BUILDING THE COLLECTION YOUR CUSTOMERS WANT

Content that Transforms Lives
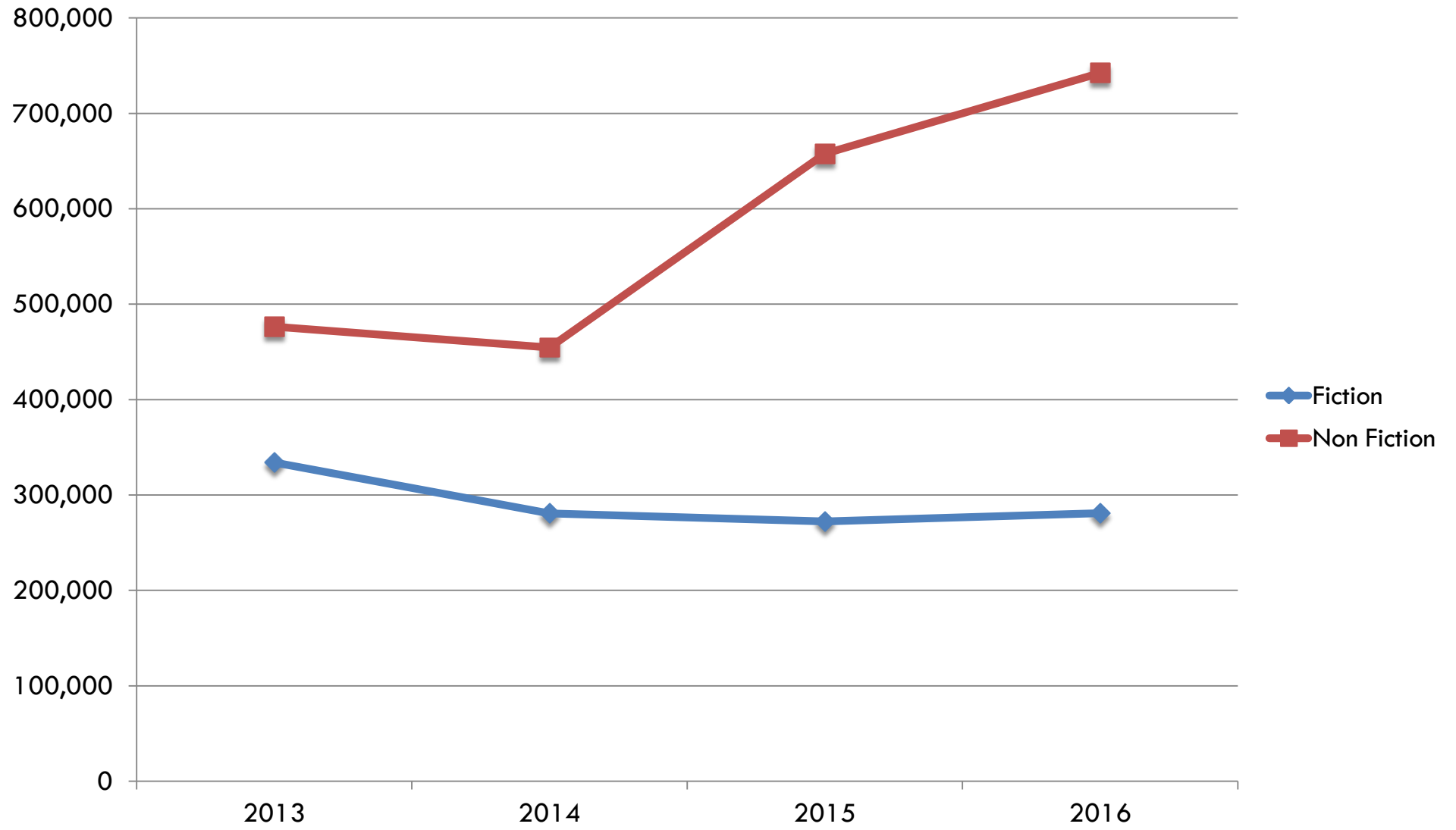
Markham Public Library

Mind the Gap
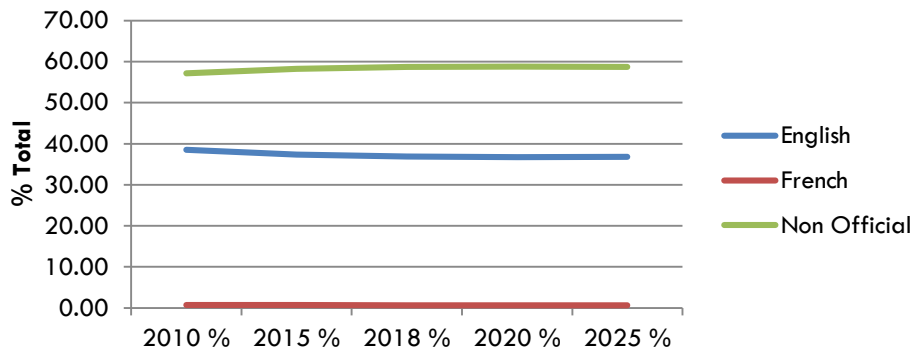
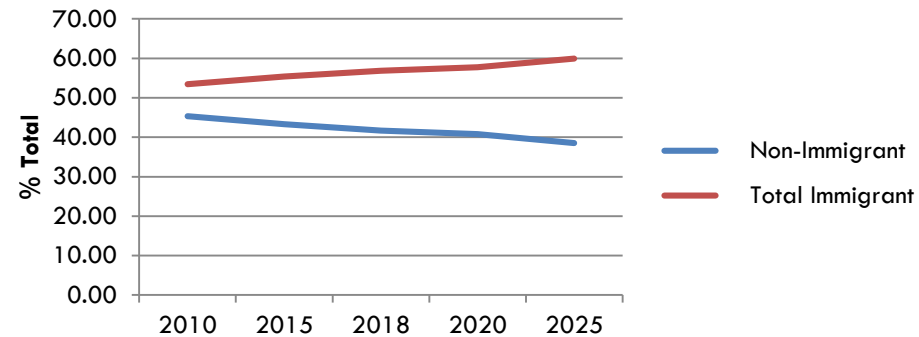| Performance Indicator	2014	2016
Importance of collections	9.43	9.35
Overall Satisfaction with Collections	7.39	7.92
Gap	2.04	1.43

Analyze Collection Use Data

Socio-demographic Data

% Single Mother Tongue Respondents
(English, French, Non Official)

% Household Population by Total Immigrants
(Non-Immigrant, Total Immigrant)

Household Population by Mother Tongue
(Cantonese, Mandarin, Chinese n.o.s)

