Vancouver Public Library
Public Survey Results

July 23, 2015

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NRG Research Group was commissioned by Vancouver Public Library (VPL) to conduct a telephone survey of City of Vancouver residents to gauge residents’ use of Library services and to determine their priorities in the event of service and budgetary reductions.

**Objectives**

The primary objectives of the survey are to:

- Gauge the use of VPL services over the past 12 months;
- Identify the most important library services to residents;
- Determine residents’ priorities in the event of service reductions;
- Determine residents’ priorities in the event of reductions in open hours;
- Understand if VPL is more or less relevant to residents or about the same; and,
- Obtain residents’ demographics.
Methodology

NRG Research Group conducted telephone interviews for the Vancouver Public Library Public Survey between June 22\textsuperscript{nd} and July 5\textsuperscript{th}, 2015 with 1,001 City of Vancouver residents. The survey instrument, available in the Appendix, was developed by VPL with input from NRG. Results for all respondents contained in this report carry an overall maximum margin of error of +/-3.1\% at the 95\% level of confidence.

The survey was conducted among City of Vancouver residents aged 18 years or older using a random digital dial (RDD) sample source of both landline and cell phone numbers. Respondents were given the option to complete the survey online if they were unwilling or unable to complete the survey by telephone; only 7 respondents opted to answer the survey online.

Quotas were set to ensure respondents represented the population base of the five main areas in the City of Vancouver as well as by gender and age. To account for over-sampling of certain groups, the results are weighted to adjust data to the proportion that each gender and age group represent within the City of Vancouver, according to 2011 Census Canada population information. The table below details the five areas covered in this study:

<table>
<thead>
<tr>
<th>Areas</th>
<th>Description / Neighbourhoods</th>
<th>Total Completes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Northeast</td>
<td>East of Main Street &amp; North of 16th Avenue - e.g. Downtown Eastside, Strathcona, Hastings-Sunrise, Grandview Woodland</td>
<td>174</td>
</tr>
<tr>
<td>Northwest</td>
<td>West of Main Street &amp; North of 16th Avenue – e.g. Mount Pleasant, Kitsilano, Fairview, Point Grey</td>
<td>161</td>
</tr>
<tr>
<td>Southeast</td>
<td>East of Main Street &amp; South of 16th Avenue – e.g. Victoria-Fraserview, Sunset, Killarney, Renfrew Collingwood</td>
<td>301</td>
</tr>
<tr>
<td>Southwest</td>
<td>West of Main Street &amp; South of 16th Avenue – e.g. Arbutus Ridge, South Cambie, Shaughnessy Granville, Kerrisdale, Oakridge, Marpole, Dunbar-Southlands</td>
<td>205</td>
</tr>
<tr>
<td>Downtown</td>
<td>West of Main Street – e.g. Gastown, Yaletown, Coal Harbour, West End</td>
<td>160</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>1,001</strong></td>
</tr>
</tbody>
</table>
The analysis contained in this report use the following guidelines:

• Most questions are reported as overall and then broken down by subgroups to highlight any differences.

• Statistical differences have been calculated at the 95% confidence level.

• In some cases, the summary statistics (e.g., the total percent positive) when compared to the sum of the individual percentages of the very and the somewhat responses may not appear to be added correctly (i.e., off by +/- 1 percentage point). These differences are due to rounding and the percentages shown are correct.
Results

*Use and Importance of Library Services*
All respondents were presented with an introduction to Vancouver Public Library services as described below:

The Vancouver Public Library consists of 20 community branches and the Central library in Downtown Vancouver. Services include lending books, providing research services and educational programs for children, teens and adults. The library also offers a website from where you can access e-books, e-magazines, and other electronic information. Almost all Library services are provided free of charge and are primarily funded by your municipal tax dollars.
Use of Library Services

- Citywide, just over six-in-ten Vancouver residents (61%) indicate that they have used any service or have visited the Vancouver Public Library (VPL) website to use their online services in the past 12 months.

- Those who live in the Northwest area (71%) are significantly more likely than those of any other City of Vancouver area to mention that they have used any VPL service in the past 12 months.

- Those aged 18-34 (50%) are less likely than those aged 35-54 (69%) or 55+ (64%) to note they have used any VPL service in the past 12 months.

- Residents that mention they have children living in their households are more likely to say they have used VPL services in the past 12 months compared to those without children (74% vs. 53%).

- Those with a University (66%) or Graduate (74%) degree are particularly more likely than residents with other education levels to have used VPL services in the past 12 months.

