



FINAL SUMMARY REPORT
2008 ON-SITE SURVEY

JANUARY 2008



BENGTSON MARKET RESEARCH LTD.

1156 Hornby Street
Vancouver, BC
Canada V6Z 1V8
Ph: (604) 646-3707
Fax: (604) 683-0049

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RESEARCH SUMMARY

INTRODUCTION

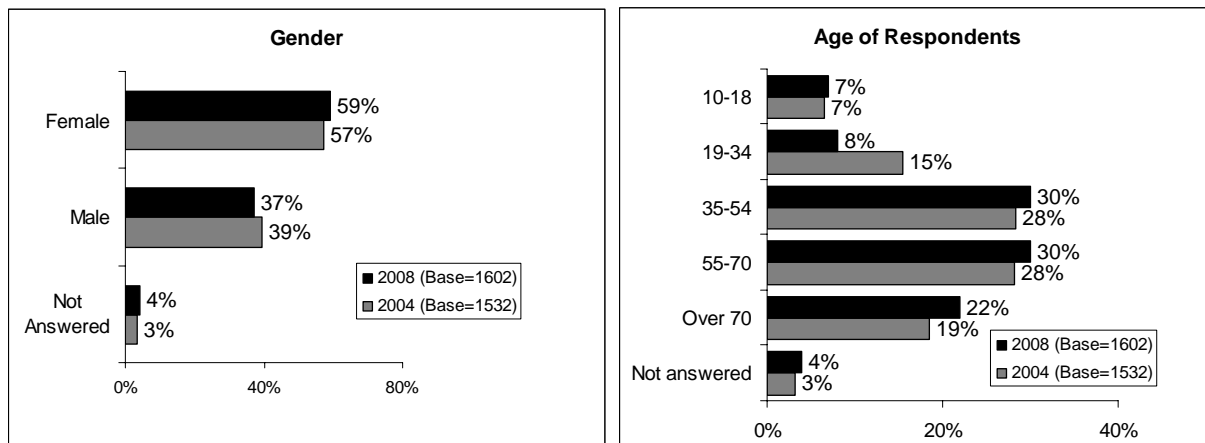
The West Vancouver Memorial Library administered an on-site survey consisting of 65 questions to its patrons January 7-13, 2008. Bengtson Market Research Ltd. was responsible for the data entry, statistical analysis and final report on this research. In total, 1602 WVML patrons completed the survey. The margin of error for a sample of this size is $\pm 2.4\%$, nineteen times out of twenty.

The WVML also conducted an on-site survey of its patrons consisting of 65 questions on February 15-21, 2004. Bengtson Market Research Ltd. was also responsible for the data entry, statistical analysis and final report for this survey.

The following is a summary of the results of this research. Where appropriate, survey questions that occurred in both the 2004 and 2008 surveys are included and charted for comparison. Significant relationships that exist between variables are detailed in the summary using bullets.

DEMOGRAPHICS

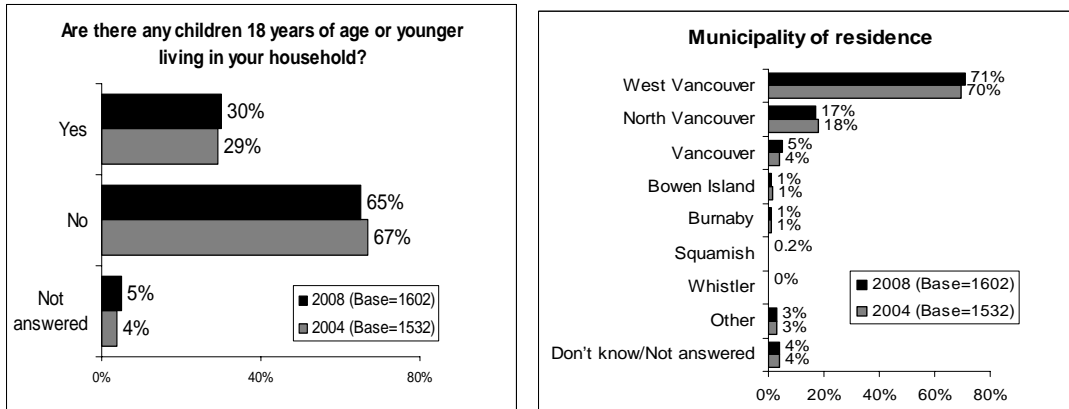
The majority of patrons who completed the survey were female (59%). Slightly more than 1/3 (37%) were male. Four per cent chose not to answer the gender question. Six in ten (60%) respondents were 35-70 years old (30% 35-54 and 30% 55-70 years of age). In 2008, only 8% were in the 19-34 year old age cohort, in contrast to 15% in this cohort in 2004.



- Within the age cohorts, female respondents were the most dominant in the 35-54 cohort (68%) and the 10-18 cohort (66%).
- The age cohort with the largest proportion of males was 19-34 years old (50%), followed by over 70 years of age with 45%.

| Age Cohort | Male | Female |
|------------|------|--------|
| 10-18 | 34% | 66% |
| 19-34 | 50% | 49% |
| 35-54 | 32% | 68% |
| 55-70 | 38% | 62% |
| Over 70 | 45% | 55% |

Thirty percent (30%) of the respondents had children 18 years of age or younger living in their household. The vast majority of WVML patrons resided in West Vancouver (71%). North Vancouver accounted for 17% of users followed by Vancouver users with 5%. Bowen Island and Burnaby residents were represented by 1% of respondents each. All other mentioned municipalities accounted for a total of 3%. Four per cent of respondents chose not to state where they resided.



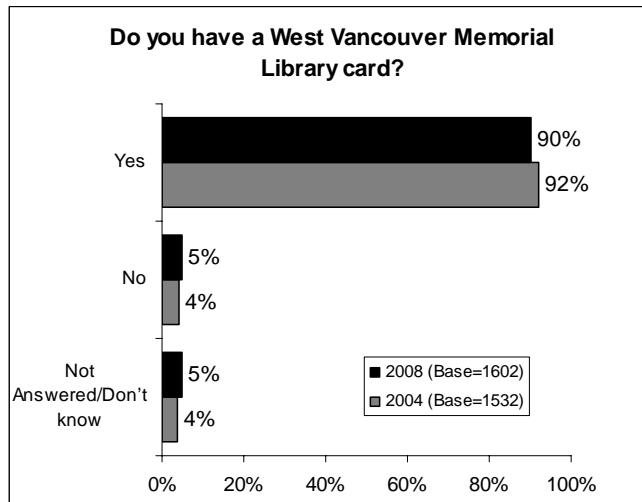
- The proportion of respondents reporting children 18 years of age or younger living in their household was segmented by age cohort

| | |
|---------|-----|
| 10-18 | 84% |
| 19-34 | 33% |
| 35-54 | 60% |
| 55-70 | 10% |
| Over 70 | 3% |

- Although the vast majority of patrons do live in West Vancouver, those 19-54 were more willing to make the trip from another municipality to the WVML, particularly from North Vancouver. The over 70 years of age cohort had the highest proportion of West Vancouver residents (83%).

| Age | West Vancouver | North Vancouver | Vancouver & Burnaby | Other |
|---------|----------------|-----------------|---------------------|-------|
| 10-18 | 76% | 14% | 5% | 2% |
| 19-34 | 48% | 32% | 16% | 4% |
| 35-54 | 68% | 22% | 5% | 4% |
| 55-70 | 77% | 15% | 3% | 3% |
| Over 70 | 83% | 11% | 2% | 2% |

Ninety per cent of respondents reported they have a West Vancouver Memorial Library card.

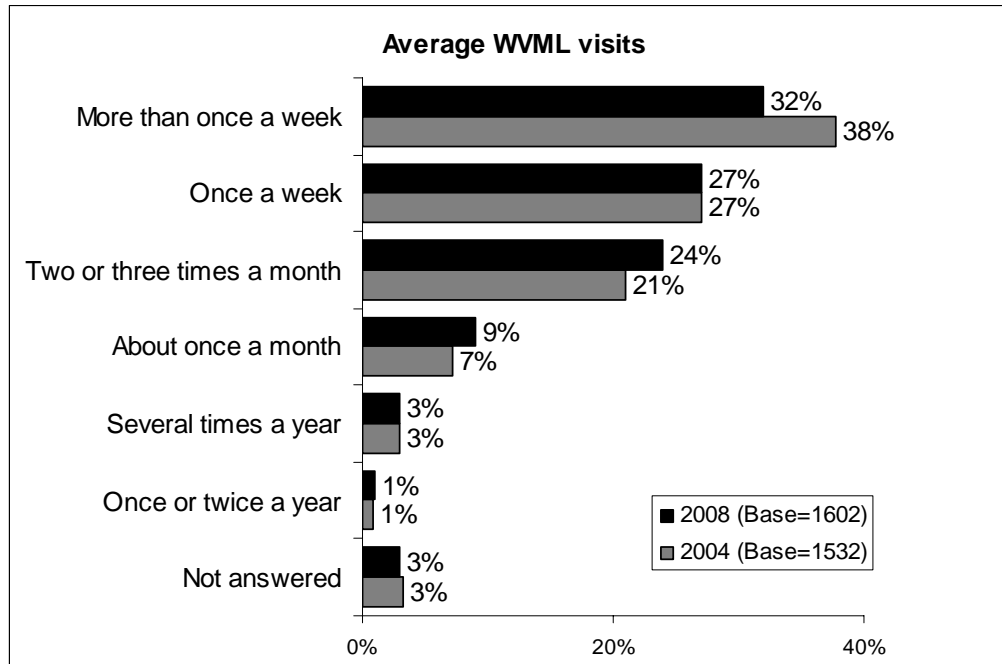


- Respondents aged 19-34 were least likely to have a WVML card (80%). Those most likely to have a WVML card were 55-70 years of age (97%).

| | |
|---------|-----|
| 10-18 | 89% |
| 19-34 | 80% |
| 35-54 | 92% |
| 55-70 | 97% |
| Over 70 | 92% |

USAGE FREQUENCY

Respondents were asked how often they visit the West Vancouver Memorial Library. Almost a third of patrons, (32%), visit the Library more than once per week. Twenty-seven per cent say they visit the WVML once per week, 24% say two to three times a month, and 9% say once a month. Only 3% say they visit only several times a year followed by a mere 1% who use the Library only once or twice per year. Three per cent were unsure or declined to report how often they visit the WVML.

