

## **2019 Library On-Site & Online Survey**

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### **Executive Summary**

The Library carried out surveys of both on-site visitors and website visitors in late February 2019.

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:**

- 98% of responding households have at least one library card
- Technology use is high for those in the 20 – 79 age group, and 79% of all respondents have access to a smartphone
- About 50% of respondents 69 and under read ebooks
- 55% of respondents visit the Library once a week or more, and 92% visit at least once a month
- Those 70 and older are most likely to stay 15 to 30 minutes at the Library while more than 55% of those 34 and younger stay two or more hours
- There was high use of, and high satisfaction with staff assistance with locating items, staff instruction on using library resources, and staff recommendations on materials, as well as high satisfaction with the Library's broad range of materials and Wi-Fi
- There was a high level of satisfaction with the Library website, especially with online events and finding new and recommended materials
- Discovery of Library events most often occurs through the website and posters in the Library
- YouTube is the most used news/social platform
- 95% of comments were complimentary
- 33% of West Vancouver residents who reported being non-users, the reasons most cited were: lack of knowledge about the Library, and preferring to get their community news and events through the North Shore News and Social Media.

## Table of Contents

Introduction .....	3
Demographics .....	3
Age & Gender .....	3
Municipality of residence.....	4
Where in West Van .....	4
Length of residency.....	5
Household size and composition .....	5
Library cardholders .....	7
Employment status .....	7
Technology Use .....	8
Technology access.....	8
Digital content consumption .....	9
Skills .....	11
Library Facility Use .....	11
Visits to the Library .....	11
Transportation .....	12
Visit duration.....	13
Purpose of Visits in the past year .....	14
Importance and Satisfaction .....	17
Library Spaces .....	18
Events and Classes .....	18
Collections.....	18
Information Assistance .....	19
Technology .....	19
Importance of different services to different age groups .....	20
Library Website and Communications.....	23
Additional Comments .....	27
Non-Users .....	29

## Introduction

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West Vancouver Memorial Library carried out an **on-site and online survey** consisting of 28 questions, administered by Library staff to patrons entering the building during all open hours from February 25 to March 3, 2019. The survey was also available online from February 25 through March 10. Staff went out into the community to gather responses March 1 through 10, 2019. This survey is part of the Library's 2021-2025 strategic planning process.

In total, 2265 people completed the survey. The margin of error for a sample of this size is  $\pm 2\%$ , nineteen times out of twenty. More specifically, 2160 users and 105 non-library users completed the survey. The non-user responses are described on in the last section of the report, starting on page 28.

Onsite visitor surveys were also carried out in 2000, 2004, 2008, 2010 and 2015. Where questions have remained consistent over time, we have been able to compare data and note trends.

While the survey was translated into Simplified Chinese and Farsi, we did not receive enough responses in those languages (three in Farsi, 38 in Chinese) to complete separate reports. The responses and comments have been integrated in this the report.

## Demographics

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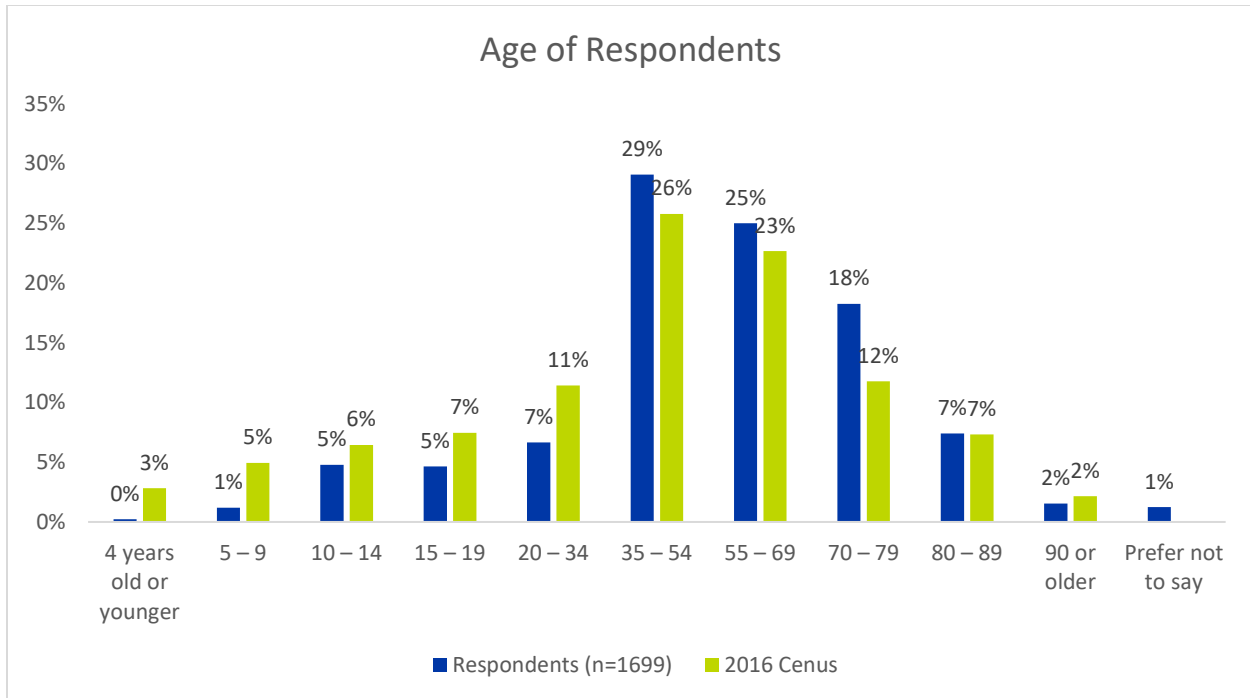
### Age & Gender

Of those who indicated their gender on the survey, the majority were female (66%), consistent with past years. By comparison the gender breakdown for West Vancouver in the 2016 Census was 54% female, 46% male.

Gender	2019 survey (n=1690)	2016 Census	2015 survey (n=1384)
Female	66%	54%	64%
Male	31%	46%	35.5%
Prefer not to say	3%	---	0.5%

75% of respondents indicated their age range. Of those, 52% were 55 years or older. Compared to 2015, a similar number of respondents who are 70 years of age or older responded (27% in 2019 compared to 28% in 2015).

When we look at the 2016 Census data for West Vancouver, we see that the proportion of respondents aged 10 – 19, 35- 69, and 80+ corresponds well to the general population. Older adults in the 70 – 79 age range are overrepresented, while younger children (9 and under) and those in the 20 – 34 age range are underrepresented.



### Municipality of residence

Over three-quarters of respondents (78%) named their home municipality. Of those respondents, 75% live in West Vancouver. North Vancouver accounted for the next largest group (16%). Vancouver, Lion's Bay, Bowen Island and Burnaby each account for a small proportion of respondents. Other responses included Squamish, Surrey, and the Sunshine Coast. This breakdown is very similar to the 2015 survey results.

Home Municipality	2019 survey (n=1694)	2015 survey (n=2030)
West Vancouver	75%	76%
North Vancouver	16%	15%
Vancouver	4%	4%
Lion's Bay	1%	1%
Bowen Island	1%	1%
Burnaby	0.5%	--
Other	2.5%	2%

### Where in West Van

To evaluate whether our resident visitors represent all geographic areas of West Vancouver, we asked respondents from West Vancouver to indicate their postal code area. The largest proportion of respondents live near the Library in Central West Vancouver (42%), followed by East (23%), and West (14%) and 14% from the Upper Lands.

When compared with Census population counts for the same areas, we can see that Central residents use the Library proportionately more than their population share would suggest. Western and Eastern residents visit in proportion to their populations, while residents of the Upper Lands are underrepresented.

<b>West Van Area</b>	<b>2019 survey (n=1245)</b>	<b>2016 Census</b>	<b>2015 survey (n=1516)</b>
West (V7W)	19%	20%	21%
Central (V7V)	42%	35%	43%
East (V7T)	23%	21%	20%
Upper (V7S)	14%	24%	14%
Don't know	1.5%	---	1%

Compared to the results from our 2015 survey, we do not see significant change save for a slightly higher percentage of responses from those in the East area (23% vs 20% in 2015).

### **Length of residency**

Respondents who live in West Vancouver were asked how long they have resided in West Vancouver. The largest proportion of respondents (40%) have lived here for more than 20 years, but more than a quarter indicated that they have lived here five years or less.

<b>Length of Residency in West Vancouver</b>	<b>2019 Survey (n=1268)</b>	<b>2015 survey (n=1074)</b>
Less than 1 year	6%	6%
1 to 5 years	21%	20%
6 to 10 years	14%	12%
11 to 20 years	19%	17%
More than 20 years	40%	45%

Compared to the 2015 survey results, we see that there are 5% fewer respondents who have lived in West Vancouver for 20 or more years, and about 2% more respondents in each of the 6 to 10 years, and 11 to 20 years categories.

### **Household size and composition**

To learn more about West Vancouver residents, we asked visitors about household size and composition. We learned that 20% of respondents live alone (down from 24% in 2015), and the largest group of respondents (46%) live in families of three or more.

<b>Total in Household</b>	<b>2019 Survey (n=1671)</b>	<b>2015 survey (n=1310)</b>
1 (me)	20%	24%
2 (me and one other)	34%	38%
3 – 4	36%	29%
5 or more	10%	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 (21%), while the Central area, (closest to the Library) has the most single person households (31%). Couples and smaller families are more evenly distributed.

Household Size by Postal Area	West (n=232)	Central (n=526)	East (n=280)	Upper (n=176)
1 (me)	11%	<b>31%</b>	16%	10%
2 (me and one other)	38%	36%	36%	22%
3 – 4	42%	26%	39%	47%
5 or more	9%	7%	9%	<b>21%</b>

We noted that the largest group of those reporting to live alone are 80 or older (62%), and those in the 0 – 19 and 35 – 54 age range groups are most likely to live in household of 3 – 4.

Household Size & Age	0 – 19 (n=179)	20 – 34 (n=113)	35 – 54 (n=492)	55 – 69 (n=418)	70 – 79 (n=301)	80 or older (n=144)
1 (just me)	1%	7%	9%	22%	33%	<b>62%</b>
2 (me and one more)	4%	31%	14%	<b>53%</b>	<b>60%</b>	31%
3 – 4	<b>69%</b>	<b>47%</b>	<b>61%</b>	22%	6%	6%
5 or more	26%	15%	16%	3%	1%	1%

Of the 1303 respondents who indicated there were two or more people in their household, 47% indicated there were children aged 18 or younger living there. This is up by 6% over the 2015 survey results.

