2015 Onsite & Website Visitor Survey

Executive Summary

The Library carried out surveys of both onsite visitors and website visitors in late January 2015. Response rates were very good, providing us with statistically valid data about our users.

The following report tabulates and summarizes the results of both surveys.

Highlights include:

- Patrons, both onsite and digital, love their library and have a high degree of satisfaction with and appreciation for the facility, collections, staff, services and programs.
- Staff are consistently cited as a reason to visit the Library
- While nearly three quarters of Library visitors are borrowing or returning materials, more than a quarter are using the Library for other reasons
- Library visitors are not representative of the larger community – with a greater percentage of women among both onsite and website visitors, and a larger concentration of patrons 70 and older among onsite visitors
- The physical facility and digital branch are not used in isolation of one another – most website visitors regularly use the facility, and most onsite visitors often use the website
- Technology adoption and access among the population is growing rapidly and a majority of patrons report downloading or streaming digital content
- A significant percentage of onsite visitors do not have personal access to the Internet or other technology
- Changes to parking have been well-received by many
- Patrons tend to want more of the same and have difficulty articulating a vision

Areas identified for further exploration include:

- Looking at trends in demographics of our users and the larger community to determine where we are not in alignment
- Further analysis of usage and importance/satisfaction ratings by age group
- Further analysis of comments and suggestions and following up on common threads
- Getting feedback from communities not well-reached by the surveys – children, newcomers

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Introduction

The West Vancouver Memorial Library carried out two visitor surveys in late January 2015:

1. An **onsite survey** consisting of 35 questions, administered by Library staff to patrons entering the building during all open hours from January 19 to 25, 2015
2. A **website survey** consisting of 15 questions, made available on the Library website's homepage and 10 most frequently visited pages from January 19 to February 1, 2015.

In total, 1469 WVML patrons completed the onsite survey. The margin of error for a sample of this size is ±2.5%, 19 times out of 20.

709 patrons completed the website survey. The margin of error for a sample of this size is ±3.65%, 19 times out of 20.

In both cases, the willingness of patrons to take the time to respond to a lengthy survey was indicative of this community's very high level of support for their local Library. Response rates, especially for the website survey, were much greater than is typical.

Onsite visitor surveys were also carried out in 2000, 2004, 2008 and 2010. Where questions have remained consistent over time, we have been able to compare data and note trends.

The website visitor survey was the first survey of this type that the West Vancouver Memorial Library has conducted. Some questions on this survey were specific to the digital experience, but we also included a number of questions in common with the onsite survey so we could assess similarities and differences between virtual and physical visitors.

Demographics

Age & Gender

Of those who indicated their gender on the **onsite survey**, the majority were female (64%), consistent with past years. An even greater over-representation of female respondents was seen in the **website survey**, where 72% of respondents indicated their gender was female. By comparison, the gender breakdown reported for West Vancouver in the 2011 Census was 53% female, 47% male.

Gender	Onsite Visitors (n=1384)	Website Visitors (n=641)	2011 Census
Female	64%	72%	53%
Male	35.5%	26%	47%
Prefer not to say	0.5%	2%	---

Among **onsite visitors**, 95% of respondents indicated their age range. Of those, 84% were 35 or older and 60% were 55 or older. Compared to previous years, we see increasing growth in the 70 or older group (from 19% of total respondents in 2004 to 22% in 2008, 24% in 2010 and 28% in 2015).

Over 80% of **website visitors** who shared their age were also 35 or older, but the distribution across age groups differed. The largest groups of website visitors were aged 35 – 54 or 55 – 69, with a much smaller proportion in the 70 or older group compared to onsite visitors.

When we look at the 2011 Census data for West Vancouver, we see that the proportion of **onsite respondents** aged 10 – 19 and 35 – 54 corresponds well to the general population. Older adults (aged 55 – 69 and 70 and older) are overrepresented, while younger adults (aged 20 – 34) are underrepresented. The age profile of **website visitors** corresponds more closely to the general population, though 20 – 34 year-olds are still underrepresented.
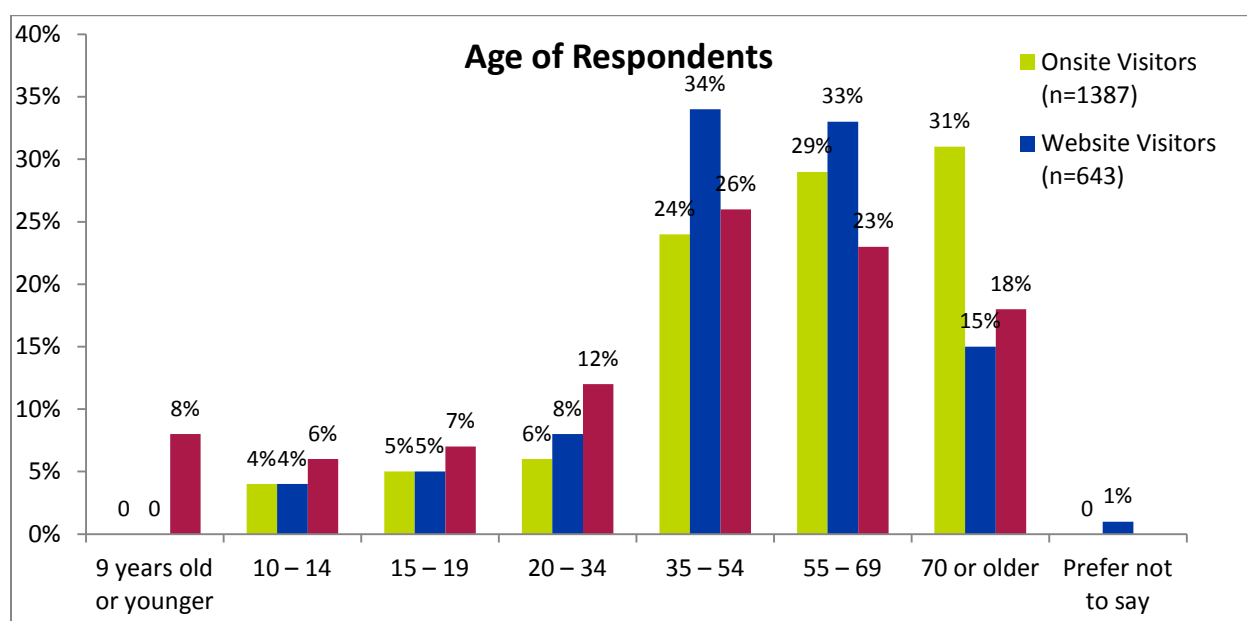
Of note, neither survey was designed with the intent of gathering feedback from our youngest visitors, so we are not concerned with the low representation of younger users in our survey results. We have used other methods to get their input.

Municipality of Residence

Most respondents (95% of **onsite respondents** and 90% of **website respondents**) named their home municipality. Of onsite visitors who provided this information, 78% live in West Vancouver. Among website visitors, the number was 71%. North Vancouver accounted for the next largest group, with 14% of onsite visitors and 18% of website visitors. Vancouver, Lions Bay and Bowen Island also accounted for a small proportion of visitors, both virtual and physical. "Other" responses included Burnaby, elsewhere in Metro Vancouver, the Sunshine Coast, elsewhere in Canada, and outside of Canada.

Home Municipality	Onsite Visitors (n=1391)	Website Visitors (n=639)
West Vancouver	78%	71%
North Vancouver	14%	18%
Vancouver	4%	4%
Lions Bay	1%	2%
Bowen Island	1%	1%
Squamish	0%	0.5%
Other	2%	2.5%

Compared with previous years, the proportion of **onsite visitors** from our own community is as high as ever, while activity from North Vancouver has rebounded a little since 2010, and those from outside the North Shore have decreased somewhat.

Where in West Vancouver?

To evaluate whether our resident visitors were reflective of the community, we asked both onsite and website visitors from West Vancouver to indicate their postal code area.

Among **onsite visitors**, the largest proportion of respondents live near the Library in Central West Vancouver (44%), followed by the East (20%) and West (20%) areas, with only 14% from the Upper Lands. **Website visitors** had comparable patterns with slightly more use among Western and Upper Lands residents, and somewhat less among Central residents. When compared with Census population counts for the same postal areas, we can see that Central residents use the Library in a higher proportion than their population share would suggest. Eastern and Western residents visit, both physically and virtually, in proportion to their population, while residents of the Upper Lands are underrepresented among both groups of Library users.

West Van Area	Onsite Visitors (n=1069)	Website Visitors (n=447)	2011 Census
West (V7W)	20%	23%	19%
Central (V7V)	44%	40%	34%
East (V7T)	20%	20%	20%
Upper (V7S)	14%	15%	25%
Xwemelch'stn (V7P)	<1%	<1%	--
Don't know	1.5%	1%	--

Length of Residency

Onsite visitors who live in West Vancouver were also asked how long they have resided in West Vancouver (we did not ask ***website visitors***). The largest proportion of respondents (45%) have lived in West Vancouver for more than 20 years, but more than a quarter indicated they have lived here five years or less — which is comparable to the real estate turnover rate for the past five years.

