

# Teens & The TPL

Survey  
Findings:  
Alex &  
Theresa

# The Project



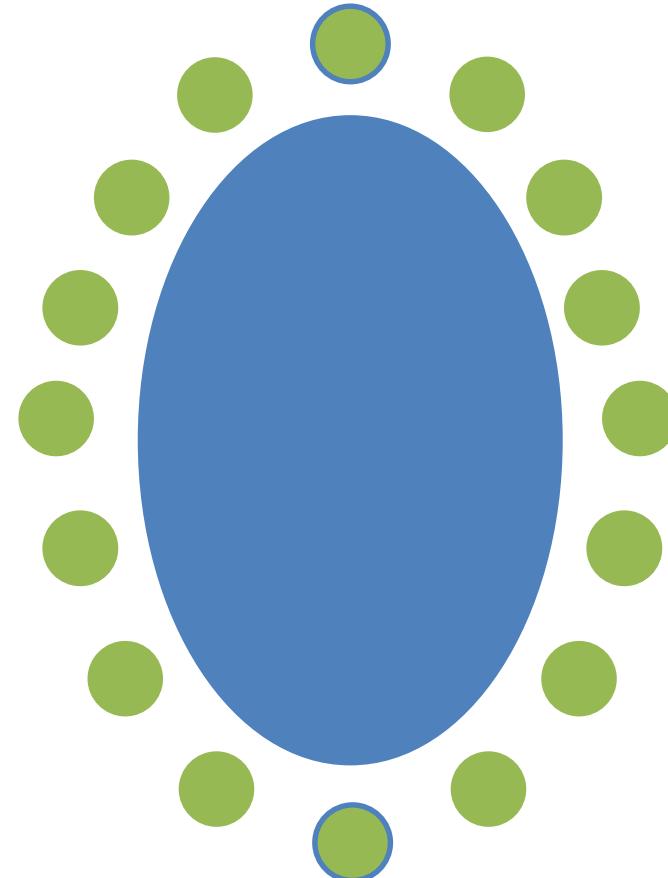
How can we get **more teens** involved with the library?

