



Township of Uxbridge Public Library Board Meeting Agenda

**Date: Thursday, February 19, 2026 @ 7:00 PM
Location: Uxbridge Public Library**

1. Call to order

- First Nations Land Acknowledgement

2. Announcements and Guest speakers

- Round table

3. Disclosure of Pecuniary Interest and General Nature thereof.

4. Approval of Agenda

5. Approval of January Minutes

6. Committees:

6.1 Governance and HR Committee

- Dwight and Dave to talk about their experiences at OLA Super conference

6.2 Finance

- December accounts
- Recycling service through Miller Waste
- Mat delivery service - started mid-December

6.3 Community Committee

- Camp and Spring/Summer Community Guides
- Door stats January 2026
- Circulation stats January
- 2025 Year in Review Document

7. New Business

- Board Member to represent the Library for the Centennial Park planning
- First Peoples group proposal



Township of Uxbridge Public Library Board Meeting Agenda

**Date: Thursday, February 19, 2026 @ 7:00 PM
Location: Uxbridge Public Library**

- Leak into Compton Room will require drywall and possibly some carpet squares to be replaced.
- Plumbing issue solved in Zephyr
- New accessible buttons at each public entrance

8. Ongoing Business / Action item

- Request for Snow plowing amount for Zephyr Library.
 - i. Follow up: the Snow Removal and Salting for the Zephyr Library Parking Lot and Sidewalks is \$11,995.20 for the winter 2025-2026.
- Clock update

9. Correspondence

- [Social-Impact-Study-in-English-2026-2.pdf](#)

10. Date of the Next Board Meeting: March 19

11. Adjournment



Township of Uxbridge Public Library Board Meeting Minutes

Date: Thursday, January 15, 2026 @ 7:00 PM

Location: Uxbridge Public Library

Present: Dave Phillips, Agnes Croxford, Cathy Peters, Sheldon Wolfson, Dwight Clements, Amanda Ferraro, Corrinne Morrison, Gord Shreeve, Zed Pickering

Regrets: Tobi Lee, Christine McKenzie

Guests: Marlene Riddle, Leslie Nagle

1. Dave called the meeting to Order at 7:02 pm.

- First Nations Land Acknowledgement - Dave

2. Announcements / Round table

- N/A

3. Disclosure of Pecuniary interest and the General Nature thereof.

- N/A

4. Approval of Agenda

✓ *Approved, moved by Sheldon, seconded by Dwight; carried.*

5. Approval of December Minutes

✓ *Approved, moved by Cathy, seconded by Agnes; carried.*

6. Committees:

6.1 Governance and HR Committee

- Reminder to complete and sign your related party transactions and balances disclosure and return to Treasury before January 31st, 2026.

6.2 Finance

- November accounts

✓ *Approved, moved by Agnes, seconded by Cathy; carried.*

- Final Operating and Capital budgets

✓ *Approved, moved by Sheldon, seconded by Cathy; carried.*



Township of Uxbridge Public Library Board Meeting Minutes

Date: Thursday, January 15, 2026 @ 7:00 PM

Location: Uxbridge Public Library

6.3 Community Committee

- Door stats summary for 2025 was well received
 - Corrinne to produce an annual report as part of her goals for 2026

7. New Business

- N/A

8. Ongoing Business / Action item

- Clock issues – had some weather issues. Consulted with Ben (Clock doctor) and Tacoma Engineering to investigate a protection box or how to weatherproof the tower.
- Request for Snow plowing costs for Zephyr Library.

9. Correspondence

- N/A

10. Date of the Next Board Meeting: Feb. 19

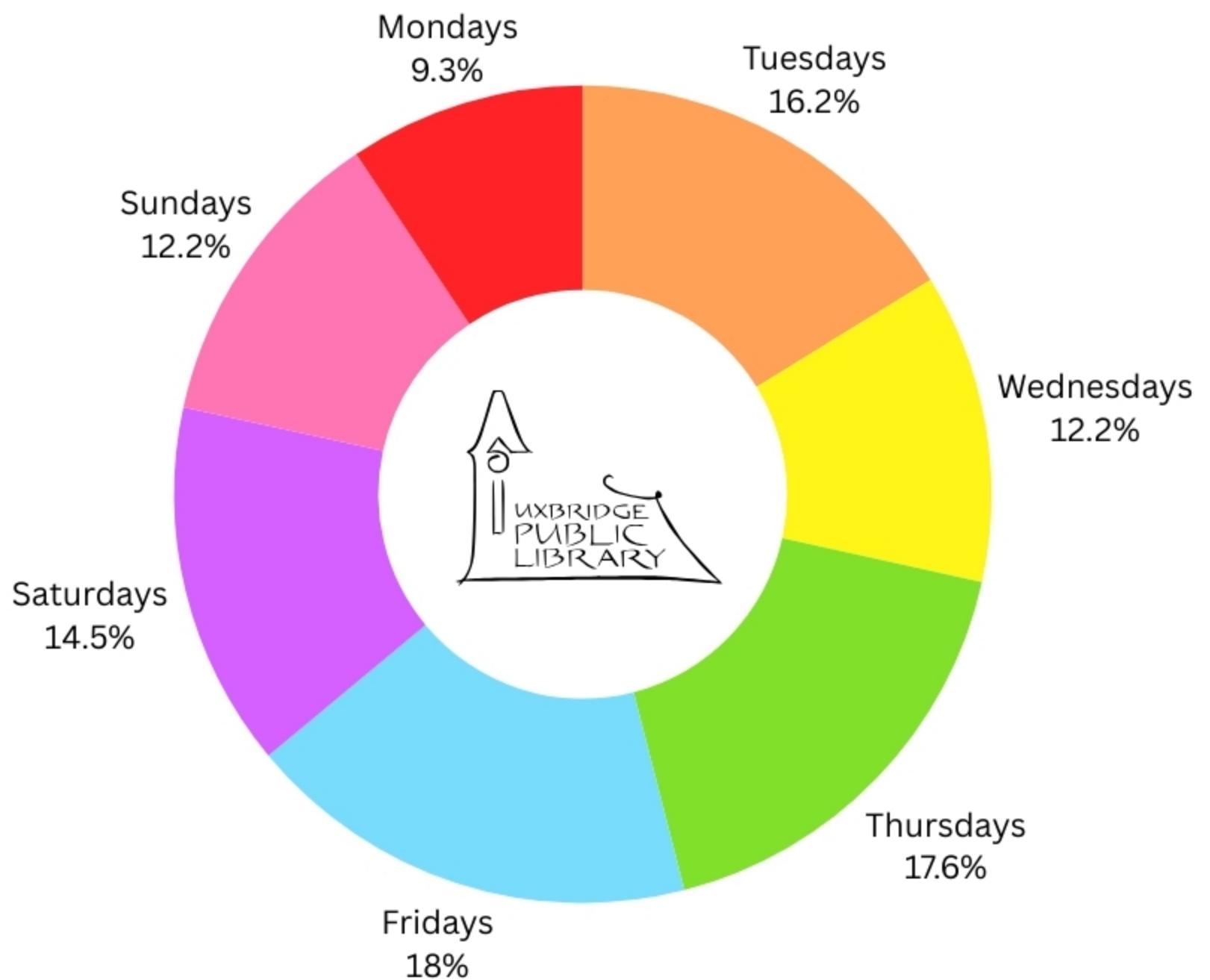
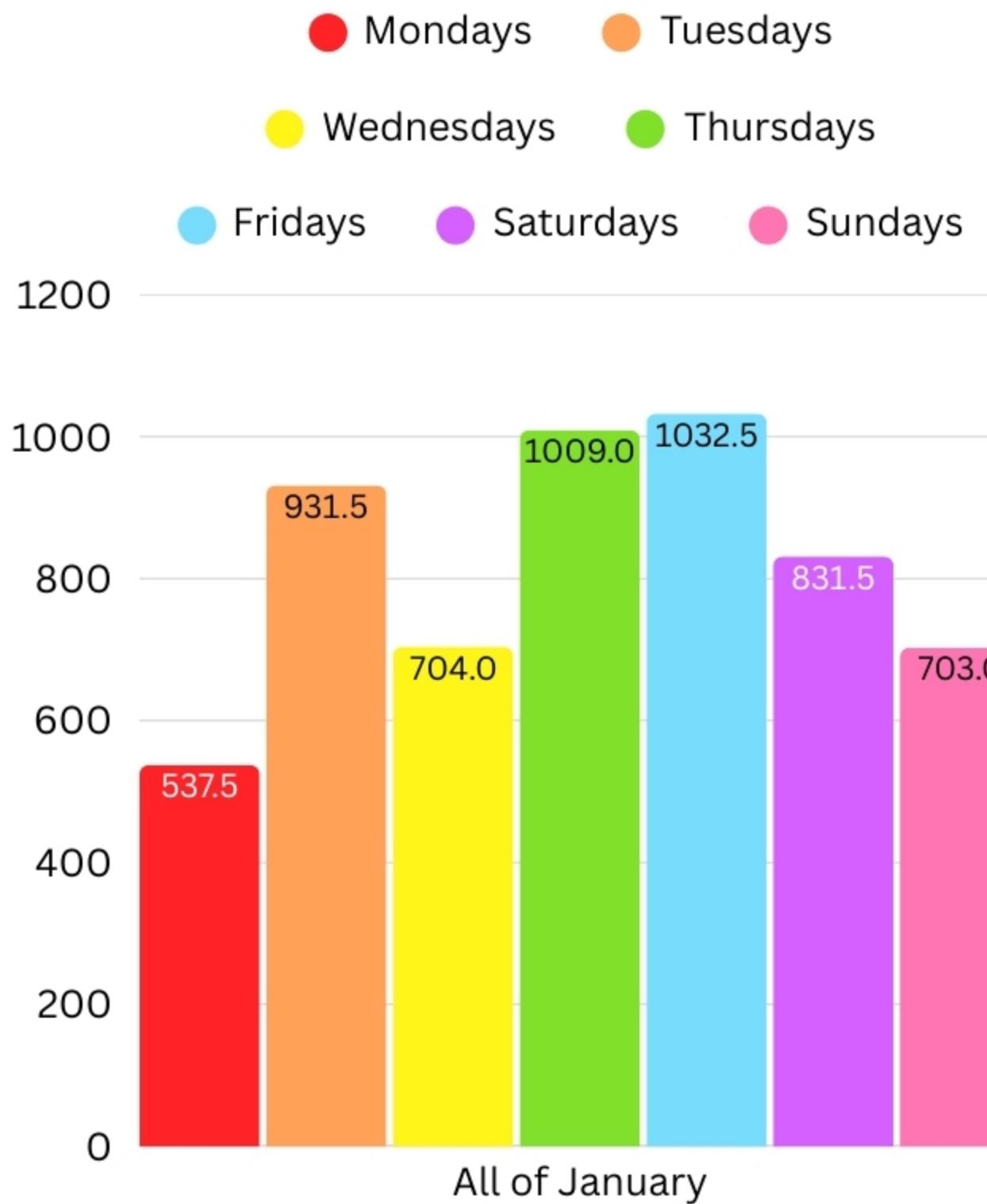
11. Adjournment 7:30 PM

✓ Approved, moved by Gord, seconded by Agnes; carried.

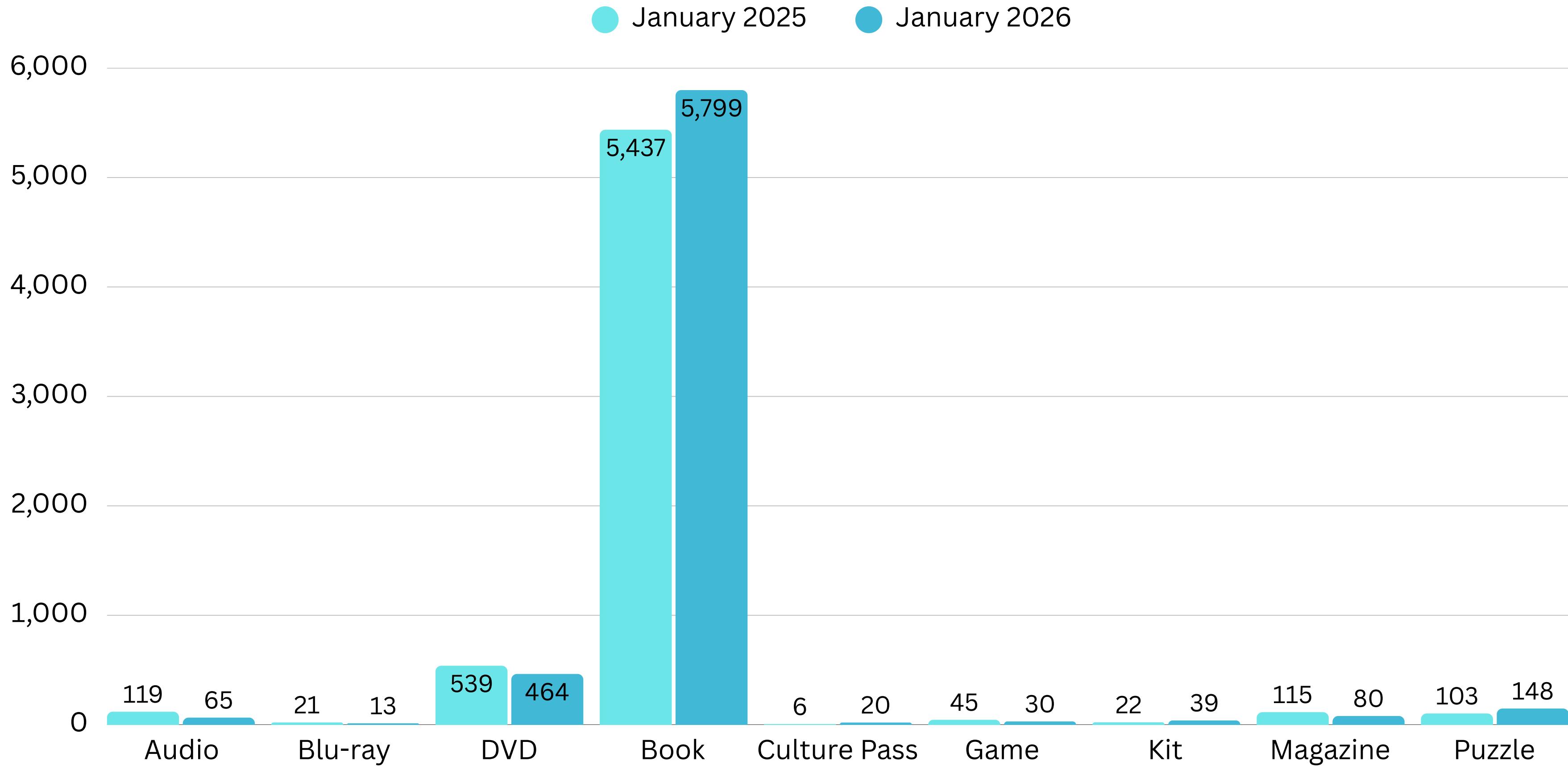
Date	Vendor Check Name	Invoice Number	Invoice Description	Amount Paid
2025-12-11	DE LAGE LANDEN	10467784	COPIER-12/1/25-12/31/25	\$202.29
2025-12-11	DE LAGE LANDEN	10517756	COPIER-1/1/26-1/31/26	\$202.29
2025-12-12	FIBERNETICS CORPORATION	769031	TELEPHONE-DEC	\$141.13
2025-12-12	BLUE HERON BOOKS	420404	BOOKS	\$73.83
2025-12-12	BLUE HERON BOOKS	421234	BOOKS	\$157.01
2025-12-12	DURHAM FIRST AID INC.	32734	STAY SAFE COURSE	\$678.00
2025-12-12	MEEK ELECTRIC	10533	MAINTENANCE	\$110.74
2025-12-12	WHITEHOTS INC	3605919	BOOKS	\$487.47
2025-12-12	WHITEHOTS INC	3610638	BOOKS	\$116.58
2025-12-12	WHITEHOTS INC	3609072	BOOKS	\$79.55
2025-12-12	WHITEHOTS INC	3607209	BOOKS	\$324.09
2025-12-12	WHITEHOTS INC	3608263	BOOKS	\$236.76
2025-12-12	XEROX CANADA LTD.	F64983297	COPIES-OCT 27-NOV 26	\$84.48
2025-12-12	MARTY S WINDOW CLEANING	12-NOV 14/25	WINDOW CLEANING	\$135.60
2025-12-15	CIBC VISA	7412-NOV16-DEC15/25	7412-NOV 16 TO DEC 15/25	\$2,808.50
2025-12-22	BELL CANADA	9054732375/DEC2025	TELEPHONE-DEC	\$146.31
2025-12-22	BELL CANADA	9058529748/DEC2025	TELEPHONE-DEC	\$76.86
2025-12-22	CLASS GLASS MAN	3J3J39	MAINTENANCE	\$1,943.60
2025-12-22	CORRINNE MORRISON	EXPENSES-DEC/25	EXPENSES-AUG TO DEC/25	\$534.22
2025-12-22	DURHAM REGION -UTILITY FINANCE	7884100000/DEC2025	WATER AND SEWER-OCT27-NOV24	\$191.47
2025-12-22	HYDRO ONE NETWORKS INC.	20007203278/DEC2025	HYDRO-NOV 6 TO DEC 4	\$356.38
2025-12-22	ELEXICON ENERGY INC.	51001548-02/NOV2025	HYDRO-OCT 8 TO NOV 8	\$861.06
2025-12-22	FOREST RIDGE LANDSCAPING INC.	INV0004422-LIBRARY	SNOW REMOVAL-DEC-LIBRARY	\$2,053.52
2025-12-31	MINISTER OF FINANCE	EHT-DEC-LIBRARY/25	EHT-DEC	\$1,277.13
				\$13,278.87

