



NEW WESTMINSTER
PUBLIC LIBRARY

2014 COMMUNITY SURVEY RESULTS



AVERAGE RESPONDENT PROFILE

In total, 1,044 people completed the online survey. Below is a profile of the average respondent.

AGE:

19-40

WORK STATUS:

Student

HOW OFTEN DO I VISIT THE LIBRARY:

Weekly

WHAT TIME DO I PREFER TO VISIT:

In the afternoon between 1-5

I COME TO THE LIBRARY TO:

Borrow materials, pick up holds and use the computers

I FIND OUT ABOUT LIBRARY EVENTS/ PROGRAMS FROM:

The library website, posters at the library and by reading local papers

I WOULD LOVE TO SEE THE LIBRARY OFFER:

A reading recommendation service, more silent study space, e-news, and online fine repayment

IF THE LIBRARY BOARD HAD MONEY TO SPEND I THINK IT SHOULD BE SPENT ON:

Expanding the print collection, improvements to the main library and adding more electronic resources

EXECUTIVE SUMMARY

The New Westminster Public Library conducted a public survey to help guide the Library Board in a strategic planning process. In consultation with the City of New Westminster's communication department a short, online survey was chosen as the best way to reach our community. We set out with the goal to survey library users and the community about how and when they use the library, what services are the most important to them, what new services the library should consider, and how the library should focus its services. We also wanted to reach non, or lapsed library users to find out why they don't use the library, and what they would like to see from their local library.

Some of the major findings we discovered in the survey results were:

- People who use the library use it a lot. They tend to come weekly and use a variety of services
- 91% of visitors still come to borrow library materials.
- While 75% reported being satisfied with current library hours, 44% selected longer and better hours if the Library Board had more money.
- Reading, literacy, and life-long learning are highly valued. The top choice for a new service went to a reading recommendation service (39%). Literacy and the love of reading (69%) and life-long learning (50%) where the top two choices for where the library should focus library services in the next 3–5 years.
- Many people commented on the need for more space to study and hold meetings, and 41% of respondents feel the library should provide an inviting space where people can connect.
- Comments about parking were divided with 4 respondents asking for additional parking, and 5 respondents requesting the library not provide more parking (mostly to discourage traffic in the uptown area).

METHODOLOGY

The online survey ran from June 25 to August 11 and all respondents who completed the survey were eligible to win an iPad mini. This incentive encouraged non-library users to participate in the survey, and motivated all respondents to complete the questionnaire

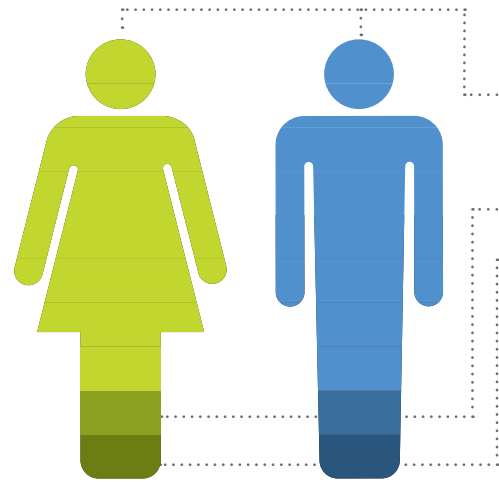
The survey was designed to split regular users from non-users with the very first question. 1,044 people completed the online survey, with 96 (or 9 %) of the respondents in the non-user category. Users would go on to answer 11 specific questions about the library services they use, and non-users would be directed to 4 questions about why they don't use the library. Then all respondents answered 2 questions about what direction they think the library should take. The survey ended with 4 questions about themselves and 2 questions asking for contact information, and if eligible, information for the prize draw. These last 6 questions were optional, but the majority of the respondents elected to complete the survey.

See appendices 1 &2 (on page 18-19) for a list of the questions asked.

1

Have you used the NWPL in the past 12 months, at either our Uptown Branch or our new Queensborough branch?

EVERYONE



91% Yes

5% No, not in the past 12 months

4% No, I have never used NWPL

Respondents who answered NO were not considered to be library users and skipped to question 13.

3

When you visit one of our locations which of the following activities do you do? SELECT ALL THAT APPLY

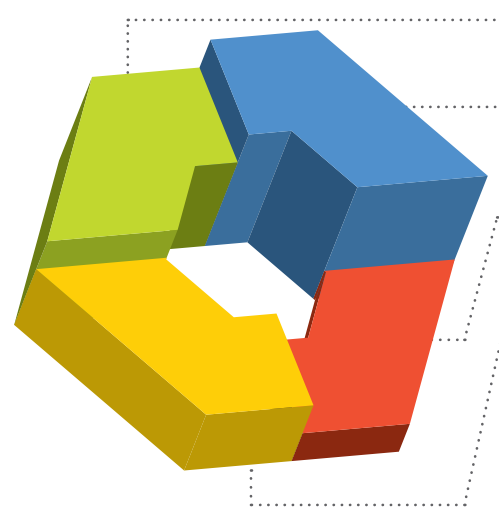
CURRENT LIBRARY USER QUESTION

- 91%** Borrow books or other materials
- 67%** Pick up materials on hold
- 37%** Use Library computers
- 32%** Spend time reading
- 32%** Get help from library staff
- 26%** Use Library wifi with my own device
- 20%** Study or do homework
- 16%** Spend time with my children or grandchildren
- 11%** Use of the meeting rooms
- 11%** Attend children's programs
- 10%** Attend Adult programs
- 9%** Meet friends

2

How often do you normally visit one of our locations?