Children in the Household?	% Households (n=1303)
Yes	47%
No	53%

## Library cardholders

For the 2019 survey, we asked “How many Library cards are in your household?” 77% (1668) respondents answered. We compared the responses to this question of household size, and found a few items of note:

- Nearly all households have at least one Library card
- In households with one or two members it appears that all members have a Library card
- For larger families there are larger variations of the number of Library cards, but most frequently between two to four cards.
- Write in answers were almost all for five or more Library cards, with some indicating which Libraries they have cards for.

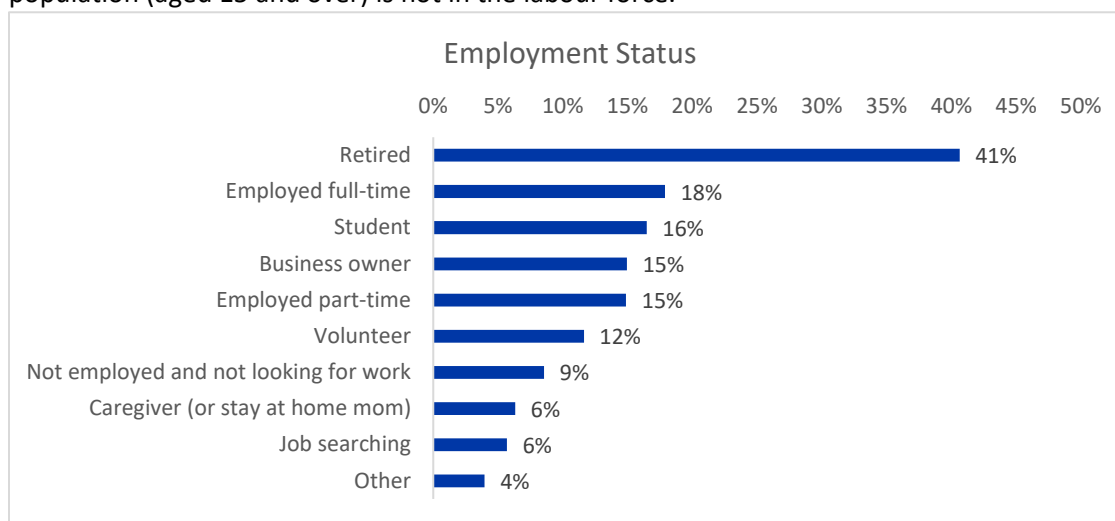
These high numbers could be attributed to the School Library Card project which has distributed Library cards since the program started in 2016.

% Library Cards by Household Size	1 (me) (n=338)	2 (n=567)	3 – 4 (n=593)	5 or more (n=160)
None	2%	1%	1%	2%
1	<b>89%</b>	21%	12%	4%
2	5%	<b>70%</b>	29%	16%
3	3%	2%	<b>37%</b>	21%
4	1%	4%	17%	<b>26%</b>
5 or more	<1%	2%	2%	23%
Don't know	--	<1%	2%	8%

Of households with children under the age of 18, 57% have three or more Library cards in their household.

## Employment status

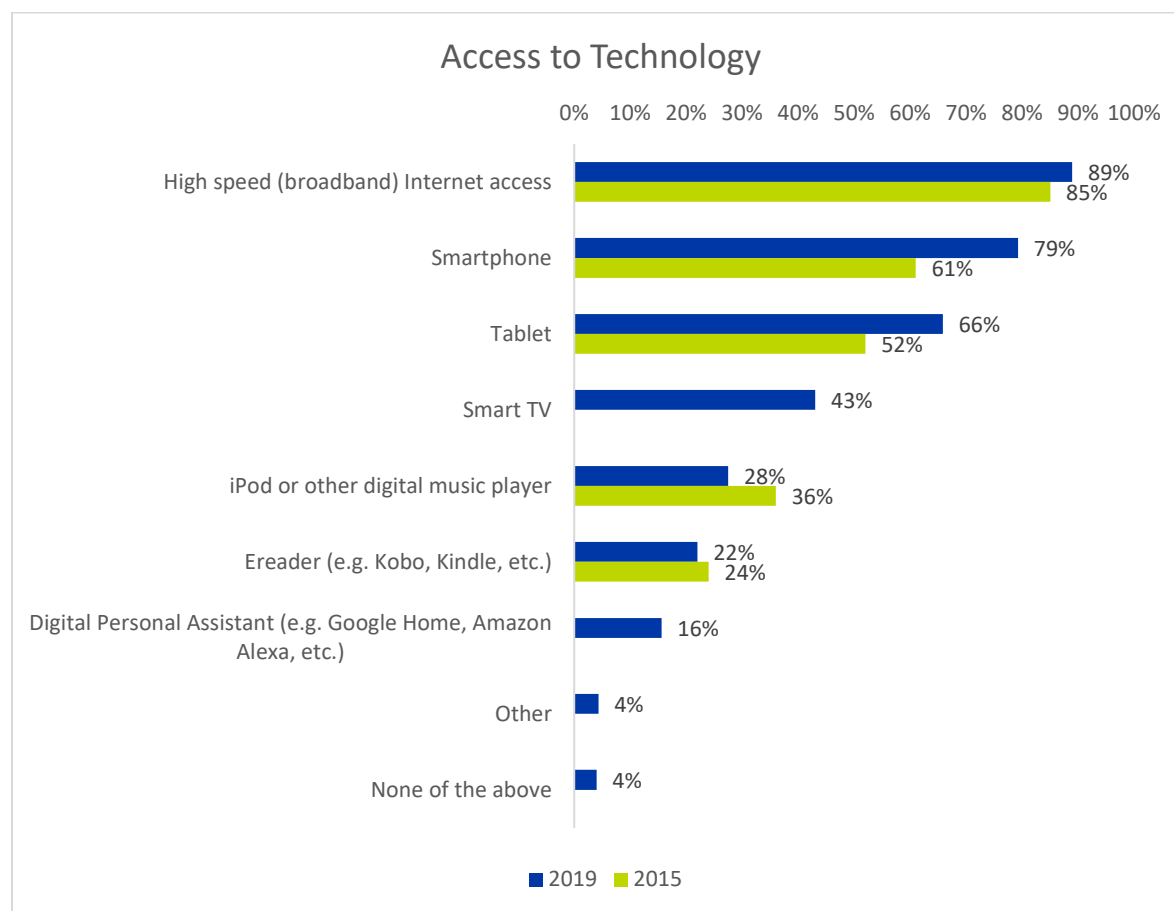
For the second time, we asked visitors to share their employment status (respondents could choose more than one status.) 76% (1666) of respondents answered this question. Of those 15 and older, 41% reported being retired which is comparable to the 2016 Census data indicating that 41% of the working population (aged 15 and over) is not in the labour force.



## Technology Use

### Technology access

We asked respondents about which technologies they owned or had access to for personal use at home, work or school. 78% (1691) of those surveyed answered this question. We noted that home internet access has increased since 2015, and there is a large jump in smartphone use. Other responses included: home computers and laptops, gaming consoles, smart watches, scanners and printers. Several people wrote in that they have laptops but no home internet, or that they have no home technology and only have access through the Library.



### Technology access by age

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

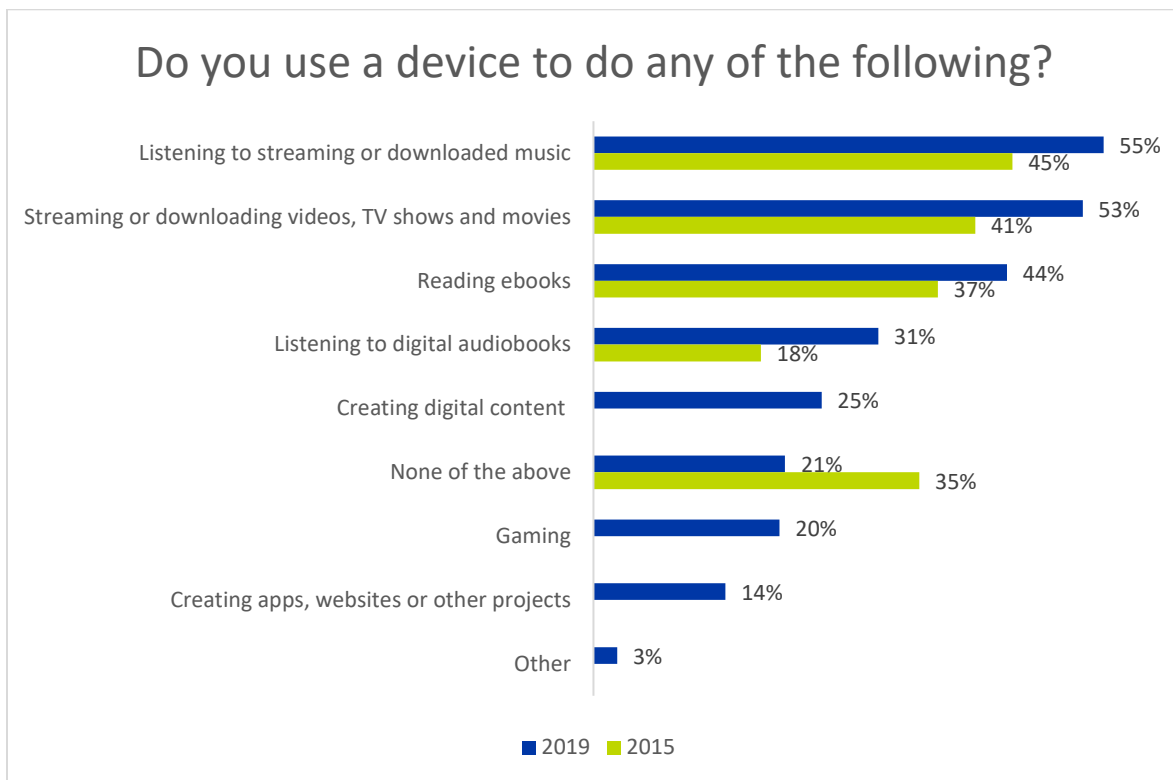
- Many technologies are accessed near equally in the 20 – 79 age groups
- Nearly all respondents (98%) in the 20 - 34 year age range have access to a smartphone
- Tablets are used most by those in the 35 – 54 age range
- E-Reader use is slightly higher in the 55 – 79 age range
- Digital personal assistant use is highest in the 35 -54 age range



Technology	0 – 19 (n=183)	20 – 34 (n=113)	35 – 54 (n=493)	55 – 69 (n=424)	70 – 79 (n=304)	80 or older (n=145)
High Speed internet	36%	94%	95%	94%	90%	68%
Smartphone	35%	98%	92%	82%	70%	39%
Tablet	39%	60%	73%	70%	62%	38%
Smart TV	27%	35%	50%	46%	40%	19%
iPod	16%	29%	32%	30%	21%	10%
E-Reader	9%	22%	22%	26%	26%	15%
Digital Personal Assistant	9%	17%	23%	9%	13%	13%
None of the Above	1%	1%	1%	2%	5%	23%

### Digital content consumption

We asked respondents how they use their devices. 78% (1686) of respondents answered this question. Of note, just over 20% of respondents answered “none of the above”. Of the 41 write-in responses, the most popular ones were listening to podcasts (6), followed by research (5) and schoolwork (4). Compared to the 2015 results we see growth in all types of digital content consumption, most notably, listening to downloadable audiobooks (+13%) and streaming video (+12%). “None of the above” decreased by 14%.



