



West Vancouver Memorial Library - User Survey 2000

The West Vancouver Memorial Library Board adopted its long-range plan in January of 1999. As part of the Public Service Strategy, the plan included a commitment to conduct a survey of Library patrons every three years. Information gathered in surveys is to be used to assist with planning and budgeting for the Library. The Board and the staff are committed to understanding and meeting the needs of the Library's patrons.

A survey was conducted in November of 2000. During the survey week staff manned tables by the front door covering a variety of days and times. Each patron was asked to fill out a survey. While not everyone agreed and many of our patrons come several times a week, the response was excellent. A total of 2,150 surveys were returned.

Some patrons did not complete all of the questions on the survey. Percentages are expressed as a percent of completed questionnaires, not as a percentage of the number of answers to a particular question.

My thanks to Lauren Henderson and her staff who helped at the front door and to the Library Volunteers and Anne Graves, the Volunteer Co-ordinator, who undertook the long job of compiling the statistics.

Finally, the Library Board and I would like to thank all of the library patrons who completed the survey. Thank you for taking the time to share your insights and comments. It will help us meet our goal to be the best library we can be and to provide you with excellent library service.

**Ann Goodhart
Chief Librarian
September 2001**

Survey Participants

The survey was completed by 2,150 people who visited the Library between November 20th and November 26th, 2000. The people who filled out the survey represented a broad cross section of Library users. The data here are very consistent with other statistics we have such as census data and the statistics from our computer system.

Which age group are you in?

10 - 18	186	9%
19 - 34	294	14%
35 - 54	727	34%
55 - 70	501	23%
70 and over	390	18%

Are there school age or younger children living in your household?

YES	715	33%
NO	1329	62%

How often do you visit the Library?

More than once a week	564	26%
Once a week	639	30%
2 to 3 times a month	545	25%
Once a month	265	12%
Several times a year	83	4%
Once or twice a year	35	2%

When are you most likely to visit the Library?

Mornings	716	33%
Afternoons	1255	58%
Evenings	673	31%

How did you get to the Library?

Bus	139	6%
Car	1627	76%
Walk	503	23%
Bicycle	18	1%

Do you usually find parking available when you come to the Library?

YES	744	35%
NO	1045	49%

Do you live in West Vancouver?

YES	1647	77%
NO	465	22%

Do you have a West Vancouver Memorial Library card?

YES	1933	90%
NO	128	6%

Do you use other libraries on the North Shore or Vancouver Main Library?

YES	1011	47%
NO	1005	47%

If yes, which other libraries?

Capilano	297	14%
Park Gate	79	4%
Lynn Valley	152	7%
North Van City	314	15%
Vancouver Main	733	34%

Library Use

These questions looked at how the participants use the Library. We asked what services and materials they use and how the collection and the staff meet their needs.

Why did you come to the Library today? (Check all that apply)

To check out library materials	1497	70%
To study/work	431	20%
To read magazines	378	18%
To find information	224	10%
To use the Internet	209	10%
To meet a friend	97	5%
To attend a program	59	3%
To ask a question	115	5%
To see the art show	146	7%
Other	185	9%

Did you find what you were looking for?

YES	1885	88%
NO	171	8%

If not, did you find an acceptable alternative?

YES	310	14%
NO	126	6%

How did you find the materials you selected or used today?

Library catalogue	748	35%
Browsing shelves	1142	53%
Display items	362	17%
Asked staff	459	21%
Not applicable	193	9%

What materials do you usually borrow?

Videos	952	44%
Books in English	1925	90%
Books in other languages	241	11%
CD's	673	31%
Audio cassettes	340	16%
Other	89	4%

Library staff is generally:

Very helpful	1436	67%
Helpful	589	27%
Not helpful	14	1%
Not available	21	1%
Very friendly	606	28%
Friendly	481	22%
Not friendly	34	2%

Technology

Technology is playing a greater and greater role in libraries today. The following questions were designed to assist us in understanding how the participants use technology both at the Library and in their daily lives.

Does your household own the following equipment? (Check all that apply)

Computer with Internet	1458	68%
Computer with CD ROM	1304	61%
CD player	1711	80%
VCR	1791	83%
DVD	289	13%

Do you access WVML from a computer at home or work?

YES	504	23%
NO	1564	73%

Do you access other libraries from a computer at home or work?

YES	443	21%
NO	1623	75%

If you used the Library's Internet today, what did you use it for?

E-mail	285	13%
Travel info	72	3%
Magazine databases	53	2%
Career	74	3%
Financial	48	2%
Other research	283	13%
Game playing	47	2%

Planning for the Future

These questions asked the participants to identify the Library's core functions and to give us their priorities for future budgets.

What do you feel are the most important roles of West Vancouver Memorial Library?

Community activities	272	13%
Community information	600	28%
Formal education	528	25%
Independent learning	684	32%
Popular materials	898	42%
Pre-school literacy	312	15%
Reference library	974	45%
Research centre	696	32%

What hours of opening would you most like to see added to the Library's schedule?

Monday mornings	547	25%
Fridays evenings	671	31%
Sundays in June & Oct.	971	45%
Other	151	7%

What other Library services would you like to see offered here?

Electronic books	290	13%
DVD's	380	18%
Other	141	7%

What do you think the priorities should be for the West Vancouver Memorial Library over the next five years? (Pick two)

Books	1237	58%
Computers/technology	621	29%
Open hours	994	46%
Parking	825	38%
Other	130	6%

Summary

Beyond the obvious usefulness for the Library of much of the information here, several things are particularly noteworthy in the context of evaluating how we are doing as a library.

- ?? **Participants view the collection as the most important element of our service. The satisfaction level is extremely high with 88% finding what they want and another 8% finding an alternative.**
- ?? **Books remain the most popular materials with 90% of the participants checking out books.**
- ?? **Approval ratings for the staff are very high with 94% of the participants finding staff helpful or very helpful.**
- ?? **Technology is becoming a part of daily life with 68% having computers with Internet in the home and over 20% using computers to access libraries from home or work.**
- ?? **Additional Sunday hours were the highest priority for the future. As of 2001 we have opened additional Sundays in June, September and October and Monday mornings. Friday evenings were historically our least busy times but with 31%, they were obviously popular with many of the survey respondents.**
- ?? **Requests for new services were not high but 18% would like to see the addition of DVD's to the collection in the future.**