

WEST VANCOUVER MEMORIAL LIBRARY

**FINAL SUMMARY REPORT**  
***2004 ON-SITE SURVEY***

MARCH 2004

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## RESEARCH SUMMARY

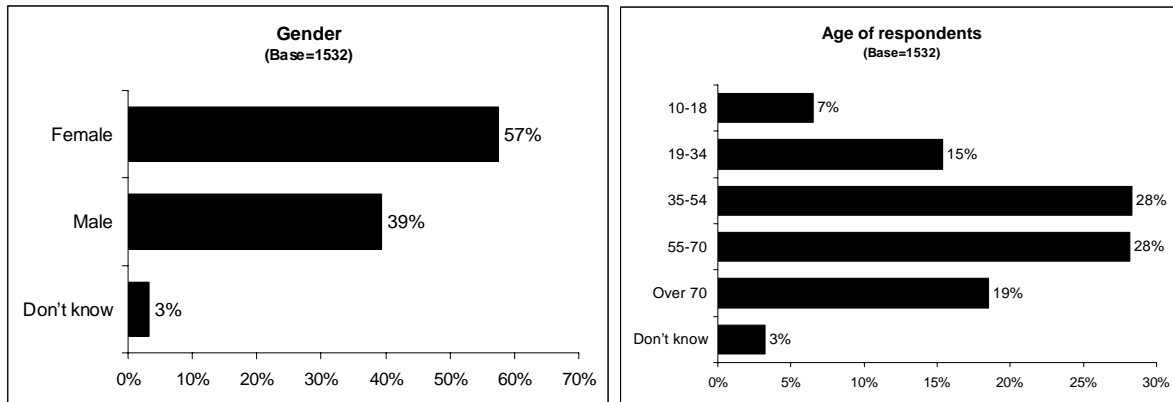
### INTRODUCTION

The West Vancouver Memorial Library administered an on-site survey consisting of 65 questions to its patrons February 15-21, 2004. Bengtson Market Research Ltd. was responsible for the data entry, statistical analysis and final report of this research. In total, 1532 WVML patrons completed the survey. The margin of error for a sample of this size is  $\pm 2.5\%$ , 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

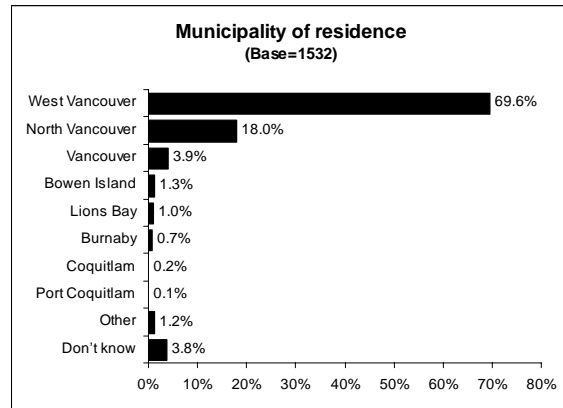
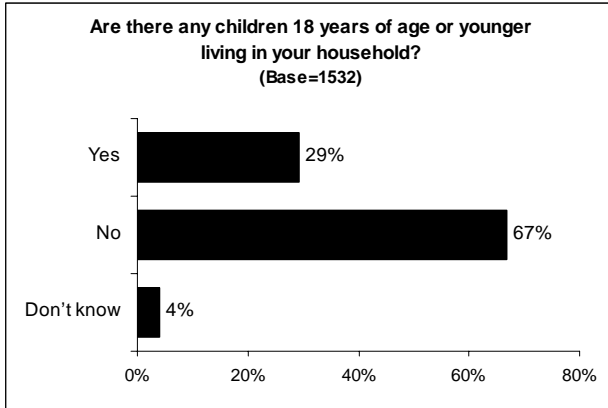
The majority of patrons who completed the survey were female (57%). One in four (39%) were male. Three per cent maintained they were unsure of their gender.



- The largest proportion of females were 35-54 years old (65%).

Age Cohort	Male	Female
10-18	39%	59%
19-34	44%	56%
35-54	35%	65%
55-70	42%	58%
Over 70	46%	54%

One in three (29%) of the respondents had children younger than 18 years of age living in their household. The vast majority of WVML patrons resided in West Vancouver (70%). North Vancouver accounted for 18% of users followed by Vancouver with 4%. Bowen Island residents were represented by 1.3% of the respondents with Lions Bay adding an additional 1%. All other mentioned municipalities accounted for less than 1% each. Four per cent of respondents claimed not to know where they resided.



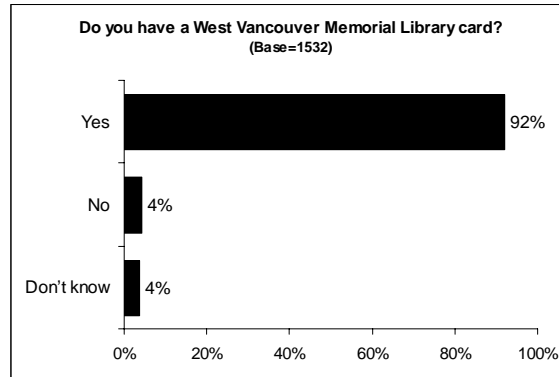
- The proportion of respondents reporting younger than 18 year olds living in their household was expectedly segmented by age cohort

10-18	74%
19-34	30%
35-54	56%
55-70	12%
Over 70	4%

- Although the vast majority of patrons do live in the West Vancouver District, those 10-54 were more willing to take the trip from another municipality to the WVML, particularly from North Vancouver. Those over 70 years of age tended to live in West Vancouver (86%).

Age	West Vancouver	North Vancouver	Vancouver & Eastern Suburbs	Other
10-18	70%	24%	3%	2%
19-34	60%	25%	11%	3%
35-54	66%	23%	6%	5%
55-70	73%	16%	3%	5%
Over 70	86%	7%	1%	2%

Over 9 in 10 (92%) say they have a West Vancouver Memorial Library card.

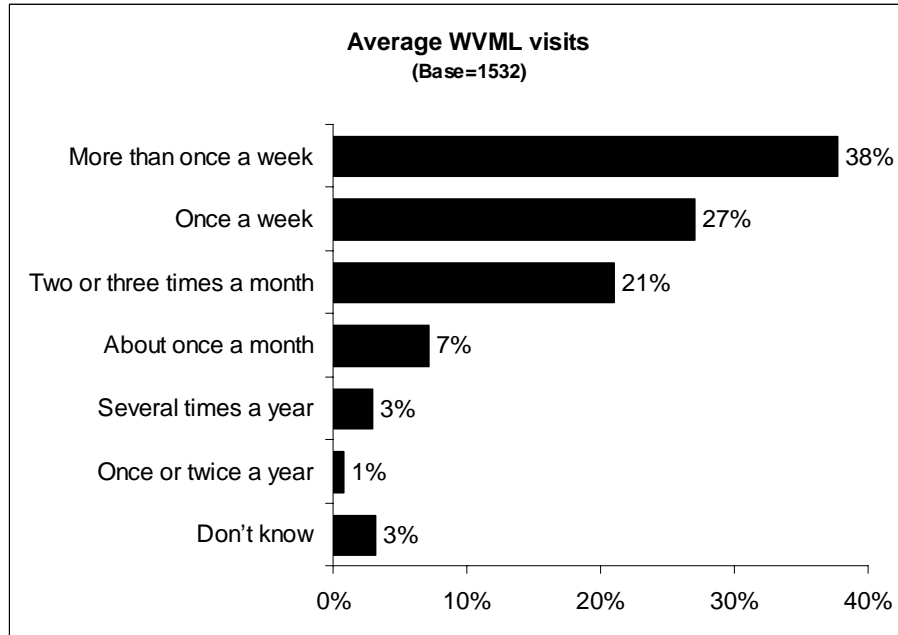


- Having a WVML card is directly proportional to age.