Q1. In the past 12 months, have you used any service at any of the Community Branches or the Central Library in Downtown or visited the Vancouver Public Library website to use their online services?

- Yes: 61%
- No: 38%

Base= All respondents, n=1,001
Use of Library Services

- The vast majority (84%) of residents who have made use of VPL services mention they used the library’s collection such as borrowed a book, ebook, DVD or used a research database.
- Almost one-half of VPL users (49%) note they have accessed computers and/or WiFi.
- Approximately four-in-ten VPL users indicate they received assistance to help find reading material (43%) and received assistance to help find information (39%).
- One-quarter (25%) used study or meeting spaces at the library, while 13% mention they attended a program for children and families and only 7% indicate that they attended learning programs for adults.

Q2. In the past 12 months, have you:
[Multiple responses allowed]

- Used the library's collections such as borrowed a book, ebook, DVD or used a research database 84%
- Accessed computers and/or WiFi 49%
- Received assistance to help you find reading material 43%
- Received assistance to help you find information 39%
- Used study or meeting spaces at the library 25%
- Attended a program for children and families 13%
- Attended learning programs for adults* 7%
- Other 3%
- None of the above 3%
- All of the above 1%

Base= Respondents who use any library service, n=615

* such as technology training, arts and cultural programming, literary and film programs, and recreational programs.
In general, residents indicate having access to a broad, diverse selection of books, ebooks and other items is the most important of all services offered by VPL. In fact, the vast majority (87%) of residents give important to very important ratings (4 and 5 out of 5) to this service. Not surprisingly, VPL users are more likely than non-users to give higher importance ratings to this service as are those aged between 18 to 54.

The second most important service is having access to all library facilities during open hours, where the majority (83%) of residents indicate this service is important or very important. VPL users are more likely than non-users to give higher importance ratings to this service as well.

Assistance to help you find information is the third most important service (79% rating 4 or 5 out of 5).

Programs for children and families is another service with high importance ratings (77%). As might be expected, those with children are more likely to give higher important ratings to this service compared to those who don’t have children.
Use of Library Services

• On average, VPL users mention they have borrowed approximately 37.3 books or ebooks in the past 12 months.
• Those aged 35 to 54 and 55+ are more likely than the younger age group to have borrowed books or ebooks in the past 12 months as are those who have children.
• When asked to imagine if they had been unable to borrow a book(s) or ebook(s) from the Library, approximately four-in-ten VPL users (44%) indicate that they would not have read them.
• Just over one-quarter say they would have borrowed from friends or somewhere other than the Library and/or that they would have purchased it (26% each).

Q4. In the past 12 months, approximately how many books or ebooks have you borrowed from the Vancouver Public Library?

- None: 11%
- 1 to 5: 24%
- 6 to 10: 16%
- 11 to 20: 14%
- 21 to 50: 17%
- 51 to 100: 10%
- 100+: 5%
- Don't know: 2%
- Prefer not to answer: 1%

Mean*: 37.3 books or ebooks in the past 12 months

Q5. Now imagine you had been unable to borrow that book or ebook from the library. I'd like you to tell me how many of those you would have:

- Not Read: 44%
- Borrowed from friends or somewhere other than the Library: 26%
- Purchased: 26%
- Prefer not to answer: 3%

Base= Respondents who have borrowed at least one book or ebook in the past 12 months, n=530
Results

Priority of Services in the Event of Budget Reductions
All respondents were presented with a hypothetical situation of potential service reductions due to a budgetary shortfall. This explanation was described to respondents using the text below:

The Vancouver Public Library receives funds from a variety of sources. If there is a gap between what it currently costs to offer services and the funds allocated to the library, service levels will be impacted.

Following this explanation, respondents were asked to select from a varied list of services, the top three areas that they think the Library could keep at current service levels.

Respondents were also asked to indicate their preference between services available and operating hours.
• Consistent with previous findings, about two-thirds of residents (65%) indicate that having access to a broad, diverse selection of books, ebooks and other items, is the highest priority service to keep at current levels in the budget allocation.

• Six-in-ten residents (60%) note that having access to programs for children and families should be kept at current service levels.

• Having open hours to access all library services (47%) rounds out the top three areas that residents think should be the highest priority to keep at current service levels.