Total cumulative numbers for weekdays in January 2026

(Both floors) Total: 5516



Circulation Stats - 2 Year Comparison

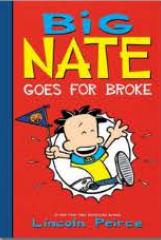
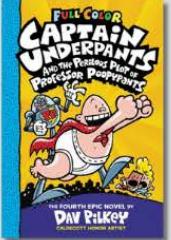
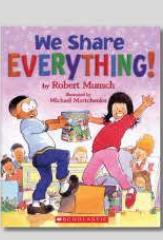
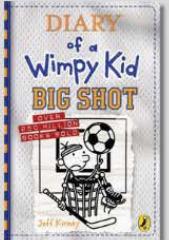
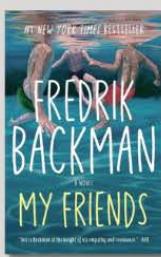
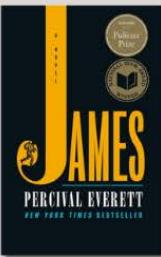
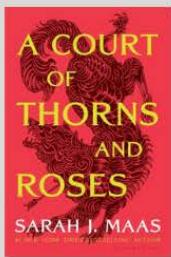
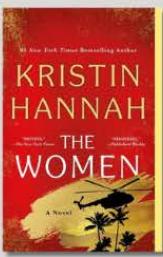
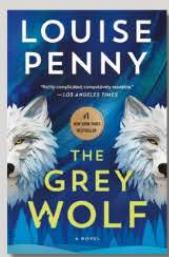


UXBRIDGE PUBLIC LIBRARIES YEAR in REVIEW 2025

92,158 Items
Checked Out*

*physical items from our libraries

Top 10 Checked Out Authors



73,848
library visits

The library averaged over **202** visitors each day!

535
programs offered

7,468
program attendees



\$1,288,747

\$ Saved
by
Patrons*



*Excluding savings from Libby!

31,007

Libby Items
Borrowed

ebooks &
audiobooks



334

Culture Pass
Checkouts



2240+

volunteer
hours



uxlib.com



The Impact of Canadian Public Libraries*

* Summary report based on the national study investigating the Impact of Canadian Urban Libraries, led by the Canadian Urban Libraries Council/Conseil des Bibliothèques Urbaines du Canada (CULC/CBUC).

Initiated and funded by CULC libraries

The Canadian Urban Libraries Council/Conseil des Bibliothèques Urbaines du Canada (CULC/CBUC) is pleased to share the results of a national study of CULC/CBUC libraries to measure social impact across the nation.

This study was inspired by the pioneering work of Toronto Public Library's Social Impact Study completed in 2023. While public libraries tend to understand the social impact of library programs and services through conventional measures (foot traffic, circulation statistics, program participation) and anecdotally through emails, letters and conversations, this ground-breaking work is the first to measure social impact using data and metrics for an empirical assessment.

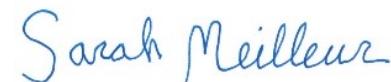
Working with Danish companies IS IT A BIRD and It depends, data was captured from a total of 53 CULC/CBUC libraries as a part of the national study. Twenty-six of these libraries actively participated in either an in-depth review with online surveys and individual interviews with library users and non-users, or provided data via online surveys, to provide a national baseline for measuring social impact.

By placing the individual experience at the heart of the inquiry, the rich results of this study map several key outcomes around four compass points: emotional impact, social impact, intellectual impact and creative impact.

Through these insights CULC/CBUC and its member libraries are poised to participate in local, provincial, national and global discussions around community wellbeing and global determiners of health.

On behalf of the CULC/CBUC Executive, we thank those who participated in the study. We deeply appreciate the dedication and insights contributed by library staff, patrons, and stakeholders, whose engagement has made this national initiative possible.

We look forward to sharing our findings and collaborating with partners and governments across Canada and beyond, to continue supporting the health and wellbeing in our communities. As we move forward, we remain committed to fostering inclusive, vibrant public spaces that enhance the lives of all Canadians and set new standards for measuring social impact in the library sector.



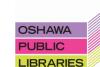
Sarah Meilleur
Chair CULC/CBUC
CEO of Calgary Public Library



Canadian Urban Libraries Council
Conseil des Bibliothèques Urbaines du Canada

THE IMPACT OF CANADIAN PUBLIC LIBRARIES

Led by CULC and 26 individual library systems



“Everyone is equal in a library – regardless of your social status, regardless of your annual income, regardless of your social class, regardless of the class to which you think you belong or don’t belong, regardless of your ethnic origins, and regardless of your legal status in Canada.”

User, Ottawa Public Library

“[In the library], I meet people who help me build bonds and encourage me to try new things I wouldn’t dare try otherwise.”

User, Bibliothèques Montréal



Photo: Vaughan Public Libraries

Cross-national study turns anecdotal truths into solid evidence on the impact of urban Canadian libraries

“The library is such an important institution” is a familiar phrase, often used to underscore its value to society. Yet measuring the true impact of libraries on individuals, communities and society can be challenging.

We know that libraries across Canada support people with diverse challenges, lifestyles, beliefs, barriers, and needs. But what has been harder to demonstrate is exactly how libraries create impact and support people by enhancing well-being, helping people navigate major life changes, providing access to

collections that expand the horizon, supporting mental health and curiosity, and offering welcoming spaces to spend time with others, find comfort, or feel less alone.

Until now, there has been no empirical study measuring the impact of engaging with libraries at a national scale. This study fills that gap, initiated and funded by CULC in partnership with ten libraries, Edmonton Public Library, Halifax Public Libraries, Calgary Public Library, Bibliothèques Montréal, Ottawa Public Library, Vaughan Public Libraries,

Hamilton Public Library, Regina Public Library, Saskatoon Public Library, and Vancouver Public Library.

The results are clear and speak for themselves. Libraries deliver substantial social, emotional, intellectual, and creative impact.

They are recognized as vital institutions for children growing up, for ensuring unbiased access to information, and as some of the most valuable resources a city can offer its local community.

Even though libraries are, in many respects, more similar than they are different, each has its own identity, faces unique challenges and opportunities, and works with different partners.

This report gives libraries an opportunity to discuss their current impact profile, as well as the kinds of impact they would like to prioritize going forward.

This work aims to inspire and support all Canadian libraries, underscoring their role as important pillars of society.

Leveraging report results



Understanding core services usage

Chapter 2 outlines how service usage breaks down across the four service pillars and identifies the key drivers and most-used services.

The chapter provides a clear understanding of the weight and roles of the different library services, based on a thorough national dataset.



Understanding impact drivers across services

Chapter 3 outlines the impact profiles for each service, enabling a deeper and more nuanced understanding of where library users experience the most impact for each service.

A clear understanding of these drivers, can be used when discussing what needs to be true for a given library to deliver on different impact parameters, and what might challenge it, such as lack of resources, breadth and depth of the collection, accessibility barriers, wayfinding, and gaps in expertise.



Deep diving on different library user segments

Chapter 6 outlines the impact for five different segments of users: youth, parents, seniors, individuals identifying as First Nations, Inuit, or Métis, and newcomers to Canada. This breakdown provides deeper understanding of how each segment uses library services, how they experience impact, and how they stand apart.

This can inform strategic conversations and planning for how to meet each segment's needs to create impact across the full spectrum of library users.



Expanding impact and unlock untapped potential

This report is designed to spark conversations about how libraries can create greater impact and by what means. Should it be through programs, collections, spaces, staff, or a combination? Which organizations or stakeholders could be engaged, influenced, or collaborated with to achieve impact?

We hope the results can be used to identify new ways to unlock untapped potential.

Main takeaways from the report

1

Libraries matter to individuals, communities, and society

For individuals, the library supports personal growth by offering a safe space outside the home, access to unbiased information, and opportunities to explore and invest time in personal interests.

For the community, the library enables the opportunity to build new connections in an open, shared space.

At the societal level, libraries contribute to making society more equal, inclusive, and less biased.

2

Libraries deliver impact across four dimensions

Libraries exhibit demonstrated emotional, intellectual, creative, and social impact. The highest impact scores are seen in the Intellectual and Emotional dimensions, especially for Collections and Programs. The Social dimension generally scores lower, though Collections stand out as inspiring '*Empathy*', and Programs stand out with high scores across all three parameters of the Social dimension, showing that Programs create community, relations, and empathy.

3

Collections is still a core library service

Despite many opportunities for Canadians to consume literature and content outside libraries, the Collections remain a core service offered by libraries. It is the most used service pillar, used by a total of 91% of library users.

Programs is the least used service, used by 35%, but has the highest impact score of all service pillars, illustrating that those who do use Programs experience them as very impactful across all four dimensions.

4

Broad support among non-users

Although not all Canadians engage with their local public library, a large majority of non-users find that the library plays an important role.

70% of non-users agree that a public library is one of the most valuable resources a city can offer its community.

And 83% of non-users agree that it is good for children to have a relationship with their public library while growing up.

The experience of impact differs across different user segments

1

Libraries deliver impact for five distinct user segments

Impact does not necessarily look the same across different groups of users. Factors such as cultural background, personal situation, and life stage influence which library services are most relevant and most impactful.

Across youth, parents, seniors, people who identify as First Nations, Inuit, or Métis, and newcomers to Canada, libraries deliver impact in different ways.

2

The library space is a common third, safe, and welcoming space

Young people, parents, people who identify as First Nations, Inuit, or Métis, and newcomers to Canada generally experience stronger impact from Spaces than the average library user.

Spaces stand out as a third, safe space providing opportunities for quality time with the kids, for working or studying away from home, and for having a calm place to step back from the busyness of the outside world.

3

Programs are highly popular for some segments

Programs are used much more by people who identify as First Nations, Inuit, and Métis, by newcomers to Canada, and by parents. About 50% in each of those three segments have used Programs within the last year, compared to 35% among all users.

Programs allow parents to bond with their children while the kids develop new skills. For newcomers, Programs help them overcome language barriers as well as navigate and adapt to their new surroundings.

4

Libraries deliver especially high impact for newcomers

Newcomers experience a particularly high impact of libraries, with an average score of 3.6, compared to 3.3 for the average library user. Particularly, the parameters '*Expression*', '*Skills*', and '*Perspective*' score highly, reflecting how libraries act as a stepping stone for newcomers to connect with Canadian society and culture.

While newcomers use Collections a bit less than the average user, they use both Programs and Spaces much more than the average user.

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4	Impact of digital and technological services	34
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1

Measuring impact

We measure impact by asking the right questions

Placing the individual experience at the heart of the inquiry

Information such as the number of people using the library, how many books are borrowed, and the popularity of certain books only tells us so much. But what imprint does the library leave on local communities? How do users engage with library services, and to what purpose?

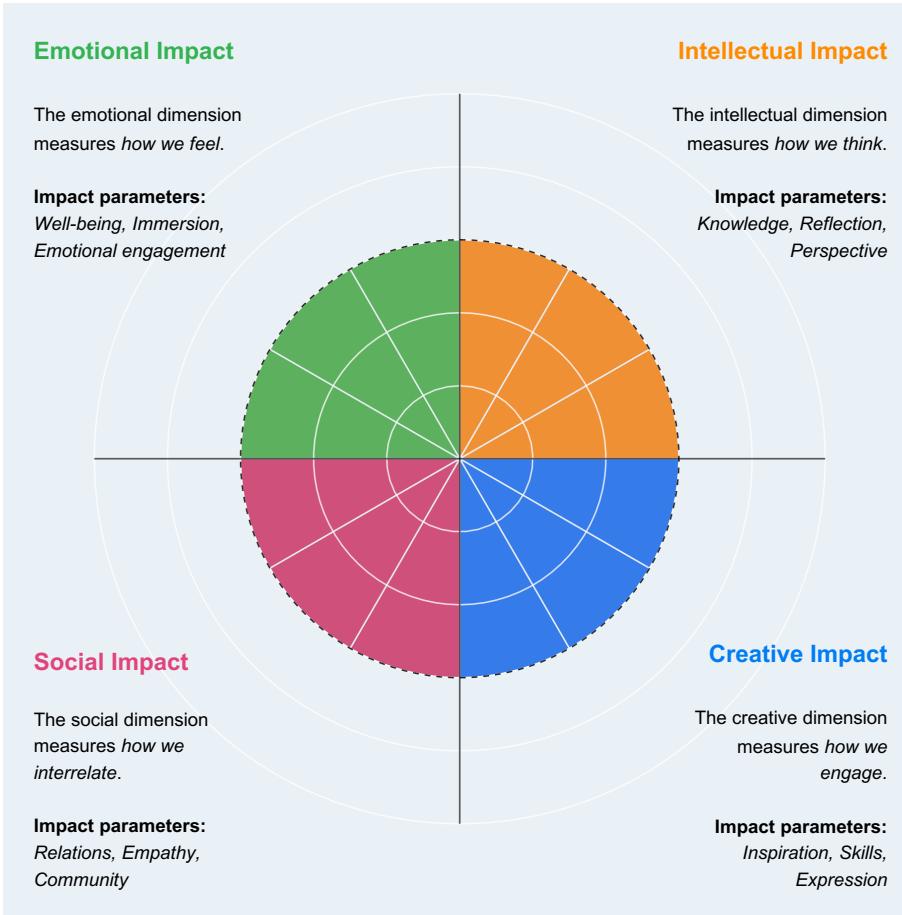
Going beyond conventional metrics, this study aims to understand how library services impact and influence the lives of the people engaging with them.

Inspired by The Cultural Value Project and building upon Toronto Public Library's social impact study

The CULC Impact Study builds on foundations laid by the comprehensive British research project *The Cultural Value Project*¹ as well as by the pioneering social impact study initiated by Toronto Public Library.²

1. Grossick G. & Kaszynska P. (2016): *Understanding the value of arts & culture*. Arts and Humanities Research Council.

2. Toronto Public Library (2023): *Enabling Torontonians to grow and thrive*.



MEASURING IMPACT

How to read the Impact Profiles

Impact is measured along **4 dimensions with 3 parameters each**, designed to capture different aspects of the library experience.