When looking at digital content consumption (and creation) by age, we saw:

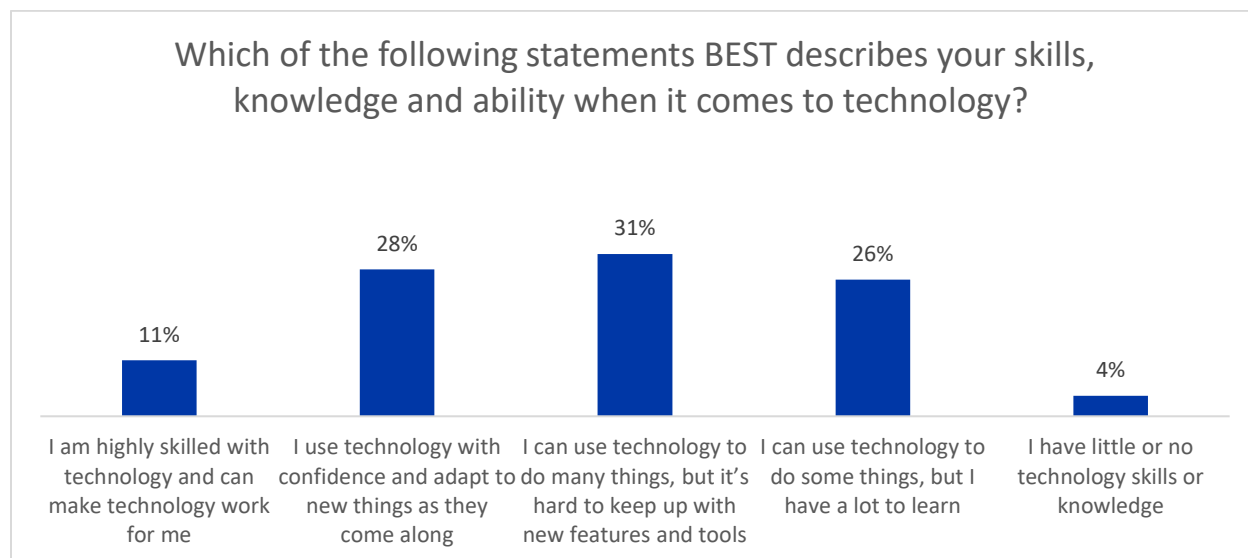
- Those in the 20 – 34 age range are the heaviest consumers of digital content
- Over 50% of people in the 0 – 54 age group read ebooks
- Audiobook consumption is highest between the ages of 20 – 54 (42%)
- 68% of those 54 and younger consume digital video
- Gaming is reported more often in the 19 and under age group (60%)
- Digital content creation (.g. music, photography, writing, podcasts, etc.) is done most often by those under 19 (45%) but over a third of those 20 – 34 create online content as well
- 62% of those 80 or older responded “none of the above”.

In all age groups, except those 80 and older, a large majority (at least 74%) consumes at least some form of content digitally. Bolded numbers highlight the highest percentages of use.

Uses a device for...	0 – 19 (n=182)	20 – 34 (n=113)	35 – 54 (n=493)	55 – 69 (n=422)	70 – 79 (n=301)	80 or older (n=145)
Listening to streaming or downloaded music	73%	<b>85%</b>	70%	53%	34%	9%
Streaming or downloading videos, TV shows and movies	63%	<b>75%</b>	65%	53%	34%	18%
Reading ebooks	50%	<b>53%</b>	51%	46%	37%	<b>20%</b>
Listening to digital audiobooks	37%	<b>42%</b>	<b>42%</b>	29%	17%	6%
Creating digital content (e.g. music, photography, writing, podcasts, etc.)	<b>45%</b>	<b>39%</b>	28%	20%	16%	6%
None of the above	4%	6%	10%	20%	34%	<b>62%</b>
Gaming	<b>60%</b>	35%	25%	8%	6%	6%
Creating apps, websites or other projects	<b>32%</b>	20%	20%	8%	5%	1%
Other	5%	1%	3%	2%	3%	2%

## Skills

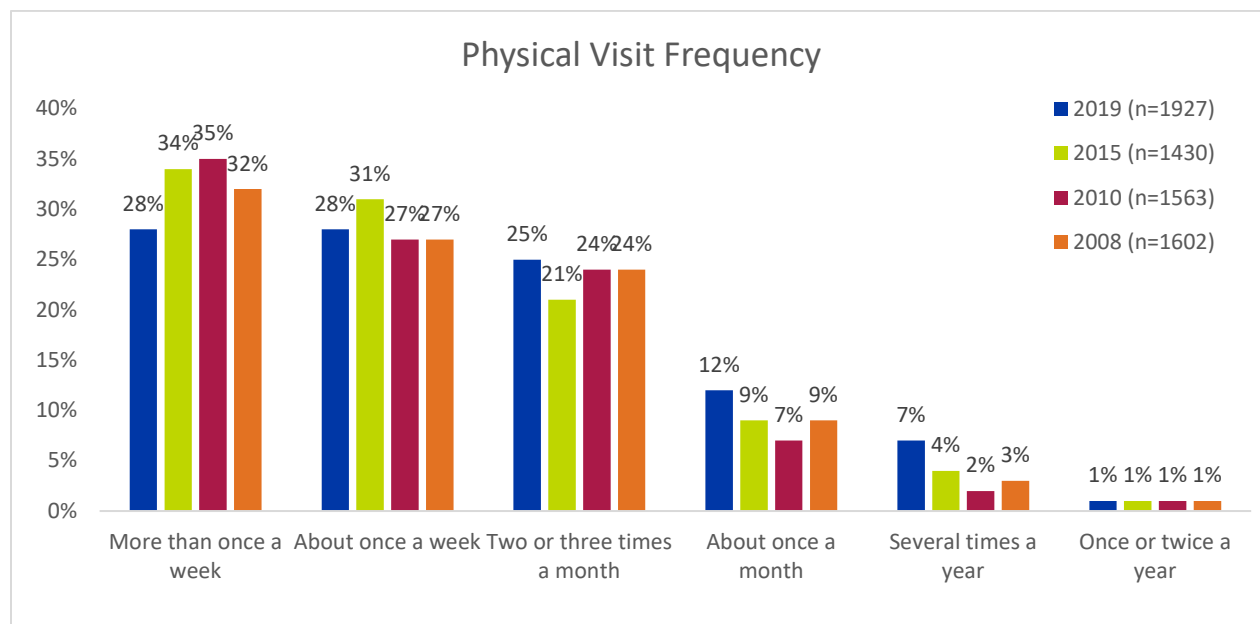
For the first time, we asked respondents to rate their skills, knowledge of and abilities with technology. This question was previously asked as part of the 2016 Community Technology Consultation. 78% (1689) of respondents answered this question, with most reporting mid-level confidence. This is similar to the results seen in other Library surveys such as the Digital Life Skills Outcomes Assessment.



## Library Facility Use

### Visits to the Library

Of the 89% (1927) respondents who indicated how often they visit the Library, 55% indicated they visit once a week or more. Another 35% visit at least once a month. A small percentage (8%) visit only a few times per year. There is a trend toward more frequent visits to the facility over the past decade.



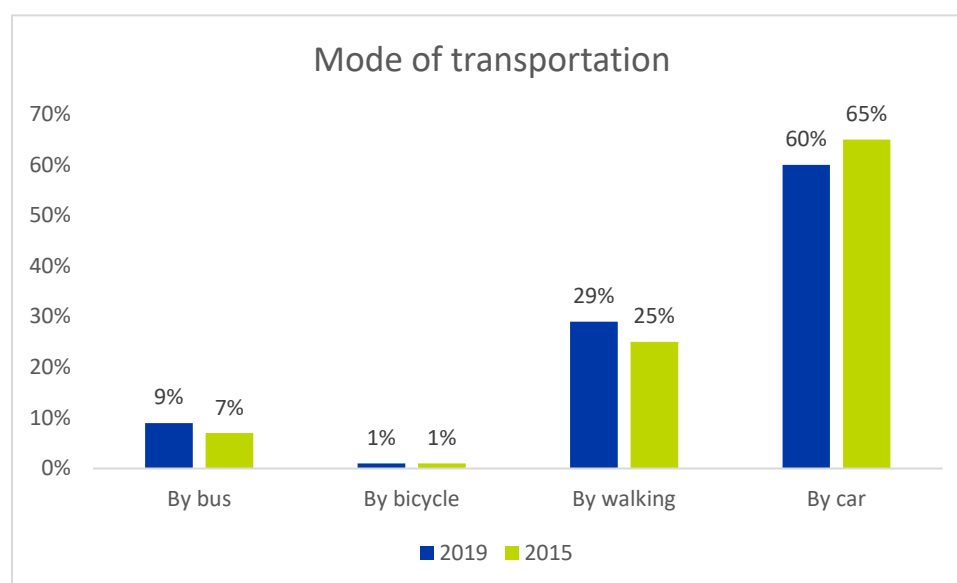
### Visit frequency by age

When analyzing visit frequency by age we see that those in the 0 -19 age group visit most frequently, and those in the 55 – 69 age group are most likely to visit 2 -3 times per month. Also worth noting is that the visiting patterns for those 20 – 34 and 35 – 54 are consistent with one another, as are those in the 70 – 79 and 80 or older groups.