Household Population by Mother Tongue
(Italian, Pa., Sp., Ar., Ta., Urdu, Rus., Kor., Gr., Tamil, Guj., Hindi — 2010, 2015, 2018, 2020, 2025)
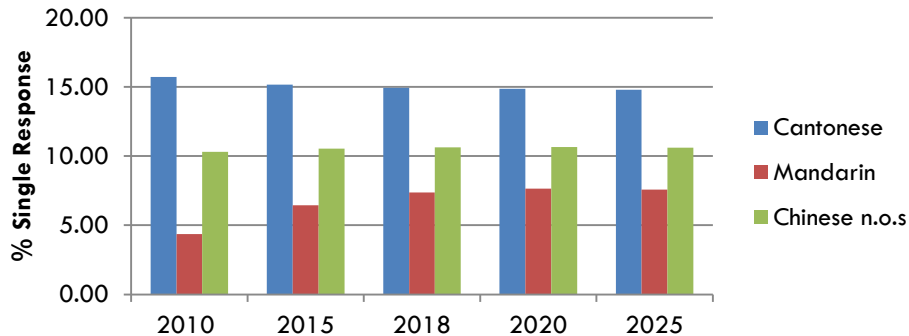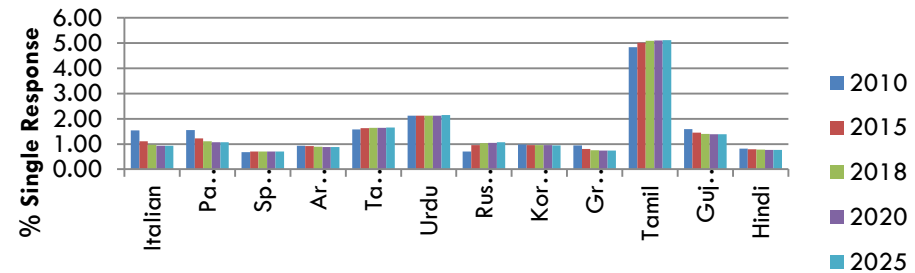
54 are Immigrants
to Canada

60 speak a non-official
language (Mother Tongue)

73 are Visible Minorities

66 live in households of
3 or more

57 have post-secondary
education

Household Income:
$121,429 (Average)
$85,000 (Median)

20 are aged 60+
In ten years, 26 will be 60+
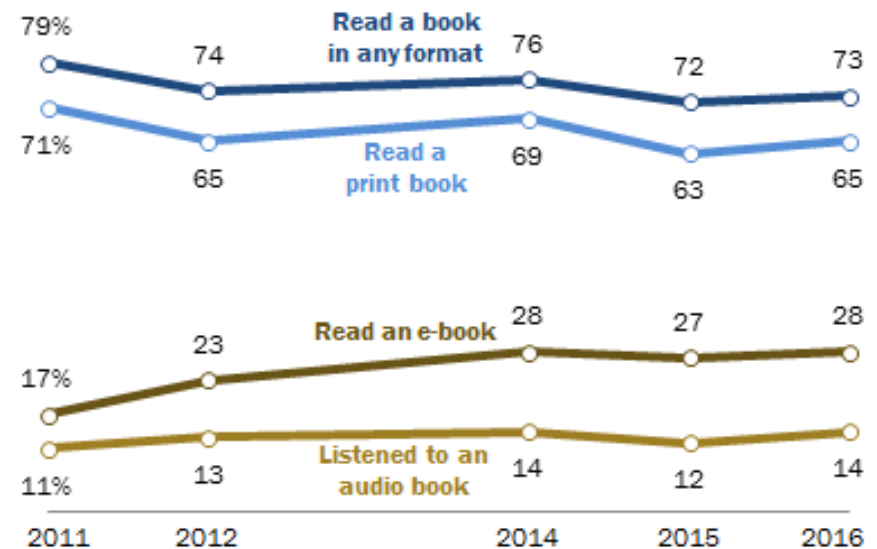
WHAT IF MARKHAM WERE 100 PEOPLE?

Environmental Scan

- Published research

- Best practices amongst libraries

- Publishing industry trends

- Other industry trends (i.e. technology, education, consumer, etc.)

Print books continue to be more popular than e-books or audio books

% of U.S. adults who say they have ____ in the previous 12 months

Read a book in any format: 79% (2011), 74 (2012), 76 (2014), 72 (2015), 73 (2016)

Read a print book: 71% (2011), 65 (2012), 69 (2014), 63 (2015), 65 (2016)

Read an e-book: 17% (2011), 23 (2012), 28 (2014), 27 (2015), 28 (2016)

Listened to an audio book: 11% (2011), 13 (2012), 14 (2014), 12 (2015), 14 (2016)

2011   2012   2014   2015   2016

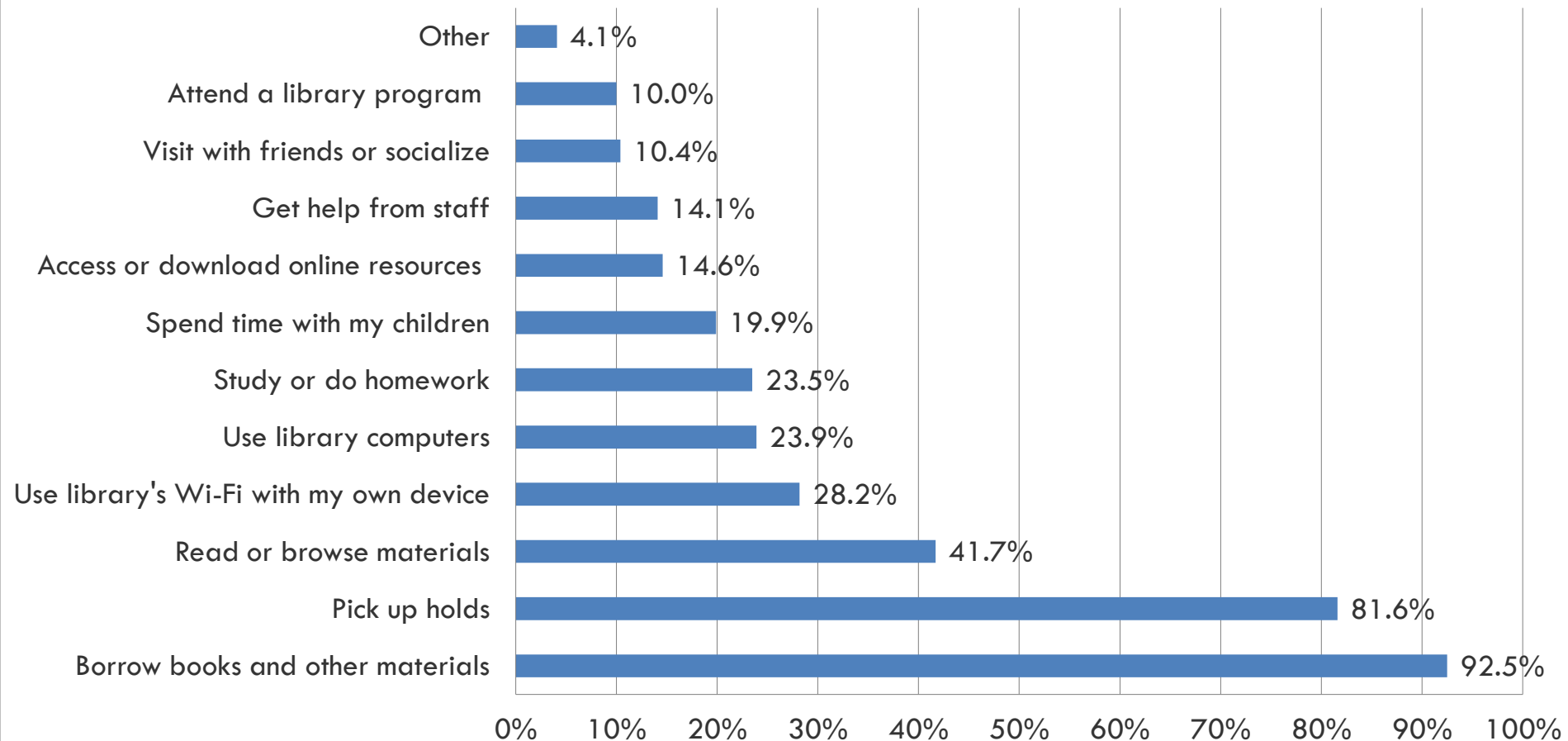Source: Survey conducted March 7-April 4, 2016.
"Book Reading 2016"

