

**2017 Annual Performance Measures and Benchmarking**

<b>Date:</b>	April 30, 2018
<b>To:</b>	Toronto Public Library Board
<b>From:</b>	City Librarian

**SUMMARY**

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This report presents Toronto Public Library’s 2017 annual performance measures and benchmarking results from North American and Canadian public libraries.

Despite the closure of North York Central Library, Toronto Public Library’s busiest branch, 2017 was still a busy year. Total use<sup>1</sup>, a measure of the Municipal Benchmarking Network Canada that comprises in-branch activities and electronic services was 95,413,660 (94,417,116)<sup>2</sup>. Significant trends include:

- Electronic circulation increased 12.2%;
- Physical circulation decreased 9.0% (-6.7%);
- Virtual visits fell 15.6% due to a change in how traffic to tpl.ca and OverDrive is counted;
- Electronic information requests increased 21.4%;
- Programs offered increased 4.2% (6.5%) and program attendance remained stable (4.8%);
- Wireless sessions increased 24.4%.

In 2016, the latest year comparative data is available, Toronto Public Library ranked first in North America in circulation, visits and electronic visits per capita among libraries serving populations of two million or more.

**FINANCIAL IMPACT**

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There is no financial impact associated with this report. The Director, Finance and Treasurer reviewed this financial impact statement and is in agreement with it.

<sup>1</sup> Total use includes visits, circulation, in-library use, reference requests, program attendance, virtual visits, workstation user sessions, wireless sessions and licensed database searches.

<sup>2</sup> Italicized data in parentheses represent figures without North York Central and the pop-up location, to highlight the impact of the closure and normalize usage trends.

## ALIGNMENT WITH THE STRATEGIC PLAN

Key performance indicators for 2017 reflect changing patterns of library use and the priorities of the Library's Strategic Plan.

## ISSUE BACKGROUND

Library staff report annually to the Toronto Public Library Board on the annual performance measures with benchmarking information that places Toronto Public Library's performance in the context of other municipal library systems.

## COMMENTS

Toronto Public Library's 2017 Key Performance Indicators are summarized below with trends and influencing factors. Activity by branch is summarized in Attachment 1, *Branch Summary Statistics: January to December 2017*.

### **Benchmarking Ranking 2016**

Toronto Public Library's services and programs have been developed to address the unique needs of Toronto's diverse urban population. Benchmarking the Library's performance against North American and Canadian comparators places Toronto's library service in the context of other municipalities. The latest comparative data available is from 2016.

### **North America (Libraries serving a population over 2 million)** (Attachment 2)

- Toronto Public Library had the highest visits, circulation and electronic visits per capita when compared to other large urban systems, and the greatest number of branches and second highest square footage of library space per capita.

### **Canadian (Libraries serving a population of over 500,000)** (Attachment 3)

- Toronto Public Library had the highest overall visits, circulation and electronic visits and ranked second in electronic visits per capita, fourth in visits per capita, and fifth in circulation per capita, while offering the second highest square footage of library space per capita.

### **Municipal Benchmarking Network Canada**

*Formerly known as Ontario Municipal Benchmarking Initiative*

Toronto Public Library has participated in the Municipal Benchmarking Network Canada (MBNC) survey for twelve years. It was previously known as the Ontario Municipal Benchmarking Initiative (OMBI). In 2016, Toronto Public Library ranked first in library use per capita, second in electronic library use per capita, third in non-electronic library use per capita, and fifth in total cost per use, out of the ten library systems reporting. Toronto Public Library offers services in a complex and diverse urban environment that is significantly different from comparator libraries serving smaller municipalities. Toronto Public Library's 2016 cost per use (\$1.98) decreased from 2015 (\$2.02).

## Toronto Public Library's Total Use

Total use captures activity across the Library's five service pillars (spaces, collections, programs, staff and technology) through an omni-channel customer experience. As a five-year trend, in-person visits, program attendance, digital circulation, wireless use and virtual visits are increasing. Physical circulation and in-library use are declining.

### Total use\*

2017: <b>95,413,660</b>	<b>-8.0%</b>
<i>(94,417,116)**</i>	<i>(-5.7%)</i>
Five-year trend:	-1.5%
	(+2.4%)
Ten-year trend:	+10.7%
	(+15.2)

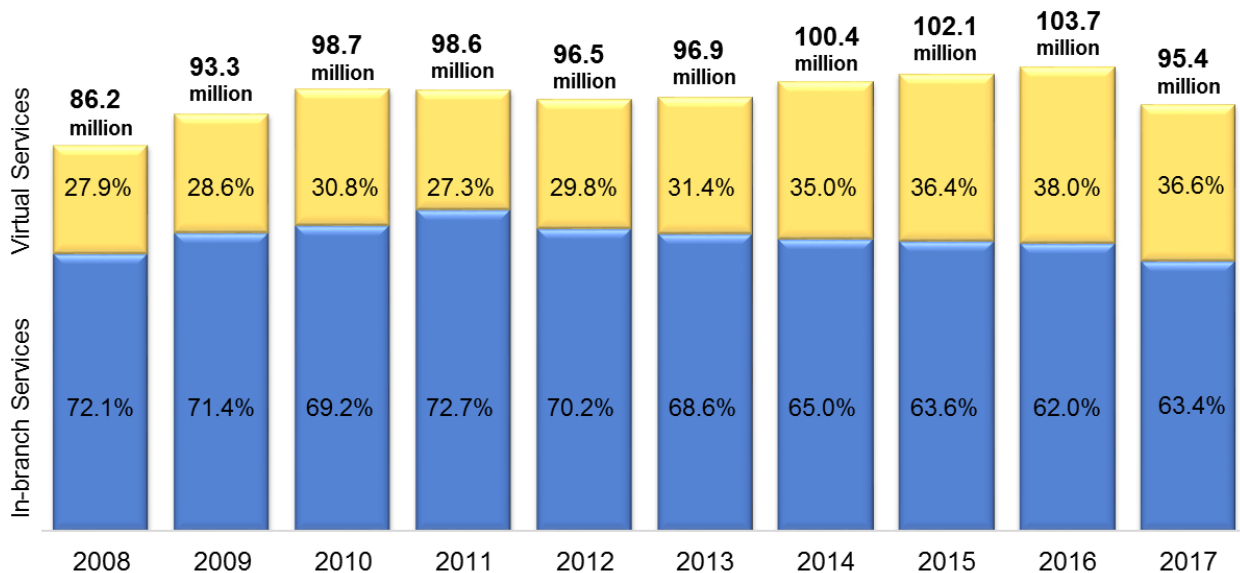
\*Total use includes visits, circulation, in-library use, reference requests, program attendance, virtual visits, workstation user sessions, wireless sessions and licensed database searches.

\*\*Italicized data in parentheses represent figures without North York Central and the pop-up location, to highlight the impact of the closure and normalize usage trends.

### Key influencing factors 2017:

- While most years there are branches closed for renovation, 2017 was atypical. There were 10 branch renovation closures for periods throughout the year, resulting in fewer total service hours (-1.1%) and lower total use.
- Closures included North York Central Library, the busiest branch; and Albion, Richview and Runnymede branches whose annual activity ranks in the top quartile.
- Changes to website tracking contributed to a 15.6% decline in virtual visits and impacted total use.

### 2008 to 2017 Total Use: In-branch Services and Virtual Services



**Total Use Performance Measures** (actuals including all locations)

<b>Measure</b>	<b>2016</b>	<b>2017</b>	<b>2016-2017 % change</b>	<b>2013-2017 % change</b>	<b>2008-2017 % change</b>
Visits	18,232,347	17,370,032	-4.7%	-6.0%	7.4%
Physical circulation	26,886,087	24,459,477	-9.0%	-18.6%	-17.7%
In-library use	5,936,090	5,231,957	-11.9%	-22.0%	-30.0%
Program attendance	962,024	958,731	-0.3%	18.6%	39.7%
Standard reference requests	1,903,245	1,815,274	-4.6%	-16.6%	-10.1%
Workstation Users	6,467,294	5,715,226	-11.6%	-11.6%	3.9%
Wireless Use	3,982,962	4,954,179	24.4%	174.2%	780.8%
<b>In-branch services total</b>	<b>64,370,048</b>	<b>60,504,876</b>	<b>-6.0%</b>	<b>-9.0%</b>	<b>-2.6%</b>
Virtual visits	32,850,811	27,712,428	-15.6%	3.4%	34.5%
Electronic circulation	5,024,490	5,639,413	12.2%	167.8%	6911.4%
Licensed database searches	1,477,624	1,536,720	4.0%	5.0%	-53.8%
Electronic reference requests	17,762	20,223	13.9%	-3.6%	19.9%
<b>Virtual services total</b>	<b>39,370,687</b>	<b>34,908,784</b>	<b>-11.3%</b>	<b>14.9%</b>	<b>45.3%</b>
<b>Total Use</b>	<b>103,740,735</b>	<b>95,413,660</b>	<b>-8.0%</b>	<b>-1.5%</b>	<b>10.7%</b>

**Impact of the Closure of North York Central Library on Total Use**

North York Central Library was closed from December 2016 to facilitate renovation. While many services are available through an omni-channel customer experience (virtual, in-branch and community-based), there a number of services that are only available in-branch. To minimize service disruption of the library closure, the following alternate services were offered:

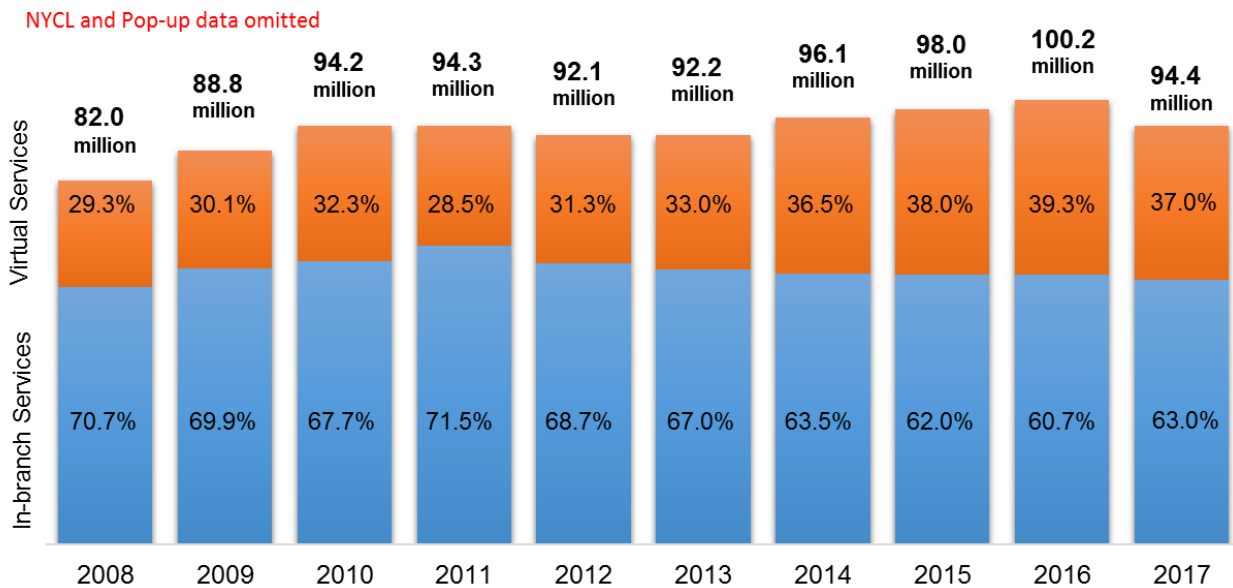
- A 2,945 square foot pop-up location was opened, providing limited service, with new materials designated for North York Central Library;
- Sunday service was made available at Bayview and Locke branches, during the school year from January 8, 2017 to January 28, 2018; and at Centennial Branch in July and August 2017. As of May 29, 2017, hours at three branches were extended to match those of North York Central Library: Monday to Friday 9-8:30. Weekly open hours increased 18.5 hours at Bayview Branch, 15 hours at Centennial Branch and seven hours at Locke.