Length of Residency in West Van	% Residents (n=1074)
Less than 1 year	6%
1 to 5 years	20%
6 to 10 years	12%
11 to 20 years	17%
More than 20 years	45%

Household Size & Composition

To learn more about West Vancouver residents, we asked ***onsite visitors*** about household size and composition. We learned that 24% of respondents to this question live alone, and the largest group of respondents (38%) live with just one other person. The remaining 38% live in families of three or more.

Total in Household	% Residents (n=1310)
1 (just me)	24%
2 (me and one more)	38%
3 – 4	29%
5 or more	9%

Looking at the distribution of household size by postal code area, we learned that large households (with five or more members) are most prevalent in the Upper Lands area (19%), while the Central area, closest to the Library, has the most single person households (34%). Couples and smaller families are more evenly distributed.

Household Size by Postal Area	West (n=203)	Central (n=434)	East (n=204)	Upper (n=134)
1 (just me)	16%	**34%**	21%	9%
2 (me and one more)	39%	40%	39%	37%
3 – 4	34%	21%	33%	34%
5 or more	10%	5%	9%	**19%**

When household size was compared with the age of respondents, we saw a couple areas of note. The largest group of those reporting that they live alone are 70 or older (44%), and those in the 35 – 54 age group mostly live in households of three or more (71%). Looking at the gender of respondents, we saw that 10% more women are living alone than men.

Household Size & Age	Male (n=450)	Female (n=835)	0 – 19 (n=126)	20 – 34 (n=81)	35 – 54 (n=319)	55 – 69 (n=383)	70 or older (n=378)
1 (just me)	18%	28%	0%	14%	10%	27%	**44%**
2 (me and one more)	48%	33%	11%	24%	18%	**54%**	**51%**
3 – 4	27%	29%	**58%**	**50%**	**56%**	17%	4%
5 or more	7%	10%	31%	14%	15%	3%	1%

Of the 944 respondents who indicated there were two or more people in their household, 41% indicated there were children aged 18 or younger living there.

Children in the Household?	% Households (n=944)
Yes	41%
No	59%

Library Cardholders

85% (1253) of *onsite survey respondents* answered the question "how many of the people in your household have their own Library card?" Of these, 71% stated that everyone in their household has a Library card. All but a very few households have at least one resident cardholder.

By comparing the number of Library cards per household with household size, we saw that:

- Nearly all respondents who live alone have Library cards
- In a large majority of two-person households, both members have Library cards
- In larger households, more than half reported that only one or some members hold Library cards
- A small proportion of Library visitors reported that no one in their household has a Library card

% Cardholders by Household Size	1 (just me) (n=266)	2 (n=489)	3 – 4 (n=374)	5 or more (n=114)
Everyone has a Library card	**96%**	**81%**	**49%**	**46%**
Some of us have a Library card	--	3%	38%	42%
Only one person has a Library card	--	14%	12%	9%
No one has a Library Card	2.5%	2%	1%	0%
Don't know / Not sure	1.5%	0.5%	1%	4%

Of households with children under the age of 18, 48% reported that everyone holds a Library card.

Website visitors were asked a slightly different question about their cardholder status. We learned that 89% of total respondents have a West Vancouver Memorial Library card and a further 10% have a card from another library. Of those respondents who live in West Vancouver, 97% indicated they have a West Vancouver Library card. Close to 20% of residents have at least one other card from another library. A very small percentage of West Vancouver residents only have cards from other libraries.

Cardholder Status	% Respondents n=702	For West Vancouver residents only:			
		West (n=102)	Central (n=179)	East (n=90)	Upper (n=66)
Yes, I have a West Vancouver Memorial Library card	**68%**	**78%**	**78%**	**80%**	**76%**
Yes, I have a card from another Library	10%	2%	3%	2%	1%
I have a West Vancouver Memorial Library card and a card from another Library	**21%**	**20%**	**19%**	**17%**	**20%**
No, I don't have a Library card	1%	0%	1%	0%	3%
I don't know / I'm not sure	1%	0%	0%	1%	0%

Employment Status

For the first time in 2015, we asked ***onsite visitors*** to share their employment status. Nearly all respondents (95%) did so (respondents could choose more than one status). Of those 15 and older:

- 44% reported being retired, which is comparable to 2011 Census data indicating that 46% of the working population (aged 15 and over) is not in the labour force
- 15% reported being self-employed and 6% reported owning a business; in comparison, 2011 Census data shows 8% of the working population works from home.
- 6% reported they were looking for work, compared to 2011 Census data showing 3% looking for work

Employment Status

Status	Percentage
Retired	44%
Self-employed	15%
Employed full-time	13%
Student	9%
Employed part-time	9%
Homemaker	8%
Volunteer	7%
Business owner	6%
Looking for work	6%
Other (please specify)	3%
Not employed and not looking for work	2%
On leave from employment	1%
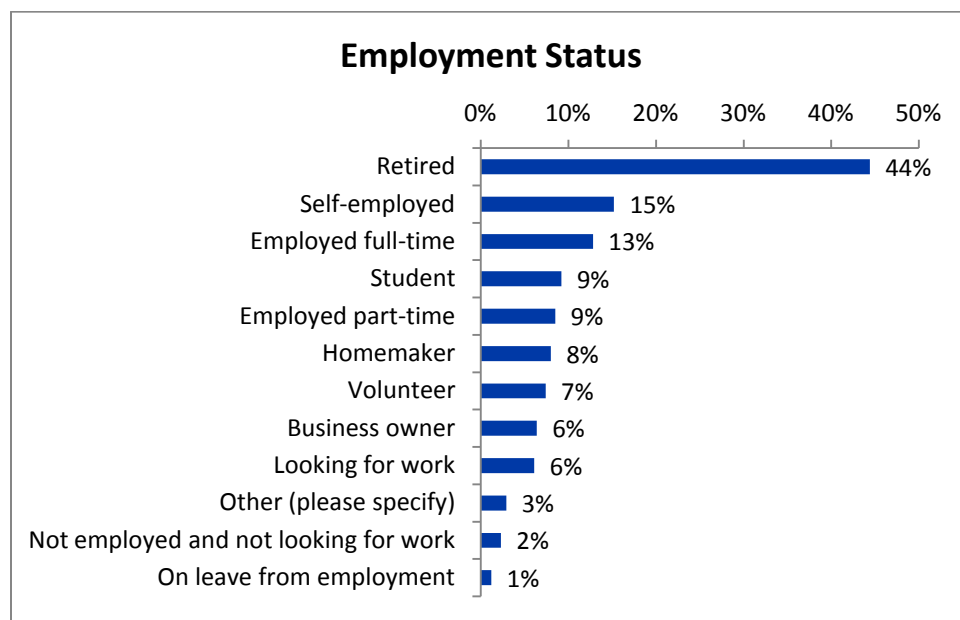
Technology Use

Technology Access

We asked **onsite survey** respondents about which technologies they owned or had access to for personal use from home, work or school. 89% (1308) of those surveyed answered this question. High-speed Internet access is most common, followed by smartphones, tablets, digital music players and e-readers. Fully 9% indicated they have no access to technology of any kind.
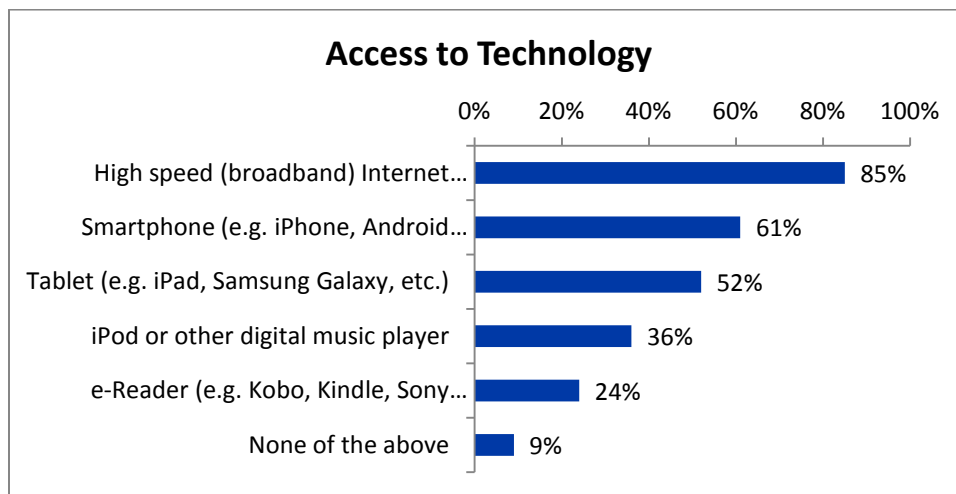
Compared to the 2010 *onsite survey* results we noted:

- Smartphone ownership/access has increased hugely from 16% to 61%
- Tablet usage, which was not explicitly captured in 2010,rose from virtually 0% to 52% in 2015
- E-reader usage increased from 8% to 14%
- Access to broadband remains stable
- The proportion of respondents with no access to technology rose from 7% to 9%
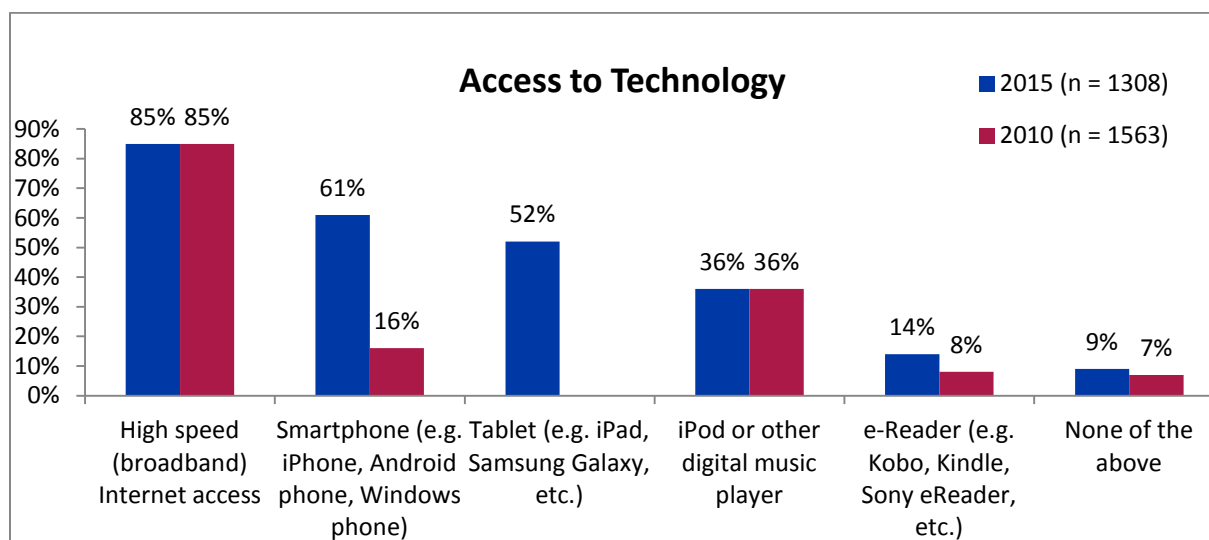
Looking only at West Vancouver residents (n = 998) we saw the same level of access to broadband internet access, tablets, music players and e-readers, and slightly lower access to smartphones (59%), while 10% have access to "none of the above".

Looking at access to technology in terms of age and gender, we learned:

- Most technologies are used broadly across nearly all age groups
- Smartphones are slightly more popular among men, and tablets among women
- Around 90% of respondents in the 15 – 69 age range have access to broadband
- Smartphone use is highest between the ages of 15 – 34
- Tablets are most heavily used among those aged 35 – 54
- E-reader use is highest for those between 55 – 69 years of age
- Our oldest respondents, those 70 or older, are most likely to report that they have access to "none of the above"

Technology	Male (n=331)	Female (n=647)	0 – 19 (n=107)	20 – 34 (n=49)	35 – 54 (n=227)	55 – 69 (n=289)	70 or older (n=310)
High speed	84%	84%	85%	88%	91%	89%	75%
Smartphone	60%	57%	70%	86%	81%	63%	32%
Tablet	51%	53%	55%	51%	64%	59%	36%
iPod/ Digital Music Player	35%	35%	51%	47%	48%	43%	14%
e-Reader	24%	24%	19%	12%	26%	31%	20%
None of the above	10%	10%	3%	6%	4%	7%	20%

Digital Content Consumption

Another new question in 2015 queried *onsite visitors* about their use of digital devices (computers, e-readers, mobile devices, smartphones, tablets) to consume digital content. Nearly all onsite respondents (1300 or 95%) responded. The largest proportion of respondents consume music digitally (45%), followed by television and movies (41%), ebooks (37%) and e-audiobooks (18%). 35% indicated they do not currently consume content digitally.

Do you use a computer or device to do the following?

Listen to streaming or downloaded…	45%
Watch streaming or downloaded TV…	41%
Read ebooks	37%
None of the above	35%
Listen to e-audiobooks	18%
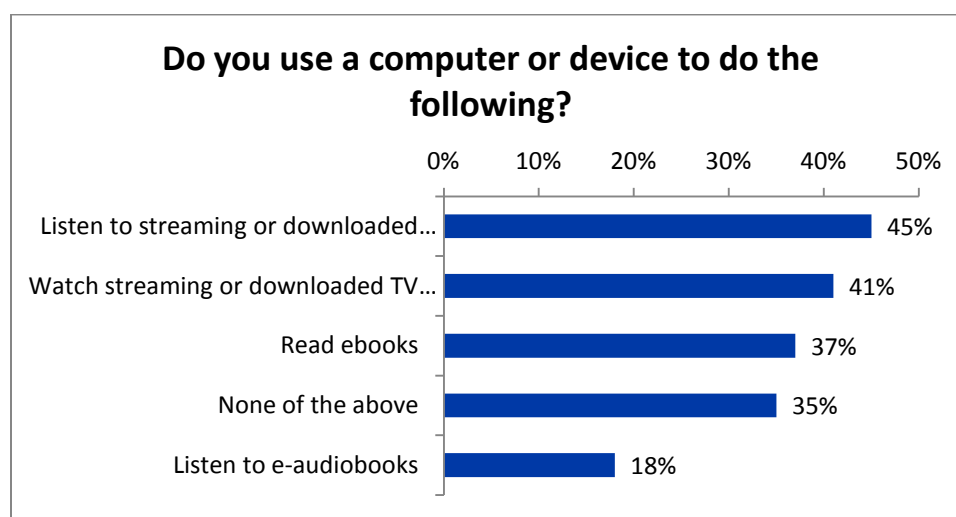
Looking at digital content consumption in terms of age and gender, we saw that there is little difference between males and females in the type of digital content they consume; however, some differences emerged when we looked at age:

- The heaviest readers of ebooks are aged 35 – 54
- Music is most popular among 15 – 19 year-olds
- Digital video is accessed most by 15 – 19 and 20 – 34 year-olds
- E-audiobooks are most popular among 20 – 34 and 35 – 54 year-olds
- Respondents 70 or older showed distinctly different behaviour than younger age cohorts and are significantly more likely (61%) to say they do not consumer digital content at all

In all age groups, except those 70 and older, a large majority consumes at least some form of content digitally.

Digital content consumed	Male (n=441)	Female (n=829)	0 – 19 (n=127)	20 -34 (n=82)	35 – 54 (n=319)	55 – 69 (n=385)	70 or older (n=360)
Ebooks	37%	37%	33%	40%	**48%**	41%	23%
Streaming or downloaded music	**48%**	43%	**64%**	71%	**63%**	43%	19%
E-audiobooks	18%	17%	17%	**26%**	**37%**	19%	7%
Streaming or downloaded TV shows and movies	42%	41%	**65%**	**72%**	56%	41%	13%
None of the above	34%	35%	18%	17%	19%	32%	**61%**

Library Facility Use

Visits to the Library

Of the 97% (1430) of **onsite respondents** who indicated how often they visit the Library, nearly two thirds (65%) indicated they visit once a week or more. Another 30% visit at least once a month. A small percentage (5%) visits only one or a few times per year.

Among respondents to the **website visitor survey**, nearly half (45%) reported they visit the Library's physical facility at least once a week. 89% visit the Library facility at least once a month. Less than 1% report not visiting the Library at all.