- Library users **score each parameter on a scale** from “*Not at all*” (1) to “*To a very large extent*” (5).
- The values reported in the **Impact Profile** of a given library service express the **average ratings** across all users of that particular service.
- Parameters measure **the presence or absence of positive impact**. A low score on a given parameter is not reflective of negative impact. Rather, it indicates that library users have generally not experienced a specific type of impact.
- Likewise, Impact Profiles are expected to **differ across library services**. The nature of some services may influence many parameters at once, while others exhibit distinct ‘peaks’ in a few key impact parameters only.
- A score of 1 indicates that all users respond “*Not at all*”, whereas a score of 5 indicates that all users report the maximum rating. In practice, these extremes are unlikely to occur. **Ratings usually vary between scores of 2-4.**

Key facts about the CULC National Impact Study

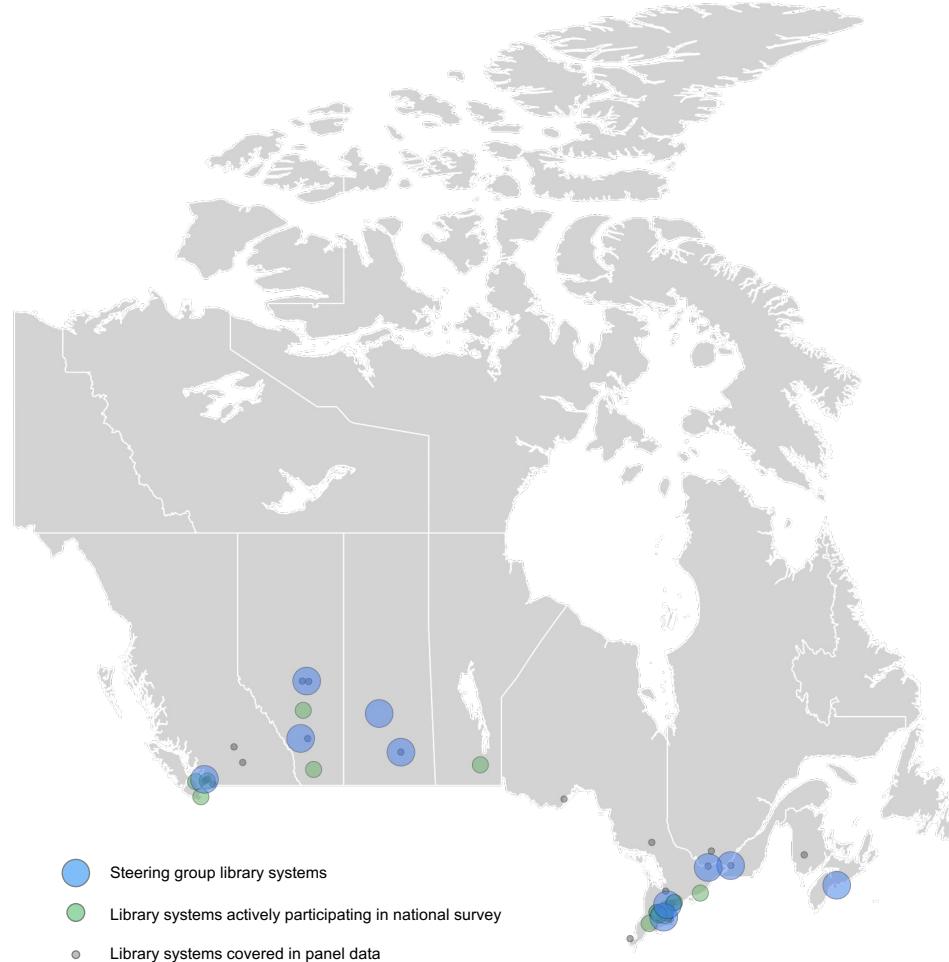
A nationwide quantitative survey makes up the foundation of the impact study. Fielded in the period May – July 2025, this survey was conducted among the general population as well as among library users.

The study is the largest of its kind, with data captured from a total of 53 CULC library systems across the country. The massive data collection gathered input from a total of 18,315 respondents from all over Canada, with 17,488 of these being either users of a CULC library (13,491) or non-users across the country (3,997).

10 library systems participated in the study steering group, directing the research, helping distribute the survey, and acting as sites for interviewee recruitment. 16 other library systems distributed the survey among their users. User responses from 27 additional CULC member libraries were collected in the national survey through the panel data collection.



For more details on data collection and the CULC Impact Study dataset, please refer to '*Appendix: About the study*'.





Defining library users and non-users



Library users

Library users are known by many names across different parts of Canada. Common descriptors include: patrons, visitors, guests, borrowers, clients, and customers.

Likewise, there are several ways to define a 'user'. Criteria may include holding a library card, using library services frequently, or having interacted with a library recently.

In alignment with the definition from the Toronto Public Library social impact study, users in this study are those who have used one or more services offered by a CULC library within the past 12 months.

Throughout this report, survey respondents who report that they have used library services within the past year are referred to as 'users'.



Non-users

Based on the definition of users, non-users are then survey respondents who may or may not have used a CULC library's services at some point in the past – but not within the past year.

Throughout this report, these survey respondents are referred to as 'non-users'.



For more details on data collection and the CULC Impact Study dataset, please refer to '[Appendix: About the study](#)'.

Throughout this report, icons in the subheadings indicate whether the slide presents insights about 'users', 'non-users', or both.

We interviewed 60 Canadians about their experiences with and attitudes towards Canadian urban libraries

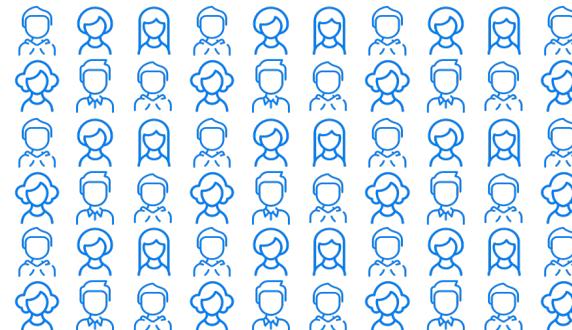
Based on the quantitative survey, we recruited and interviewed 60 users and non-users from 10 CULC library communities* across Canada to better understand their lived experiences with their library and its services as well as their attitudes towards libraries at large.

Survey respondents were chosen to ensure broad representation across different groups of Canadians. We have interviewed parents, seniors, non-users, respondents identifying as First Nations, Inuit, or Métis, youth, newcomers to Canada, respondents identifying as vulnerable or living with a disability, as well as both French- and English-speaking Canadians.

It is worth noting that many survey respondents fit into more than one of the groups mentioned above. For example, one can be both newcomer and parent, or a French-speaking youth.

60

respondents from 10
different libraries



*Calgary Public Library, Edmonton Public Library, Halifax Public Libraries, Hamilton Public Library, Bibliothèques Montréal, Ottawa Public Library, Regina Public Library, Saskatoon Public Library, Vancouver Public Library, and Vaughan Public Libraries.

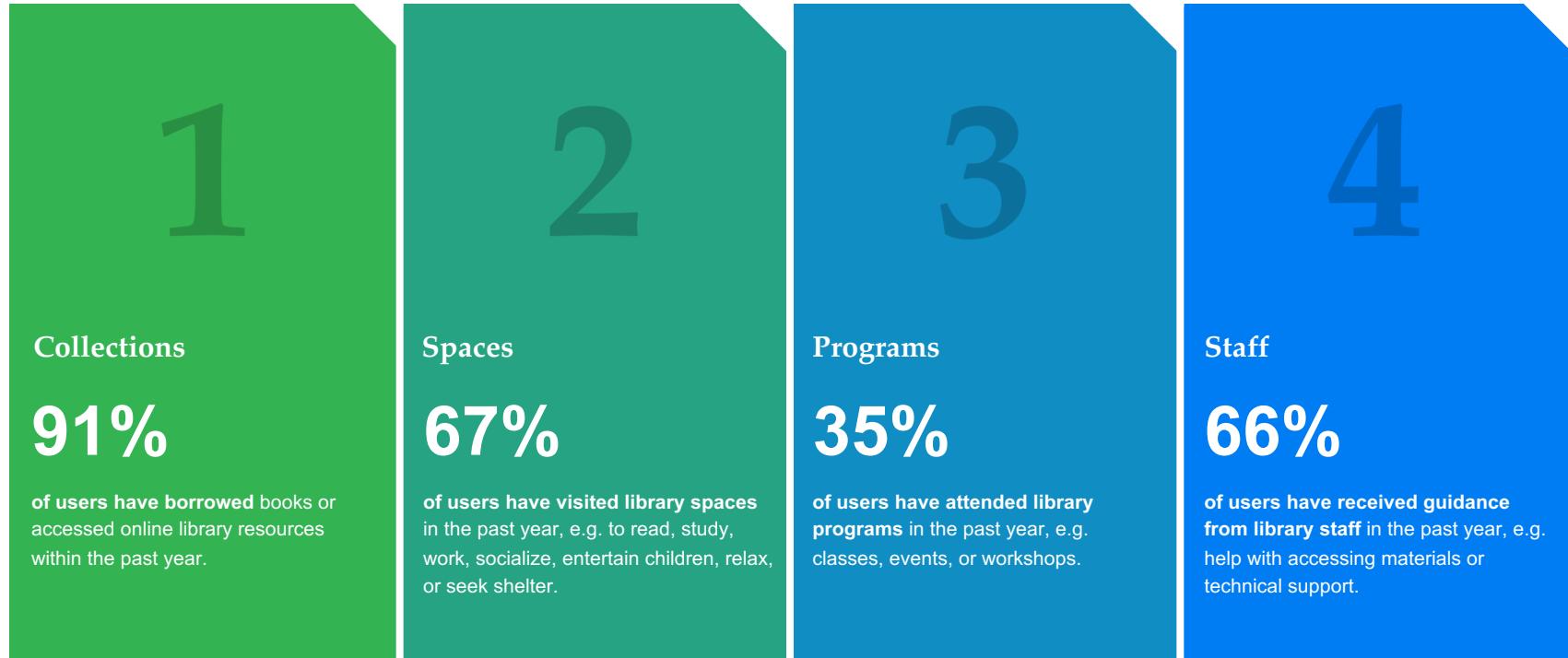


Photo: Regina Public Library

2

Use of library services

User engagement with library services in the past year



n: 13,491

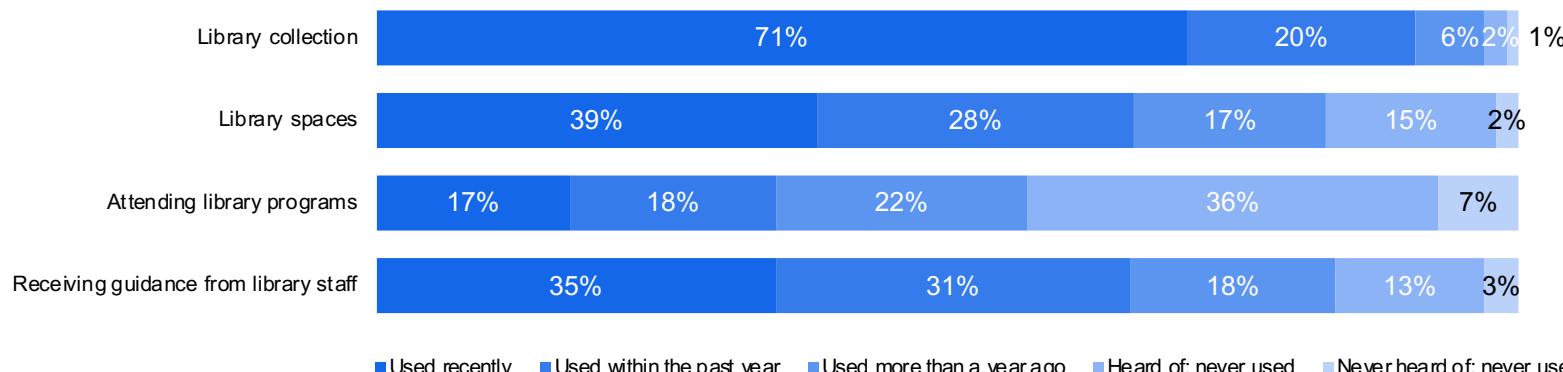
User engagement patterns

Users who have engaged with at least one of the four services within the past year have a good idea of the range of services on offer. However, this does not mean that all services are used equally often. The library collection is the most popular service, with more than 9 out of 10 users having borrowed books or accessed online services in the past year. This is followed by making use of library spaces and seeking staff guidance; both of which have been used by around 2 out of 3 library users in the past year. Library programs and events are used less frequently; they have been attended by a third of users in the past year.

Usage of library services

How have you used your library's services either online or in-person?

For each library service, please select the category that best describes your use of that service.



n: 13,491

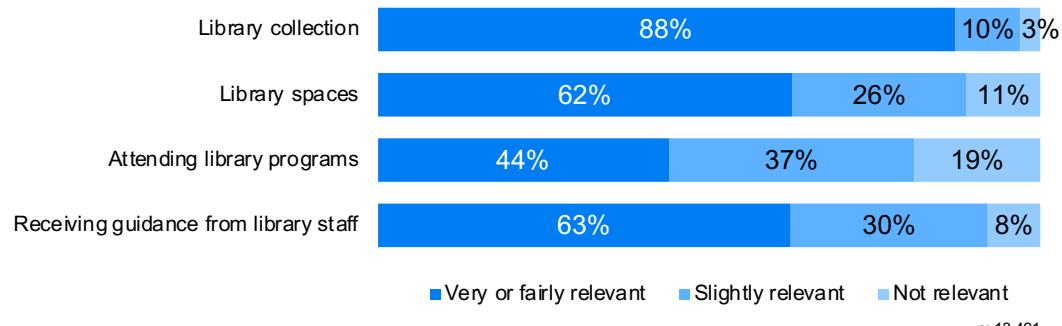


Users would like even more opportunities to engage with their library

- Among library users, the perceived relevance of library services quite closely reflects their actual use of each service.
- Programs are used less frequently than other services, with 35% of users having attended them within the past year. However, 44% of users find library programs very or fairly relevant.
- Improvement suggestions from users generally involve request for more ways to engage with their local library such as expanding the collection, extending opening hours, or offering a wider variety of programs or events.

User perceptions of library services

How do you feel about the following services offered by your library?



42%

of users

would like to see their local library expand their collection physically or digitally.

31%

of users

would like their local library to extend their opening hours.

26%

of users

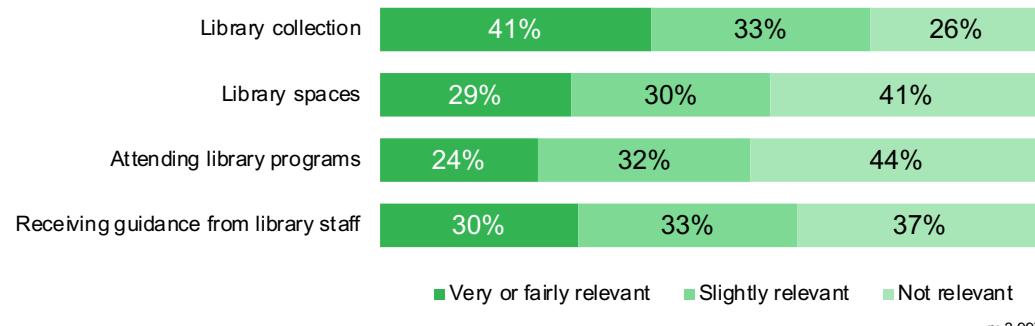
would like their local library to offer a wider variety of programs or events.

Non-use of library services does not stem from a dislike of libraries

- Although non-users are not currently engaging with a library, they do show interest in doing so in the future. 4 out of 10 non-users find that their library's collection could be very or fairly relevant to them in the future.
- Non-users do not generally feel in doubt about how their library could potentially support them. Only 7% report finding it unclear what their library has to offer. Most are simply too busy with other things or have no urgent need for library services in their daily life. 42% of non-users list this lack of need as a reason for not engaging with their library.
- Similarly, half of non-users are unable to recommend changes that their library could implement to improve. Once again, this highlights how library non-use is driven by one's current personal situation more than dissatisfaction with services offered.

Non-user perceptions of library services

Could you imagine the following services offered by your library being relevant to you in the future?



42%

of non-users

do not feel that they need library services, listing this as a reason for non-use.

50%

of non-users

are unable to suggest any ways that their local library could improve.

7%

of non-users

find it unclear what services their library has to offer.