In-branch services, include visits, physical circulation, in-library use, program attendance, standard reference requests, workstation and wireless use. The pop-up location offered limited service, including access to a small circulating collection and new items, item checkout and return, holds pick-up, free wireless, and reference service. It did not offer workstations, study and reading space, in-branch programming facilities, nor full access to North York Central Library's vast and unique collections. As a result North York Central Library's total usage fell 3.9 percentage points.

### North York Central Library Use compared to Pop-up Library Use

Measure	In a typical year North York Central Library accounts for:	In 2017, the pop-up accounted for:
Library visits	8.7%	2.0%
Physical collection circulation	7.1%	1.5%
In-library use	6.5%	0.5%
Information requests	7.3%	1.3%
Program attendance	10.1%	2.5%
Program offerings	5.6%	1.9%
Workstation use	7.7%	0.0%

### 2008 to 2017 Total Use: In-branch Services and Virtual Services (North York Central Library and Pop-up data omitted)



When the usage data from North York Central Library is removed, from 2008 to 2017, branch-based services increased and virtual services decreased. However, in 2017, there was a change in the way virtual visits were counted.

**Total Use Performance Measures (North York Central Library and Pop-up data omitted)**

Measure	2016	2017	2016-2017 % change	2013-2017 % change	2008-2017 % change
Visits	16,884,629	17,027,060	0.8%	1.4%	16.2%
Physical circulation	25,563,769	23,861,581	-6.7%	-15.7%	-15.3%
In-library use	5,625,542	5,207,270	-7.4%	-16.4%	-25.0%
Program attendance	892,199	935,023	4.8%	30.5%	54.8%
Standard reference requests	1,817,917	1,807,994	-0.5%	-11.8%	-4.4%
Workstation Users	6,034,215	5,715,226	-5.3%	-3.5%	12.1%
Wireless Use	3,982,962	4,954,179	24.4%	174.2%	780.8%
<b>In-branch services total</b>	<b>60,801,232</b>	<b>59,508,332</b>	<b>-2.1%</b>	<b>-3.7%</b>	<b>2.7%</b>
Virtual visits	32,850,811	27,712,428	-15.6%	3.4%	34.5%
Electronic circulation	5,024,490	5,639,413	12.2%	167.8%	6911.4%
Licensed database searches	1,477,624	1,536,720	4.0%	5.0%	-53.8%
Electronic reference requests	17,762	20,223	13.9%	-3.6%	19.9%
<b>Virtual services total</b>	<b>39,370,687</b>	<b>34,908,784</b>	<b>-11.3%</b>	<b>14.9%</b>	<b>45.3%</b>
<b>Total Use</b>	<b>100,171,919</b>	<b>94,417,116</b>	<b>-5.7%</b>	<b>2.4%</b>	<b>15.2%</b>

**Circulation**

As a five-year trend, electronic circulation is increasing. Total circulation is declining, driven by the decrease in physical circulation. Use of adult books in both electronic and physical formats is increasing.

**Total circulation**

2017: <b>30,098,890</b>	<b>-5.7%</b>
<i>(29,500,994)*</i>	<i>(-3.6%)</i>
Five-year trend:	-6.4%
	<i>(-3.0%)</i>
Ten-year trend:	+1.0%
	<i>(+4.4%)</i>

\*Italicized data in parentheses represent figures without North York Central and the pop-up location, to highlight the impact of the closure and normalize usage trends.

**Key influencing factors 2017:**

- North York Central Library is a system resource and a net lending library. Storage of its collections decreased physical circulation system-wide.
- Demographic changes and the availability of specialized commercial video streaming services contributed to the decrease in the use of multilingual materials, which continues to decline – down 63% or 2.6 million over the last ten years.
- Use of English audiovisual materials has declined since 2014, with DVDs having the largest impact, again due to the popularity of commercial streaming services. The drop over the last five years was 26% or 2.8 million.

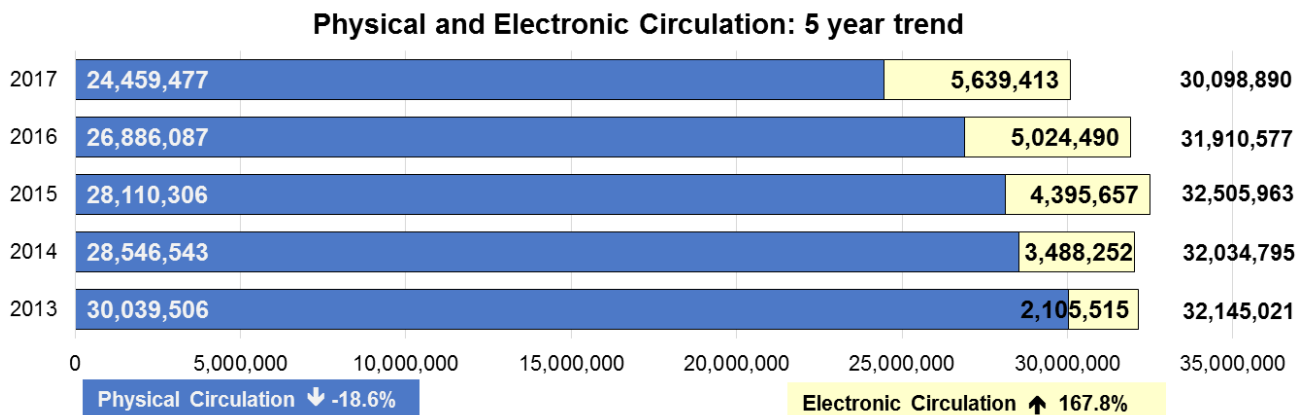
### How Toronto compares 2012 to 2016:

Circulation is influenced by funding trends, policies and procedures regarding collection use, and the demographic makeup of communities. An analysis of five-year circulation trends from 2012 to 2016, at North American libraries<sup>3</sup> serving populations greater than two million, shows that:

- Physical circulation declined for all eight comparator libraries, an average drop of 22.2%. Toronto Public Library’s decline in physical circulation was 13.2%.
- Electronic circulation increased for all but one library, an average increase of 884.2%. Toronto reported the second largest increase (368.1%). Toronto was an early adopter of electronic circulating materials in 2000, and use has been building for almost 20 years.
- Total circulation, which comprises both electronic and physical transactions, declined for six out of the eight comparator libraries, and averaged a decrease of 14.1%. Toronto reported the smallest decrease (0.4%).

### 2017 highlights:

- Electronic circulation increased 12.2%, and accounted for 18.7% of total circulation, up from 15.7% in the previous year.
- The use of English books increased 2.4%, despite the closure of North York Central Library.



### Physical and Electronic Circulation: 5 year trend

Year	Physical Circulation	Electronic Circulation	Total Circulation
2013	30,039,506	2,105,515	32,145,021
2014	28,546,543	3,488,252	32,034,795
2015	28,110,306	4,395,657	32,505,963
2016	26,886,087	5,024,490	31,910,577
2017	24,459,477	5,639,413	30,098,890
<b>Percentage change 2016 to 2017</b>	<b>-9.0%</b>	<b>12.2%</b>	<b>-5.7%</b>

<sup>3</sup> Analysis of the latest data available. North American libraries are used because the larger geography provides benchmarking against urban centres offering library service to similarly sized populations. In the Canadian context, Toronto is the largest urban centre, followed by Montreal. All other library systems serve populations less than 1 million (refer to attachment 3).

Year	Physical Circulation	Electronic Circulation	Total Circulation
Percentage change 2013 to 2017	-18.6%	167.8%	-6.4%

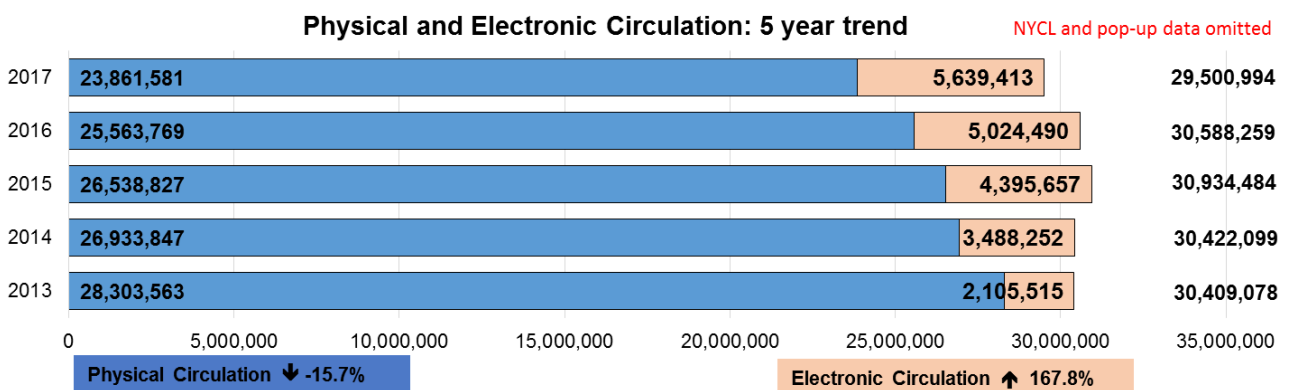
The shift in the use from physical to digital formats requires a corresponding shift in the budget allocated to those formats. This has resulted in a budget pressure as digital formats are more expensive than physical. For example, ebooks may cost up to three to five times more than physical books and some have to be repurchased after a set time period or number of uses. Video streaming services like hoopla and Kanopy operate on a pay-per-use model which, given their popularity, is more expensive than purchasing DVDs. Costly new interactive elearning products, have no physical equivalent but must be acquired to satisfy customer demand and meet our strategic initiatives.

