

WEST VANCOUVER MEMORIAL LIBRARY

**FINAL SUMMARY REPORT**  
***2004 GENERAL PUBLIC SURVEY***

MARCH 2004

BENGTSON MARKET RESEARCH LTD.  
Suite 1290 – 625 Howe Street  
Vancouver, BC  
Canada V6C 2T6  
Ph: (604) 646-3707  
Fax: (604) 683-0049

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## RESEARCH SUMMARY

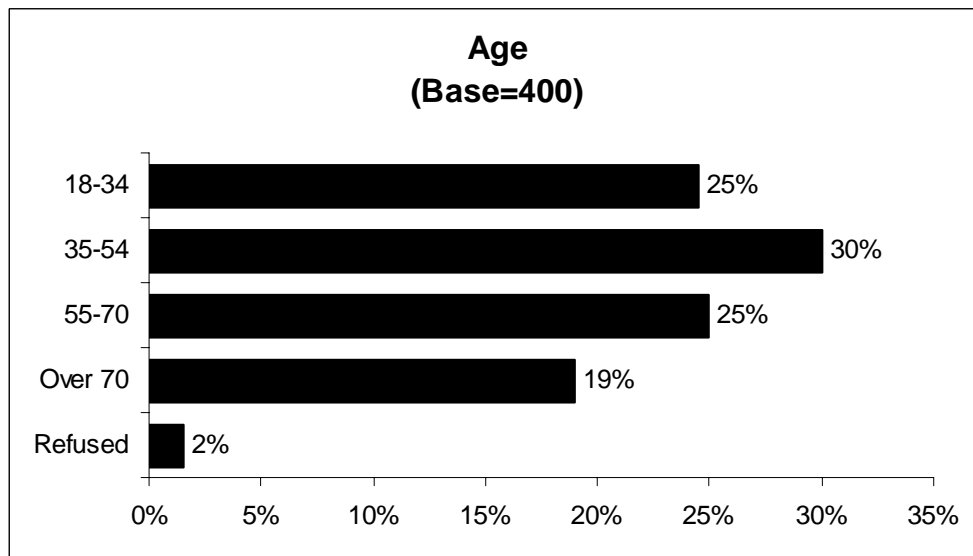
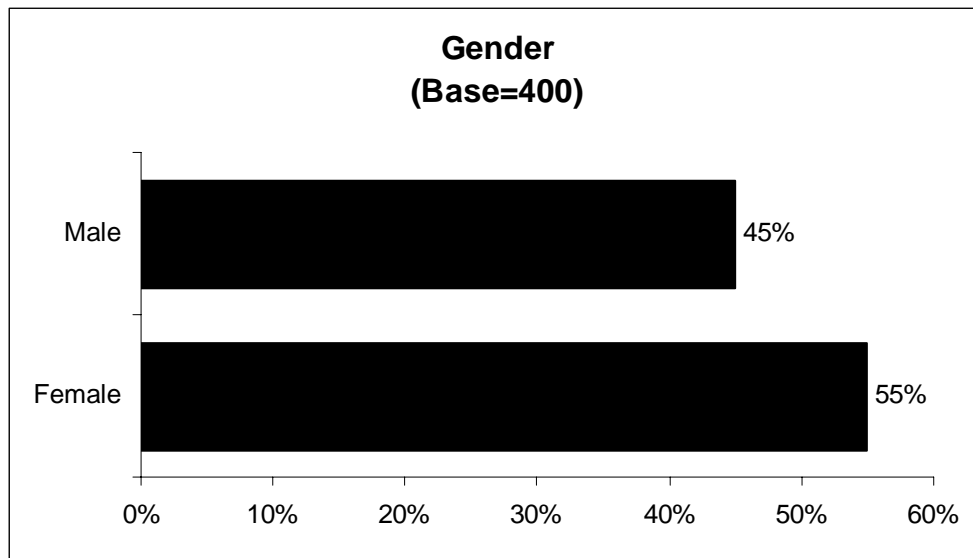
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### INTRODUCTION

This quantitative research was commissioned by the West Vancouver Memorial Library. Bengtson Market Research Ltd. conducted the research March 9-13, 2004. In total, 400 randomly selected respondents were interviewed by telephone that resided in the West Vancouver District. The margin of error for a sample of this size is  $\pm 5.0\%$ , nineteen times out of twenty.

The following is a summary of the results of this research. Significant relationships that exist between variables are detailed in the summary using bullets.