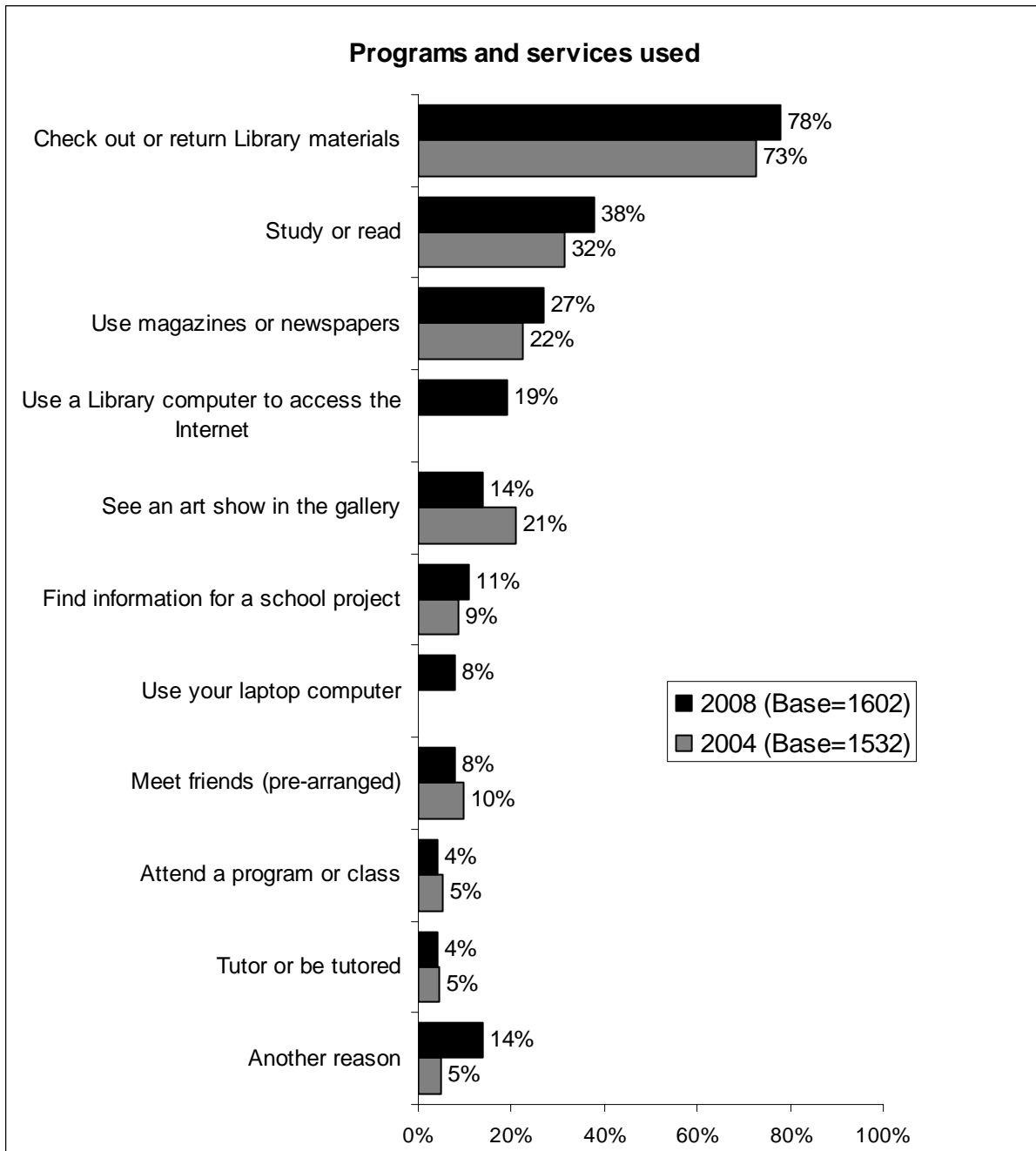


- High usage patrons (once a week or more) are highly represented in the 10-18, 55-70 and over 70 age cohorts (67%, 62% and 63% respectively).
- Almost two-thirds (64%) of women were medium users of the WVML, visiting between one and three times per month.

| Usage | Total Respondents | Male | Female |
|---|-------------------|------|--------|
| High (More than once per week) | 59% | 38% | 59% |
| Medium (One to three times per month) | 34% | 34% | 64% |
| Low (Once or twice to several times per year) | 4% | 50% | 50% |

WVML PROGRAMS AND SERVICES USED

Respondents were asked why they came to the Library. Almost 8 in 10 (78%) reported checking out or returning Library materials. Nearly four in ten (38%) use the Library to study or read. Using magazines or newspapers was reported by 27%. Nineteen per cent said they would use a Library computer to access the Internet. Seeing an art show in the gallery was reported by 14%. Just over one in 10 (11%) intended to find information for a school project and 8% planned to use their laptop computer. Eight per cent said they arranged to meet friends at the Library. “Attend a program or class” and “tutor or be tutored” each garnered 4%.



- Females were more likely than males to report checking out or returning library materials (83% vs. 70%). In addition, older respondents were more likely to be returning or checking out materials.

| | |
|---------|-----|
| 10-18 | 68% |
| 19-34 | 48% |
| 35-54 | 78% |
| 55-70 | 84% |
| Over 70 | 85% |

- Using the Library to study or read was selected more by males (40%) than females (33%). Those with children under the age of 18 in their household were more likely to engage in this activity (48% vs. 32%). There was an inversely proportional relationship between age and studying or reading in the Library.

| | |
|---------|-----|
| 10-18 | 74% |
| 19-34 | 67% |
| 35-54 | 38% |
| 55-70 | 29% |
| Over 70 | 24% |

- Use of a Library computer to access the Internet was higher among younger age cohorts.

| | |
|---------|-----|
| 10-18 | 33% |
| 19-34 | 29% |
| 35-54 | 22% |
| 55-70 | 18% |
| Over 70 | 8% |

- Use of a personal laptop computer was also related to age.

| | |
|---------|-----|
| 10-18 | 22% |
| 19-34 | 23% |
| 35-54 | 9% |
| 55-70 | 4% |
| Over 70 | 1% |

- Magazines and newspapers were more heavily used by males than females. (33% vs. 23%).
- Respondents aged 19-34 were most likely to attend a program or class at the WVML.

| | |
|---------|-----|
| 10-18 | 7% |
| 19-34 | 15% |
| 35-54 | 5% |
| 55-70 | 3% |
| Over 70 | 1% |

- Women were most likely to see an art show in the gallery (15% vs. 9%). Those aged 35-70 were more likely to participate in this activity.

| | |
|---------|-----|
| 10-18 | 9% |
| 19-34 | 7% |
| 35-54 | 13% |
| 55-70 | 15% |
| Over 70 | 16% |

- Planning to meet friends at the Library was most common among the youth.

| | |
|---------|-----|
| 10-18 | 32% |
| 19-34 | 13% |
| 35-54 | 7% |
| 55-70 | 3% |
| Over 70 | 4% |

- Finding information for a school project was, not surprisingly, inversely proportional to age.

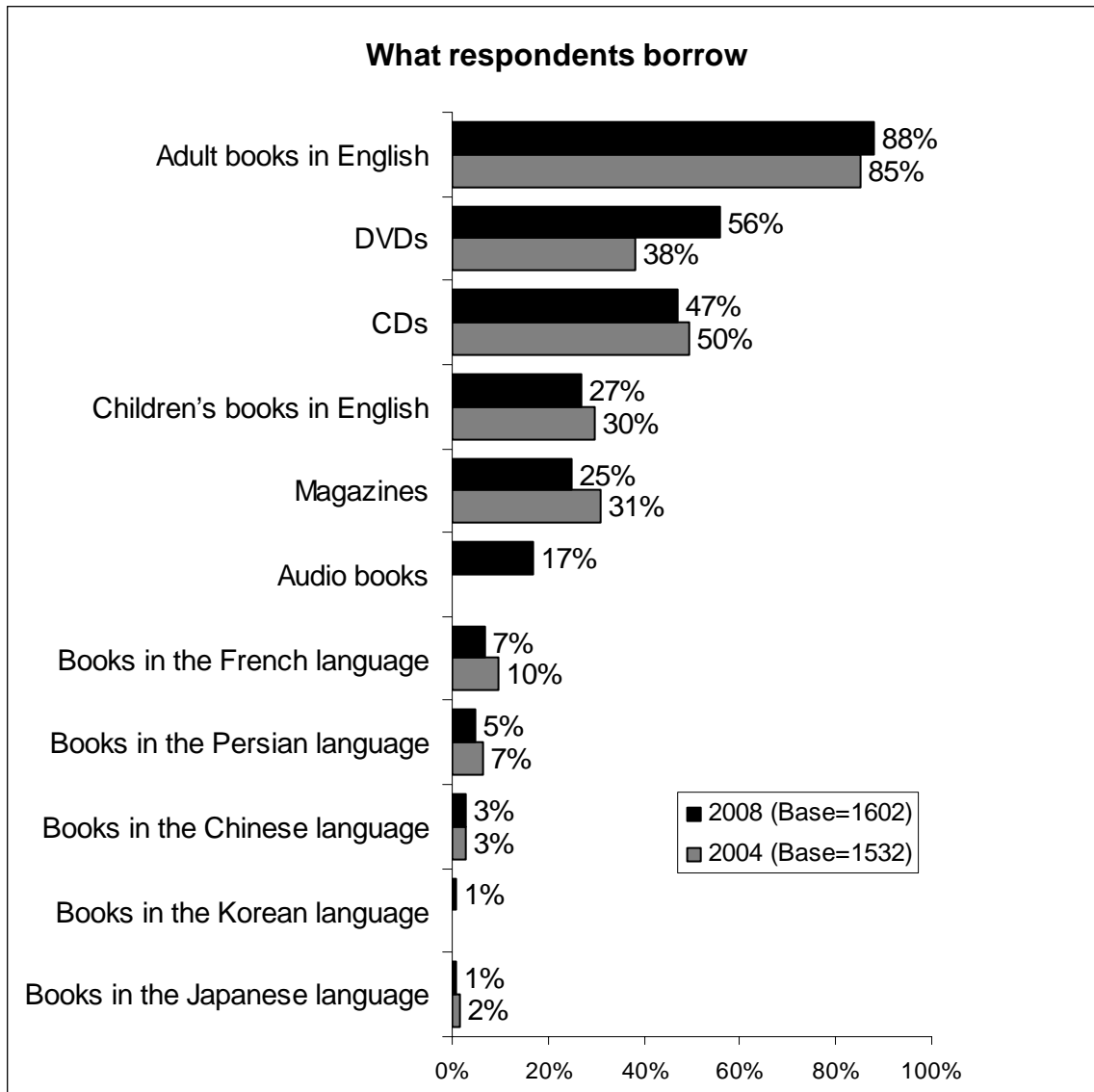
| | |
|---------|-----|
| 10-18 | 56% |
| 19-34 | 13% |
| 35-54 | 12% |
| 55-70 | 8% |
| Over 70 | 1% |

- Being a tutor or being tutored was age dependent.

| | |
|---------|------|
| 10-18 | 21% |
| 19-34 | 9% |
| 35-54 | 4% |
| 55-70 | 2% |
| Over 70 | 0.3% |

WHAT MATERIALS ARE USUALLY BORROWED?

