

# The Impact of Halifax Public Libraries\*

\* Part of 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).



# Executive summary

Halifax Public Libraries have participated in the largest study ever conducted on the impact of public libraries with the aim of understanding the role that the library plays for individuals and for the community. This report presents findings specifically about Halifax Public Libraries.

## Delivering impact across all service pillars

Overall, Halifax Public Libraries exhibit a well-rounded Impact Profile, with demonstrated emotional, intellectual, creative, and social impact.

The highest impact scores are seen in the Intellectual and Emotional dimensions, particularly in the *'Knowledge'* and *'Reflection'* parameters for the library Collections.

## Programs are less used, but seen as highly impactful

Programs is the least used service pillar, attended by 56% of the users, compared to Collections which is used by 96%.

Those who do use Programs experience them as very impactful across all four dimensions, with the Social dimension standing out in particular.

And while 56% have had the chance to attend Programs in the past year, even more users (62%) find Programs relevant.

## Broad support among both users and non-users

Although not all citizens of Halifax engage with their local public library, a large majority of both users and non-users find the library to play an important role. 68% of non-users agree that a public library is one of the most valuable resources a city can offer its community.

This is also supported by the finding that non-use of library services does not stem from dislike of the library. Results indicate that non-users are simply focused on other things or getting their needs fulfilled elsewhere.

## Highlighting human stories from the community

Throughout the report, we highlight stories from users of the library: Evan enjoys discovering books that he would not have found without the Collection; Amina uses the Spaces for deep, focused work and meetings and appreciates the support from Staff in navigating the library; Sophia finds that the Programs reflect the community, which allows her to explore new cultures and nurture her intellect.

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# Measuring impact

# Halifax Public Libraries are part of a national impact study of urban libraries

The Canadian Urban Libraries Council/Conseil des Bibliothèques Urbaines du Canada (**CULC/CBUC**) is leading a first-of-its-kind national study to better understand the role and value of Canadian urban libraries in their local communities and for the country at large.

Being part of this impact study, **Halifax Public Libraries** aim to understand the role that the libraries play in the local community. This means uncovering the positive impact created for users every day – as well as measuring perceptions among non-users.

We are excited to share the findings of the study, hoping to ignite new discussions and inform strategic development and positioning for both Halifax Public Libraries and for urban libraries across Canada.



*It depends*

IS IT A 3IRD

# 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*<sup>1</sup> as well as by the pioneering social impact study initiated by Toronto Public Library.<sup>2</sup>

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](#).





### Emotional Impact

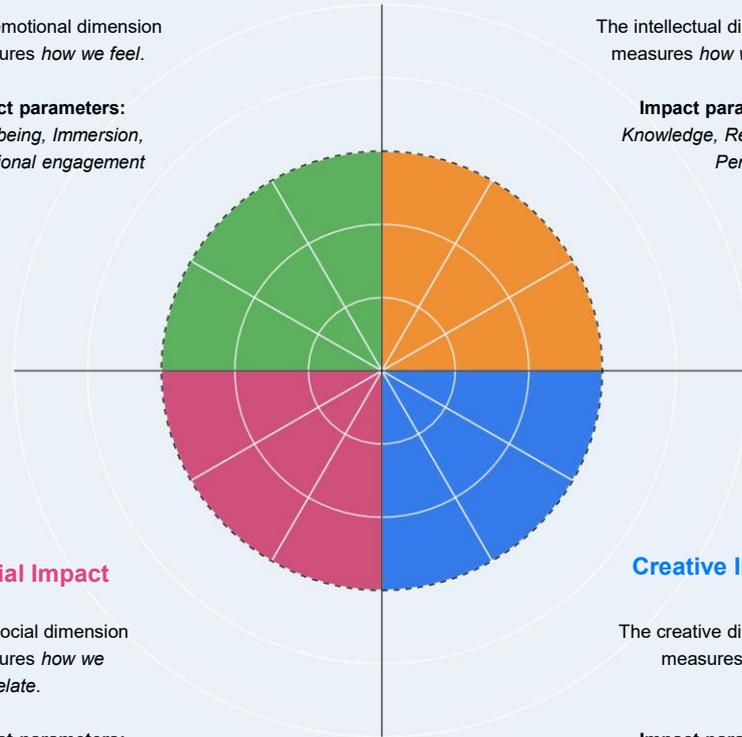
The emotional dimension measures *how we feel*.

**Impact parameters:**  
*Well-being, Immersion, Emotional engagement*

### Intellectual Impact

The intellectual dimension measures *how we think*.

**Impact parameters:**  
*Knowledge, Reflection, Perspective*



### Social Impact

The social dimension measures *how we interrelate*.

**Impact parameters:**  
*Relations, Empathy, Community*

### Creative Impact

The creative dimension measures *how we engage*.

**Impact parameters:**  
*Inspiration, Skills, Expression*

Profile Average

## 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.**

# Backed by CULC and 26 individual library systems



# 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 participation from a total of 26 CULC libraries across the country. The massive data collection garnered a total of 18,315 responses from all over Canada.

This report is based on responses from 526 users of Halifax Public Libraries along with 67 non-users.



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

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

# Defining library users and non-users



## Library users

Library users are known by many names across different parts of the country. 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 the library's services frequently, or having interacted with the library recently.

Following the definition from the Toronto Public Library social impact study, users of a given library are those who have used at least one of that library's services 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'.



## Relevant non-users

Based on the definition of users, non-users whose responses are relevant to a given library are then one of the following:

- a) respondents who have not used any library services in the past year but who reside in an area close to the library, as identified by their postal code.
- b) respondents who have previously used this library's services, but not in the past 12 months, and who have not used other library services in the meantime.

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 B: About the study'.

# Meet the people we have interviewed

Based on the quantitative survey, we recruited and interviewed 6 survey respondents from Halifax to understand their lived experiences with the library and its services.

The interviewees were carefully chosen to represent different groups in the Halifax community.

On the right, you will find a brief introduction of each individual interviewed for this Impact Study, described with a pseudonym and demographic background, rather than their real name, in order to protect their anonymity.

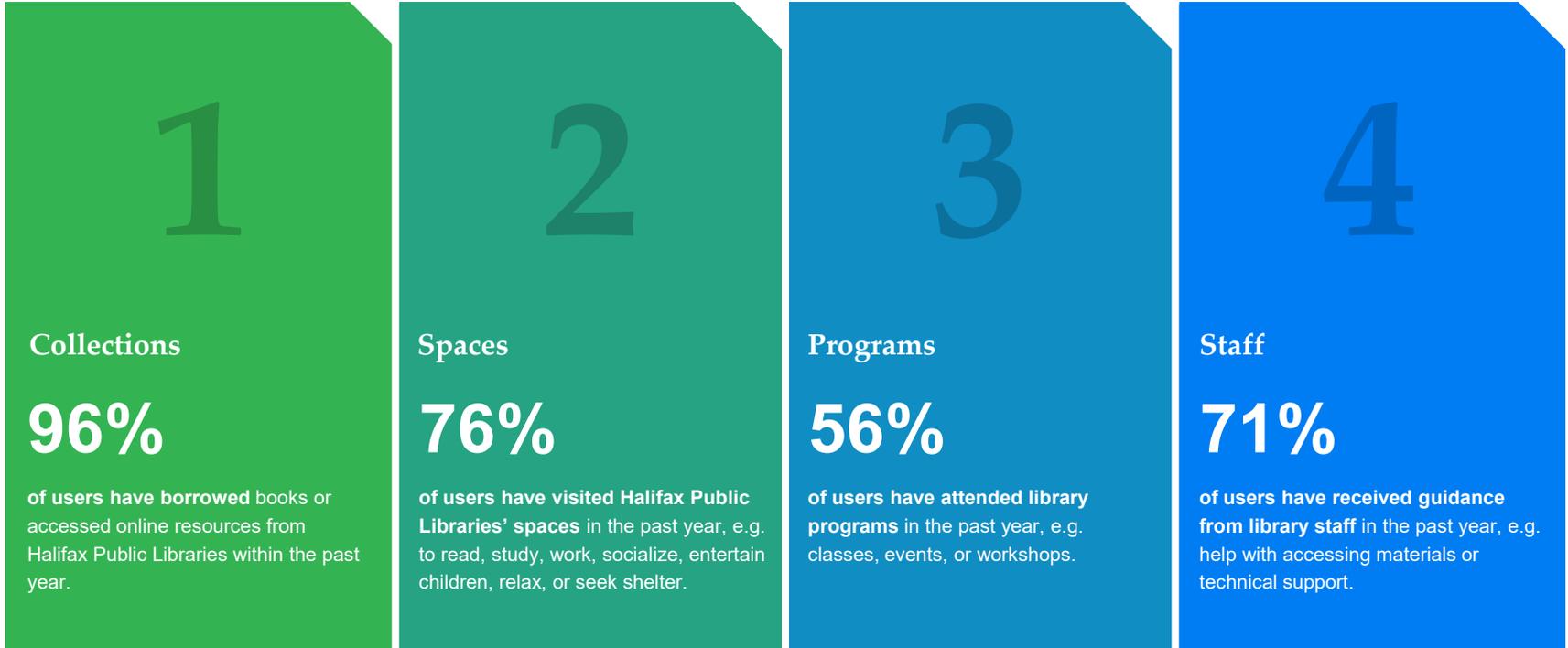
The pseudonyms will be used throughout the report when sharing stories of how people in Halifax experience and engage with the library.