10-18	86%
19-34	89%
35-54	95%
55-70	98%
Over 70	98%

## USAGE FREQUENCY

Respondents were asked how often they use the West Vancouver Memorial Library. A plurality of patrons (38%) use the Library more than once per week. Twenty-seven per cent say they visit the WVML once per week and 21% say two to three times a month. About once a month is stated by 7%. 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 how often they visit the WVML.

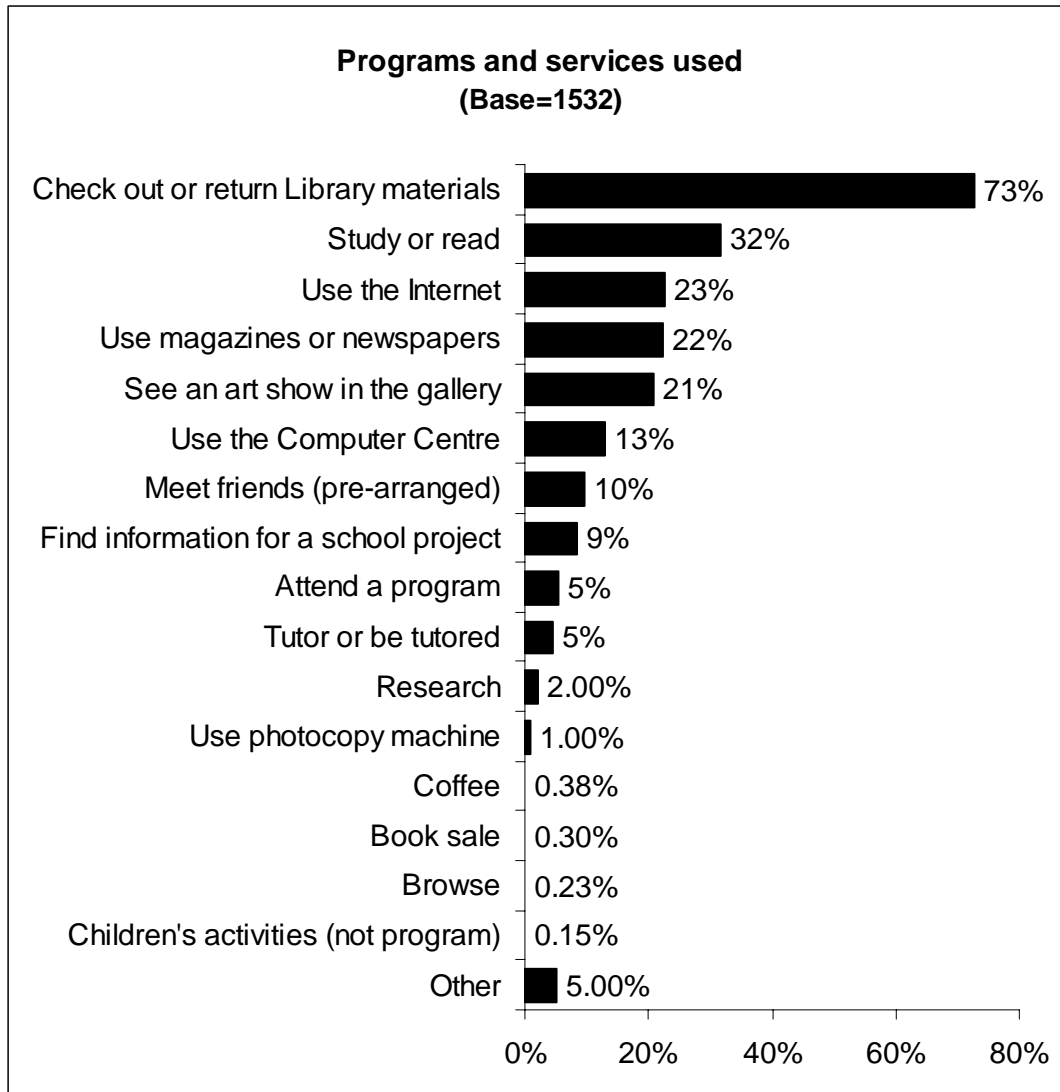


- High usage patrons (once a week or more) are highly represented in the 19-34, 55-70 and over 70 age cohorts (70%, 68% and 69% respectively). Sixty-three per cent of the 10-18 and 35-54 age cohorts reported themselves as high usage patrons.
- Almost two-thirds (64%) of women were medium users of the WVML, visiting from once to two to three times per month.

Usage	Male	Female
High (Once per week or more)	43%	57%
Medium (Once to two to three times per month)	35%	64%
Low (Once or twice to several times per year)	36%	60%

## WVML PROGRAMS AND SERVICES USED

Respondents were asked which reasons they came to the Library today. Almost three-quarters (73%) reported checking out and returning books. Three in ten (32%) use the Library to study or read. Twenty-three per cent use the Internet at the Library. Two in ten go to the gallery to view an art show and use magazines and newspapers (21% and 22% respectively). Use of the Computer Centre is stated by 13%. One in ten (10%) say they arrange to meet friends at the Library. Finding school project information is an activity conducted by 9%. Attend a program and tutor or be tutored each garnered 5%. All other responses were 2% or less.



- Females were more likely than males to report checking out or returning library materials (79% vs. 65%). In addition, older respondents were more likely to be returning or checking out materials.

10-18	48%
19-34	47%
35-54	79%
55-70	81%
Over 70	81%

- Using the Library to study or read was more the domain of males (40%) as contrasted to females (25%). Not surprisingly, those with children under the age of 18 in their household were more likely to engage in this activity (38% vs. 29%). There was an inversely proportional relationship between age and studying or reading at the WVML.

10-18	68%
19-34	63%
35-54	29%
55-70	19%
Over 70	16%

- Usage of the Internet was age dependent.

10-18	37%
19-34	44%
35-54	23%
55-70	16%
Over 70	8%

- Magazines and newspapers have higher utilization by males than females. (30% vs. 17%).
- 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.

10-18	8%
19-34	15%
35-54	20%
55-70	25%
Over 70	27%

- Use of the Computer Centre is an activity more likely pursued by younger respondents.

10-18	19%
19-34	20%
35-54	16%
55-70	9%
Over 70	5%

- Planning to meet friends at the Library is an activity of youth.

10-18	38%
19-34	17%
35-54	9%
55-70	4%
Over 70	3%

- Finding information for a school project is inversely proportional to age.