	0 – 19 (n=183)	20 – 34 (n=113)	35 – 54 (n=490)	55 – 69 (n=423)	70 – 79 (n=307)	80 or older (n=147)
More than once a week	<b>38%</b>	26%	26%	22%	<b>30%</b>	<b>32%</b>
About once a week	30%	<b>27%</b>	<b>29%</b>	26%	<b>30%</b>	28%
Two or three times a month	20%	22%	22%	<b>29%</b>	26%	31%
About once a month	7%	12%	13%	14%	10%	7%
Several times a year	4%	7%	8%	8%	3%	1%
Once or twice a year	1%	4%	2%	1%	1%	0%
This is my first visit to the Library	1%	2%	0%	0%	0%	1%

### Transportation

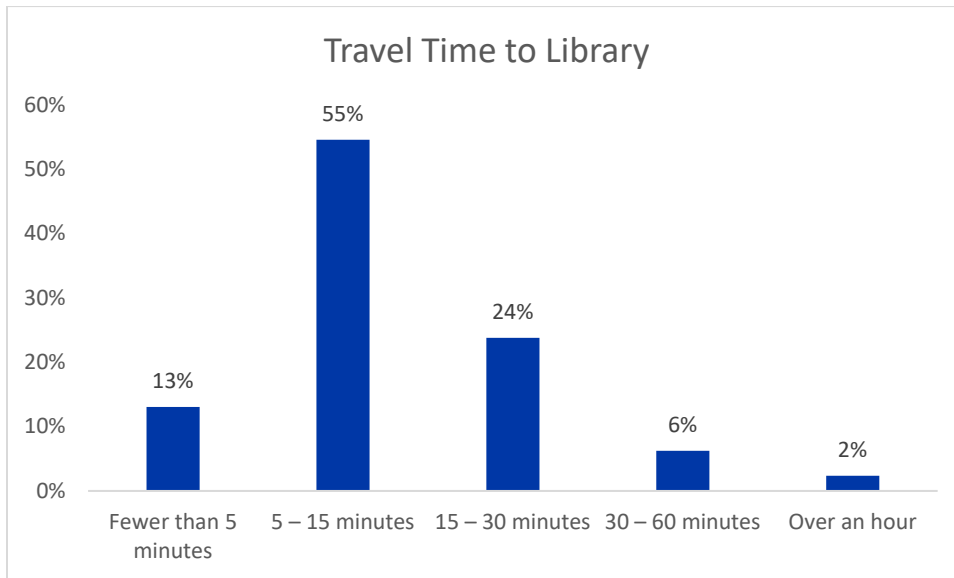
We asked respondents how they travelled to the Library. 65% (1397) answered the question, with almost two-thirds of respondents travelling by car (60%). Comparing the responses to the 2015 results, we do see a slight increase in walking and bus use. Several write-in answers indicated that people drove to a location (for example the community centre or tennis club) and then walked to the Library.



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 53% of residents choosing to walk.

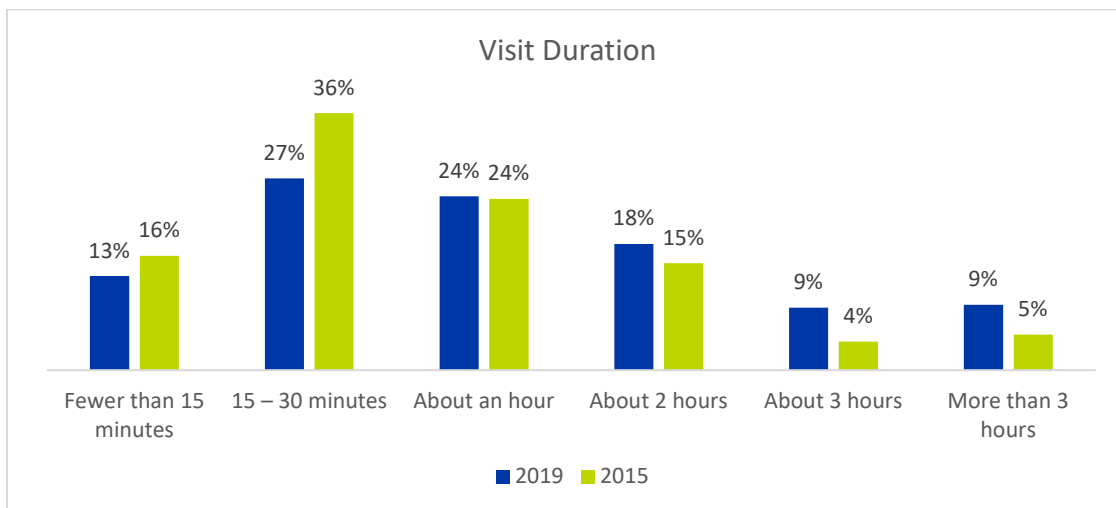
Mode of transportation	West (n=148)	Central (n=402)	East (n=189)	Upper (n=129)
By bus	2%	4%	4%	5%
By bicycle	2%	1%	3%	1%
By walking	16%	<b>53%</b>	32%	10%
By car	<b>80%</b>	42%	<b>60%</b>	<b>84%</b>

We also asked respondents how long it took them to travel to the Library. 65% (1396) respondent to this question, with most respondents (55%) indicating that it takes them 5 – 15 minutes to get to the Library.



### Visit duration

Two-thirds of respondents told us how long they intended to stay at the Library. 40% of respondents indicated that they would be staying 30 minutes or less, with 18% indicating that they planned to stay three or more hours. Comparing these results to those in the 2015 survey, we do see that visitors are staying longer when they visit the Library.



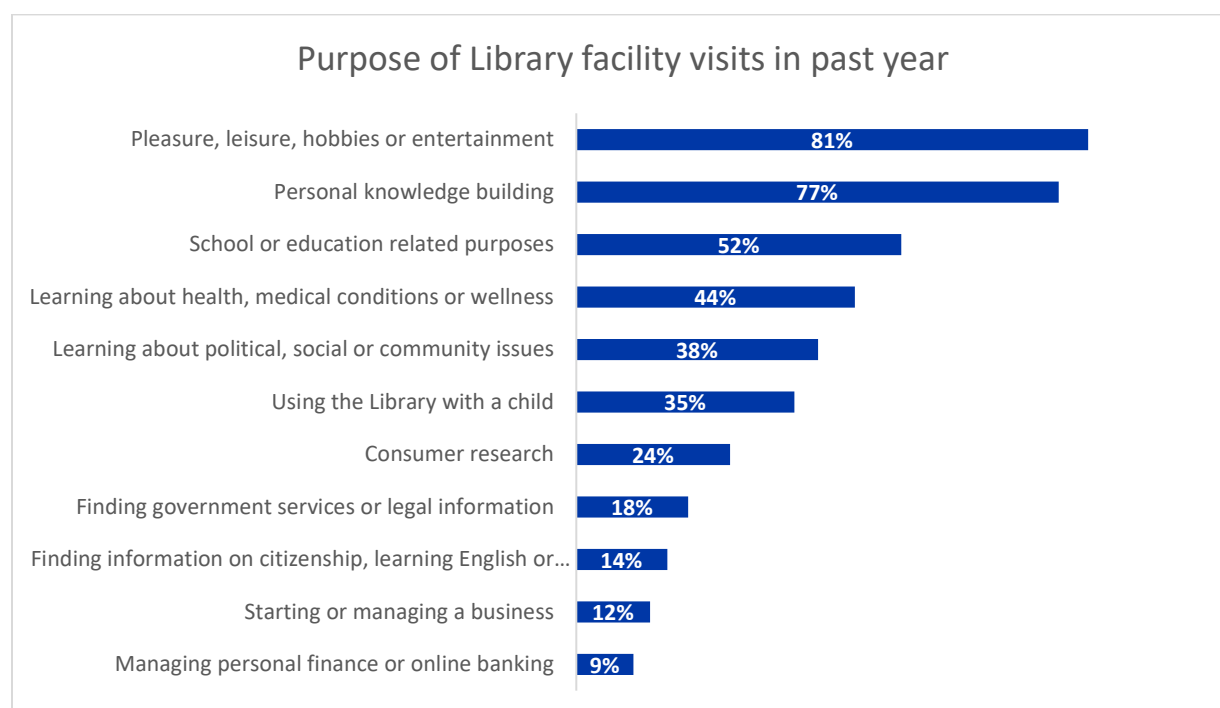
Looking at visit duration by age, we learned that those in the 70 or older age group are most likely to stay for shorter visits (30 minutes or less). Those under 55 are mostly likely to stay at least an hour, and a third of visitors in the 20 – 34 age range planned on staying three or more hours.

Although not broken out in the chart below, those in the 15 – 19 age group are very likely to stay two or more hours (79%), and 46% of respondents in the 10 – 14 age range planned on staying two or more hours.

Time at the Library	0 – 19 (n=141)	20 – 34 (n=73)	35 – 54 (n=325)	55 – 69 (n=264)	70 – 79 (n=220)	80 or older (n=131)
Less than 15 minutes	7%	4%	13%	16%	20%	12%
15 – 30 minutes	13%	11%	20%	<b>38%</b>	<b>42%</b>	<b>46%</b>
About an hour	<b>26%</b>	16%	<b>27%</b>	23%	21%	27%
About 2 hours	23%	21%	22%	13%	12%	12%
About 3 hours	15%	15%	9%	6%	4%	3%
More than 3 hours	17%	<b>33%</b>	10%	5%	1%	0%

### Purpose of Visits in the past year

About 90% (1950) of respondents answered the question about whether or not they had used the Library facility for a listed purpose in the past year. These results are similar to the 2015 responses, where we used a slightly different list of purposes. The top 3 in 2015 were: pleasure, leisure, hobbies or entertainment; education or learning; and socializing, connecting with others.



We also looked at the reasons for visiting the Library by age, discovering some definitive age-related trends such as school or education-related purposes for those under 35, and that after pleasure, leisure or personal knowledge building, adults most often visit to learn about health and wellness or political, social or community issues.

	Higher Use			Lower Use		
	0-19 (n=184)	20-34 (n=113)	35-54 (n=494)	55-69 (n=425)	70-79 (n=310)	80 and older (n=152)
Using the Library with a child	51%	28%	66%	12%	16%	7%
Pleasure, leisure, hobbies or entertainment	81%	74%	83%	88%	85%	81%
Personal knowledge building	72%	70%	79%	84%	78%	67%
Starting or managing a business	11%	17%	20%	7%	4%	2%
Consumer research	35%	10%	20%	27%	29%	28%
Managing personal finance or online banking	9%	13%	11%	7%	8%	5%
Learning about health, medical conditions or wellness	28%	42%	48%	49%	49%	46%
Finding government services or legal information	14%	18%	23%	17%	15%	22%
Learning about political, social or community issues	31%	23%	41%	43%	44%	47%
School or education related purposes	96%	73%	71%	33%	25%	21%
Finding information on citizenship, learning English or newcomer services	27%	12%	27%	4%	5%	4%

When looking at purpose of visit and duration of visit, we noted a couple of things. Those visiting for pleasure, leisure, hobbies or entertainment; or personal knowledge building have no pattern of visit length. Those at the library for school or educational related reasons stay the longest, while those learning about health, government, legal or political/social issues stay between one to two hours, perhaps indicating that they are at the Library for a program or a longer research session.