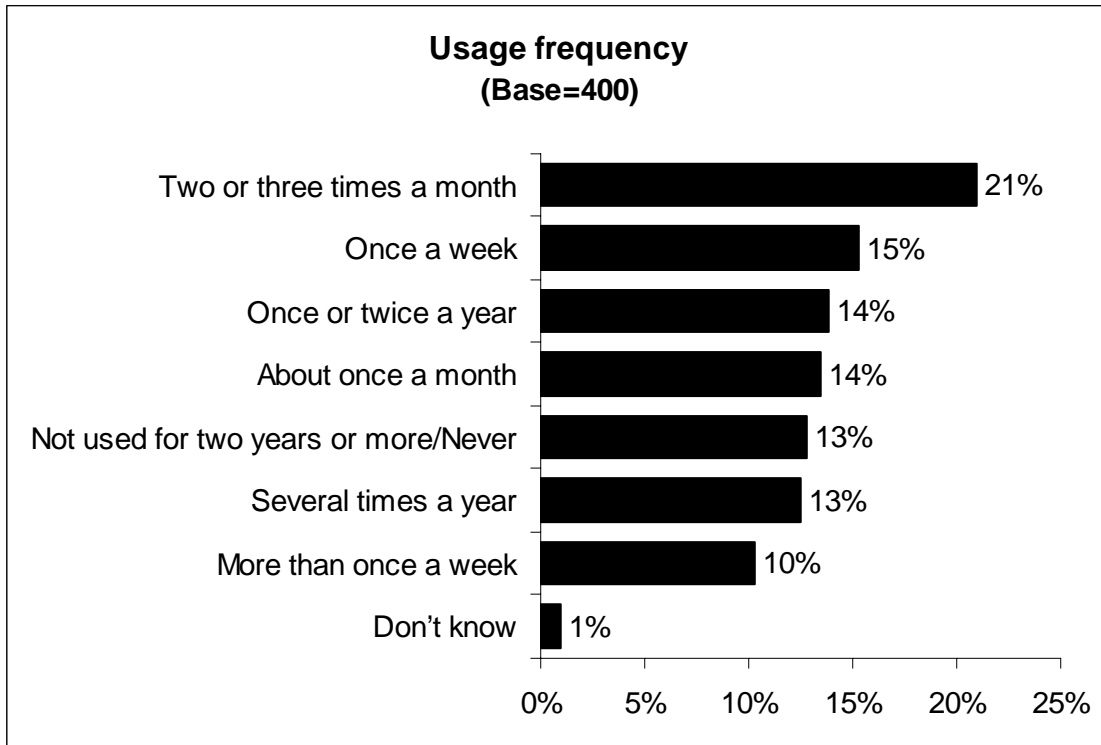
### DEMOGRAPHICS



## USAGE FREQUENCY

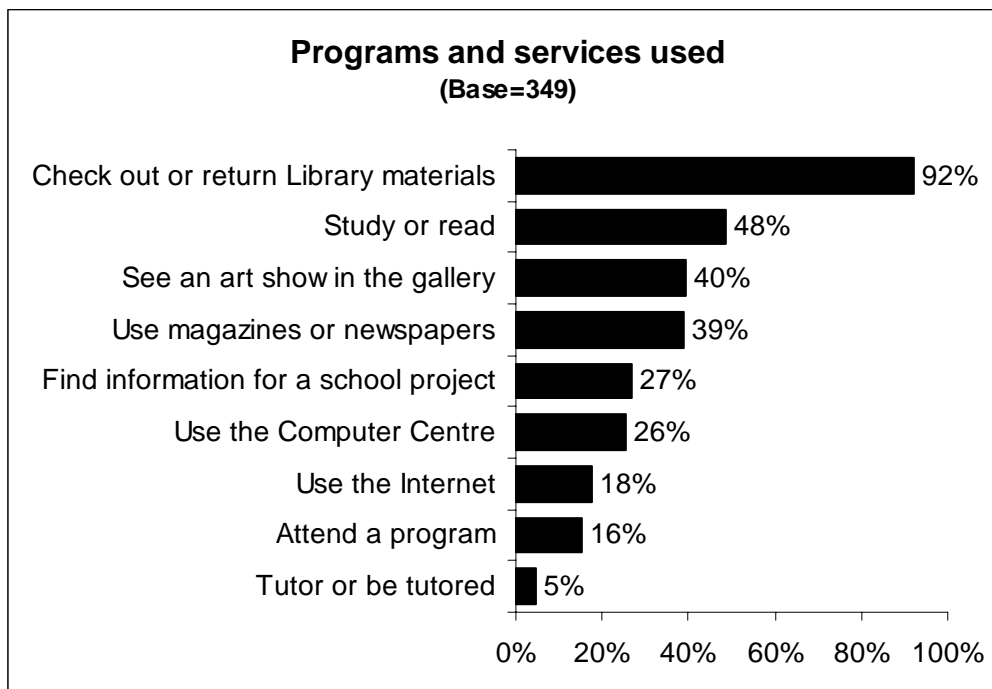
Respondents were asked how often they use the West Vancouver Memorial Library. A plurality of 21% use the Library two to three times per month. There is a fairly even distribution among other frequencies (13%-15%) excepting extremely heavy users reporting more than once per week (10%).

Thirteen per cent reported that they have not used the Library in the last two years or never at all and they have been classified as Non-Users for the purposes of this report. There were no significant demographic differences between Users and Non-Users.



## WVML PROGRAMS AND SERVICES USED

Not surprisingly, 92% of Users report utilizing the Library’s core service, checking out and returning books. Just under half (48%) use the Library to study or read. Four in ten (40%) go to the gallery to view an art show and use magazines and newspapers (39%). Finding information for a school project was reported by 27% and use the Computer Centre by 26%. Almost two in ten (18%) use the Internet and 16% attend a program. Five per cent say they are tutors or are tutored at the WVML.



- Males are more likely than females to use the Library to study or read (58% vs. 41%). Also it is no surprise that using the Library to study or read is inversely proportional to age.

18-34	66%
35-54	50%
55-70	41%
Over 70	36%

- Again, there is an inverse relationship between using the Library to find information for a school project and age.

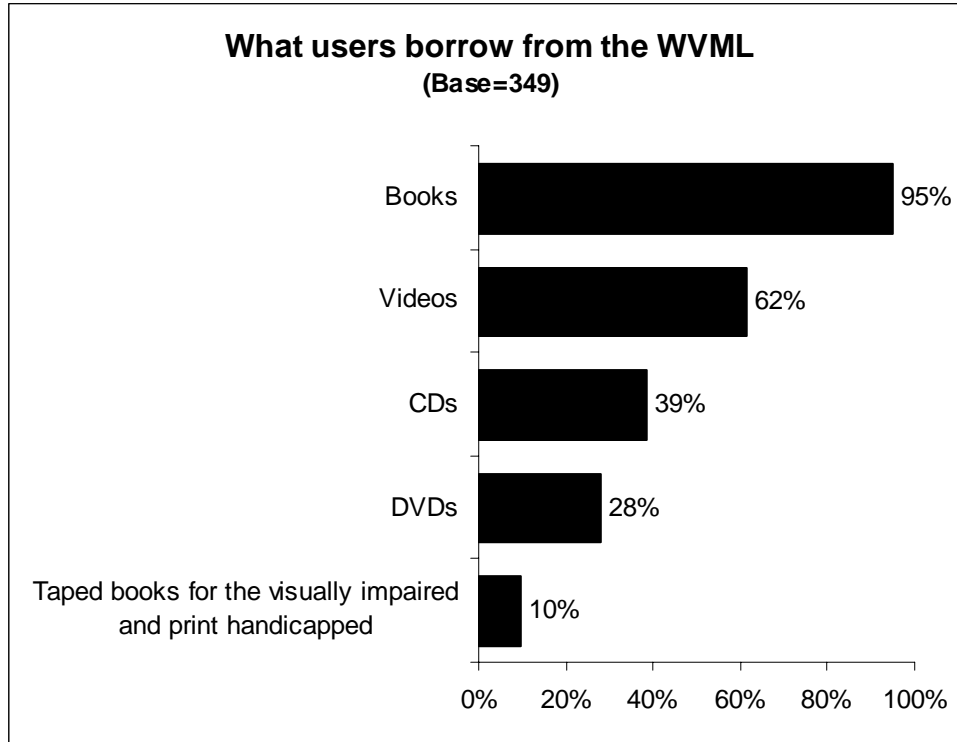
18-34	41%
35-54	38%
55-70	18%
Over 70	7%