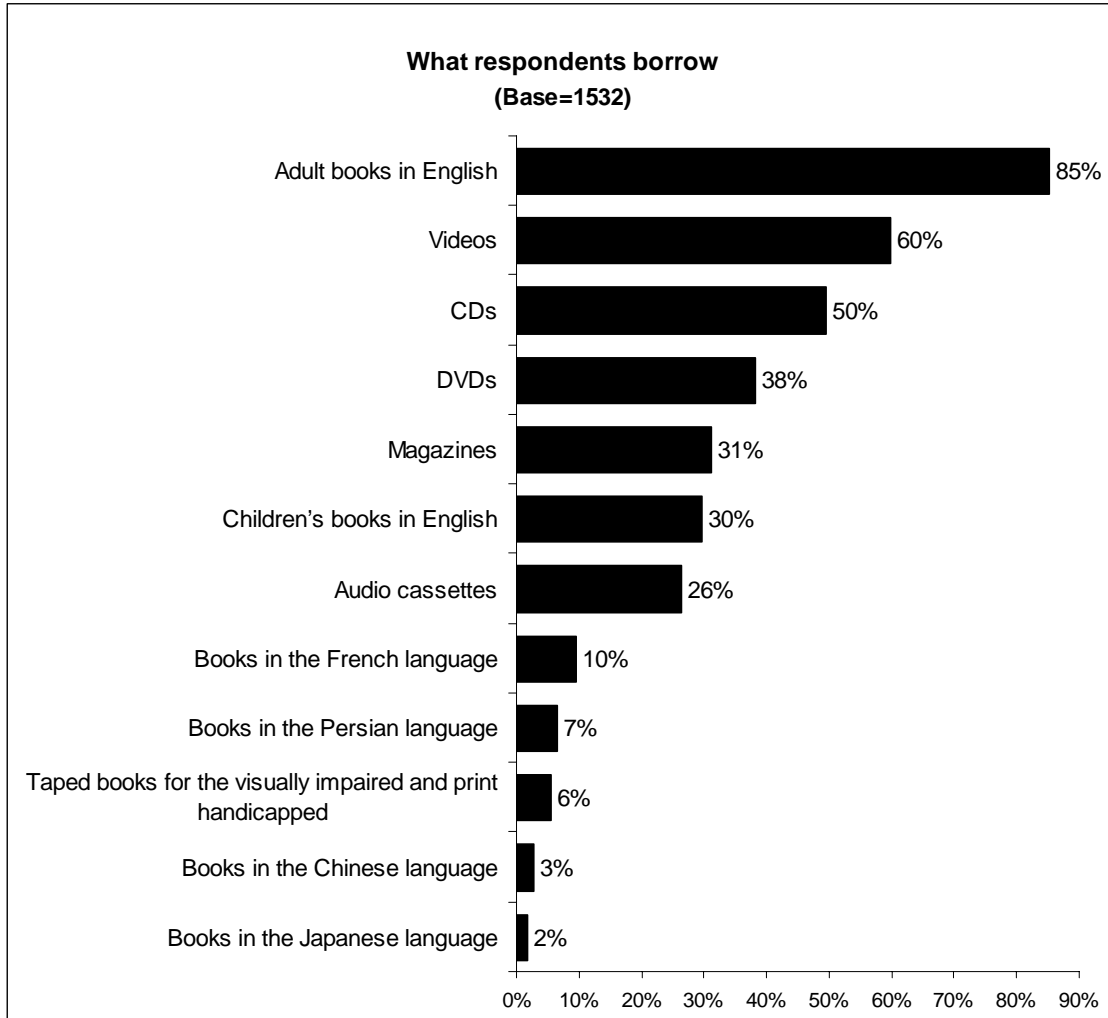
10-18	28%
19-34	13%
35-54	11%
55-70	2%
Over 70	2%

- Being a tutor or being tutored is age dependent.

10-18	20%
19-34	8%
35-54	3%
55-70	2%
Over 70	1%

## WHAT MATERIALS ARE BORROWED?

The vast majority of respondents (85%) report they borrow adult books in English from the Library. Six in ten (60%) borrow videos. CDs are utilised by 50% and DVDs by 38%. Magazines and children’s books in English are borrowed by 31% and 30% respectively. Audio cassettes are made use of by slightly more than on-quarter (26%). French (10%) and Persian (7%) language books are borrowed by some as well as Chinese (3%) and Japanese (2%) language offerings. Six per cent report borrowing taped books for the visually impaired and print handicapped.



- Borrowing adult books in English is expectedly skewed toward those over 18 year of age.

10-18	62%
19-34	83%
35-54	89%
55-70	92%
Over 70	90%

- Far more videos are borrowed by those 35-70 years old.

10-18	68%
19-34	63%
35-54	29%
55-70	19%
Over 70	16%

- CDs are heavily utilized by 35-54 year olds.

10-18	37%
19-34	48%
35-54	61%
55-70	54%
Over 70	38%

- DVDs borrowing, on the other hand, is skewed toward males (44% vs. 36%), those with households with children under 18 and those 19-54 years old.

10-18	39%
19-34	48%
35-54	46%
55-70	37%
Over 70	23%

- Magazines are less favoured by men than women (28% vs. 35%) and more likely to be borrowed by those aged 35-70.

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

- Children’s books in English are more likely to be borrowed by women than men (37% vs. 21%) and it goes without saying that the vast majority have children younger than 18 at home (62%). Accordingly, there is an age skew.

10-18	55%
19-34	27%
35-54	49%
55-70	21%
Over 70	10%

- Audio cassettes are 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 age cohort of 35-54 are more apt to borrow audio cassettes than other age groups.

10-18	26%
19-34	20%
35-54	35%
55-70	30%
Over 70	18%

- Making use of French language books skewed towards those with younger than 18 year olds at home (16%) and younger Library users.

10-18	16%
19-34	10%
35-54	14%
55-70	6%
Over 70	7%

- Males are almost twice as likely as females to borrow Persian language books (9% vs. 5%). The same can be said of users with children younger than 18 at home (11%vs. 5%). Usage by age cohort is towards much younger patrons.

10-18	16%
19-34	17%
35-54	9%
55-70	0%
Over 70	1%

- Although overall borrowing of Chinese language books is only 3%, the largest proportion is in the 10-18 year old age cohort.

10-18	9%
19-34	3%
35-54	5%
55-70	1%
Over 70	0%

- More very young users borrow Japanese language books.

10-18	8%
19-34	3%
35-54	2%
55-70	1%
Over 70	0%

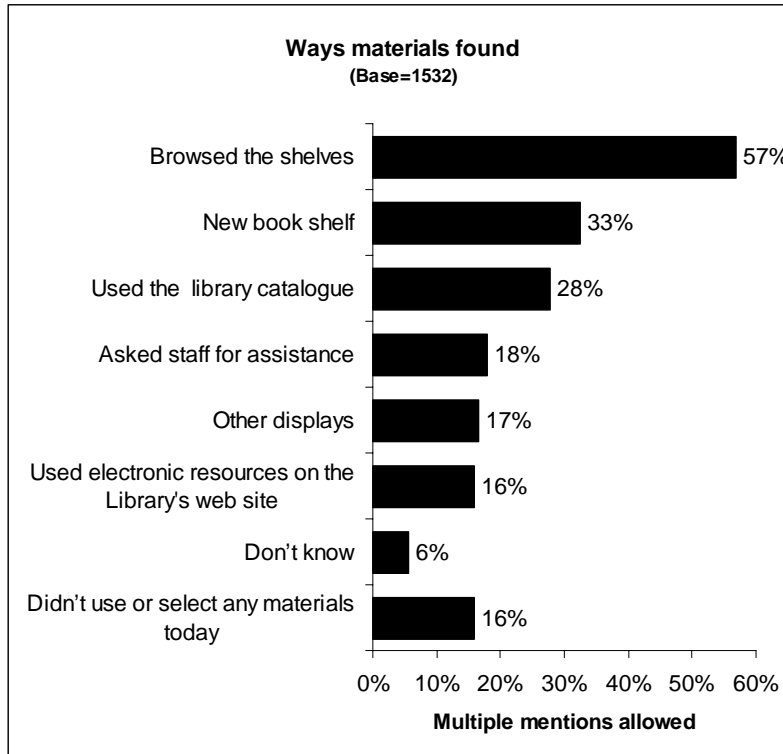
- Borrowing books for the visually impaired and print handicapped is more apt to be done by those in households with children less than 18 (9% vs. 4%) and the youngest age cohort.