	<b>Fewer than 15 minutes (n=184)</b>	<b>15 – 30 minutes (n=375)</b>	<b>About an hour (n=340)</b>	<b>About 2 hours (n=247)</b>	<b>About 3 hours (n=122)</b>	<b>More than 3 hours (n=128)</b>
<b>Using the Library or Library website with a child Library Facility</b>	28%	27%	46%	40%	31%	30%
<b>Pleasure, leisure, hobbies or entertainment Library Facility</b>	81%	84%	83%	83%	69%	68%
<b>Personal knowledge building Library Facility</b>	69%	75%	80%	82%	84%	69%
<b>Starting or managing a business Library Facility</b>	8%	6%	14%	19%	26%	20%
<b>Consumer research Library Facility</b>	15%	24%	28%	32%	41%	26%
<b>Managing personal finance or online banking Library Facility</b>	6%	7%	10%	14%	21%	14%
<b>Learning about health, medical conditions or wellness Library Facility</b>	33%	46%	50%	51%	43%	41%
<b>Finding government services or legal information Library Facility</b>	11%	16%	24%	33%	25%	20%
<b>Learning about political, social or community issues Library Facility</b>	35%	38%	48%	48%	43%	34%
<b>School or education related purposes Library Facility</b>	38%	36%	59%	70%	75%	77%
<b>Finding information on citizenship, learning English or newcomer services Library Facility</b>	5%	10%	15%	26%	40%	26%



## Importance and Satisfaction

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In an effort to assess patron priorities and satisfaction, we asked respondents to rate the importance of various Library services, and to rate how well each meets their needs. At least 77% (1667) of respondents answered each of these sets of questions.

Respondents were most likely to use:

- 1) Staff assistance with locating an item in the Library (96%)
- 2) (Tie) Recently published books (92%)
- 3) (Tie) Broad selection of materials (92%)
- 4) Quiet spaces for individual activities (89%)
- 5) Staff book or movie recommendations (88%)
- 6) Wi-Fi (87%)

Respondents assigned the highest importance ratings to:

- 1) Staff assistance with locating an item in the Library (average importance score of 4.40 of 5 stars)
- 2) Broad selection of materials (4.35)
- 3) Recently published books (4.33)
- 4) Wi-Fi (4.27)
- 5) Quiet spaces for individual activities (4.07)

Satisfaction was highest overall for:

- 1) Staff assistance with locating an item in the Library (4.62)
- 2) Wi-Fi (4.37)
- 3) Staff assistance with using Library resources (4.36)
- 4) Staff book or movie recommendations (4.20)
- 5) Broad selection of materials (4.17)

When compared to the 2015 survey, generally awareness and use of services is higher, while importance and satisfaction ratings were more varied. We noted several areas where importance was higher, but satisfaction was lower, as areas to possibly focus on in future: a broad selection of materials to borrow, quiet spaces for individual activities, Wi-Fi and spaces for group learning and collaboration.

For nearly all services the average score for “meeting my needs” exceeded the average score for “important to me.” The three exceptions (of 43 services listed) are “quiet spaces for individual activities”, “recently published books to borrow” and “broad selection of materials to borrow,” where importance was higher than satisfaction.

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

## Library Spaces

	<b>Unaware of this?</b> %	<b>N/A</b> %	<b>Important to me?</b> Average rating	<b>Meeting my needs?</b> Average rating
Spaces just for kids or teens (n=1650)	5%	29%	3.71	3.86
Quiet spaces for individual activities (n=1670)	3%	11%	4.11	3.98
Spaces for group learning and collaboration (n=1662)	7%	21%	3.42	3.75
Spaces for technology learning (n=1642)	9%	20%	3.41	3.74
Community meeting rooms (n=1650)	10%	22%	3.24	3.73
Lounge spaces to socialize and connect with others (n=1666)	8%	15%	3.37	3.78

## Events and Classes

	<b>Unaware of this?</b> %	<b>N/A</b> %	<b>Important to me?</b> Average rating	<b>Meeting my needs?</b> Average rating
Programs for young children (ages 5 and under) (n=1628)	7%	47%	2.77	3.53
Programs for kids (ages 6 - 12) (n=1623)	7%	44%	3.17	3.59
English language learning (n=1625)	7%	49%	2.59	3.38
Art and art appreciation (n=1630)	13%	21%	3.40	3.67
Concerts and music appreciation (n=1641)	11%	17%	3.50	3.76
Author and literary events (n=1624)	8%	17%	3.42	3.71
Community Issues (n=1629)	10%	18%	3.48	3.66
Health + Wellness (n=1622)	13%	19%	3.39	3.58
Educational lectures, workshops, presentations (n=1654)	9%	15%	3.68	3.70
Digital learning and technology (n=1627)	9%	20%	3.41	3.66

## Collections

	<b>Unaware of this?</b> %	<b>N/A</b> %	<b>Important to me?</b> Average rating	<b>Meeting my needs?</b> Average rating
Broad selection of materials (n=1607)	6%	8%	4.35	4.17
Recently published books (n=1627)	3%	8%	4.33	4.12
Current magazines and newspapers (n=1616)	4%	15%	3.59	4.01
Audiobook CDs (n=1594)	3%	23%	2.98	3.73
Music CDs (n=1611)	3%	21%	2.94	3.69
DVDs (n=1598)	2%	16%	3.43	3.86
Streaming Music (n=1580)	22%	27%	2.45	3.18
Streaming movies / television (n=1574)	25%	25%	2.63	3.24
Ebooks (n=1585)	7%	23%	3.23	3.56

Digital audiobooks (n=1561)	9%	26%	2.97	3.50
Accessible formats – Large Print (n=1585)	7%	33%	2.63	3.55
Accessible formats – Daisy CDS or MP3 CDs (n=1563)	17%	37%	2.20	3.23
Technology to borrow (Kindles, Kobos, iPads, Raspberry Pis) (n=1581)	21%	28%	2.71	3.45

### Information Assistance

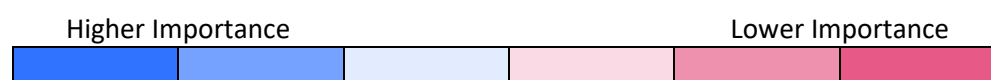
	<b>Unaware of this?</b> %	<b>N/A</b> %	<b>Important to me?</b> Average rating	<b>Meeting my needs?</b> Average rating
Staff assistance with locating an item in the Library (n=1683)	1%	4%	4.40	4.62
Staff book or movie recommendations (n=1635)	6%	12%	3.69	4.20
Staff assistance with research for school (n=1609)	7%	42%	3.31	3.98
Staff assistance with using Library resources (n=1624)	4%	14%	4.07	4.36
Staff assistance with personal research (n=1633)	6%	26%	3.67	4.15
Staff assistance with using technology (n=1621)	7%	23%	3.69	4.07

### Technology

	<b>Unaware of this?</b> %	<b>N/A</b> %	<b>Important to me?</b> Average rating	<b>Meeting my needs?</b> Average rating
Wi-Fi (n=1617)	6%	13%	4.27	4.37
Public computers (n=1599)	4%	21%	3.44	4.09
Microsoft Word and other Office software (n=1596)	14%	27%	3.13	3.87
Adobe and other graphics software (n=1591)	19%	30%	2.90	3.65
Video and audio recording and production tools (n=1606)	22%	31%	2.72	3.53
Video-conferencing (n=1595)	26%	33%	2.41	3.43
Digitization tools (n=1597)	25%	31%	2.76	3.59
Learning technology (e.g. robotics, apps, littleBits) (n=1601)	23%	30%	2.92	3.55

## Importance of different services to different age groups

We looked at the importance of services to respondents by age, using a simple colour grid to assist in seeing patterns and trends, going from a dark blue for the highest numbers in each category to pink for the lowest numbers in each category. We do see several areas where age has an impact on how important a service is, such as space needs and access to technology, while other areas are of high importance across all ages such as educational lectures, author events, music events, staff assistance, a broad section of materials and recently published books.



### Library Spaces

	% 4 or 5	0-19	20-34	35-54	55-69	70-79	80 or older
Spaces just for kids or teens	35%	4.45	3.77	4.25	3.19	2.77	2.06
Quiet spaces for individual activities	51%	4.58	4.57	4.33	3.98	3.61	3.25
Spaces for group learning and collaboration	31%	4.17	3.72	3.64	3.07	2.99	2.73
Spaces for technology learning	30%	3.63	3.57	3.58	3.25	3.30	2.82
Community meeting rooms	26%	3.25	3.34	3.37	3.27	3.16	2.74
Lounge spaces to socialize and connect with others	31%	4.12	3.50	3.51	3.21	3.02	2.77

### Events and classes

	% 4 or 5	0-19	20-34	35-54	55-69	70-79	80 or older
Programs for young children (ages 5 and under)	15%	2.37	3.47	3.30	2.59	2.14	1.61
Programs for kids (ages 6 - 12)	20%	3.29	3.33	3.87	2.62	2.37	1.56
English language learning	13%	2.72	2.73	3.15	2.17	2.04	1.74
Art and art appreciation	27%	3.38	3.25	3.59	3.43	3.17	3.10
Concerts and music appreciation	30%	3.08	3.50	3.57	3.58	3.48	3.58
Author and literary events	30%	3.37	3.31	3.39	3.60	3.35	3.19
Community Issues	30%	3.03	3.41	3.63	3.66	3.38	3.07
Health + Wellness	27%	3.09	3.51	3.60	3.45	3.15	3.10

Educational lectures, workshops, presentations	36%	3.55	3.67	3.84	3.75	3.53	3.40
Digital learning and technology	29%	3.45	3.32	3.54	3.38	3.36	3.01

### Collections

	% 4 or 5	0-19	20-34	35-54	55-69	70-79	80 or older
Broad selection of materials	54%	3.90	4.42	4.40	4.50	4.33	4.11
Recently published books	56%	4.18	4.33	4.36	4.40	4.34	4.10
Current magazines and newspapers	35%	2.72	3.37	3.65	3.71	3.88	3.52
Audiobook CDs	22%	2.96	2.91	3.14	3.03	2.90	2.39
Music CDs	21%	2.73	2.51	2.88	3.06	3.16	2.77
DVDs	33%	3.10	3.05	3.45	3.59	3.56	3.07
Streaming Music	11%	2.81	2.97	2.71	2.39	1.87	1.82
Streaming movies / television	13%	2.97	3.32	2.93	2.54	1.99	1.77
Ebooks	26%	3.13	3.71	3.47	3.25	2.76	2.80
Digital audiobooks	20%	3.02	3.48	3.33	2.88	2.41	2.17
Accessible formats – Large Print	15%	2.57	2.63	2.54	2.69	2.76	2.54
Accessible formats – Daisy CDS or MP3 CDs	8%	2.40	2.28	2.51	2.08	1.74	1.69
Technology to borrow (Kindles, Kobos, iPads, Raspberry Pis)	13%	3.16	3.35	3.07	2.30	2.29	2.12