PEW RESEARCH CENTER

Consult the Community

Consult the Community

What do you typically do when you visit the Library? Check all that apply.

- Other — 4.1%
- Attend a library program — 10.0%
- Visit with friends or socialize — 10.4%
- Get help from staff — 14.1%
- Access or download online resources — 14.6%
- Spend time with my children — 19.9%
- Study or do homework — 23.5%
- Use library computers — 23.9%
- Use library's Wi-Fi with my own device — 28.2%
- Read or browse materials — 41.7%
- Pick up holds — 81.6%
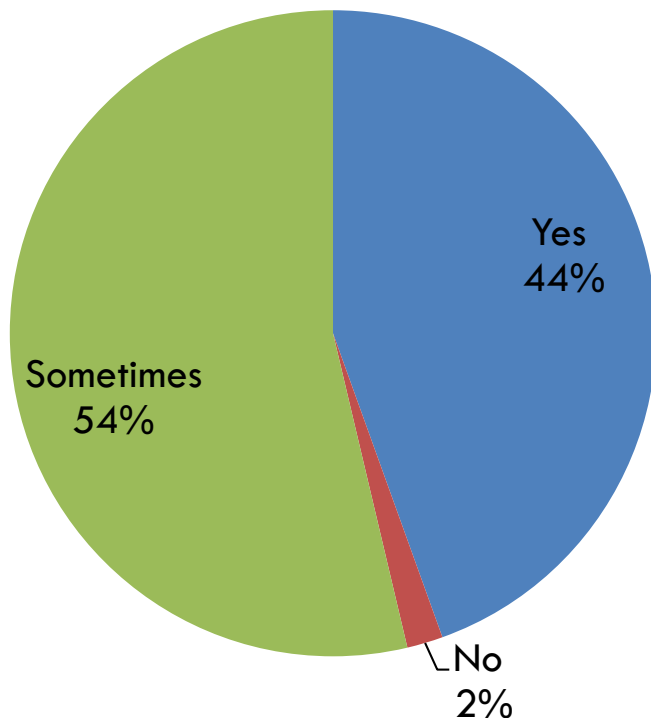- Borrow books and other materials — 92.5%
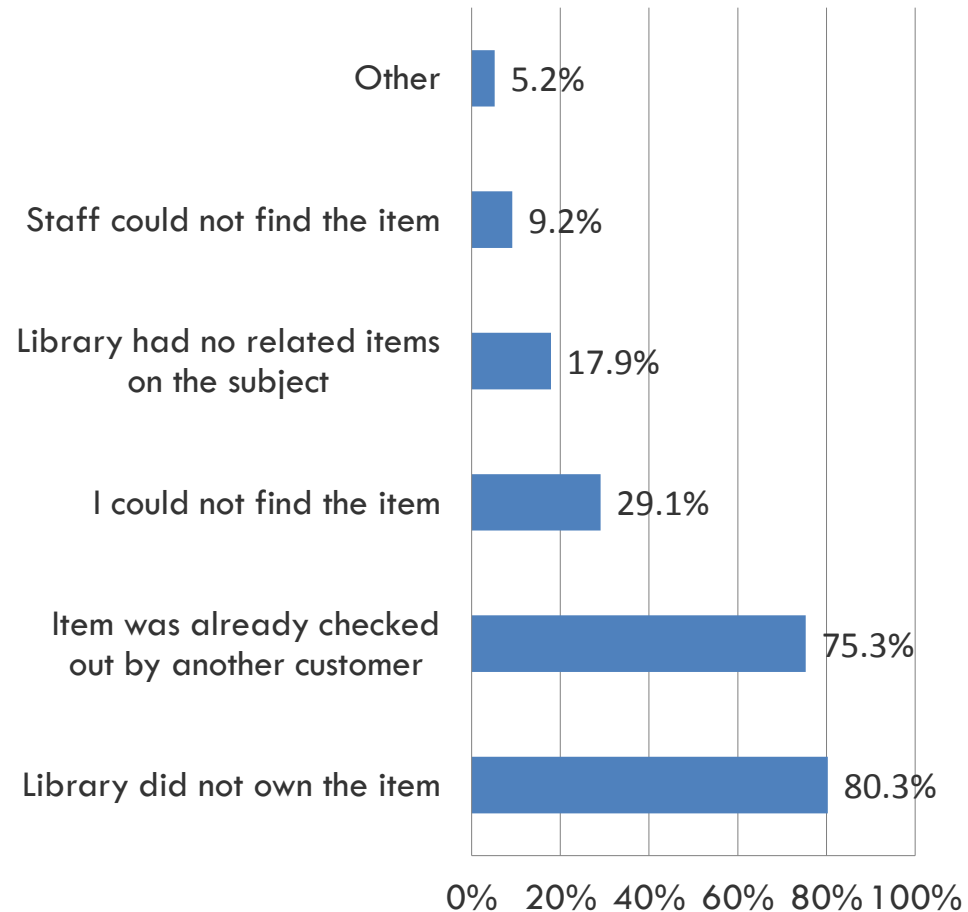
Survey Design