- Women are twice as likely as men to attend a program at the WVML (20% vs. 9%).
- Seeing an art show in the gallery is directly proportional to age.

18-34	22%
35-54	30%
55-70	51%
Over 70	61%

### WHAT MATERIALS ARE BORROWED?

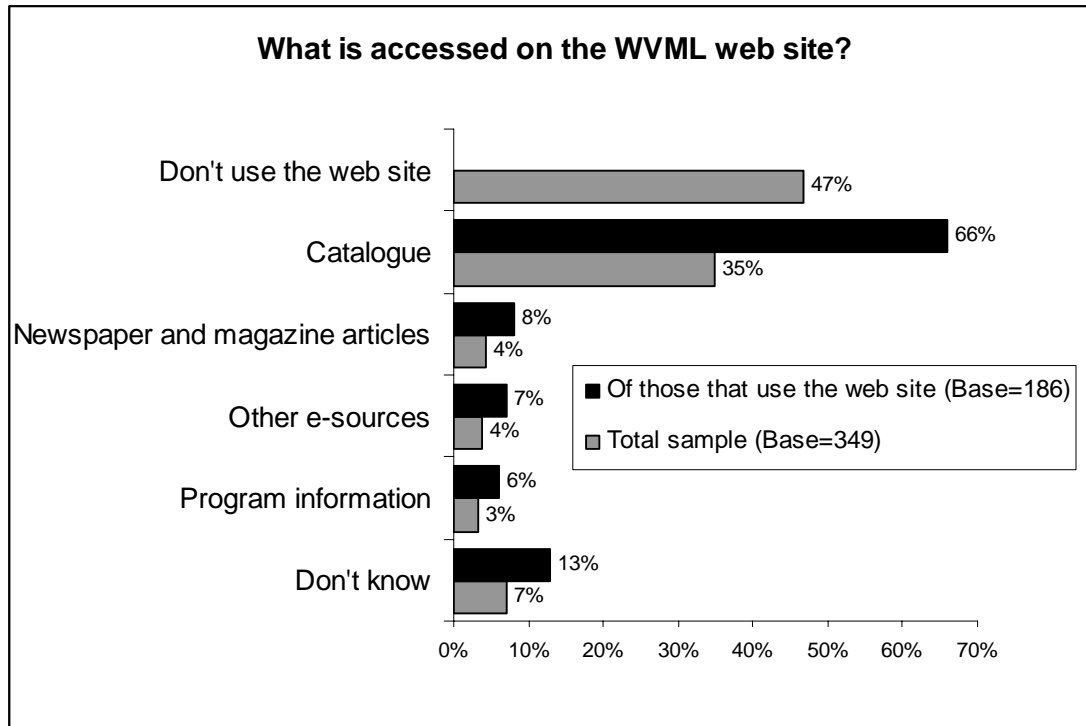
Ninety-five per cent of respondents report they borrow books from the Library. Six in ten (62%) borrow videos. CDs are utilised by 39% and DVDs by 28%. Ten per cent report borrowing taped books for the visually impaired and print handicapped.



## WVML'S WEB SITE

### What is accessed?

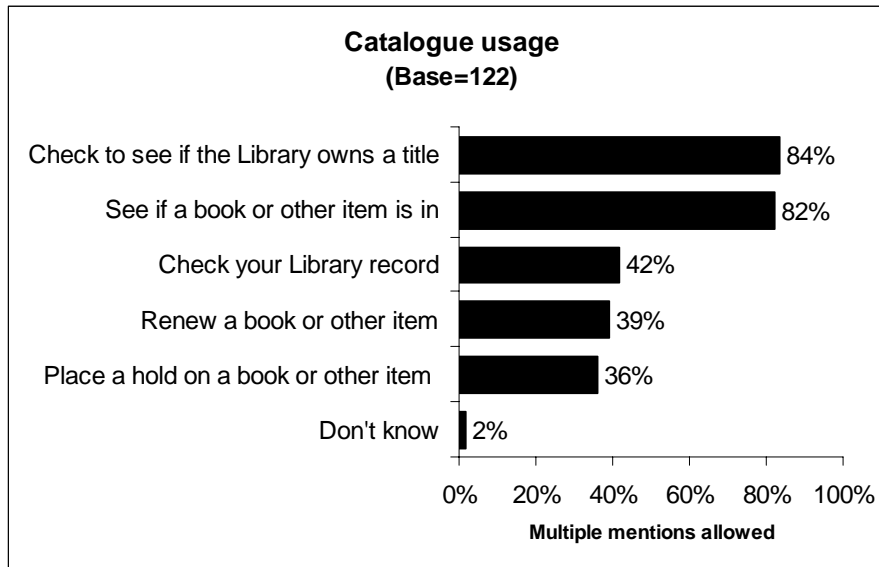
Slightly over half of Users (53%) access the WVML's web site on the premises. Of those who use the web site, two-thirds (66%) access the catalogue. Eight per cent access newspaper and magazine articles, 7% retrieve other e-sources and 6% look for program information. Thirteen per cent hold that they do not know what they access on the web site.