The vast majority of respondents (88%) reported that they borrow adult books in English from the Library. Fifty-six per cent borrow DVDs. CDs are borrowed by 47%. Children’s books in English are borrowed by 27%. One quarter (25%) borrow magazines and 17% audio books. Books in languages other than English were as follows: French (7%), Persian (5%), Chinese (3%), Japanese (1%), and Korean (1%).



- Borrowing adult books in English was directly proportional to age.

| | |
|---------|-----|
| 10-18 | 71% |
| 19-34 | 75% |
| 35-54 | 89% |
| 55-70 | 95% |
| Over 70 | 96% |

- CDs were most heavily utilized by 35-54 year olds.

| | |
|---------|-----|
| 10-18 | 38% |
| 19-34 | 40% |
| 35-54 | 55% |
| 55-70 | 52% |
| Over 70 | 40% |

- DVD borrowing, on the other hand, was skewed toward households with children 18 years of age or younger (65% vs. 54%). Those over 70 were least likely to borrow DVDs.

| | |
|---------|-----|
| 10-18 | 58% |
| 19-34 | 52% |
| 35-54 | 64% |
| 55-70 | 61% |
| Over 70 | 46% |

- Magazines were most likely to be borrowed by those aged 55-70.

| | |
|---------|-----|
| 10-18 | 25% |
| 19-34 | 23% |
| 35-54 | 26% |
| 55-70 | 31% |
| Over 70 | 20% |

- Children’s books in English were more likely to be borrowed by women than men (19% vs. 15%) and those with children younger than 18 (21% vs. 16%). Accordingly, those in the 35-54 cohort were most likely to be borrowing children’s books.

| | |
|---------|-----|
| 10-18 | 57% |
| 19-34 | 25% |
| 35-54 | 51% |
| 55-70 | 14% |
| Over 70 | 8% |

- Audio books were slightly more likely to be borrowed by women than men (30% vs. 24%) and those with children younger than 18 years old at home (33% vs. 25%). Those patrons in the 35-54 age cohort were more apt to borrow audio books than other age groups.

| | |
|---------|-----|
| 10-18 | 12% |
| 19-34 | 17% |
| 35-54 | 22% |
| 55-70 | 20% |
| Over 70 | 10% |

- Borrowing French language books was more common for those with children 18 years of age or younger at home and younger library users.

| | |
|---------|-----|
| 10-18 | 17% |
| 19-34 | 6% |
| 35-54 | 10% |
| 55-70 | 6% |
| Over 70 | 4% |

- Males were almost twice as likely as females to borrow Persian language books (7% vs. 4%). Usage by age cohort was skewed towards those 35-54.

| | |
|---------|-----|
| 10-18 | 4% |
| 19-34 | 9% |
| 35-54 | 16% |
| 55-70 | 7% |
| Over 70 | 1% |

- Although only 3% reported borrowing Chinese language books, households with children 18 years of age or younger report a 6% borrowing rate compared to 1% of households without children. The largest proportion of borrowers were in the 10-54 year old age cohorts.

| | |
|---------|----|
| 10-18 | 6% |
| 19-34 | 6% |
| 35-54 | 5% |
| 55-70 | 1% |
| Over 70 | 1% |

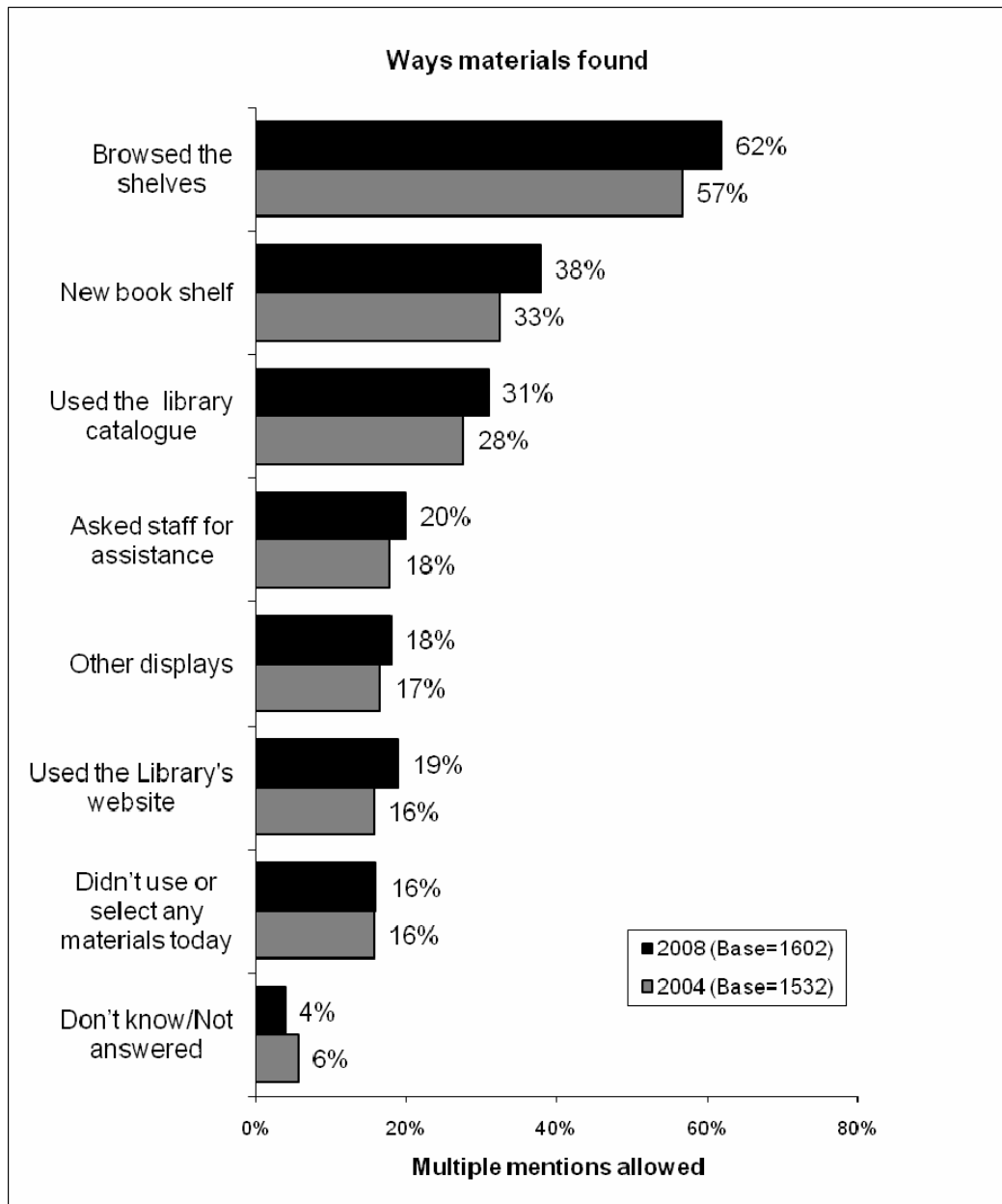
- More very young users reported borrowing Japanese language books.

| | |
|---------|------|
| 10-18 | 5% |
| 19-34 | 2% |
| 35-54 | 2% |
| 55-70 | 0% |
| Over 70 | 0.3% |