Customer Experience

When trying to find an item in the Library's collection (online or in branch), have you been successful in finding what you need?
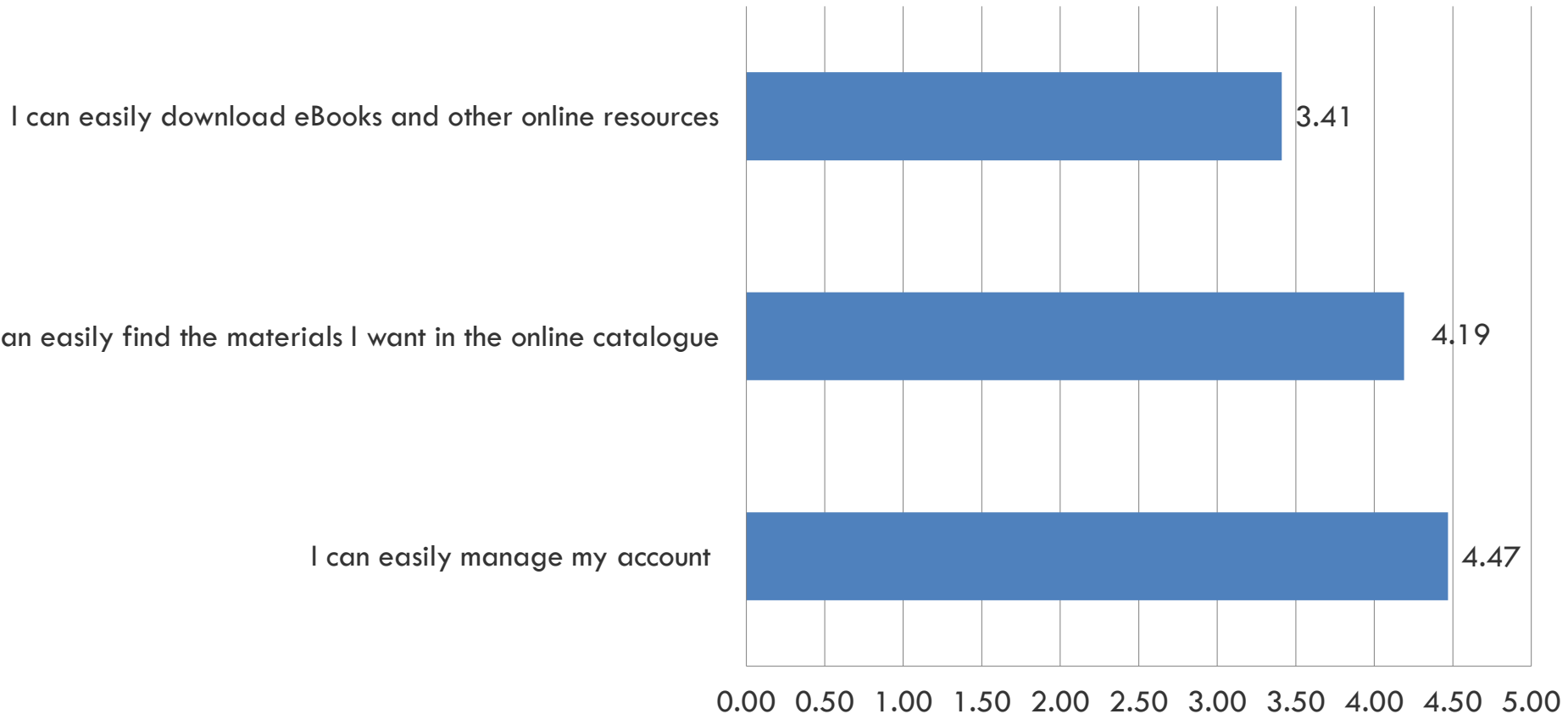

Yes 44%
Sometimes 54%
No 2%

Check all reasons for not finding the item you needed.

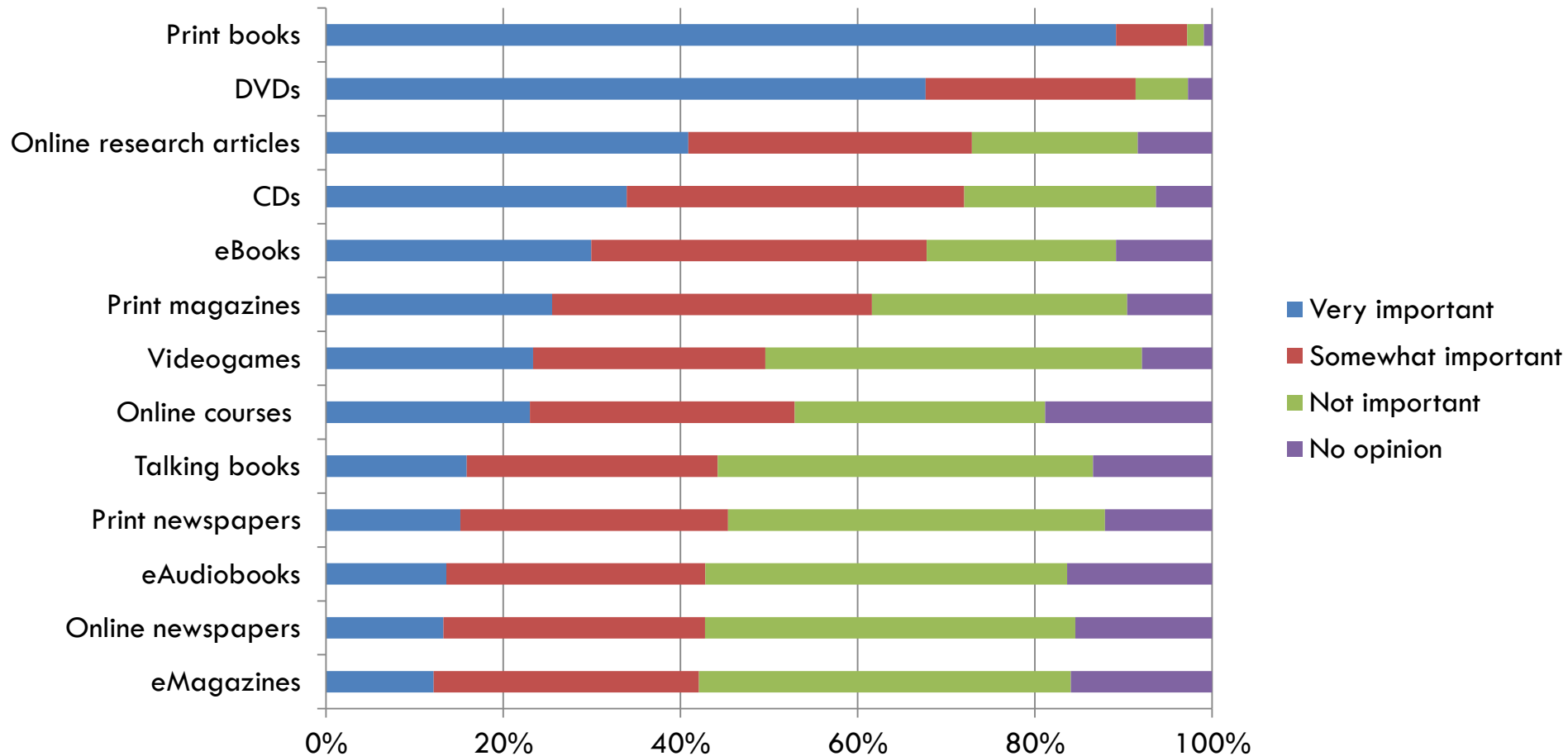| Reason	Percentage
Other	5.2%
Staff could not find the item	9.2%
Library had no related items on the subject	17.9%
I could not find the item	29.1%
Item was already checked out by another customer	75.3%
Library did not own the item	80.3%