3

National Impact Profiles

Overall impact

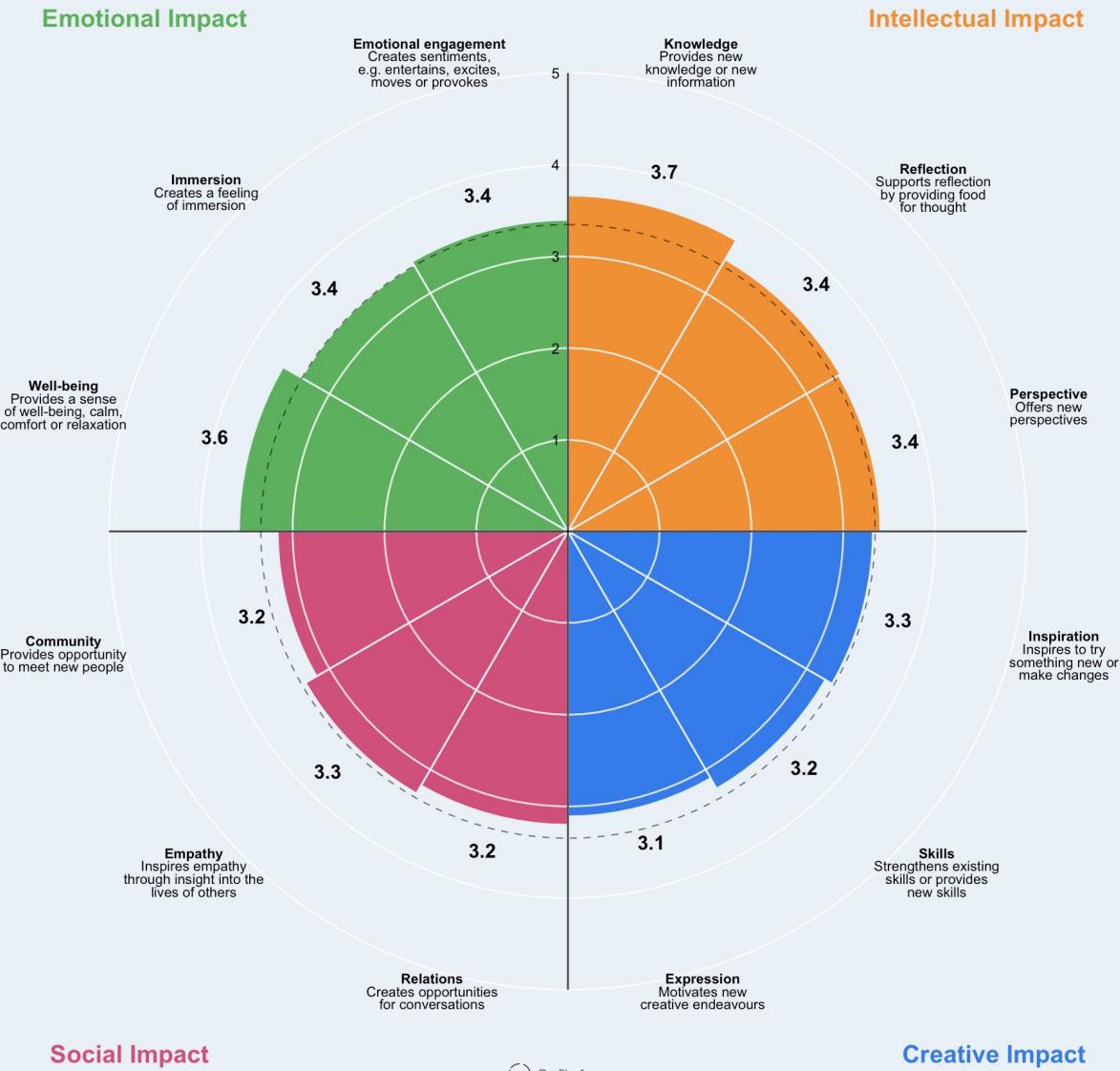
Profile Average: 3.3

CULC libraries are delivering both emotional, intellectual, creative, and social impact.

Across all four library services and all four impact dimensions, CULC libraries have an average impact score of 3.3, summarising a well-rounded impact profile.

The overall impact profile is based on 13,491 CULC library users across Canada who have used either Collections, Spaces, Programs, or Staff within the past year.

Averaged across library services, all impact parameters have a score of at least 3.1. The profile however peaks on the 'Knowledge' (3.7) and 'Well-being' (3.6) parameters which both have higher scores than the profile average.



“ The public library has empowered me to a very large extent. I recently had a 7-month period of unemployment and decided that I would return to literaturethe tremendous catalogue was so empowering to both my Buddhist studies and my skill acquisition”

User, Vancouver Public Library



Collections

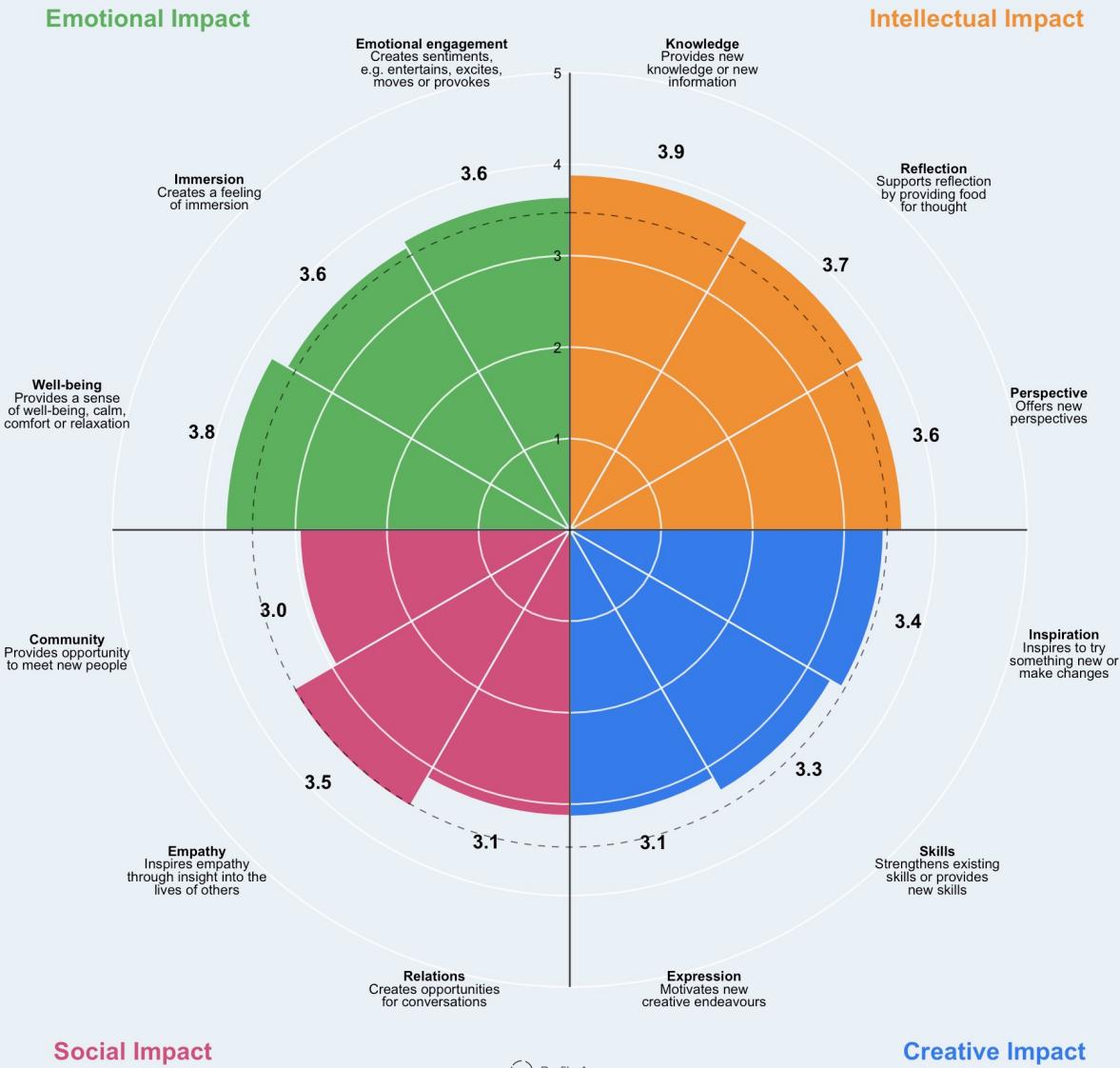
Profile Average: 3.5

The Impact Profile of **Collections** is based on 12,725 users who have borrowed books or accessed online resources from a CULC library within the past year.

With a profile average of 3.5, this service scores at the higher end of the expected range.

Users generally experience the greatest impact along the Emotional and Intellectual dimensions, with the '*Knowledge*' parameter scoring highest at 3.9. This is closely followed by the '*Well-being*' parameter with a score of 3.8.

Within the Social dimension, there is a distinct peak in the '*Empathy*' parameter. This aligns with findings from the interviews that library collections foster empathy towards others by providing perspective on different ways of life.



“Reading is like a way of learning about the world. Reading from different perspectives might change the way you think or how you view something.”

User, Halifax Public Libraries

“The library is a way to get more technical literature to help me with what I'm working on.”

User, Bibliothèques Montréal



Spaces

Profile Average: 3.3

The Impact Profile of **Spaces** is based on 8,847 users who have used library spaces in the past year.

With a profile average of 3.3, this service scores at the higher end of the expected range.

Users generally experience slightly more impact along the Emotional and Intellectual dimensions, with the 'Well-being' and 'Knowledge' parameters scoring highest at 3.6 and 3.5.

The profile of Spaces closely resembles that of Collections across most impact dimensions, albeit with slightly lower scores. However, unlike the profile of Collections, Spaces score higher on the parameter of 'Community'.

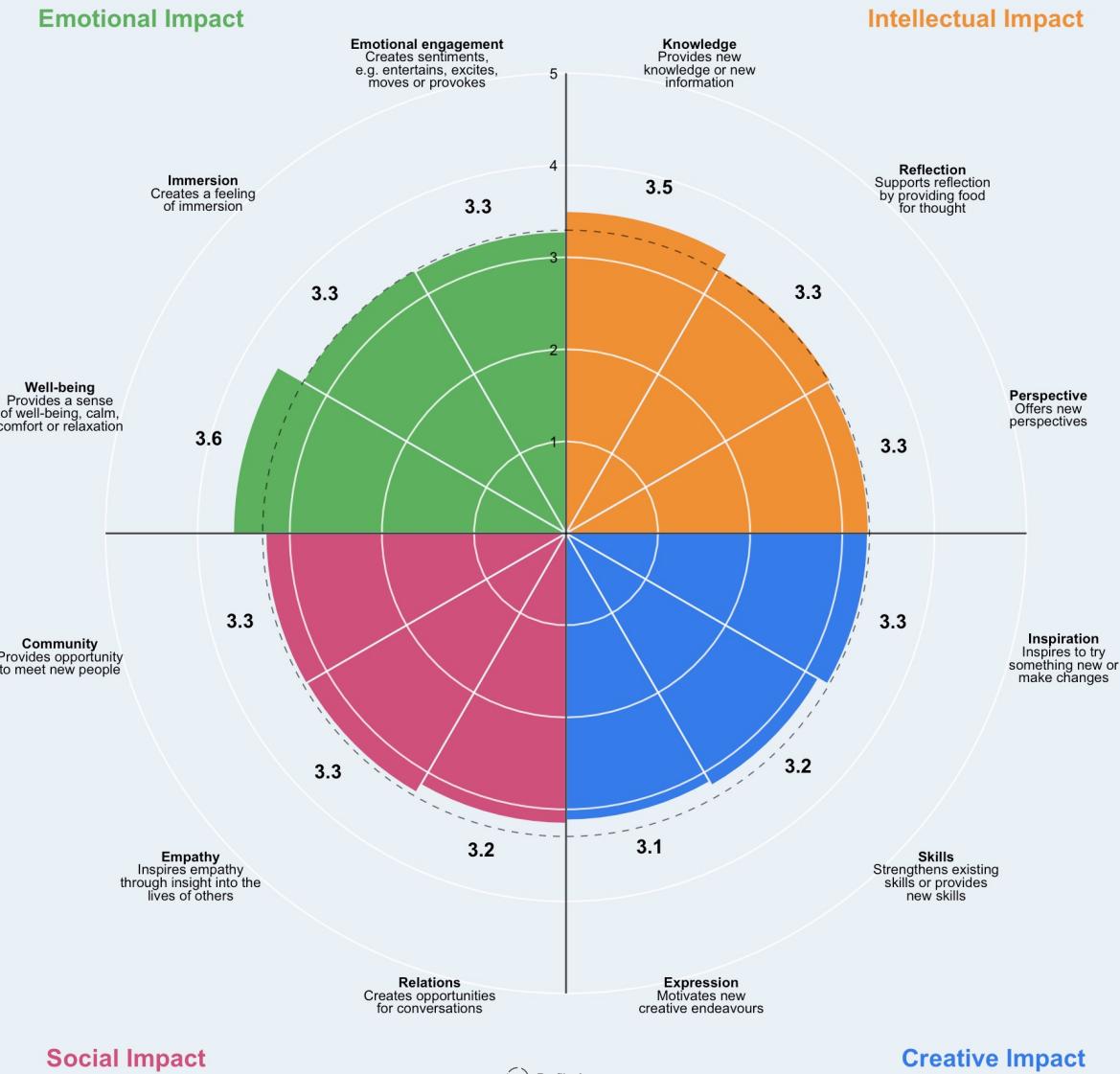




Photo: Andrew Conrad, Halifax Public Libraries

“It’s a place where I feel comfortable, that I trust, and that offers so many different resources – including human resources.”

User, Edmonton Public Library

“Sometimes, I go to the library if I need to get my focus work done. As a freelancer, I spend a lot of time at home, so it’s really nice to come to the library where there’s a nice set-up with a desk facing the window. I can drink my coffee and do focus work.”

User, Regina Public Library

“We are living in a society where capital runs everything. So, there’s almost nowhere you can go where you don’t have to spend money to be there. The library is a space where you can just go and be. I think that speaks to it being more important than ever; the public library really is one of the last free public spaces.”

User, Hamilton Public Library

Programs

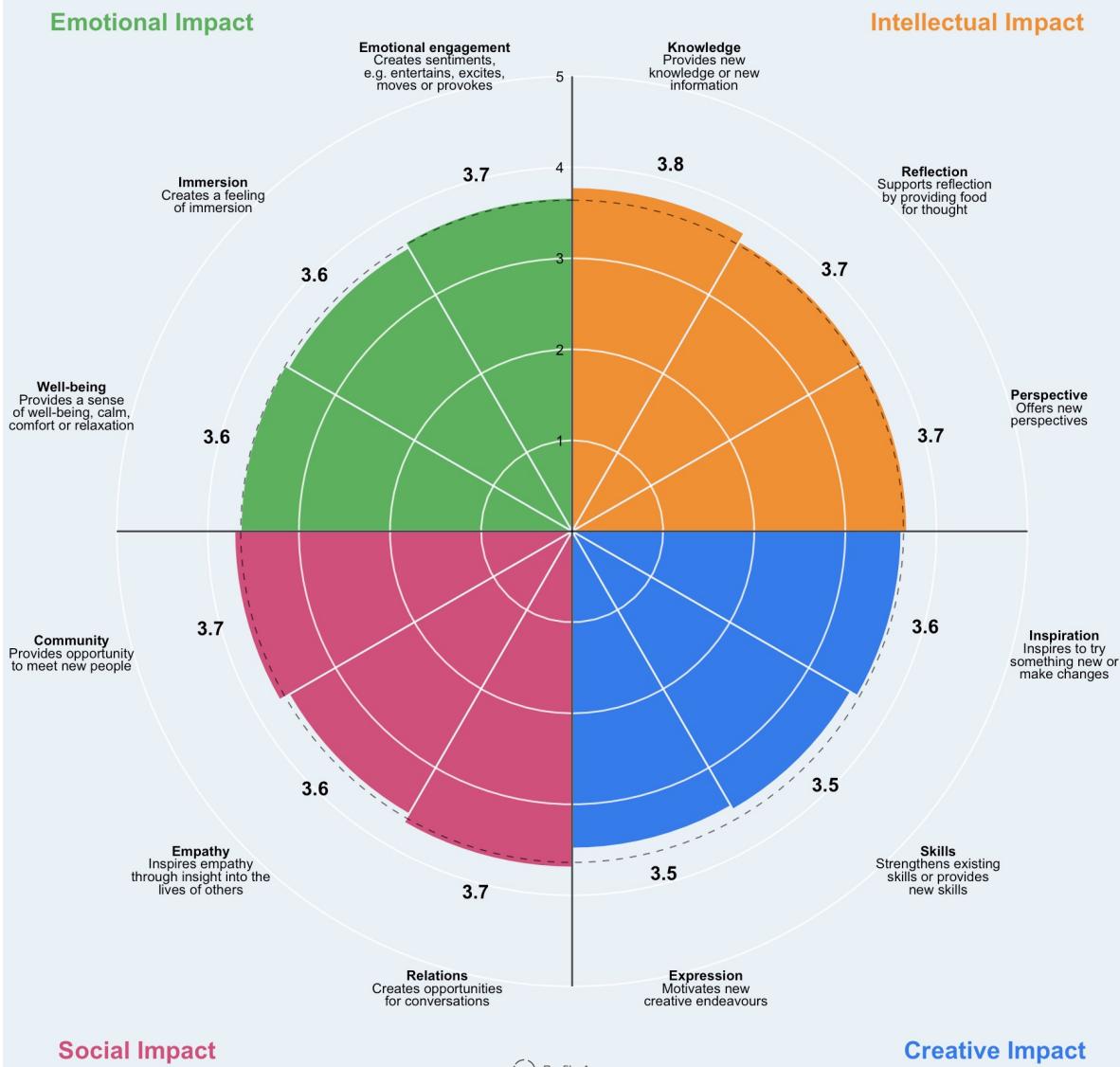
Profile Average: 3.6

The Impact Profile of **Programs** is based on 4,575 users who have attended library programs within the past year.

With a profile average of 3.6, this service scores higher than the other three service pillars, and at the higher end of the expected range.

Programs are attended by fewer people than the other library services. However, those who do participate generally experience strong all-round impact, with all parameters scoring at least 3.5.

The Social dimension of Programs stands out compared to other services, suggesting that meeting new people and engaging in conversations are some of the unique impact drivers of Programs.