• Learning programs for adults appears to have the lowest priority among all services, mentioned by only 26% of residents.
When residents were asked their preference between two difficult choices in the event of a budgetary shortfall, the majority (58%) prefer that VPL maintain existing services, but reduce operating hours at the branches and Central Library, while 37% indicate they would prefer that existing operating hours are maintained, but available services are reduced.

Residents were also asked their preference regarding changes to operating hours. More than one-half (52%) note that they would prefer that hours are reduced across the entire 21 branch library system. VPL users are more likely than non-users to prefer this option, as are Northeast and Southwest area residents.

More than one-quarter of residents (27%) mention their preference would be to permanently close 1 of the 20 community branches. Those living in Southeast neighbourhoods as well as non library users are more likely to select this option.

Only 13% indicate they would prefer that the entire library system closes for 1 to 2 weeks.
Results

Relevance of the Vancouver Public Library and
Importance of Libraries to the Community
In general, more than one-half of residents (52%) indicate that the VPL's relevance has stayed about the same in the last three years.

Just over one-quarter (26%) note that the library has been more relevant in the last three years. Not surprisingly, VPL users are more likely to indicate the library has been more relevant compared to non-users.

Those aged 34 to 54 are also more likely than other age groups to indicate the library has been more relevant as are those who have children.

Two-in-ten Vancouver residents (21%) mention that the library has been less relevant to them in the past three years. This is particularly true for those aged 18-34 and non-library users.
The vast majority (86%) of residents agree that having access to free learning opportunities in their community is important or very important (rated 4 or 5 out of 5).

Nearly nine-in-ten residents give important or very important ratings to ‘libraries promote a love of reading for people of all ages’ (88%) and ‘libraries help children to read and succeed in school’ (86%).

Approximately eight-in-ten give high importance ratings to ‘libraries are centres for lifelong learning’ (84%) and ‘Libraries are critical to the well-being of the community as a whole’ (81%).

Although approximately one-half of residents give importance ratings of 4 or 5 out of 5 to ‘libraries are places for people to make connections with the community’ (53%), ‘libraries provide support to help people find work’ (48%), and ‘libraries are centres for technology support’ (51%), these statements appear to be less important among all statements presented to respondents.
Results

Support to the Vancouver Public Library
• Respondents were presented with a brief explanation of the current Vancouver Public Library services and the benefits to the community. The text of this explanation is below:

*I’d like you to think about how much you value Vancouver Public Library services. First consider the benefits the Library provides to the community, such as literacy promotion, home-bound services and public workspaces. Then, consider the costs to provide these services, keeping in mind all other government-funded services, as well as your own spending needs.*

• Following this explanation, respondents were asked to indicate if they would support spending a specific amount of their tax dollars per year to enable the Vancouver Public Library to continue to provide these services.

• Each respondent was randomly asked a spending amount, which were:
  a) $100 or more;
  b) $150 or more; or
  c) $200 or more.
Support to the Vancouver Public Library

• In general, the majority (78%) of residents indicate that they support spending a specific amount of their tax dollars per year to enable the VPL to continue to provide services. Not surprisingly, support is slightly higher for those who were randomly suggested an amount of $100 or more, compared to those who were suggested with an amount of $200 or more.

• Library users are significantly more likely than non-users to support spending an amount of their tax dollars to enable VPL to continue to provide these services as are those with household incomes of $100,000 or more.

• When asked if they would support spending this amount even if they do not use the library themselves, more than eight-in-ten residents (84%) indicate they would do so solely because of the benefits the library provides to the community. Once more, library users are more likely to say yes compared to those who don’t use the library. Those who live in the Northwest area (91%) are more likely to support spending the suggested amount compared to those living in any other neighbourhoods.

Q12. Do you support spending [$100 or more; $150 or more; $200 or more] of your tax dollars per year to enable the Vancouver Public Library to continue to provide these services?

<table>
<thead>
<tr>
<th>Amount</th>
<th>Yes</th>
<th>No</th>
<th>Don't Know</th>
<th>Prefer not to answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>78%</td>
<td>14%</td>
<td>5%</td>
<td>3%</td>
</tr>
<tr>
<td>$100</td>
<td>81%</td>
<td>13%</td>
<td>2%</td>
<td>3%</td>
</tr>
<tr>
<td>$150</td>
<td>78%</td>
<td>13%</td>
<td>6%</td>
<td>3%</td>
</tr>
<tr>
<td>$200</td>
<td>75%</td>
<td>15%</td>
<td>6%</td>
<td>3%</td>
</tr>
</tbody>
</table>

Q13. Would you support spending this amount of your tax dollars even if you do not use the library yourself? In other words, solely because of the benefits the library provides to the community?