Customer Experience

How satisfied are you with the following aspects of the Library's online catalogue. (1 being least satisfied and 5 being most satisfied).
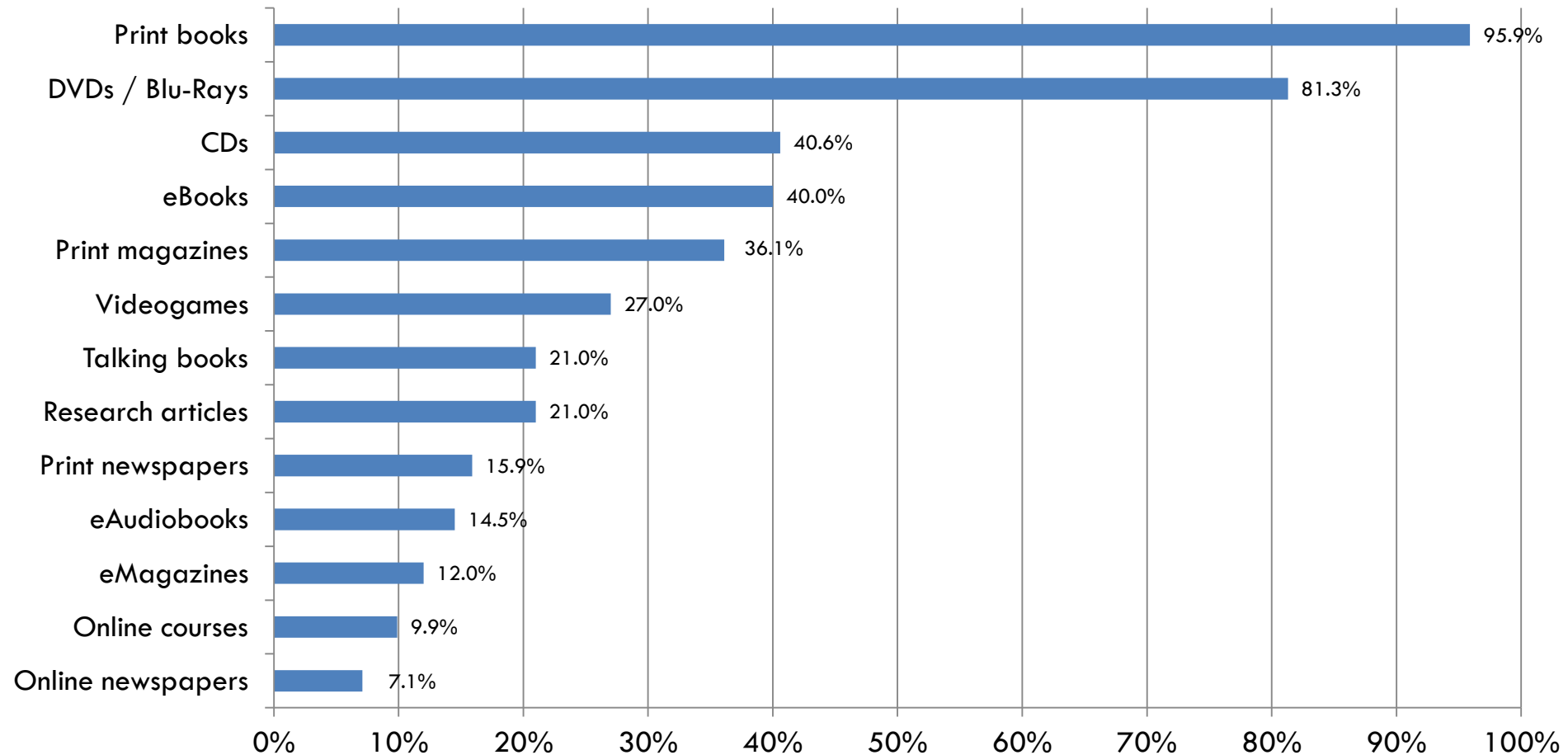

Aspect	Rating
I can easily download eBooks and other online resources	3.41
I can easily find the materials I want in the online catalogue	4.19
I can easily manage my account	4.47

Importance Versus Actual Use

The following is a list of MPL's resources, how important are each of these items to you?
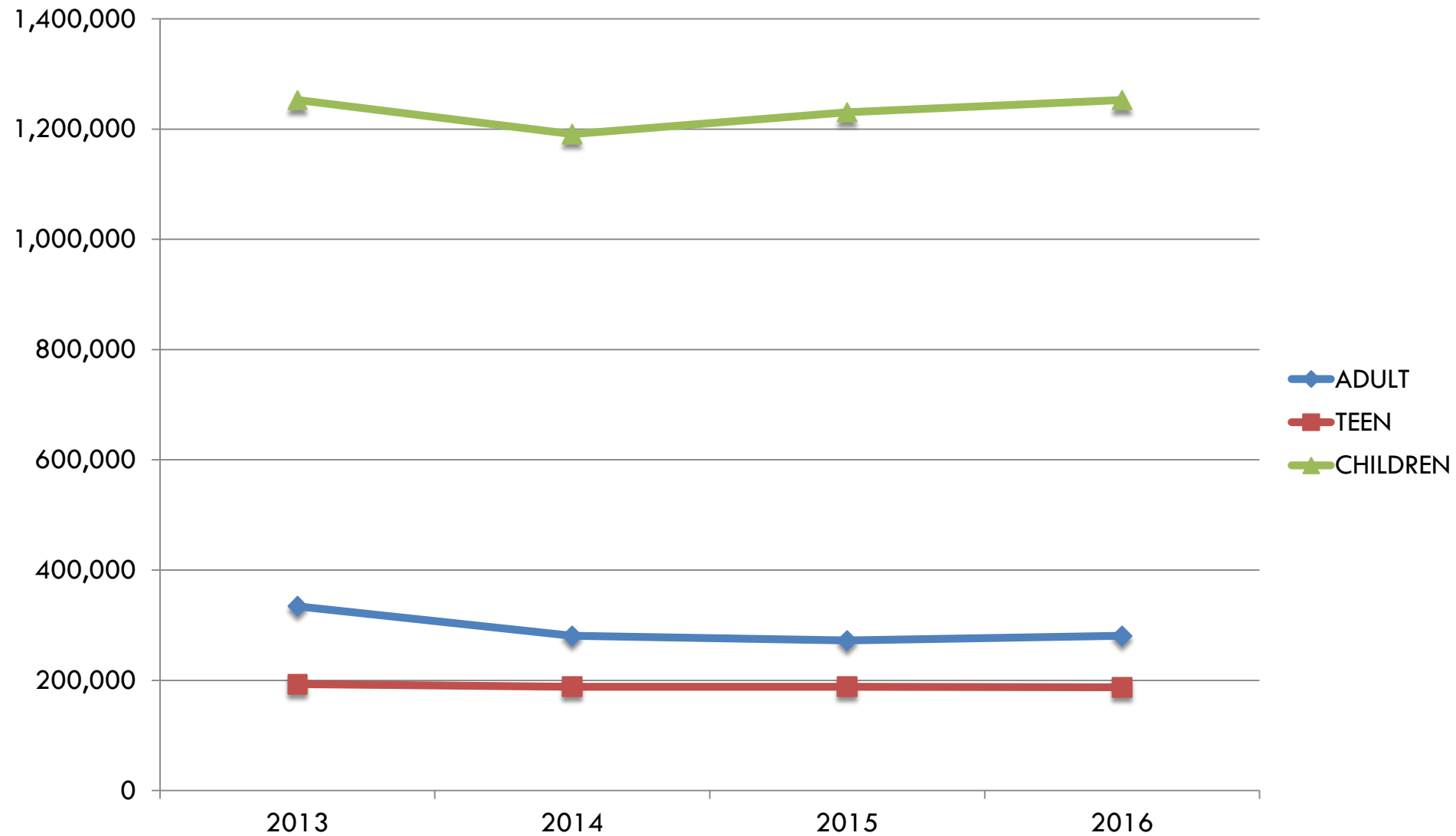