“For me, programs are the most important service because we have a lot of fun. If there is a good program, my son and I go to the library an hour or two every week. He has so much fun and learns a lot. It is very helpful. I do things with him at the programs, so it also helps us bond, and I see how excited he is to complete something.”

Parent and User, Edmonton Public Library

“The library has a program called 1000 Books Before Kindergarten. Every time you reach the milestone of 100 new books, you get a sticker, and at 500, you get a bucket.”

Parent and User, Vaughan Public Libraries



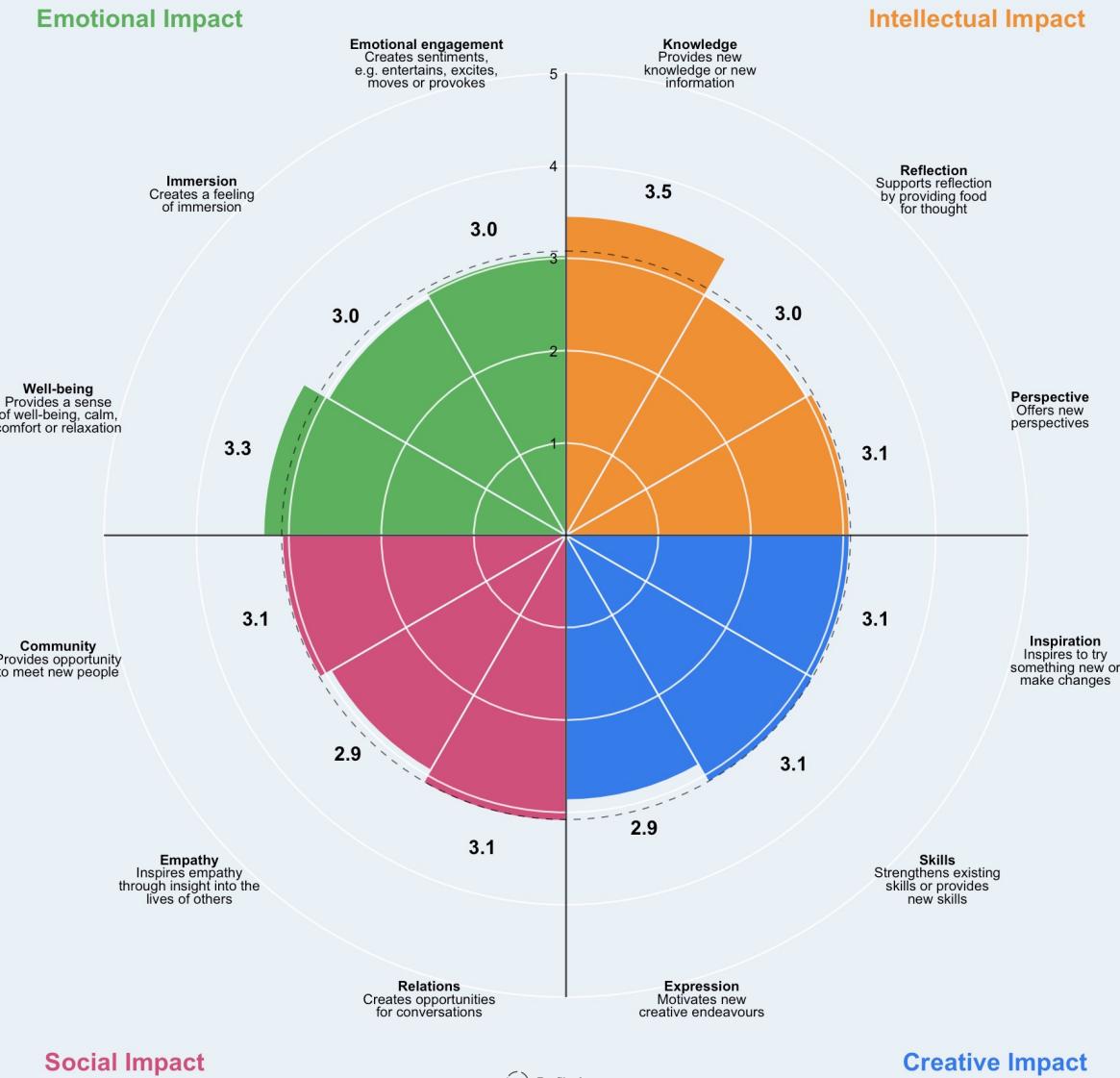
Staff

Profile Average: 3.1

The Impact Profile of **Staff** is based on 9,207 library users across CULC libraries who have received guidance from library staff within the past year. With a profile average of 3.1, this service scores around the middle of the expected range.

Also in this dimension, users generally experience slightly more impact.

The profile average score of Staff (3.1) is lower than that of the other library services. However, the peaks within the Emotional and Intellectual dimensions, with 'Knowledge' and 'Well-being' scoring highest at 3.5 and 3.3, indicate that the core support offered to users is as sources of knowledge, information, well-being, and comfort, with staff playing a more functional and comforting role, opening the world of the library to users in a safe and welcoming way.



“There is an immense added value of having competent, qualified, friendly staff who can help us with technology. Especially as we now rely so heavily on technology. At one point, I had problems with my online account, and it was the staff who was able to help me.”

User, Ottawa Public Library

“Once, I lost my phone at the library, and the staff helped me go and look for it around the library. When we didn’t find it, the staff was so kind to lend me a phone to use in case they found my phone and needed to call me. That goes to show how helpful and attentive they are. They have really helped me a lot.”

User, Halifax Public Libraries

Impact of digital and technological services

Perceived impact of digital and technological services for local communities

Public libraries offer various digital and technological services.

To what extent do you believe that these services have a positive impact for people in your community?



Share of users reporting 'To a large extent' or 'To a very large extent'.

n: 13,491

"I believe libraries play a crucial role in supporting members of our local community who feel vulnerable, and I relate from personal experience. It's easy for people to go there, decompress, and find what they need; whether that's reading the newspaper, using the Wi-Fi, borrowing a book, or simply taking time for themselves."

User, Saskatoon Public Library

"During our first six months in Canada, it would have been very hard to complete many tasks without the library. We needed it for our paperwork, signing up for services, and printing. I didn't know where else to print or how much it would cost. The library was a safe place to get things done. And not having to pay much was important in the beginning."

Newcomer and User, Edmonton Public Library

Individual, community, and societal impact



Canadians believe that libraries have significant impact

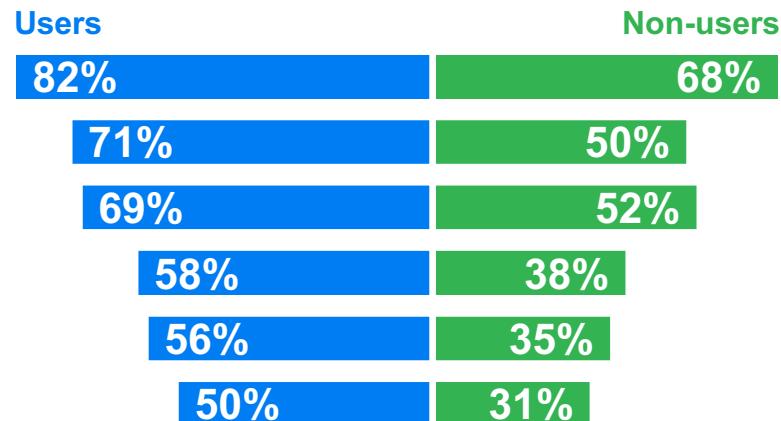
When presented with examples of how public libraries deliver impact, 98% of users believe that libraries have significant impact in at least one of the areas listed. Even among non-users, more than 4 out of 5 believe that this is the case.

For both groups, early literacy is the area where the perception of impact is most clear.

In which of the following areas do you believe that public libraries have significant positive impact?

Please select all that apply:

- Improving literacy among children and young people
- Providing broad access to technology and digital tools
- Ensuring unbiased access to information
- Bringing together people from diverse backgrounds
- Assisting citizens with everyday tasks and challenges
- Increasing mutual understanding of different ways of life



n: 13,491

n: 3,997

Library impact for individuals

Libraries allow individuals open access to knowledge, and many find that they are particularly meaningful for children during their early years.

Interview insights indicate four key dimensions of impact for individuals:

- **Individuals experience personal growth** by building new skills, expanding horizons, and obtaining new knowledge.
- **Individuals find a safe place outside of home** to spend time, catch a break, or even introduce children to personal values.
- **Individuals have access to free, trusted, and unbiased resources and help** which they might not have at home.
- **Individuals stay connected to personal interests.**



92%

users

83%

non-users

Agree that it is good for children to have a relationship with their public library while growing up.

"It gave me a new perspective. This library has provided wings for my children to be able to fly, dream big, and just go and immerse themselves in different things and learn new things."

Parent and User, Regina Public Library

86%

users

60%

non-users

Agree that a public library allows them to discover a much broader range of knowledge than they would be able to on their own.

"I play piano, so I borrow sheet music from the library. Having an accessible source of information for both entertainment and building personal skills is really valuable, and because it is free, it helps remove barriers."

Youth and User, Hamilton Public Library

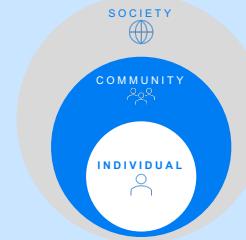
user n: 13,491
non-user n: 3,997

Library impact for local communities

Many agree that libraries are one of the most valuable resources a city can provide for its community. One way this is felt is by libraries' support of locals who feel vulnerable.

Interview insights indicate two core areas of impact for local communities:

- **New social communities form while existing ones are strengthened** by individuals meeting peers and strangers alike, bridging groups and individuals, and fostering broad social connections.
- **Libraries are open for everyone** and offer a common place to go.



90%

users

70%

non-users

Agree that a public library is one of the most valuable resources a city can offer its community.

My fiancé and I talked about what would happen if the library closed last week. The city would feel like a cartoon or something. Something would just be kind of off. It would feel a massive loss for the community. It would be like taking all the parks of out of the city.

User, Saskatoon Public Library

82%

users

63%

non-users

Agree that public libraries play a crucial role in supporting members of their local community who feel vulnerable.

[Staff] help people who are vulnerable and make them feel safe and able. Libraries become a place where vulnerable people can feel safer because their particularities are taken into account.

User, Bibliothèques Montréal

user n: 13,491
non-user n: 3,997

Library impact for the Canadian society at large

At the societal level, libraries contribute to equalizing opportunities among people from different backgrounds. In the grand scheme of things, many citizens even consider libraries to be more important than ever before.

Interview insights indicate three main types of impact for the Canadian society at large:

- **Society is more equal** as everyone is ensured access to resources, knowledge, and digital aspects of modern life.
- **Society seems and becomes less biased**, fostering social connections between different people with different backgrounds.
- **Society becomes more inclusive**; especially for newcomers as libraries offer a place to learn about the local community, seek assistance, and feel an equal part of something – integrating them into Canadian society.



88%
users

66%
non-users

85%
users

67%
non-users

Agree that ensuring public access to libraries is more important now than ever before.

Agree that public libraries help level the playing field for people of different backgrounds.

"If the library didn't offer these programs, who would write those reference letters when they're applying for work? Where would those people go? Who would help them? The impact of what the libraries are doing is so important to the entire community."

User, Halifax Public Libraries

"The library serves everybody – every race, creed, and job title. It's an equal access space."

Non-User, Vancouver Public Library

user n: 13,491
non-user n: 3,997

Impact for library user segments



Photo: Calgary Public Library

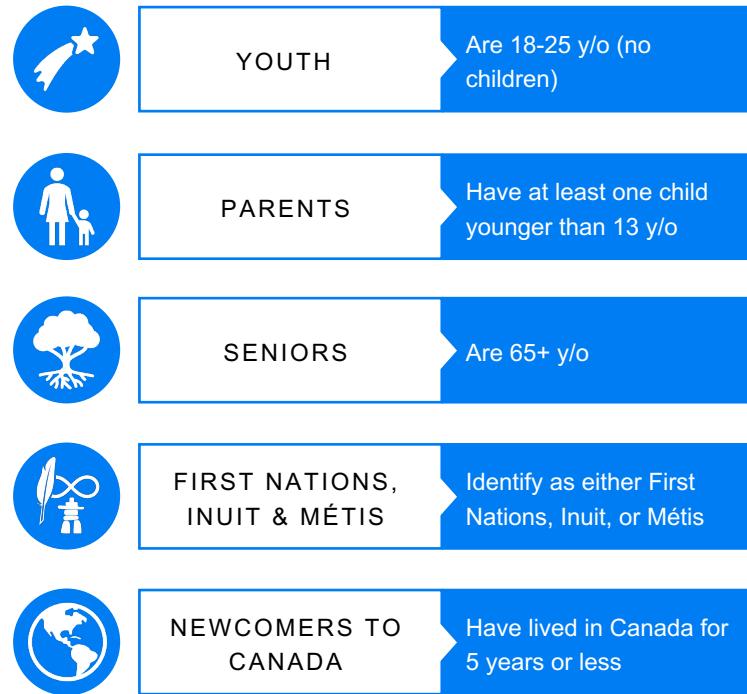
Impact for different segments of Canadian library users

To get a deeper understanding of what impact looks like and is made of for different users, this chapter presents results within five segments of library users: 1) youth, 2) parents of younger children, 3) seniors, 4) individuals identifying as First Nations, Inuit, or Métis, and 5) newcomers to Canada.

The insights for each group are presented across three pages:

1. The segment's usage of library services.
2. The Overall Impact Profile for the segment.
3. Qualitative insights expanding on how the library influences relevant impact parameters for the segment – such as 'Well-being', 'Immersion', 'Skills', and 'Community'.

Each segment description also includes quotes that support the impact parameters, grounding them in real human stories and experiences.



The experience of impact differs across user segments

Impact does not necessarily look the same across different groups of users. Factors such as cultural background, personal situation, and life stage influence which library services are most relevant and most impactful. Below, we outline how five segments engage with libraries, followed by a presentation of how each segment experiences the impact of libraries through key impact parameters.

 YOUTH	 PARENTS	 SENIORS	 FIRST NATIONS, INUIT & MÉTIS	 NEWCOMERS TO CANADA
<ul style="list-style-type: none"> Users who are 18-25 y/o and have no children. Tend to use Spaces more than the average user. Overall profile average: 3.4. Highest scores in Knowledge (3.7) and Well-being (3.6). 	<ul style="list-style-type: none"> Users who are parents with children under 13 y/o. Tend to use all library services more than the average user – and Spaces and Programs much more. Overall profile average: 3.4. Highest scores are Well-being (3.7) and Emotional engagement (3.6). 	<ul style="list-style-type: none"> Users who are 65+. Tend to use Spaces and Programs less than the average user – indicating a more Collection focused use of libraries. Overall profile average: 3.1. Highest scores are Knowledge (3.6) and Well-being (3.4). 	<ul style="list-style-type: none"> Users who identify as either First Nations, Inuit, or Métis. Tend to use Spaces, Programs, and Staff more than the average user. Overall profile average: 3.5. Highest score seen in Well-being, Knowledge (3.7), Reflection and Perspective (3.6). 	<ul style="list-style-type: none"> Users who have lived in Canada for 5 years or less. Tend to use Spaces, Programs, and Staff more than the average user. Overall profile average: 3.6. Highest score seen in Well-being (3.8), Knowledge (3.8), and Perspective (3.6).
<p>KEY PARAMETERS</p> <ul style="list-style-type: none"> Immersion • Skills Knowledge • Well-being Expression • Inspiration 	<p>KEY PARAMETERS</p> <ul style="list-style-type: none"> Relations • Skills Well-being • Community Knowledge 	<p>KEY PARAMETERS</p> <ul style="list-style-type: none"> Emotional engagement • Skills Knowledge • Reflection Empathy 	<p>KEY PARAMETERS</p> <ul style="list-style-type: none"> Well-being Knowledge Perspective 	<p>KEY PARAMETERS</p> <ul style="list-style-type: none"> Knowledge • Skills Well-being • Community





Youth's engagement with library services in the past year

1

Collections

86%

of young users have borrowed books or accessed online library resources within the past year.

2

Spaces

76%

of young users have visited library spaces in the past year, e.g., to read, study, work, socialize, entertain children, relax, or seek shelter.

3

Programs

33%

of young users have attended library programs in the past year, e.g., classes, events, or workshops.