<table>
<thead>
<tr>
<th>Response</th>
<th>Base</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>84%</td>
</tr>
<tr>
<td>No</td>
<td>11%</td>
</tr>
<tr>
<td>Don't Know</td>
<td>3%</td>
</tr>
<tr>
<td>Prefer not to answer</td>
<td>1%</td>
</tr>
</tbody>
</table>
Appendix

Demographics
Demographics

- Those 55 years or older comprise 43% of the sample. Another 43% of residents are between 35 to 54 years old, while 14% of residents are between 18 to 34 years old.
- The profile of residents that participated in this survey is composed of 40% males and 60% females.
**Demographics**

- The majority (56%) of Vancouver residents interviewed are Caucasian/European or White. Almost three-in-ten (28%) indicate they are East or Southeast Asians, while 7% note they are South Asian.

- Almost four-in-ten residents (37%) indicate they have a University degree, while 20% indicate they have a Graduate degree. Less than one-fifth indicate they have a college or technical diploma (16%), high school or less (15%), or some technical, college or university (11%).

**Ethnicity**
- Caucasian/European/White: 56%
- East or Southeast Asia: 28%
- South Asian: 7%
- Hispanic/Latin American: 1%
- African: 1%
- Aboriginal: 1%
- Other: 3%
- Don’t know: 1%
- Prefer not to answer: 4%

**Base=All respondents, n=1,001**

**Education**
- University degree (e.g., Bachelor’s): 37%
- Graduate degree (e.g., Master’s/Doctorate): 20%
- College or technical diploma: 16%
- Some technical, college or university: 11%
- High school or less: 15%
- Don’t know: 1%
- Prefer not to answer: 1%

**Base=All respondents, n=1,001**
• Forty percent of residents mention that there are four or more people living in their household, while nearly three-in-ten (27%) indicate there are two people in their household. Sixteen percent say they are the sole person in their household and another 16% indicate there are three persons.

• Nearly four-in-ten residents (37%) mention there are children under the age of 18 living in their household.

• Approximately one-quarter of Vancouver residents estimate their household income is $50,000 or under (24%), while another quarter estimate their income is between $50,000 to under $100,000 (26%). Twenty-seven percent indicate their household income is $100,000 or more.
Summary
Use of Library Services

• The majority (61%) of residents have used a service at any of the Vancouver Public Library Community Branches, Central Library or have visited the website to use the online services in the past 12 months.

• Not surprisingly, the VPL user profile varies by demographic groups. Among the five Vancouver areas, residents who live in the Northwest are significantly more likely than any other area to indicate that they have used any VPL service in the past 12 months.

• The younger age group (18-34 years old) are significantly less likely than their older counterparts to mention that they have used any VPL service in the past 12 months.

• Of all VPL services, borrowing a book, ebook, DVD or using a research database from the library’s collection is the most used. In fact, more than eight-in-ten VPL users (84%) note they used this service in the past 12 months.

• Accessing computers and/or WiFi is the second most popular service, with almost half of VPL users (49%) saying they have used it in the last year.

• Forty-three percent of VPL users indicate they received assistance to help them find reading material and 39% received assistance to help them find information in the past 12 months.
Importance of Library Services

- **Vancouver residents think that having access to a broad, diverse selection of books, ebooks and other items is the most important of all services offered by VPL, followed closely by having access to all library facilities during open hours.** In fact, nearly nine-in-ten residents (87%) rate the broad, diverse selection of books and items as important or very important (4 or 5 out of 5), while 83% feel having access to all library facilities during open hours is important.

  - VPL users are more likely than non-users to give higher importance ratings to these two services.
  - Those aged between 18 to 54 are also more likely than their older counterparts to give higher importance ratings to having access to a broad, diverse collection of items.

- Assistance to help find information rates as the third most important service, with 79% rating 4 or 5 out of 5.

- Seventy-seven percent of residents give important to very important ratings to programs for children and families.

  - Not surprisingly, those with children are more likely to give higher importance ratings to this service compared to those who don’t have children.

- Learning programs for adults is the service with the lowest importance ratings among all services (64% rating 4 or 5 out of 5).
Use of Library Services

• On average, VPL users indicate they have borrowed 37.3 books or ebooks in the past 12 months.
  - Those aged 35 to 54 and 55+ are more likely than their younger counterparts to have borrowed books or ebooks in the past 12 months. This is also true for those who mention they have children in their households.