Legend:
- Very important (blue)
- Somewhat important (red)
- Not important (green)
- No opinion (purple)

Categories (top to bottom): Print books, DVDs, Online research articles, CDs, eBooks, Print magazines, Videogames, Online courses, Talking books, Print newspapers, eAudiobooks, Online newspapers, eMagazines

Axis: 0%, 20%, 40%, 60%, 80%, 100%

Importance Versus Actual Use

Check all MPL materials that you have used in the past year

| Material	Percentage
Print books	95.9%
DVDs / Blu-Rays	81.3%
CDs	40.6%
eBooks	40.0%
Print magazines	36.1%
Videogames	27.0%
Talking books	21.0%
Research articles	21.0%
Print newspapers	15.9%
eAudiobooks	14.5%
eMagazines	12.0%
Online courses	9.9%
Online newspapers	7.1%

WARNING

ASSUMPTIONS AHEAD

Testing Assumptions

Testing Assumptions

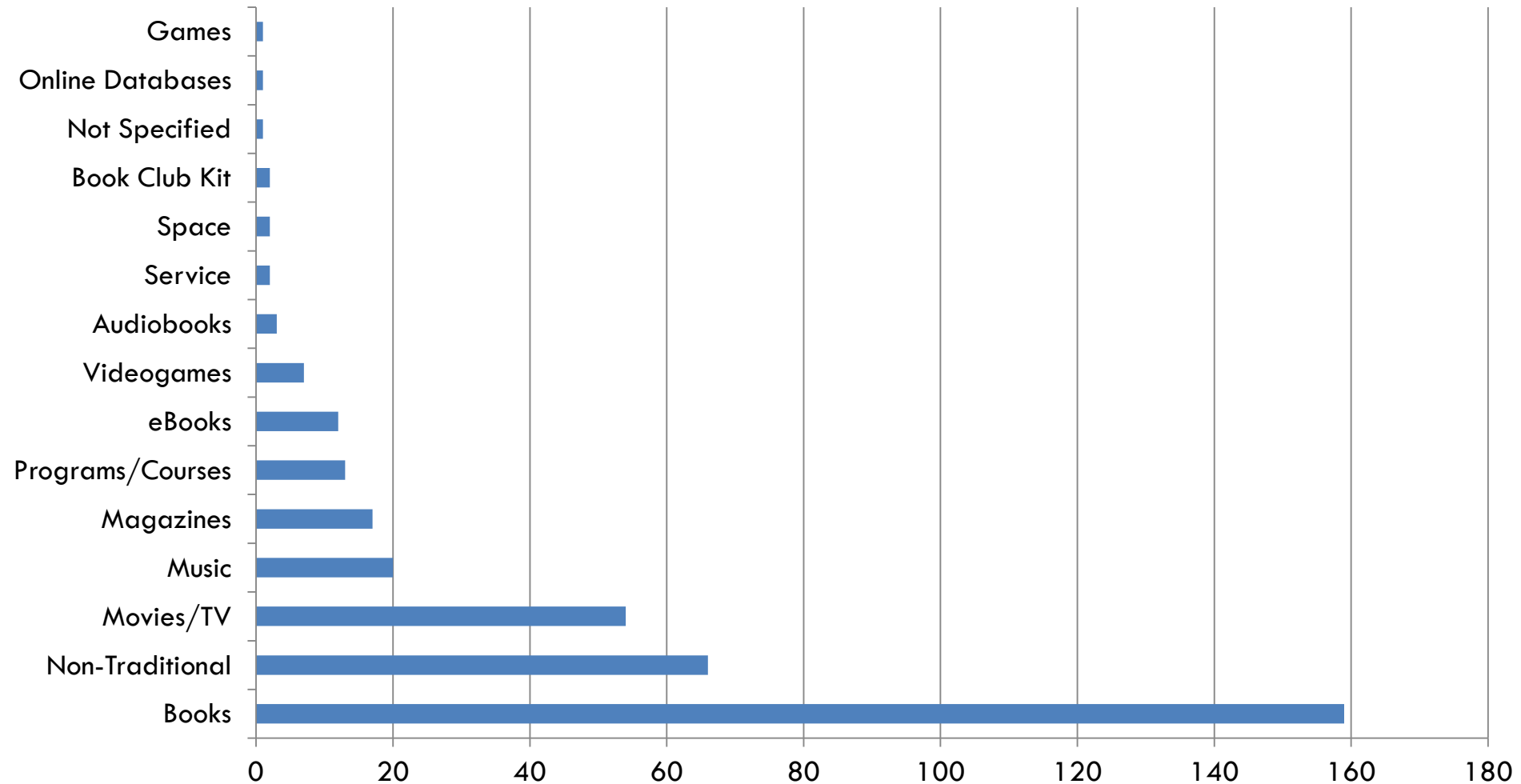**When browsing our fiction collection in branch, do you prefer to browse by genre or by author?**