- The digital divide is segmented by age with only 33% of those over 70 years old using the web site. This compares with 60% for those 18-34, 54% for those 35-54 and 61% for those aged 55-70.

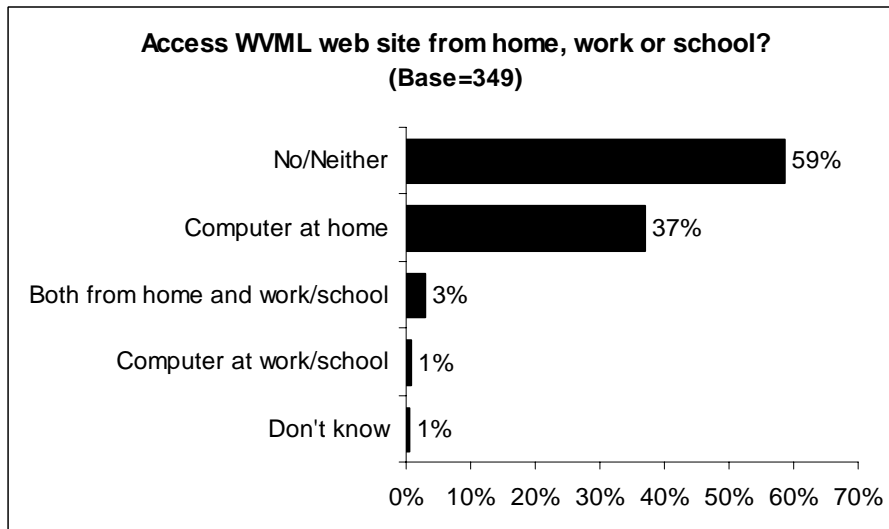
**Catalogue usage on the web site**

The vast majority of catalogue users check to see if the Library owns a title (84%) or see if a book or other item is in (82%). For in ten check their library record (42%) and/or renew a book or other item (39%). Thirty-six per cent place a book or other item on hold while 2% claim not to know why they use the catalogue.



**Access WVML web site from home, work or school?**

Four in ten (41%) Users access the WVML off site. Thirty-seven per cent use their home computers for access while 1% use a computer at work or school. Three per cent connect at both home and work or school. One per cent were unsure.



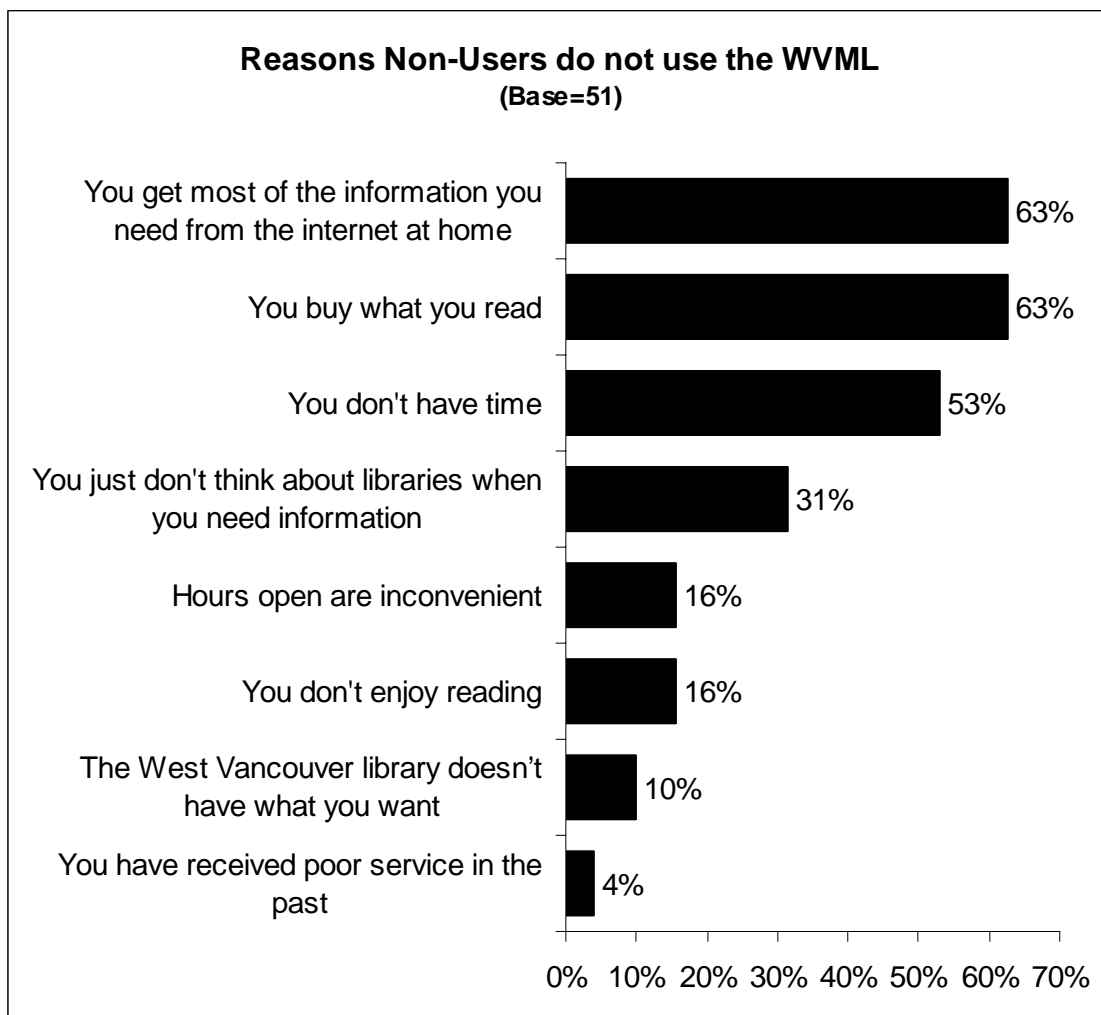
- About half (48%) of those aged 18-54 accessed the web site off of the WVML site. This compares to 43% of those aged 55-70 and 15% of those over 70 years old.
- Only 13% of those over the age of 70 access the web site from a home computer. This compares to 47% for those 18-24, 46% for those 35-54 and 37% from the 55-70 age cohort.