10-18	10%
19-34	7%
35-54	8%
55-70	4%
Over 70	2%

## FINDING MATERIALS

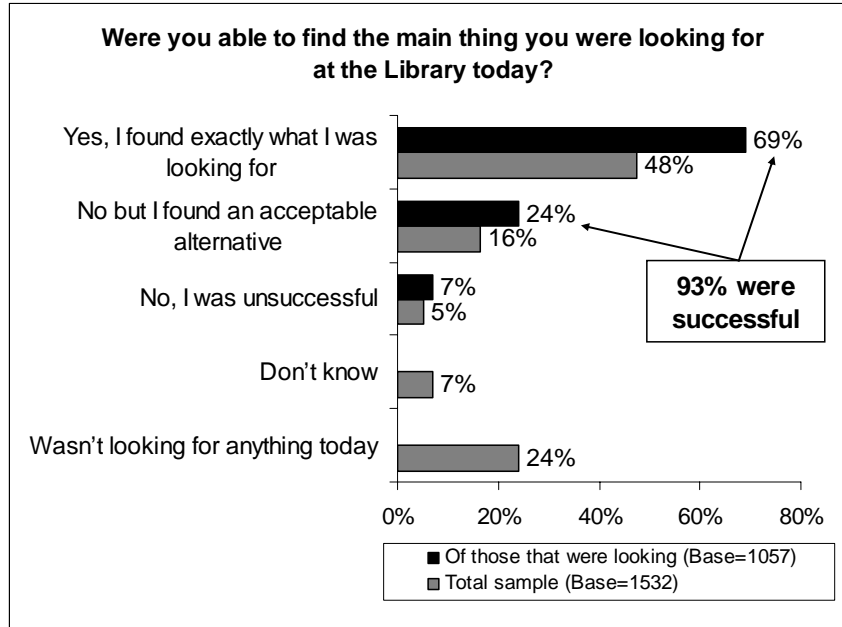
### How patrons find materials

When asked in which ways they found materials in the Library today, a majority (57%) reported that they browsed the shelves. One-third (33%) went to the new book shelf and 28% used the library catalogue. Almost one in five (18%) asked library staff for help. Other displays and the electronic resources on the Library’s web site were used by 18% and 17% respectively. Six per cent were unsure. 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 7 in 10 (69%) found exactly the main thing they were looking for and an additional 24% found an acceptable alternative. In total then, 93% were successful in their search. Only 7% could not find the primary material for which they were hunting.



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

10-18	41%
19-34	41%
35-54	22%
55-70	17%
Over 70	18%

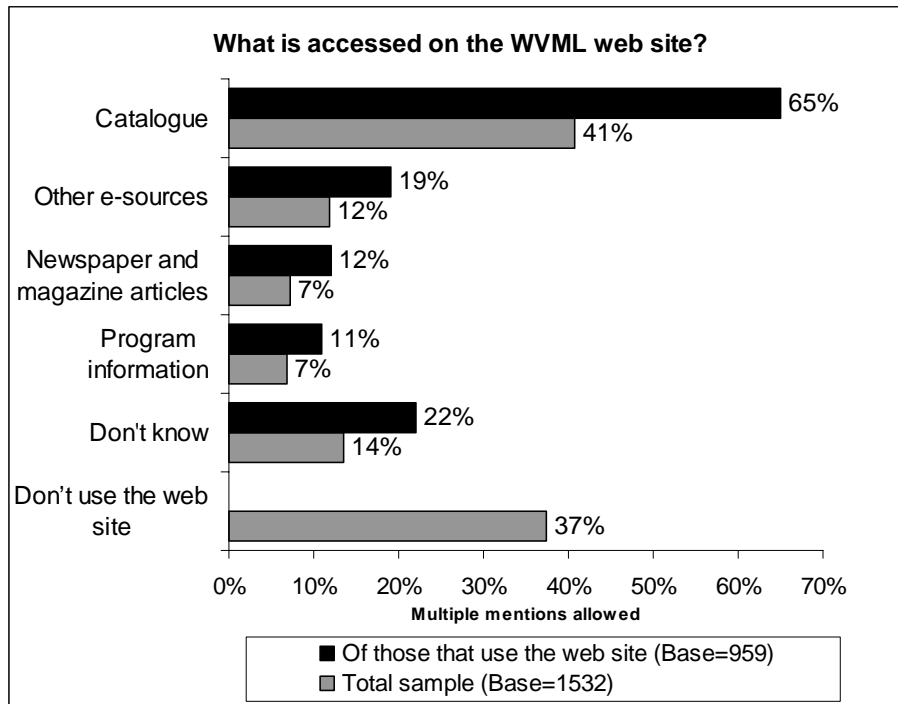
- Of those that were looking for materials, patrons who were 35-70 years of age were more likely to find exactly what they wanted.

10-18	57%
19-34	63%
35-54	72%
55-70	71%
Over 70	66%

## WVML'S WEB SITE AND THE INTERNET STATIONS

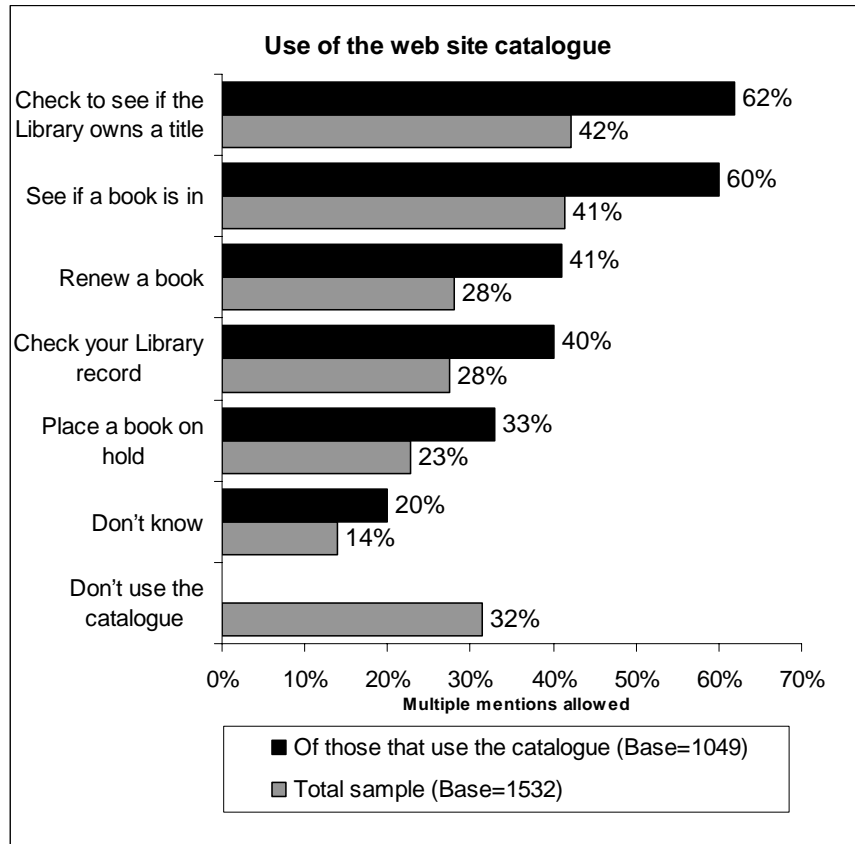
### What is accessed?

Almost two-thirds of those who completed the survey (63%) access the WVML's web site on the premises. Of those who use the web site, two-thirds (65%) access the catalogue. One in five (19%) access other e-sources and 12% newspaper and magazine articles. Eleven per cent look for program information and 22% hold that they do not know what they access on the web site.