I do not read fiction	4.5%
I have no preference	26.5%
Author	29.1%
Genre	40.0%
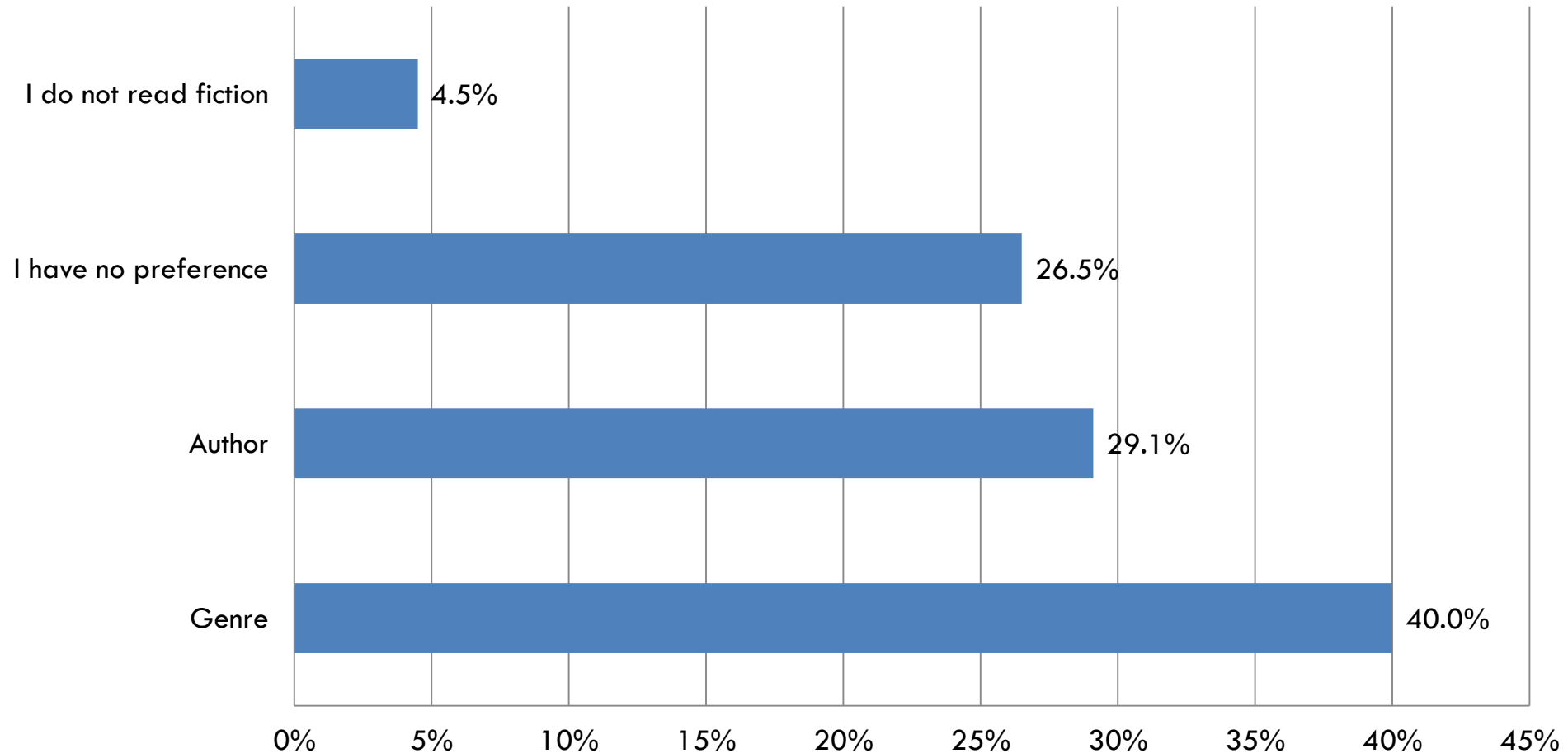
Testing Assumptions

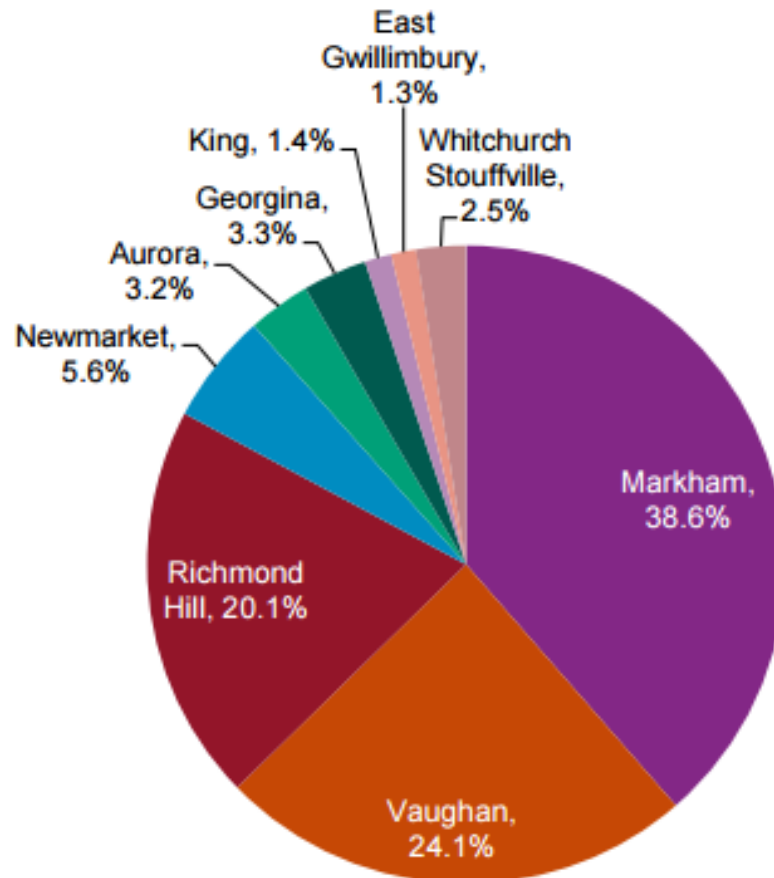**Select the option that best describes your usage of Library materials.**
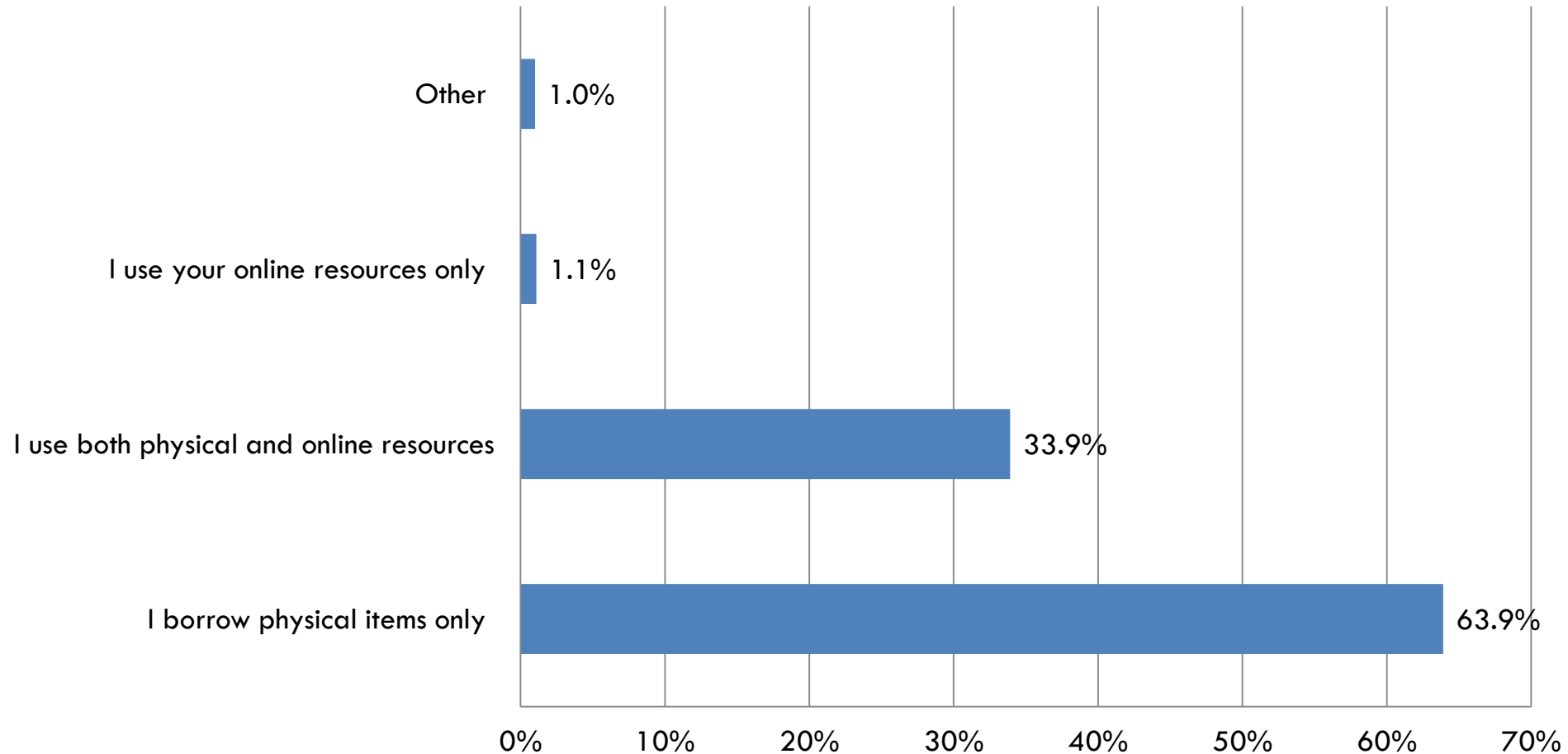
Future Directions