FINDING MATERIALS

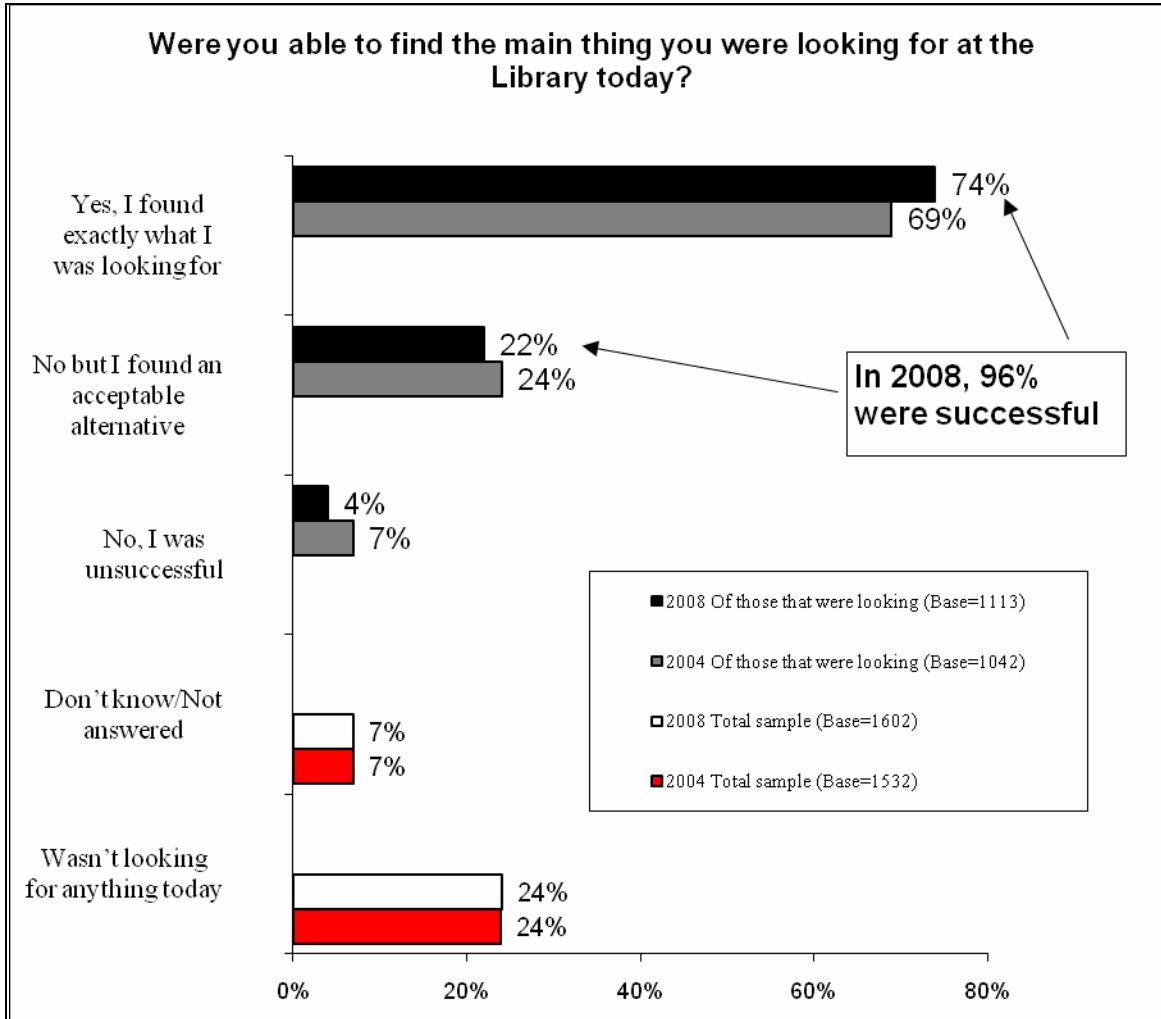
How patrons find materials

When asked how they located materials in the Library, a majority (62%) reported that they browsed the shelves. Almost 4 in 10 (38%) went to the new book shelf and 31% utilized the Library catalogue. One in five (20%) asked library staff for help. Other displays and the electronic resources on the Library’s website were used by 18% and 19% respectively. Four per cent were unsure or did not answer the question. On the particular day they completed the survey, 16% stated they were not using or selecting any materials.



Success in finding materials

Of those patrons that were looking for materials at the Library, almost three-quarters (74%) found exactly what they were looking for and an additional 22% found an acceptable alternative. In total then, 96% were successful in their search. Only 4% could not find the main thing they were looking for.



- The 24% of total respondents who were not looking for any materials on the day they completed the survey tended to be in the youngest age cohorts.

| | |
|---------|-----|
| 10-18 | 36% |
| 19-34 | 29% |
| 35-54 | 24% |
| 55-70 | 21% |
| Over 70 | 18% |

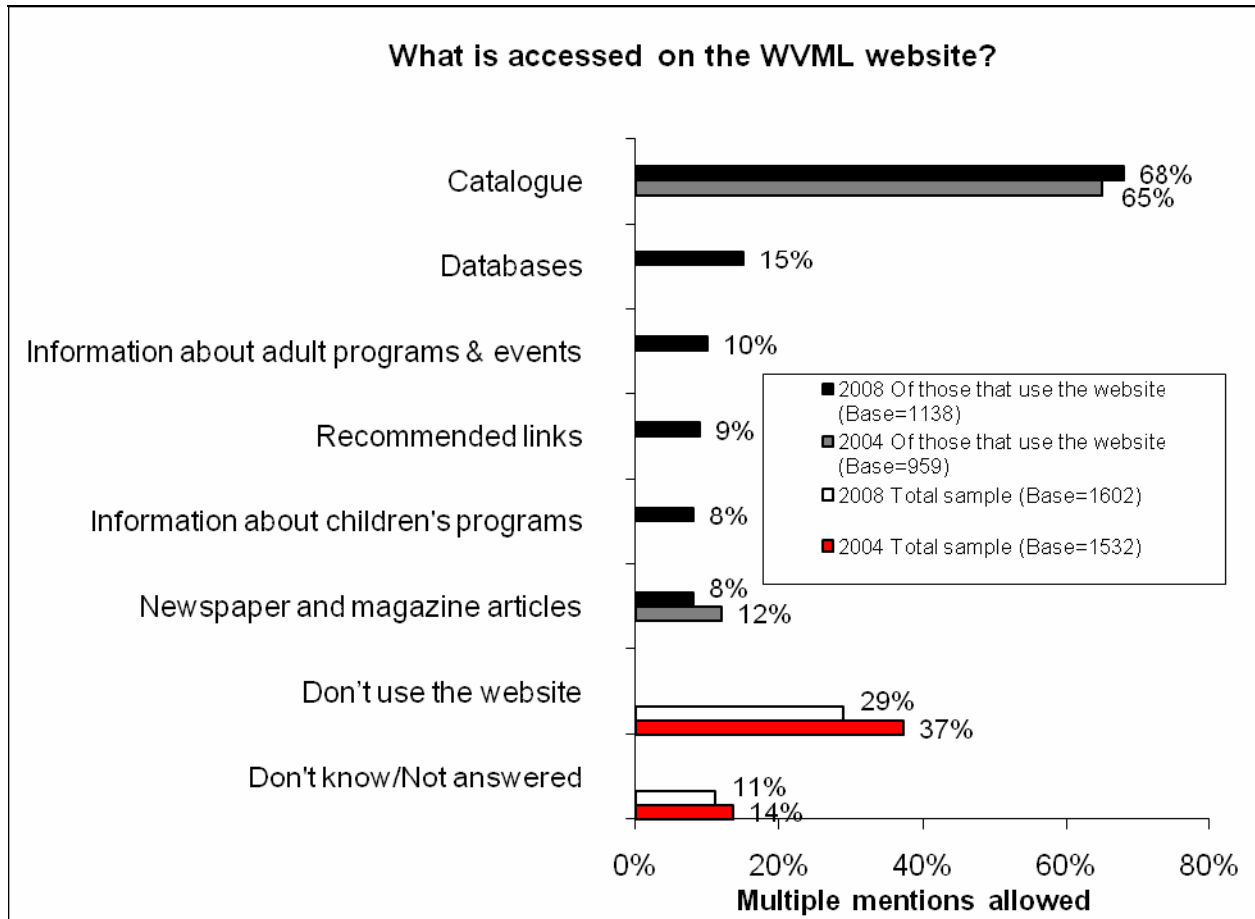
- Of those that were looking for materials, patrons who were 35-70 years of age were more likely to find exactly what they wanted.

| | |
|---------|-----|
| 10-18 | 40% |
| 19-34 | 44% |
| 35-54 | 52% |
| 55-70 | 58% |
| Over 70 | 51% |

WVML'S WEBSITE AND INTERNET STATIONS

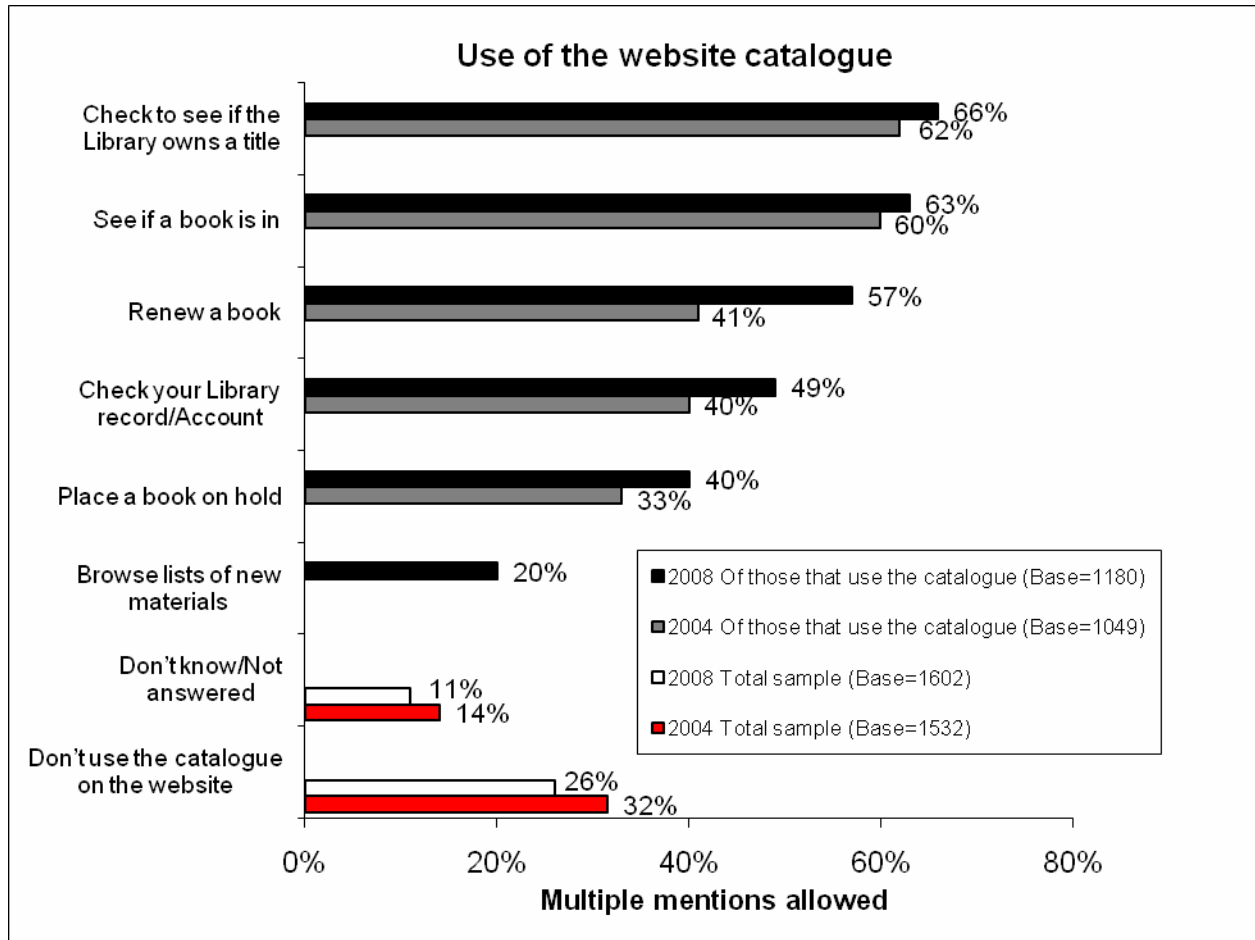
What is accessed?