The new staffing model reallocates staff resources from the management of physical collections to other services, including managing electronic services, which includes providing training and technology support.

### Impact of the Closure of North York Central Library on Circulation

As a research and reference library, North York Central Library has a vast and unique collection, which normally circulates two million times per year across the system because of holds, representing 7.1% of physical circulation. The pop-up collection circulated 370,869 times in 2017.

The inaccessibility of North York Central Library’s collection contributed to the decrease in physical circulation, which has been trending down for several years, as electronic circulation increases. This trend is not unique to Toronto Public Library, as shown in the comparison statistics in Attachment 2.





**Physical and Electronic Circulation: 5 year trend**  
(North York Central Library and Pop-up data omitted)

Year	Physical Circulation	Electronic Circulation	Total Circulation
2013	28,303,563	2,105,515	30,409,078
2014	26,933,847	3,488,252	30,422,099
2015	26,538,827	4,395,657	30,934,484
2016	25,563,769	5,024,490	30,588,259
2017	23,861,581	5,639,413	29,500,994
<b>Percentage change 2016 to 2017</b>	<b>-6.7%</b>	<b>12.2%</b>	<b>-3.6%</b>
<b>Percentage change 2013 to 2017</b>	<b>-15.7%</b>	<b>167.8%</b>	<b>-3.0%</b>

**Branch Visits**

Branch visits is the broadest measure of facility use. Increasingly, branches are used for technology access, programs, study space and community use. Visits are influenced by service offerings, programming, collections, and study space. While branch visits declined 4.7% over the past five years, program attendance (18.6%) and wireless use (174.2%) increased.

**Branch Visits**

2017: **17,370,032**      **-4.7%**  
*(17,027,060)\**      *(+0.8%)*  
 Five-year trend:      -6.0%  
                                  *(+1.4%)*  
 Ten-year trend:      +7.4%  
                                  *(+16.2%)*

\*Italicized data in parentheses represent figures without North York Central and the pop-up location, to highlight the impact of the closure and normalize usage trends.

**Key influencing factors 2017:**

- Albion opened in a newly built facility and is experiencing increased visits.
- Eglinton Square reopened following a year-long renovation and is reporting increased visits.
- The closure of North York Central Library negatively impacted the number of branch visits in 2017.

**How Toronto compares 2012 to 2016:**

Toronto Public Library performance is in line with library trends and its North American comparators. An analysis of five-year trends from 2012 to 2016, at North American libraries<sup>4</sup> serving populations greater than two million, shows that:

- Visits are declining, an average decrease of 12.2%. Los Angeles Public Library (-2.3%) reported the smallest drop, followed by Toronto (-3.4%).

<sup>4</sup> Analysis of the latest data available.

## 2017 Highlights: Visits by Day of Week

Branch visits reflect the varying needs of customers throughout the week and the Library's commitment to providing open access throughout the day. Analysis of visits by open hour shows that branch visits are highest on Sunday at opening, and at opening on weekdays Tuesday to Thursday. On weekdays, visits during after school hours are higher on average.

- Total visits are highest on Tuesdays. Per-hour visits are highest on Sundays.
- On Sunday, Tuesday, Wednesday and Thursday, branches averaged the largest number of visitors in the first half hour of opening. The 33 branches open Sunday averaged 3,945 visits from 1:30-2 p.m.
- On Monday, branches averaged the largest number of visits from 3:30-4 p.m.
- On Saturday, branches averaged the largest number of visits from 2-2:30 p.m.
- On Friday, branches averaged the largest number of visits from 6-6:30 p.m.
- On the following table, the busiest time of each day is highlighted in yellow. The busiest half hour period of any day is bolded in red.

### Average Annual Visits Per Branch by Open Half Hour

Time	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
9:00		2,245	<b>2,512</b>	2,490	2,457	2,314	1,602
9:30		1,585	<b>1,853</b>	1,829	1,762	1,747	1,257
10:00		1,534	<b>1,871</b>	1,625	1,848	1,476	1,445
10:30		1,462	1,820	1,446	<b>1,889</b>	1,319	1,544
11:00		1,446	1,806	1,373	<b>1,832</b>	1,256	1,596
11:30		1,689	1,997	1,538	<b>2,044</b>	1,383	1,558
12:00		1,628	1,975	1,500	<b>2,045</b>	1,364	1,613
12:30		1,665	<b>1,761</b>	1,495	1,659	1,400	1,664
13:00		1,696	1,566	1,517	1,506	1,447	<b>1,746</b>
13:30	<b>3,956</b>	1,776	1,637	1,615	1,567	1,562	1,811
14:00	<b>2,400</b>	1,701	1,534	1,541	1,490	1,542	<b>1,853</b>
14:30	<b>2,410</b>	1,665	1,501	1,521	1,503	1,539	1,781
15:00	<b>2,116</b>	1,999	1,859	1,834	1,797	1,730	1,727
15:30	1,904	<b>2,356</b>	2,143	2,113	2,031	1,909	1,627
16:00	1,611	<b>2,052</b>	1,865	1,839	1,780	1,659	1,474
16:30	1,187	<b>1,881</b>	1,694	1,665	1,621	1,479	1,171
17:00		<b>1,770</b>	1,604	1,563	1,510	1,382	
17:30		<b>1,665</b>	1,524	1,449	1,455	1,237	
18:00		1,586	1,550	1,907	1,433	<b>2,340</b>	
18:30		1,388	1,358	1,660	1,249	<b>2,022</b>	
19:00		1,122	1,121	1,353	1,021	<b>1,685</b>	
19:30		863	872	1,029	775	<b>1,299</b>	
20:00		580	593	720	547	<b>880</b>	

**Note:** Average visits are calculated based on the number of branches open during that time period. 35 branches are closed on Monday.

## Virtual Visits

Virtual visits are influenced by website content, self-service features and electronic services and collections. Over the past five years, virtual visits increased 3.4%, as more content, self-service and customizable features, and improved searching were added to the main site.

### Virtual Visits

2017: **27,712,428**      **-15.6%**

Five-year trend:            +3.4%

Ten-year trend:            +34.5%

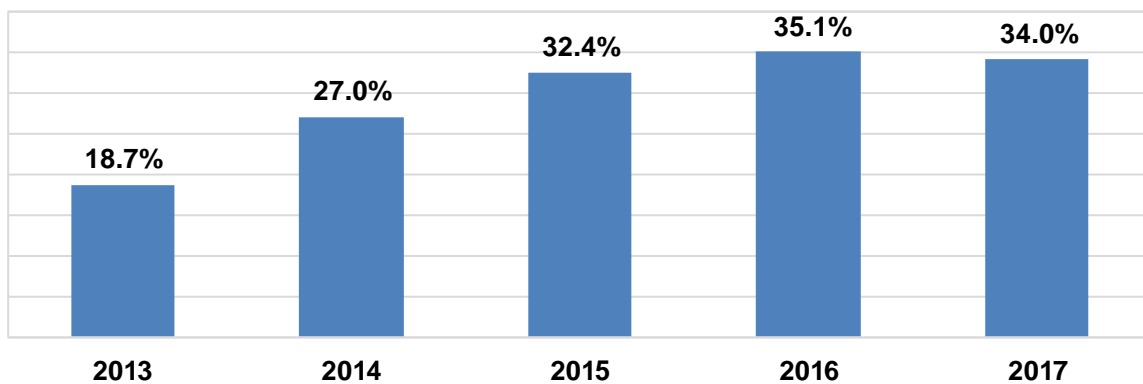
### Key influencing factors 2017:

- There was a 1.7% increase in visits to access our main site (tpl.ca) from computers outside of the library.
- Overall virtual visits, however, are down due to a methodology change in how traffic to tpl.ca and OverDrive is counted.

### 2017 Highlights:

- In 2017, use of eLearning resources grew 35.1%, with Safari Tech & Business Books Online and Lynda.com contributing almost half a million visits. Brainfuse and Mango Languages are also popular among customers.
- More than one in three website visits took place on a phone or tablet.

**TPL Main Website: Percentage of mobile visits**



**Toronto Public Library Main Website: Percentage of mobile visits**

Year	Percentage of mobile visits
2013	18.7%
2014	27.0%
2015	32.4%
2016	35.1%
2017	34.0%

## Programs

As a five-year trend, program offerings and program attendance are increasing, 37.4% and 18.6%, respectively. Areas of growth include technology, cultural and after school programming.

Programs Offered		Program Attendance	
2017: <b>42,490</b>	<b>+4.2%</b>	2017: <b>958,731</b>	<b>-0.3%</b>
<i>(41,688)*</i>	<i>(+6.5%)</i>	<i>(935,023)*</i>	<i>(+4.8%)</i>
Five-year trend:	+37.4%	Five-year trend:	+18.6%
	<i>(+44.3%)</i>		<i>(+30.5%)</i>
Ten-year trend:	+60.5%	Ten-year trend:	+39.7%
	<i>(+72.7%)</i>		<i>(+54.8%)</i>
*Italicized data in parentheses represent figures without North York Central and the pop-up location, to highlight the impact of the closure and normalize usage trends.		*Italicized data in parentheses represent figures without North York Central and the pop-up location, to highlight the impact of the closure and normalize usage trends.	

### Key influencing factors 2017:

- A strategic focus on increasing afterschool, literary, and cultural programs.
- The expansion of Pop-Up Learning Labs and Digital Innovation Hubs by three, for a total of six.

### How Toronto compares 2012 to 2016:

Toronto Public Library performance is in line with library trends and its North American comparators. An analysis of five-year program trends from 2012 to 2016, at North American libraries<sup>5</sup> serving populations greater than 2 million, shows that:

- Programs offered are increasing, an average increase of 67.1%. Toronto increased 45.2%;
- Program attendance is increasing, an average of 37.4%. Toronto increased 25.0%.