• Of those who have borrowed at least one book or ebook in the past 12 months, when asked if they had not been able to borrow that book or books, more than four-in-ten residents (44%) indicate they would not have read them. Twenty-six percent of residents say they would have borrowed books or ebooks from friends or somewhere other than the Library and another 26% think that they would have purchased them.

Priority of Services in the Event of Budget Reductions

• In the event the VPL needs to implement service reductions, the three areas with the highest priority to keep at current levels in the budget allocation are: having access to a broad, diverse selection of books, ebooks and other items, programs for children and families, and open hours to access all library services. In fact, almost two-thirds of residents (65%) select having access to a broad, diverse collection, followed by having access to programs for children and families (60%), and having open hours to access all library services (47%).

• In the event of a budgetary shortfall, nearly six-in-ten residents (58%) would prefer VPL maintain existing services, but reduce operating hours at the branches and Central Library. Thirty-seven percent indicate they would prefer the opposite scenario where existing services are reduced, but operating hours are maintained.
Among three options presented to respondents regarding changes in operating hours, more than half of Vancouver residents (52%) mention that they would prefer that hours are reduced across the entire 21 branch library system. Twenty-seven percent note their preference would be to permanently close 1 of the 20 community branches, while only 13% say they would prefer that the entire library system closes for 1 to 2 weeks.

Relevance of the Vancouver Public Library

Just over half of residents (52%) indicate that the VPL’s relevance has stayed about the same in the last three years. Twenty-six percent of residents believe that the library has been more relevant, while 21% think that the library has been less relevant in the last three years.

- Vancouver Public Library users are significantly more likely to note that the Library has been more relevant to them in the past three years compared to non-users.

Importance of Libraries

The vast majority (86%) feel it is important for people to have access to free learning.

- Just under nine-in-ten residents agree it is important or very important that ‘libraries promote a love of reading for people of all ages’ (88%) and ‘libraries help children to read and succeed in school’ (86%).

- Approximately eight-in-ten give high importance ratings to ‘libraries are centres for lifelong learning’ (84%) and ‘libraries are critical to the well-being of the community as a whole’ (81%).

- Just over half of residents give important or very important ratings to ‘libraries are places for people to make connections with the community’ (53%), ‘libraries are centres for technology support’ (51%), while 48% agree it is important that ‘libraries provide support to help people find work’.
Summary

Support to the Vancouver Public Library

• **Overall, the majority of residents would support spending $100, $150 or $200 or more of their annual tax dollars to enable the VPL to continue to provide their services.** In fact, nearly eight-in-ten residents (78%) indicate that they would support this idea.

  • Although the majority indicate that they would spend tax dollars to enable the VPL to continue to provide these services, support slightly decreases as the specific amount suggested to respondents increases; in other words, those who were randomly asked if they would spend $100 or more are more likely to support continuing service compared to those who were suggested with an amount of $200 or more.

  • Not surprisingly, library users are significantly more likely than non-users to support spending an amount of their tax dollars to enable VPL to continue to provide their services as are those with household incomes of $100,000 or more.

• **Eighty-four percent of residents would support spending some amount of their tax dollars even if they do not use the library themselves and solely because of the benefits the library provides to the community.**

  • As observed before, library users are more likely to say yes compared to those who don’t use the library. Those who live in Vancouver’s Northwest area are more likely to support spending the suggested amount compared to those living in any other area.
• The vast majority of Vancouver residents, even those who do not use it, support VPL and would consider spending some amount of their tax dollars to enable the Library to provide their services. This represents a good opportunity to explore ways to communicate more what VPL does for the community and its services, in publications such as newspapers, local community magazines, as well as online and social media. Increasing VPL’s presence could help reach a larger number of residents that could benefit from the VPL’s services and increase their perception of the Library’s relevance.

• If VPL needs to implement service reductions in the near future, consider keeping the broad, diverse collection of books, ebooks and other items at current levels in the budget allocation, since this is by far the most used service in the Library. Programs for children and families and open hours to access all library services are other areas that the majority of residents would appreciate if they are kept at current service levels. Services such as learning programs for adults and assistance to help find information are two services VPL could contemplate reducing as these were not used as much in the past year and are rated with the lowest priority of all areas.

• In the event of a budgetary shortfall, VPL would do well to maintain existing services, but reduce operating hours at the branches and Central Library.