 <p><b>Amina</b> Woman, 28 years old User Has lived in Canada for 1-5 years Employed part-time No children in household</p>	 <p><b>Steven</b> Man, 52 years old User Has lived in Canada for 6-10 years Employed full-time Children in household</p>	 <p><b>Helen</b> Woman, 45 years old Non-user Born in Canada Student No children in household</p>
 <p><b>John</b> Man, 77 years old User Born in Canada Retired No children in household</p>	 <p><b>Evan</b> Man, 18 years old User Has lived in Canada for 1-5 years Student No children in household</p>	 <p><b>Sophia</b> Woman, 42 years old User Has lived in Canada for more than 10 years Employed full-time No children in household</p>

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## Use of library services

# User engagement with library services in the past year



n: 526

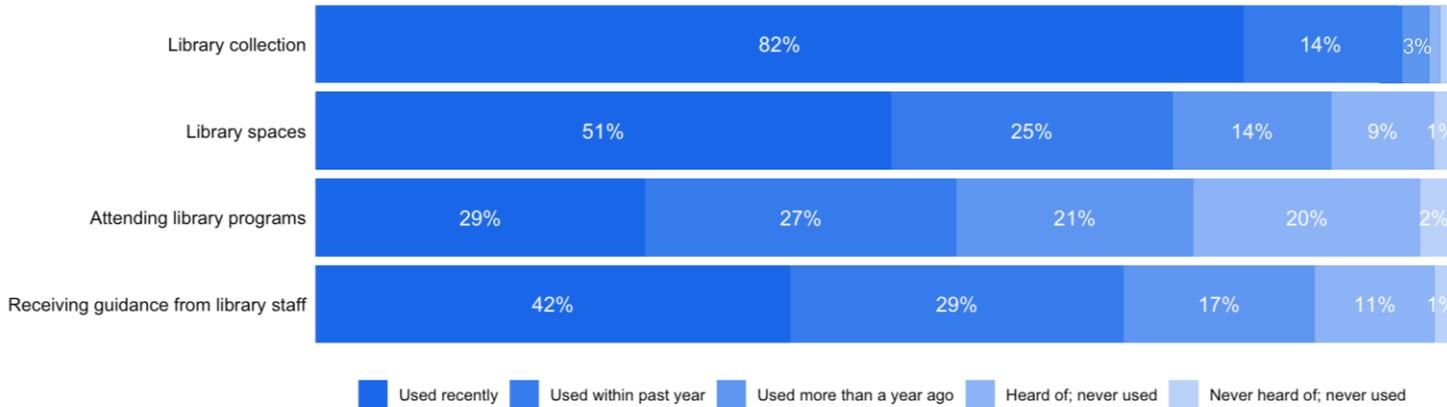
# User engagement patterns

Users of Halifax Public Libraries, 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 closely by making use of library spaces and seeking staff guidance: both of which have been used by around 3 out of 4 library users in the past year. Although library programs and events have the lowest usage, more than half of the users have nonetheless attended 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: 526

# Perceived relevance of library services by users and non-users

## Users

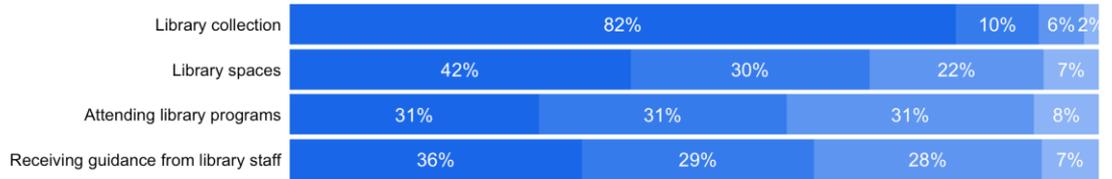
- Among library users, the perceived relevance of Halifax Public Libraries' services quite closely mirrors their actual use of each service.
- Although programs are used somewhat less frequently than other services, more users would potentially like to engage: 62% of the users find library programs very or fairly relevant, with 56% having actually attended a program in the past year.

## Non-users

- Among non-users who are not currently using Halifax Public Libraries' services, more than 1 out of 4 imagine that the library collection could be very or fairly relevant to them in the future.

### Users' perception of library services

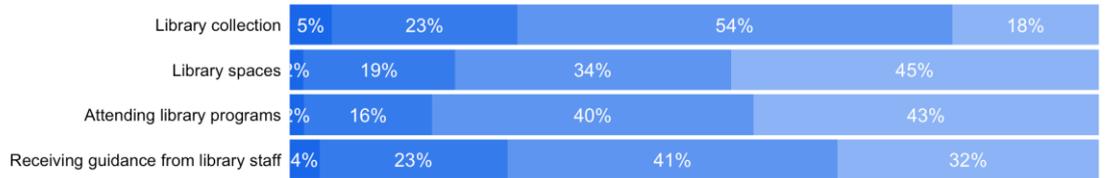
How do you feel about the following services offered by your library?



n: 526

### Non-users' perception of library services

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



Very relevant to me Fairly relevant to me Slightly relevant to me Not at all relevant to me

n: 67

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# Impact Profiles

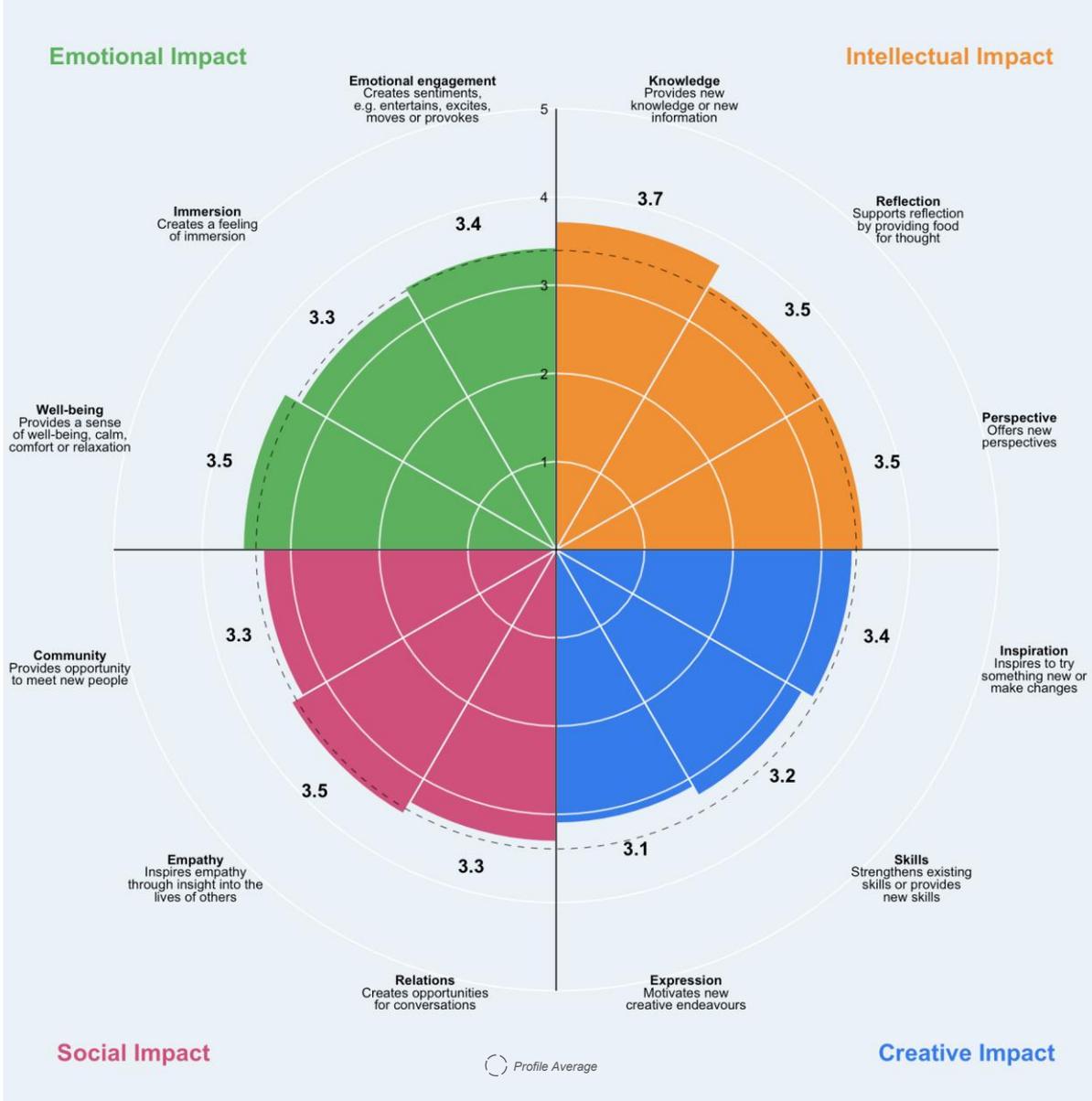
# Overall impact

## Profile Average: 3.4

Across all library services and all impact dimensions, Halifax Public Libraries have an average impact score of 3.4, reflecting a well-rounded impact profile at the higher end of the expected range.

This is based on 526 Halifax Public Libraries users who have used either Collections, Spaces, Programs, or Staff within the past year.

All impact parameters measured have a score of at least 3.1, averaged across library services.



## What is the impact of Halifax Public Libraries?

Sophia works as a corporate strategist and loves going to the library to read, relax, attend programs, or simply have lunch and enjoy some quiet time.

As a newcomer, it has been hard moving to Halifax where accents are noticed and commented on.

The library enables Sophia to access information and expand her knowledge without having to explain herself or worry about being treated differently.

“As an immigrant coming to Canada and living in Halifax, which is really conservative, it’s really hard because people will look at you and treat you like a newcomer even if you’ve been here for years. I don’t find that accents are very welcome in Halifax, but the library has never treated me differently.

The library saved my life, and they most likely do it every day for someone else. Halifax Public Libraries were the friendliest and most accepting places for me as a newcomer to the country and the province.

The library is the only place where I have never felt like a foreigner or a weird person with an accent.”

Sophia



Photo: Halifax Public Libraries

# Collections

Profile Average: 3.6

The Impact Profile of **Collections** is based on 500 users who have borrowed books or accessed online resources from Halifax Public Libraries within the past year.