CURRENT LIBRARY USER QUESTION



28% Monthly

45% Weekly

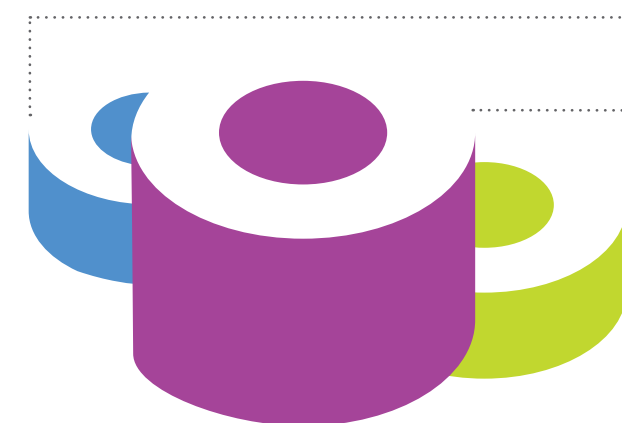
12% Daily

15% A few times a year

4

When is your preferred time to visit the library?

CURRENT LIBRARY USER QUESTION



28% Morning (9:30am-1pm)

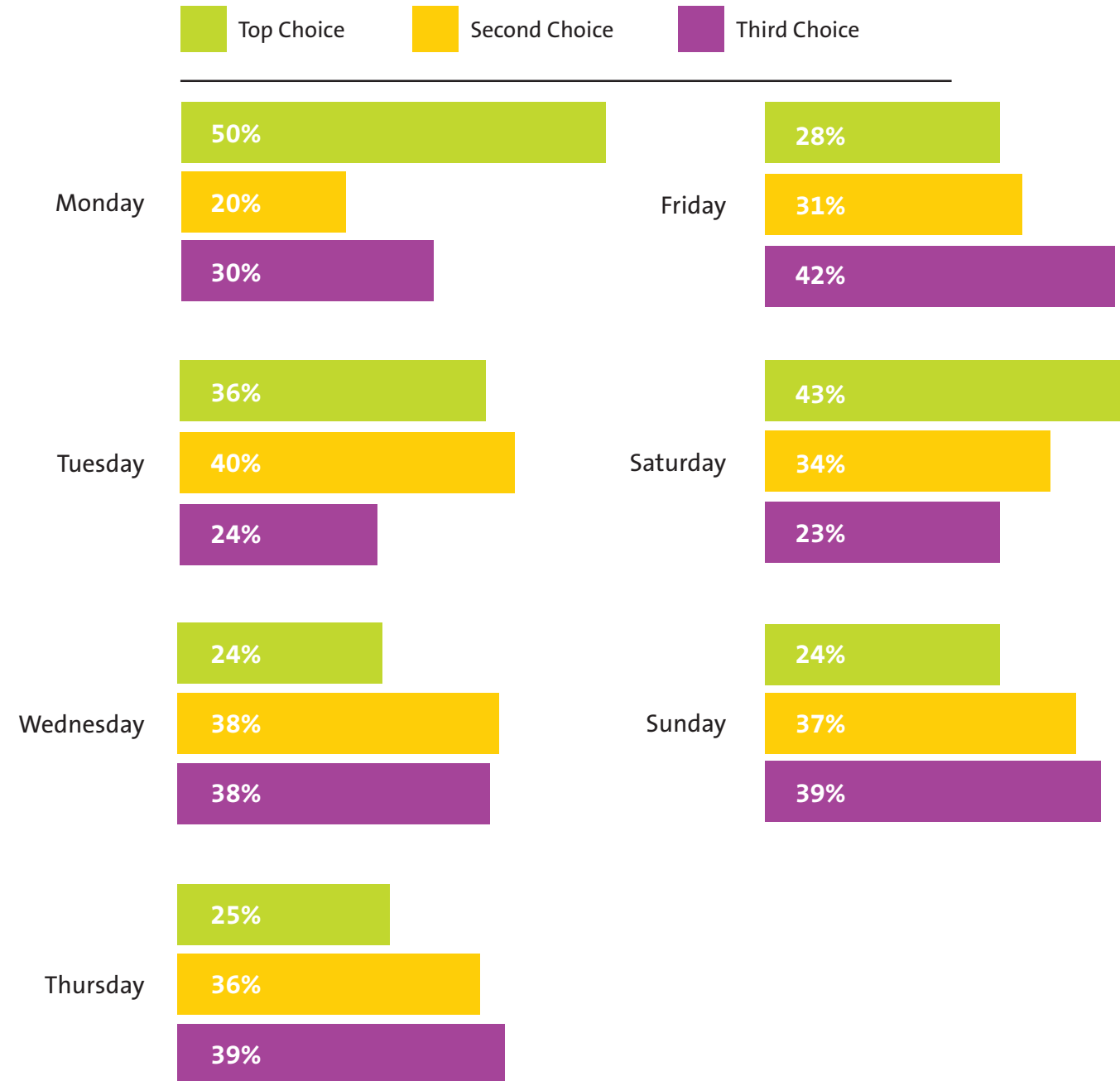
41% Afternoon (1pm-5pm)

32% Evening (5-9pm)

5

Which day of the week do you prefer?
SELECT TOP 3 CHOICES

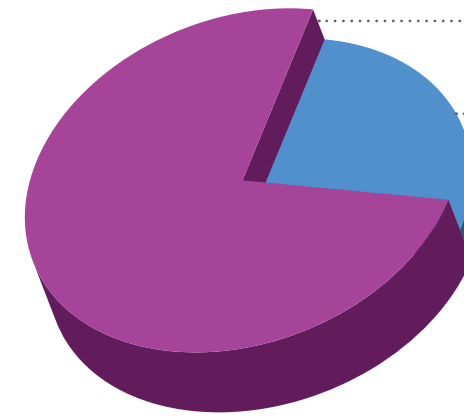
CURRENT LIBRARY USER QUESTION



6

Are there any days or times when the library is closed that you think we should be open? IF 'YES' THEN COMMENT.

CURRENT LIBRARY USER QUESTION



75% No, current hours work for me

25% Yes, I would visit the library at this time.