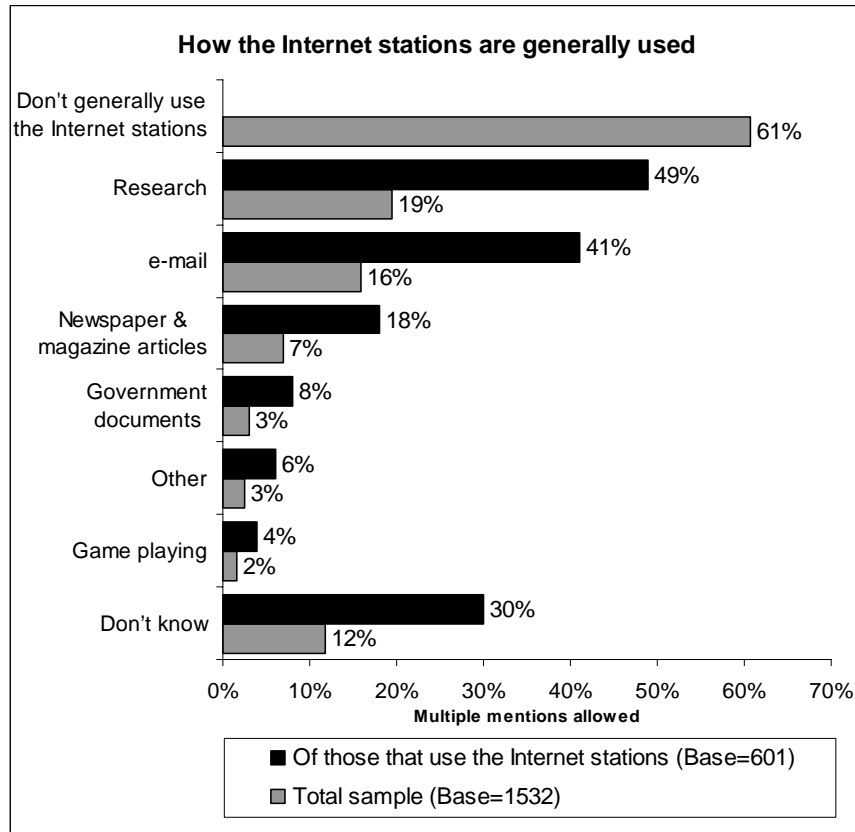
### Catalogue usage on the web site

Seven out of ten (69%) patrons use the catalogue on the web site. The majority of catalogue users check to see if the Library owns a title (62%) or see if a book or other item is in (60%). For in ten renew a book (41%) and/or check their library record (40%). Thirty-three per cent place a book or other item on hold while 20% claim not to know why they use the catalogue.



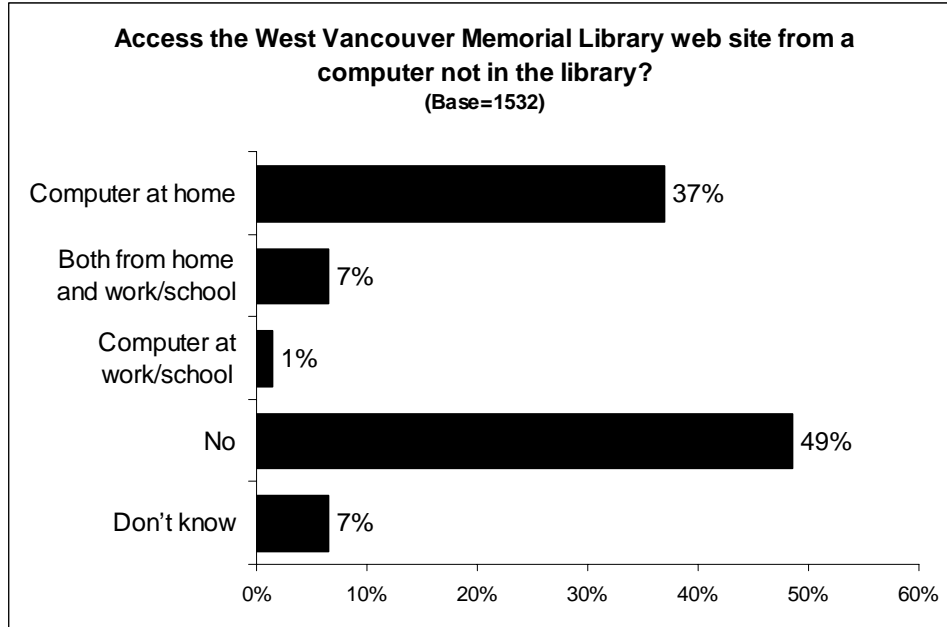
**Internet stations**

Two out five (39%) respondents generally use the Internet stations. Of those who use them, almost half (49%) utilize them for research. Email is very popular with 41% engaging in this activity. Eighteen per cent retrieve newspaper and magazine articles and 8% government documents. A small number (4%) use the stations for game playing and 6% mentioned a multitude of other uses. Interestingly, 30% of users claim they do not know the reason for their use of the Internet stations.



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

Just over half (51%) access the WVML web site off the premises. Thirty-seven per cent use their home computers for access while 1% uses a computer at work or school. Connecting at both home and work or school was reported by 7%. Seven per cent were unsure.



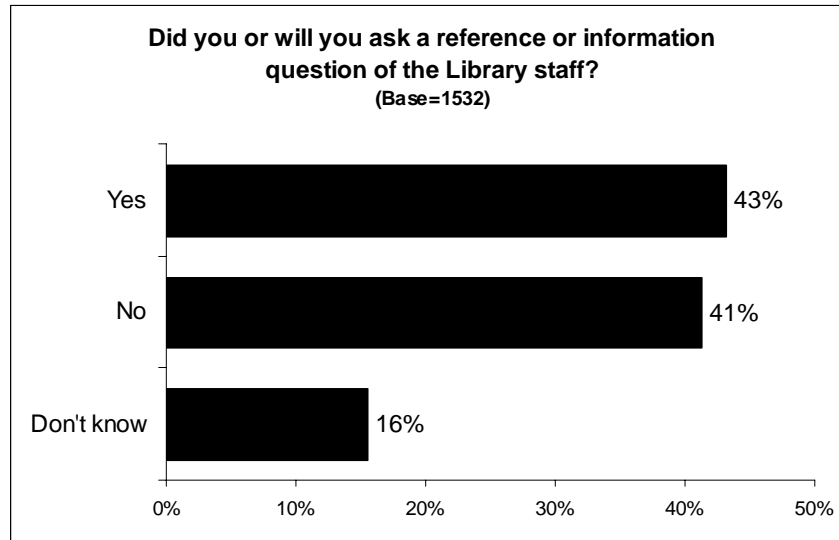
- Not surprisingly, those in the youngest and oldest age cohorts were less likely to access the WVML web site off premises.

10-18	43%
19-34	51%
35-54	48%
55-70	49%
Over 70	39%

## WVML STAFF

### Usage of staff

Forty-three per cent of respondents held that they had or would be asking Library staff a reference or information question. One in four (41%) were certain they would not call upon the staff. A further 16% were unsure as whether they would need the assistance of Library staff.



- The oldest age group were more likely to ask for staff assistance.