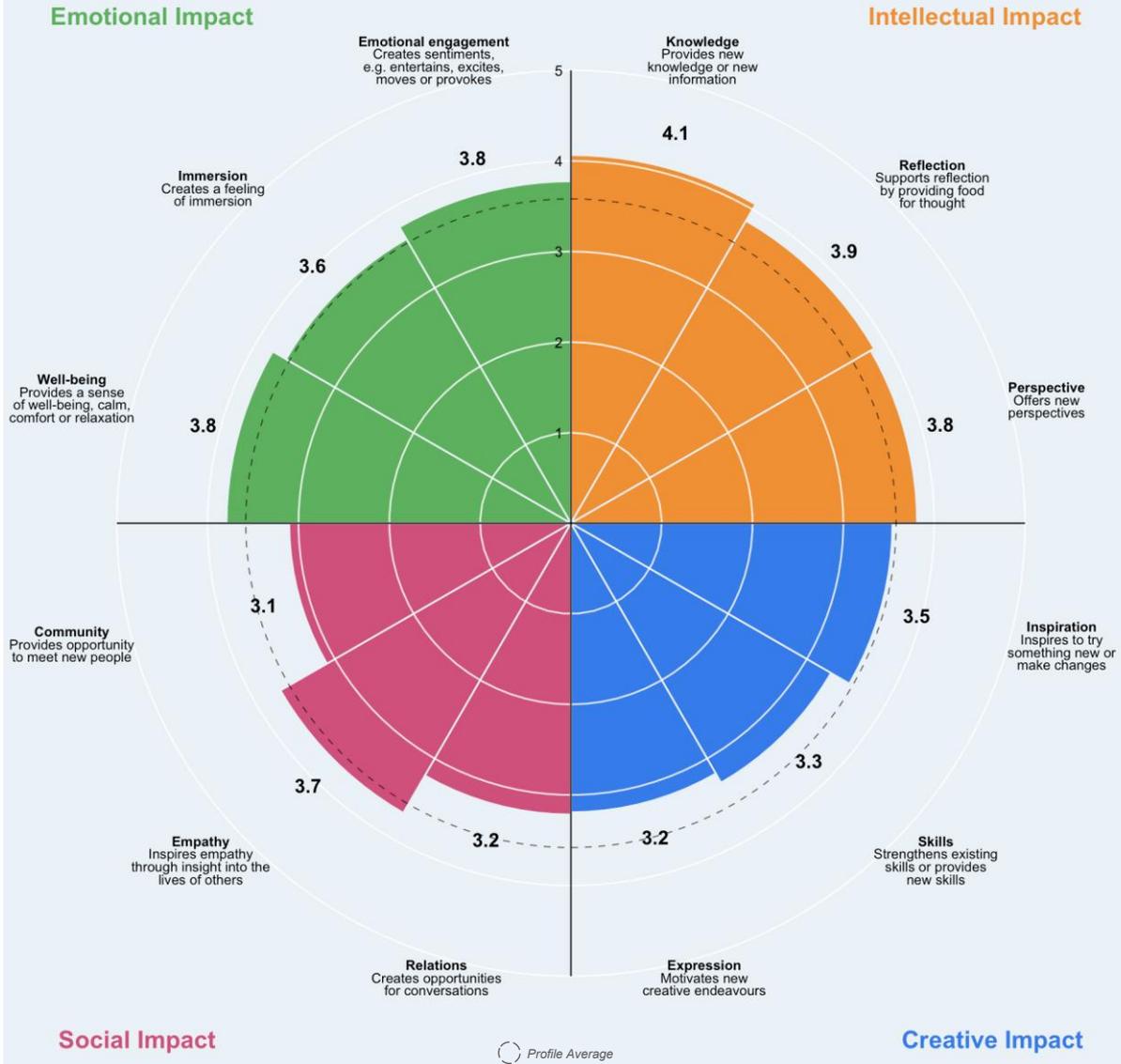
With a profile average of 3.6, this service scores at the higher end of the expected range.

## Overall impact of Collections

- Users generally experience very significant all-round impact from interacting with the library Collections, with no scores below 3.1.
- A remarkably high score of 4.1 in 'Knowledge', along with several scores of 3.8 and 3.9 across the Emotional and Intellectual dimensions indicate profound impact in these areas.

## Key nuances

- Within the Social dimension, there is a distinct peak in the 'Empathy' parameter, emphasising how access to knowledge also inspires understanding of others.



## What do Collections mean to Evan?

Evan enjoys going to the library to expand his horizon. He loves browsing the new books section, where he routinely checks out the latest releases. Evan lets his eyes wander and picks whatever looks appealing. This process of discovery allows him to gain new perspectives on the world and simply enjoy finding new gems on the shelf.

“I think that walking around browsing books really opens you up to new books and useful perspectives. You might see a book cover that’s eye-catching, and it’s something you would never expect yourself to read before.”

Evan



Photo: Halifax Public Libraries

# Spaces

Profile Average: 3.3

The Impact Profile of **Spaces** is based on 395 users who have used Halifax Public Libraries' spaces in the past year.

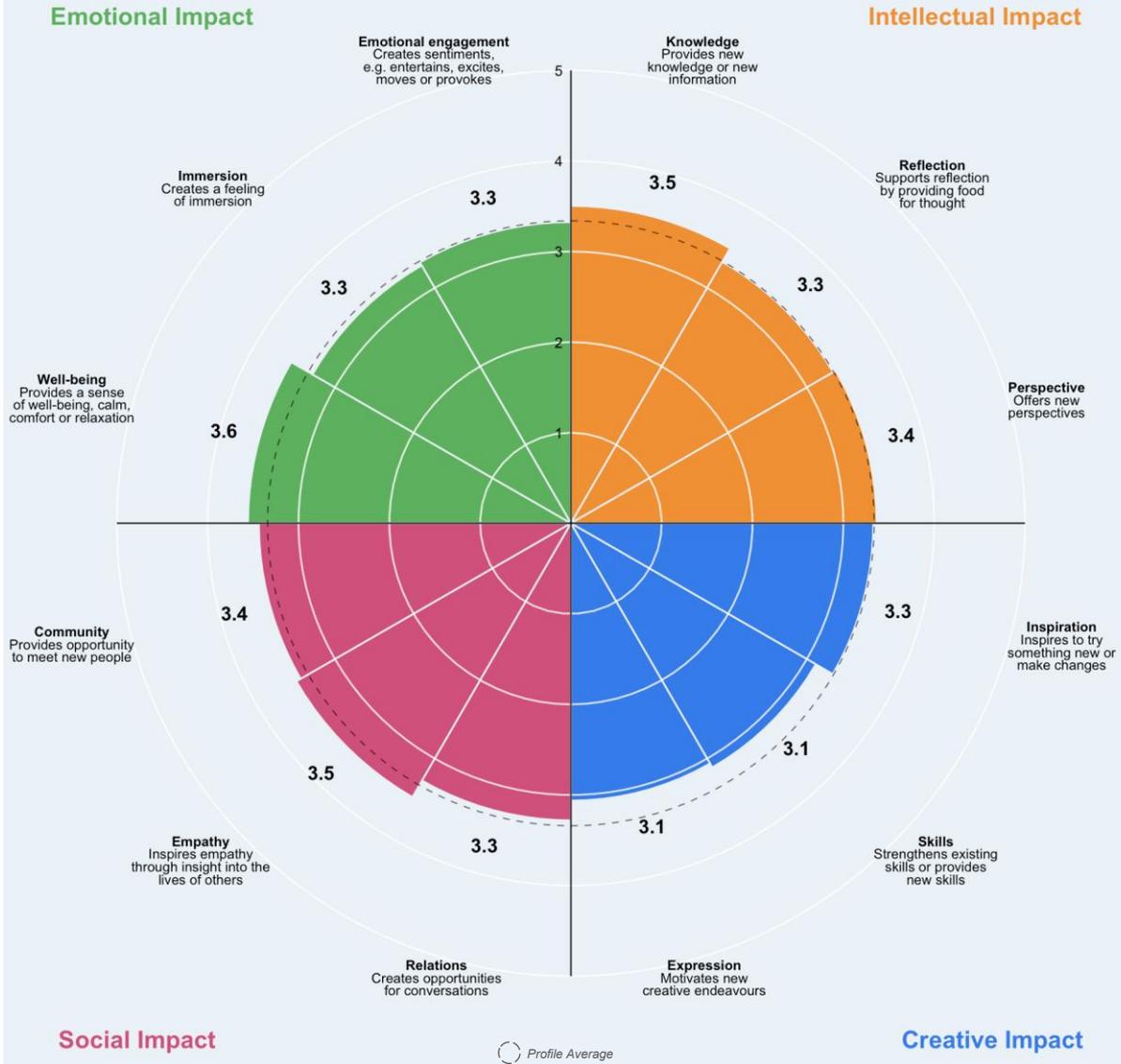
With a profile average of 3.3, this service scores around the middle of the expected range.

## Overall impact of Spaces

- Users experience strong and stable impact across the Emotional, Intellectual, and Social dimensions, with the 'Well-being' and 'Knowledge', and 'Empathy' parameters scoring highest at the 3.5 – 3.6 range.

## Key nuances

- Although the Creative dimension scores slightly lower, none of the parameters measured fall below 3.1. This indicates a strong overall impact.



## What do Spaces mean to Amina?

As an international student living in a house of many roommates, finding a quiet, peaceful space to study can be a challenge. Going to the library to study has helped Amina find motivation and hope in lonely periods of her life as an international student living in Halifax.

“The library has been instrumental in helping me get my work done and succeed. They lent me a computer and a charger so I could finish my assignments, and they allowed me to use their rooms for work. Those spaces also enabled me to attend my first online job interview, helping me stay focused and put my best foot forward.”

Amina



Photo: Halifax Public Libraries

# Programs

Profile Average: 3.6

The Impact Profile of **Programs** is based on 290 users who have attended Halifax Public Libraries' programs within the past year.