# Our Approach

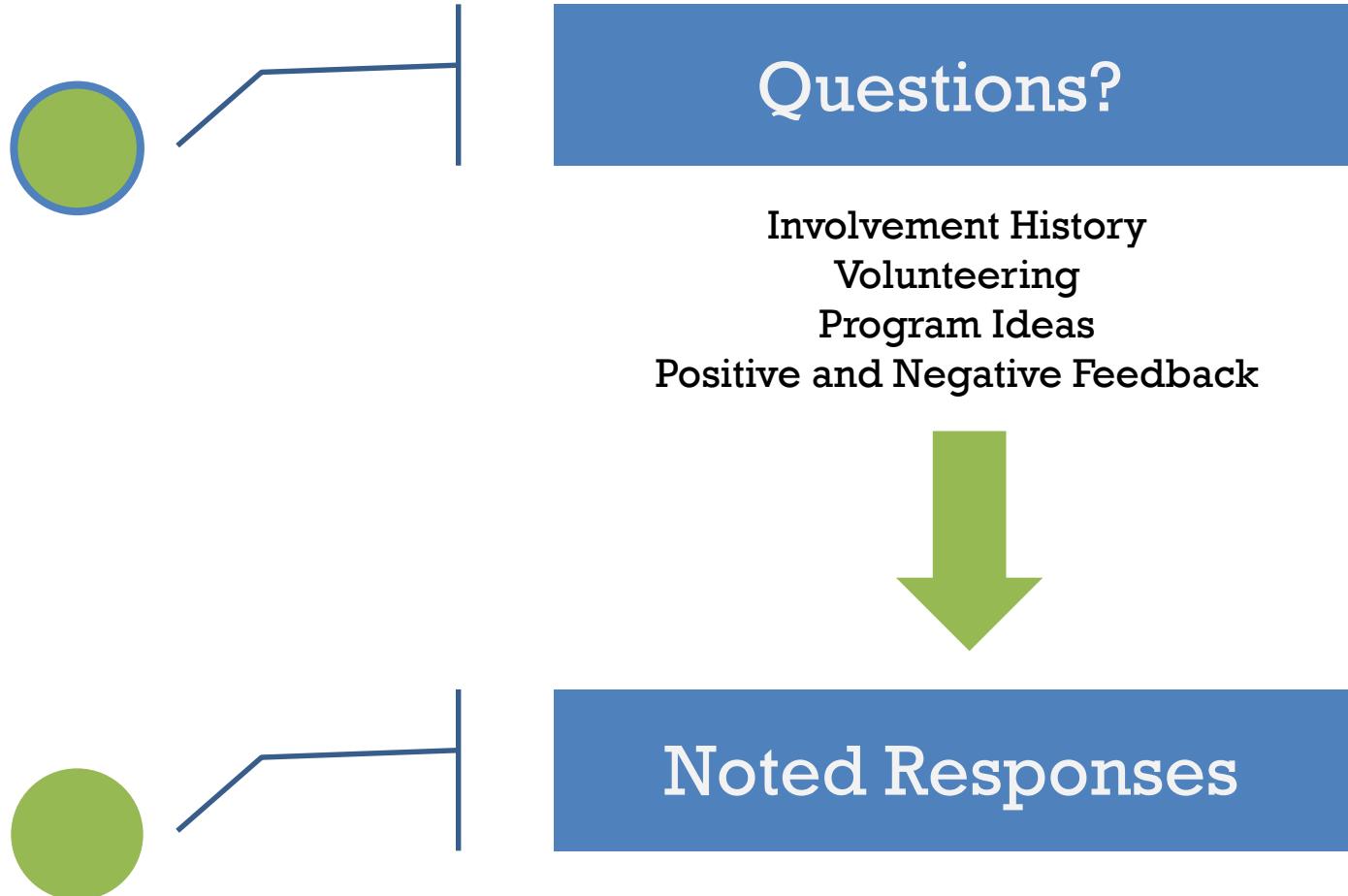
## 1. Focus Groups with YAGs



Weston  
Albion  
Sanderson  
Kennedy-Eglinton  
North York Central



# Inside the Focus Groups



# Our Findings

## Why Join?



Peers



Volunteer  
opportunities  
for hours



Family

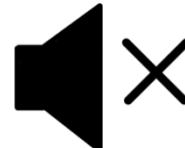
## Usage?



Taking out  
books



Free Wi-Fi



Pleasant study  
environment

## Suggestions?



More  
collections



More  
programs



Lower  
fines

# Follow-Up Survey



## Broader Survey: Teens Across Toronto

- Designed from focus group findings

Implemented for 2 weeks in May 2014

- Shared through TPL Teens blog, YAG, social media, Teen Advisor Channels

## Goals:

- Understand teenage perception of TPL
- Discover ways to increase involvement
- Get library information to teens taking the survey