• As indicated by the majority of residents, reducing hours across the entire 21-branch library system is perhaps the most appropriate option that VPL could implement if operating hours needs to be reduced.
Appendix

Questionnaire
Vancouver Public Library — Public Survey
Final — June 23, 2015

Hello, my name is ____. I’m calling from NRG Research Group on behalf of the Vancouver Public Library to get perceptions and opinions about the Library services. We need to hear from both users and non-users of the Vancouver Public Library. May I speak to the person in your household who is 18 years old or older and whose birthday comes next? [IF NECESSARY REINTRODUCE] May I please have 8-10 minutes of your time to ask you a few questions?

PERSUADERS AND ANSWERS TO FREQUENTLY ASKED QUESTIONS

IF RESPONDENT REFUSES, SAY:

* Your phone number was selected at random from a list of published phone numbers in the City of Vancouver
* Your responses remain strictly confidential as none of your individual answers will be identified.

TO VERIFY THIS SURVEY WITH THE MBIA: Please call 1-888-602-6742, ext. 8728. (Service provided Monday to Friday, from 8:30 am to 5:00 pm Eastern Time). Or you can visit their website at www.surveysverification.ca (English) or www.verificationsandage.ca (French) and verify the following survey ID: 20150525-4546.

IF RESPONDENT WISHES TO VERIFY SURVEY WITH SOMEONE AT NRG, READ: You may call the project manager, Sandra Curiel, at 604-876-5634.

IF RESPONDENT WISHES TO WITH SOMEONE AT VPL, READ: You may call Daphne Wood, Director Organizational Development and Planning, Vancouver Public Library at 604-331-4006.

LANGUAGE: The survey is also offered in Mandarin or Cantonese. Would you like to complete the survey in a language other than English?

1. Yes
   a. Mandarin
   b. Cantonese
2. No! Don’t know/Prefer not to answer — ENGLISH

[IF CALL BACK IS NEEDED TO ACCOMMODATE LANGUAGE — ARRANGE]
MESSAGE: “Thank you for your time. We will call back when an interviewer who speaks that language is available.”

[IF REFUSAL...]

You can also complete the survey online. We can either send you an email with the confidential online survey link or I can provide you with the link and your access code right now if you have a pen and paper handy. The online survey option would allow you to complete the survey at your convenience. Again, this option will take about 8 minutes in total, but it does not need to be completed all at once. Would you be interested in this option?

1. Yes [ONLINE]
2. No [TERMINATE]
3. Don’t know/No response [READ]: “I understand you may need to think about whether you wish to participate. May we send you the link to the survey in case you decide to participate?” [GO TO ONLINE]

[ONLINE]

In order for you to complete the survey online, I will need your email address to send you a link to the survey. Your email address will not be used for any other purpose. Can you tell me what your email address is? What is your first name?

1. COLLECTED EMAIL: __________________________ [Name] __________________ — Thank you for your time. You can expect to see an email from NRG Research Group on behalf of the Vancouver Public Library within the next few business days. Have a nice day/night.
   2. PROVIDED LINK AND ACCESS CODE — “Thank you for your time. Have a nice day/night.”
   3. REFUSAL — “Thank you for your time. Have a nice day/night.”

PROGR. QUOTAS BY NEIGHBORHOOD/ AGE AND GENDER - TBC

SCREENER

51. Are you or anyone in your household currently employed by any of the following? [READ LIST - SELECT ALL THAT APPLY]
   1. In media or Public Relations?
   2. Vancouver Public Library? THANKS AND TERMINATE
   3. City of Vancouver?
   4. None of the above [DO NOT READ]

IF 51-2 TERMINATE WITH “Given the topic of the survey, that will be my only question today—thank you for your time and have a good day/evening.”

52. Which of the following best describes the neighbourhood within Vancouver that you live in? [READ — SELECT ONE ONLY]

[PROGR. CHECK QUOTAS]

1. Northeast ()
2. Northwest (West of Main Street & North of 16th Avenue — IF NEEDED: Mount Pleasant, Kitsilano, Fairview, West Point Grey)
3. Southeast (East of Main Street & South of 16th Avenue — IF NEEDED: Victoria-Fraserview, Sunset, Killarney, Renfrew Collingwood)
4. Southwest (West of Main Street & South of 16th Avenue – IF NEEDED: Arbutus Ridge, South Cambie, Shaughnessy, Granville, Kerrisdale, Oakridge, Marpole, Dunbar/Southlands)
5. Downtown (West of Main Street – IF NEEDED: Gastown, Yaletown, Coal Harbour, West End)

97. None of these >> THANK AND TERMINATE
98. Don't Know >> THANK AND TERMINATE
99. Refused >> THANK AND TERMINATE

53. And what are the first three digits of your postal code?
98. Don’t Know
99. Refused

TERMINATE MESSAGE: “My apologies... given that we are looking to speak to Vancouver residents from a different/specifc area, that will be my last question today. Have a great day/ evening.