Seven in ten (71%) of those who completed the survey, access the WVML's website on the premises. Of those who use the website, over two-thirds (68%) access the catalogue. Fifteen per cent access databases and 10% access information about adult programs and events. A further 9% access recommended links. Information about children's programs and newspaper and magazine articles garnered 8% each of respondent mentions. The number of respondents who use the website had increased 8% in 2008 over 2004. A total of 11% did not answer the question.



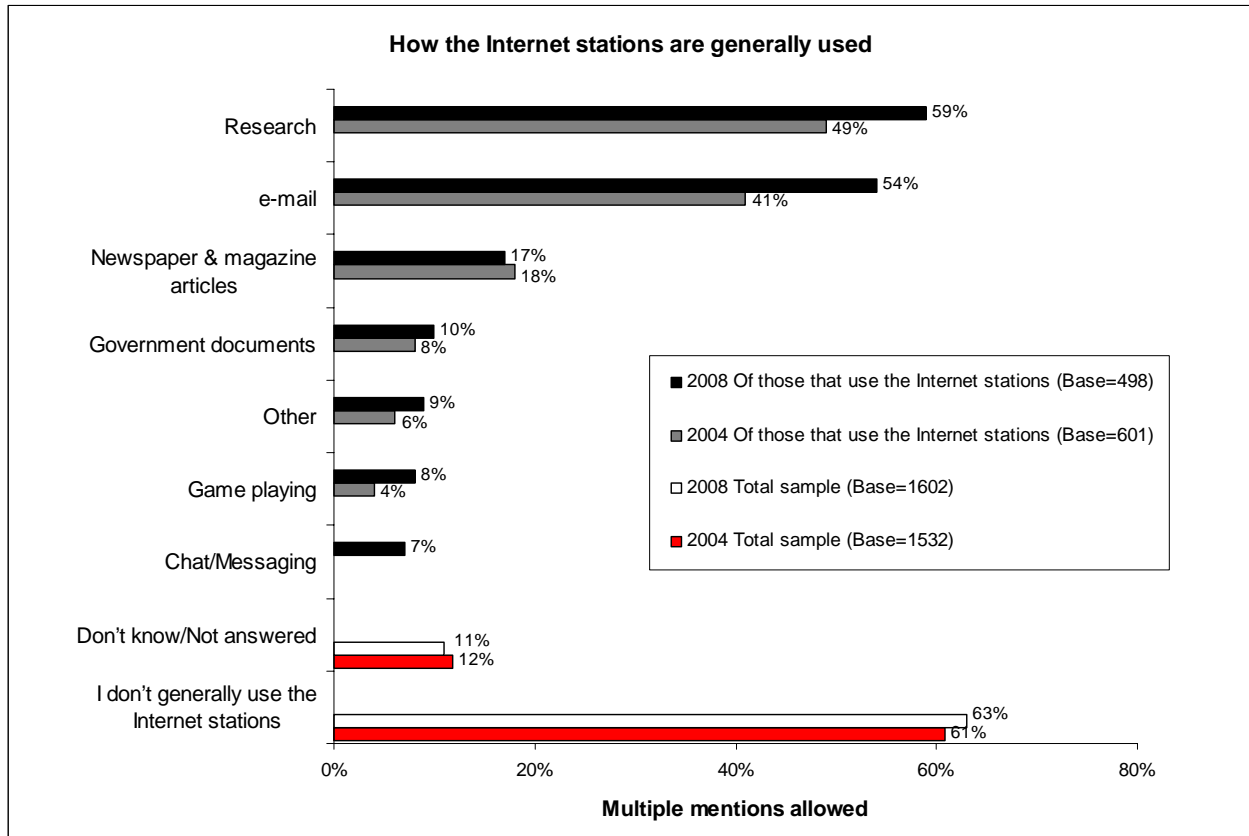
Catalogue usage on the website

Only 26% of patrons said they do not use the catalogue on the website. The majority of catalogue users check to see if the Library owns a title (66%) or see if a book or other item is in (63%). Fifty-seven per cent use the website catalogue to renew a book, a large increase from 2004's 41%. Almost half (49%) check their Library account, a 9% increase from 2004. Four in ten (40%) place a book or other item on hold compared to 33% in 2004. New material lists are browsed by 20% of catalogue users while 11% did not answer the question.



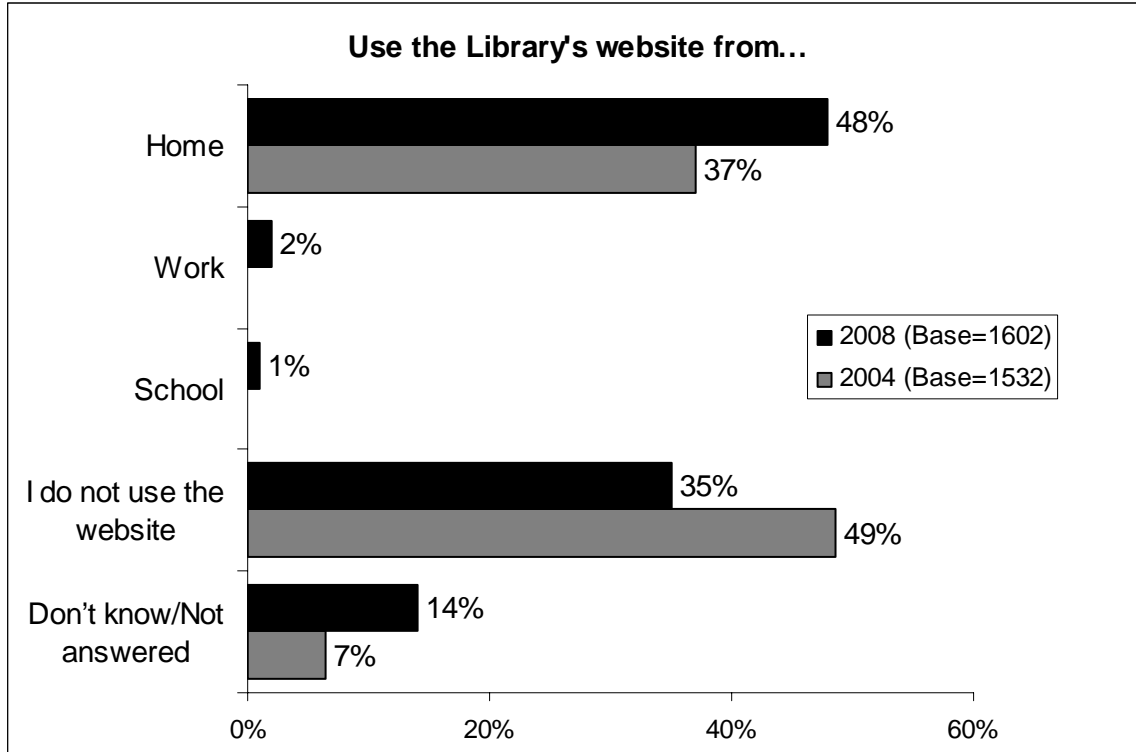
Internet stations

Almost two in 5 (37%) respondents use the Internet stations. Of those who use them, 59% utilize them for research, a 10% increase from 2004. Email is very popular with 54% engaging in this activity in 2008 contrasted to 41% in 2004. Seventeen per cent retrieve newspaper and magazine articles and 10% government documents. A small number use the stations for game playing (8%) and chat/messaging (7%). Nine per cent mentioned other uses. Just over one in ten (11%) left this question blank.



Access WVML website from home, work or school?

Just over half (51%) access the WVML website off the premises. Almost half (48%) use their home computers for access, a marked increase from 2004. Two per cent use a computer at work and 1% from school. Fourteen per cent were unsure or left the question blank.



- Those who do not use the website were most likely to be in the oldest age cohort.

| | |
|---------|-----|
| 10-18 | 38% |
| 19-34 | 33% |
| 35-54 | 30% |
| 55-70 | 30% |
| Over 70 | 52% |

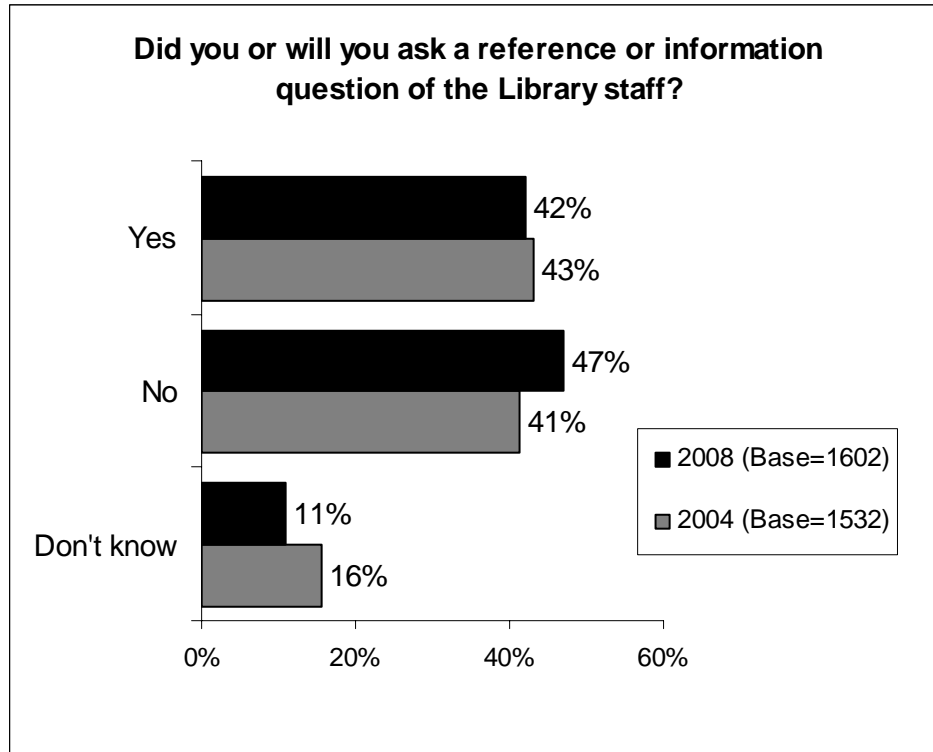
- Not surprisingly, those in the oldest age cohort were also less likely to access the WVML website from home.

| | |
|---------|-----|
| 10-18 | 51% |
| 19-34 | 52% |
| 35-54 | 60% |
| 55-70 | 55% |
| Over 70 | 29% |

WVML STAFF

Usage of staff

Over four in ten (42%) of respondents had or would be asking Library staff a reference or information question. Forty-seven per cent were certain they would not call upon the staff. A further 11% were unsure as to whether they would need the assistance of Library staff.