## NON-USERS

### Reasons for not using the WVML

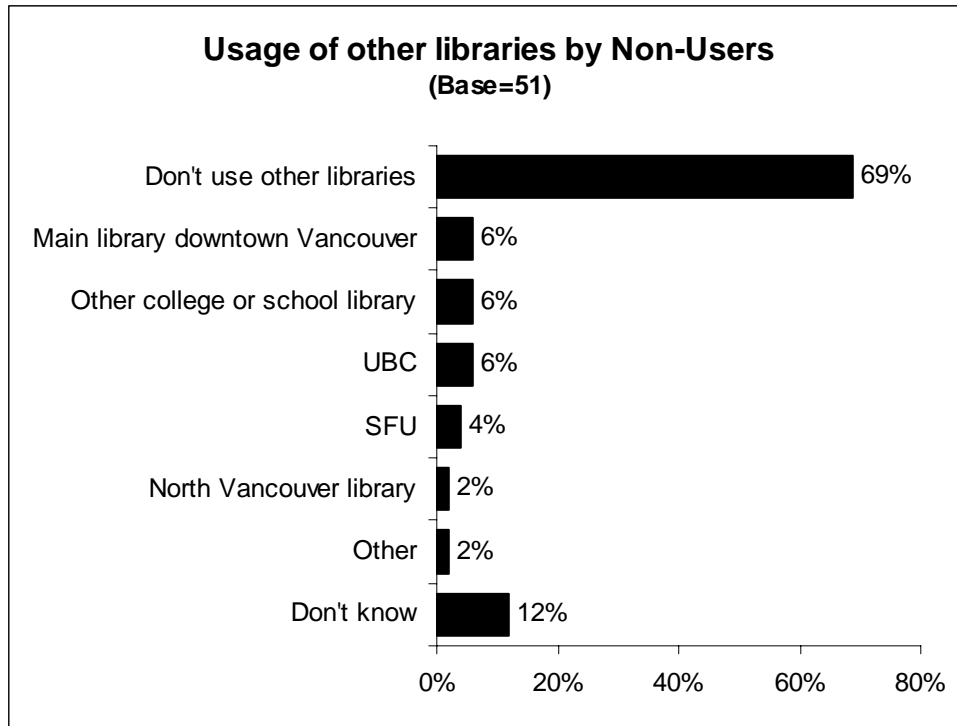
As previously mentioned, Non-Users are defined as those residents who have not been to the WVML in the last two years or have never been to the WVML. These respondents were read a series of possible reason for their not using the Library and were asked to answer “yes” or “no” for each item.

Clearly the most predominant reasons were the Internet and buying what they read, both at 63%. A little over half (53%) held they did not have time. Three in ten (31%) do not have libraries top-of-mind- when they need information and 16% felt that the hours of opening were not convenient and did not enjoy reading. Ten per cent maintained that the WVML does not have what they want and 4% said they had received poor service in the past.



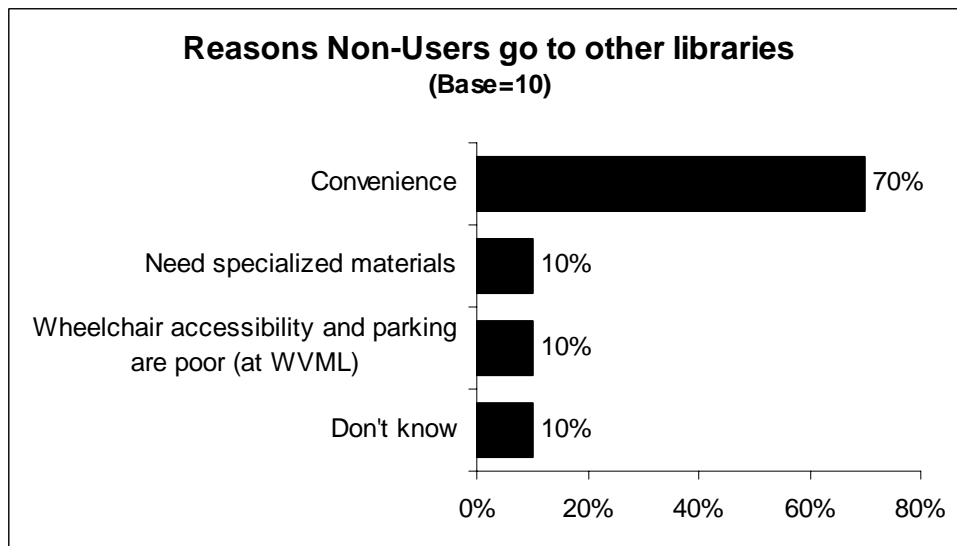
**Usage of other libraries**

Three in ten (31%) Non-Users do go to other libraries with UBC, the main library downtown and other college or school libraries garnering 6% each of respondents favour. Four per cent of Non-Users said they used the SFU library while only 2% used North Vancouver libraries. A full 12% maintained they were unsure if they used other libraries.