# Demographics



102  
35%

Unknown

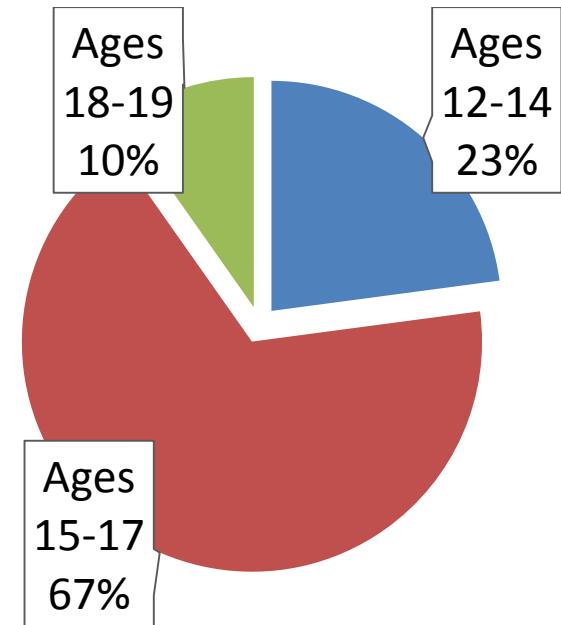


4  
1%

Female



191  
64%

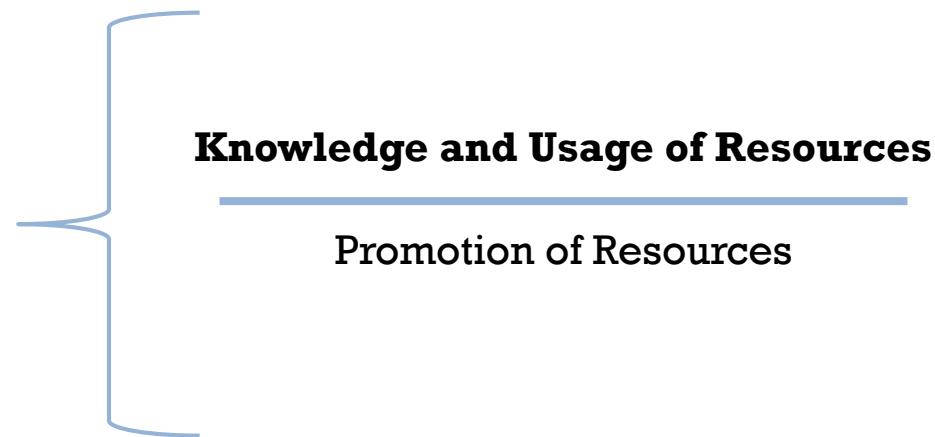


297 Teens

# Respondents



# Our Focus

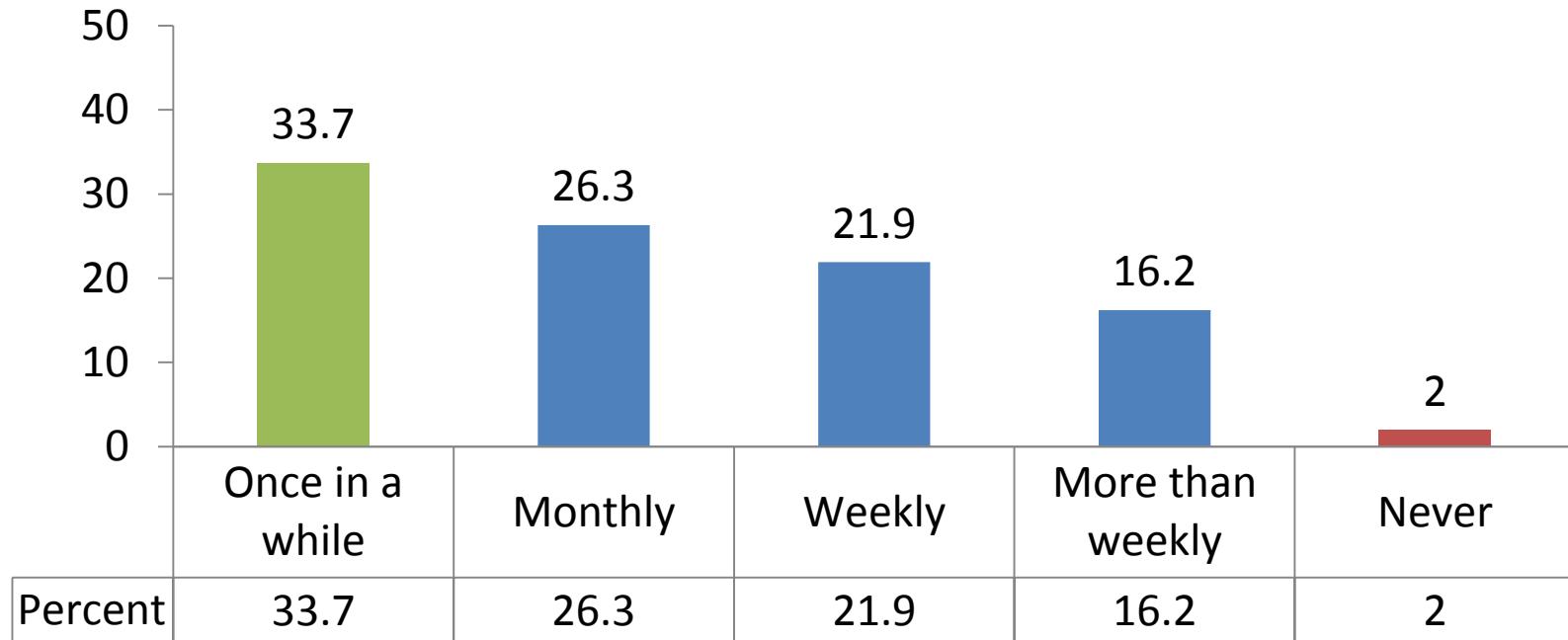


**Knowledge and Usage of Resources**

**Promotion of Resources**

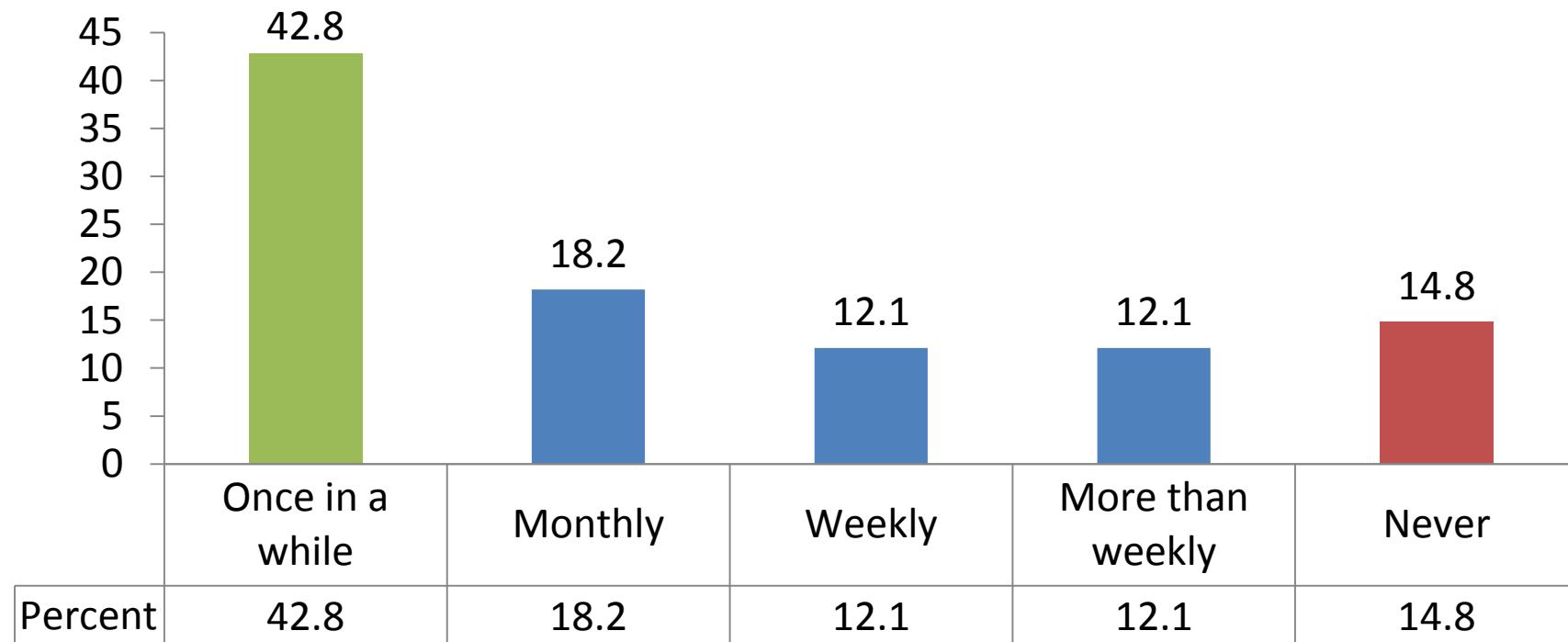
