

# Media Advisory

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For immediate release

## Ontario Public Libraries Annual Survey Week: Get Counted When It Counts!

November 6, 2017—Support your Clarington Public Library and other public library systems across the province this November during the Ontario Public Libraries Annual Survey Week, November 8<sup>th</sup> to 14<sup>th</sup>!

During this week, Clarington Public Library will be recording detailed statistical information at each service point. This data will help in creating a representative picture of public library usage, both locally and throughout Ontario. The anonymous statistical data includes but is not limited to: number of visitors, items circulated, website hits, eBook and eAudio checkouts, and program attendees.

Similar statistics will be recorded by other public libraries in Ontario this month. The information is gathered and administered by the Ontario Ministry of Tourism, Culture, and Sport, which requires all public libraries in the province to measure their activities during a typical week in the month of November.

The gathered data is vital in providing a representative snapshot into a library's daily use, and helps identify usage trends and opportunities for growth or new initiatives. The measures are similar from year-to-year and the same for all public libraries, allowing for a comparison of performance measures and overall use of the library's materials, resources, and services over time, and with other libraries across Ontario.

Statistical information sent to the Ministry includes:

- Circulation of materials, including books, magazines, movies, eBooks, etc.;
- In-library materials use;
- Use of eResources and database searches;
- Use of public computers and WiFi;
- Reference inquiries; and
- Visits to the Library, including walk-in and electronic.

Show your support during **November 8<sup>th</sup> to 14<sup>th</sup>**! Drop by any of Clarington Public Library's four branches in Bowmanville, Courtice, Newcastle, and Orono to attend a program, borrow books or movies for your family, or relax by the fireside. You can also show your support from home by downloading an eBook or eMagazine, or accessing an eResource such as Lynda.com or Mango Languages.

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