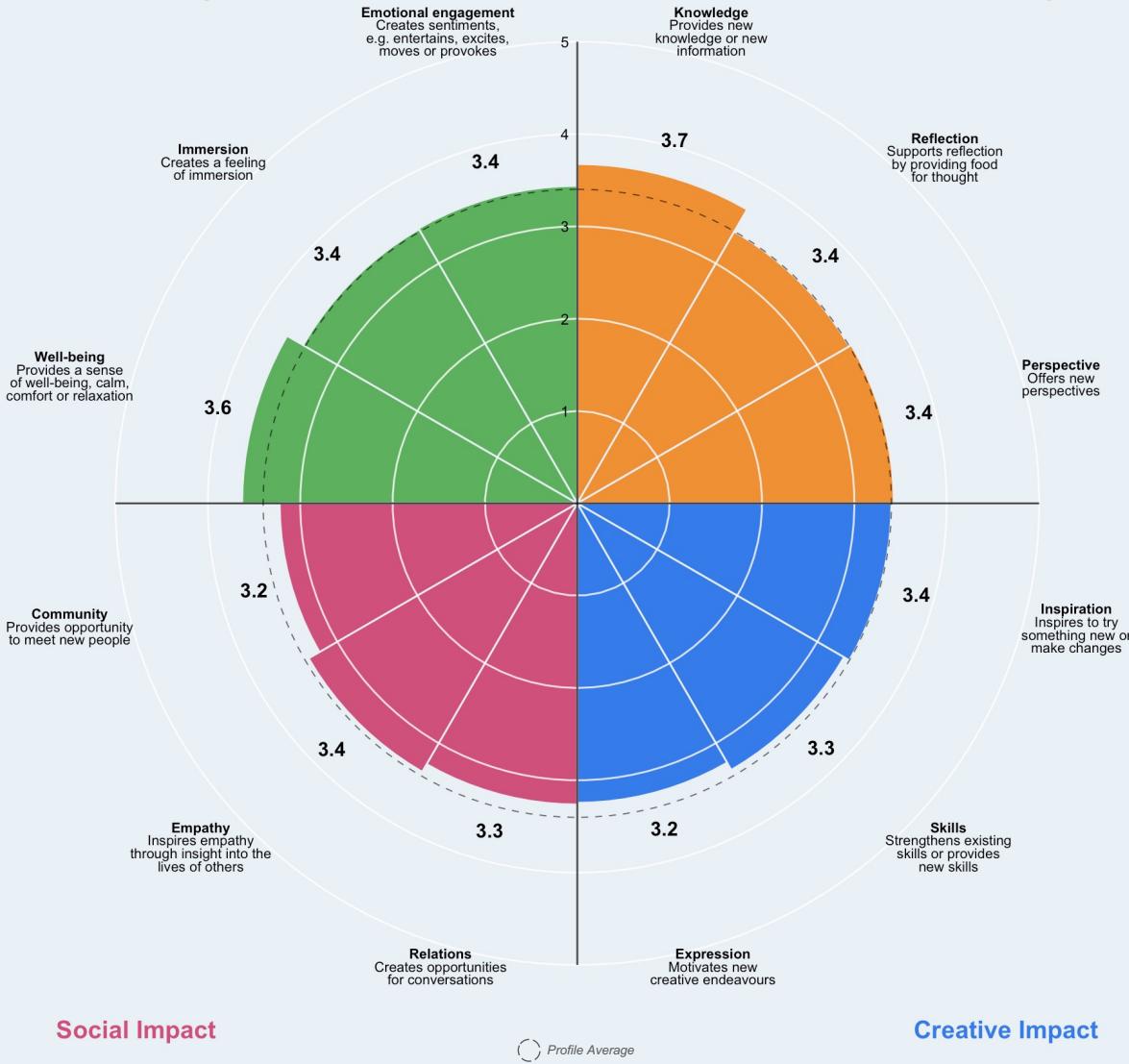
4

Staff

63%

of young users have received guidance from library staff in the past year, e.g., help with accessing materials or technical support.

Emotional Impact



IMPACT FOR THE YOUTH SEGMENT



Overall impact Profile Average: 3.4

Among the **youth** segment of users, CULC libraries reach an average impact score of 3.4 across all library services and all impact dimensions.

This is based on 1,551 of these users who have used either Collections, Spaces, Programs, or Staff within the past year.

All impact parameters measured have a score of at least 3.2, averaged across library services.

Out of the five segments, the usage patterns and overall impact which is experienced among youth are the most similar to the national level.

Youth score close to the national averages across most parameters, with only a 0.1 difference in **'Inspiration'**, **'Skills'**, **'Expression'**, and **'Relations'**. They use Collections somewhat less and Spaces somewhat more, reflecting how some young people use the library as a designated place to study.

It depends × IS IT A 3IRD

Youth

Below, we have expanded on how youth experience impact on six of the compass parameters, identified through the human stories uncovered in the interviews.



Immersion

The library offers opportunities to immerse oneself in books, studies, and work in a quiet and peaceful space without having to buy anything to sit there.



Knowledge

The library removes barriers to knowledge and thereby builds curiosity and confidence, which is especially important when you are young with a low income.



Expression

The library empowers youth to act during new chapters of their life, shaping their personal narratives and inspiring new ways of expressing themselves.



Skills

Access to the library creates opportunities to build skills outside school through programs such as book clubs and writing classes.



Well-being

Simply using the library creates well-being in itself. It is a safe space that welcomes everyone, including those who feel less comfortable socializing. For many, it is a place where youth can feel like their true selves.



Inspiration

Free resources spark curiosity and make exploration possible. With no cost to enter, borrow, or try new tools, youth can sample books, media, and programs they might not otherwise access. This opens paths to new interests, learning, and creativity.



"As an international student living in a house bustling with many people, finding a quiet, peaceful space was often a challenge."

Youth, Halifax Public Libraries

"The public library has empowered me to a very large extent. I recently had a 7-month period of unemployment and decided that I would return to literaturethe tremendous catalogue was so empowering to both my Buddhist studies and my skill acquisition"

Youth, Vancouver Public Library

"It makes it easy to pick up new skills and develop the ones you already have. A lot of people are held back by financial constraints or not having the space for it, and the library provides both."

Youth, Calgary Public Library

"It almost feels like I'm getting a post-secondary education in personal development [from the library]."

Youth, Vancouver Public Library

It depends × IS IT A 3IRD



Parents' engagement with library services in the past year

1

Collections

94%

of users who are parents have borrowed books or accessed online library resources within the past year.

2

Spaces

83%

of users who are parents have visited **library spaces** in the past year, e.g., to read, study, work, socialize, entertain children, relax, or seek shelter.

3

Programs

52%

of users who are parents have attended **library programs** in the past year, e.g., classes, events, or workshops.

4

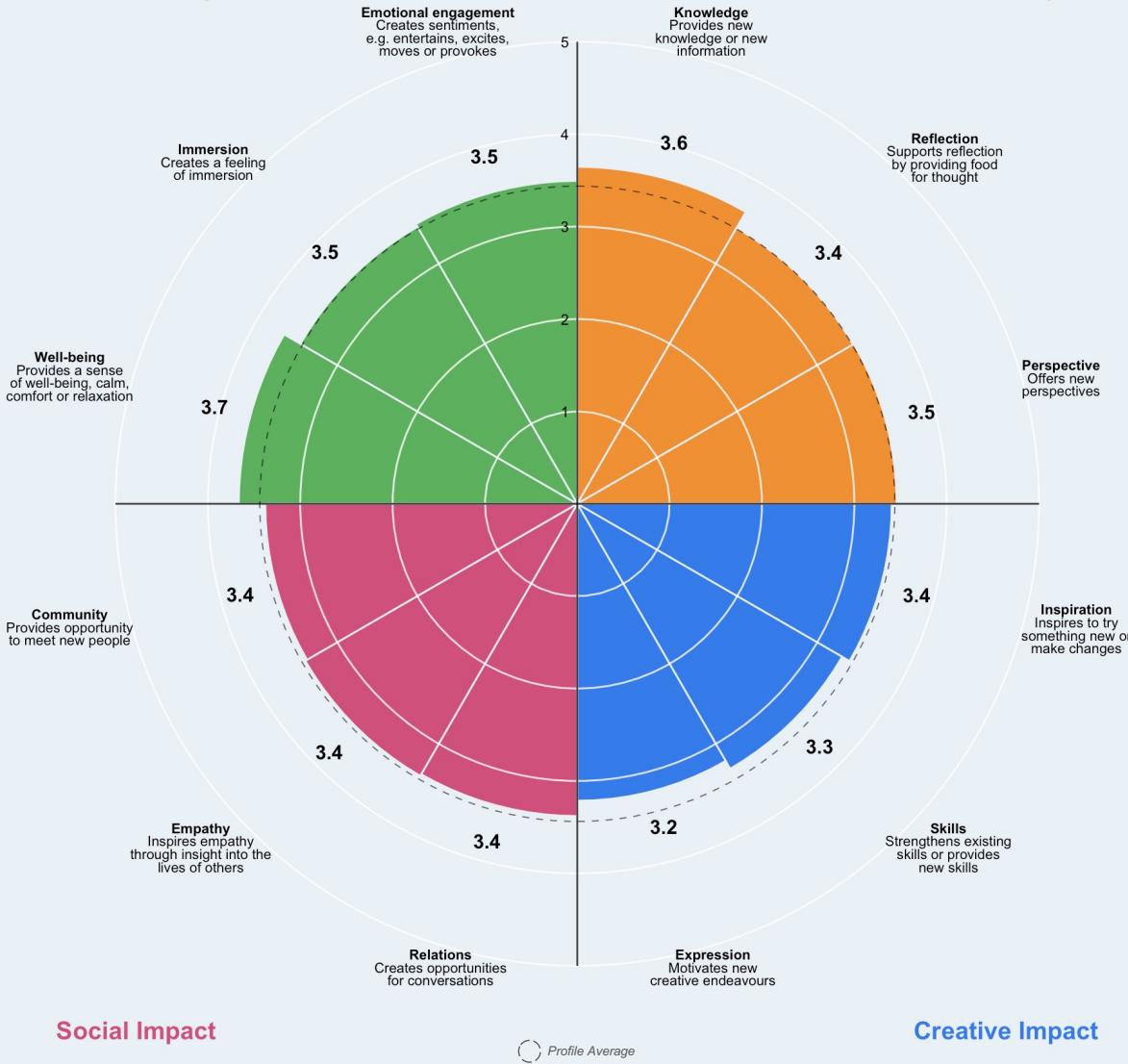
Staff

74%

of users who are parents have received guidance from **library staff** in the past year, e.g., help with accessing materials or technical support.

n: 2,572

Emotional Impact



IMPACT FOR THE PARENTS SEGMENT



Overall impact Profile Average: 3.4

Among the segment of users who are **parents**, CULC libraries reach an average impact score of 3.4 across all library services and all impact dimensions.

This is based on 2,572 parents who have used either Collections, Spaces, Programs, or Staff within the past year.

All impact parameters measured have a score of at least 3.2, averaged across library services.

Compared to the overall national level, the parents segment scores higher on most impact parameters – particularly on 'Community' and 'Relations'.

The context for this is that parents engage the most across different library services compared to other segments. They especially engage more with Programs than the other segments do.

It depends × IS IT A 3IRD

Parents

Below, we have expanded on how parents experience impact on five of the compass parameters, identified through the human stories uncovered in the interviews.



Relations

For parents, going to the library helps strengthen family bonds, both between parents and between parents and their children. The library offers a welcoming space to pause, wander without a plan, find books to read at home, and reinforce values of sharing and reusing materials for others to enjoy.



Well-being

Time spent at the library contributes to parents' well-being because it is seen as quality time. Well-being also comes from watching their children enjoy the library's facilities and from taking a restorative break from a busy daily routine.



Knowledge

Access to a diverse collection enables parents to help their children expand their knowledge and discover new interests.



Skills

Supporting children as they develop new skills is a key impact of library use. Through programs and books, children can learn rhyme and rhythm, encounter new languages, and build the abilities needed to reach new levels in their reading.



Community

Parenting can be isolating, and socializing may be on pause for a period. The library creates opportunities to connect with other families by sharing a common third space.



"Mothers with postpartum depression wouldn't have a place to go and connect with other parents during the day [if libraries ceased to exits]. It would have kind of catastrophic health and life impacts for society."

Parent, Hamilton Public Library

"My kid started with reading unicorn diaries, but now she is moving on to travel and comic book fiction too. It really improves her vocabulary and communication skills."

Parent, Calgary Public Library

"It's nice for my partner and I to have a space to go with our son where we can practice the concept of sharing. It's like circular economy, where 'we have this book, and we have enjoyed it, but now we have to return this book for other kids to enjoy'."

Parent, Hamilton Public Library

"It's one of the reasons why we have not moved houses despite our rent going up. It's because our house is so close to the library."

Parent, Calgary Public Library



Photo: Bibliothèques Montréal by Mélanie Dusseault



Seniors' engagement with library services in the past year

1

Collections

94%

of users who are seniors have borrowed books or accessed online library resources within the past year.

2

Spaces

48%

of users who are seniors have visited **library spaces** in the past year, e.g., to read, study, work, socialize, entertain children, relax, or seek shelter.

3

Programs

23%

of users who are seniors have attended **library programs** in the past year, e.g., classes, events, or workshops.

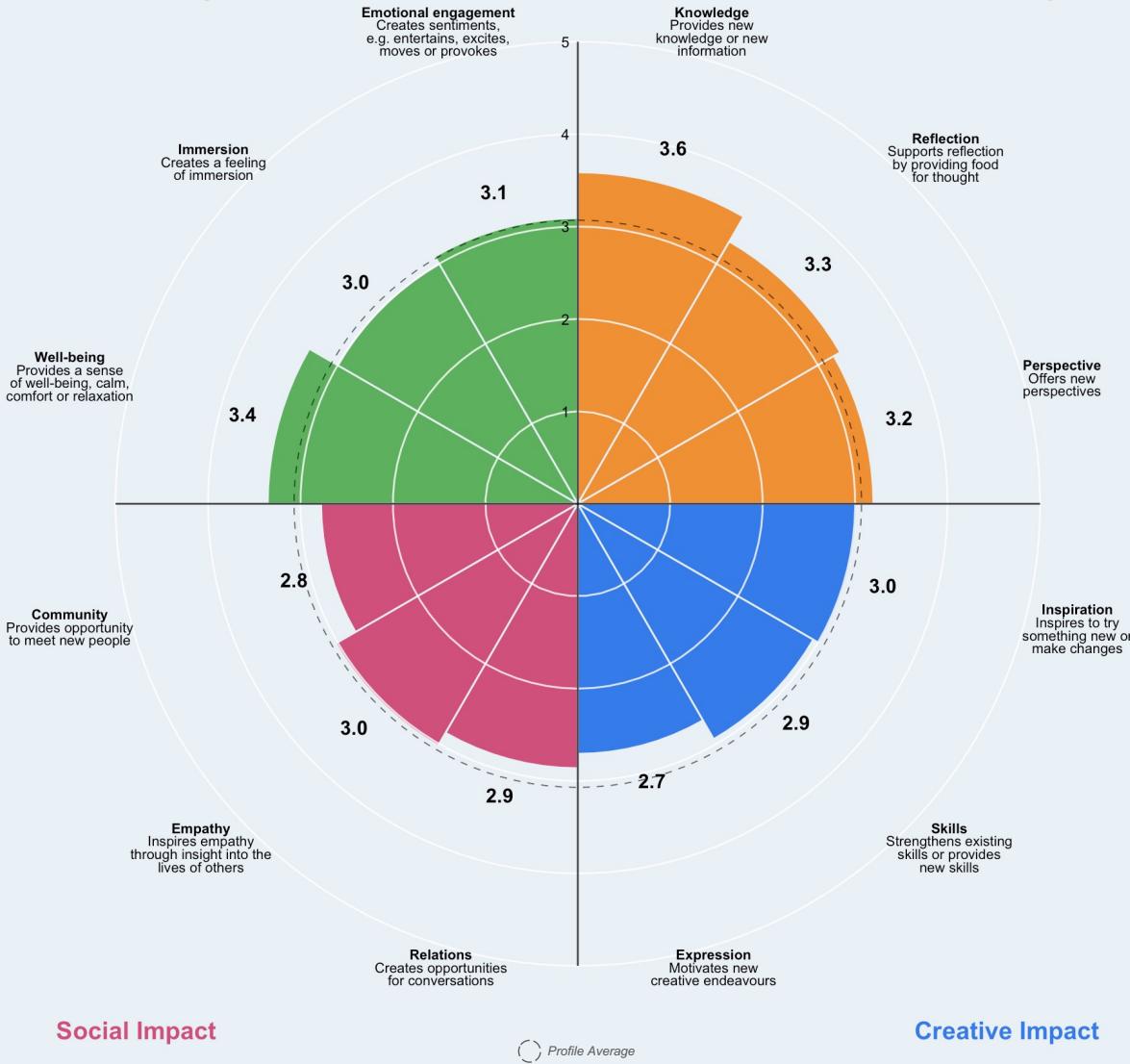
4

Staff

63%

of users who are seniors have received guidance from **library staff** in the past year, e.g., help with accessing materials or technical support.