# Usage

How often do you visit a Toronto Public Library branch



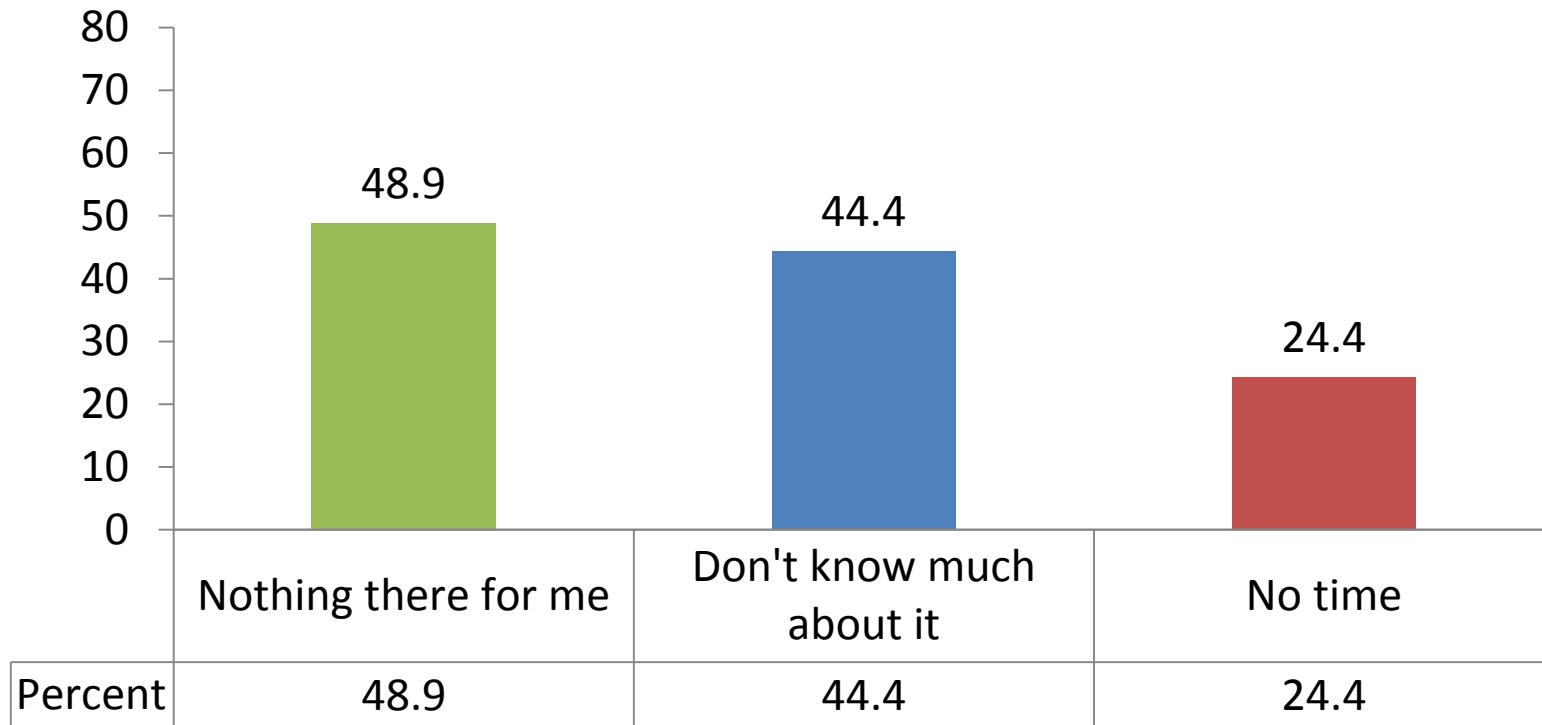
# Usage

How often do you visit the Toronto Public Library website?



# Usage

Why are you not likely to not use...  
...the Toronto Public Library website?



# Online Awareness

Q8: Do you know that the Toronto Public Library offers the following online?



Managing your account

**81.1%**



eBooks

**67.7%**



Book lists for teens

**60.9%**



Research databases

**57.9%**

eMagazines

**49.5%**



TPL Teens Blog

**35.7%**



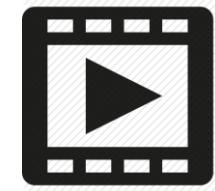
Downloadable music

**24.9%**



Downloadable movies

**22.9%**



# Summary of Knowledge and Usage of Resources

“Teens don’t maximize use of online resources because they aren’t aware of all them.”