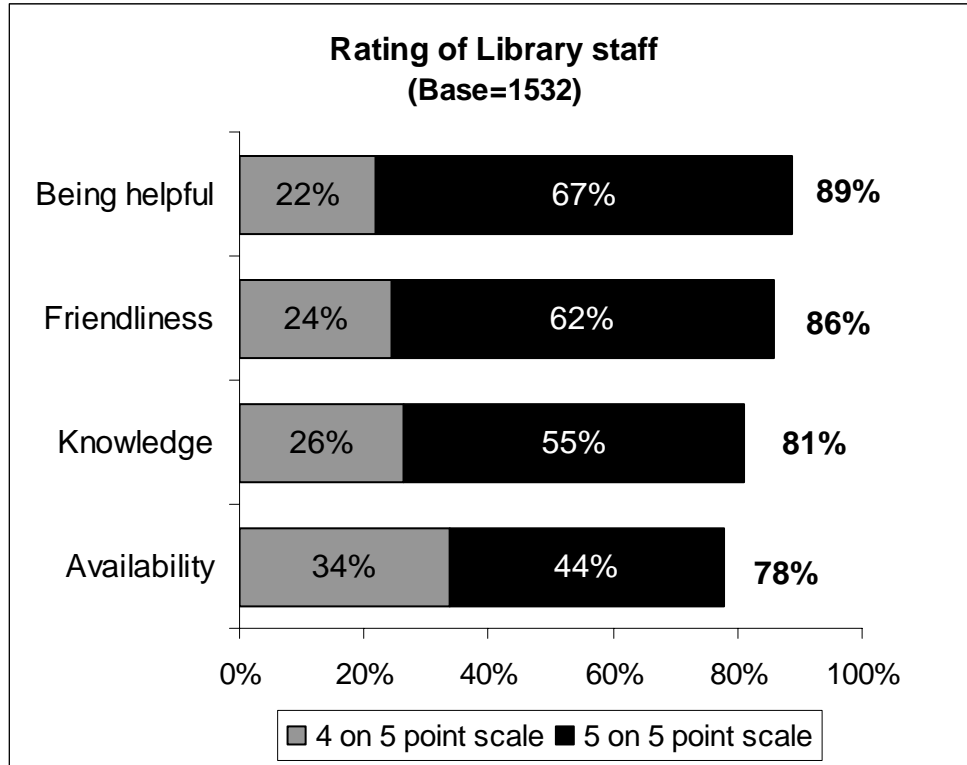
10-18	38%
19-34	44%
35-54	41%
55-70	42%
Over 70	49%

- The youngest age cohort were the most uncertain as to whether they would require any help from staff and therefore maintain that they “don’t know” more often than the other age groups.

10-18	28%
19-34	19%
35-54	17%
55-70	13%
Over 70	10%

**Rating of WVML staff**

Overall, WVML staff garnered very positive ratings from patrons. Almost 9 in ten (89%) felt the staff were helpful. Eighty-six per cent perceived staff to be friendly and 81% found them to be knowledgeable. The lowest rating was 78% for availability which could attest to how busy staff are with helping patrons.

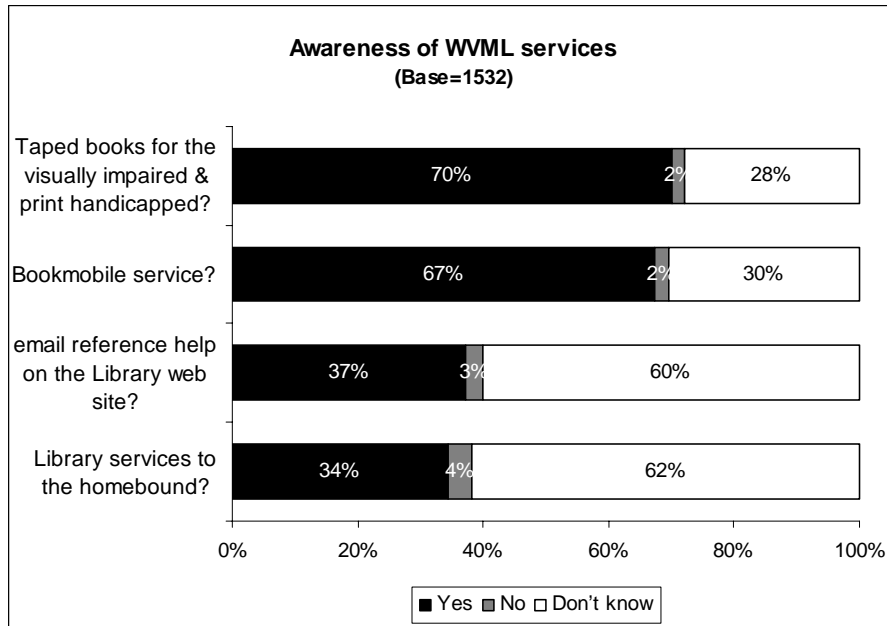


- Ratings of the staff were directly proportional to age as illustrated by the mean scores in the following table. Availability is rated relatively lower in particular among the youngest age cohort. A 3.4 mean score on this attribute translates to a 54% excellence rating.

Age	Being helpful	Friendliness	Knowledge	Availability
10-18	4.2	4.2	4.4	3.7
19-34	4.5	4.3	4.4	4.1
35-54	4.6	4.5	4.5	4.3
55-70	4.7	4.6	4.6	4.3
Over 70	4.8	4.7	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. Patrons either said “yes” or “don’t know”. Seven in ten (70%) correctly maintained that the Library provided taped books for the visually impaired and print handicapped. Almost the same number (67%) held there was a bookmobile service. However, email reference help and library services for the homebound received far lower awareness proportions, 37% and 34% respectively.



- Taped books for the visually impaired and print handicapped had far higher awareness among older age cohorts.

10-18	59%
19-34	62%
35-54	70%
55-70	78%
Over 70	76%

- Bookmobile service yielded higher awareness from females compared to males (73% vs. 63%) and among families with no children under 18 year of age in their household (71% vs. 63%). Awareness of this service was directly proportional to age.

10-18	47%
19-34	48%
35-54	69%
55-70	75%
Over 70	83%

- Email reference help on the library web site had a 39% awareness level among women as compared to 35% of men. Interestingly, 55-70 year olds had the highest awareness among the age cohorts.

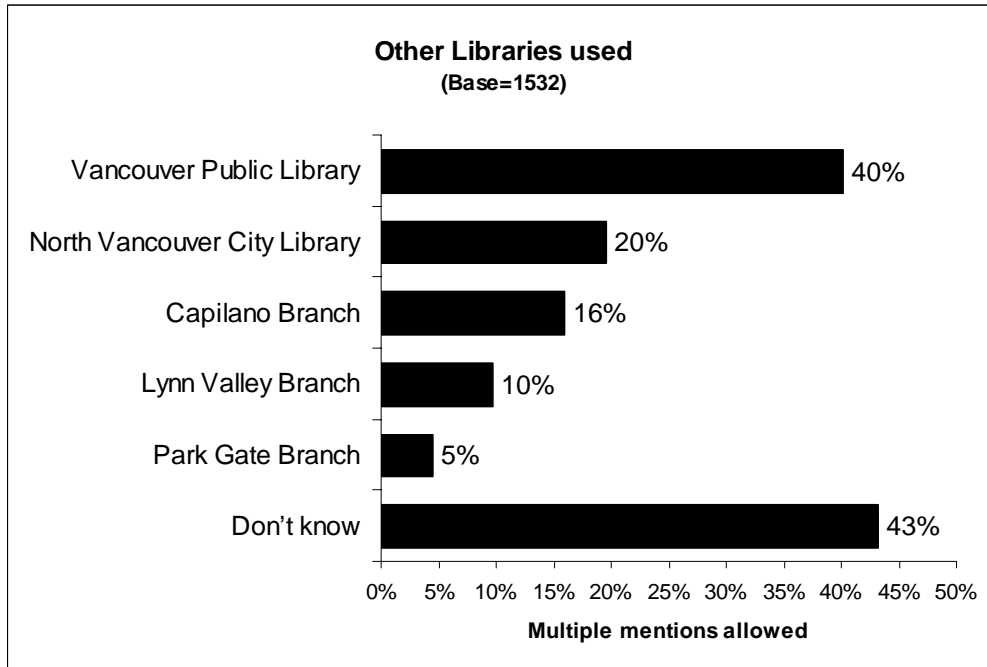
10-18	38%
19-34	30%
35-54	39%
55-70	44%
Over 70	33%

- Knowledge of library services to the homebound was higher among females (39%) compared to males (29%) and among those with no children under 18 year of age in their household (38% vs. 27%). Respondents in the age cohorts most likely to use this service were the most cognizant if it by a wide margin.