711 respondents are happy with the library's existing hours

210 respondents asked for longer weekend hours

155 of those respondents asked for longer Sunday hours

7

Which of the Library's electronic services do you use?
SELECT ALL THAT APPLY

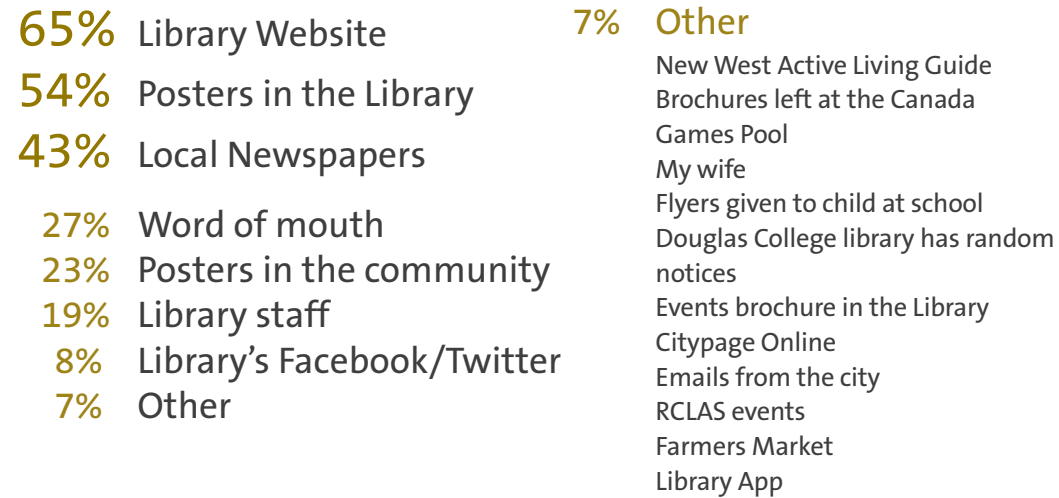
CURRENT LIBRARY USER QUESTION

- 80% Library Website
- 72% Library Catalogue
- 28% Downloadable eBooks
- 14% Computer Software (in-library)
- 13% Information Tools
- 11% Library app
- 8% Just Ask (online chat)
- 8% Downloadable magazines
- 8% None of the above
- 7% Library Facebook or Twitter
- 5% Borrowing Kobos loaded with eBooks
- 4% Downloadable newspapers

In 2014, there were 445,403 visits our website (nwpl.ca)

How do you find out about library news and events?
SELECT ALL THAT APPLY

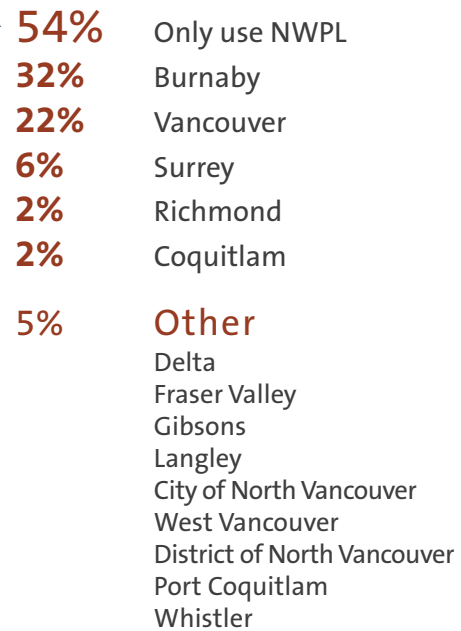
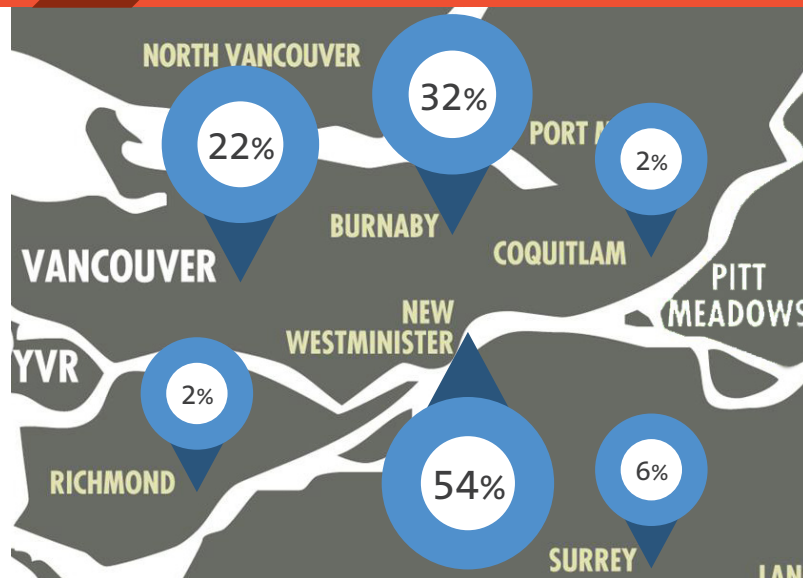
CURRENT LIBRARY USER QUESTION



In 2014, 22,170 people attended 908 programs at the library

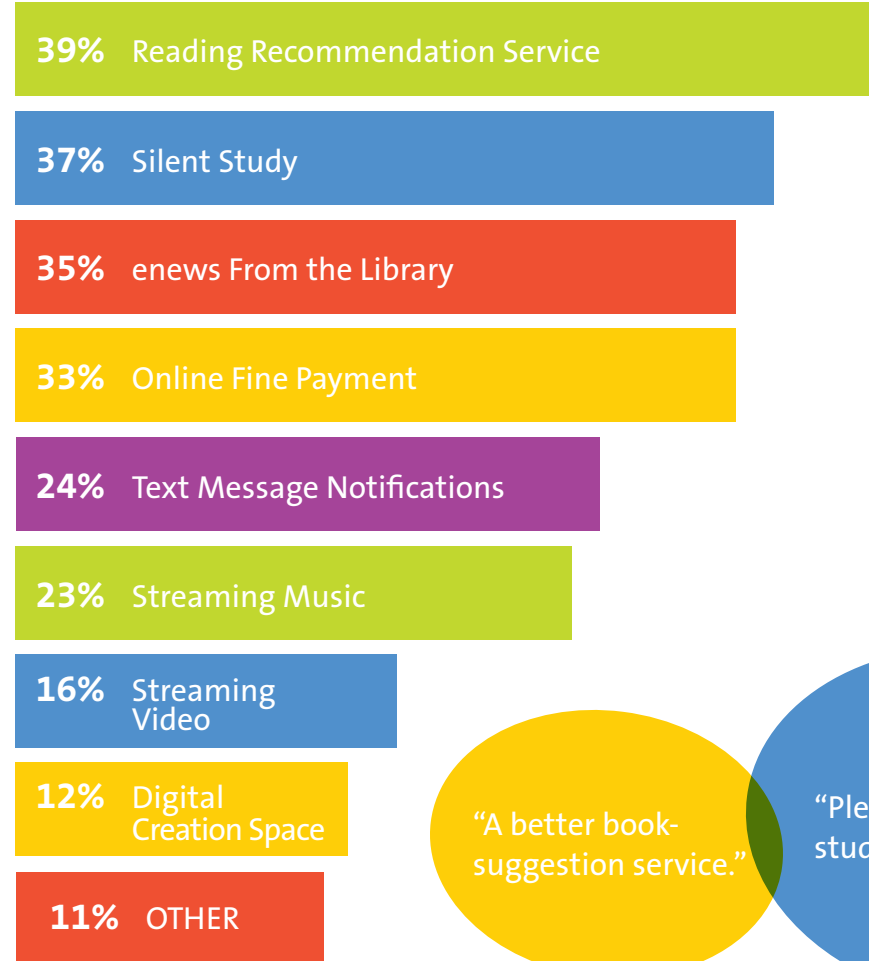
Do you use any other public libraries on a regular basis?