54. Which of the following categories best describes your age: [READ THE LIST]?

[PROGR. CHECK QUOTAS]
AGE QUOTA GROUPS
18-34
35-44
55+

1. Under 18 >> THANK AND TERMINATE
2. 18-24 years
3. 25-34 years
4. 35-44 years
5. 45-54 years
6. 55-64 years
7. 65-74
8. 75 or older
99. Refused [DO NOT READ] >> THANK AND TERMINATE

TERMINATE MESSAGE: “My apologies... given that we are looking to speak to Vancouver residents from a specific age group, that will be my last question today. Have a great day/ evening.

RECORD GENDER [PROGR. CHECK QUOTAS]
1. Male
2. Female

We would like to ask you a few questions about your use of the Vancouver Public Library and the services and programs you value. Your feedback will help inform the priorities for the library.

The Vancouver Public Library consists of 20 community branches and the Central Library in Downtown Vancouver. Services include lending books, providing research services and educational programs for children, teens and adults. The library also offers a website from where you can access eBooks, e-magazines, and other electronic information. Almost all library services are provided free of charge and are primarily funded by your municipal tax dollars.

1. In the last 12 months, have you used any service at any of the Community Branches or the Central Library in Downtown or visited the Vancouver Public Library website to use their online services [IF NEEDED] searching for a title, downloading eBooks, audiobooks and digital newspapers, etc]? [DO NOT READ]
   1. Yes
   2. No [GO TO Q3]
   98. Don't remember [GO TO Q3]
99. Prefer not to answer [GO TO Q3]

2. [ASK IF Q1 = 1] In the last 12 months, have you: [READ - INDICATE ALL THAT APPLY]
   [RANDOMIZE]
   a. Used the library’s collections, such as borrowed a book, ebook, DVD or used a research database
   b. Attended a program for children and families
   c. Used study or meeting spaces at the library
   d. Accessed computers and/or WiFi
   e. Attended learning programs for adults [IF NEEDED: such as technology training, arts and cultural programming, literary and film programs, and recreational programs]
   f. Received assistance to help you find information [IF NEEDED: help from staff to find specific information or data]
   g. Received assistance to help you find reading material [IF NEEDED: e.g. suggestions and recommendations from staff to find new reading materials]
   h. Other (specify) [DO NOT READ]
   i. All of the above [DO NOT READ]
   j. None of the above [DO NOT READ]
98. Don’t know [DO NOT READ]
99. Prefer not to answer [DO NOT READ]

3. Using a 5-point scale, where 5 means ‘very important’ and 1 means ‘not important at all’, please indicate how important are each of the following library services even if you haven’t used them in the past [RANDOMIZE]
   a. Broad, diverse selection of books, eBooks and other items
   b. Programs for children and families
   c. Current operating hours
   d. Access to all library facilities during open hours
   e. Access to computers and WiFi
4. [ASK IF Q1=1] In the past 12 months, approximately how many books or ebooks have you borrowed from the Vancouver Public Library? INTERVIEWER COUNT ALL BOOKS AND EBOOKS AS A TOTAL

---------books [PROGR MIN 1 MAX 99]
96. None [DO NOT READ]
98. Don’t know [DO NOT READ]
99. Prefer not to answer [DO NOT READ]

5. [ASK IF Q4=1] Now imagine you had been unable to borrow [IF Q1 =1 PROGR ‘that book or ebook’] those books or ebooks from the Library. I’d like you to tell me how many of those [PROGR PIPE IN NUMBER OF BOOKS OR EBOOKS YOU WOULD HAVE] (IF Q1=1 PROGR ‘I’d like to tell me if you would have’ (READ LIST)).
   1. Not read
   2. Borrowed from friends or somewhere other than the public library
   3. Purchased
   4. Other
96. Don’t know [DO NOT READ]
99. Prefer not to answer [DO NOT READ]

[TO ALL] The Vancouver Public Library receives funds from a variety of sources. If there is a gap between what it currently costs to offer services and the funds allocated to the library, service levels will be impacted.