Physical Visit Frequency	% onsite visitors (n=1430)	% website visitors (n=708)
More than once a week	**34%**	**18%**
About once a week	**31%**	**27%**
Two or three times a month	21%	28%
About once a month	9%	16%
Several times a year	4%	9%
Once or twice a year	1%	2%
I have not visited the Library building	--	<1%
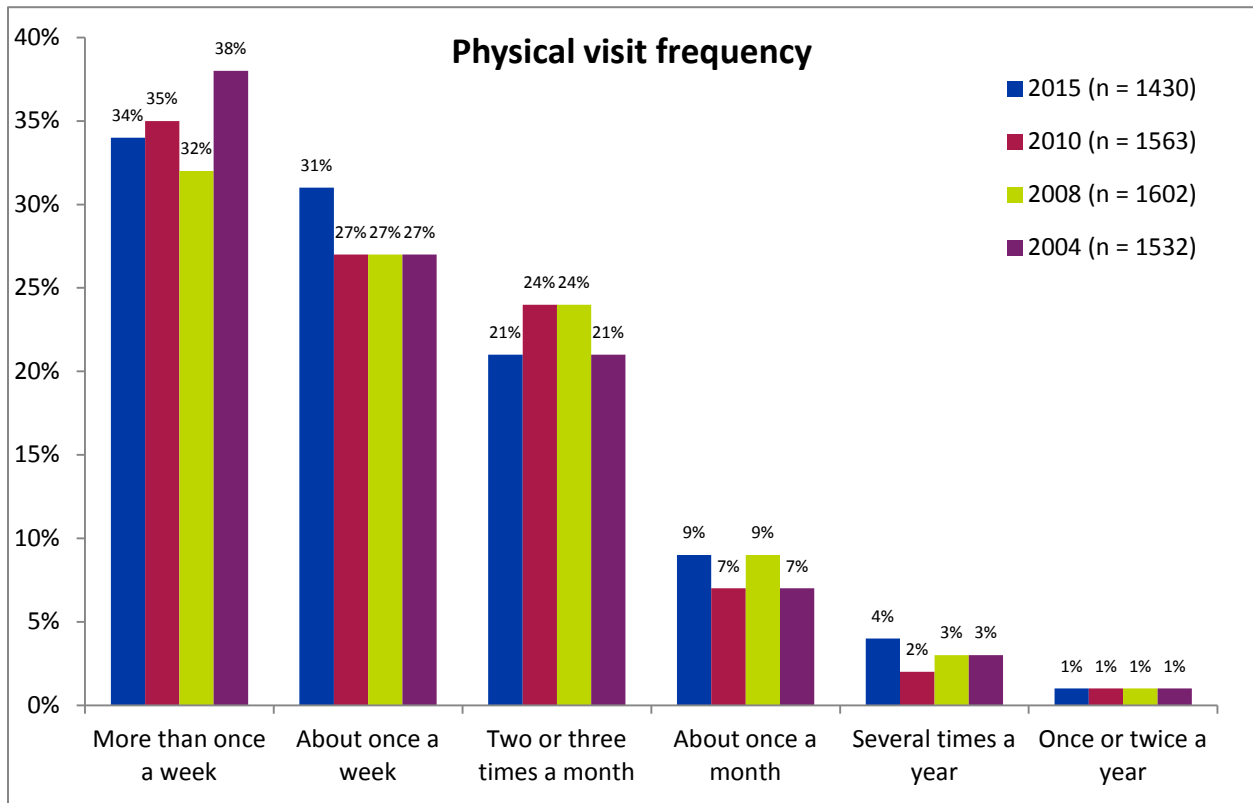
Transportation & Parking

For the first time in 2015, we included several questions about transportation and parking in our *onsite survey*. First we asked onsite visitors how they had travelled to the Library the day of the survey. More than nine in 10 (1362 or 93%) of respondents answered this question, with the greatest number reporting they travelled by car (65%) or by walking (25%). A small number travelled by bus (7%) and only a few by bicycle (1%).

Mode of transportation	% respondents
By automobile	65%
By walking	25%
By bus	7%
By bicycle	1%
Other (includes mixed modes, running, mobility scooter)	2%

Looking specifically at West Vancouver residents and focusing on where in the community they live, we saw that while the most common way to travel to the Library is by automobile, the Central area differs significantly, with 50% of residents choosing to walk.

Mode of transportation	West (n= 202)	Central (n= 433)	East (n= 195)	Upper (n= 135)
By automobile	**80%**	44%	**63%**	**90%**
By walking	13%	**50%**	**27%**	3%
By bus	5%	4%	6%	6%
By bicycle	1%	0%	2%	0.5%
Other (includes mixed modes, running, mobility scooter)	1%	2%	3%	0.5%

For those who travelled to the Library by car, 96% (846) parked while visiting the Library. Of those, 98% (821) indicated they were able to find parking near the Library (defined as within two blocks).

Visit Duration

Nearly all *onsite visitors* (1451 or 99%) told us how long they intended to stay at the Library. Most respondents (52%) indicated they planned to be at the Library for 30 minutes or less. Only 5% indicated they planned to stay for more than three hours.

Length of time spent at the library today
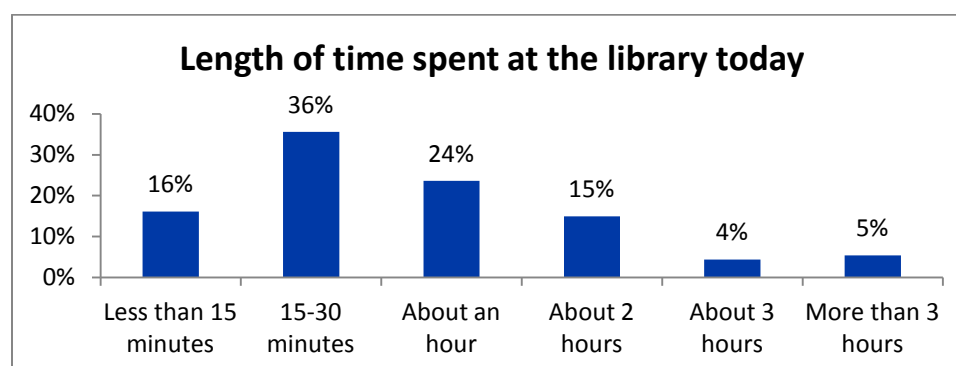
Looking at visit duration by age, we learned that those 55 or older are most likely to stay at the Library for shorter visits (15 – 30 minutes). Those under 55, and especially those 34 and younger, are more likely to stay longer. Those aged 20 – 34 were most likely to spend more than 3 hours at the Library.

Time at the Library	0 – 19 (n=128)	20 – 34 (n= 84)	35 – 54 (n=333)	55 – 69 (n=400)	70 or older (n=422)
Less than 15 minutes	8%	13%	12%	21%	18%
15 – 30 minutes	11%	14%	**29%**	**41%**	**48%**
About an hour	29%	20%	**26%**	22%	22%
About 2 hours	**30%**	16%	20%	12%	10%
About 3 hours	11%	11%	6%	3%	2%
More than 3 hours	12%	**26%**	8%	3%	0%

Reasons to Visit the Library

Onsite visitors were asked about their reasons for visiting the Library. Almost all respondents answered this question (1459 or 99%). Nearly three quarters (73%) said they came to borrow or return Library materials. The next most common reasons were to study or read (23%), read newspapers or magazines (20%), visit the cafe (12%) and use a Library computer (11%). "Other" responses (169) included: writing, attending a meeting, attending a specific Library event or accompanying a family member.

Reasons for visiting the library today

Reason	Percentage
Borrow or return Library materials	73%
Study or read	23%
Read newspapers or magazines	20%
Get a cup of coffee or other refreshment at the coffee shop	12%
Use a Library computer	11%
Bring a child to the Library	10%
Other (please specify)	10%
Find information on a topic or for a research project	9%
Use your laptop computer or other wireless device	8%
Meet friends or colleagues	7%
Tutor or be tutored	6%
See an art show in the gallery	5%
Attend a lecture, workshop, program or class	5%
Get help with technology	5%
Volunteer	3%

Compared with results to a similar question asked in 2008 and 2004, we saw some changes in scores, but the overall rankings remain similar (previous years offered fewer choices; the 2010 survey asked a different question about activities which cannot be compared).

Reasons for visiting the library today

Reason	2015 (n = 1459)	2008 (n = 1602)	2004 (n = 1532)
Borrow or return Library materials	73%	78%	73%
Study or read	23%	38%	32%
Read newspapers or magazines	20%	27%	22%
Get a cup of coffee or other refreshment at the coffee shop	12%		
Use a Library computer	11%	19%	
Bring a child to the Library	10%		
Other	10%	14%	5%
Find information on a topic or for a research project	9%	11%	9%
Use your laptop computer or other wireless device	8%	8%	
Meet friends or colleagues	7%	8%	10%
Tutor or be tutored	6%	4%	5%
See an art show in the gallery	5%	14%	21%
Attend a lecture, workshop, program or class	5%	4%	5%
Get help with technology	5%		
Volunteer	3%		

Top 5 Activities by Age Group

Age group	0 – 19 (n=129)	20 – 34 (n=84)	35 – 54 (n=333)	55 – 69 (n=202)	70 or older (n=423)
1	Study or read	Borrow/ return materials	Borrow/ return materials	Borrow/ return materials	Borrow/ return materials
2	Borrow / return Library materials	Study or read	Study or read	Read newspapers/ magazines	Read newspapers/ magazines
3	Tutor or be tutored	Use your laptop/ device	Bring a child to the Library	Get a cup of coffee	Get a cup of coffee
4	Find information on a topic / for research	Bring a child to the Library	Read newspapers/ magazines	Use a computer	Other
5	Meet friends or colleagues	Use a computer	Get a cup of coffee	Study or read	Find information on a topic / for research

Use of the Library and Library Resources in the Last Year

About 88% (1297) of *onsite survey respondents* answered this question, which asked about their reasons for using the Library and its resources in the past year, then sought to assess satisfaction levels with the experience. Not all sections of the question were answered by every respondent. Generally, the most frequently used resources had the highest satisfaction ratings.