CURRENT LIBRARY USER QUESTION

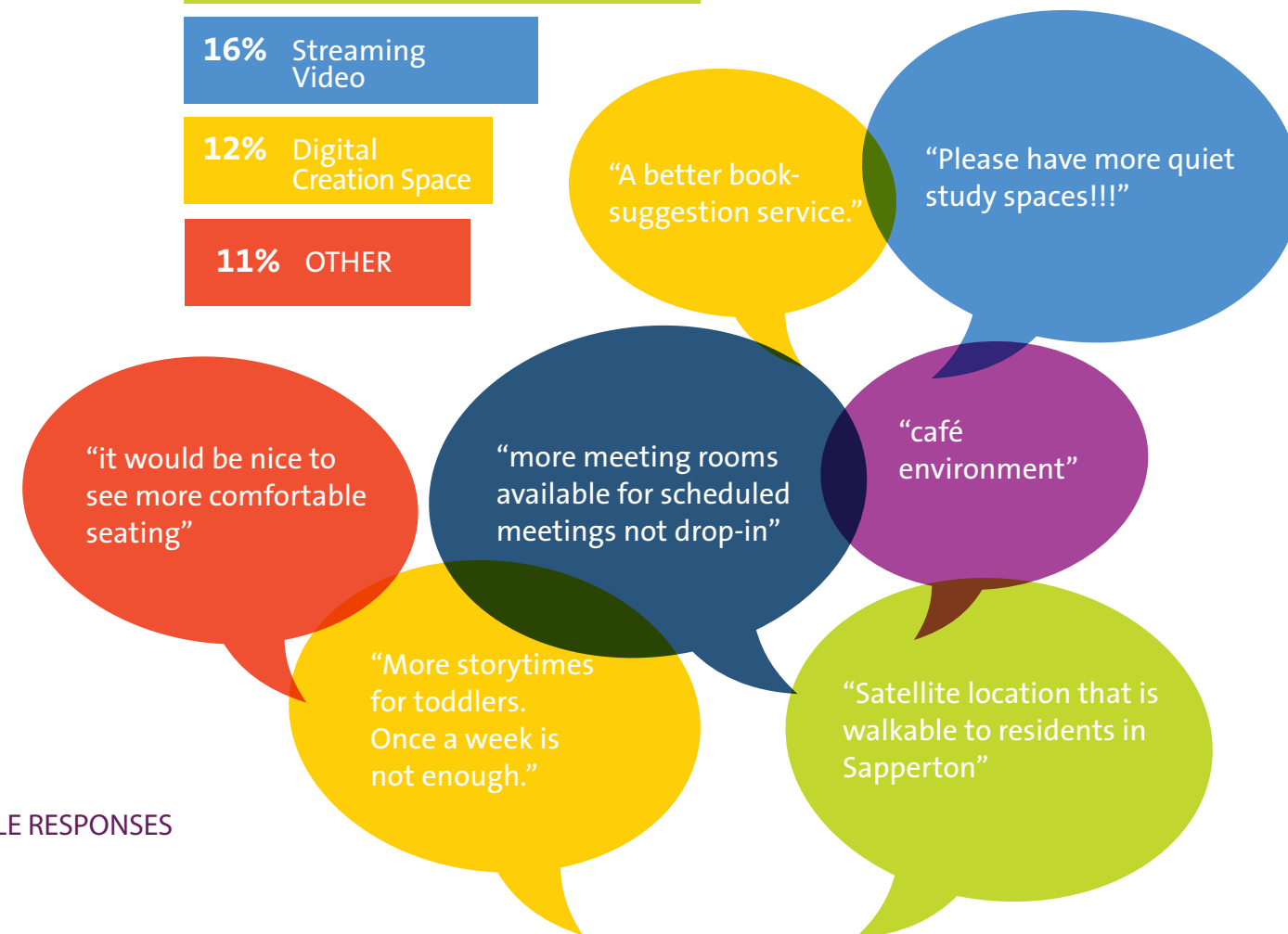


Which of the following possible services do you think we should consider offering at the library?
SELECT TOP 3 CHOICES