Emotional Impact



IMPACT FOR THE SENIORS SEGMENT



Overall impact

Profile Average: 3.1

Among the segment of users who are **seniors**, CULC libraries reach an average impact score of 3.1 across all library services and all impact dimensions.

This is based on 3,196 seniors who have used either Collections, Spaces, Programs, or Staff within the past year. A few impact parameter scores are below 3.0.

Compared to the overall national level, impact scores in the segment are generally lower.

Compared to other segments, seniors also score lower than other groups, especially along the Emotional, Social, and Creative dimensions – probably reflecting a more collection focused use of libraries, and a significantly lower engagement with Spaces and Programs than both the other segments and the overall national level.

It depends × IS IT A 3IRD

Seniors

Below, we have expanded on how seniors experience impact on five of the compass parameters, identified through the human stories uncovered in the interviews.



Emotional engagement

For seniors, a key impact of using the library is the excitement and sense of pride that come from having a beautiful public space to explore and enjoy. Locals and visitors alike can spend time there, and some even showcase their library to guests.



Knowledge

Staying mentally active by using the collection is a major benefit for seniors. Those nearing retirement or already retired can feed their curiosity and pursue their passions through books, programs, and other resources.



Skills

The library supports skill-building through hobbies such as quilting, research, or learning to use new technologies. This makes life more enjoyable, rich, and full of learning.



Reflection

For many seniors, libraries are tied to personal history. Visiting the library prompts reflection on childhood, life experiences, and personal growth.



Empathy

Sharing the library with the broader community creates opportunities to meet people from all walks of life. This not only makes many seniors feel proud and included but also offers an opportunity to gain insights into the lives of others, and thereby also into themselves.



"Probably the most important thing the library does for me is mentally keeping me active."

Senior, Halifax Public Libraries

"I love to read, and when I was a child, we went to the library once a week, and, to me, going into a library is like going into a candy store."

Senior, Ottawa Public Library

"We have a beautiful library downtown in my city. In fact, I'm very proud of it because the library won an architectural award."

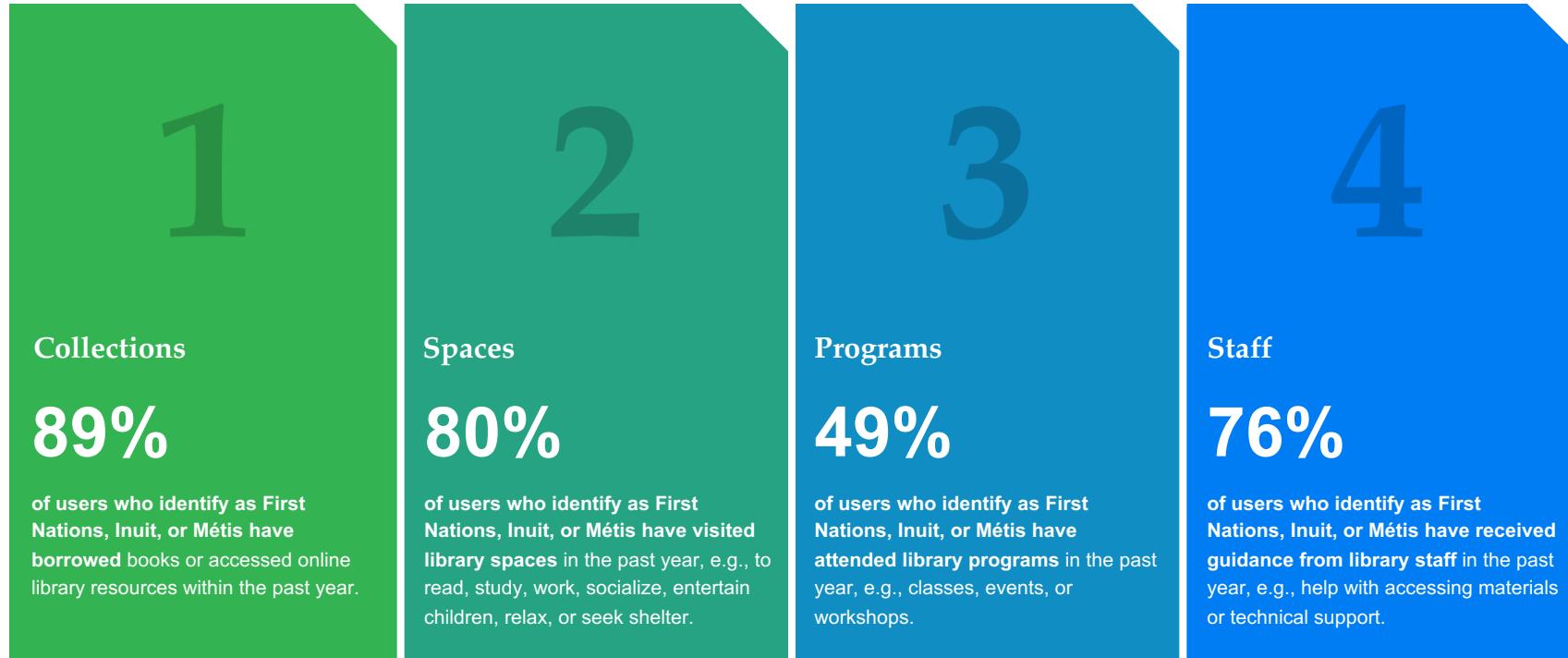
Senior, Halifax Public Libraries

"The library is accommodating. Because, like I said, anyone can go there. You know, you don't have to worry about whether you're poor or rich."

Senior, Vaughan Public Libraries

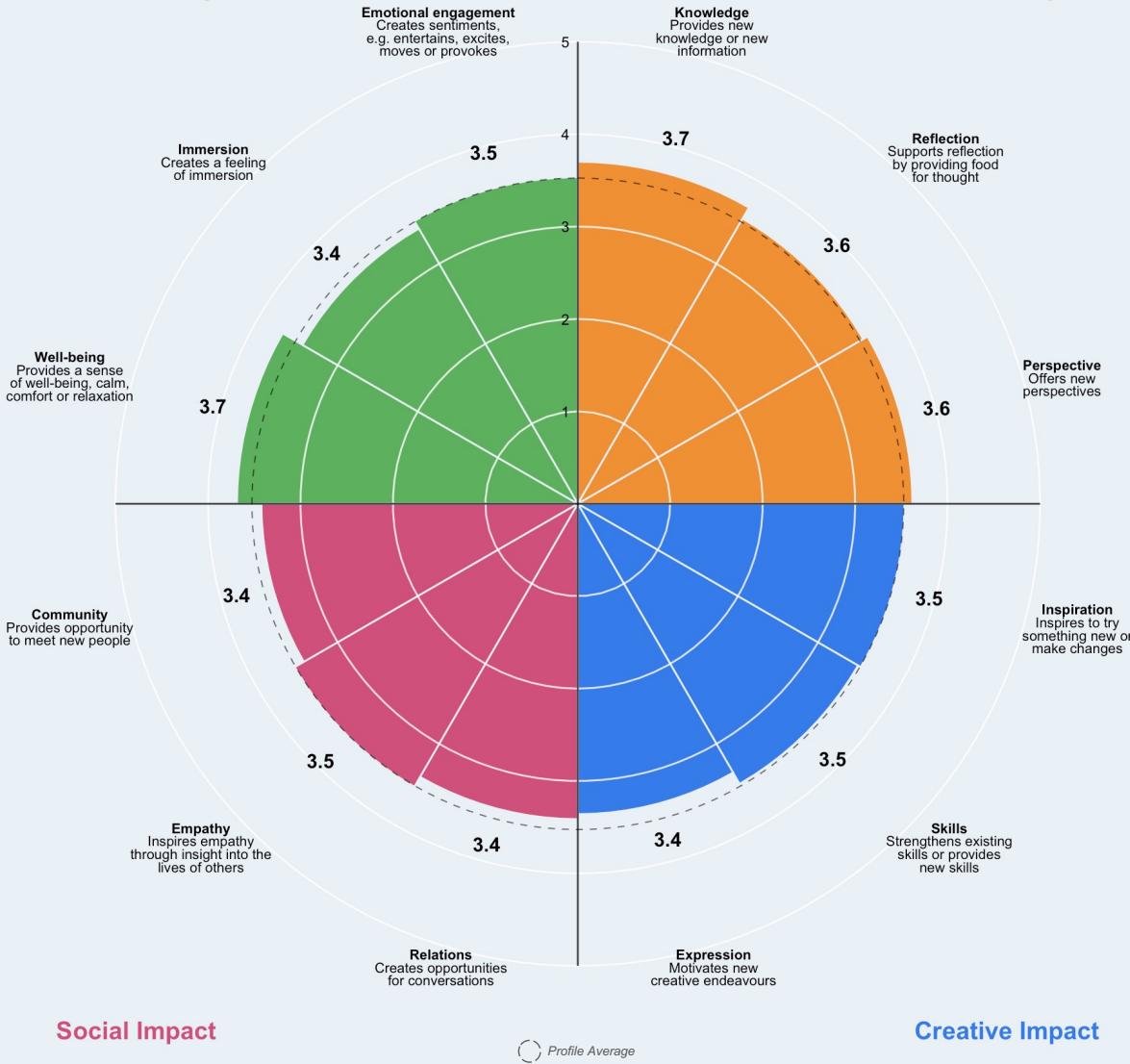


Engagement with library services in the past year by users who identify as First Nations, Inuit & Métis



n: 252

Emotional Impact



IMPACT FOR THE FIRST NATIONS, INUIT & MÉTIS SEGMENT



Overall impact Profile Average: 3.5

Among the segment of users who identify as **First Nations, Inuit, or Métis**, CULC libraries reach an average impact score of 3.5 across all library services and all impact dimensions.

This is based on 252 of these users who have used either Collections, Spaces, Programs, or Staff within the past year.

All impact parameters measured have a score of at least 3.4, averaged across library services.

Compared to the overall national level, this segment scores higher on all parameters, particularly on 'Skills' and 'Expression'.

Programs is generally a driver of Social and Creative impact. Although First Nations, Inuit, and Métis users engage somewhat less with Programs than the parents segment, they reach high scores across these two dimensions, nonetheless.

It depends × IS IT A 3IRD

First Nations, Inuit, and Métis

Below, we have expanded on how users who identify as First Nations, Inuit, or Métis experience impact on three of the compass parameters, identified through the human stories uncovered in the interviews.

Well-being

For First Nations, Inuit, and Métis users, a central impact of the library is an increased sense of well-being. This stems from feeling welcome and part of a larger community that offers comfort, both by sharing a common space and by providing a calm place to step back from the busyness of the outside world.

Knowledge

Access to collections and reliable information is another key impact of the library. Using in-library computers lowers barriers and makes it easier to explore topics of interest. This supports personal growth and confidence.

Perspective

For First Nations, Inuit, and Métis users who are not able to travel, the library offers a chance to enter new worlds, both physically and through stories. These experiences provide new perspectives that make life feel richer and full of opportunities for those who are curious to explore new worlds through books.



“Books open up a world. We travel. But if you can’t travel, you can read a book.”

First Nations, Inuit, or Métis, Calgary Public Library

“They helped me reach my goals and studies. I graduated from a course, and they help me with my work, not just for printing. If it wasn’t for [the staff], I wouldn’t have even gotten finished. To think of all the information that they provided me with for my schoolwork.”

First Nations, Inuit, or Métis, Edmonton Public Library

“Everything is streamed today, but if you do not have the money for that, you lose access to so much content. Having access to information is essential, especially with what is happening [...] in the United States, where books are being banned. The library is a strong force in keeping resources available for everyone.”

First Nations, Inuit, or Métis, Regina Public Library

“We don’t have third spaces anymore, everything is so commercialized. I think the library is like the only place you can go where you are not expected to spend money.”

First Nations, Inuit, or Métis, Vaughan Public Libraries



Newcomers to Canada's engagement with library services in the past year

1

Collections

85%

of users who are newcomers to Canada have borrowed books or accessed online library resources within the past year.

2

Spaces

87%

of users who are newcomers to Canada have visited library spaces in the past year, e.g., to read, study, work, socialize, entertain children, relax, or seek shelter.

3

Programs

51%

of users who are newcomers to Canada have attended library programs in the past year, e.g., classes, events, or workshops.

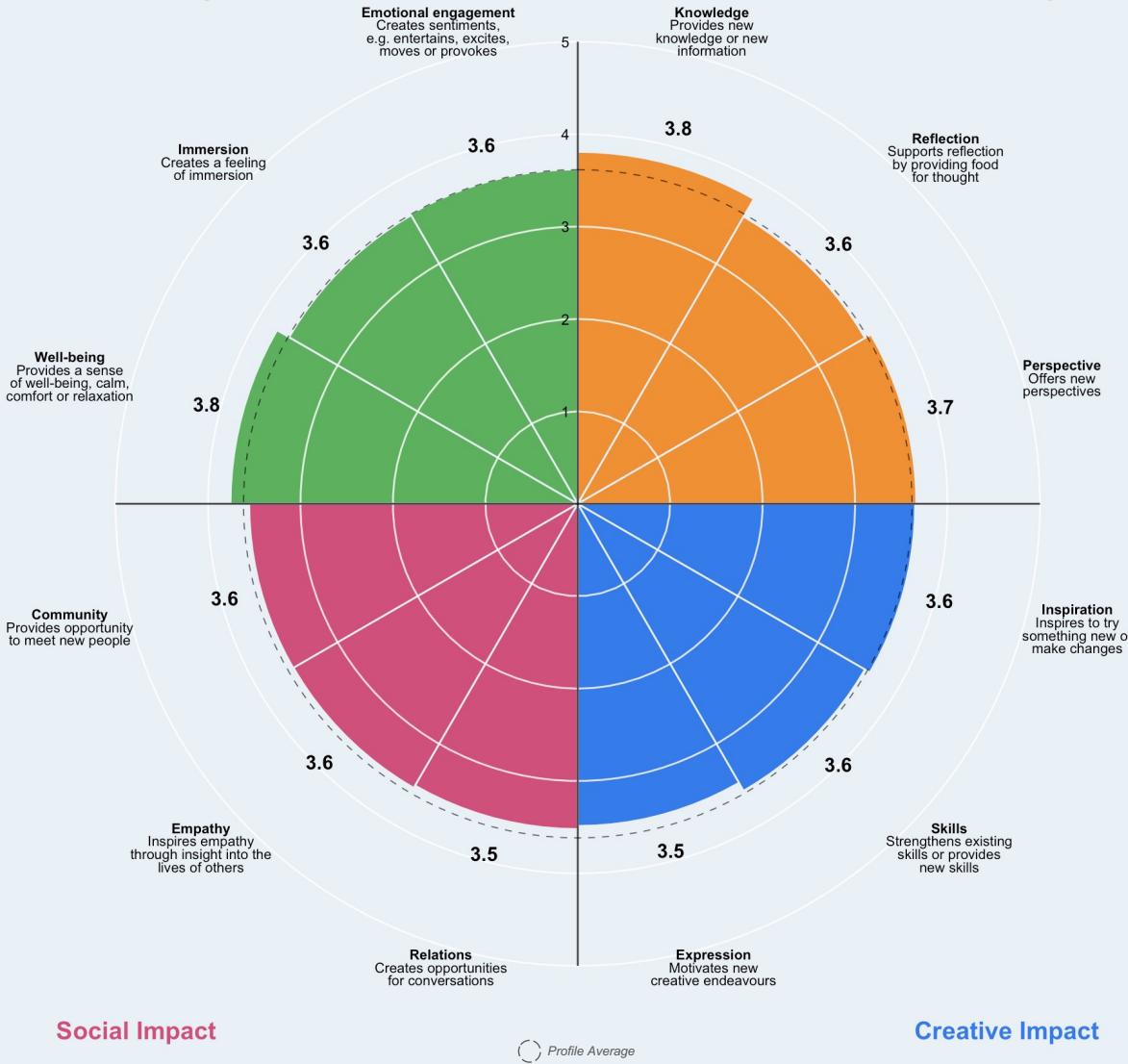
4

Staff

76%

of users who are newcomers to Canada have received guidance from library staff in the past year, e.g., help with accessing materials or technical support.

Emotional Impact



Intellectual Impact



IMPACT FOR THE NEWCOMERS SEGMENT



Overall impact

Profile Average: 3.6

Among the segment of users who are **newcomers**, CULC libraries reach an average impact score of 3.6 across all library services and all impact dimensions.

This is based on 870 of these users who have used either Collections, Spaces, Programs, or Staff within the past year.

All impact parameters measured have a score of at least 3.5, averaged across library services.

Newcomers have the highest profile average among the five segments, scoring also considerably higher than the national average.