The five most common reasons cited for using the Library in the past year were (average satisfaction rating in parentheses):

1) Pleasure, leisure, hobbies or entertainment (average 4.43 out of 5 stars)
2) Education or learning (4.35 stars)
3) Socializing, connecting with others (4.24 stars)
4) Technology access or assistance (4.23 stars)
5) Health, medical conditions or wellness (4.04 stars)

Reason for Use	% of users	Satisfaction Rating
Pleasure, leisure, hobbies or entertainment (n = 1297)	82%	4.43
Education or learning (n = 1183)	71%	4.35
Socializing, connecting with others (n = 1089)	34%	4.24
Technology access or assistance (n = 1068)	33%	4.23
Health, medical conditions or wellness (n = 1105)	30%	4.04
In-depth research (n = 1034)	27%	4.17
Learning about political or social causes or participating in community life (n = 1064)	22%	4.16
Purchase or sale of products or services (n = 1099)	19%	4.22
Government services or legal information (n = 1047)	12%	3.95
Job search or career exploration (n = 1090)	9%	3.97
Personal finance or banking (n = 1066)	7%	3.95
Starting or managing a business (n = 1061)	6%	3.90

Importance of and Satisfaction with Library Services

In an effort to assess patron priorities and satisfaction, we asked **onsite visitors** to rate the importance of various Library services, and to rate how well each meets their needs. 97% (1418) of respondents answered this question.

Respondents were most likely to use:

1. Broad selection of materials to borrow (90%)
2. Recently published books to borrow (86%)
3. Library staff assistance with finding a book to read of film/show to watch (84%)
4. DVDs to borrow (80%)
5. Quiet space for individual activities (76%)

Respondents gave the highest importance ratings to:

1. Broad selection of materials to borrow (average importance score of 4.41 out of 5 stars)
2. Recently published books to borrow (4.17)
3. Library staff assistance with finding a book to read or film/show to watch (4.11)
4. Free Public Wifi (4.03)
5. Library staff assistance with research (3.98)

Satisfaction was highest overall for:

1. Library staff assistance with finding a book to read or film/show to watch (4.57)
2. Library staff assistance with research (4.44)
3. Broad selection of material to borrow (4.24)
4. (Tie) Free public wireless (WiFi) access (4.22)
5. (Tie) Library staff assistance with learning and using technology (4.22)

A sizeable percentage of respondents indicated they use virtually every service, and all services were used by at least 49% of respondents. For nearly all services, the average score for "meeting my needs" exceeded the average score for "important to me". The two exceptions are "recently published books to borrow" and "broad selection of materials to borrow", where importance was slightly greater than satisfaction.

In reviewing usage, importance and satisfaction for each service, it can be observed that there is a rough correlation between usage, importance and satisfaction.

	Use this? %	Important to me? Average rating	Meeting my needs? Average rating
Broad selection of materials to borrow	90% (n =1281)	4.41	**4.24**
Recently published books to borrow	86% (n = 1221)	4.17	**4.05**

Library staff assistance with finding a book to read or film/show to watch	84% (n = 1193)	4.11	4.57
DVDs to borrow	80% (n =1133)	3.81	3.94
Quiet space for individual activities	76% (n = 1075)	3.94	4.04
Library staff assistance with research	75% (n = 1069)	3.98	4.44
Free public wireless (WiFi) access	73% (n = 1030)	4.03	4.22
CDs to borrow	69% (n = 980)	3.23	3.84
Current newspapers and magazines	69% (n = 979)	3.46	4.12
Library staff assistance with learning and using technology	67% (n = 948)	3.72	4.22
Free public computers	64% (n = 913)	3.43	4.20
Spaces for group learning and collaboration	59% (n =831)	3.24	3.81
Community meeting spaces	58% (n = 823)	3.26	4.09
Ebooks available for download	57% (n = 812)	3.14	3.40
Access to Microsoft Word and other office software	54% (n = 772)	2.94	3.94
Access to downloadable/ streaming video	49% (n = 701)	2.49	3.25
Access to downloadable/ streaming music	49% (n = 689)	2.44	3.40
Access to graphics, video and audio production equipment and software	48% (n = 675)	2.42	3.56

Satisfaction with Library staff

Onsite visitors were asked to rate their satisfaction with Library staff on a series of five-point scales. 90% (1329) of respondents answered this question. On average, staff friendliness was rated highest with an average score of 4.72, followed by being helpful (4.71), knowledge (4.57) and availability (4.48).
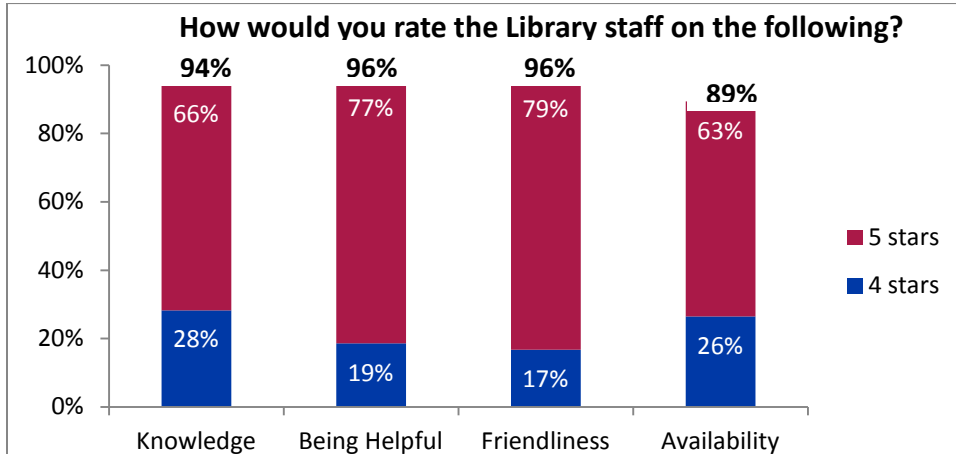
We continue to see gains in all categories when compared against the previous four surveys covering the last decade.
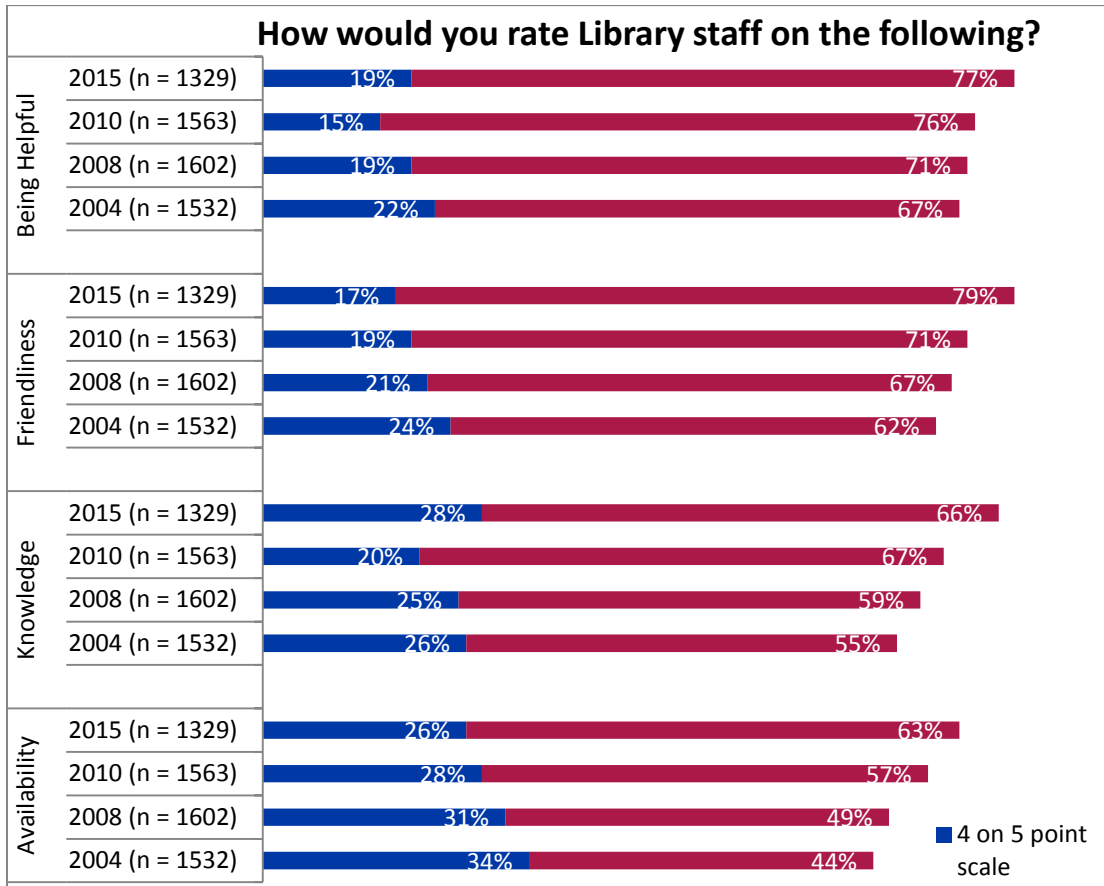
Visits to the Library Website

Nearly 3 in ten *onsite visitors* (29%) indicated they visit the Library's website or online catalogue at least once a week. A total of 58% visit virtually at least once a month. Just over a quarter (26%) reported they do not use the website or don't know if they do.

By contrast, more than half (51%) of the respondents to the *website visitor survey* reported they visit the website or catalogue at least once a week, and 89% reported they visit at least once a month.

How often do you use the Library website?