CURRENT LIBRARY USER QUESTION

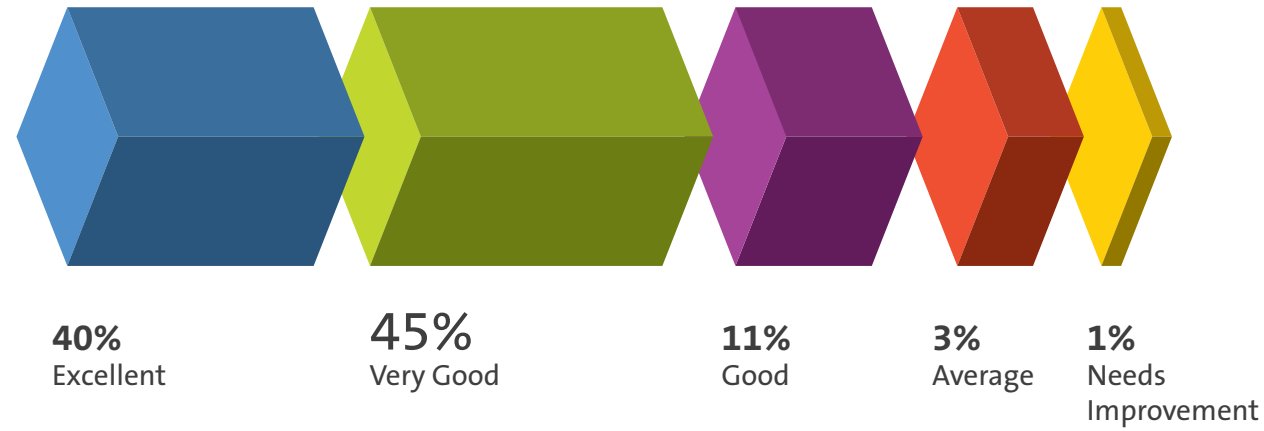


SAMPLE RESPONSES



Overall, what is your level of satisfaction with NWPL?

CURRENT LIBRARY USER QUESTION



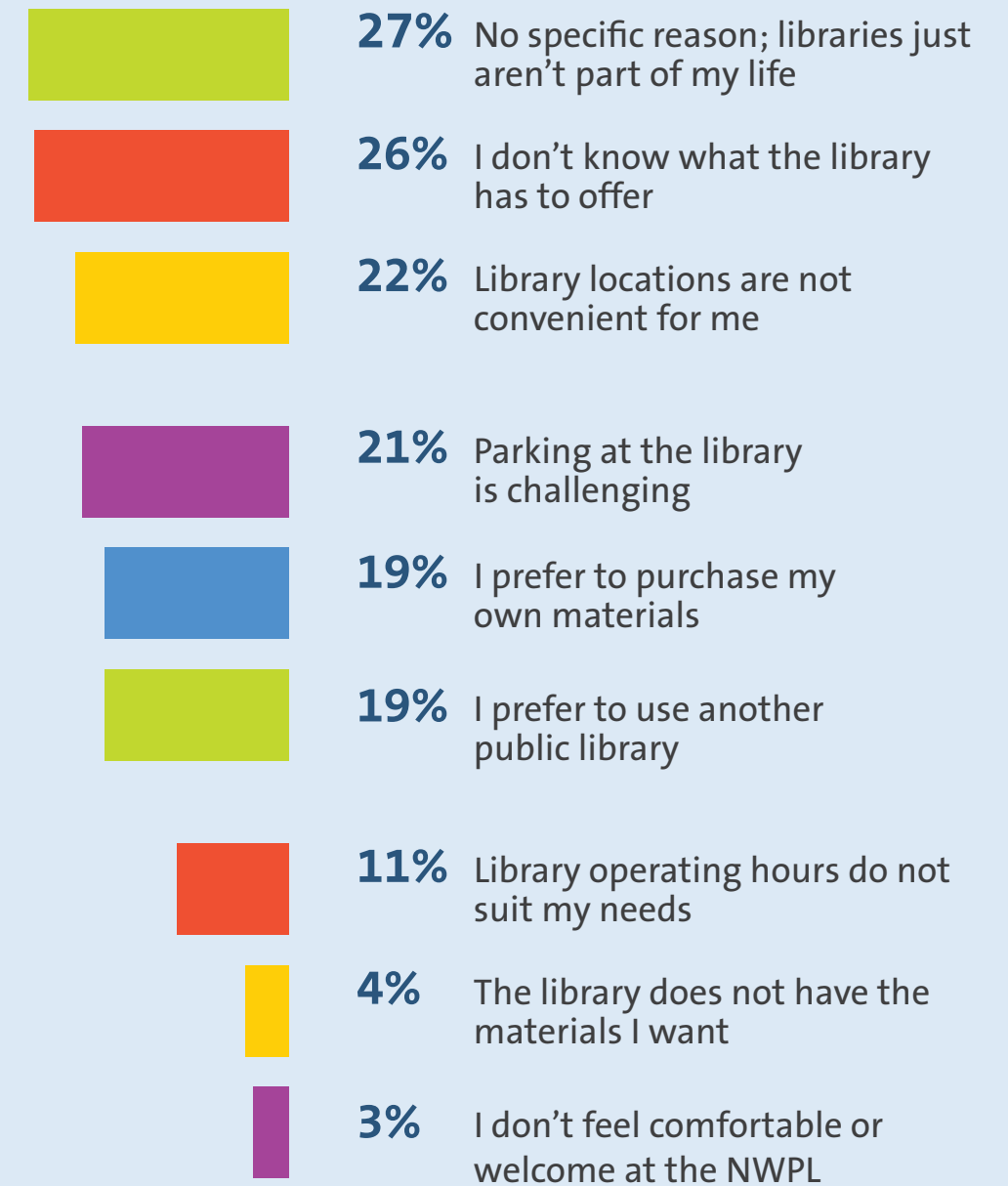
If you selected "Average" or "Needs Improvement", can you tell us why?