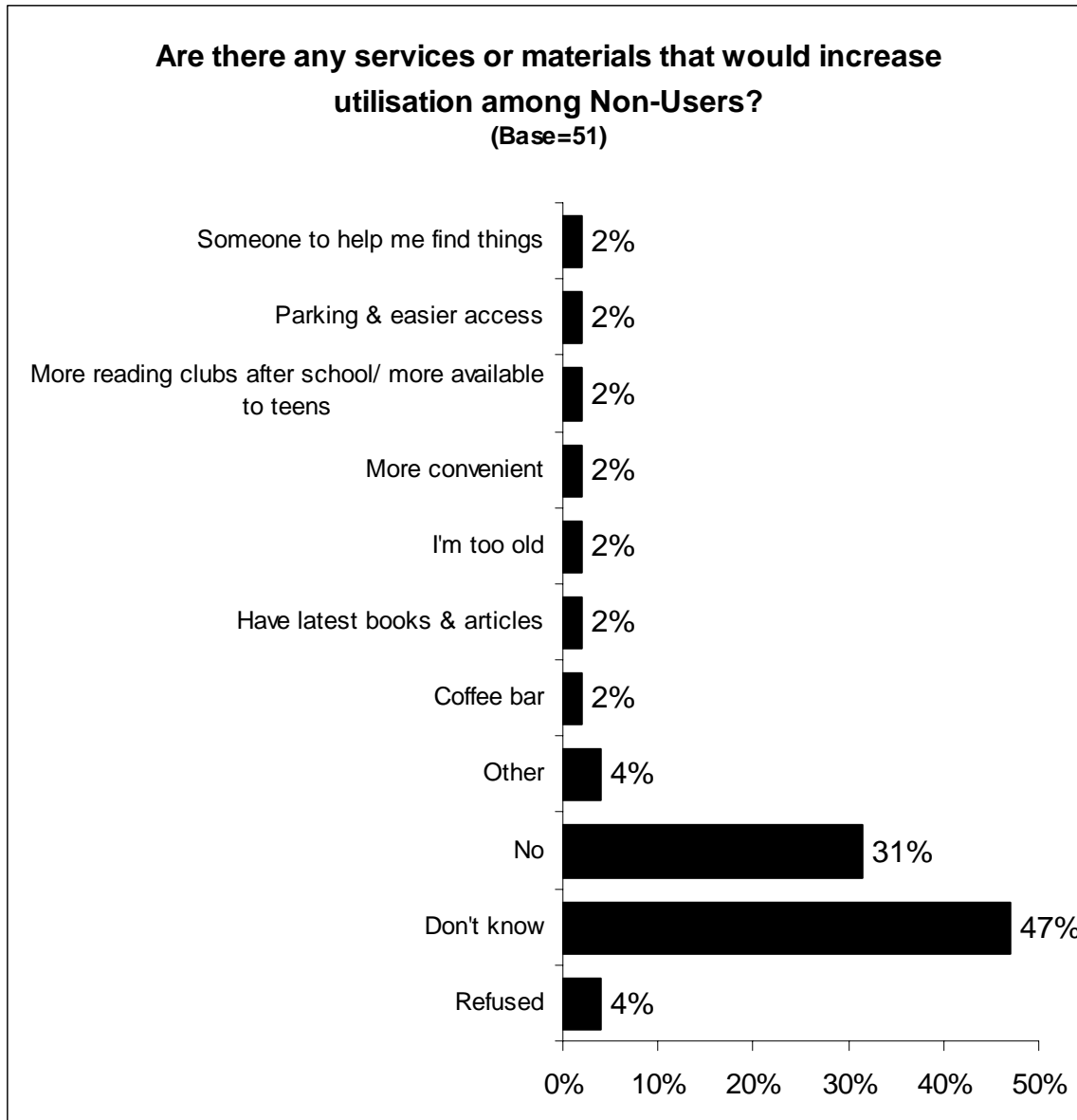
**Reasons for using other libraries**

By far the most important reason for using another library is convenience. Generally speaking this was geographically driven by the respondent either being at university or college and using the on-site resources.



**Services or materials that would increase utilization of WVML by Non-Users**

Over three-quarters (78%) either said “No” (31%) or “Don’t know” (47%) when asked if the Library could offer any services or materials that would make them want to use it more often. Of those who mentioned something, no response category had more than 2%.