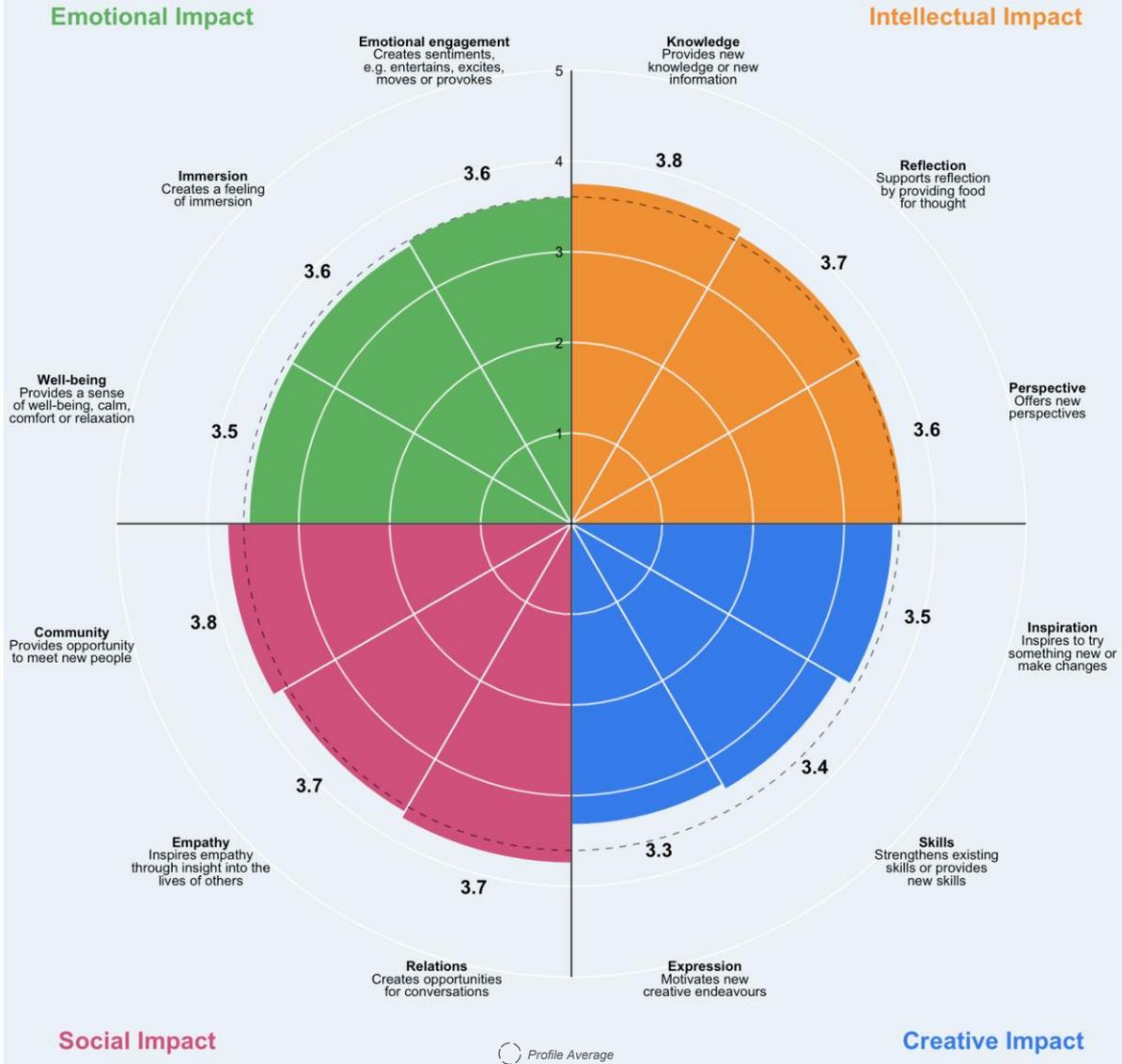
With a profile average of 3.6, this service scores at the higher end of the expected range.

## Overall impact of Programs

- Programs are attended by fewer people than the other library services. However, those who do participate generally experience a strong all-round impact, with no scores below 3.3.

## Key nuances

- The Social dimension clearly stands out compared to other services, suggesting that attending Programs leads to connecting with new people and engaging in meaningful conversations.



## What do Programs mean to Sophia?

Having spent ten years living in Norway and traveling to Vancouver before moving to Halifax, Sophia has a strong interest in people and culture. With its diverse set of programs, the library promotes diversity and multiculturalism.

“It’s cool how the programming is tailored to different neighborhoods. In one of the branches, where there’s a large Arabic-speaking population, there are many language activities and books in Arabic. At the central library, there are lots of musical events, classical music, and programs for immigrants, locals, and seniors.

I also love that they’ve added chess to the program. It’s amazing because it’s often seen as elitist, but it’s such a great game to learn, and now children from any background can participate – not just those from privileged backgrounds.”

Sophia



# Staff

**Profile Average: 3.0**

The Impact Profile of **Staff** is based on 374 users who have received guidance from Halifax Public Libraries' staff within the past year.

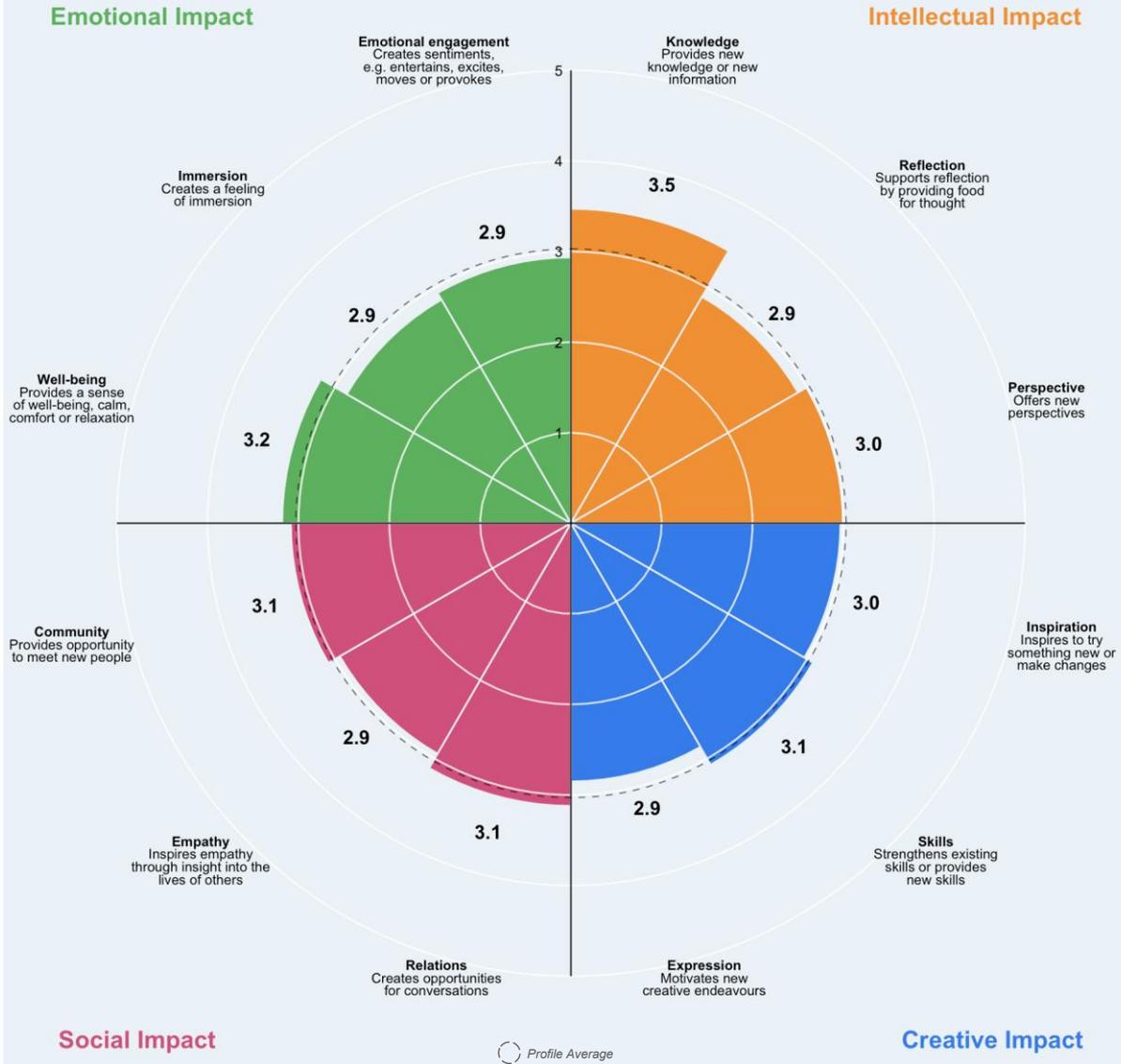
With a profile average of 3.0, this service scores at the middle of the expected range.

## Overall impact of Staff

- Users generally experience the most impact within the Emotional and Intellectual dimensions, with *'Knowledge'* and *'Well-being'* scoring highest at 3.5 and 3.2, respectively.

## Key nuances

- The Profile Average score of Staff (3.0) is lower than for other library services, with some parameters scoring below 3.0. However, peaks indicate the core support offered to users by Halifax Public Libraries' staff as sources of knowledge, information, well-being, and comfort.



## What do Staff mean to Amina?

Sometimes, it is the small gestures that make the biggest impact. From being too shy to ask staff for anything, Amina has seen her relationship with them grow, realizing how far they will go to provide her with the best possible experience at the library. Instead of making her feel like a burden, Amina finds that the staff encourage her to come and make the most of the library. This makes her feel seen, comforted, and able to study.

“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.”