- Web Survey (n = 708)
- Visitor Survey (n = 1415)

Category	Web Survey	Visitor Survey
More than once a week	25%	14%
About once a week	26%	15%
Two or three times a month	25%	16%
About once a month	13%	13%
Several times a year	7%	9%
Once or twice a year	2%	7%
This is my first visit to the library website	1%	
I don't use the Library website		24%
Don't know / Not sure	1%	3%
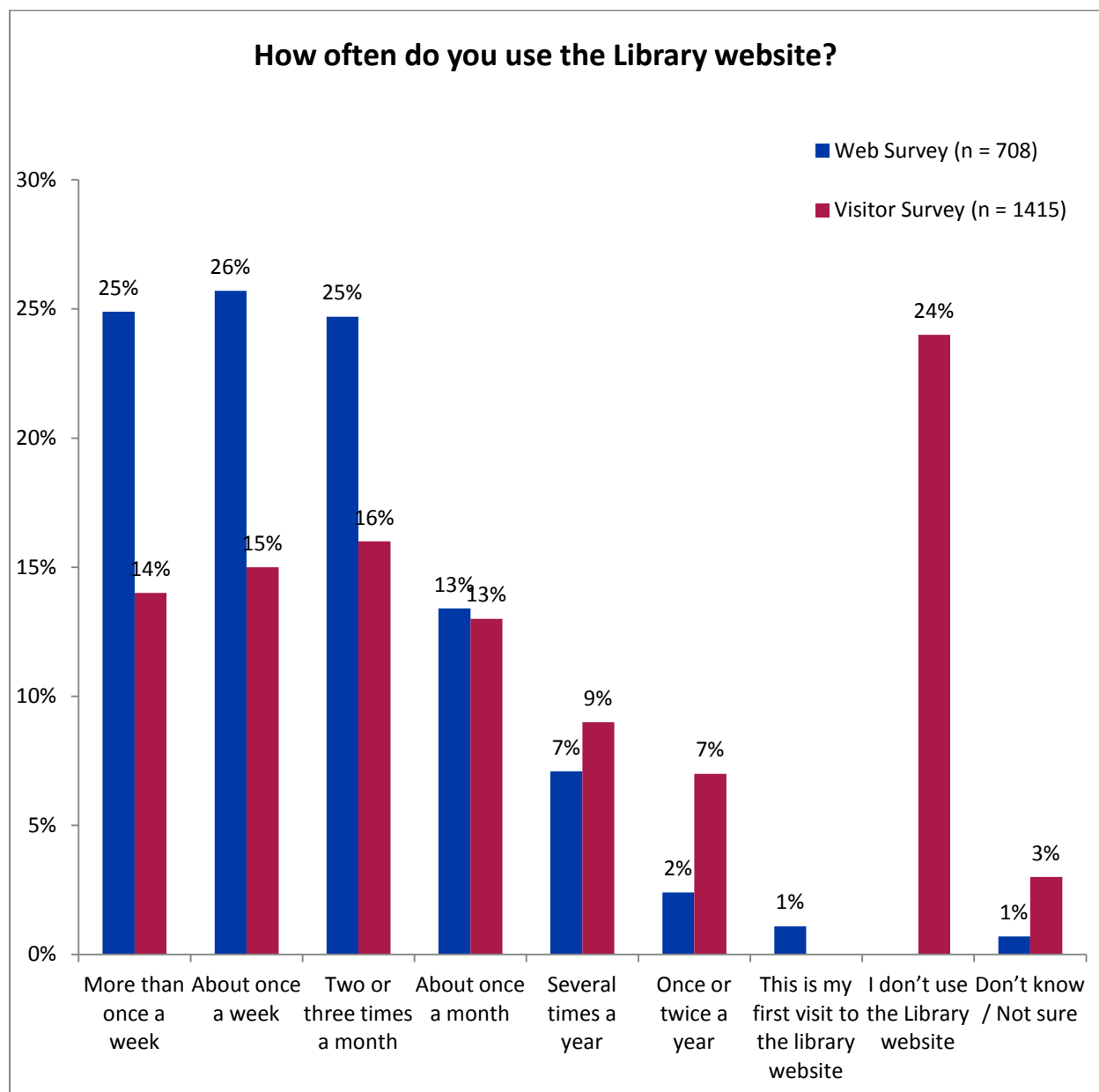
Compared to 2010, we saw that among *onsite visitors,* there has been an increase in use of the Library website once a week or more (29% now vs. 25% in 2010).

How often do you use the Library website?

- 2015 (n = 1415)
- 2010 (n = 1563)

Category	2015	2010
More than once a week	14%	13%
About once a week	15%	12%
Two or three times a month	16%	18%
About once a month	13%	14%
Several times a year	9%	9%
Once or twice a year	7%	13%
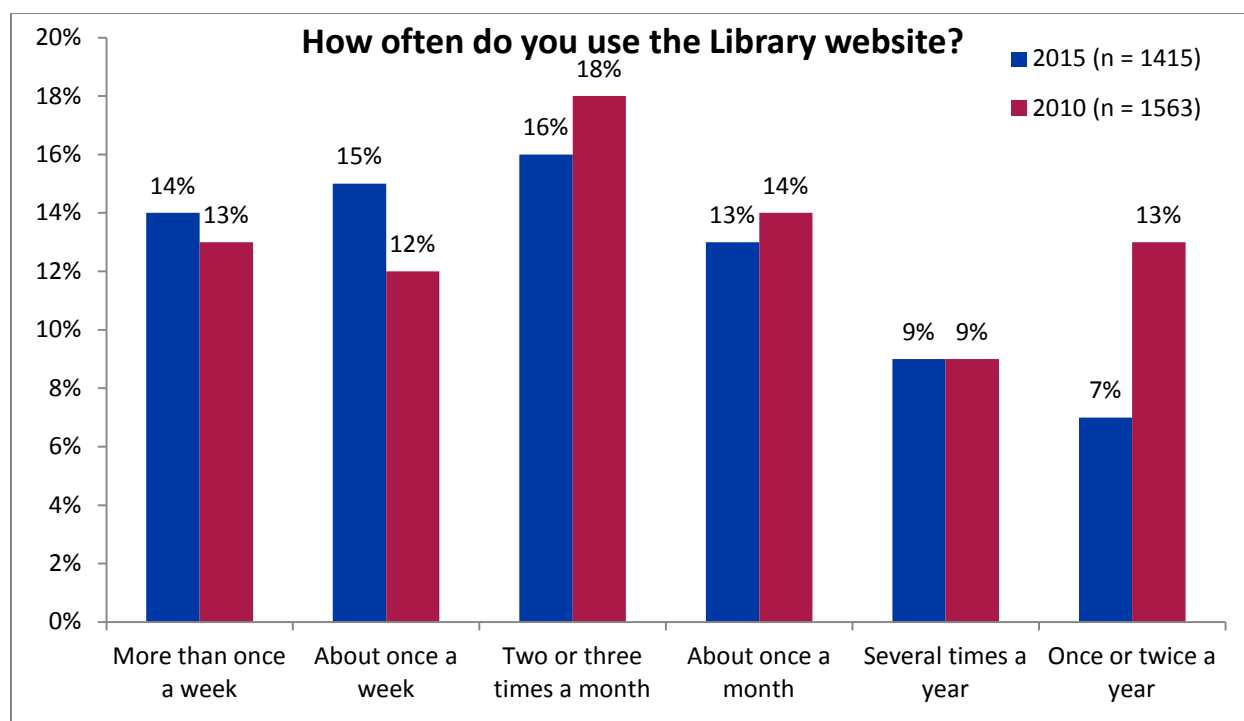
There appears to be some correlation between frequent physical use and frequent virtual use. Those *onsite visitors* who visit the physical Library frequently also tend to use the website or online catalogue more frequently.

	Facility visit frequency						
Website visit frequency	**More than once a week** (n = 473)	**About once a week** (n = 435)	**Two or three times a month** (n = 292)	**About once a month** (n = 124)	**Several times a year** (n = 59)	**Once or twice a year** (n =14)	**This is my first visit to the Library** (n = 10)
More than once a week	**29%**	12%	3%	2%	2%	0%	0%
About once a week	16%	**21%**	13%	2%	2%	0%	0%
Two or three times a month	14%	14%	**25%**	19%	9%	7%	0%
About once a month	11%	12%	16%	**24%**	**31%**	7%	10%
Several times a year	6%	9%	10%	11%	**31%**	0%	10%
Once or twice a year	4%	6%	6%	14%	20%	**29%**	0%
I don't use the Library website	19%	**25%**	**25%**	**27%**	29%	**43%**	**60%**

The correlation is even stronger when looking at the relationship between website visit frequency and physical visit frequency among **website survey respondents**.