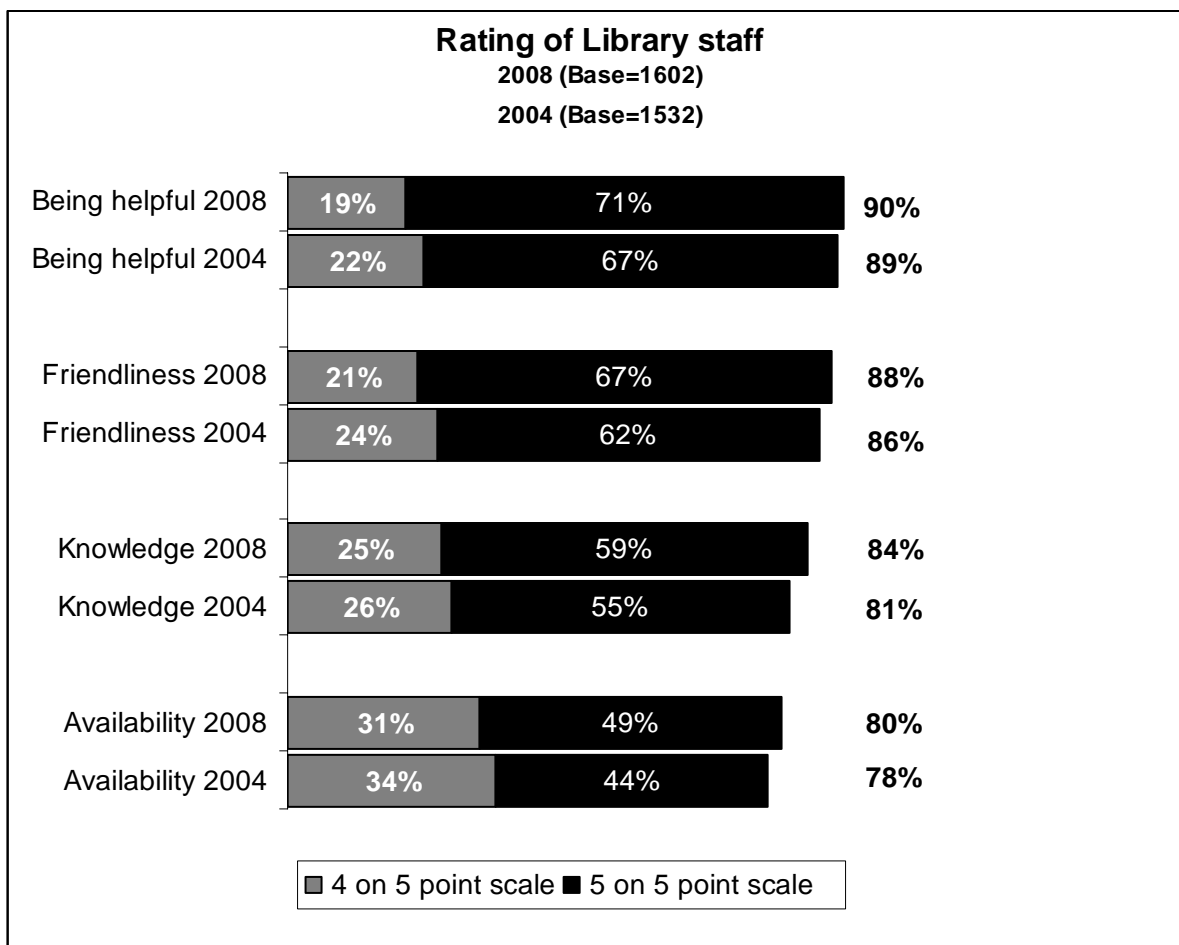


- Females (46%) were more likely to report that they will or have asked staff for help compared to males (36%). Those in the 55-70 year old age cohort were least likely to ask for staff assistance.

| | |
|---------|-----|
| 10-18 | 41% |
| 19-34 | 43% |
| 35-54 | 45% |
| 55-70 | 36% |
| Over 70 | 45% |

Rating of WVML staff

Overall, WVML staff garnered extremely positive ratings from patrons and in all cases have improved their scores from 2004. Nine in ten (90%) felt the staff were helpful. Eighty-eight per cent perceived staff to be friendly and 84% found them to be knowledgeable. The lowest rating was 80% for availability which could attest to how busy staff are with helping patrons.

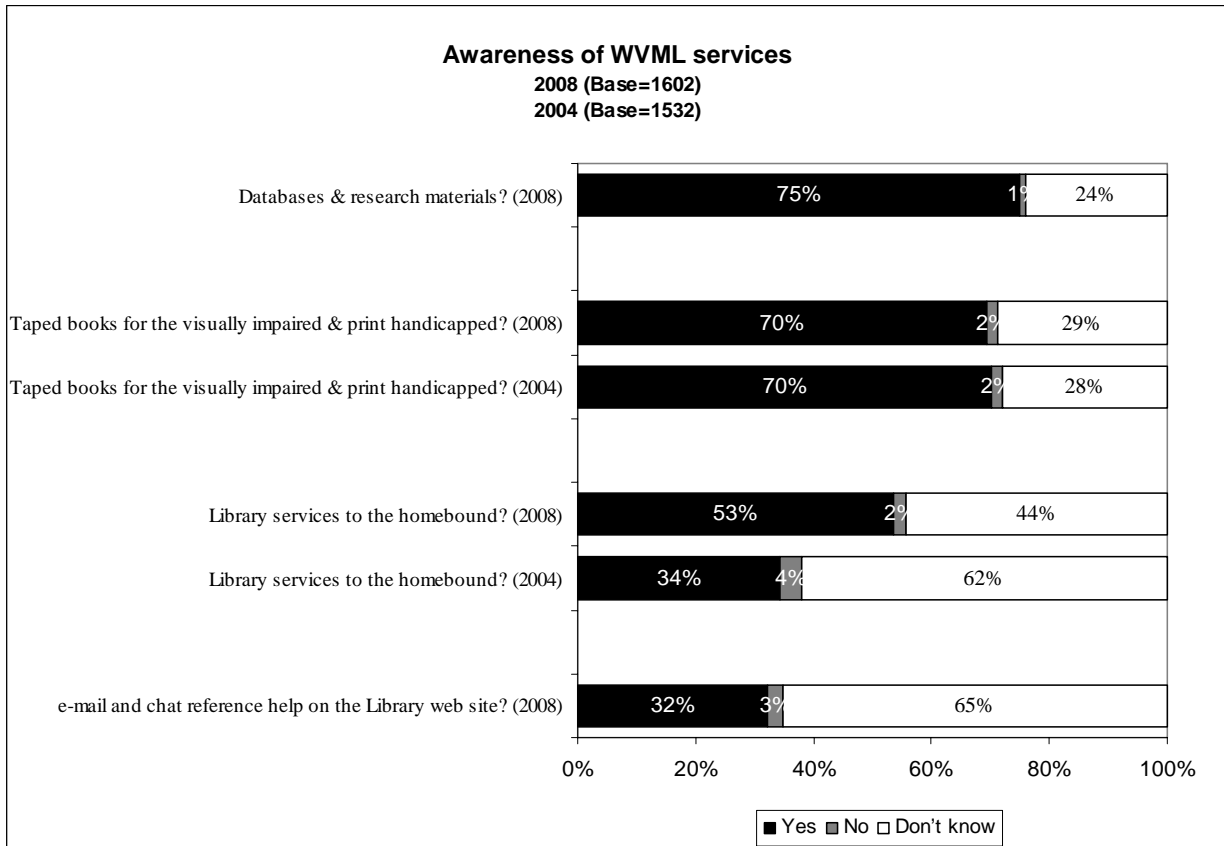


- Ratings of the staff were directly proportional to age as illustrated by the mean scores in the following table. Availability is rated relatively lower in particular among the 10-18 age cohort. The 3.9 mean score on this attribute translates to a 61% excellence rating compared to 80% for the total sample.

| Age | Being helpful | Friendliness | Knowledge | Availability |
|---------|---------------|--------------|-----------|--------------|
| 10-18 | 4.5 | 4.2 | 4.3 | 3.9 |
| 19-34 | 4.6 | 4.4 | 4.5 | 4.2 |
| 35-54 | 4.6 | 4.6 | 4.6 | 4.3 |
| 55-70 | 4.7 | 4.6 | 4.6 | 4.4 |
| Over 70 | 4.8 | 4.8 | 4.7 | 4.5 |

AWARENESS OF SERVICES

Very few respondents gave a definitive “no” (2%-4%) when asked if to their knowledge the Library provided certain services. Most patrons either said “yes” or “don’t know”. Three-quarters (75%) were aware that the WVML had databases and research materials. Seven in ten (70%) correctly maintained that the Library provided taped books for the visually impaired and print handicapped. A 19% increase in awareness can be seen for library services for the homebound, from 34% in 2004 to 53% in 2008. Almost the same number (67%) held there was a bookmobile service. However, email and chat reference help achieved a far lower awareness rating of 32%.



