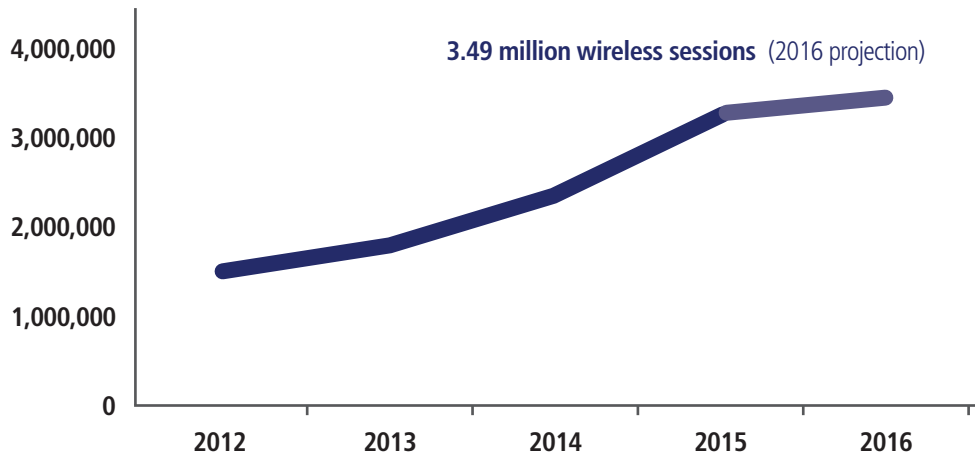
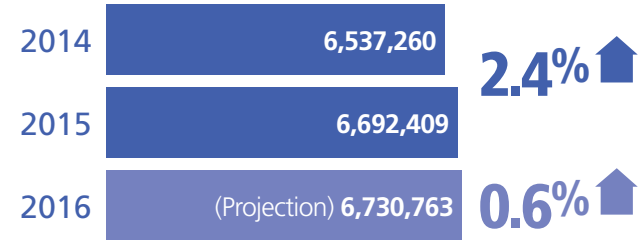
## ▶ TECHNOLOGY

Increased use of workstations and wireless sessions reflects Torontonians' growing need for access to computers, software and bandwidth for success in school, work, and lifelong learning.

### Wireless sessions



### Workstation users



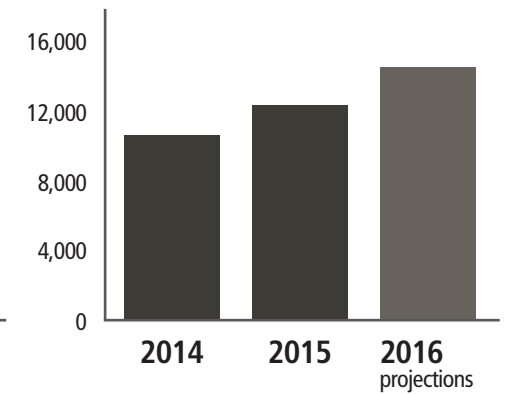
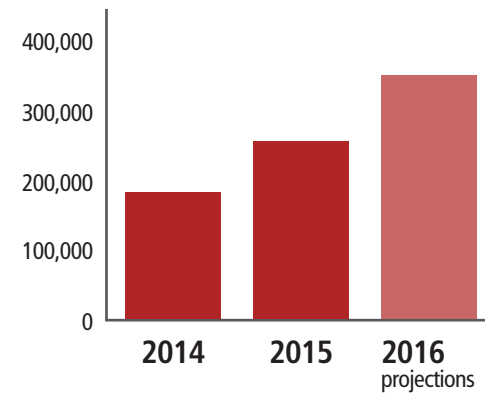
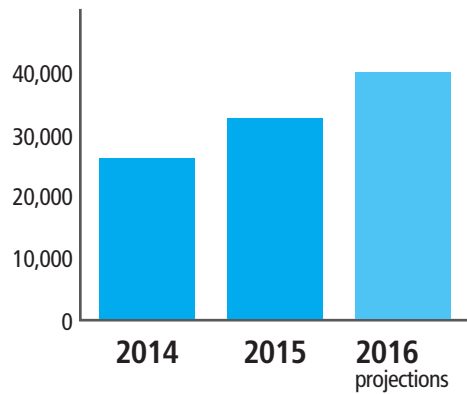
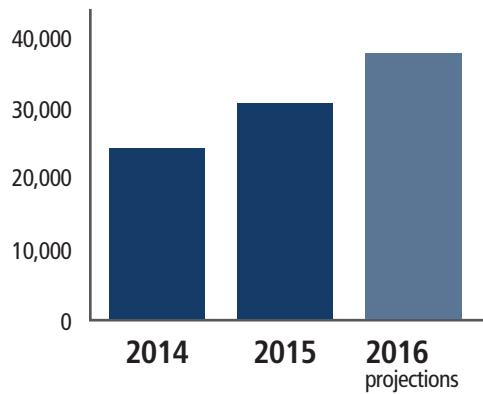
Technology

		2012	2013	2014	2015	2014-2015 Change	2016 Projections	2015-2016 Change
	Wireless sessions	1,493,299	1,806,662	2,328,664	3,227,441	38.6%	3,486,243	8.0%
	Workstation users	6,138,170	6,465,726	6,537,260	6,692,409	2.4%	6,730,763	0.6%



## ▶ ONLINE ENGAGEMENT & OUTREACH

Use of online engagement channels is expected to increase as more services, including information services, are delivered through TPL's digital channels.