CURRENT LIBRARY USER QUESTION



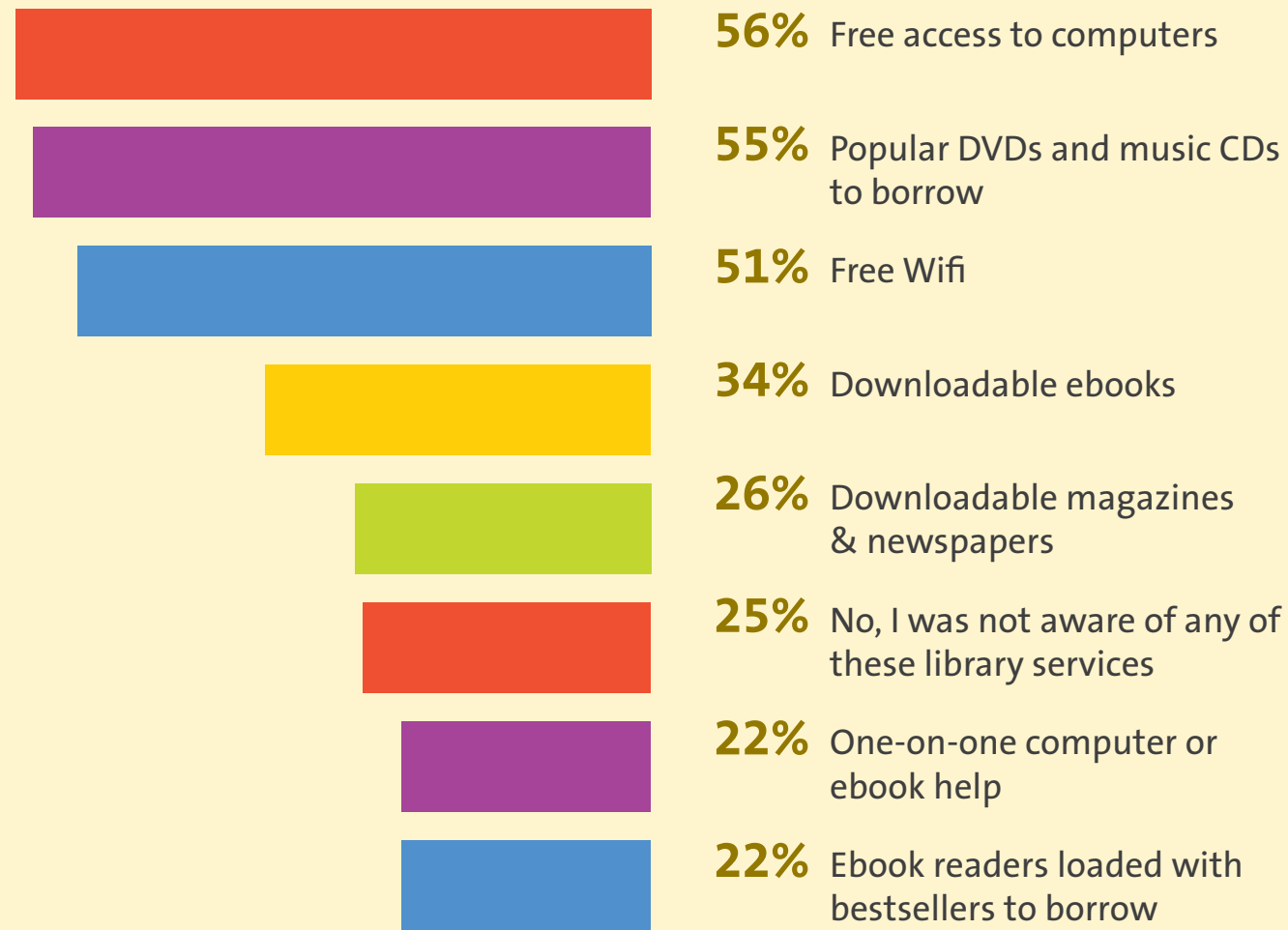
Please tell us why you have not visited the NWPL in the past year?
SELECT ALL THAT APPLY

NON USER QUESTION <96 Responses>



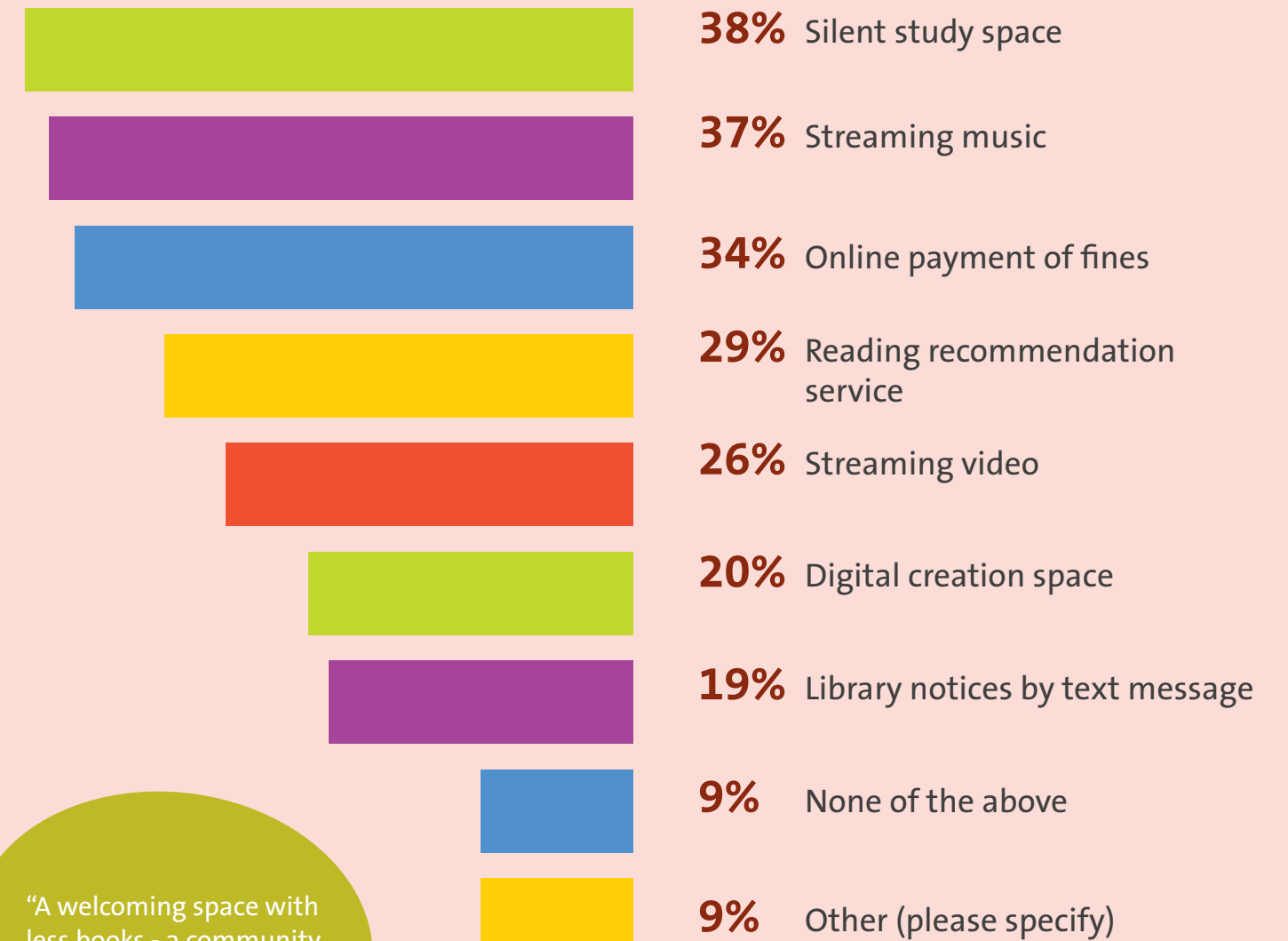
Are you aware that the library offers the following free services?
SELECT ALL THAT APPLY

