ECONOMIC IMPACT
of London Public Library
on the City of London

Your Library has positive impact on the lives of Londoners, but did you know that your Library also makes a significant economic contribution to the City of London?

In November 2015 London Public Library (LPL) completed a detailed analysis to determine a conservative estimate of the annual economic impact of the Library.

With a measurable economic impact of more than $102 million and a return on investment of 452%, the results of this economic study clearly show that London Public Library, through the provision of Library services that contribute to the City of London’s priorities, is an excellent investment for its citizens and the City of London.

**DIRECT TANGIBLE BENEFITS**
- Collection use
- Programs
- Reference and database services
- Technology access
- Meeting and study space use

**INDIRECT TANGIBLE BENEFITS**
Indirect Tangible Benefits are the result of the multiplier effects on direct spending.

**DIRECT EXPENSES**
Direct Expenses (Spending) are monies spent on operations, capital improvements, employment, and collection materials.

**TOTAL ECONOMIC IMPACT**
$102 million
Why did we undertake this work? For many years, we have been measuring such key data as how much you use your Library and its resources, materials and programs. We have also learned from regular customer feedback and stories of how the Library makes a difference in your life. Results from customer surveys conducted in 2012 and 2015 provided us with additional data and insight.

We knew that we needed to examine financially-based quantitative data to more fully understand the economic contribution that LPL makes to our community.

The Library provides an amazing value for our family of six. We can borrow books, movies and use a computer in a safe, friendly and educational environment. Where else could you find this besides the public library?
For this analysis, LPL used a model based on a study and framework completed in 2013 by the Martin Prosperity Institute for the Toronto Public Library and that has since been used by several libraries in Ontario. We have used 2014 data and made some adaptations to the template to more accurately reflect London Public Library’s benefits and direct expenses.

For every dollar invested, Londoners receive $6.68 in value.

The return on investment to the City of London and its citizens is 452%.

London Public Library produces more than $102 million in total economic impact on the City of London.

Our study revealed that the Library does indeed make the City of London economically stronger.

The Library’s economic impact is even greater than the significant impact this particular study reveals. Economic contributions that impact literacy, education, employment, local business, and social and mental health, are very important to the health and success of the community and are much more difficult to measure.

93.6% of Library customers surveyed in 2015 agree or strongly agree that using the Library saves them money.
London Public Library generates over $1,657 in benefits every hour that it is open at an average cost of $475.

The total value of all Library open hours is $64 million.

We know that our community places a great value on their Library, and we believe that these economic impact measures provide a new way to look at the value of London Public Library and the difference your Library makes to the City of London.

96.9% of Library customers surveyed in 2015 agree or strongly agree that they get value for their tax payer dollar.

The London Public Library would like to thank the Martin Prosperity Institute for sharing the methodology used to develop their Toronto Public Library study, the Halton Hills Public Library for sharing the template based on this model and the Stratford Public Library for sharing their experience.

To read the report in detail, please visit: www.londonpubliclibrary.ca/econimpact2015

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