10-18	27%
19-34	24%
35-54	29%
55-70	41%
Over 70	46%

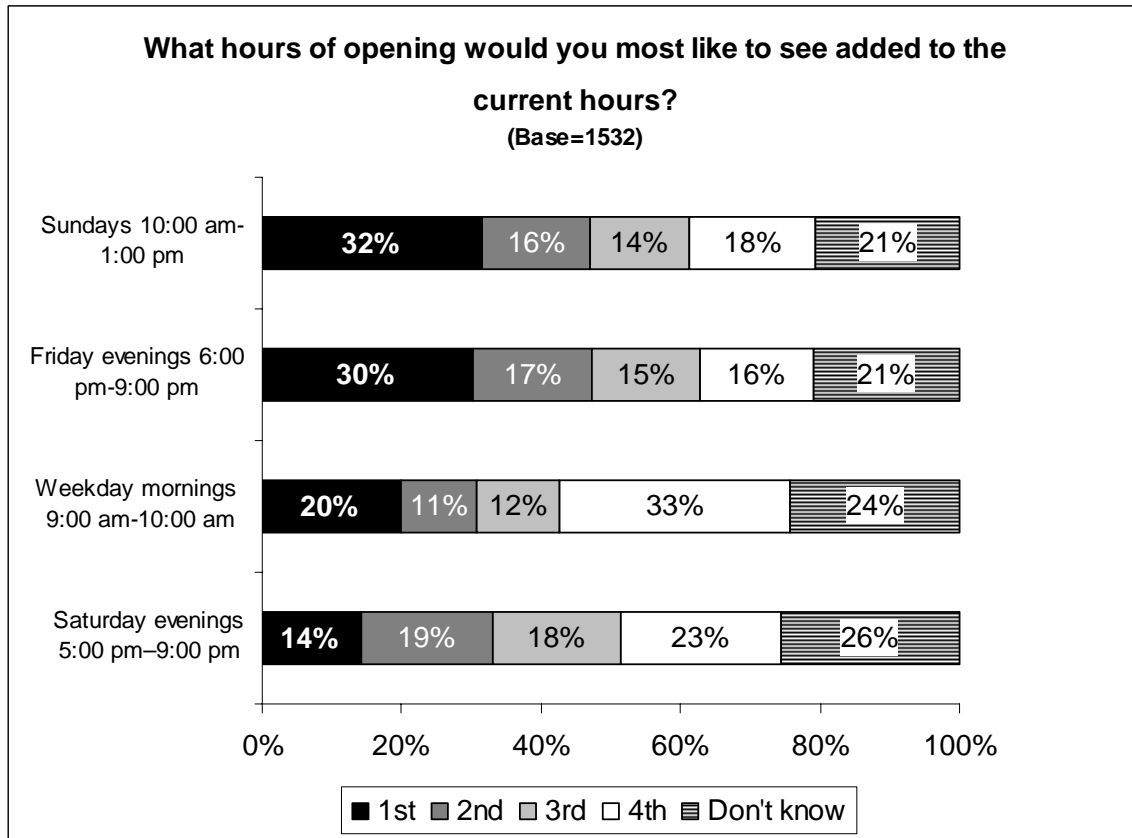
## USAGE OF OTHER LIBRARIES

The Vancouver Public Library is the most used other library mentioned by respondents, garnering 40% 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 5% of citations. Forty-three per cent maintained they “don’t know” what other libraries they use.



## RANKING OF POSSIBLE EXTENDED OPEN HOURS

Respondents were asked to rank four possible time slots for extending open hours of the WVML. Sundays from 10:00 a.m. to 1:00 p.m. was almost equally favoured to Friday evenings from 6:00 p.m. to 9:00 p.m. (32% vs. 30%). Two in ten (20%) selected weekday mornings and 14% picked Saturday evenings from 5:00 p.m. to 9:00 p.m. as their first choice.



- Sundays was most likely to be first choice among those aged 19-34.

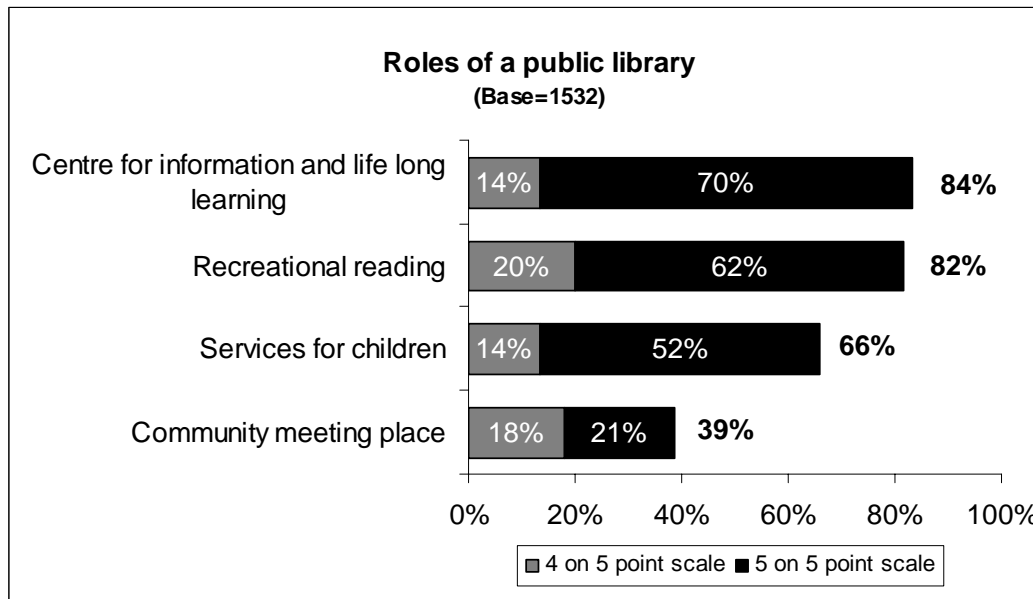
10-18	30%
19-34	40%
35-54	34%
55-70	31%
Over 70	27%

- Friday evenings were more appealing to those with children under 18 in their household (36% vs. 30%) and those in the 35-70 year old age cohort.

10-18	31%
19-34	28%
35-54	33%
55-70	35%
Over 70	25%

## 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 (84%) and for recreational reading (82%). Services for children were deemed an important role by 66%. Surprisingly, only 39% viewed the role of a community meeting place as important. This may be attributed to how respondents were defining “community meeting place”.



- The role of a library as a centre for information and lifelong learning is more important to women than to men (88% vs. 81%). The 35-54 age cohort find this role to be highly important especially contrasted to those 10-18 years of age.

10-18	71%
19-34	85%
35-54	89%
55-70	86%
Over 70	79%

- Recreational reading was a more important role to women compared to men (86% vs. 79%) and to those in older age groups.