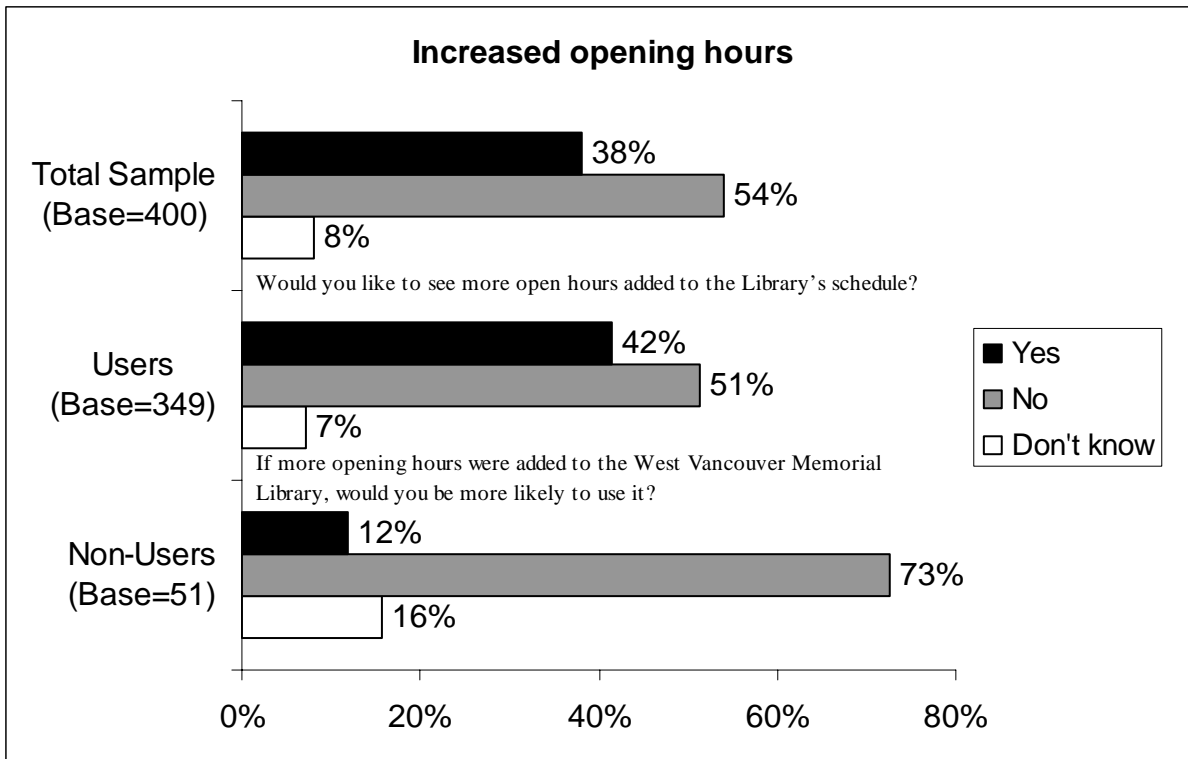


## OPENING HOURS

### Should more open hours be added?

Both Users and Non-Users were asked if the WVML should increase its opening hours. Users were simply asked if they would like to see more opening hours and Non-Users were asked if having more opening hours would increase their likelihood of using the Library.

Looking at the total sample, 38% said that they would like to have increased open hours. Among Users, 42% would like to see more hours added to the Library's schedule. Only 12% of Non-Users found more open hours conducive to their usage of the WVML.

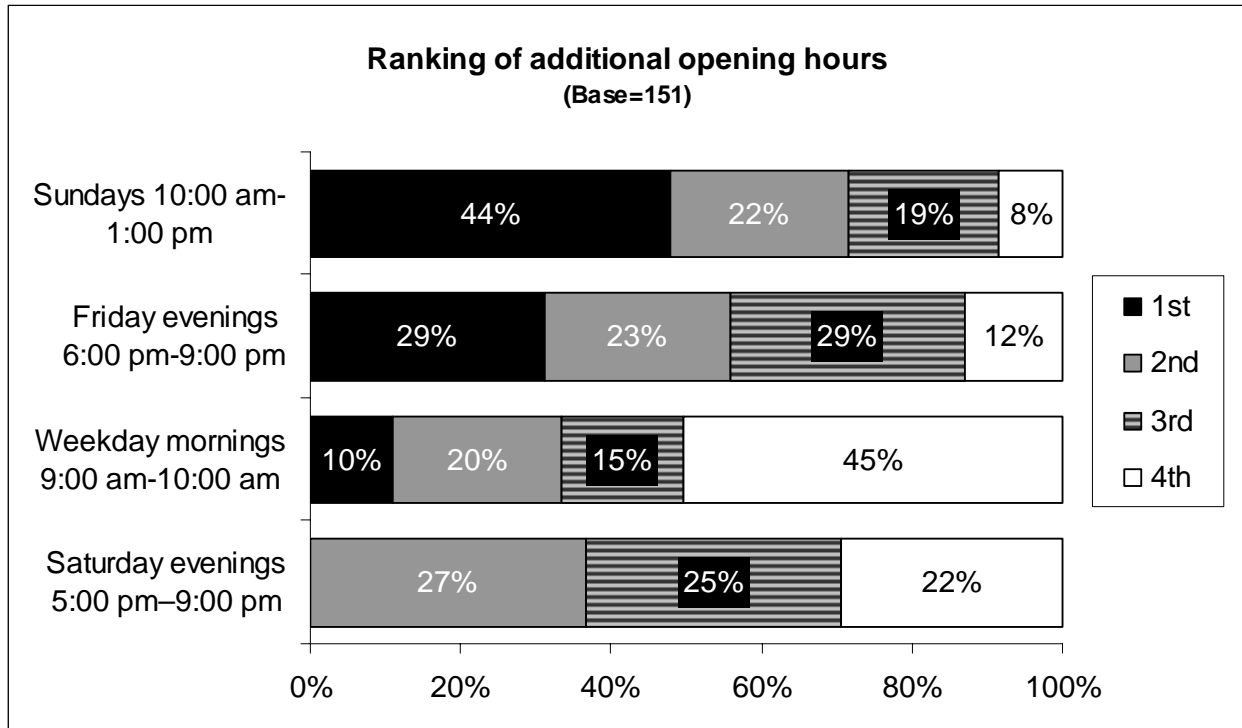


- Among Users, the desire for more open hours was related to age. The majority of those 18-54 want more open hours.

18-34	53%
35-54	57%
55-70	37%
Over 70	13%

**Ranking of possible extended open hours**

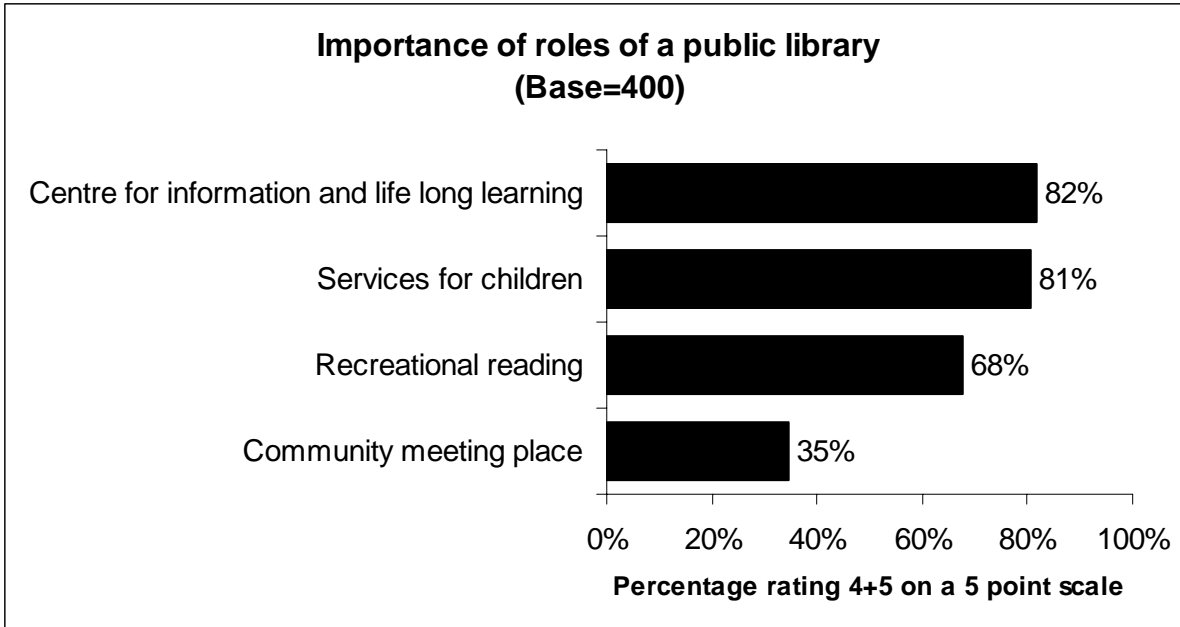
Sundays from 10:00 a.m. to 1:00 p.m. was favoured by a plurality (44%) of those who wanted more opening hours. This was followed by 29% who preferred Friday evenings and 10% who ranked weekday mornings as their number one choice. No one elected Saturday evenings as their 1<sup>st</sup> choice.