### 2017 highlights:

- Teen programs reported the largest increase in offerings (30.9%) and attendance (41.5%), an area advanced by the Library's 2016-2019 Strategic Plan and funding from the City's Poverty Reduction. The increase was driven by three new Youth Hubs.
- 89.1% of programs were offered at branches and 10.9% were offered **offsite** in the community.
- There were 7,434 **cosponsored programs** with an attendance of 168,362, representing 17.5% and 17.6% of total programs and attendance respectively. ESL programs run by school boards and other community agencies accounted for 25.6% of cosponsored programs and contributed to 35.4% of all cosponsored attendance.
- 17.5% of programs were cosponsored programs delivered with community partners – a total of 7,434 programs with an attendance of 168,362, representing 17.6% of total program attendance. ESL programs run by school boards and other community agencies accounted

<sup>5</sup> Analysis of the latest data available.

for 25.6% of cosponsored programs and contributed to 35.4% of all co-sponsored attendance.

- Programs at **The Bram and Bluma Appel Salon** draw the largest attendance per program, averaging 338 attendees. In 2017, 16,553 customers attended 49 Appel Salon programs.

### 2017 Programs and Attendance by Program Type

Program Type	Programs	Attendance	% of Programs	% of Attendance
Cultural	11,271	228,288	26.5%	23.8%
ESL	2,345	63,549	5.5%	6.6%
Information & Current Issues	7,505	158,813	17.7%	16.6%
Literacy	640	21,616	1.5%	2.3%
Literary	15,890	421,468	37.4%	44.0%
User Education	4,839	64,997	11.4%	6.8%
<b>Total</b>	<b>42,490</b>	<b>958,731</b>	<b>100.0%</b>	<b>100.0%</b>

### Use of Technology in Branches

As a five-year trend, wireless use increased 174.2%, and workstation use fell 5.3% when normalized for North York Central Library. Demand for workstations continues across branches. The Bridge survey of technology use shows that 43% of Toronto respondents who used technology at the Library and would not have had access otherwise.

#### Workstation Use

2017: <b>5,715,226</b>	<b>-11.6%</b>
<i>(5,715,226)*</i>	<i>(-5.3%)</i>
Five-year trend:	-11.6%
	<i>(-3.5%)</i>
Ten-year trend:	+3.9%
	<i>(+12.1%)</i>

\*Italicized data in parentheses represent figures without North York Central and the pop-up location, to highlight the impact of the closure and normalize usage trends.

#### Wireless Sessions

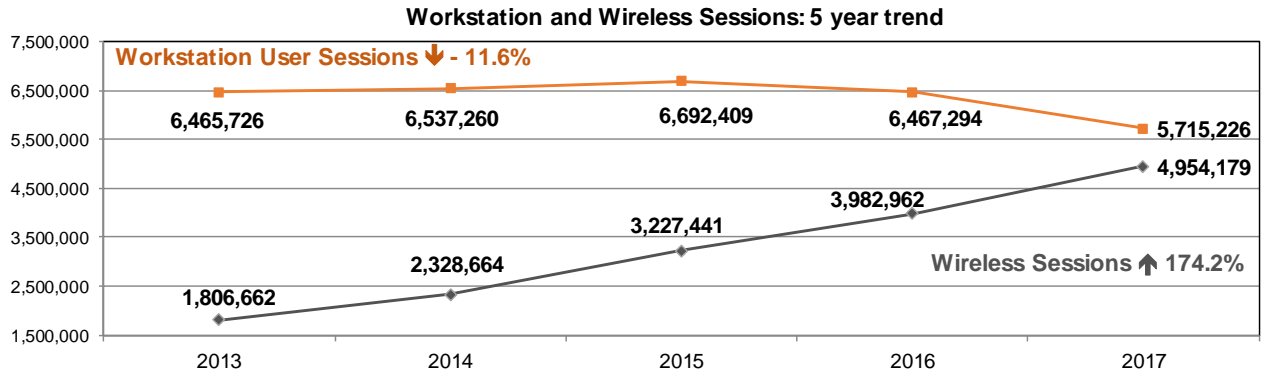
2017: <b>4,954,179</b>	<b>+24.4%</b>
Five-year trend:	+174.2%
Ten-year trend:	+780.8%

### Key influencing factors 2017:

- Mobile device use is driving increased demand for library wireless service, which is up 24.4%.
- Branch renovation closures impacted access to internet workstations.

**2017 highlights:**

- Peak months for wireless use were October and November, when students need connected space to study.

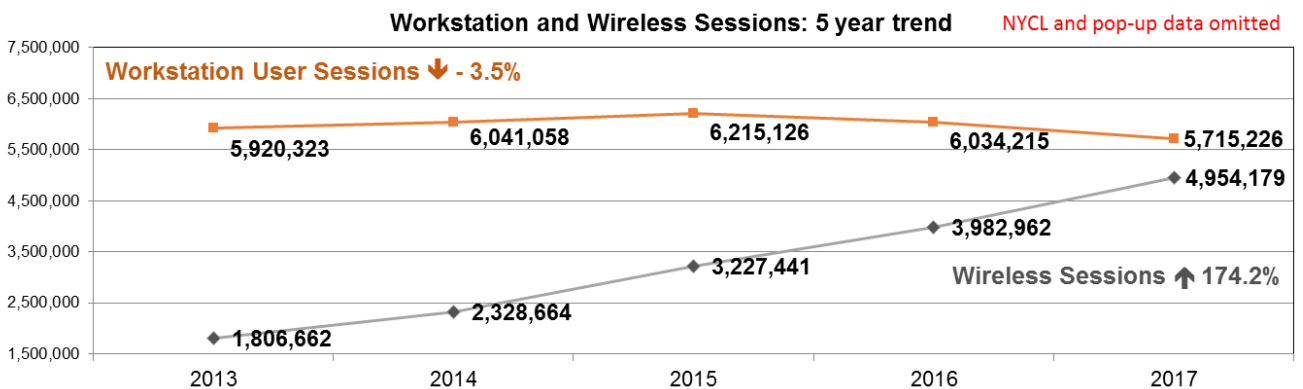


**Workstation and Wireless Sessions: 5 year trend**

Year	Workstation User Sessions	Wireless Sessions
2013	6,465,726	1,806,662
2014	6,537,260	2,328,664
2015	6,692,409	3,227,441
2016	6,467,294	3,982,962
2017	5,715,226	4,954,179
<b>Percentage change 2016 to 2017</b>	<b>-11.6%</b>	<b>24.4%</b>
<b>Percentage change 2013 to 2017</b>	<b>-11.6%</b>	<b>174.2%</b>

**Impact of the closure of North York Central Library on the Use of technology**

In 2017, none of North York Central Library’s 138 computers were available for use. The branch normally accounts for 7.7% of annual workstation use.



**Workstation and Wireless Sessions: 5 year trend**  
(North York Central Library and Pop-up data omitted)

<b>Year</b>	<b>Workstation User Sessions</b>	<b>Wireless Sessions</b>
2013	5,920,323	1,806,662
2014	6,041,058	2,328,664
2015	6,215,126	3,227,441
2016	6,034,215	3,982,962
2017	5,715,226	4,954,179
<b>Percentage change 2016 to 2017</b>	<b>-5.3%</b>	<b>24.4%</b>
<b>Percentage change 2013 to 2017</b>	<b>-3.5%</b>	<b>174.2%</b>

**Library Membership**

Toronto Public Library annually reviews its Circulation and Collection Use Policy to remove barriers to access. The customer database is purged regularly to maintain an accurate view of members. Over the past five and ten year period total membership fell. This decline is the result of system and policy changes<sup>6</sup>.

<p><b>Total Membership</b> <i>Registered cardholders in 2017</i></p> <p>2017: <b>991,235</b>                      <b>-16.7%</b>  Five-year trend:                      -17.9%  Ten-year trend:                        -27.7%</p>	<p><b>Active Membership</b> <i>Members who used their card in 2017</i></p> <p>2017: <b>656,184</b>                      <b>-2.2%</b>  Five-year trend:                        -8.4%  Ten-year trend:                        +9.4%</p>
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**Key influencing factors 2017:**

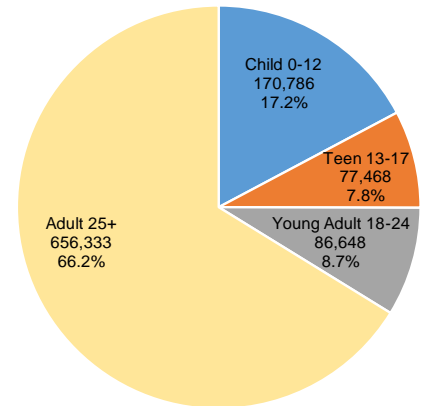
- Purging of membership records was done after two rather than three years of inactivity to improve data accuracy. This resulted in a larger one-time decline in library membership.
- New registrations increased 0.7% in 2017, with child registrations increasing 3.8%. In October 2016, fines were lowered and the fines model was changed to assess fees according to the cardholder type. This provides an incentive for parents to use children’s cards to checkout materials.

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<sup>6</sup> 2008 membership figures were artificially high because the annual inactive customer purge did not take place due to the implementation of a new Integrated Library System (ILS). The decline in 2013 membership was the result of increased fines implemented in 2012, together with a change to the fines model to assess fines according to the intellectual level of the material instead of the cardholder. This removed the incentive for parents to register children for individual cards. In October 2016, fines were lowered for all card types; the fines model was changed back to assess fines according to the cardholder type; and a new membership category was introduced for adults ages 18 to 24.

### 2017 highlights:

- Through its Business Intelligence Strategy and Digital Strategy, the Library is building capacity to deliver more personalized, mobile and self-service options and to measure equity of access by residents, communities and neighbourhoods.
- Children’s membership increased. Teen and adult membership remained stable.
- 36.3% of Torontonians are registered cardholders or members.
- The breakdown of cardholders in 2017 by type was:
  - Adults 25+: **66.2%**
  - Young adults 18 to 24: **8.7%**
  - Teens 13 to 17: **7.8%**
  - Children birth to 12: **17.2%**.
- In 2017, membership was required for the following services: checking out physical materials and electronic items, accessing licensed databases and placing holds. Membership is not currently required to visit a branch, attend programs, use public workstations, connect to wireless service, and to use materials in a branch, and is therefore not a complete picture of library use.