- Those aged 10-18 had the highest awareness of databases and research materials at 87%.

| | |
|---------|-----|
| 10-18 | 87% |
| 19-34 | 79% |
| 35-54 | 78% |
| 55-70 | 81% |
| Over 70 | 62% |

- Taped books for the visually impaired and print handicapped had the highest awareness among women (74%) compared to men (66%) and far higher awareness among those 55-70 years old. Only 55% of those 10-18 were aware of these materials.

| | |
|---------|-----|
| 10-18 | 55% |
| 19-34 | 66% |
| 35-54 | 69% |
| 55-70 | 78% |
| Over 70 | 70% |

- Library service to the homebound yielded higher awareness from females compared to males (60% vs. 44%) and among families with no children 18 year of age or under in their household (57% vs. 48%). Awareness of this service was directly proportional to age.

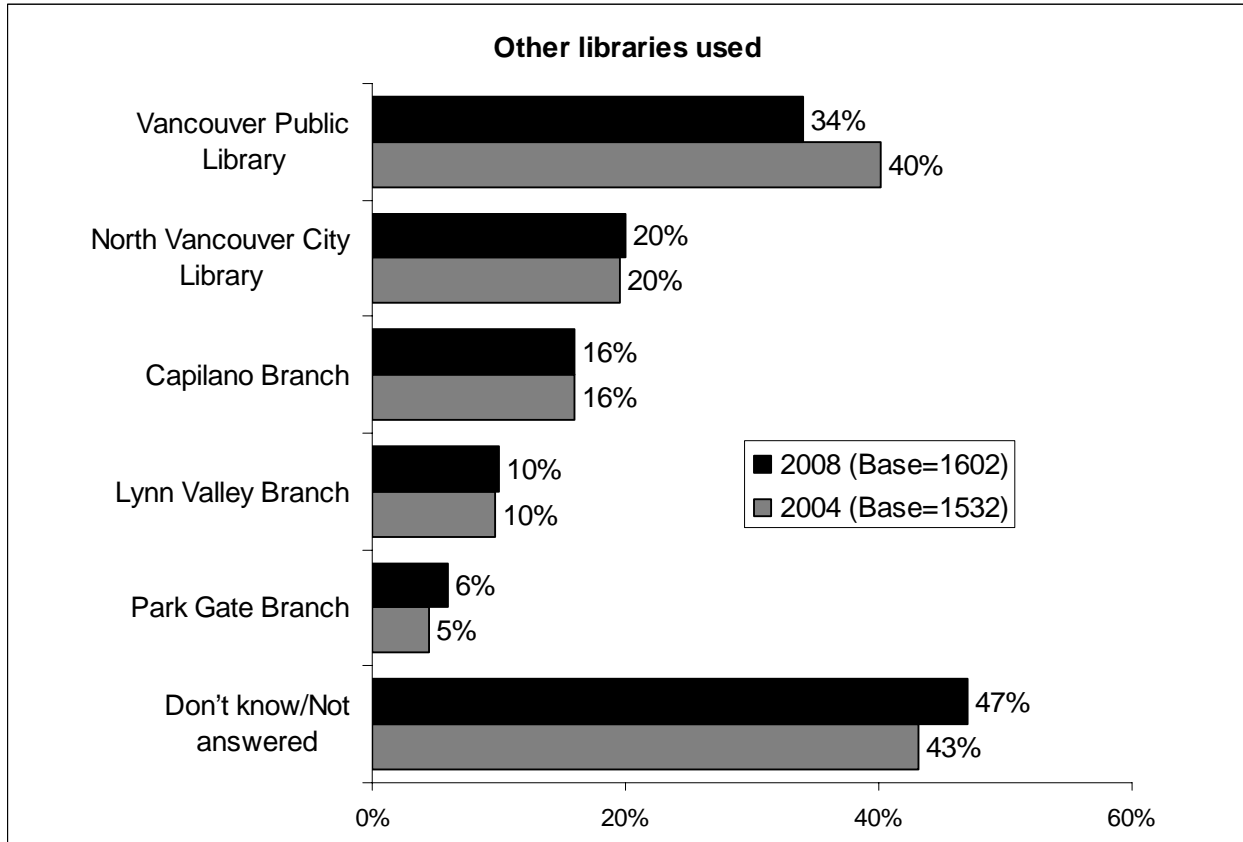
| | |
|---------|-----|
| 10-18 | 43% |
| 19-34 | 44% |
| 35-54 | 49% |
| 55-70 | 60% |
| Over 70 | 60% |

- Email and chat reference help on the library website had its highest awareness among those 10-34 and was lowest amongst those over 70.

| | |
|---------|-----|
| 10-18 | 41% |
| 19-34 | 42% |
| 35-54 | 33% |
| 55-70 | 35% |
| Over 70 | 23% |

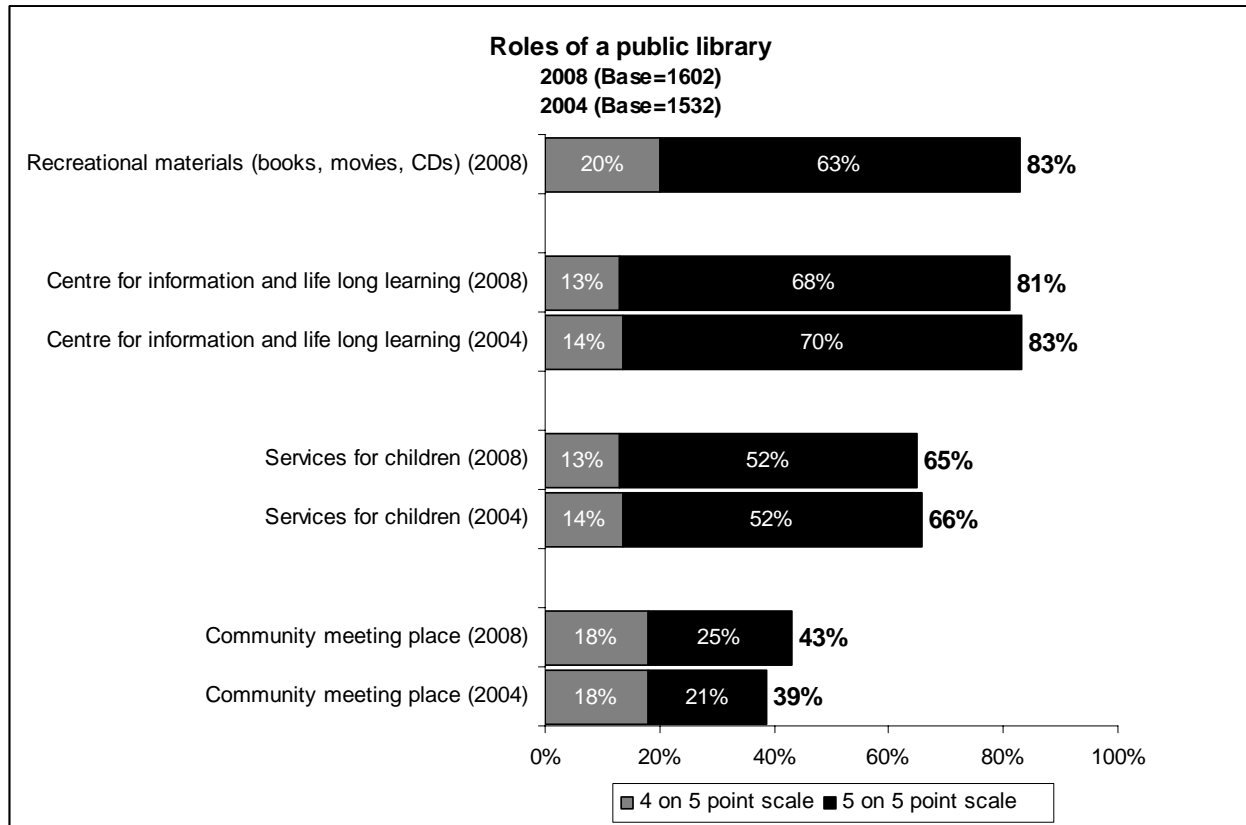
USAGE OF OTHER LIBRARIES

The Vancouver Public Library is the most used other library mentioned by respondents, garnering 34% of responses. This is followed by the North Vancouver City Library with 20%, the Capilano Branch with 16% and the Lynn Valley Branch with 10% of mentions. The Park Gate Branch received 6% of the mentions. Forty-seven per cent were unsure or did not answer the question.



ROLES OF A PUBLIC LIBRARY

Respondents were given a list of roles that a public library could focus on and were asked to rate how important each was on a scale from 1 to 5. The largest proportion (83%) held that recreational materials including books, movies and CDs was the most important role of a public library. Over 8 in ten held that public libraries are important as a centre for information and lifelong learning (81%). Services for children were deemed an important role by 65%. Surprisingly, only 43% viewed the role of a community meeting place as important. This may be attributed to how respondents were defining “community meeting place.”



- Recreational materials including books, movies and CDs were more important to women than to men (87% vs.79%).
- The role of a library as a centre for information and lifelong learning is most important to the 35-54 and 19-34 age cohorts.

| | |
|---------|-----|
| 10-18 | 78% |
| 19-34 | 85% |
| 35-54 | 87% |
| 55-70 | 84% |
| Over 70 | 74% |

- There was a wide gap between men and women regarding the importance of services for children. Almost three-quarters (72%) of women find this to be an important role compared to only 58% of men. Correspondingly, 59% of households without children age 18 and under found service to children important in contrast to 83% in those households with children. It should be no surprise that the 19-34 year olds and the 35-54 year olds see this as a more important role than other age cohorts.