Amina

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## Perceived impact and feedback from users and non-users

# Reasons for not using library services

## Reasons for not using library services

*Do you have any particular personal reasons for not using public library services?*

*Please select all that apply:*



n: 67

## Library non-use does not stem from unawareness or dislike of library services

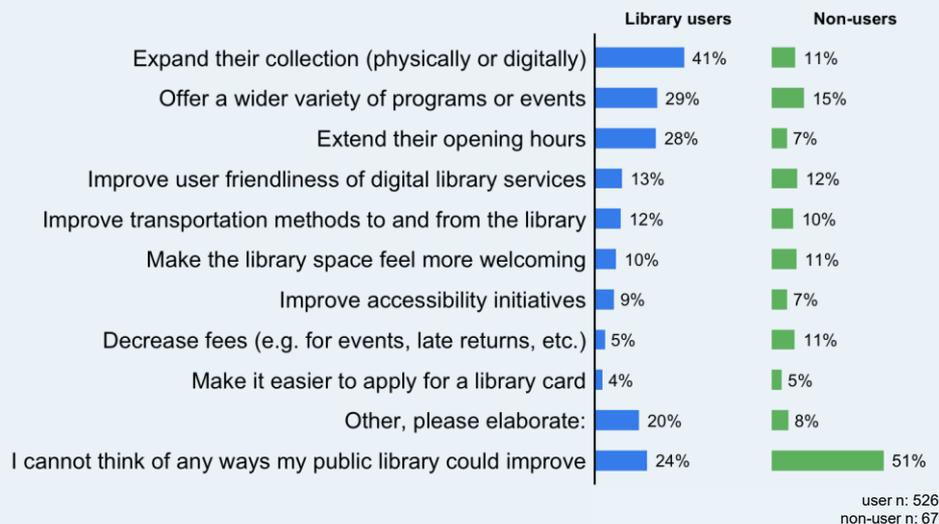
- Non-users are generally aware of what Halifax Public Libraries have to offer, but they do not feel an urgent push to use library services.
- In fact, most non-users report that they do not use library services simply because they do not currently need the services (30%), are too busy (19%) or for “no particular reason” (25%).
- Only 4% of non-users feel in doubt about what Halifax Public Libraries have to offer. Likewise, very few non-users have a dislike for libraries or adverse past experiences with them.

# Library service feedback, users and non-users

## Suggestions offered by users and non-users

*If you could decide ways for your local public library to improve, what would they be?*

*Please select all that apply. I think my public library should...*



**Many non-users do not have improvement suggestions, while users would like even better access to their library**

- Half of non-users are unable to suggest improvements. Among those who do, there is no singular preference for what to improve.
- 11% of non-users would like to see lower fees, indicating perceived financial barriers despite Halifax Public Libraries being fine free.
- Users would like to make even more use of their library: in particular, they request larger collections (41%), more programs (29%), or longer opening hours (28%). 20% have 'other' suggestions, e.g. a wish for bigger spaces.
- 1 in 4 users do not find that any of the listed options need improving.

## Inputs from users

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

John

“I wish I had access to more magazines—licenses and subscriptions to global publications.”

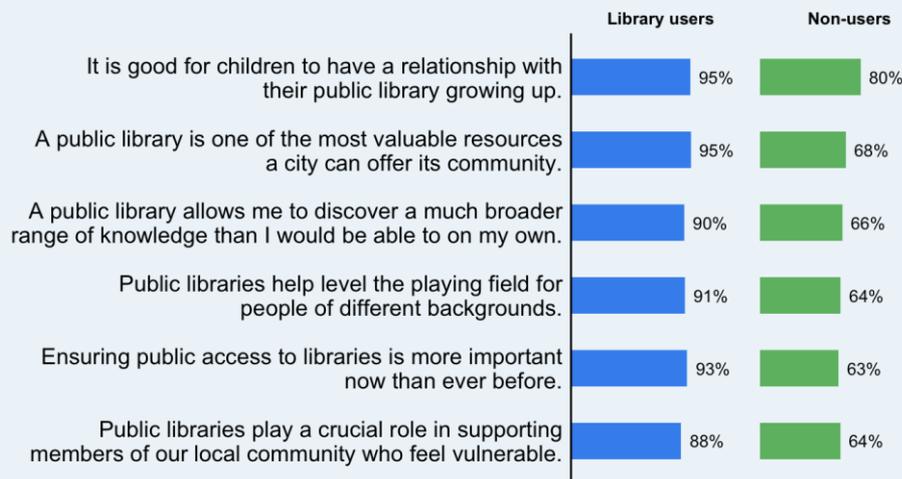
Sophia

# Library impact perceptions, users and non-users

## Perceived library impact on individuals, communities, and society

Please indicate the extent to which you agree or disagree with the following statements.

Percentage "Agree" or "Strongly agree":



user n: 526  
non-user n: 67

## Libraries are highly valued institutions among both users and non-users

- Whether asked about their individual needs, support for their local community, or about the role of libraries in society, a large majority of both users and non-users agree on the importance of public libraries.
- Even among non-users, 68% agree that a public library is one of the most valuable resources a city can offer its community.

## Inputs from users

“You know, for the different programs, it’s funny how I’ve met so many people just by standing in line together to grab snacks before a program starts. You end up chatting. I really enjoy that because people are so friendly and genuinely want to help you succeed. Recently, I was talking about my studies and that I was looking for a full-time position, and someone said: ‘Why don’t you try applying here or there?’. That was really nice.”

Amina

“Sometimes, when I go downtown, I visit our beautiful library in the downtown core of Halifax. I’m very proud of it. It even won an architectural award.”

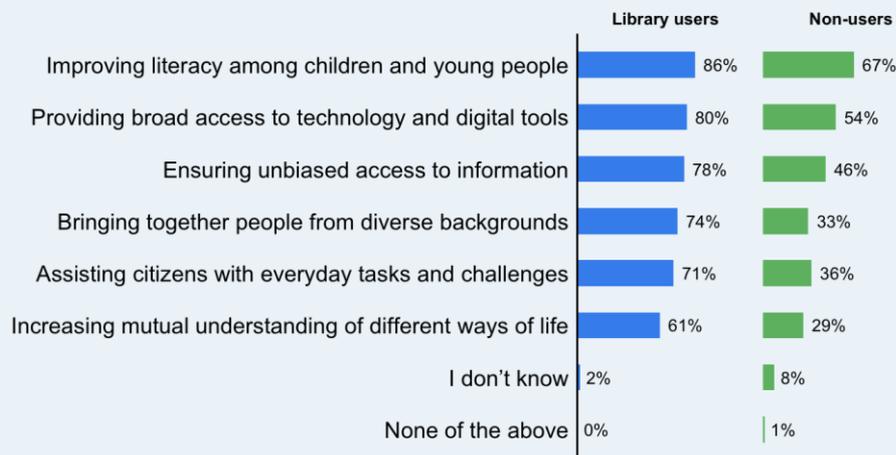
John

# Areas of library impact according to users and non-users

## Areas with most significant library impact

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

*Please select all that apply:*



user n: 526  
non-user n: 67

## Users and non-users alike believe in significant positive library impact

- Nearly all users of Halifax Public Libraries believe that public libraries have significant positive impact within at least one of the listed areas.
- 86% of users believe that this positive impact is most significant within early literacy.
- Crucially, non-use does not equate to disbelief in library impact. On the contrary, 9 out of 10 non-users believe that public libraries have significant positive impact in at least one area.
- Many respondents have selected multiple areas of positive impact – especially among users – indicating a conviction that public libraries deliver value broadly.

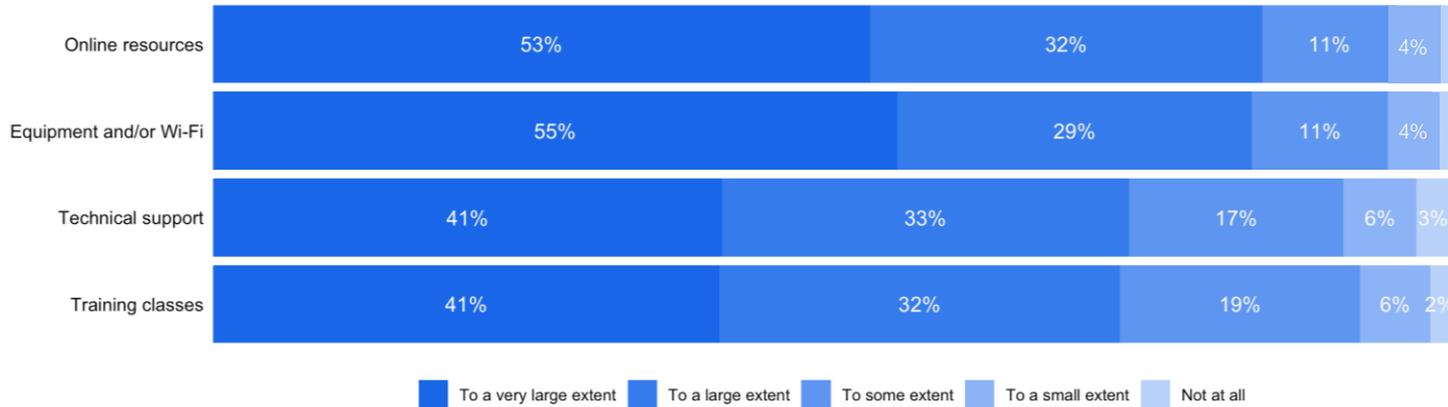
# Perceived impact of technological services

The majority of library users believe that technological services offered by Halifax Public Libraries have a positive impact for people in the local community. Most users find that both online resources as well as physical equipment and Wi-Fi have a large or very large positive impact (85-84%, respectively). Although rated slightly lower, tech support and training classes are nonetheless believed to have a large or very large impact by about 3 out of 4 users.

## Impact of technological services according to current library users

*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?*



n: 526

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.

## IS IT A 3IRD

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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.

## *It depends*

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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.

A National Summary Report (publication early 2026) 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.