### 2017 Library Membership compared to City Population

Library Membership	Child (0-12)	Teen (13-17)	Young Adult (18-24)	Adult (25+)	All Adults (18+)	Total
<b>Active members</b> (members who used their card in 2017)	112,406	42,215	54,229	447,334	501,563	656,184
<i>% of Active members</i>	<b>17.1%</b>	<b>6.4%</b>	<b>8.3%</b>	<b>68.2%</b>	<b>76.4%</b>	<b>100.0%</b>
<b>Registered members</b>	170,786	77,468	86,648	656,333	742,981	991,235
<i>% of Registered members</i>	<b>17.2%</b>	<b>7.8%</b>	<b>8.7%</b>	<b>66.2%</b>	<b>75.0%</b>	<b>100.0%</b>
<b>Toronto population</b>	347,875	132,160	258,370	1,993,170	2,251,540	2,731,571
<i>% of Toronto population</i>	<b>12.7%</b>	<b>4.8%</b>	<b>9.5%</b>	<b>73.0%</b>	<b>82.4%</b>	<b>100.0%</b>
<b>% of population that are active members</b>	<b>32.3%</b>	<b>31.9%</b>	<b>21.0%</b>	<b>22.4%</b>	<b>22.3%</b>	<b>24.0%</b>
<b>% of Population that are members</b>	<b>49.1%</b>	<b>58.6%</b>	<b>33.5%</b>	<b>32.9%</b>	<b>33.0%</b>	<b>36.3%</b>



## **CONCLUSION**

In 2017, Toronto Public Library continued to demonstrate that services are accessible, responsive and relevant to a broad range of users of all ages and backgrounds.

## **CONTACT**

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## **SIGNATURE**

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Vickery Bowles  
City Librarian

## **ATTACHMENTS**

- Attachment 1: Branch Summary Statistics: January to December 2017
- Attachment 2: How We Compare 2016 – North American Libraries
- Attachment 3: How We Compare 2016 – Canadian Libraries

# Branch Summary Statistics: January to December 2017

Attachment 1

Neighbourhood & District branches are ranked in order by visits		VISITS			CIRCULATION			IN-LIBRARY USE			INFORMATION REQUESTS			HOLDS AVAILABLE FOR P/U			WORKSTATION USERS			SQUARE FOOTAGE			OPEN HOURS			
		2017	2016	% Change	2017	2016	% Change	2017	2016	% Change	2017	2016	% Change	2017	2016	% Change	2017	2016	% Change	2017	2016	% Change	2017	2016	% Change	
<b>NEIGHBOURHOOD BRANCHES</b>																										
<b>1st Quartile</b>																										
1	Bridlewood	429,296	423,004	1.5	385,501	420,243	-8.3	89,038	113,350	-21.4	95,182	84,970	12.0	49,257	54,528	-9.7	43,341	40,138	8.0	7,690	7,690		3,412.5	3,348.0	1.9	1
2	Woodside Square	402,862	441,229	-8.7	340,490	387,621	-12.2	73,238	103,125	-29.0	77,168	101,607	-24.1	43,007	49,795	-13.6	97,263	101,650	-4.3	9,792	9,792		3,104.5	3,127.5	-0.7	2
3	Parkdale	337,974	352,888	-4.2	357,701	382,060	-6.4	67,163	65,388	2.7	122,331	86,671	41.1	71,731	77,820	-7.8	122,844	125,610	-2.2	24,083	24,083		3,412.5	3,432.0	-0.6	3
4	Deer Park	281,482	281,764	-0.1	395,781	413,421	-4.3	61,750	55,650	11.0	98,082	128,659	-23.8	92,274	93,961	-1.8	54,350	59,513	-8.7	16,558	16,558		3,104.5	3,127.5	-0.7	4
5	Eatonville	238,477	239,521	-0.4	501,624	508,926	-1.4	64,638	63,488	1.8	150,034	149,795	0.2	100,842	94,811	6.4	43,683	45,770	-4.6	12,203	12,203		3,234.0	3,257.0	-0.7	5
6	Downsview	230,231	206,115	11.7	201,514	210,675	-4.3	47,275	49,388	-4.3	76,447	67,881	12.6	27,733	27,651	0.3	99,707	113,701	-12.3	20,016	20,016		3,234.0	3,257.0	-0.7	6
7	Sanderson	228,745	234,299	-2.4	193,422	212,780	-9.1	81,213	97,788	-17.0	56,092	58,296	-3.8	32,463	33,272	-2.4	66,513	62,700	6.1	12,702	12,702		3,104.5	3,127.5	-0.7	7
8	Parliament Street	227,666	238,566	-4.6	203,705	226,487	-10.1	63,950	57,563	11.1	71,056	57,396	23.8	39,734	43,935	-9.6	66,423	69,344	-4.2	14,634	14,634		3,412.5	3,432.0	-0.6	8
9	Bayview	226,109	175,117	29.1	455,110	413,869	10.0	44,700	56,450	-20.8	88,047	80,583	9.3	88,133	81,241	8.5	29,604	23,800	24.4	6,333	6,333		3,125.0	2,536.5	23.2	9
10	Locke	215,365	188,439	14.3	352,148	339,256	3.8	65,388	63,388	3.2	64,894	84,048	-22.8	72,508	67,963	6.7	46,140	47,125	-2.1	11,647	11,647		3,374.0	3,127.5	7.9	10
11	Beaches	213,974	187,288	14.2	314,024	332,412	-5.5	46,725	46,113	1.3	58,058	59,733	-2.8	71,736	71,504	0.3	40,875	45,825	-10.8	8,000	8,000		3,104.5	3,127.5	-0.7	11
12	High Park	203,854	204,908	-0.5	317,578	332,131	-4.4	71,363	59,100	20.7	44,782	44,696	0.2	73,709	74,014	-0.4	41,913	39,725	5.5	8,850	8,850		3,104.5	3,127.5	-0.7	12
13	Thornccliffe	197,227	215,864	-8.6	168,175	178,515	-5.8	74,325	63,400	17.2	57,471	46,895	22.6	21,999	22,653	-2.9	71,175	76,875	-7.4	11,034	11,034		3,283.0	3,302.5	-0.6	13
14	City Hall	195,475	198,786	-1.7	299,464	337,178	-11.2	52,325	49,950	4.8	44,532	46,079	-3.4	81,630	85,825	-4.9	33,700	30,938	8.9	5,074	5,074		2,000.0	2,008.0	-0.4	14
15	Riverdale	194,268	195,261	-0.5	238,778	265,073	-9.9	51,100	41,163	24.1	54,595	42,857	27.4	42,193	43,593	-3.2	71,813	70,700	1.6	9,658	9,658		3,104.5	3,127.5	-0.7	15
16	Scarborough Civic Centre	193,914	175,181	10.7	179,314	179,190	0.1	55,900	53,225	5.0	52,330	57,057	-8.3	22,433	20,087	11.7	63,474	52,375	21.2	14,500	14,500		3,234.0	3,173.0	1.9	16
17	Centennial	177,412	124,345	42.7	307,111	276,142	11.2	49,675	54,963	-9.6	129,820	127,211	2.1	61,919	54,325	14.0	35,950	28,213	27.4	6,866	6,866		3,125.0	2,582.0	21.0	17
18	Goldhawk Park	175,028	178,752	-2.1	226,852	249,112	-8.9	44,988	44,200	1.8	32,744	32,368	1.2	31,665	34,064	-7.0	39,670	45,802	-13.4	8,000	8,000		3,234.0	3,257.0	-0.7	18
19	Danforth/Coxwell	175,012	173,523	0.9	277,410	302,772	-8.4	40,313	44,513	-9.4	44,720	41,194	8.6	59,343	64,245	-7.6	36,600	37,150	-1.5	9,617	9,617		3,104.5	3,127.5	-0.7	19
20	Fort York	169,371	179,705	-5.8	221,413	222,008	-0.3	69,713	51,000	36.7	91,021	76,222	19.4	50,797	46,265	9.8	47,162	48,088	-1.9	16,008	16,008		3,234.0	3,149.0	2.7	20
<b>2nd Quartile</b>																										
21	St. James Town	169,242	174,275	-2.9	223,251	253,579	-12.0	29,550	43,838	-32.6	68,309	62,820	8.7	50,779	53,251	-4.6	58,200	56,575	2.9	7,800	7,800		2,056.0	2,064.0	-0.4	21
22	Jane/Dundas	163,511	158,532	3.1	295,469	278,761	6.0	37,700	39,575	-4.7	59,470	59,946	-0.8	55,987	50,878	10.0	63,875	64,400	-0.8	11,955	11,955		3,104.5	3,127.5	-0.7	22
23	Maryvale	157,983	203,955	-22.5	187,741	207,891	-9.7	31,838	32,013	-0.5	61,531	51,969	18.4	29,860	30,920	-3.4	33,900	34,313	-1.2	4,998	4,421	13.1	2,518.0	2,536.5	-0.7	23
24	Leaside	157,550	157,136	0.3	348,572	366,723	-4.9	39,975	45,538	-12.2	66,859	57,258	16.8	74,030	76,355	-3.0	25,313	24,488	3.4	12,000	12,000		3,104.5	3,127.5	-0.7	24
25	Steeles	156,659	168,942	-7.3	238,620	256,926	-7.1	48,513	69,313	-30.0	31,232	35,180	-11.2	34,099	37,902	-10.0	31,163	34,700	-10.2	5,009	5,009		3,283.0	3,302.5	-0.6	25
26	Flemingdon Park	156,265	176,366	-11.4	114,744	140,186	-18.1	35,550	43,125	-17.6	55,520	56,053	-1.0	15,365	16,679	-7.9	39,266	49,910	-21.3	7,250	7,250		2,185.5	2,193.5	-0.4	26
27	Yorkville	152,520	148,942	2.4	286,724	302,099	-5.1	42,175	42,038	0.3	64,933	67,956	-4.4	68,858	70,676	-2.6	29,238	29,425	-0.6	9,053	9,053		3,104.5	3,127.5	-0.7	27
~	28 Runnymede	151,817	287,359	-47.2	281,048	465,511	-39.6	54,682	95,900	-43.0	49,773	111,820	-55.5	57,324	117,198	-51.1	38,557	63,363	-39.1	12,034	12,034		2,135.5	3,173.0	-32.7	28
29	Wychwood	133,540	143,043	-6.6	232,975	242,999	-4.1	32,113	36,325	-11.6	58,518	49,082	19.2	65,519	67,249	-2.6	36,463	36,875	-1.1	6,381	6,381		3,104.5	3,127.5	-0.7	29
*~	30 Eglinton Square	131,313	106,859	22.9	123,786	127,466	-2.9	28,650	22,150	29.3	36,154	47,052	-23.2	11,293	15,577	-27.5	24,088	18,675	29.0	10,000	4,716	112.0	1,139.0	1,515.5	-24.8	30
31	McGregor Park	127,230	134,570	-5.5	176,865	196,526	-10.0	40,975	59,463	-31.1	44,570	56,070	-20.5	21,343	21,957	-2.8	36,807	37,741	-2.5	7,793	7,793		2,185.5	2,193.5	-0.4	31
32	Annette Street	126,645	114,135	11.0	250,427	223,409	12.1	24,763	25,988	-4.7	33,360	21,920	52.2	65,698	47,633	37.9	37,370	29,238	27.8	7,806	7,806		2,798.5	2,536.5	10.3	32
33	Main Street	120,433	113,091	6.5	248,530	263,340	-5.6	43,175	26,000	66.1	32,582	34,281	-5.0	58,850	57,354	2.6	32,700	35,813	-8.7	8,664	8,664		3,104.5	3,127.5	-0.7	33
34	Humberwood	120,153	138,709	-13.4	62,989	71,346	-11.7	16,850	18,863	-10.7	23,007	45,918	-49.9	8,481	8,574	-1.1	16,050	18,000	-10.8	5,748	5,748		2,056.0	2,064.0	-0.4	34
35	St. Lawrence	118,778	115,189	3.1	215,415	221,478	-2.7	16,800	15,989	5.1	28,031	26,561	5.5	61,488	62,042	-0.9	23,888	23,779	0.5	4,833	4,833		2,491.5	2,425.0	2.7	35
36	Forest Hill	117,222	108,116	8.4	189,387	200,010	-5.3	20,250	27,900	-27.4	27,655	26,382	4.8	46,466	45,506	2.1	21,500	20,350	5.7	10,399	10,399		3,104.5	3,127.5	-0.7	36
37	Hillcrest	116,053	119,386	-2.8	309,418	316,962	-2.4	41,213	48,938	-15.8	44,045	43,345	1.6	65,266	64,277	1.5	27,575	29,013	-5.0	7,473	7,473		2,088.0	2,112.0	-1.1	37
38	Palmerston	112,115	107,896	3.9	194,152	218,096	-11.0	31,663	42,213	-25.0	46,533	51,868	-10.3	50,639	55,500	-8.8	23,100	19,938	15.9	8,493	8,493		2,518.0	2,536.5	-0.7	38
39	Gerrard/Ashdale	104,259	98,279	6.1	177,571	187,874	-5.5	41,713	40,313	3.5	48,408	59,144	-18.2	37,467	36,521	2.6	24,038	23,825	0.9	6,504	6,504		2,518.0	2,536.5	-0.7	39
40	Dufferin/St. Clair	103,822	104,307	-0.5	149,156	145,940	2.2	41,938	34,22																	