Particularly, the parameters '*Expression*', '*Skills*', and '*Perspective*' score higher among newcomers than at the overall national level, reflecting how libraries act as a stepping stone for newcomers to connect with Canadian society and culture.

Social Impact

Creative Impact

Profile Average

It depends × IS IT A 3IRD

Newcomers

Below, we have expanded on how newcomers experience impact on four of the compass parameters, identified through the human stories uncovered in the interviews.



Knowledge

For newcomers settling into life in Canada, the library plays a special role in providing knowledge. It offers guidance on how to obtain essential documents, delivers programs about life in Canada, and helps newcomers navigate and adapt to their new surroundings.



Well-being

While the library opens a new world, it also nurtures newcomers' connections to their origins. A diverse collection allows them to read familiar authors in their preferred languages, and multilingual programs provide refuge, comfort, and a sense of well-being.



Skills

Using library services builds confidence for what lies ahead. Through language learning and professional skill building, the library helps newcomers pursue and achieve their career and personal goals.



Community

The library is a safe, supportive place for newcomers. Staff are observant and willing to help, and there is a strong sense of community where the staff want the best for everyone. Through direct assistance, friendly conversations, and everyday kindness, the library becomes one of the safest and most welcoming places to visit upon arriving in Canada.



"I had just come to the country and wasn't really used to the concept of libraries as a resource. The librarian not only guided me on how to make a library card but also showed me so many online resources. Reading books helped me feel familiar in a new environment and helped me open to making new friends."

Newcomer, Saskatoon Public Library

"Somebody just walked up to me and said: 'There is a Monopoly kind of game. Would you be interested in playing?' I said, 'Why not?' That left a lasting impression on me. The person probably thought I was lonely or bored and then just approached me."

Newcomer, Regina Public Library

"The library helped me integrate into Canada and become a full-fledged citizen."

Newcomer, Vancouver Public Library

A

Appendix: About the study

The team

IS IT A BIRD was established in 2011 and counts +30 employees. We are specialists in turning deep human understanding into new business opportunities.

We are on a mission to humanize business by offering our clients opportunities to shift perspectives and drive transformational change that resonates beyond the bottom line.

As part of Implement Consulting Group, we work as a transformation collective, born out of a genuine wish to turn plans into impact and dreams into progress.

For this collaboration, we put together a team across IS IT A BIRD, Implement, and It depends to enable the best possible impact study.

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It depends is an unconventional research consultancy, specialized in untangling the messy human experience. Our advanced quantitative methods make sense of human attitudes, needs, and behavior.

We were founded in 2023 by data scientists who left the traditional consulting industry to deliver more truthful, more efficient, and more actionable human insights. Since then, we have delivered tailored market research across more than 40 countries.

Our high-touch project team is led directly by our founding partners and comprises experts in social research and data science. Based in a former butcher's shop in Copenhagen, Denmark, we provide full-service research consulting.

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A national study for the CULC membership

Objectives of the National Impact Study

The CULC National Impact Study was commissioned to demonstrate the social impact of Canadian urban libraries on a national scale, beyond conventional measures (e.g. foot traffic, check-out stats, event participation figures, etc.).

That is, making tangible the social, emotional, creative, and intellectual impact of libraries.

Scope of the study

As a broad national study, this piece of research is designed to be relevant for the CULC membership at large. The point of departure is a similar study conducted for Toronto Public Library in 2023 – which has been scaled, standardised, and adapted to be feasible across a number of libraries at once. The research design and data collection methods do not facilitate between-library comparisons.

This National Summary Report provides all CULC members with insights into public libraries' impact on Canadian library users at large, as well as perceived community-level and societal impact by both users and non-users. Steering group libraries are provided with standardised reports of results from their specific library context, based on slices of the national dataset.

Quantitative survey

The core content of the questionnaire is based on the Toronto Public Library Social Impact Study, carried out by Seismonaut in 2023, and the work expands on the 'Experience Impact Compass', a framework open-sourced by the Experience Impact Agency.

For this study, additional impact measures and survey questions directed specifically at non-users have been developed in collaboration with CULC.

The quantitative Impact Study survey was fielded in the spring of 2025, yielding a total of 18,315 responses across Canada, excluding Toronto.

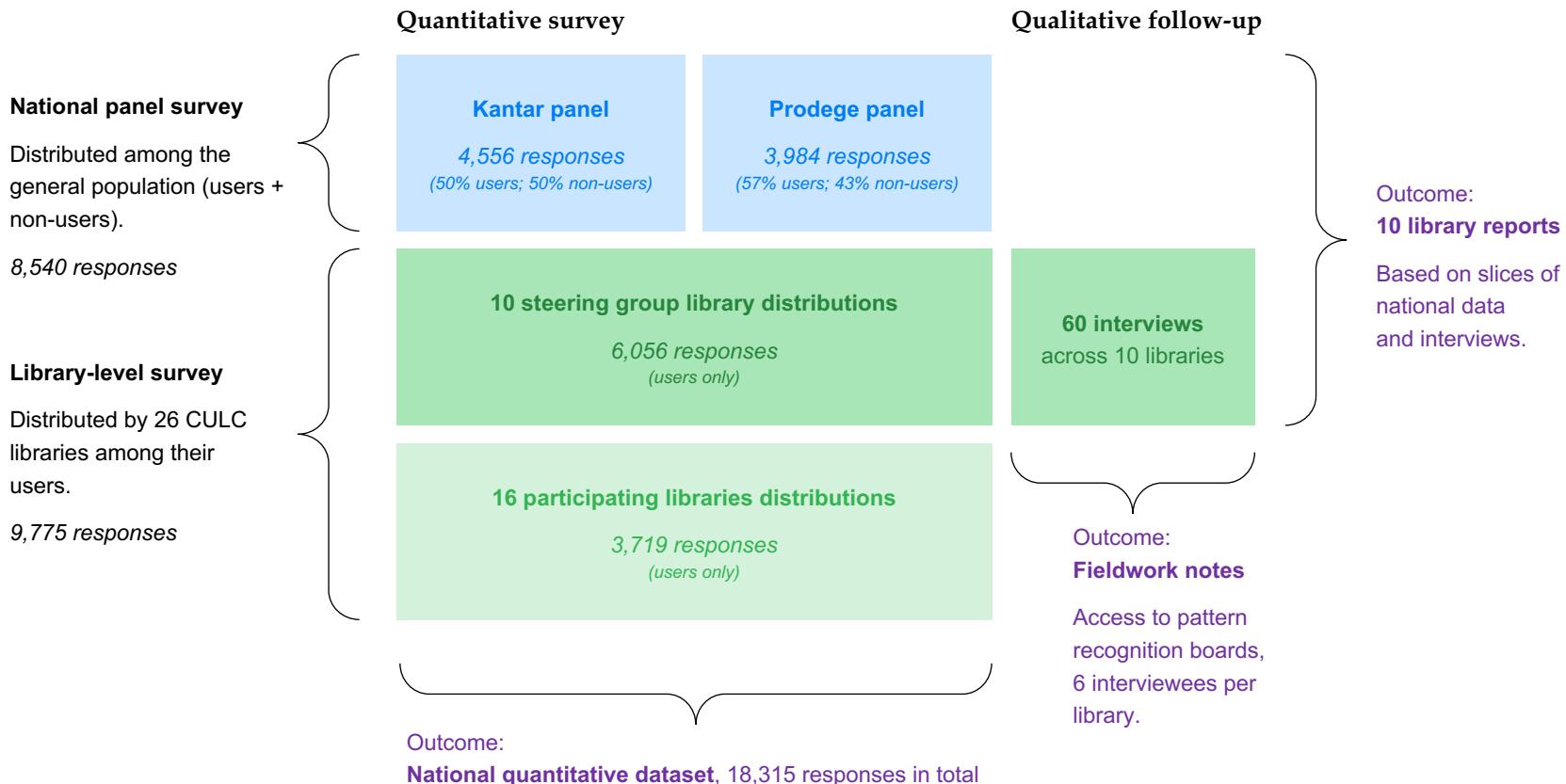
Follow-up qualitative interviews

Informants for the follow-up interviews were recruited through an opt-in in the quantitative survey. These interviews were conducted as online sessions during July – September 2025.

To safeguard their privacy, respondents are mentioned by pseudonyms throughout the report.

See further details about research design on the following pages.

Large-scale mixed-methods research design



Questionnaire design and impact metrics

Multilingual questionnaire

The questionnaire for the national survey is based on the questionnaire used in the Toronto Public Library Impact Study. The core content measures the Impact Profiles, based on responses from users of library services.

In collaboration with CULC, questions have been added regarding the perceptions of library impact more generally. These latter questions have been posed to both users and non-users.

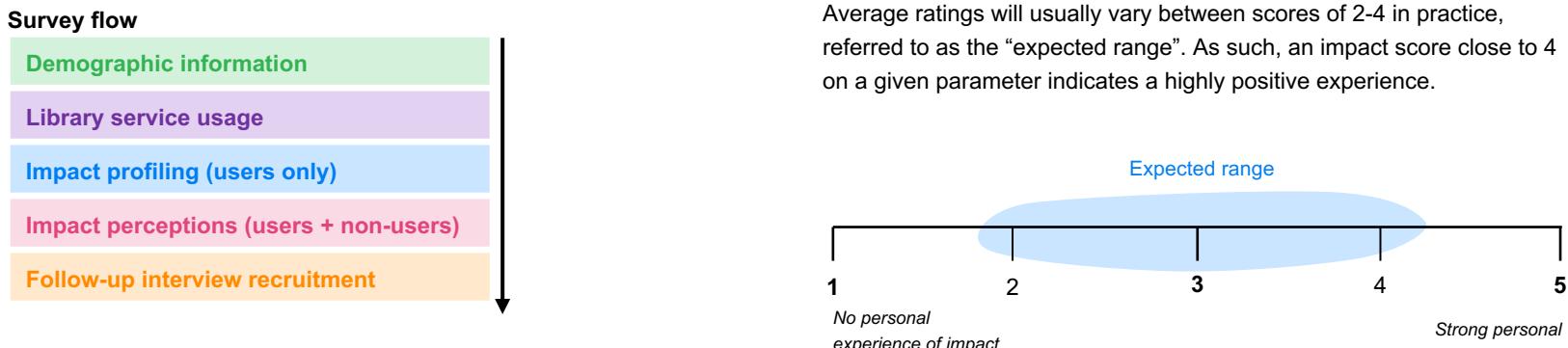
The survey was fielded in both English and Canadian French versions, with responses collected during the period May to July 2025.

Impact Profile metrics

As in the Toronto Public Library Study, Impact Profiles summarise the extent to which library users report experiencing different types of impact when interacting with library services. Each impact parameter is measured on a scale from 1 ("Not at all") to 5 ("To a very large extent").

For each library service, the Profile Average displays the average score across all 12 impact parameters. The Overall Impact Profile represents the average of impact parameter scores across all 4 library services measured (Collections, Spaces, Programs, and Staff).

Although the experience of individual Impact Profile metrics is measured on a scale from 1 (“Not at all”) to 5 (“To a very large extent”), the extremes of the scale are unlikely to occur when aggregating user responses. Average ratings will usually vary between scores of 2-4 in practice, referred to as the “expected range”. As such, an impact score close to 4 on a given parameter indicates a highly positive experience.



Quantitative survey details

Survey sampling details

Quantitative survey responses were collected during May to July 2025 using CAWI methodology across two distinct sampling approaches, resembling the Toronto Public Library Study:

- Panel sampling.** National-level responses were collected across Canada, outside of Toronto, through Kantar and Prodege market research panels, subject to interlocked representativity quotas for geographical region, gender, and age group.
- Library user base collection.** 26 CULC libraries distributed the survey to their own user bases by various means.

The combined CULC Impact Study dataset is composed of the panel dataset and each of the library user base collection datasets.

Rounding

Due to rounding, percentages may not sum to 100%. Likewise, impact scores of e.g. 3.234 and 3.197 are both labelled as 3.2, but their positions on a graph will not be exactly the same.

Weighting scheme

Similarly to the Toronto Public Library Study, data from the various sources involved have been weighted to mitigate skewed sampling. The nationally representative panel dataset serves as the guideline. Figures are generally quite stable whether weighted or unweighted.

National panel dataset

The quota-sampled panel data are cell-weighted on demographic characteristics to produce a nationally representative sample of library users and non-users.

Library user base collection datasets

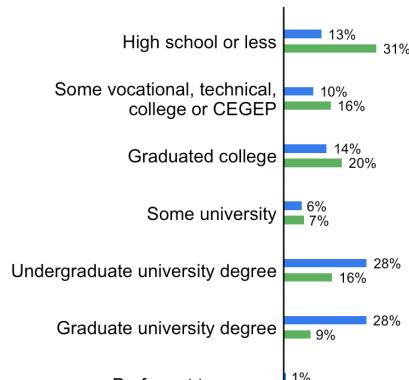
These samples have been weighted using an iterative weighting scheme to more closely resemble the regional gender and age distributions of users in the panel sample, while ensuring no extreme weights (range: 0.5 – 2).

Combined dataset

Library users in the combined dataset have been weighted to match the distribution of libraries in the panel sample to ensure that the national results are not skewed by the addition of the library user base collection data. Similarly, within each of the 5 user segments, the distribution of a segment across libraries is weighted to match the distribution of that segment in the panel sample, to mitigate oversampling of certain demographics by certain libraries in their library user base collection.

Key respondent characteristics (1/2)

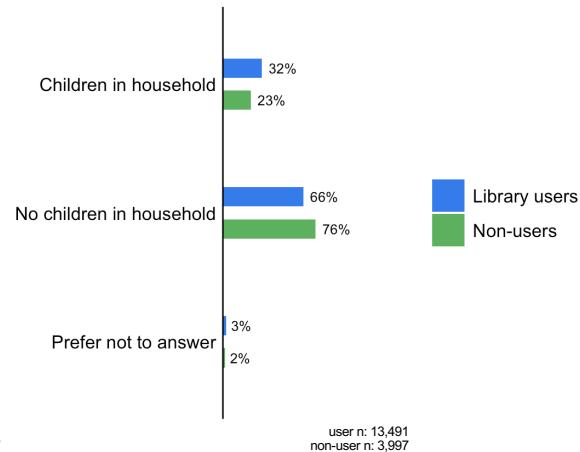
Education level



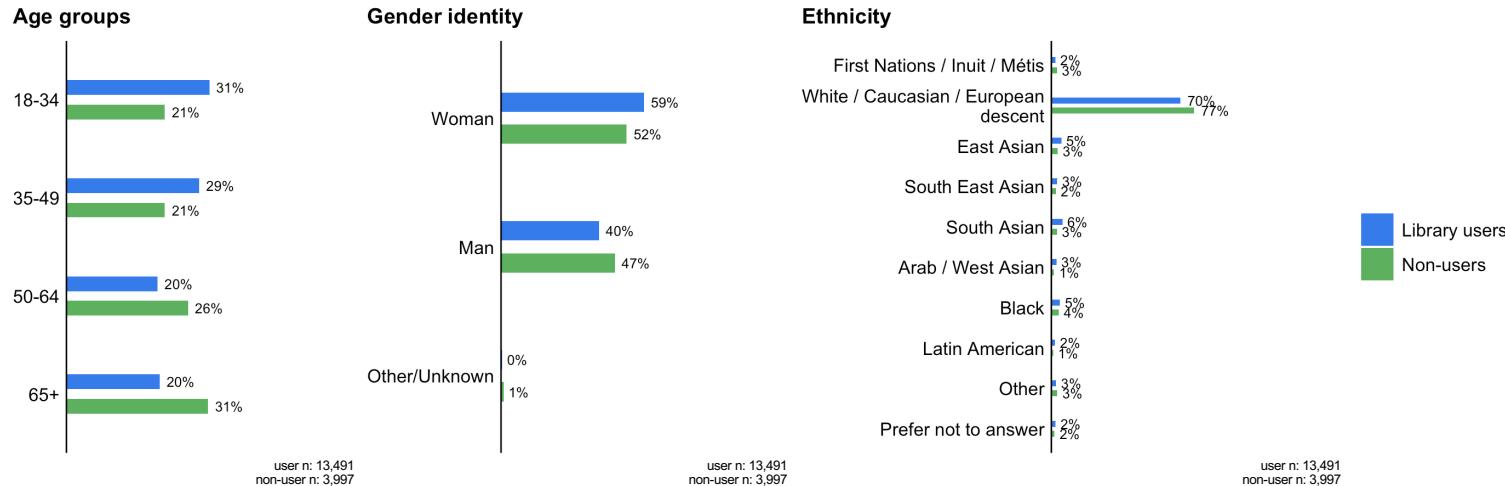
Household income



Children



Key respondent characteristics (2/2)



Old ways won't open new doors