6. If the Vancouver Public Library needed to implement service reductions in the near future, which of the following areas would you think are the highest priority to keep at current levels in the budget allocation? [please select the top three areas] [IF NEEDED: you think the library could keep at current service levels] [RANDOMIZE] (READ)
   a. A broad, diverse selection of books, ebooks and other items (IF NEEDED: this means keeping current stock as well as bringing in new books on a regular basis)
   b. Programs for children and families
   c. Open hours to access all library services (IF NEEDED: this means both keeping current operating hours as well as ability to access all services during operating hours)
   d. Access to computers and WiFi
   e. Learning programs for adults (IF NEEDED: such as technology training, arts and cultural programming, literary and film programs, and recreational programs)
96. Don’t know [DO NOT READ]
99. Prefer not to answer [DO NOT READ]
11. Again, using a 5-point scale, where 5 means ‘very important’ and 1 means ‘not important at all’, please indicate how you would rate each of the following statements in terms of importance. [PROGR RANDOMIZE STATEMENTS]

1. ‘Not important at all’ = 5, ‘Very important’

98. Don’t know [DO NOT READ]
99. Prefer not to answer [DO NOT READ]

a. Libraries are centres for technology support
b. Libraries are centres for lifelong learning
c. Libraries are places for people to make connections with the community
d. Libraries provide support to help people find work
e. Libraries help children to read and succeed in school
f. Libraries promote a love of reading for people of all ages
g. Libraries are critical to the well-being of the community as a whole

12. I’d like you to think about how much you value Vancouver Public Library services. First consider the benefits the Library provides to the community, such as literacy promotion, home-bound services and public workspaces. Then, consider the costs to provide these services, keeping in mind all other government-funded services, as well as your own spending needs. Do you support spending [PROGR RANDOMIZE AND PIPE IN ONE OPTION a] $150 or more; b] $150 or more or c] $200 or more] of your tax dollars per year to enable the Vancouver Public Library to continue to provide these services?

1. Yes
2. No
98. Don’t know [DO NOT READ]
99. Prefer not to answer [DO NOT READ]

13. Would you support spending this amount of your tax dollars even if you do not use the library yourself? In other words, solely because of the benefits the Library provides to the community?

1. Yes
2. No
98. Don’t know [DO NOT READ]
99. Prefer not to answer [DO NOT READ]

D2. [ASK ONLY IF SIZE IS NOT EQUAL TO ONE] And do you have children living in your household who are under the age of 18?

1. Yes
2. No
99. Prefer not to answer [DO NOT READ]

D3. What is the highest level of education that you have completed? [READ]

1. High school or less
2. Some technical, college or university
3. College or technical diploma
4. University degree (e.g., Bachelor’s)
5. Graduate degree (e.g., Master’s/Doctorate)
98. Don’t know [DO NOT READ]
99. Prefer not to answer [DO NOT READ]

D4. What is your best estimate of your total annual household income, received by all household members, from all sources, before taxes and deductions for 2017? [READ]

1. Under $25,000
2. $25,000 to under $50,000
3. $50,000 to under $75,000
4. $75,000 to under $100,000
5. $100,000 or more
98. Don’t know [DO NOT READ]
99. Prefer not to answer [DO NOT READ]
05. Lastly, sometimes people identify themselves with a specific ethnicity or cultural background which is different from their citizenship or nationality. Thinking about your own identity in ethnic or cultural terms, please select which group you most identify yourself with. [READ LIST. SELECT ALL THAT APPLY]

1. South Asian (If ASKED: includes Indian, Pakistani, Bangladesh, Sri Lankan, etc.)
2. Caucasian/European/White (If ASKED: includes English, French, German, Italian, Ukrainian, etc.)
3. Aboriginal (If ASKED: includes First Nations, Métis and Inuit)
4. East or Southeast Asian (If ASKED: Chinese, Japanese, Korean, Vietnamese, Filipino, Malaysian, Indonesian, etc.)
5. African (If ASKED: includes African-American, African-Canadian, Afro-Caribbean, etc.)
6. Hispanic/Latin American (If ASKED: includes South and Central Americans, Hispanic-Caribbean, etc.)
7. Middle Eastern (If ASKED: includes Arabs, North Africans, Iranians/Persians, Turks, etc.)
8. Other (specify)
9. Don't know [DO NOT READ]
99. Prefer not to answer [DO NOT READ]

Those are all my questions. Thank you very much for taking the time to participate in our survey.