# Branch Summary Statistics: January to December 2017

	VISITS			CIRCULATION			IN-LIBRARY USE			INFORMATION REQUESTS			HOLDS AVAILABLE FOR P/U			WORKSTATION USERS			SQUARE FOOTAGE		OPEN HOURS			
			%			%			%			%			%		%		%		%			
Neighbourhood & District branches																								
<b>3rd Quartile</b>																								
41 College/Shaw	103,458	103,681	-0.2	189,415	190,775	-0.7	36,700	53,000	-30.8	29,982	44,694	-32.9	51,195	46,233	10.7	20,363	21,813	-6.6	7,664	7,664	2,518.0	2,536.5	-0.7 41	
42 Black Creek	102,627	107,969	-4.9	97,368	103,621	-6.0	37,900	31,838	19.0	46,857	39,420	18.9	8,917	10,678	-16.5	19,913	21,763	-8.5	5,782	5,782	2,056.0	2,064.0	-0.4 42	
43 Morningside	100,674	101,804	-1.1	161,130	177,218	-9.1	28,600	36,050	-20.7	37,633	42,858	-12.2	22,876	23,768	-3.8	39,488	41,988	-6.0	7,000	7,000	3,104.5	3,127.5	-0.7 43	
44 Alderwood	97,083	99,865	-2.8	158,583	164,877	-3.8	41,775	45,613	-8.4	38,769	42,970	-9.8	27,736	28,298	-2.0	15,213	16,338	-6.9	7,341	7,341	2,518.0	2,536.5	-0.7 44	
45 Dawes Road	96,392	100,748	-4.3	186,973	197,789	-5.5	29,650	22,750	30.3	43,224	43,332	-0.2	28,897	30,274	-4.5	45,450	46,688	-2.7	6,740	6,740	2,518.0	2,536.5	-0.7 45	
46 Oakwood Village Library and Arts (	94,240	85,169	10.7	117,577	123,968	-5.2	33,963	33,213	2.3	31,883	18,583	71.6	22,014	21,473	2.5	33,188	37,238	-10.9	17,270	17,270	2,518.0	2,536.5	-0.7 46	
47 Weston	92,943	99,950	-7.0	128,443	135,040	-4.9	26,900	22,638	18.8	42,343	40,132	5.5	22,003	22,380	-1.7	37,813	41,188	-8.2	11,944	11,944	2,518.0	2,536.5	-0.7 47	
48 Kennedy/Eglinton	92,895	87,203	6.5	155,073	172,424	-10.1	54,388	49,413	10.1	67,319	69,728	-3.5	19,587	22,465	-12.8	39,175	36,150	8.4	6,713	6,713	2,056.0	2,064.0	-0.4 48	
49 Mimico Centennial	92,721	99,232	-6.6	178,966	187,470	-4.5	36,563	34,888	4.8	74,443	65,606	13.5	32,851	33,858	-3.0	24,663	23,175	6.4	17,469	17,469	2,056.0	2,064.0	-0.4 49	
50 Mount Dennis	88,386	84,210	5.0	108,609	106,395	2.1	23,250	25,888	-10.2	30,130	29,844	1.0	14,874	12,547	18.5	53,466	55,175	-3.1	11,350	11,350	2,647.5	2,582.0	2.5 50	
51 Jane/Sheppard	87,221	94,976	-8.2	85,026	104,672	-18.8	25,875	45,300	-42.9	48,406	51,694	-6.4	8,803	10,673	-17.5	39,475	47,725	-17.3	7,000	7,000	2,518.0	2,536.5	-0.7 51	
52 Port Union	86,237	98,121	-12.1	203,226	222,051	-8.5	31,500	33,613	-6.3	19,281	18,868	2.2	40,693	44,067	-7.7	12,475	16,613	-24.9	5,000	5,000	2,518.0	2,536.5	-0.7 52	
53 Spadina Road	85,114	86,768	-1.9	176,028	187,784	-6.3	27,188	26,963	0.8	29,218	25,356	15.2	48,569	49,468	-1.8	13,775	13,988	-1.5	3,952	3,952	2,056.0	2,064.0	-0.4 53	
54 Burrows Hall	84,899	92,664	-8.4	141,431	155,738	-9.2	14,225	21,513	-33.9	18,619	19,493	-4.5	16,245	18,310	-11.3	20,938	24,950	-16.1	6,500	6,500	2,056.0	2,064.0	-0.4 54	
55 Jones	81,100	82,480	-1.7	167,736	181,351	-7.5	22,650	25,513	-11.2	21,482	27,695	-22.4	33,310	33,478	-0.5	21,488	23,288	-7.7	3,636	3,636	2,535.5	2,554.0	-0.7 55	
~ 56 Pleasant View	79,549	78,629	1.2	190,453	209,857	-9.2	39,059	44,213	-11.7	37,124	41,255	-10.0	31,627	35,273	-10.3	17,593	22,363	-21.3	7,000	7,000	2,016.0	2,096.0	-3.8 56	
57 Brookbanks	73,732	71,442	3.2	161,391	166,907	-3.3	16,125	14,275	13.0	14,855	17,620	-15.7	27,957	27,858	0.4	14,813	19,713	-18.3	7,933	7,933	2,056.0	2,064.0	-0.4 57	
58 Armour Heights	73,163	67,355	8.6	202,628	193,515	4.7	28,863	18,938	52.4	29,484	25,859	14.0	42,066	40,984	2.6	11,225	10,988	2.2	2,988	2,988	2,056.0	2,064.0	-0.4 58	
59 Queen/Saulter	71,094	66,399	7.1	113,269	121,496	-6.8	16,938	19,238	-12.0	23,479	18,619	26.1	25,002	26,569	-5.9	10,863	11,850	-8.3	2,957	2,957	2,056.0	2,064.0	-0.4 59	
60 Cliffcrest	65,757	69,148	-4.9	142,382	164,321	-13.4	10,063	9,213	9.2	19,006	17,217	10.4	28,763	30,826	-6.7	16,188	19,413	-16.6	4,859	4,859	2,056.0	2,064.0	-0.4 60	
<b>4th Quartile</b>																								
61 Guildwood	62,890	59,634	5.5	114,626	119,074	-3.7	6,550	9,238	-29.1	10,732	13,008	-17.5	24,454	23,348	4.7	11,088	12,000	-7.6	3,010	3,010	2,056.0	2,064.0	-0.4 61	
62 Highland Creek	60,785	63,785	-4.7	155,735	165,053	-5.6	22,588	27,713	-18.5	36,245	39,307	-7.8	26,868	27,996	-4.0	19,175	19,238	-0.3	7,000	7,000	2,056.0	2,064.0	-0.4 62	
63 Mount Pleasant	59,793	66,950	-10.7	155,354	161,406	-3.7	15,263	11,788	29.5	36,981	39,570	-6.5	37,245	37,515	-0.7	5,738	6,250	-8.2	5,829	5,829	2,056.0	2,064.0	-0.4 63	
64 New Toronto	59,211	59,758	-0.9	125,383	131,787	-4.9	36,275	37,750	-3.9	41,868	45,745	-8.5	23,416	23,977	-2.3	23,478	22,585	4.0	9,925	9,925	2,185.5	2,193.5	-0.4 64	
65 Woodview Park	58,297	54,098	7.8	67,938	69,884	-2.8	14,375	11,975	20.0	17,719	17,194	3.1	10,646	10,672	-0.2	23,938	24,763	-3.3	6,658	6,658	2,056.0	2,064.0	-0.4 65	
66 Perth/Dupont	53,451	46,514	14.9	92,619	94,035	-1.5	16,250	14,600	11.3	18,682	14,580	28.1	21,556	19,714	9.3	8,425	7,863	7.2	3,627	3,627	2,056.0	2,064.0	-0.4 66	
~ 67 Long Branch	50,700	57,181	-11.3	128,538	143,304	-10.3	9,808	18,300	-46.4	20,083	21,005	-4.4	24,903	26,402	-5.7	19,427	24,788	-21.6	6,418	6,418	1,896.0	2,064.0	-8.1 67	
68 Rexdale	50,646	51,075	-0.8	79,110	76,880	2.9	8,700	10,213	-14.8	26,320	29,895	-12.0	14,285	12,527	14.0	17,963	19,550	-8.1	5,088	5,088	2,056.0	2,064.0	-0.4 68	
69 Bendale	50,632	57,910	-12.6	123,592	141,482	-12.6	16,700	15,350	8.8	32,658	26,533	23.1	16,125	16,933	-4.8	18,675	18,088	3.2	8,500	8,500	2,056.0	2,064.0	-0.4 69	
70 Elmbrook Park	48,985	47,231	3.7	128,037	149,823	-14.5	4,863	5,800	-16.2	18,245	16,405	11.2	26,186	29,138	-10.1	7,175	7,325	-2.0	3,600	3,600	2,056.0	2,064.0	-0.4 70	
71 Evelyn Gregory	48,477	47,549	2.0	67,336	79,388	-15.2	15,250	18,025	-15.4	29,419	21,120	39.3	8,839	11,214	-21.2	25,888	30,325	-14.6	6,200	6,200	2,518.0	2,536.5	-0.7 71	
72 Humber Bay	46,188	45,753	1.0	167,341	174,152	-3.9	7,263	6,438	12.8	20,120	19,397	3.7	39,718	40,150	-1.1	8,038	8,825	-8.9	2,400	2,400	2,056.0	2,064.0	-0.4 72	
73 Victoria Village	43,446	42,402	2.5	99,426	107,811	-7.8	13,363	27,850	-52.0	11,279	16,244	-30.6	18,996	20,003	-5.0	12,050	12,638	-4.6	5,383	5,383	2,056.0	2,064.0	-0.4 73	
74 Swansea Memorial	38,627	20,580	87.7	68,141	43,082	58.2	13,075	8,738	49.6	15,181	7,606	99.6	21,926	9,946	120.5	5,525	2,125	160.0	1,127	1,127	2,052.5	1,457.0	40.9 74	
~ 75 Taylor Memorial	35,466	40,691	-12.8	94,731	115,914	-18.3	9,293	8,663	7.3	12,900	9,446	36.6	20,303	23,841	-14.8	13,329	14,738	-9.6	5,000	5,000	1,896.0	2,064.0	-8.1 75	
76 Davenport	34,954	35,844	-2.5	119,636	125,999	-5.1	10,250	11,625	-11.8	14,631	14,095	3.8	34,303	34,375	-0.2	6,100	6,113	-0.2	3,604	3,604	2,056.0	2,064.0	-0.4 76	
77 Northern Elms	34,143	33,536	1.8	76,862	80,537	-4.6	8,888	8,800	1.0	20,158	13,130	53.5	13,605	14,132	-3.7	10,788	11,488	-6.1	3,936	3,936	2,056.0	2,064.0	-0.4 77	
78 Todmorden Room	28,939	25,246	14.6	51,952	53,254	-2.4	8,363	5,763	45.1	10,517	6,530	61.1	12,253	11,726	4.5	4,375	4,263	2.6	554	554	1,442.0	1,212.0	19.0 78	
~ 79 Amesbury Park	25,865	56,483	-54.2	55,198	106,771	-48.3	8,659	32,700	-73.5	9,556	30,482	-68.7	5,146	11,037	-53.4	7,439	16,563	-55.1	6,320	6,320	1,160.0	2,064.0	-43.8 79	
~ 80 St. Clair/Silverthorn	24,915	30,566	-18.5	50,583	57,530	-12.1	8,354	8,600	-2.9	14,002	13,069	7.1	8,450	9,311	-9.2	9,487	13,838	-31.4	4,587	4,587	1,816.0	2,064.0	-12.0 80	
~ 81 Humber Summit	24,575	58,365	-57.9	36,120	69,845	-48.3	5,950	15,325	-61.2	13,141	31,332	-58.1	4,883	9,657	-49.4	7,225	21,488	-66.4	9,040	9,040	1,024.0	2,064.0	-50.4 81	
<b>Neighbourhood Total</b>	<b>10,101,122</b>	<b>10,272,589</b>	<b>-1.7</b>	<b>15,367,920</b>	<b>16,411,273</b>	<b>-6.4</b>	<b>2,757,104</b>	<b>2,972,214</b>	<b>-7.2</b>	<b>3,546,177</b>	<b>3,602,798</b>	<b>-1.6</b>	<b>3,007,942</b>	<b>3,096,736</b>	<b>-2.9</b>	<b>2,598,950</b>	<b>2,723,927</b>	<b>-4.6</b>	<b>657,570</b>	<b>651,709</b>	<b>0.9</b>	<b>201,259.0</b>	<b>203,422.5</b>	<b>-1.1</b>
<b>Neighbourhood Average</b>																								