NON USER QUESTION <96 Responses>



Which of the following potential services would be of interest to you?
SELECT TOP 3 CHOICES

NON USER QUESTION <96 Responses>



SAMPLE RESPONSES

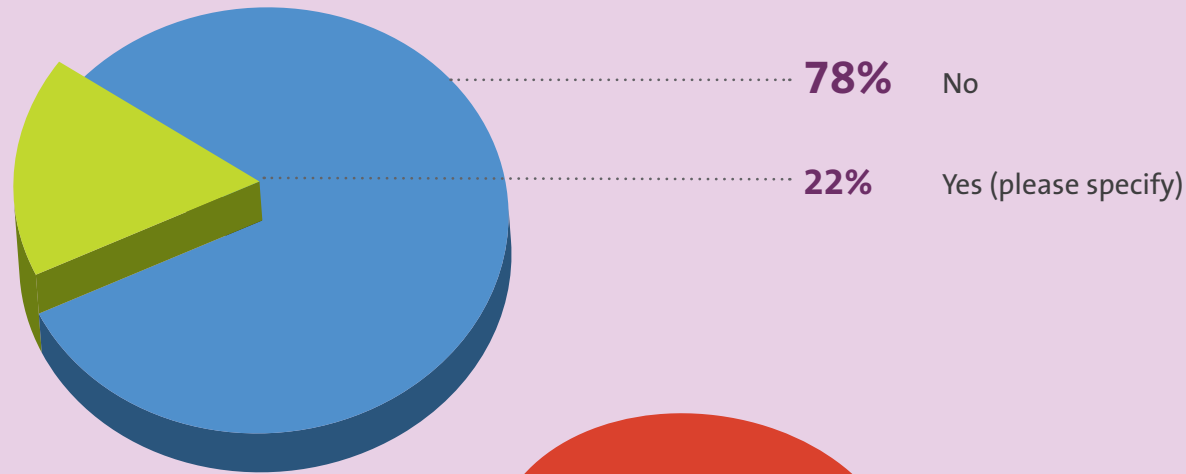
“A welcoming space with less books - a community space that is engaging.”

“More ESL programs Support for newcomer population in accessing services Basic computer literacy programs.”

“A on-line “suggestion box” of what I would like to see at the library in terms of books, DVD, CD music, magazines, etc.”

Are there other services or collections the library could offer that would make you a library user?

NON USER QUESTION <96 Responses>



SAMPLE RESPONSES

“Bookmobile to the Quay...”

“Multiple locations for book returns (drop boxes?) other than the library.”

“Current non-fiction best seller on ebook reader or printed magazine available”

“Easier parking, other places to return a library book”

“Perhaps more advertising as to the services provided by the library along with the hours of operation. I had thought it was only open to 5 p.m.”

“A NWPL satellite branch in the Quayside area. Perhaps located on the second floor of the River Market building. The Uptown location is a pain to go to!”

Items can be returned to the drop boxes at Centennial Community Centre & City Hall in addition to the library’s 24 drop boxes.

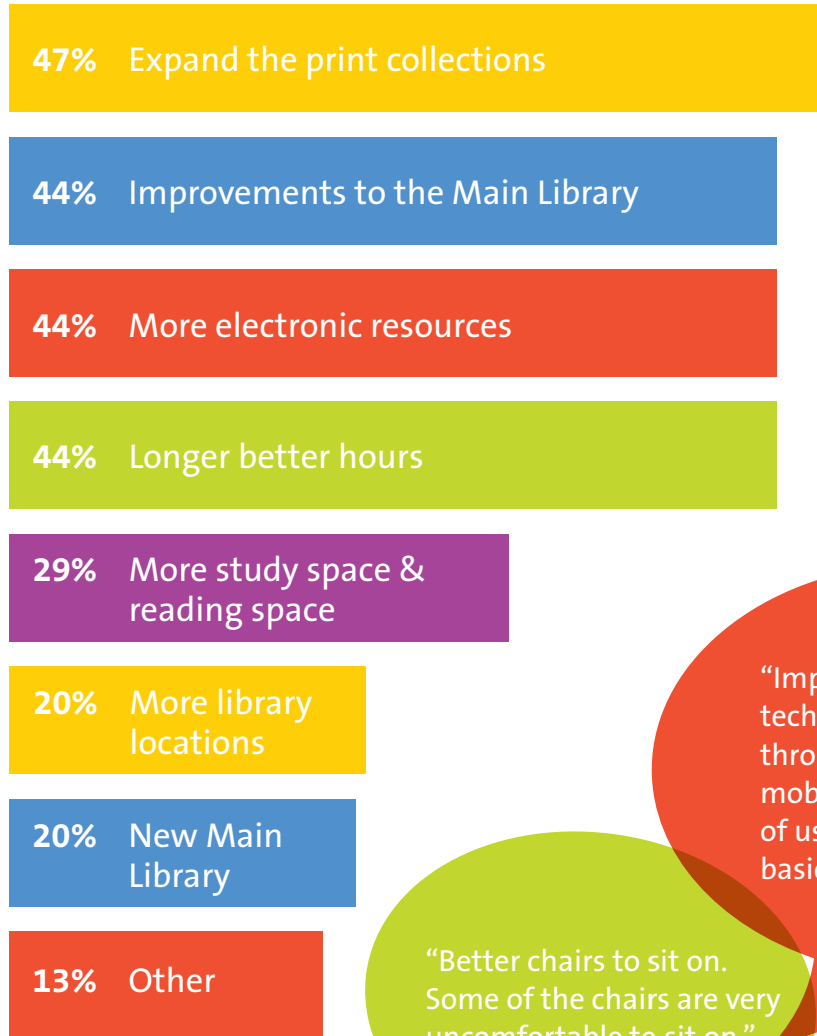
The NWPL Board is in the process of looking at Future Library Services. Please tell us what you think the focus of the library should be over the next 3-5 years. SELECT TOP 3 CHOICES