**What else would you like to see the library lend?**

Future Directions

Distribution of Working Poor in York Region, by Local Municipality, 2012

- East Gwillimbury, 1.3%
- King, 1.4%
- Whitchurch Stouffville, 2.5%
- Georgina, 3.3%
- Aurora, 3.2%
- Newmarket, 5.6%
- Markham, 38.6%
- Richmond Hill, 20.1%
- Vaughan, 24.1%

Source: Statistics Canada, Income Statistics Division, T1 Family Files 2012, Custom Tabulation.

Future Directions

Given the choice of reading the same book in print format or in an electronic format, which would you choose?
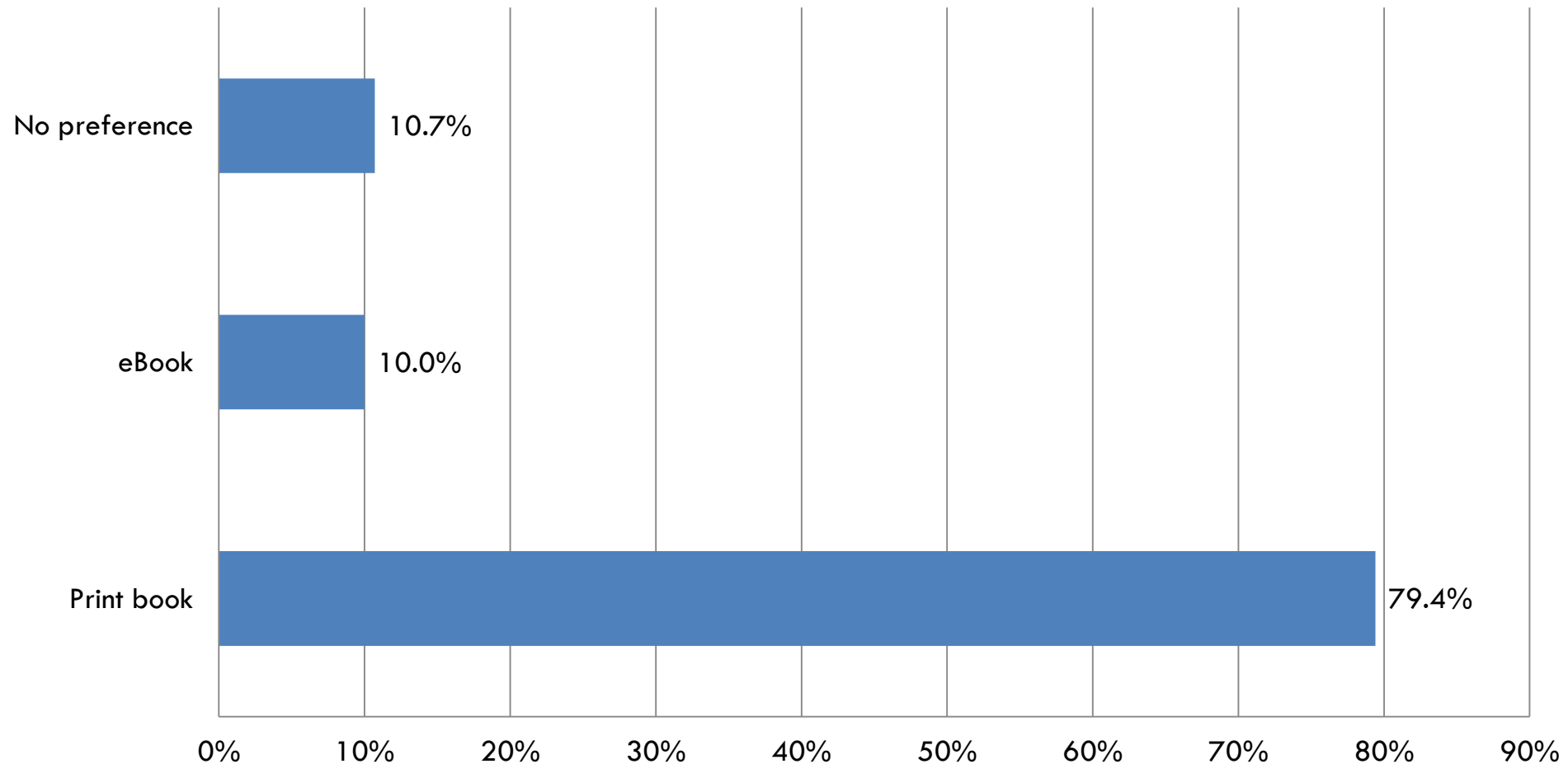
MPL's Content Strategy 2016-2019

GOALS	ONE **Develop collections that respond to evolving community needs and interests.**	TWO **Promote content and its power to transform lives.**	THREE **Share community-created content.**	FOUR **Improve access to library content.**	FIVE **Expand digital content and promote digital literacy.**
WHY THIS MATTERS	Because formats and format preferences for reading are changing.	Because the evidence tells us that reading matters – that it develops literacy skills which have a long term impact on academic success and lifelong achievement.	Because community is strengthened through the sharing of stories and content.	Because access to library content ensures no barriers to equal opportunity in education and personal growth.	Because in the 21st century, digital skills are essential to the success of individuals – and communities.
OBJECTIVES	Consult the Community & Develop Content Plan Plan to Transition	Develop content promotion strategy Train to connect. Promote reading and literacy.	Support content creation by the community. Provide access to community created content.	Increase findability. Improve reporting capabilities. Ensure accessible collections for all residents.	Increase the range of digital content available at MPL. Build on the library as a center of excellence in digital literacy.

Questions?

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