# Branch Summary Statistics: January to December 2017

Neighbourhood & District branches	VISITS			CIRCULATION			IN-LIBRARY USE			INFORMATION REQUESTS			HOLDS AVAILABLE FOR P/U			WORKSTATION USERS			SQUARE FOOTAGE			OPEN HOURS			
			%			%			%			%			%			%			%			%	
<b>DISTRICT BRANCHES</b>																									
1 Fairview	566,666	518,674	9.3	728,426	751,914	-3.1	180,488	142,875	26.3	232,419	221,495	4.9	84,810	83,708	1.3	215,656	224,402	-3.9	69,458	69,458		3,440.5	3,432.0	0.2	1
2 Northern District	391,543	364,658	7.4	456,927	458,418	-0.3	92,475	88,675	4.3	152,306	136,469	11.6	97,860	95,323	2.7	120,673	117,080	3.1	48,645	45,750	6.3	3,440.5	3,460.0	-0.6	2
3 Cedarbrae	384,227	363,118	5.8	430,830	485,383	-11.2	135,713	151,788	-10.6	283,882	256,383	10.7	48,181	49,545	-2.8	197,151	249,984	-21.1	31,506	31,506		3,440.5	3,460.0	-0.6	3
4 Bloor/Gladstone	360,508	364,124	-1.0	388,365	410,988	-5.5	96,688	105,088	-8.0	118,895	130,446	-8.9	77,096	79,619	-3.2	171,813	168,193	2.2	20,627	20,627		3,412.5	3,432.0	-0.6	4
5 Albert Campbell	356,374	310,244	14.9	338,066	360,510	-6.2	93,450	80,350	16.3	126,622	113,218	11.8	40,303	42,435	-5.0	150,308	149,712	0.4	26,100	26,100		3,440.5	3,432.0	0.2	5
6 Malvern	331,665	348,081	-4.7	334,069	374,677	-10.8	149,038	142,188	4.8	190,918	194,505	-1.8	34,475	39,670	-13.1	158,550	167,069	-5.1	25,834	25,834		3,440.5	3,460.0	-0.6	6
* 7 Agincourt	326,233	313,157	4.2	621,226	712,014	-12.8	128,538	149,016	-13.7	127,258	129,064	-1.4	76,813	83,016	-7.5	134,675	103,406	30.2	27,000	27,000		3,412.5	3,228.5	5.7	7
8 Lillian H. Smith	319,555	331,193	-3.5	352,547	387,051	-8.9	83,775	102,163	-18.0	123,783	140,458	-11.9	60,514	61,260	-1.2	111,803	165,859	-32.6	38,935	38,935		3,440.5	3,460.0	-0.6	8
9 Brentwood	267,983	248,601	7.8	433,080	420,952	2.9	123,313	117,238	5.2	84,784	76,545	10.8	89,543	86,133	4.0	86,113	84,596	1.8	17,500	17,500		3,440.5	3,432.0	0.2	9
10 S. Walter Stewart	262,097	251,375	4.3	407,819	406,483	0.3	101,338	105,388	-3.8	108,697	94,297	15.3	76,222	76,693	-0.6	119,109	114,635	3.9	25,847	25,847		3,440.5	3,432.0	0.2	10
~ 11 Albion	260,950	208,251	25.3	309,631	300,607	3.0	113,838	121,250	-6.1	180,295	208,420	-13.5	29,606	31,691	-6.6	137,999	140,606	-1.9	29,000	32,279	-10.2	3,179.5	3,460.0	-8.1	11
12 Don Mills	257,738	258,252	-0.2	565,703	619,014	-8.6	85,163	95,863	-11.2	109,455	113,093	-3.2	87,141	90,083	-3.3	90,243	88,066	2.5	21,563	21,563		3,412.5	3,432.0	-0.6	12
~ 13 Richview	252,083	296,948	-15.1	539,487	635,613	-15.1	94,040	130,163	-27.8	143,149	138,059	3.7	80,539	95,218	-15.4	82,853	107,685	-23.1	47,252	47,252		3,026.5	3,460.0	-12.5	13
14 Barbara Frum	248,990	234,632	6.1	527,513	546,283	-3.4	99,650	104,363	-4.5	183,933	201,533	-8.7	90,457	89,354	1.2	132,868	121,863	9.0	29,417	39,223	-25.0	3,440.5	3,432.0	0.2	14
15 Maria A. Shchuka	234,462	231,078	1.5	211,188	230,554	-8.4	74,650	73,463	1.6	74,582	86,232	-13.5	30,234	30,679	-1.5	121,564	142,462	-14.7	25,475	25,475		3,412.5	3,432.0	-0.6	15
16 Pape/Danforth	233,308	236,930	-1.5	386,965	419,428	-7.7	54,225	63,275	-14.3	48,134	66,607	-27.1	87,809	91,606	-4.1	59,407	74,158	-19.9	8,175	8,175		3,412.5	3,432.0	-0.6	16
~ 17 York Woods	200,531	209,768	-4.4	199,765	222,393	-10.2	93,988	129,275	-27.3	172,485	183,545	-6.0	25,011	27,755	-9.9	157,821	172,467	-8.5	42,176	42,176		3,406.0	3,432.0	-0.8	17
<b>District Total</b>	<b>5,254,913</b>	<b>5,089,081</b>	<b>3.3</b>	<b>7,231,607</b>	<b>7,742,282</b>	<b>-6.6</b>	<b>1,800,366</b>	<b>1,902,416</b>	<b>-5.4</b>	<b>2,461,597</b>	<b>2,489,829</b>	<b>-1.1</b>	<b>1,116,614</b>	<b>1,153,788</b>	<b>-3.2</b>	<b>2,248,602</b>	<b>2,392,240</b>	<b>-6.0</b>	<b>534,511</b>	<b>544,700</b>	<b>-1.9</b>	<b>57,639.0</b>	<b>58,308.5</b>	<b>-1.1</b>	
<b>District Average</b>	<b>309,113</b>	<b>299,358</b>	<b>3.3</b>	<b>425,389</b>	<b>455,428</b>	<b>-6.6</b>	<b>105,904</b>	<b>111,907</b>	<b>-5.4</b>	<b>144,800</b>	<b>146,461</b>	<b>-1.1</b>	<b>65,683</b>	<b>67,870</b>	<b>-3.2</b>	<b>132,271</b>	<b>140,720</b>	<b>-6.0</b>	<b>31,442</b>	<b>32,041</b>	<b>-1.9</b>	<b>3,390.5</b>	<b>3,429.9</b>	<b>-1.1</b>	
<b>Branch Total (excl. R&amp;R)</b>	<b>15,356,035</b>	<b>15,361,670</b>	<b>0.0</b>	<b>22,599,527</b>	<b>24,153,555</b>	<b>-6.4</b>	<b>4,557,470</b>	<b>4,874,629</b>	<b>-6.5</b>	<b>6,007,774</b>	<b>6,092,627</b>	<b>-1.4</b>	<b>4,124,556</b>	<b>4,250,524</b>	<b>-3.0</b>	<b>4,847,552</b>	<b>5,116,167</b>	<b>-5.3</b>	<b>1,192,081</b>	<b>1,196,409</b>	<b>-0.4</b>	<b>258,898.0</b>	<b>261,731.0</b>	<b>-1.1</b>	
<b>Branch Average (excl. R&amp;R)</b>	<b>158,310</b>	<b>158,368</b>	<b>0.0</b>	<b>232,985</b>	<b>249,006</b>	<b>-6.4</b>	<b>46,984</b>	<b>50,254</b>	<b>-6.5</b>	<b>61,936</b>	<b>62,811</b>	<b>-1.4</b>	<b>42,521</b>	<b>43,820</b>	<b>-3.0</b>	<b>49,975</b>	<b>52,744</b>	<b>-5.3</b>	<b>12,289</b>	<b>12,334</b>	<b>-0.4</b>	<b>2,669.1</b>	<b>2,698.3</b>	<b>-1.1</b>	
<b>RESEARCH AND REFERENCE BRANCHES</b>																									
Toronto Reference Library	1,604,864	1,462,894	9.7	404,937	420,859	-3.8	606,250	686,125	-11.6	547,523	460,476	18.9	84,579	78,267	8.1	867,212	917,498	-5.5	426,535	426,535		3,440.5	3,460.0	-0.6	
*~ North York Central Library	342,972	1,347,718	-74.6	597,896	1,322,318	-54.8	24,688	310,548	-92.1	89,132	470,821	-81.1	127,773	173,667	-26.4		433,079	-100.0	168,022	168,022		3,283.0	3,391.0	-3.2	
Osborne Collection	16,250	12,416	30.9	29	12	141.7	12,113	15,638	-22.5	7,370	7,383	-0.2													