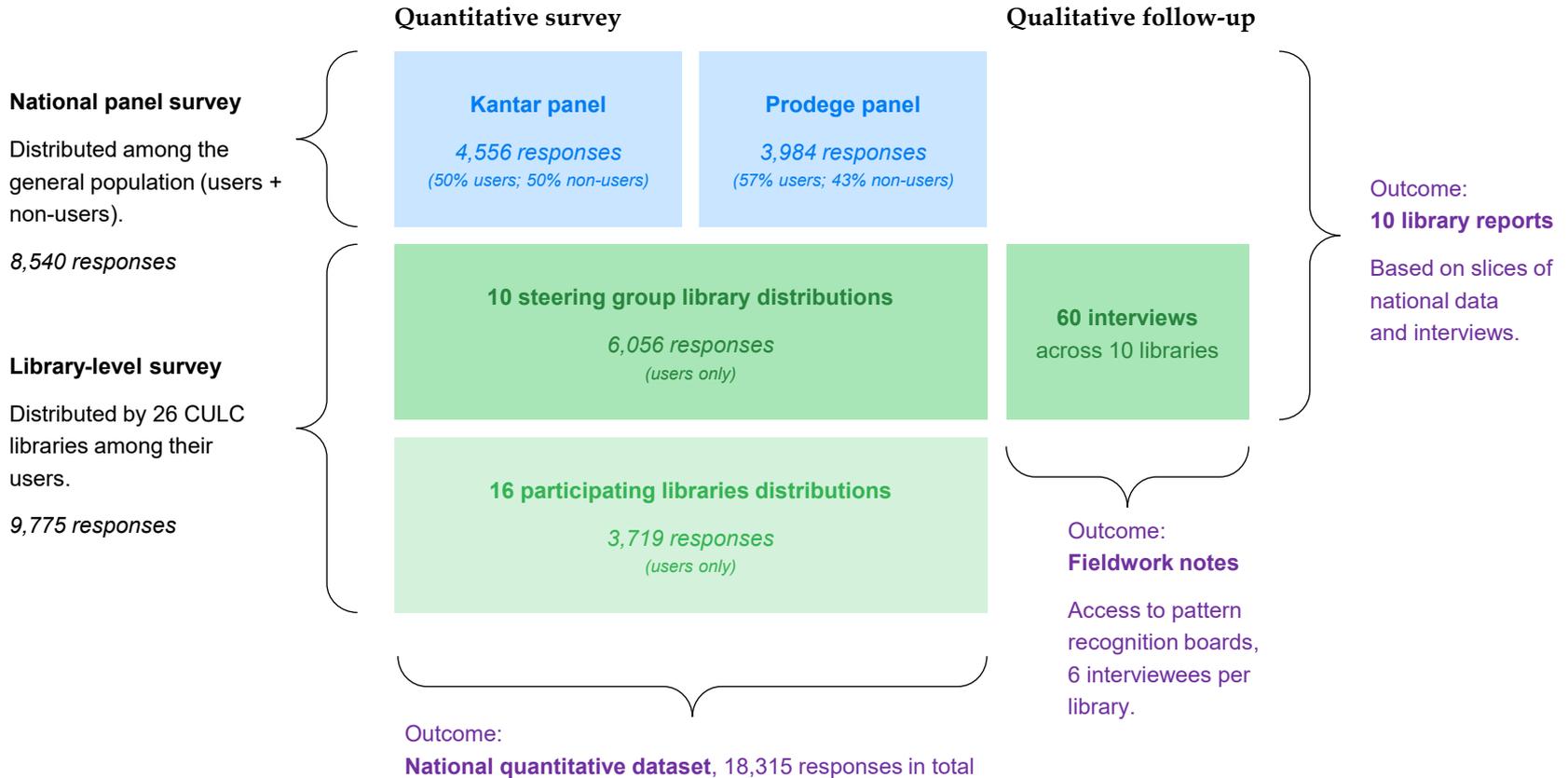
## Follow-up qualitative interviews

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

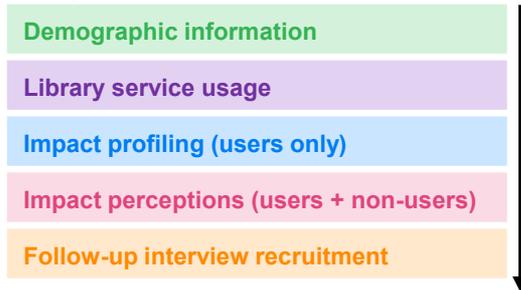
## Multilingual questionnaire

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.

### Survey flow

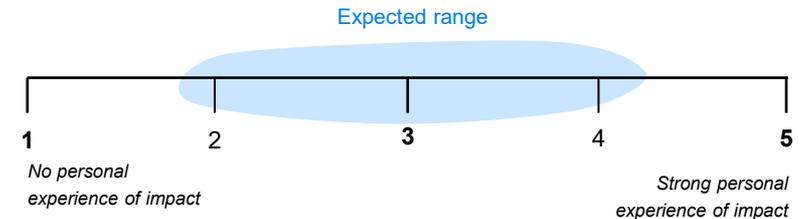


## Impact Profile metrics

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, Programmes, 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.



*It depends* × IS IT A 3IRD

# 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:

1. **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.
2. **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. This weight ensures that the national results are not skewed by the addition of the library user base collection data.

# Geographic filtering

## Filtered panel sampling of non-users

By definition, users of a given library are people who have used at least one of the library's services within the past year. Thus, non-users relevant to a given library are identified as one of the following:

a) individuals who have not used any library services within the past year but who reside in an area close to the library, as identified by their postal code.

b) individuals who have previously used this library services (more than 1 year ago) without having used any library services in the meantime.

Refer to the table of postal codes (FSA) to the right.

## Restricted library user base sampling

Calgary Public Library, Ottawa Public Library, Regina Public Library, and Saskatoon Public Library have opted to restrict their in-house user base data collection based on the postal codes supplied by the individual library systems.

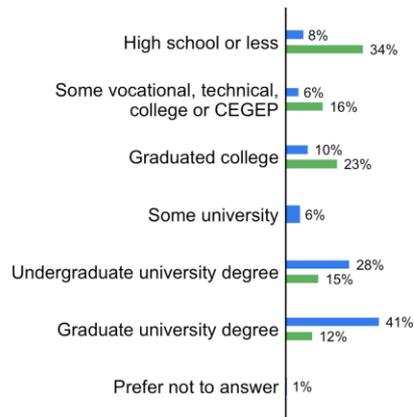
Refer to the table of postal codes (FSA) to the right.

<b>Calgary Public Library</b>	T2X, T2Y, T3Z, T3H, T3B, T3L, T2M, T2T, T3C, T3G, T3A, T1S, T2W, T2V, T2J, T2H, T3E, T2P, T2N, T2L, T2S, T2G, T2R, T2E, T2K, T3J, T3R, T3P, T3K, T4B, T3M, T2Z, T2C, T3S, T2B, T2A, T1Y, T1X, T3N, T1Z, T4A, T3T
<b>Edmonton Public Library</b>	T5A, T5B, T5C, T5E, T5G, T5H, T5J, T5K, T5L, T5M, T5N, T5P, T5R, T5S, T5T, T5V, T5W, T5X, T5Y, T5Z, T6A, T6B, T6C, T6E, T6G, T6H, T6J, T6K, T6L, T6M, T6N, T6P, T6R, T6S, T6T, T6V, T6W, T6X, T6Y
<b>Halifax Public Libraries</b>	B3H, B3J, B3K, B3L, B3M, B3N, B3P, B3R, B3S
<b>Hamilton Public Library</b>	L8B, L8E, L8G, L8H, L8J, L8K, L8L, L8M, L8N, L8P, L8R, L8S, L8T, L8V, L8W, L9A, L9B, L9C, L9G, L9H, L9K
<b>Bibliothèques Montréal</b>	H1A, H1B, H1C, H1E, H1G, H1H, H1J, H1K, H1L, H1M, H1N, H1P, H1R, H1S, H1T, H1V, H1W, H1X, H1Y, H1Z, H2A, H2B, H2C, H2E, H2G, H2H, H2J, H2K, H2L, H2M, H2N, H2P, H2R, H2S, H2T, H2V, H2W, H2X, H2Y, H2Z, H3A, H3B, H3C, H3E, H3G, H3H, H3J, H3K, H3L, H3M, H3N, H3S, H3T, H3V, H3W, H3X, H4A, H4B, H4C, H4E, H4G, H4H, H4J, H4K, H4L, H4M, H4N, H4P, H4R, H4S, H4T, H5A, H5B, H8N, H8P, H8R, H8S, H8T, H8Y, H8Z, H9C, H9E, H9H, H9K
<b>Ottawa Public Library</b>	K1A, K1B, K1C, K1E, K1G, K1H, K1J, K1K, K1L, K1M, K1N, K1P, K1R, K1S, K1T, K1V, K1W, K1X, K1Y, K1Z, K2A, K2B, K2C, K2E, K2G, K2H, K2J, K2K, K2L, K2M, K2P, K2R, K2S, K2T, K2V, K2W, K4A, K4B, K4C, K4M, K4P
<b>Regina Public Library</b>	S4L, S4N, S4P, S4R, S4S, S4T, S4V, S4W, S4X, S4Y, S4Z
<b>Saskatoon Public Library</b>	S7B, S7C, S7H, S7J, S7K, S7L, S7M, S7N, S7P, S7R, S7S, S7T, S7V, S7W
<b>Vancouver Public Library</b>	V5K, V5L, V5M, V5N, V5P, V5R, V5S, V5T, V5V, V5W, V5X, V5Y, V5Z, V6A, V6B, V6C, V6E, V6G, V6H, V6J, V6K, V6L, V6M, V6N, V6P, V6R, V6S, V6T, V6Z, V7X, V7Y
<b>Vaughan Public Libraries</b>	L3T, L4B, L4C, L4H, L4J, L4K, L4L, L4S, L6A, L6P, L6R, L6S, L6T, M2R, M3J, M9L, M9V



# Key respondent characteristics (1/2)

**Education level**



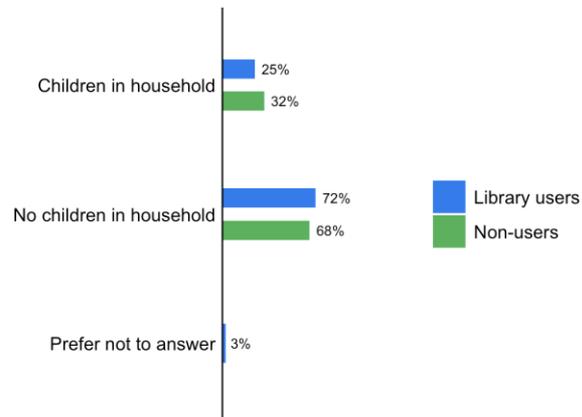
user n: 526  
non-user n: 67

**Household income**



user n: 526  
non-user n: 67

**Children**



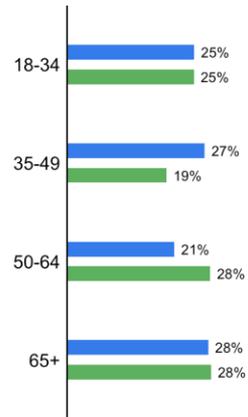
user n: 526  
non-user n: 67

Library users  
Non-users



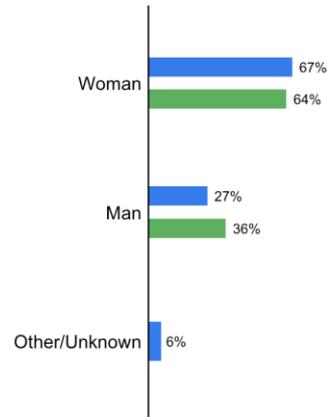
## Key respondent characteristics (2/2)