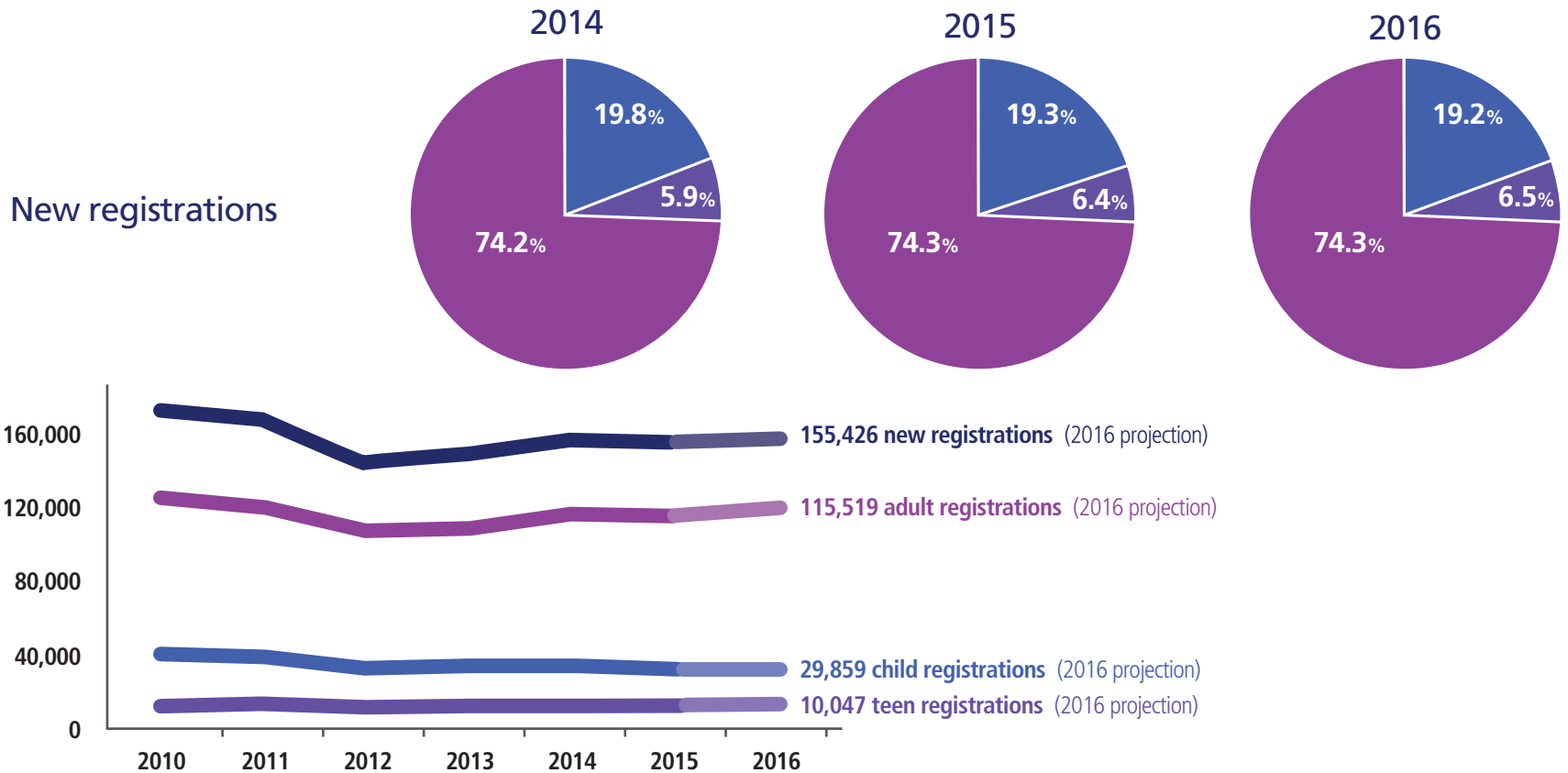
Online engagement & outreach

		2014	2015	2014-2015 Change	2016 Projections	2015-2016 Change
	Facebook followers	24,514	30,958	26.3%	38,000	22.7%
	Twitter followers	26,268	32,688	24.4%	40,000	22.4%
	YouTube views	184,802	258,008	39.6%	350,000	35.7%
	Enewsletter subscribers	10,665	12,350	15.8%	14,500	17.4%



## ► LIBRARY MEMBERSHIP

Overall, new registrations remained relatively stable, with declines in adult and child membership offset by increases in teen membership.



### Membership

		2010	2011	2012	2013	2014	2015	2014-2015 Change	2016 Projections	2015-2016 Change
	New registrations	168,976	163,474	141,310	145,343	153,041	151,417	-1.1%	155,426	2.6%
	Child	36,871	36,278	29,052	31,114	30,358	29,274	-3.6%	29,859	2.0%
	Teen	9,913	10,175	8,254	9,267	9,078	9,661	6.4%	10,047	4.0%
	Adult	122,192	117,021	104,004	104,962	113,605	112,482	-1.0%	115,519	2.7%