Merril Collection	13,069	10,148	28.8	14	2	600.0	3,800	7,863	-51.7	5,289	6,907	-23.4													
Answerline				42,926	45,026	-4.7				164,257	174,245	-5.7	1												
Interloan				4,286	4,905	-12.6							4,146	4,661	-11.0										
Virtual Reference Desk										11,290	8,251	36.8													
<b>Research &amp; Reference Total</b>	<b>1,977,155</b>	<b>2,833,176</b>	<b>-30.2</b>	<b>1,050,088</b>	<b>1,793,122</b>	<b>-41.4</b>	<b>646,850</b>	<b>1,020,173</b>	<b>-36.6</b>	<b>824,861</b>	<b>1,128,083</b>	<b>-26.9</b>	<b>216,499</b>	<b>256,595</b>	<b>-15.6</b>	<b>867,212</b>	<b>1,350,577</b>	<b>-35.8</b>	<b>594,557</b>	<b>594,557</b>		<b>6,723.5</b>	<b>6,851.0</b>	<b>-1.9</b>	
<b>Research &amp; Reference Average</b>	<b>973,918</b>	<b>1,405,306</b>	<b>-30.7</b>	<b>501,417</b>	<b>871,589</b>	<b>-42.5</b>	<b>315,469</b>	<b>498,337</b>	<b>-36.7</b>	<b>318,328</b>	<b>465,649</b>	<b>-31.6</b>	<b>106,176</b>	<b>125,967</b>	<b>-15.7</b>	<b>433,606</b>	<b>675,289</b>	<b>-35.8</b>	<b>297,279</b>	<b>297,279</b>		<b>3,361.8</b>	<b>3,425.5</b>	<b>-1.9</b>	
<b>City-Wide &amp; Remote Services^^</b>	<b>36,842</b>	<b>37,501</b>	<b>-1.8</b>	<b>6,449,275</b>	<b>5,963,900</b>	<b>8.1</b>	<b>27,638</b>	<b>41,288</b>	<b>-33.1</b>	<b>113,723</b>	<b>122,921</b>	<b>-7.5</b>	<b>53,311</b>	<b>47,921</b>	<b>11.2</b>	<b>463</b>	<b>550</b>	<b>-15.9</b>	<b>1,190</b>	<b>1,190</b>		<b>3,825.5</b>	<b>3,855.5</b>	<b>-0.8</b>	
<b>Grand Total</b>	<b>17,370,032</b>	<b>18,232,347</b>	<b>-4.7</b>	<b>30,098,890</b>	<b>31,910,577</b>	<b>-5.7</b>	<b>5,231,957</b>	<b>5,936,090</b>	<b>-11.9</b>	<b>6,946,358</b>	<b>7,343,631</b>	<b>-5.4</b>	<b>4,394,366</b>	<b>4,555,040</b>	<b>-3.5</b>	<b>5,715,226</b>	<b>6,467,294</b>	<b>-11.6</b>	<b>1,787,828</b>	<b>1,792,156</b>	<b>-0.2</b>	<b>269,447.0</b>	<b>272,437.5</b>	<b>-1.1</b>	

**Notes:**

~ In 2017, this branch was closed for part or all of this time period for renovation/retrofit

\* In 2016, this branch was closed for part or all of this time period for renovation/retrofit

- The figure shown as the average for Research & Reference is an average for North York Central Library & Toronto Reference Library only.

+ Information Requests counts reference and directional requests made in-person, by telephone and electronically.

^^ City-Wide & Remote Services includes Home Library Service, Bookmobile Total, Sunnybrook Hospital, Adult Literacy Services, e-Titles and Departmental Staff.

North York Central Library (NYCL) closed December 4, 2016 for renovation. A Pop-up location with limited service opened December 12, 2016. NYCL data is for the pop-up location.

**How We Compare 2016 – North American Libraries serving a population over 2 million**

Library Systems	Population Served	# of Branches	Square Footage	Sq. Ft./Capita	Total Visits	Visits/ Capita	Total Circulation	Circ/ Capita
Los Angeles Public Library	4,031,904	72	858,572	0.21	13,504,301	3.35	16,353,158	4.06
County of Los Angeles Public Library	3,375,417	85	1,210,331	0.36	10,694,275	3.17	13,026,387	3.86
New York Public Library	3,239,253	88	1,471,683	0.45	13,866,904	4.28	22,723,338	7.01
<b>Toronto Public Library</b>	<b>2,731,571</b>	<b>100</b>	<b>1,790,966</b>	<b>0.66</b>	<b>18,232,347</b>	<b>6.67</b>	<b>31,910,577</b>	<b>11.68</b>
Chicago Public Library	2,695,598	80	1,831,272	0.68	9,274,305	3.44	10,307,759	3.82
Brooklyn Public Library	2,504,700	58	697,145	0.28	8,736,668	3.49	14,932,683	5.96
Miami-Dade Public Library System	2,496,435	49	769,092	0.31	5,327,169	2.13	4,800,720	1.92
Houston Public Library	2,319,603	41	596,402	0.26	3,766,937	1.62	4,214,217	1.82
Average	2,924,310	72	1,153,183	0.40	10,425,363	3.52	14,783,605	5.02
Maximum	4,031,904	100	1,831,272	0.68	18,232,347	6.67	31,910,577	11.68
Minimum	2,319,603	41	596,402	0.21	3,766,937	1.62	4,214,217	1.82
Median	2,713,585	76	1,034,452	0.33	9,984,290	3.39	13,979,535	3.96

Source: Public Library Data Service (PLDS) 2017 (based on 2016 data) sorted by population served.

**How We Compare 2016 – Canadian Libraries serving a population over 500,000**

<b>Library Systems</b>	<b>Population Served*</b>	<b># of Branches</b>	<b>Square Footage</b>	<b>Sq. Ft./Capita</b>	<b>Total Visits</b>	<b>Visits/Capita</b>	<b>Total Circulation</b>	<b>Circ/Capita</b>
<b>Toronto Public Library</b>	<b>2,876,095</b>	<b>100</b>	<b>1,885,888</b>	<b>0.66</b>	<b>18,232,347</b>	<b>6.34</b>	<b>31,910,577</b>	<b>11.10</b>
Montréal, Bibliothèque de	1,753,034	45	714,776	0.41	8,168,445	4.66	11,992,298	6.84
Ottawa Public Library	968,600	33	449,536	0.46	4,509,400	4.66	11,294,759	11.66
Edmonton Public Library	899,447	20	489,582	0.54	5,911,825	6.57	10,383,017	11.54
Vancouver Public Library	631,486	21	499,953	0.79	6,494,268	10.28	10,104,633	16.00
Brampton Library	571,700	7	123,636	0.22	2,008,015	3.51	4,459,048	7.80
Hamilton Public Library	550,700	22	318,683	0.58	3,946,440	7.17	6,738,870	12.24
Surrey Libraries	526,004	9	188,246	0.36	2,481,986	4.72	3,651,027	6.94
Average	1,097,133	32	583,788	0.50	6,469,091	5.99	11,316,779	10.51
Maximum	2,876,095	100	1,885,888	0.79	18,232,347	10.28	31,910,577	16.00
Minimum	526,004	7	123,636	0.22	2,008,015	3.51	3,651,027	6.84
Median	765,467	22	469,559	0.50	5,210,613	5.53	10,243,825	11.32

Source: Canadian Public Library Statistics 2016, Canadian Urban Libraries Council (CULC), sorted by population served.

\* Population adjusted for under coverage. Data provided by the City of Toronto.