- Among those who selected Friday evenings, age was the primary driver. Forty-six per cent of those aged 55-70 chose this option. This compares to 27% of 18-34, 19% of 35-54 and 33% of those over 70.

## ROLES OF A PUBLIC LIBRARY

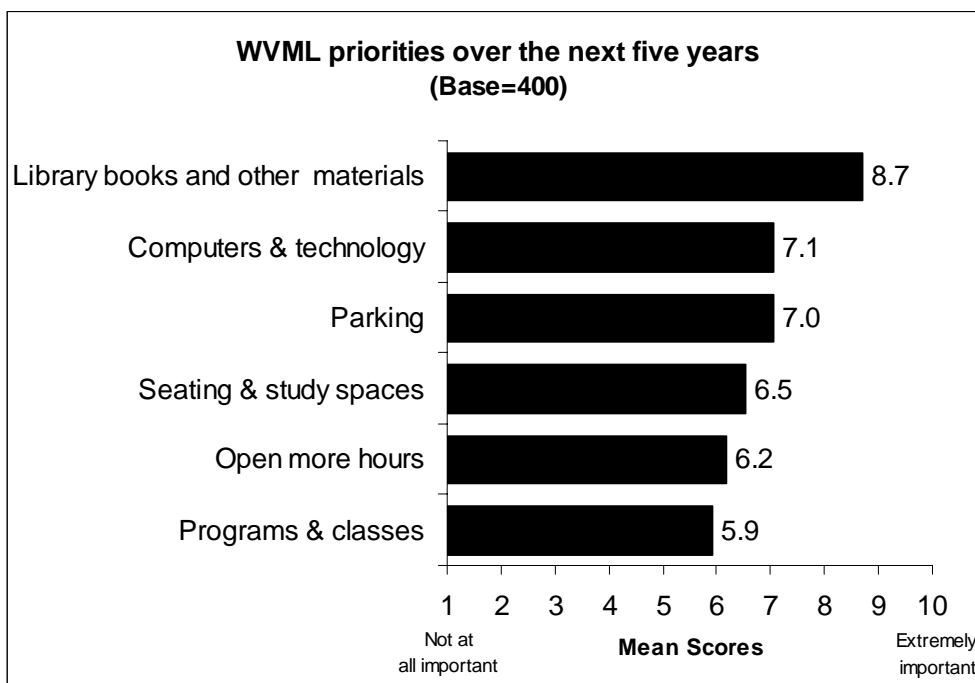
Respondents were read a list of roles that a public library could have and were asked to rate how important each was on a scale from 1 to 5. Over 8 in ten hold that public libraries are important as a centre for information and lifelong learning (82%) and for services to children (81%). Recreational reading was deemed an important role by 68%. Surprisingly, only 35% viewed the role of a community meeting place as important. This may be attributed to how respondents were defining “community meeting place”.



- The perceived importance of a public library as a community meeting place is age dependent. Those respondents in the oldest age cohort are far more likely to have strong opinions. Thirty-seven per cent of those over 70 believe this role to be important as compared to 31% of those aged 18-34, 35% of those 35-54 and 35% of those 55-70. More telling however is the fact that 26% of those over 70 rated this role as “extremely important” as contrasted to 7% of 18-34, 15% of 35-54 and 18% of those aged 55-70.
- Services for children is both age gender and age dependent. Woman (84%) see more value in this role than do men (76%). The youngest and oldest age cohort see the least significance in this role at 77% and 70% respectively. Those aged 35-54 believe services for children are quite important (88%) followed by 85% of those 55-70 year old age cohort.

## WVPL PRIORITIES OVER THE NEXT FIVE YEARS

All respondents were asked to rate how important a list of priorities were 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 8.7. This translates to 79% of residents rating this an 8, 9 or 10. Computers and technology received a rating of 7.1 or 49% proportion rating it 8, 9 or 10. Parking is an important priority to half of respondents (50% rating 8, 9, or 10) with a mean score of 7.1 out of 10. Thirty-seven per cent rated seating and study spaces as an important priority with a mean score of 6.5. Similarly, 37% felt more open hours should be a priority but with less strength reflected in a mean score of 6.2. Programs and classes received a mean importance score of 5.9 which would mirror that only 27% scored this an 8, 9 or 10.



- It is no surprise that the rating afforded computers and technology is inversely proportional to age.

Age	Mean Score
18-34	7.5
35-54	7.4
55-70	7.0
Over 70	6.0

- Woman prioritize parking more highly than men (7.5 vs. 6.5).
- Age is an important predictor of the importance of prioritizing seating and study spaces.

Age	Mean Score
18-34	7.7
35-54	6.5
55-70	5.9
Over 70	5.7

- Younger respondents are more likely to want more open hours.

Age	Mean Score
18-34	7.2
35-54	6.3
55-70	6.1
Over 70	4.6

- Programs and classes are more important to woman than men (6.3 vs. 5.5).