### Age groups



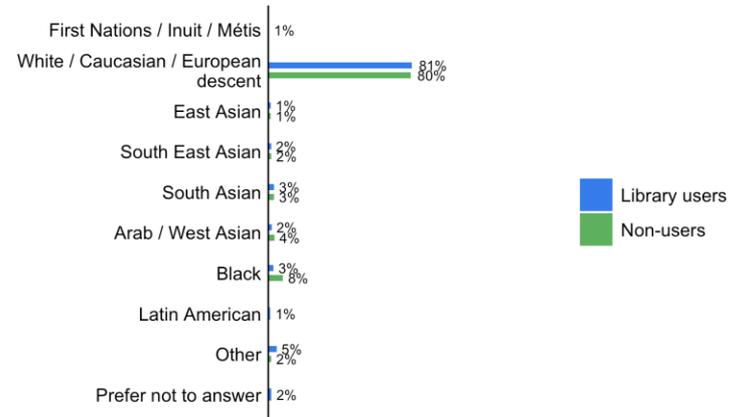
user n: 526  
non-user n: 67

### Gender identity



user n: 526  
non-user n: 67

### Ethnicity



user n: 526  
non-user n: 67

Old ways won't open new doors

# Addendum: National results

# Notes on the national results

## How to use and not use the national results

The aim and spirit of this impact study is illustrating the impact of public libraries across Canada. The research design and data collection methods do not facilitate between-library comparisons.

Comparisons to national averages are provided as an addendum to contextualise Impact Profile patterns. E.g. do Collections generally exhibit the same peaks across libraries? Are scores for Staff typically lower? Do Programs typically have more all-round impact?

These visualizations provide an idea of how individual library impact scores compare to the average library user across the country, but they should be interpreted cautiously.

The CULC Study Average cuts across users from very different library systems who are part of the dataset (10 steering group libraries, additional 16 active participants, as well as 27 other library systems who were covered in the panel sample).

The big-picture view is that libraries demonstrate impact in very similar ways across the country, regardless of the exact scores. Generally, there are only small differences between individual library scores and the national averages.

## The CULC Impact Study average

The CULC Impact Study average is calculated based on 13,491 user responses collected across 53 CULC member library systems.

Respondents from all library systems have been recruited through the national panels, and 26 library systems have supplemented the panel data collection by distributing the survey to their own user base.

Library users in the combined dataset have been weighted to match the distribution of libraries in the panel sample. This weight ensures that the national results are not skewed by the addition of the library user base collection data.



## ADDENDUM

# How to read the national results figures

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

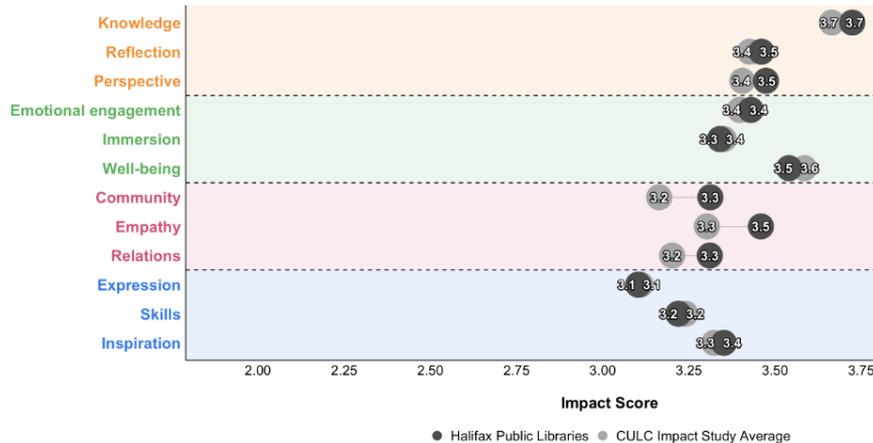
Parameters measure the presence or absence of positive impact. A low score on a given parameter is not reflective of negative impact. Rather, it indicates that library users have generally not experienced a specific type of impact.

National results are provided for Overall Impact, as well as for each of the four services: Collections, Spaces, Programs, and Staff.

Individual library deviations around the national CULC averages are generally small. A sizeable positive deviation on one or more parameters could indicate that the library has succeeded in generating above-average positive impact on these parameters.

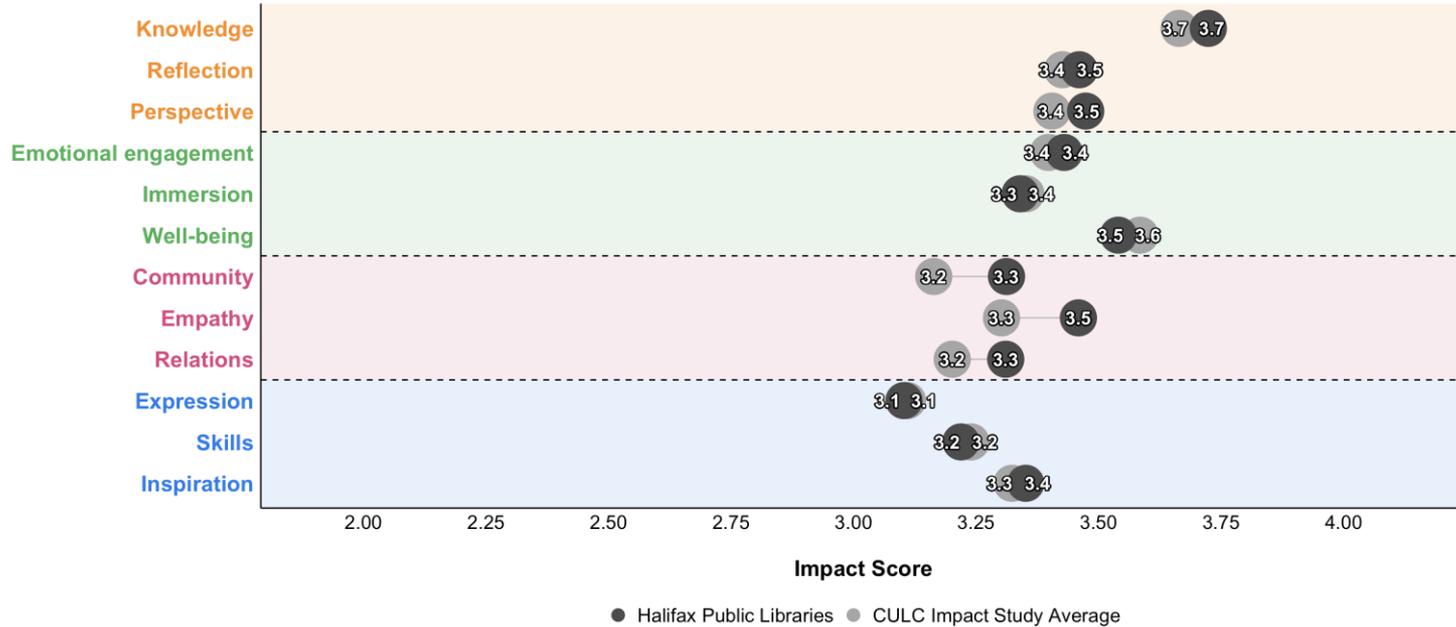
Where individual library scores vary in tandem with the national average, this highlights how public libraries and their users are in many ways more alike than they are different.

Please note that impact score labels are rounded to 1 decimal.



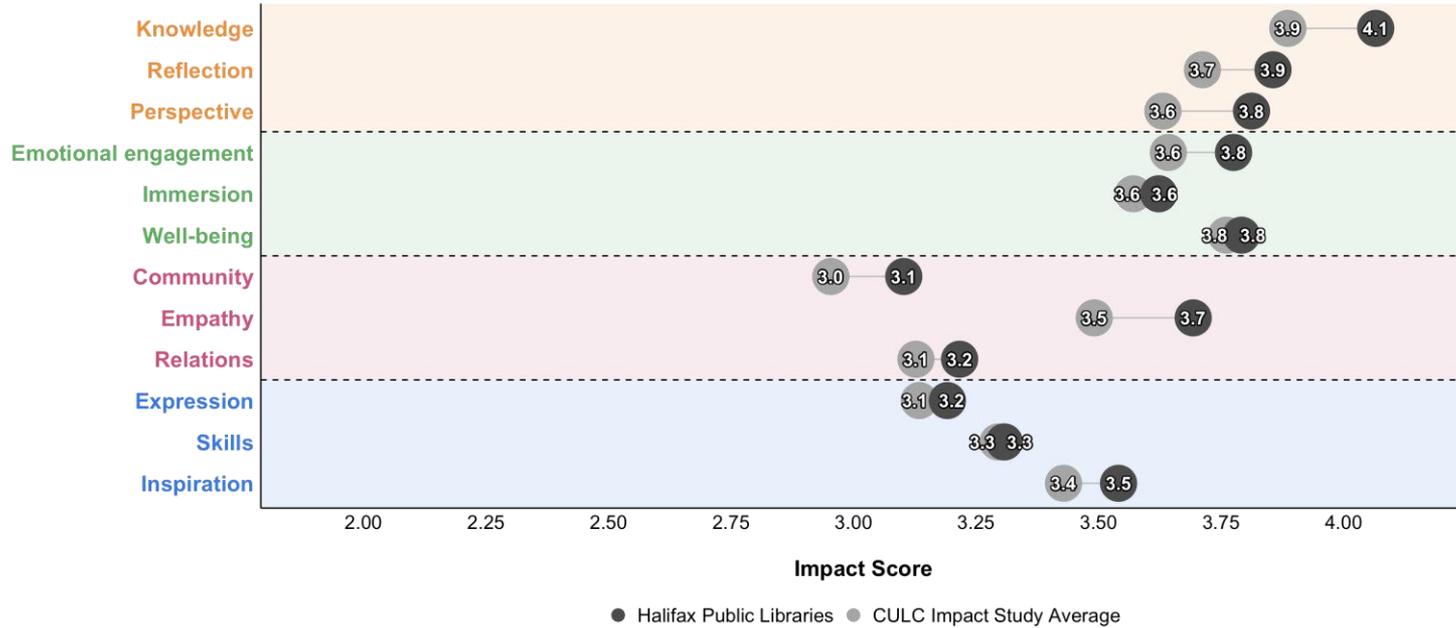
Note: Original scale (1-5) constrained to show the expected empirical range (2-4).