Website visit frequency	Facility visit frequency					
	More than once a week (n =127)	**About once a week** (n =187)	**Two or three times a month** (n =193)	**About once a month** (n =112)	**Several times a year** (n =63)	**Once or twice a year** (n =14)
More than once a week	**67%**	26%	16%	4%	11%	7%
About once a week	21%	**42%**	26%	15%	8%	14%
Two or three times a month	8%	21%	**41%**	28%	14%	14%
About once a month	4%	5%	10%	**36%**	25%	7%
Several times a year	0%	3%	3%	13%	**35%**	**36%**
Once or twice a year	1%	1%	2%	1%	6%	7%
Don't know / Not sure	0%	1%	1%	2%	0%	0%

Among those who completed the **onsite survey**, we made the following observations about website and online catalogue use by age:

- Onsite visitors aged 20 – 34 and 70 or older are least likely to use the Library's digital properties
- Those aged 55 – 69 use the website and online catalogue most frequently

Among those who completed the **website visitor survey**, frequency of virtual visits was more evenly distributed among age groups, and was higher overall. In particular:

- Most website visitors across all age groups are visiting the Library website or catalogue at least a few times a month
- Those aged 55 – 69 and 70 or older report visiting the website or catalogue most frequently

Website Satisfaction

There were some variations in website satisfaction between **onsite survey respondents** and **website survey respondents**.

Onsite visitors were asked to rate their overall experience of the Library's website. Of those who use the website, 87% rated it "Good" or "Excellent", 7% gave it a "Fair" rating, and 1% rated it "Poor".

Website visitors were asked two questions about their overall satisfaction, which sought to separate their feedback about the online catalogue and the Library's website.

- When asked to rate their experience of using the Library website to find information about the Library, access research resources or for other purposes, 78% rated their experience "Good" or "Excellent"
- When asked to rate their experience of using the Library's online catalogue to find books and materials to borrow or to manage their Library account, 87% gave ratings of "Good" or "Excellent"

Satisfaction rating	% onsite visitors n=1068	% website visitors n=706	
		Website	**Online catalogue**
Excellent	37%	27%	42%
Good	50%	51%	45%
Fair	7%	10%	8%
Poor	1%	1%	1%
Don't know/ Not sure	5%	11%	4%

Satisfaction by Age

Assessing overall satisfaction with the website by age group showed a high degree of satisfaction across all age groups.

Among **onsite visitors**, we saw that across all age groups, between 87 – 92% are satisfied with the website, rating it "Good" or "Excellent".

Among **website visitors**:
- Those aged 55 – 69 are most satisfied with the website, with 85% rating their experience "Good" or "Excellent".
- Over 80% of respondents in all age groups rated the website "Good" or "Excellent".
- Those aged 55 – 69 and 10 – 19 are most satisfied with the online catalogue, with over 90% rating their experience "Good" or "Excellent".

Use Frequency and Satisfaction

Among both **onsite survey respondents** and **website survey respondents**, there was a correlation between frequency of website use and overall satisfaction with the website and the online catalogue.

Virtual Visit Success

We asked *website visitors* to tell us more about their experience of using the Library's website in order to discover how successful they felt they were in finding what they came for:

- 87% of respondents indicated that they often or almost always find what they come for when they use the Library's website
- 44% reported finding something else useful that they weren't looking for or didn't know about
- 20% reported that they experience frustration at least some of the time

Comparing these results to frequency of use, we found no apparent relationship between frequency of use and frustration levels; in other words, more frequent use does not seem to impact visitors' success in finding what they came for. We did note that serendipitous discovery occurred more often for those visiting more than once a week.
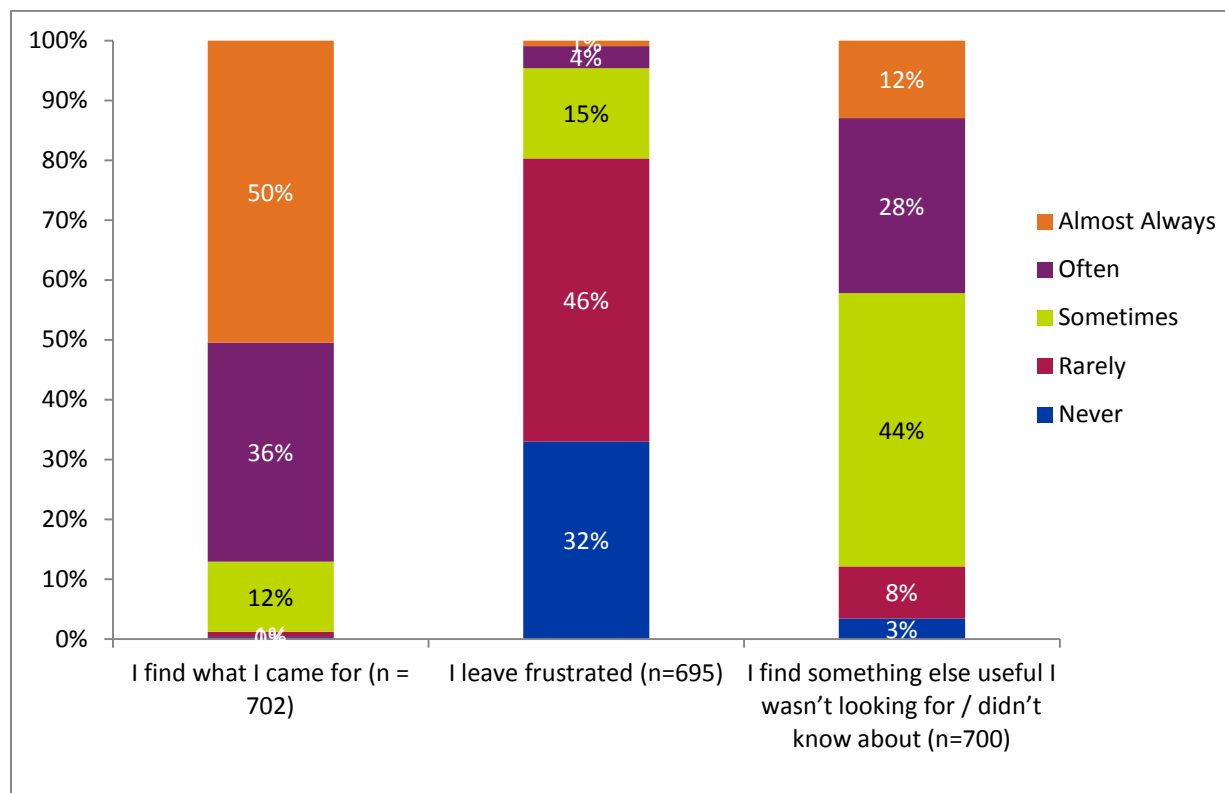
Uses of Library Website Content and Functionality

About 97% (686) of **website survey respondents** shared their reasons for using the Library website in the past year, and then rated their satisfaction with their experiences. Not all sections of the question were answered by every respondent. Generally, the most frequently used resources had the highest satisfaction ratings — as was the case for a similar question in the **onsite survey**.

Reason for Use	% Used	Satisfaction Rating (out of 5)
Find Library hours, location or contacts (n=686)	81%	4.48
Research a topic of personal interest (n=669)	72%	4.07
Use reviews, ratings, lists or recommendations to find a new author or book to read (n=669)	56%	4.03
Find out about rules for borrowing and fees (n=678)	43%	4.17
Find information about health and wellness (n=669)	42%	4.03
Find information for school or education-related purposes (n=673)	33%	4.03
Find information about West Vancouver (n=666)	29%	3.94
Find information for business or work-related purposes (n=669)	26%	3.84
Find information for newcomers to West Vancouver (n=664)	14%	3.74
Find information to help with finding a new job or career (n=673)	10%	3.47

Importance of and Satisfaction with Website

To assess patron priorities and satisfaction when it comes to the Library's website and online catalogue, we asked *website visitors* to rate the importance of various online content and functionality, and then to rate how well each currently meets their needs. 92% (650) of respondents answered this question.

Interestingly, use did not necessarily correlate to importance (for example, "Ability to see ratings and reviews from others in my community" is the fifth most often used content, but rated 13th overall for importance). For several content areas/functions, the importance rating was higher than the satisfaction rating, suggesting possible directions for future improvement.

	Use this? %	Important to me? Average rating	Meeting my needs? Average rating
Ability to view account, place holds and renew materials online	94% (n=608)	4.75	**4.52**
Searchable online catalogue of books, movies and music available to borrow	91% (n=594)	4.62	**4.11**
Online calendar of Library events and programs	80% (n=521)	3.64	3.99
Recommended books and reading lists	73% (n=472)	3.69	**3.67**
Ability to see ratings and reviews from others in my community	67% (n=435)	2.99	3.49
Online registration for Library events and programs	60% (n=391)	3.37	3.76
Downloadable ebooks	58% (n=374)	3.74	**3.19**
Access to research databases and online magazines and newspapers	57% (n=372)	3.52	**3.43**
Ability to contact Library staff by email	56% (n=367)	3.43	3.72
Recommended research databases, websites and other information sources on a topic	55% (n=358)	3.34	3.46
Help and FAQs for technology	51% (n=329)	3.28	3.46
Historical photos and other digitized local history collections	43% (n=280)	2.95	3.35
Downloadable or streaming video	42% (n=270)	3.06	**2.93**
Downloadable or streaming music	40% (n=263)	3.00	**2.98**
Information in languages other than English	38% (n=248)	2.88	3.34
Ability to contact Library staff by text message	36% (n=232)	2.36	3.13

Digital Content Consumption

There are three areas where we can compare *website visitor* ratings to those from the *onsite visitors*: ebooks, digital video and digital music. In all three cases, those who answered the website survey saw these services as more important and gave lower ratings for satisfaction.