10-18	70%
19-34	74%
35-54	86%
55-70	86%
Over 70	83%

- There was a wide gap between men and women regarding the importance of services for children. Almost three-quarters (74%) of women find this to be an important role compared to only 55% of men. In correspondence with this, 61% of households without children younger than 18 found this important distinguished from the 79% in those households with these children. It should be no surprise that 35-54 year olds see this as a more important role than other age cohorts.

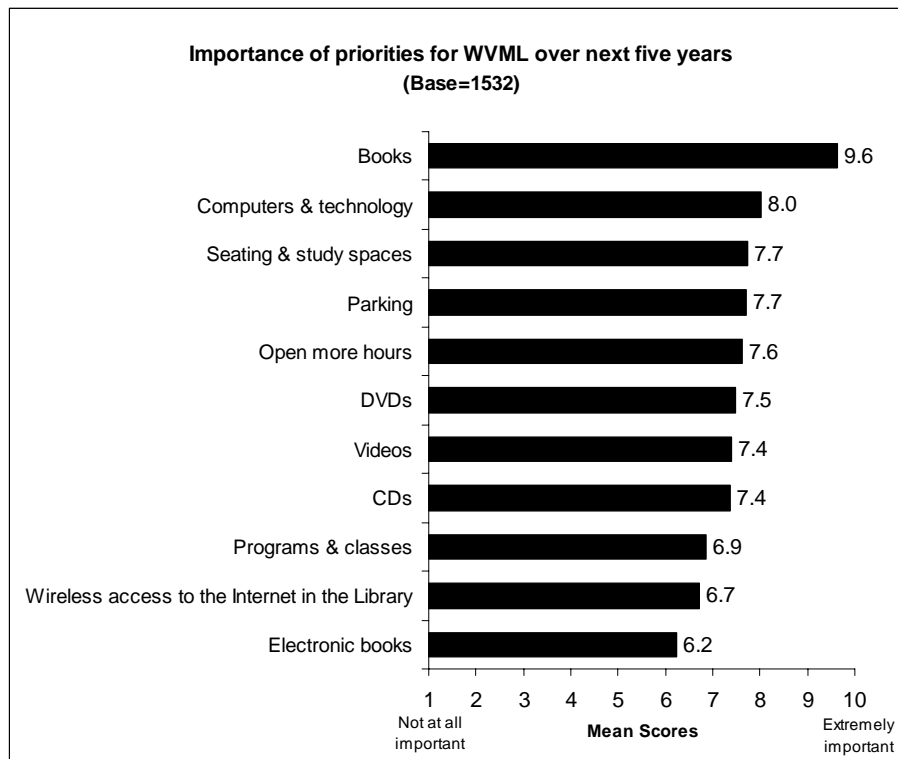
10-18	65%
19-34	67%
35-54	77%
55-70	66%
Over 70	50%

- 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 28% of men finding it important as compared to 47% of women.

10-18	47%
19-34	47%
35-54	44%
55-70	35%
Over 70	27%

## 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 88% of respondents giving this a rating of 8, 9 or 10. Computers and technology received a mean rating of 8.0 or a 54% proportion rating it 8, 9 or 10. Just over half (51%) rated seating and study spaces as an important priority with a mean score of 7.7. Parking is an important priority to the 55% of respondents who rated it an 8, 9, or 10 with a mean score of 7.7 out of 10. Similarly, a majority of 52% felt more open hours should be a priority with a mean score of 7.6. Almost half (48%) afforded DVDs a score of 8, 9 or 10 with a mean score of 7.5. Videos received a mean score of 7.4 translating to 46% rating it 8, 9 or 10. CDs were virtually the same with a mean rating of 7.4 and 45% giving it an 8, 9 or 10. Programs and classes received a mean importance score of 6.9 which would mirror that only 36% scored this an 8, 9 or 10. About one-third (34%) held that wireless access to the Internet in the Library should be a priority with a corresponding mean score of 6.7. Electronic books received the lowest importance score with a rating of 6.2 garnering 28% of respondents scoring it an 8, 9 or 10.



- Books were prioritized to a greater extent by women than men (94% vs. 88% rating 8, 9 or 10). Older respondents prioritized books slightly more than other age groups, particularly those 10-18.

Age	Mean Score
10-18	9.1
19-34	9.5
35-54	9.8
55-70	9.7
Over 70	9.7

- Women are more likely to give a higher priority to computers and technology than men (59% vs. 51% rating it 8, 9 or 10). Also those with children at home under the age of 18 have stronger feelings concerning this as a priority (64% vs. 52%). It is no surprise that a higher rating afforded computers and technology is generally skewed by younger respondents.

Age	Mean Score
10-18	8.3
19-34	8.4
35-54	8.0
55-70	7.9
Over 70	7.5

- Seating and study spaces are more important to women than men (54% vs. 47% rating it 8, 9 or 10). Likewise, those with children younger than 18 feel the same (61% vs. 47%). Those aged 10-54 viewed seating and study spaces as more of a priority than older respondents.

Age	Mean Score
10-18	8.4
19-34	8.8
35-54	8.0
55-70	7.0
Over 70	7.0

- Women prioritize parking more highly than men (61% vs. 48% rating it 8, 9 or 10). Accordingly, those with children under 18 in their household felt more strongly about parking (61% vs. 55%). Those who are least likely to drive were the least concerned with parking.

Age	Mean Score
10-18	7.4
19-34	7.9
35-54	7.8
55-70	7.7
Over 70	7.7

- A majority of women (57%) felt that the Library should prioritize being open more hours as compared to men (48%). Almost two-thirds (64%) of those with children under 18 at home feel this should be a priority as compared to 49% of those without this age group in their household. Younger respondents find it far more important to prioritize more open hours than do those who are 55 or older.

Age	Mean Score
10-18	8.2
19-34	8.1
35-54	8.3
55-70	7.3
Over 70	6.3

- DVDs are more important to those with children under the age of 18 in their household (55% vs. 45% rating an 8, 9 or 10). Not surprisingly, the oldest age cohort did not feel as strongly about DVDs as did younger respondents.

Age	Mean Score
10-18	7.5
19-34	7.7
35-54	7.6
55-70	7.5
Over 70	6.9

- A majority of women believe videos should be a priority with 51% giving it a rating of 8, 9 or 10 compared to 40% of men. Older respondents felt more strongly about the importance of videos.

Age	Mean Score
10-18	7.4
19-34	7.2
35-54	7.3
55-70	7.5
Over 70	7.6

- A majority of those with children under 19 in their household held that CDs are an important priority (51% vs. 44% rated an 8, 9 or 10). Those over the age of 70 feel that CDs are less important than other age cohorts.

Age	Mean Score
10-18	7.3
19-34	7.5
35-54	7.5
55-70	7.4
Over 70	6.9

- Almost twice as many women as men gave programs and classes an importance rating of 8, 9 or 10 (44% vs. 24%). Forty-two per cent of those with under 18 year olds in their household found programs and classes important compared to 33% of those with no under 18 year olds at home. The 19-34 and 35-54 year old age cohorts were more likely to find this a priority.

Age	Mean Score
10-18	6.8
19-34	7.1
35-54	7.3
55-70	6.6
Over 70	6.3

- Wireless access to the Internet was more important to households with children under 18 (45% vs. 30% rating an 8, 9 or 10). The technologically savvy younger age cohorts felt that wireless access is more important than older respondents.

Age	Mean Score
10-18	7.2
19-34	7.5
35-54	6.9
55-70	6.3
Over 70	5.5

- One-third (33%) of respondents with households containing children under 18 felt that electronic books should be a priority as compared to 26% without these children. Younger respondents had stronger feelings about electronic books.

Age	Mean Score
10-18	6.6
19-34	6.8
35-54	6.5
55-70	5.9
Over 70	5.3