# National results – Overall



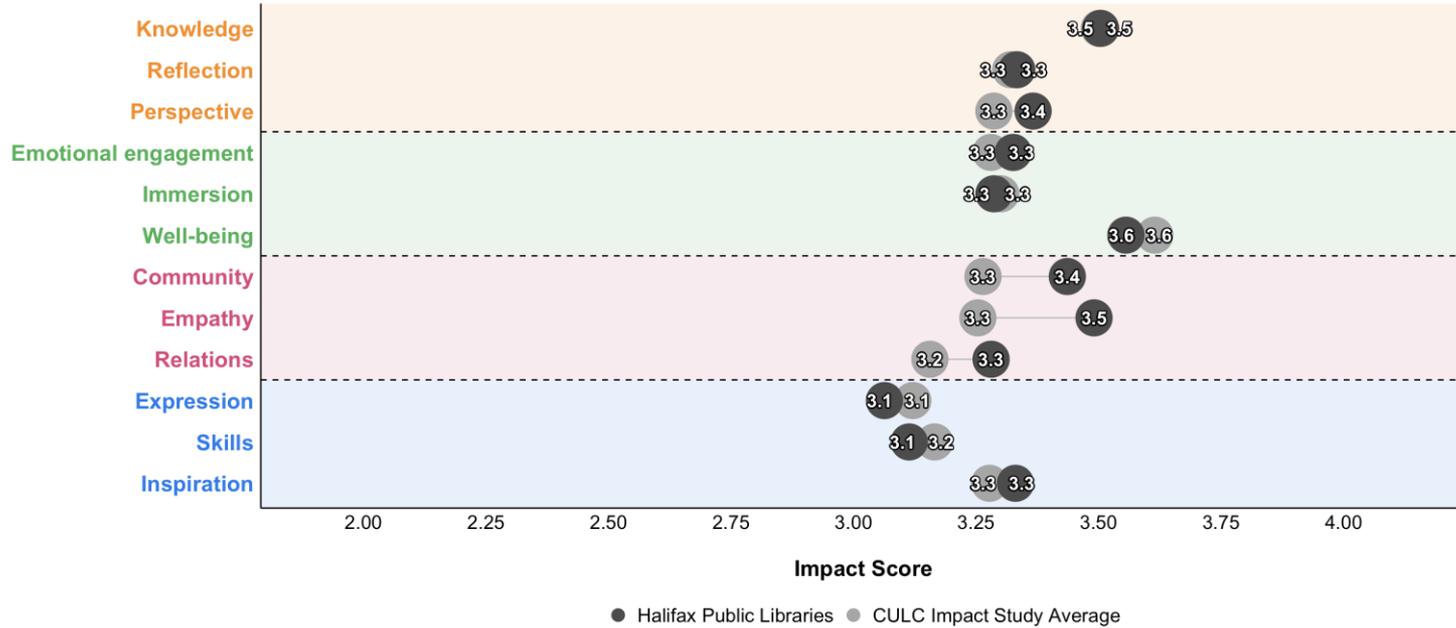
Note: Original scale (1-5) constrained to show the expected empirical range (2-4).

# National results – Collections



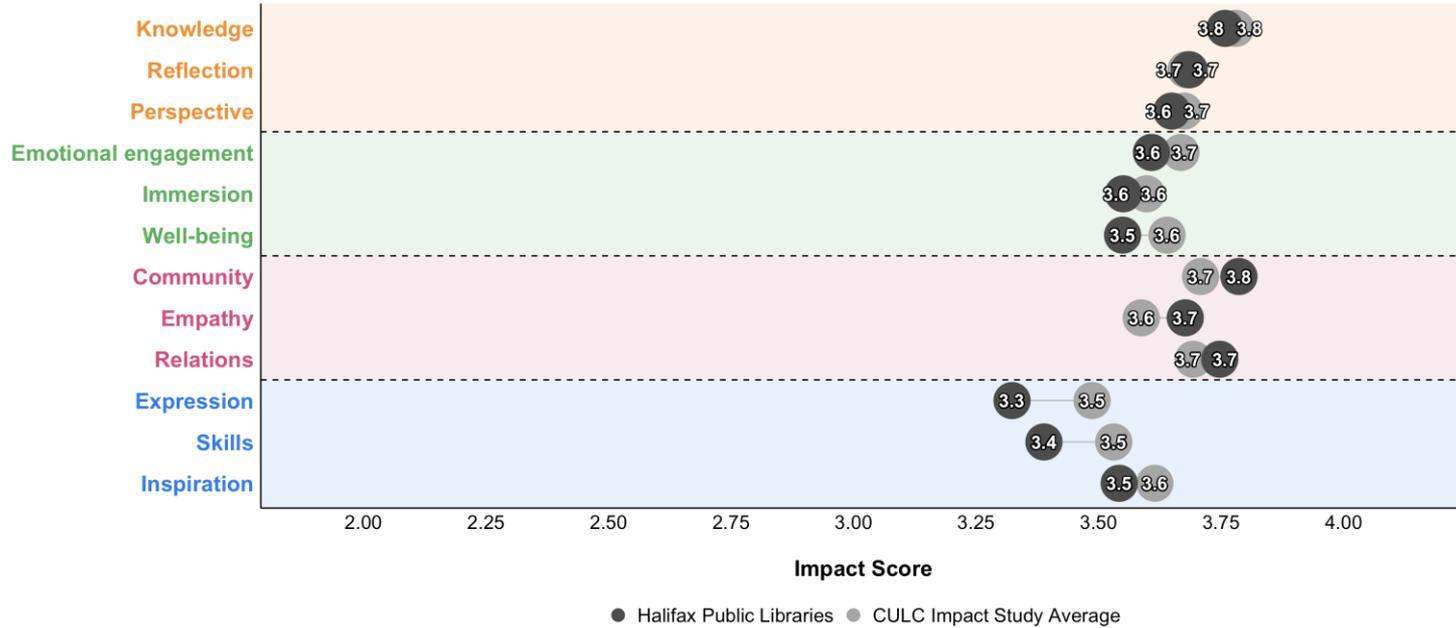
Note: Original scale (1-5) constrained to show the expected empirical range (2-4).

# National results – Spaces



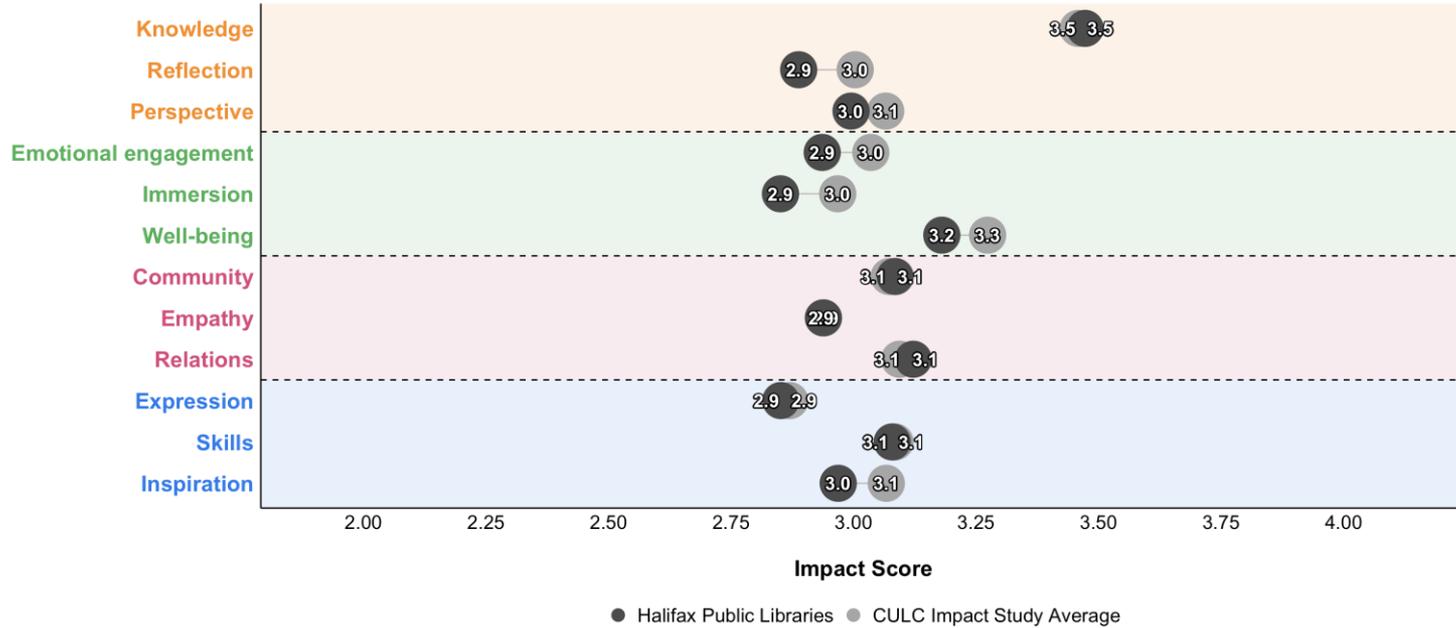
Note: Original scale (1-5) constrained to show the expected empirical range (2-4).

# National results – Programs



Note: Original scale (1-5) constrained to show the expected empirical range (2-4).

# National results – Staff



Note: Original scale (1-5) constrained to show the expected empirical range (2-4).