**Information Assistance**

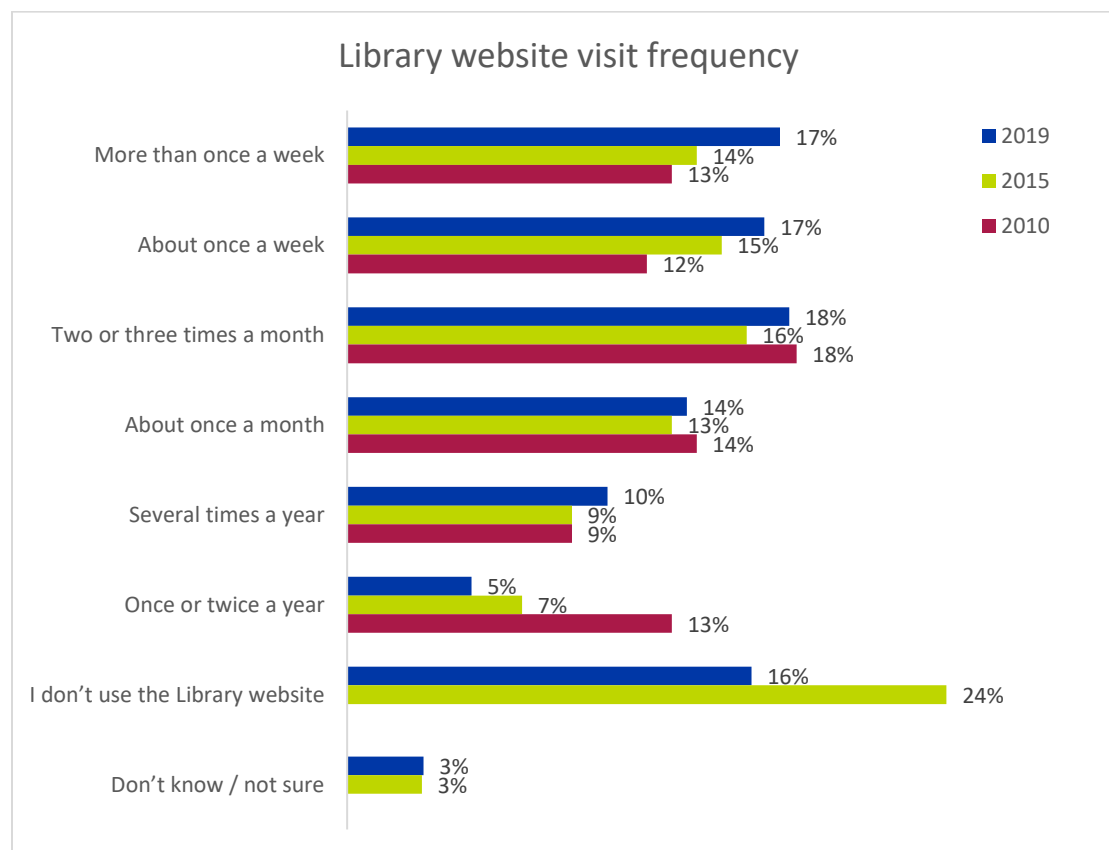
	<b>% 4 or 5</b>	<b>0-19</b>	<b>20-34</b>	<b>35-54</b>	<b>55-69</b>	<b>70-79</b>	<b>80 or older</b>
Staff assistance with locating an item in the Library	61%	4.34	4.38	4.44	4.43	4.41	4.39
Staff book or movie recommendations	38%	3.88	3.62	3.81	3.74	3.45	3.34
Staff assistance with research for school	21%	4.07	3.50	3.98	2.64	2.06	2.05
Staff assistance with using Library resources	46%	3.92	4.14	4.23	4.09	3.89	3.95
Staff assistance with personal research	31%	3.72	3.66	3.92	3.63	3.33	3.37
Staff assistance with using technology	33%	3.50	3.74	3.86	3.58	3.66	3.60

**Technology**

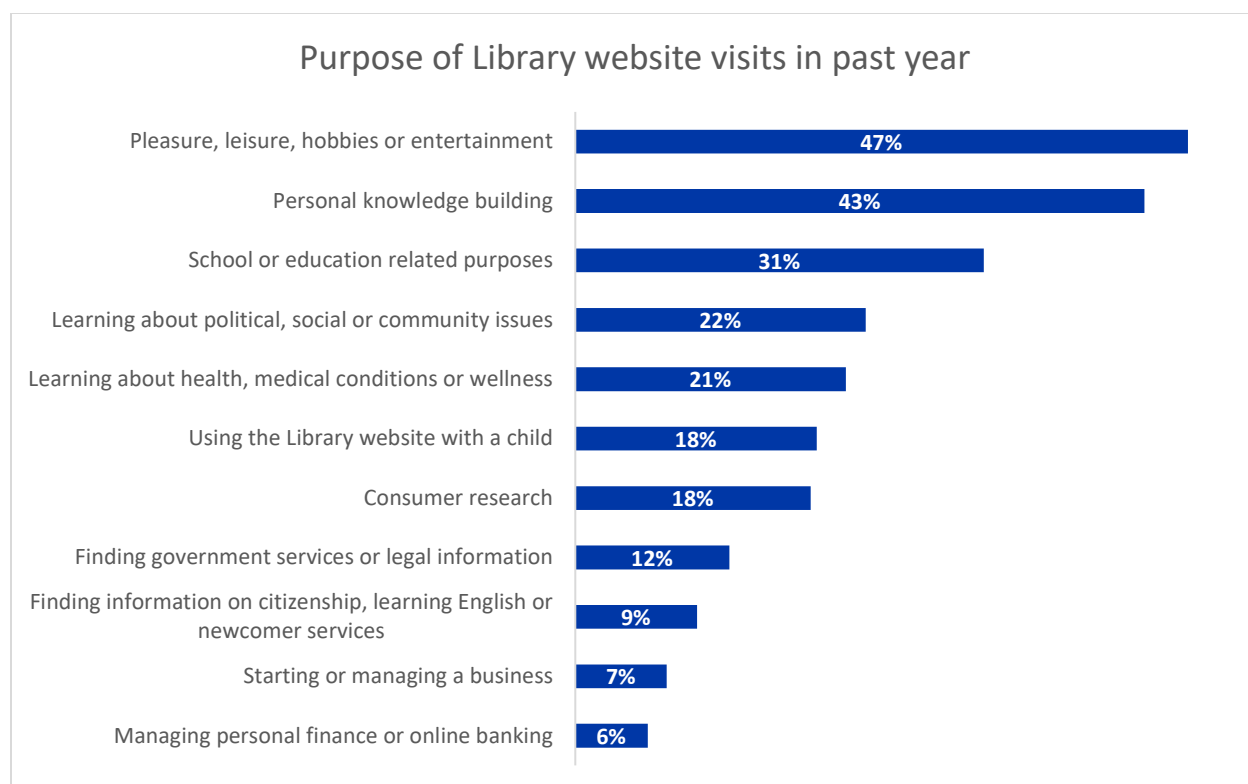
	<b>% 4 or 5</b>	<b>0-19</b>	<b>20-34</b>	<b>35-54</b>	<b>55-69</b>	<b>70-79</b>	<b>80 or older</b>
Wi-Fi	49%	4.74	4.91	4.59	4.14	3.58	2.82
Public computers	31%	4.03	3.84	3.65	3.22	3.01	2.54
Microsoft Word and other Office software	22%	3.62	4.03	3.41	2.84	2.50	2.14
Adobe and other graphics software	16%	3.35	3.69	3.33	2.53	2.13	1.67
Video and audio recording and production tools	13%	3.34	3.21	3.06	2.42	1.98	1.69
Video-conferencing	9%	2.93	2.89	2.77	2.12	1.59	1.57
Digitization tools	14%	3.16	3.25	3.12	2.49	2.17	1.80
Learning technology (e.g. robotics, apps, littleBits)	16%	3.36	3.40	3.50	2.37	2.28	1.90

## Library Website and Communications

Nearly 90% of respondents (1927) answered the question of how often they use the Library website, with over one-third visiting once a week or more, and another 31% indicating that they visit one to three times a month. 16% of users answered that they do not use the Library website, a drop of 8% since 2015. Overall we see a trend of respondents using the website more frequently in the last decade, which matches our operational statistical trends.



We also asked respondents for what purposes they used the Library website in the past year. Primarily people use the website for pleasure, hobbies or entertainment (47%) or personal knowledge building (43%). When compared to the purposes of in person use (page 14) we see high numbers in all categories, indicating that facility visits are multi-purpose, while website visits are more likely to be single-purpose.



## Website Satisfaction

Satisfaction with the Library website is high, with the highest importance and “meeting my needs” ratings given to:

- 1) New and recommended books, movies, music
- 2) Online calendar of Library events and programs
- 3) Online registration for Library events and programs

In all areas, the website had a higher score for meeting needs than importance. Some areas to improve users’ awareness of include: the digital local history collection, the Library’s “explore your topic” pages, online magazines and newspapers and research databases.

	Unaware of this? %	N/A %	Important to me? Average rating	Meeting my needs? Average rating
Online calendar of Library events and programs (n=1851)	18%	10%	3.50	3.82
Online registration for Library events and programs (n=1818)	21%	16%	3.36	3.66
Historical photos and other digitized local history collections (n=1816)	31%	17%	2.77	3.30
Access to research databases (n= 1778)	23%	17%	3.40	3.60
Access to online magazines and newspapers (n=1826)	27%	16%	3.11	3.47

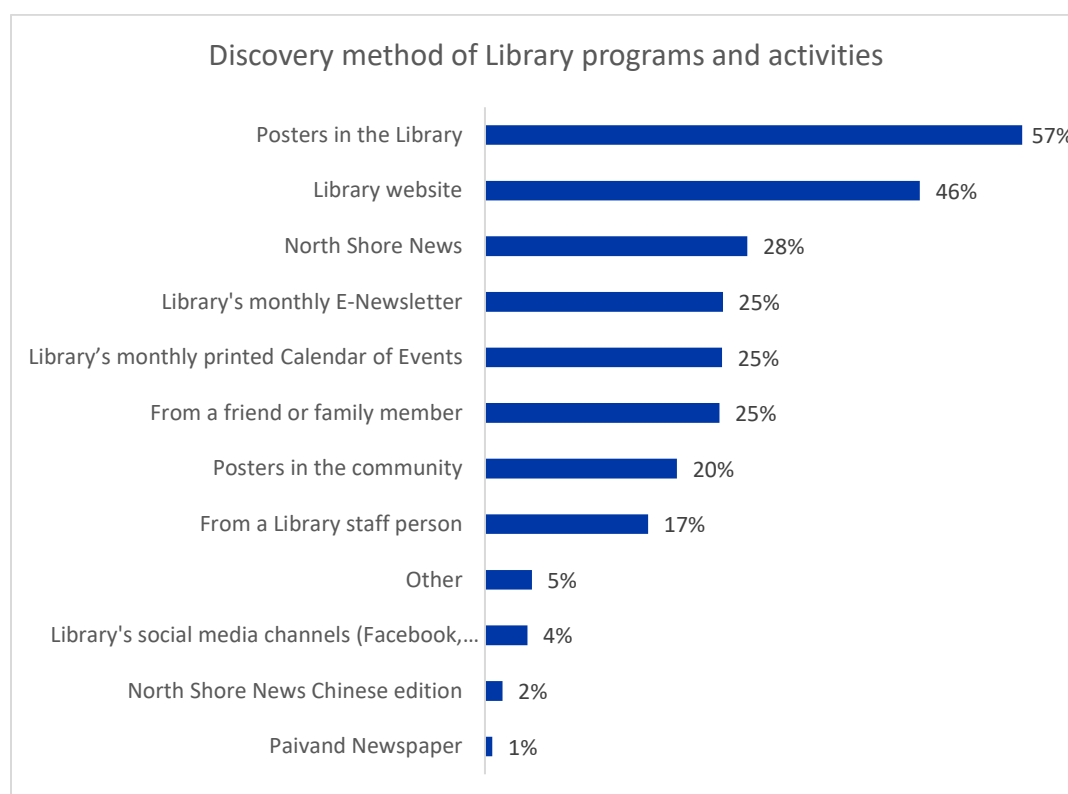


Recommended websites and information sources by topic (n=1773)	29%	17%	3.14	3.49
New and recommended books, movies, music (n=1838)	15%	11%	3.81	3.93
Instructions on how to use our online resources (n=1792)	23%	16%	3.32	3.56