		Use this? %	Important to me? (avg rating)	Meeting my needs? (avg rating)
Downloadable ebooks	Web Survey	58% (n=374)	3.74	**3.19**
	Visitor Survey	57% (n = 812)	3.14	3.40
Downloadable or streaming video	Web Survey	42% (n=270)	3.06	**2.93**
	Visitor Survey	49% (n = 701)	2.49	3.25
Downloadable or streaming music	Web Survey	40% (n=263)	3.00	**2.98**
	Visitor Survey	49% (n = 689)	2.44	3.40

Most Valuable Features of Website

Nearly half of *website survey respondents* (46%) provided comments about what they felt was most useful or valuable about the West Vancouver Library website. Many of these contained multiple compliments.

Roughly categorized, respondents found the following most useful or valuable:

- **Online catalogue / BiblioCommons** – 152 positive comments about ability to see account details, ability to renew and place holds, email notifications, reviews and comments and other features
- **Content** – 27 positive comments about specific sections of the website such as newcomers, youth pages, need help and hours
- **Events** – 24 comments expressing appreciation for access to events listings and online registration functionality
- **Ease of use/navigation** – 30 appreciative comments about intuitiveness and convenience, attractive design and organization of information on the website
- **Databases** – 17 favourable comments about specific databases and access to databases generally, particularly streaming music
- **Ebooks** – 14 compliments about access to ebooks
- Several general compliments as well as positive comments about specific functions like the e-newsletter and ability to email staff

An additional 47 compliments spoke to the Library's physical facility, collections, staff and onsite programming.

A few samples:

"The website is user friendly and easy to navigate; it is reliable and unlike other sites, does not create stress."

"It is easy!!! And if I need help a person always promptly answers my email."

"I love the ability to place holds, get info on renewal due dates. I need to do more research to use the facilities better and plan to do this now that I have more time. As someone experienced in organizations I find the staff to be wonderful whenever I ask for anything. The climate has improved steadily over the 25 years I have been using the facility and is now up there with the best organizations I encounter. Congrats!"

"I find the website great for all my basic needs — finding out location and hours, staff directory, contact information and looking for materials. Other than for personal use, I use the website to look for material for kids and youth (I work with that demographic at the West Van Community Centre) and have been pretty impressed with the fun, youthful vibe that I get from the articles and events posted on there (for certain youth I totally get why it'd be hard to make the Library a 'cool' place to go). Great job!"

Most Frustrating Aspects of Website

Asked to share what they found most frustrating about the website, 44 % (316) of *website visitors* responded. Many comments were "N/A", "nothing" or "none", but there were a number of themes among the remaining comments, specifically:

- **Online catalogue / BiblioCommons** – 46 comments describing confusion about search results, getting real-time availability information, difficulty with 14-digit barcodes and problems finding the catalogue
- **Ebooks** – 45 concerns about selection and availability of titles, holds lists and difficulty with downloading
- **Navigation and design** – 33 complaints about appearance, organization of information, or being unable to readily locate specific information, including phone numbers, research databases and specific resources
- **Mobile access** – 5 comments about difficulty accessing the site on a mobile device

Again, several respondents took the opportunity to share frustrations about the physical Library facility. Interestingly, more than for any other question on this survey or the *onsite visitor survey*, we received comments about the fee for holds (12 web, versus 4 in-person). We also saw many requests for the ability to order materials directly from other libraries.

Some typical frustrations:

"I don't have enough time to spend on signing up for programs or exploring databases. There are a lot of things I still haven't explored yet and it kind of frustrates me in that I am missing out on things."

"Typing in a 14 digit bar code."

"Too many buttons. Sometimes I can't find the catalogue, which really and truly is the only part I use"

"I didn't realize there were things I could use it for until I took this survey, so the site is not frustrating as such; it was not clear that I could get recommended books for example."

The "Dream Digital Branch"

Website visitors had the option to add their vision for a "dream digital branch". More than a third (38%) shared their thoughts.

Our intention with this question was to solicit dreams and visions for the next evolution of our digital presence. In the actual responses, it was clear that some respondents read it as an intention to make the Library all about technology, or even to eliminate the physical Library completely — and their responses reflected their strong desire to retain a diversity of Library services and a physical facility.

From those who responded as the question was intended, there were a number of themes in their imaginings of what a future "digital branch" might look like or contain.

About half of these comments spoke to digital content, including ebooks, digital video and music, and downloadable magazines. Respondents wanted more of each, and for it all to be easily accessible with no waiting.

Remaining ideas included:

- Personalized reading lists and other Reader's Advisory services
- Better search options
- Courses and programs available online
- More databases
- Ability to video chat or Skype with library staff
- Being able to easily see current availability of items at all lower mainland libraries

A few comments that stood out:

"West Vancouver Memorial Library already maintains the highest of standards, and is miles above others in service and resources offered by comparable libraries in communities I've lived in, in both Eastern and Western Canada. A dream digital branch would entail keeping on the cutting edge of digital technology, which is rapidly changing/evolving."

"West Van Library is already making great strides as a digital Library."

"A Library balanced with printed books."

"Staying current with new technologies but not obsessed by it."

"Opportunities to hear /see authors speak online about their latest books (Skype?)."

""Dream digital" of course means that ALL Library holdings are available online — far beyond simply current ebooks or streaming media. Every book. Every reference. And to this, the WV Library can act as a portal to world-wide holdings in EVERY Library.."

Additional Comments

We asked *onsite visitors* to share with us their thoughts on **"what do we need to know to strengthen the service this Library provides for our community?"**

We received 582 responses, which equates to about 39% of respondents. Many comments were lengthy and contained multiple suggestions and compliments, which we parsed and categorized. Below is a word cloud illustrating the most frequently occurring words among the responses to this question.

Compliments

Many responses included compliments, which we categorized as follows. General appreciation for the Library was the most common theme, though staff (often mentioned by name), collections (breadth, depth, format as well as online) and the facility were also a focus.

General category	Specifically...
General (112)	Great, appreciate, love the Library, keep up the good work.
Staff (39)	Courteous, friendly, helpful, patient kind – staff often mentioned by name.
Collections (28)	Selection, breadth and depth, specific formats, especially DVDs
Facility (25)	Warm, welcoming; variety of spaces; specific facilities like coffee shop, quiet study, book sale cart; new parking regulations
Programs (16)	Specific content, including music programs, movie series, art, authors, TED
Digital Presence (2)	Online account management functionality

Sample Compliments:

"I am 80 years old and this is the best library I have ever used."

"Just want you to know that I love this library. It was the no. 1 reason for buying a condo within 1/2 block."

"The library is an excellent resource and enhances the community in a multitude of ways. The library helps create a civilised and cultured environment for all residents of West Vancouver."

"There is often a lifelong connection to this institution. The library is in many ways a focus of the community for residents and visitors..."

"I LOVE the library! It is my home away from home."

"I emigrated to Canada nine years ago. West Van Library is one of the best aspects of my relocation."

"Our entire family uses the library. It is a wonderful service within our community."

Suggestions

Suggestions covered all aspects of the Library, with particular focus on the facility and collections. While many suggestions tended to complement existing services, collections or spaces and ask for more of the same, others reaffirmed perceptions that staff anticipated.

General category	Specifically...
Facility (167)	Increased quiet spaces and study areas (67) Increased opening hours (34) Parking issues – difficulty finding parking (32) Also comments around more space, more seating, more computers, lack of signage, the cafe, and the condition of the washrooms.
Collections (132)	More DVDs (28) Concerns about borrowing policies – hold fees, fines (8) More ebooks (7) Suggestions for more new books, large print, CDS, books on specific topics, newspapers, health and wellness materials.
Programs (64)	More technology programs (27) More kids programs (8) Also more music, local issues, politics, arts, culture, music, movies.
Wifi (32)	Complaints about the wireless internet.
Digital presence (19)	Improved access to certain collections (i.e. ebooks) Issues with lengthy barcodes
Marketing (12)	Suggestions around greater awareness of Library services.
Staff (11)	Primarily "more staff", but 1 comment about friendliness, and one about lack of knowledge.
Other (15)	

Additional comments

532 respondents, representing 36% of those who completed the *onsite survey*, provided additional comments, many of which echoed the same themes. 42% (228) of these comments were compliments and expressions of appreciation, including dozens of explicit expressions of appreciation for the staff.

The following word cloud illustrates the most common words used in the comments:

A few representative samples from the comments:

"I've visited libraries all over the world and West Vancouver Library is one of the nicest. Thank You!"

"I find the library very welcoming and a pleasant place to be. Enjoy the quiet reading areas.
Staff are invariably pleasant and helpful."

"This is most well run library I've ever seen in my life. It is well organized, staff are extremely helpful and provide an very important element to the community."

"In addition to the services I use, I really appreciate the ambiance of this library."

"I love the library. I always feel good here."