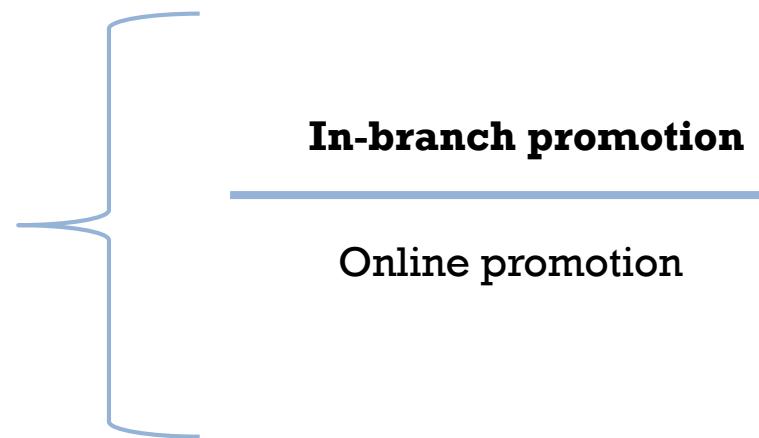
# Our Focus



**Knowledge and Usage of Resources**

**Promotion of Resources**

# Promotion of Resources

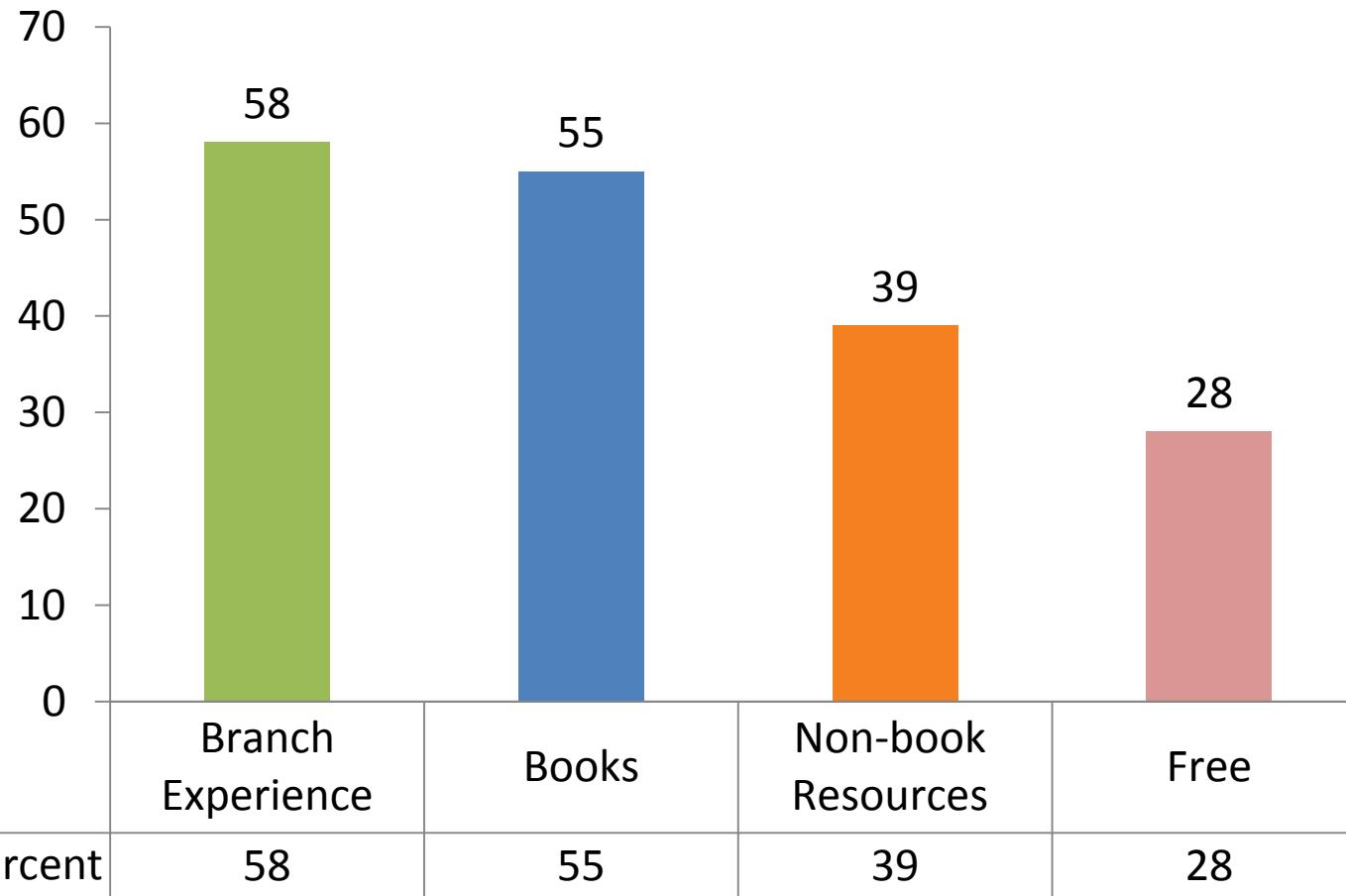


**In-branch promotion**

Online promotion

# In-Branch Promotion

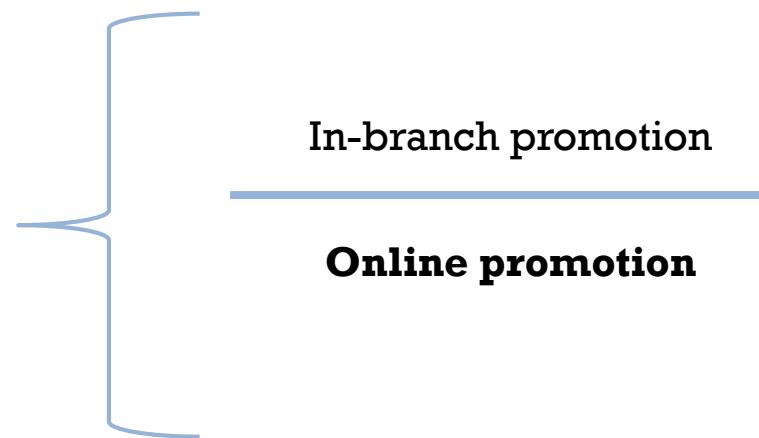
Q15: What do you like about the library?