## Communications

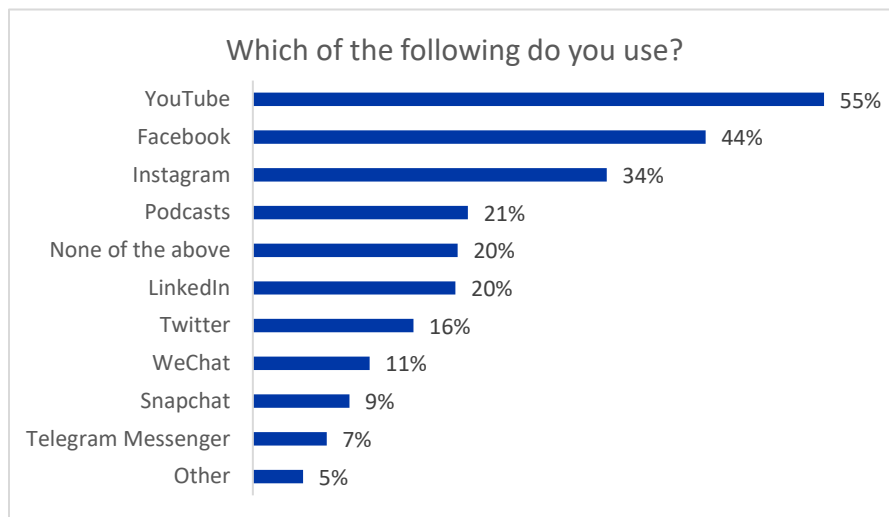
For the first time we asked a number of questions about how respondents learn about programs and activities at the Library, how they find out community information, and what social media and information platforms they use.

For the question of how respondents learn about activities at the Library, 88% (1895) of respondents answered. Primarily discovery is through posters and the Library website, but more than a quarter of respondents learn about activities through the *North Shore News*. Responses for “other” included: School (0.5%), many variations of “I don’t” (0.7%), the Seniors Centre and frequent in-person visits to the Library.



## Social media and news platforms

To understand how our respondents use the internet, we asked if they used a number of different social media services and publishing platforms and this question received an 87% response. YouTube (55%), Facebook (44%), and Instagram (34%) are the most used. About 20% of respondents indicated that they use “none of the above”.



We also asked respondents if they follow the Library on social media and received responses from 87% (1885) of participants.

Service	Follows
Facebook	7.4%
Instagram	5.3%
Twitter	4.2%



### Sample Compliments:

“Thank you for all that you do. West Vancouver Memorial Library is a wonderful space and place.”

“Our library is "stellar." Impressive improvements and adaptations in a quickly changing knowledge environment. Library is almost always busy. Helpful staff. Behind the scenes volunteers are much appreciated.”

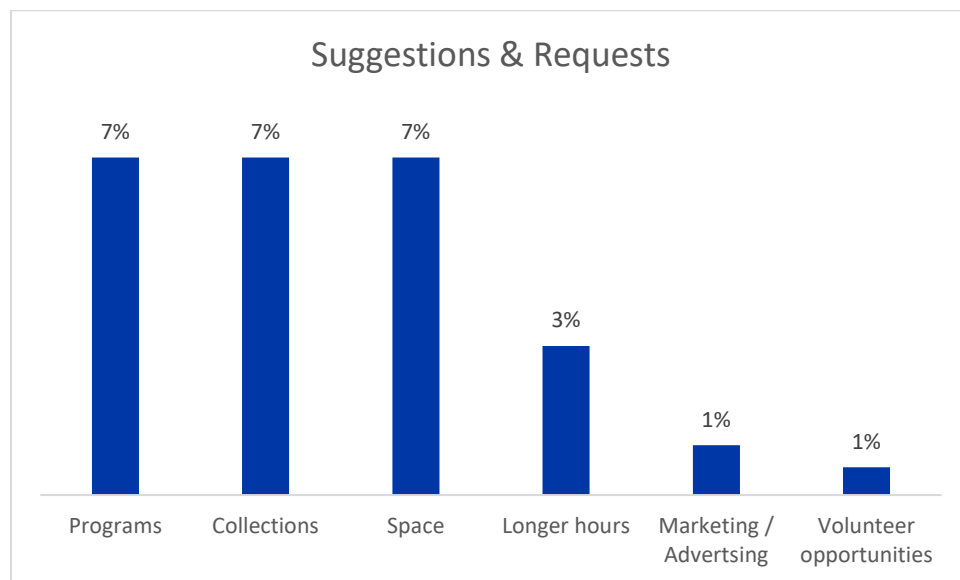
“Recent upgrades to library are very welcome. I appreciate West Vancouver Library for continuing to improve on services.”

“I think libraries are even more vital in this day of technological advancement and I applaud your very proactive approach to staying ahead of the curve! I also believe that WVML does a great job of building community and connection with all peoples of our community.”

“The library is an exceptionally wonderful resource and facility. The staff are friendly-extremely helpful and always happy. I love coming here!”

Requests and suggestions most often related to programs, collections and space (all 7% or in about 60 comments in each category). More specifically:

- Programs: More programs, offered more frequently (especially evenings and weekends); primarily people mentioned technology, Kids, Early Years, and English language learning
- Collections: specific item requests and more titles in specific subject areas
- Space: more areas to study individually and as a group, more room in the Youth Department



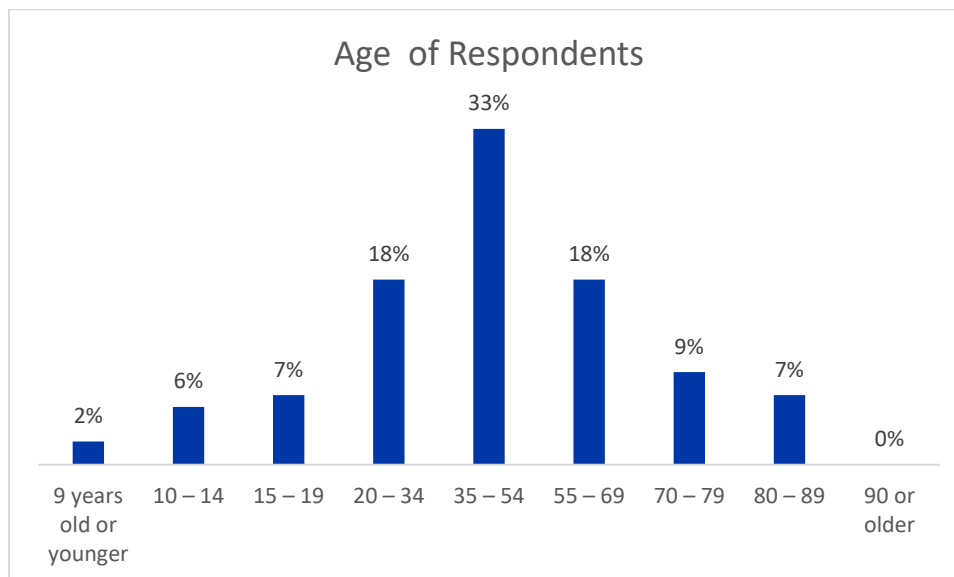
Negative comments, present in 17% (148) of total comments (or 7% of total survey responses) were most often about wait times for items and the depth of specific Library collections, facility busyness, a need for more device plug-ins. Several requests for free meeting room spaces were also mentioned. Compared to the 2015 survey results, there were fewer discernible trends in the negative comments. For example, in the 2019 survey there were only 15 comments on parking, versus 32 in 2015. The comments reflect individual preferences and interests rather than trends.

## Non-Users

Non-user data was collected out in the community between March 1 through 10, through an online survey, in the *North Shore News*, the Chinese edition of the *North Shore News* or *Paivand*. This is not a statistically significant sample, and reflects the manner in which we collected the data and the people who answer surveys from libraries.

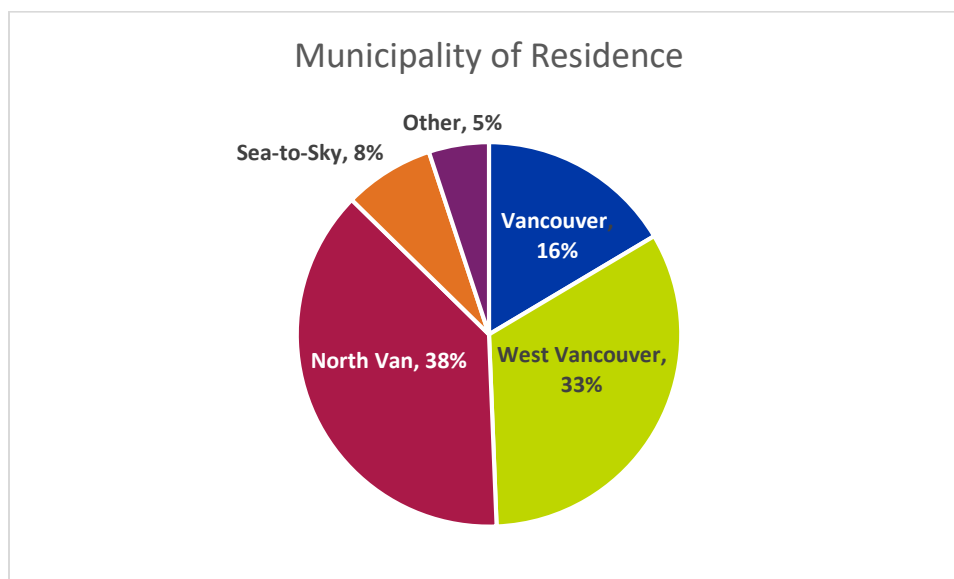
### Demographics

Of the 89 respondents who completed the non-user section of the survey, 68% were female, 33% were between 35 and 54.