EVERYONE

- 69%** Promoting literacy and the love of reading to children and young people
- 50%** Contributing to Life-Long Learning through adult programs and collections
- 41%** Providing an inviting space where people can connect
- 37%** Providing resources and assistance to students and researchers
- 25%** Helping New Canadians adjust to our community
- 25%** Serving as the Technology Centre for our community
- 22%** Providing services for job-seekers
- 9%** Providing services for businesses and start-ups

If the Library Board had more money to spend, how do you think it should be spent?

EVERYONE

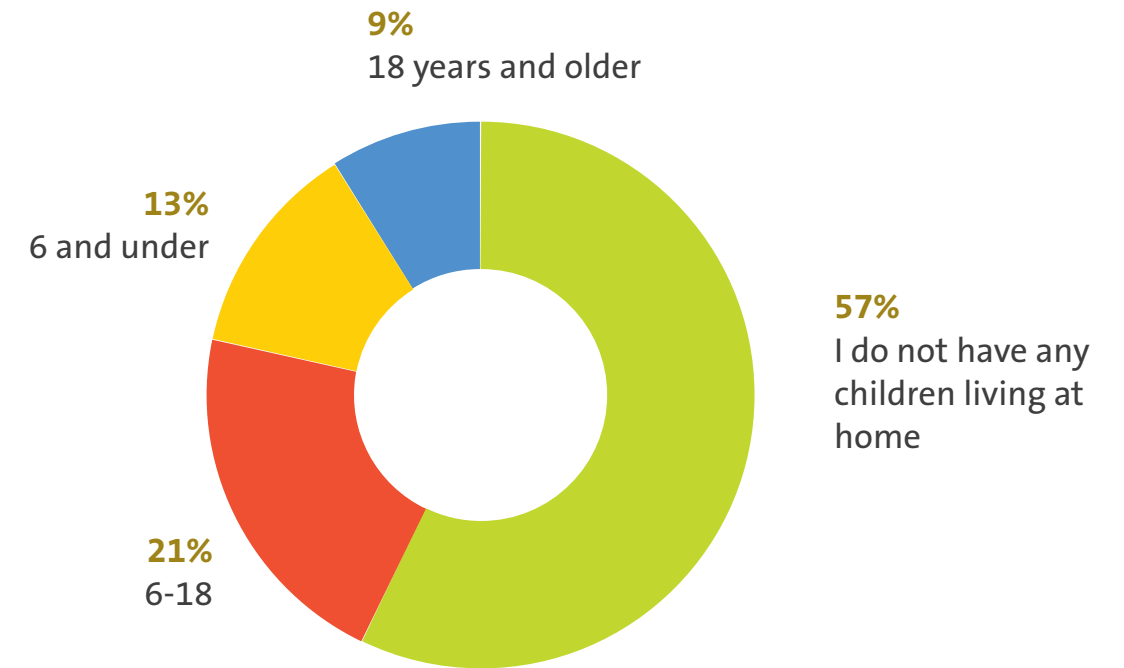


SAMPLE RESPONSES



Tell us a little about yourself and your family! All answers are confidential, and answering them is optional. <960 RESPONDENTS ANSWERED THE BELOW QUESTIONS>

Please describe any children living in your household



Which of the following best describes you?



What is the primary language in your home?



APPENDIX I: USER QUESTIONS

Of the 1,044 people who completed the online survey, 948 are defined as library users.

1. Have you used the NWPL in the past 12 months, at either our Uptown Branch or our new Queensborough Branch?
2. How often do you normally visit one of our locations?
3. When you visit one of our locations which of the following activities do you do?
4. When is your preferred time to visit the library?
5. Which day of the week do you prefer?
6. Are there any days or times when the library is closed that you think we should be open?
7. Which of the Library's electronic services do you use?
8. How do you find out about library news and events?
9. Do you use any other public libraries on a regular basis?
10. Which of the following possible services do you think we should consider offering at the library?
11. Overall, what is your level of satisfaction with the NWPL?
12. If you selected "Average" or "Needs Improvement", can you tell us why?

Questions 13 through 16 are for respondents that answered NO to question 1

17. The NWPL Board is in the process of looking at Future Library Services. Please tell us what you think the focus of the library should be over the next 3-5 years
18. If the Library Board had more money to spend, how do you think it should be spent?

APPENDIX II: NONUSER QUESTIONS

96 (or 9 %) of the respondents are defined as non library users.

1. Have you used the NWPL in the past 12 months, at either our Uptown Branch or our new Queensborough Branch?

With an answer of NO survey respondents skip to question 13

13. Please tell us why you have not visited the NWPL in the past year?
14. Are you aware that the library offers the following free services?
15. Which of the following potential services would be of interest to you?
16. Are there other services or collections the library could offer that would make you a library user?
17. The NWPL Board is in the process of looking at Future Library Services. Please tell us what you think the focus of the library should be over the next 3-5 years
18. If the Library Board had more money to spend, how do you think it should be spent?



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