# In-Branch Promotion

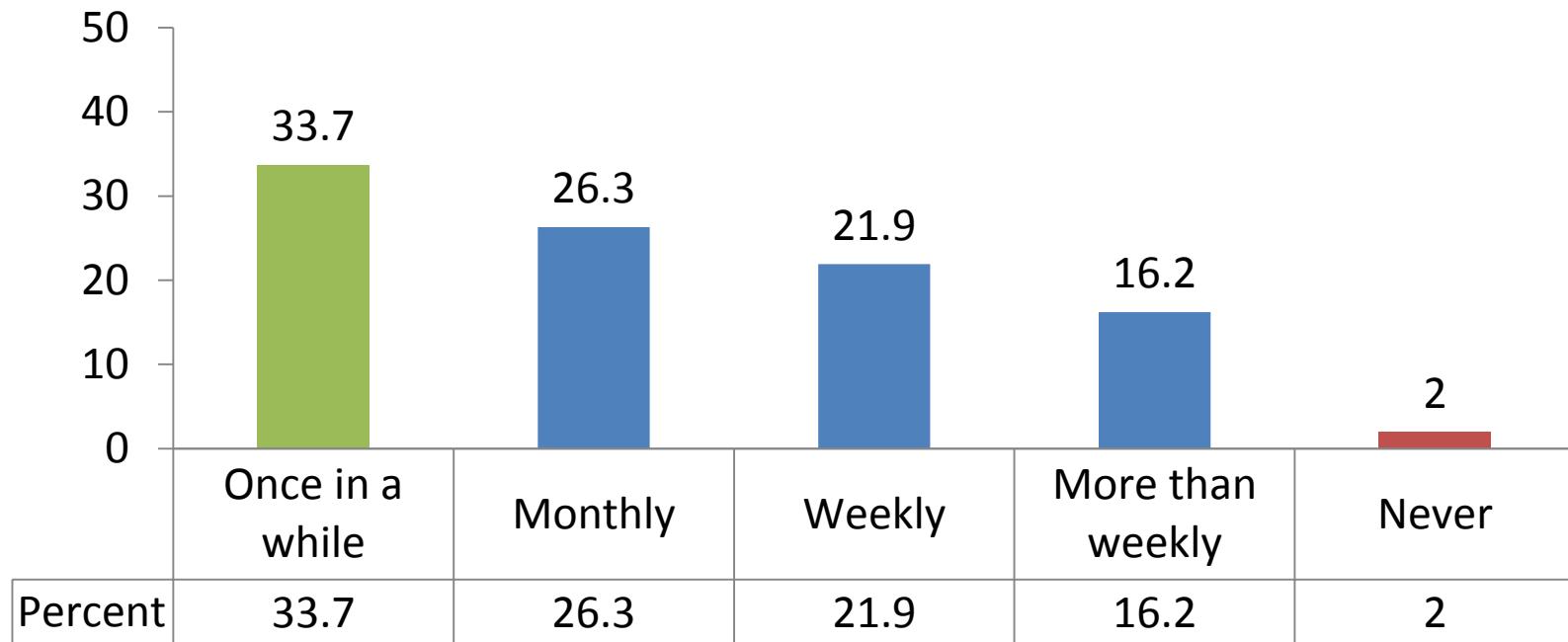
“Talk to teens about activities going on in the library when they visit.”