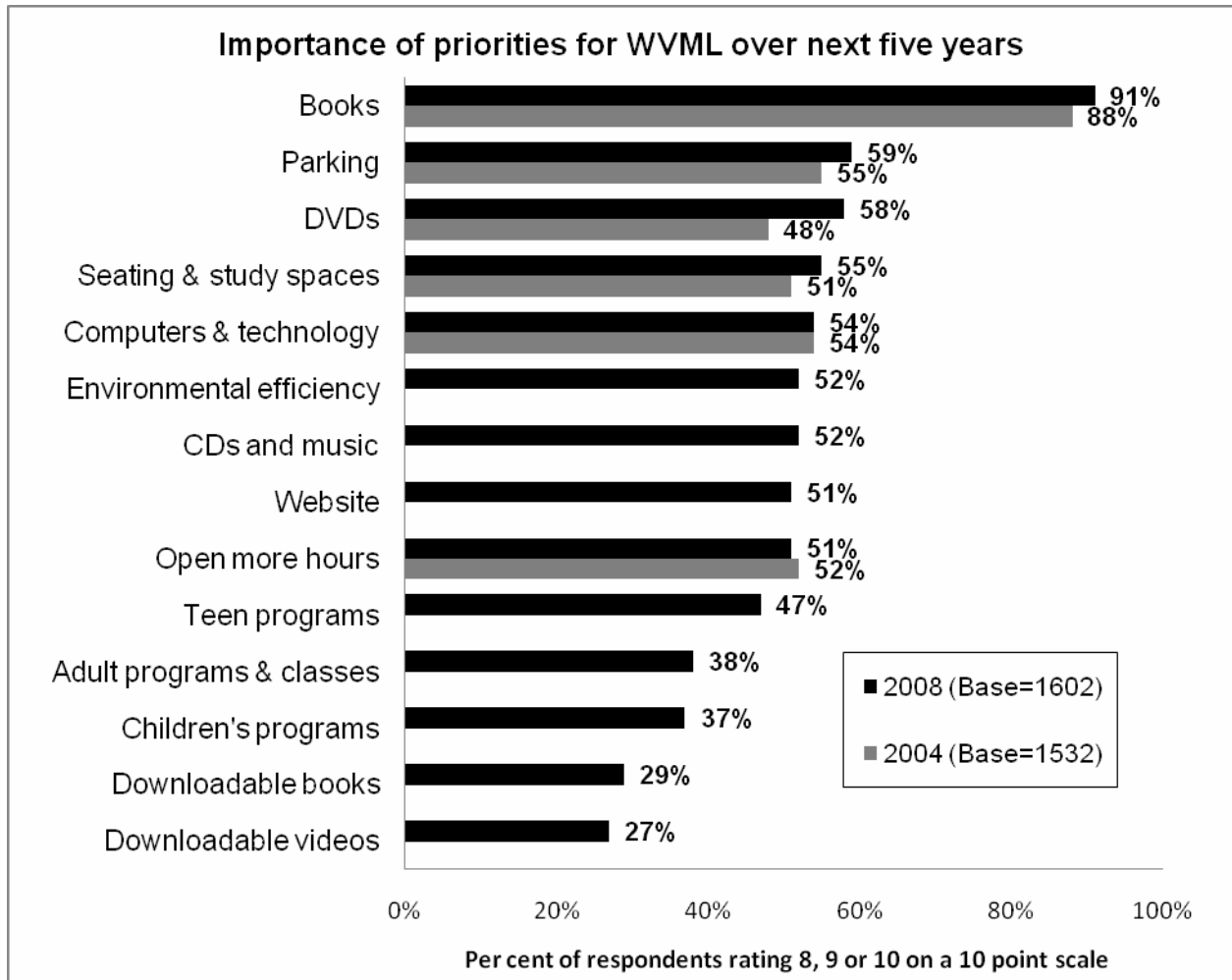
| | |
|---------|-----|
| 10-18 | 74% |
| 19-34 | 78% |
| 35-54 | 80% |
| 55-70 | 64% |
| Over 70 | 44% |

- The importance of a public library as a community meeting place is gender dependent and inversely proportional in importance to age. A wide margin exists between men and woman on this role with only 37% of men finding it important as compared to 49% of women. Related to this is the finding that 55% of those with children 18 years of age or younger at home find community important compared to 41% without children at home.

| | |
|---------|-----|
| 10-18 | 60% |
| 19-34 | 61% |
| 35-54 | 54% |
| 55-70 | 43% |
| Over 70 | 25% |

WVPL PRIORITIES OVER THE NEXT FIVE YEARS

All respondents were asked to rate how important a list of priorities should be over the next five years on a scale from 1 to 10. The core service of **library books and other materials** was deemed by a large margin to be the most important priority with a mean score of 9.6. This translates to 91% of respondents giving this a rating of 8, 9 or 10. **Parking** is an important priority to the 59% of respondents who rated it an 8, 9, or 10 with a mean score of 8.0 out of 10. **DVDs** also received a mean score of 8.0 as did **seating and study spaces**, and **environmental efficiency in the Library**. **Children’s programs** also had a mean score of 8.0 with 37% of the respondents considering it very important. **Computers and technology** received a mean rating of 7.9 and with 54% rating it 8, 9 or 10. **CDs and music** at 52% received a mean score of 7.8. A majority of 51% felt **more open hours** should be a priority with a mean score of 7.6. The **website** had a mean score of 7.9 with 51% rating it 8, 9 or 10. **Teen programs**, with a mean score of 7.7, had 47% rate it 8, 9 or 10. **Adult programs and classes** achieved a mean of 7.0 with 38% rating it 8, 9 or 10. Three in ten (29%) rated **downloadable books** an 8, 9 or 10 with a mean score of 6.2. **Downloadable videos** were also seen as a lower priority with a mean of 6.1 and 27% of respondents giving it an 8, 9 or 10.



- Books were given a higher priority by women than by men (94% vs. 90% rating 8, 9 or 10). Older respondents rated books slightly higher than other age groups, particularly those 10-34.

| Age | Mean Score |
|---------|------------|
| 10-18 | 9.3 |
| 19-34 | 9.1 |
| 35-54 | 9.7 |
| 55-70 | 9.7 |
| Over 70 | 9.7 |

- Children’s programs are rated higher by women than men (41% vs. 31% rating 8, 9 or 10). It is no surprise that those with children aged 18 years of age or younger at home are more supportive with 54% rating this 8, 9 or 10 contrasted with 30% for those with no children at home. Those aged 19-54 found children’s programs to be a more important priority than those in the other age cohorts.

| Age | Mean Score |
|---------|------------|
| 10-18 | 7.5 |
| 19-34 | 8.2 |
| 35-54 | 8.5 |
| 55-70 | 7.7 |
| Over 70 | 7.6 |

- Environmental efficiency in the Library really illustrates priority differences based on gender. Almost six in ten (58%) women find this important compared to 46% of men. Age does not appear to be an important variable regarding environmental efficiency.

| Age | Mean Score |
|---------|------------|
| 10-18 | 8.1 |
| 19-34 | 8.2 |
| 35-54 | 8.1 |
| 55-70 | 7.9 |
| Over 70 | 7.9 |

- Seating and study spaces are more important to the younger age cohorts.

| Age | Mean Score |
|---------|------------|
| 10-18 | 8.9 |
| 19-34 | 8.7 |
| 35-54 | 8.2 |
| 55-70 | 7.7 |
| Over 70 | 7.2 |

- Women give a higher priority to parking than men (64% vs. 55% rating it 8, 9 or 10). Age is not a determining factor.

| Age | Mean Score |
|---------|------------|
| 10-18 | 8.2 |
| 19-34 | 8.2 |
| 35-54 | 8.0 |
| 55-70 | 8.0 |
| Over 70 | 8.0 |

- DVDs are more important to those with children 18 and under in their household (63% vs. 58% rating an 8, 9 or 10). The oldest and youngest age cohorts did not feel as strongly about DVDs as did the other age cohorts.

| Age | Mean Score |
|---------|------------|
| 10-18 | 7.6 |
| 19-34 | 7.8 |
| 35-54 | 8.1 |
| 55-70 | 8.1 |
| Over 70 | 7.9 |

- The Website was given a higher priority by women than by men (54% vs. 47% rating 8, 9 or 10). The youngest and oldest age cohorts give the website a lower priority than the other age groups.

| Age | Mean Score |
|---------|------------|
| 10-18 | 7.4 |
| 19-34 | 7.9 |
| 35-54 | 8.1 |
| 55-70 | 8.2 |
| Over 70 | 7.2 |

- Women are more likely to give a higher priority to computers and technology than men (57% vs. 52% rating it 8, 9 or 10). Also, more of those with children age of 18 and under at home see technology as a priority (61% vs. 53%). It is no surprise that a higher rating afforded computers and technology is generally skewed by younger respondents.

| Age | Mean Score |
|---------|------------|
| 10-18 | 8.1 |
| 19-34 | 8.5 |
| 35-54 | 8.2 |
| 55-70 | 7.9 |
| Over 70 | 7.2 |

- CDs and music are deemed important by a majority of women (56%). Forty-seven per cent of men felt this way.
- Teen programs are favoured by women by a wide margin: 54% compared to 38% by men. Households with children under 18 and under at home expressed a similar priority with 66% giving a high priority to teen programs. Only 40% of those without children at home feel this way.

| Age | Mean Score |
|---------|------------|
| 10-18 | 7.9 |
| 19-34 | 7.8 |
| 35-54 | 8.2 |
| 55-70 | 7.5 |
| Over 70 | 6.8 |

- Almost two-thirds (64%) of those with children age 18 and under at home felt more open hours should be a priority as compared to 46% of those without children in their household. Younger respondents found open hours considerably more important than do those who are 55 or older.

| Age | Mean Score |
|---------|------------|
| 10-18 | 8.6 |
| 19-34 | 8.1 |
| 35-54 | 8.2 |
| 55-70 | 7.2 |
| Over 70 | 6.5 |

- Forty-four per cent of women gave a high priority to Adult programs and classes compared to 30% of men. Those 19-54 years old feel most strongly about Adult programs and classes.

| Age | Mean Score |
|---------|------------|
| 10-18 | 6.5 |
| 19-34 | 7.3 |
| 35-54 | 7.3 |
| 55-70 | 7.1 |
| Over 70 | 6.5 |

- Four in ten (40%) of respondents from households with children 18 and under felt that downloadable books should be a priority as compared to 26% in households without children. Younger respondents had the strongest response to downloadable books.

| Age | Mean Score |
|---------|------------|
| 10-18 | 7.0 |
| 19-34 | 7.4 |
| 35-54 | 6.7 |
| 55-70 | 5.6 |
| Over 70 | 5.4 |

- Almost four in ten (37%) of respondents from households with children 18 and under felt that downloadable videos should be a priority as compared to 24% in households without children. The age cohort of 19-34 had the strongest response to downloadable videos.

| Age | Mean Score |
|---------|------------|
| 10-18 | 6.7 |
| 19-34 | 7.2 |
| 35-54 | 6.5 |
| 55-70 | 5.5 |
| Over 70 | 5.3 |