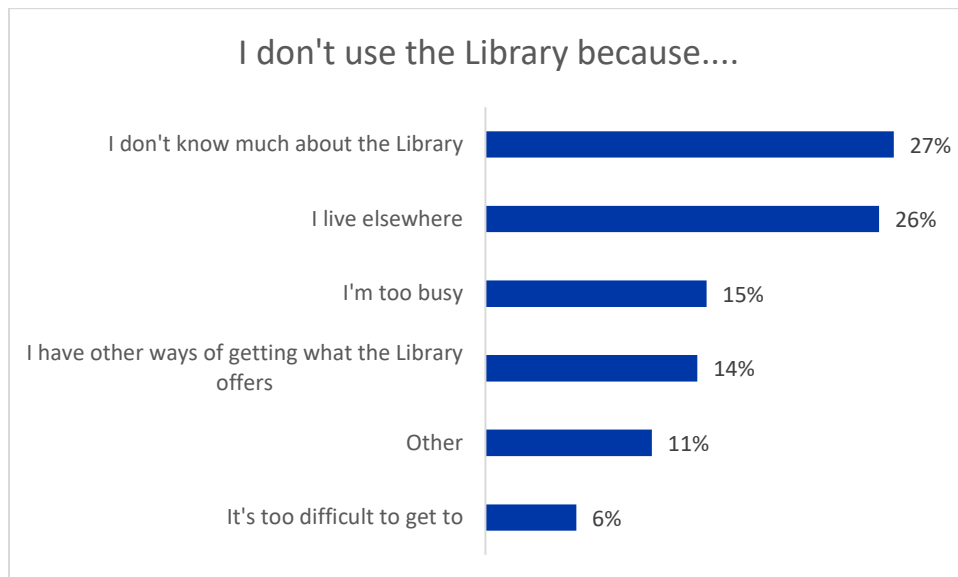
### Location

Most non-user respondents live in North Vancouver (38%), followed by West Vancouver (33%), and Vancouver (16%).



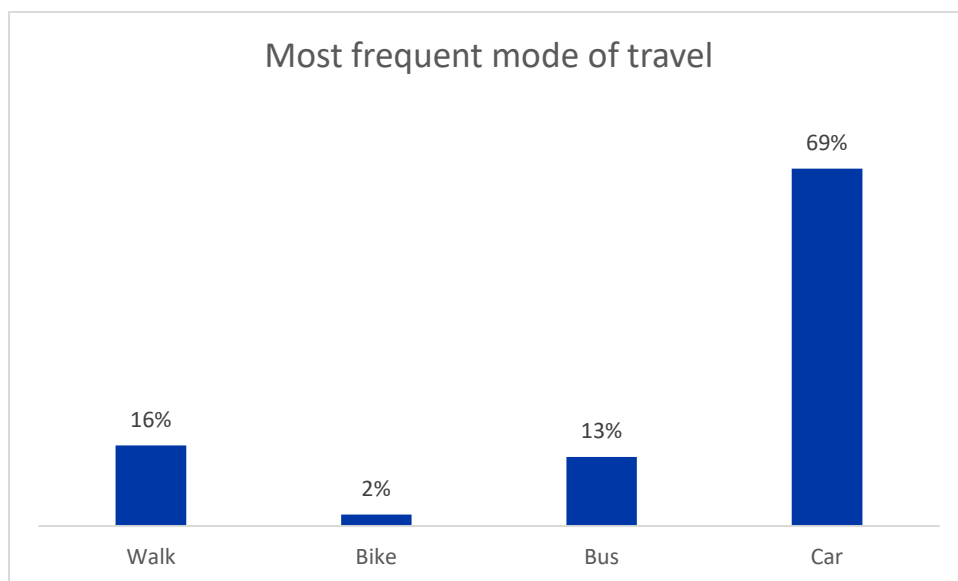
## Reasons for Non-Use

We asked respondents to complete the sentence “I don’t use the Library because...” Respondents gave a variety of reasons, the most frequent of which was that they “don’t know much about the Library” (27%).

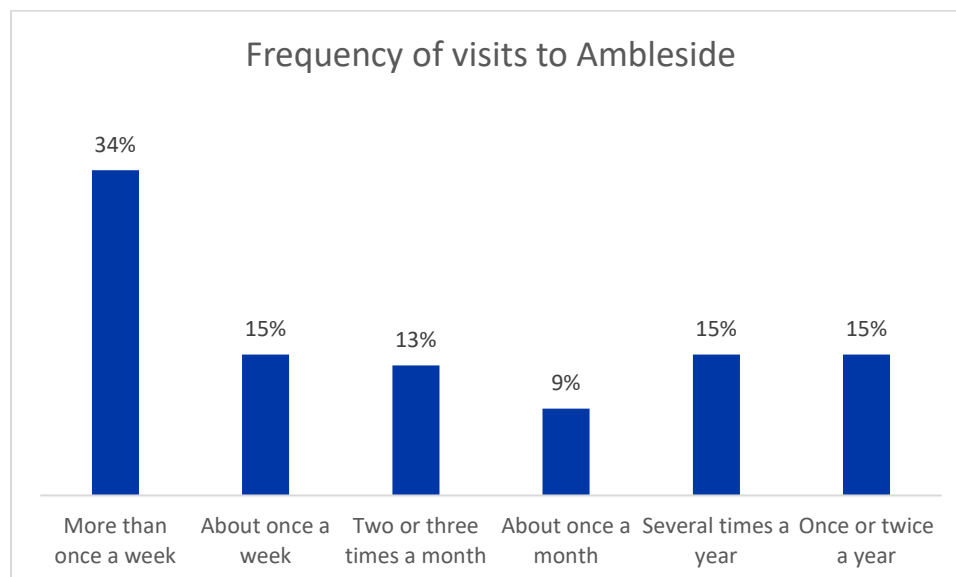


## Travel modes and habits

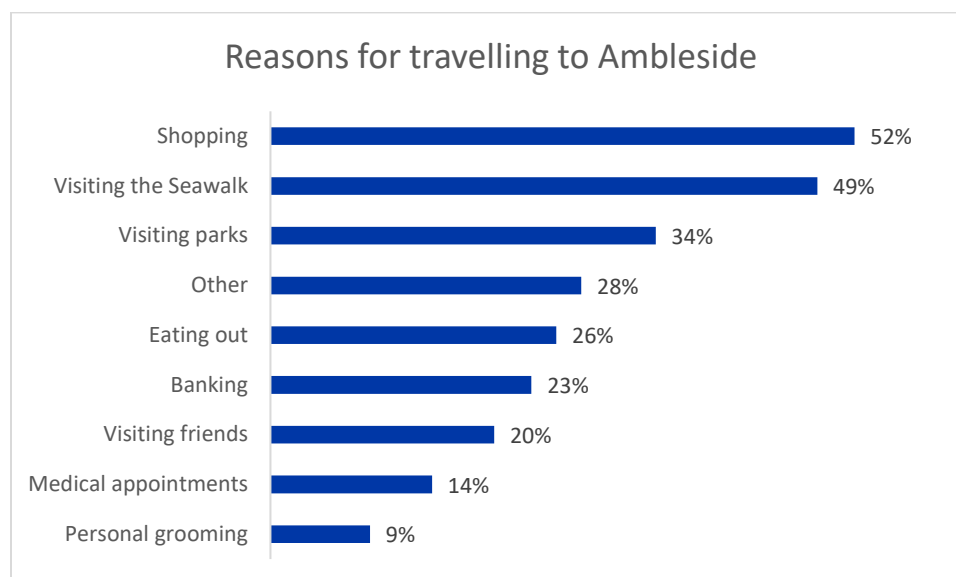
As is the case with the Library users, we asked non-users about their most frequent mode of travel. These patterns reflect the methods of which Library users use to travel to the Library (page 12).



We then asked how often respondents travel to Ambleside, as well as their reasons for travelling to the village centre. Nearly half (49%) visit once a week or more.



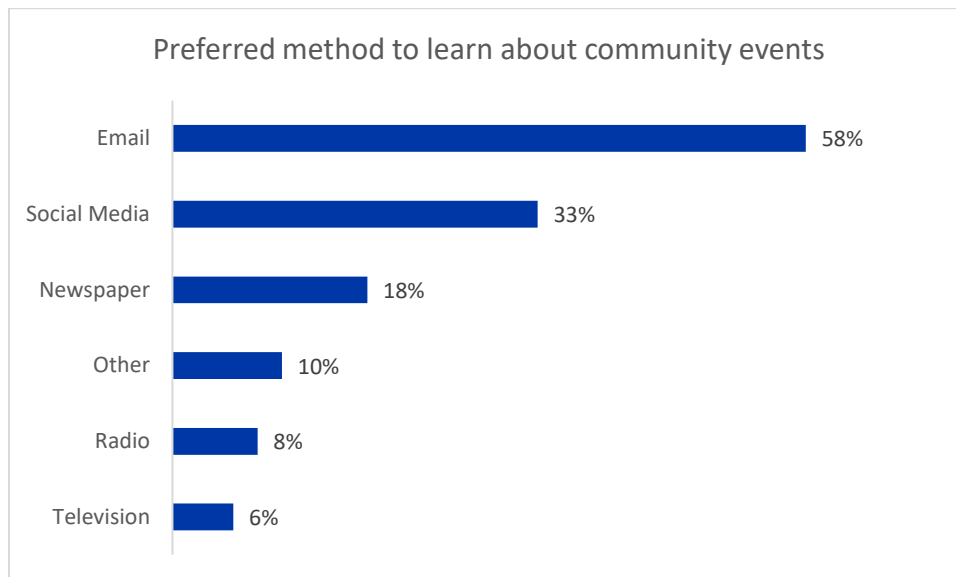
As to why respondents come to Ambleside, most are coming to shop or visit the Seawalk. Other responses included being a resident, work, volunteering, the community centre and walking.



Other village centres that respondents travel to are Park Royal (87%), Dundarave (41%), Caulfeild and Horseshoe Bay (both 24%).

## Communication preferences

Respondents were asked to choose their preferred method of receiving news about community events. Email (58%) was the clear frontrunner. Other responses included none, telephone, WeChat, and the Seniors' Activity Centre magazine.



Respondents were then asked how they learn about programs and activities in the community, with many discovering these through social media or the *North Shore News*, and those in the Other category most often mentioning word of mouth.