# Promotion of Resources



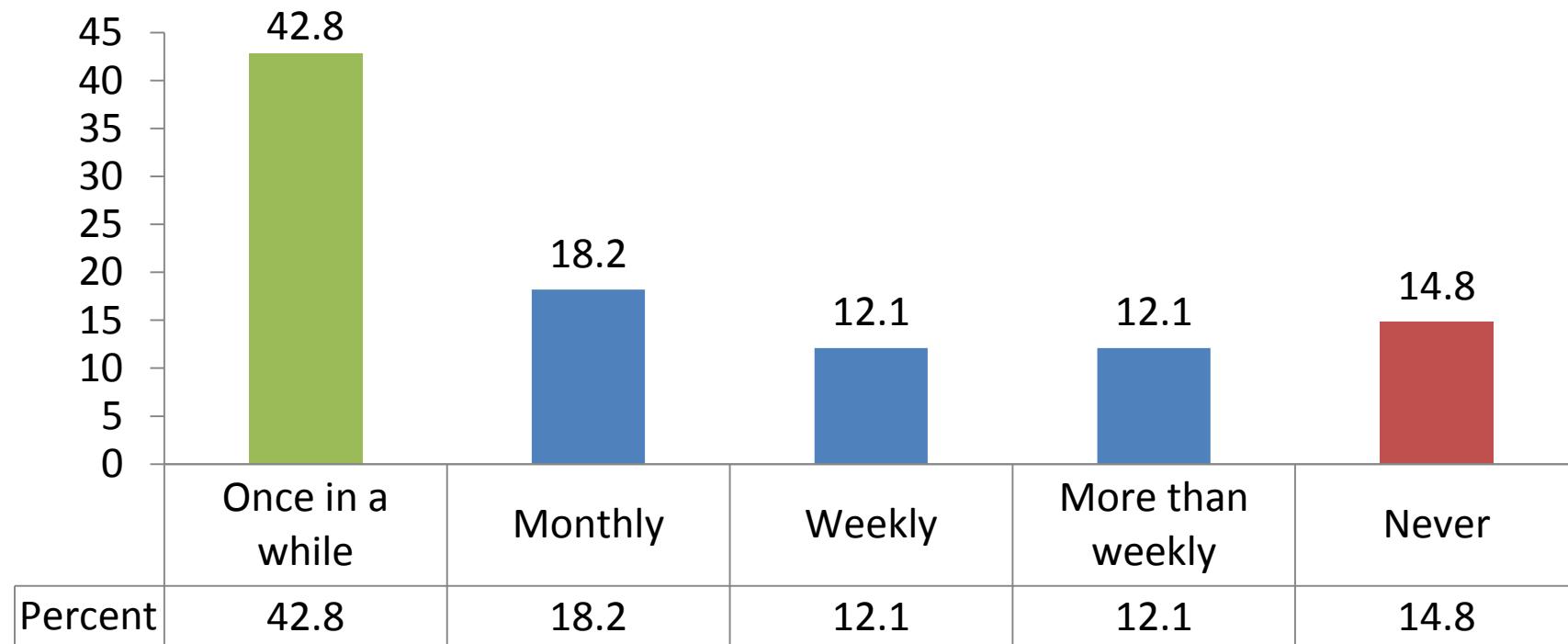
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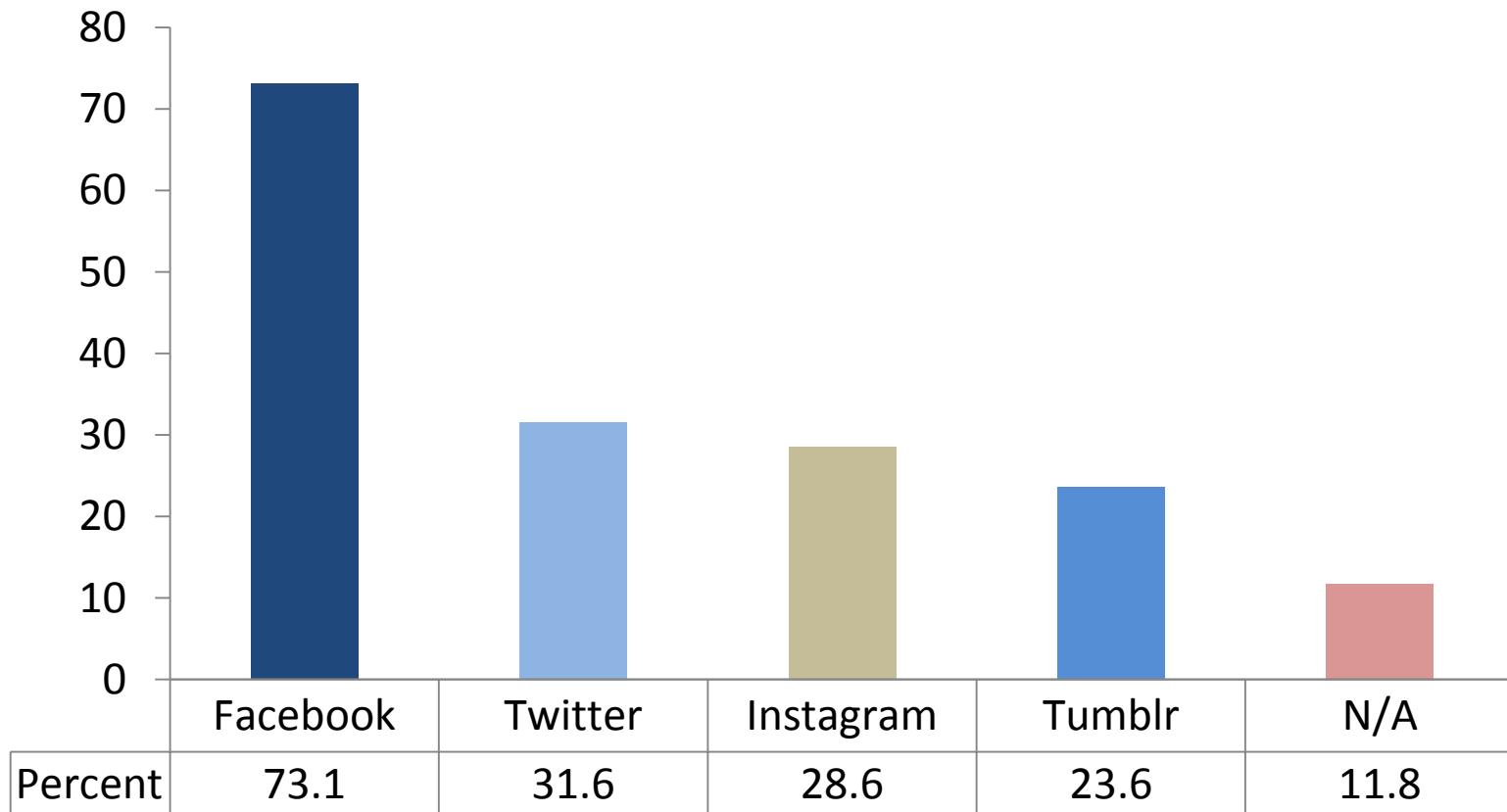
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# Increasing Awareness

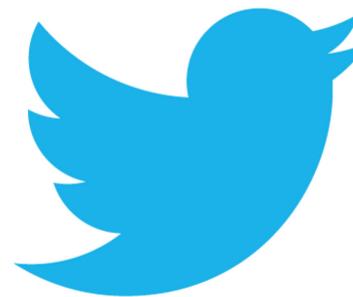
Q11: What social media network do you use most often?



# TPL Teen Social Media



Facebook  
**280** Likes



Twitter  
**325** Followers

Engaging and Fun

#createahash tag

Like and RT to  
win...

# Conclusion

“Raise awareness of resources and events through engaging social media and in-branch experience.”