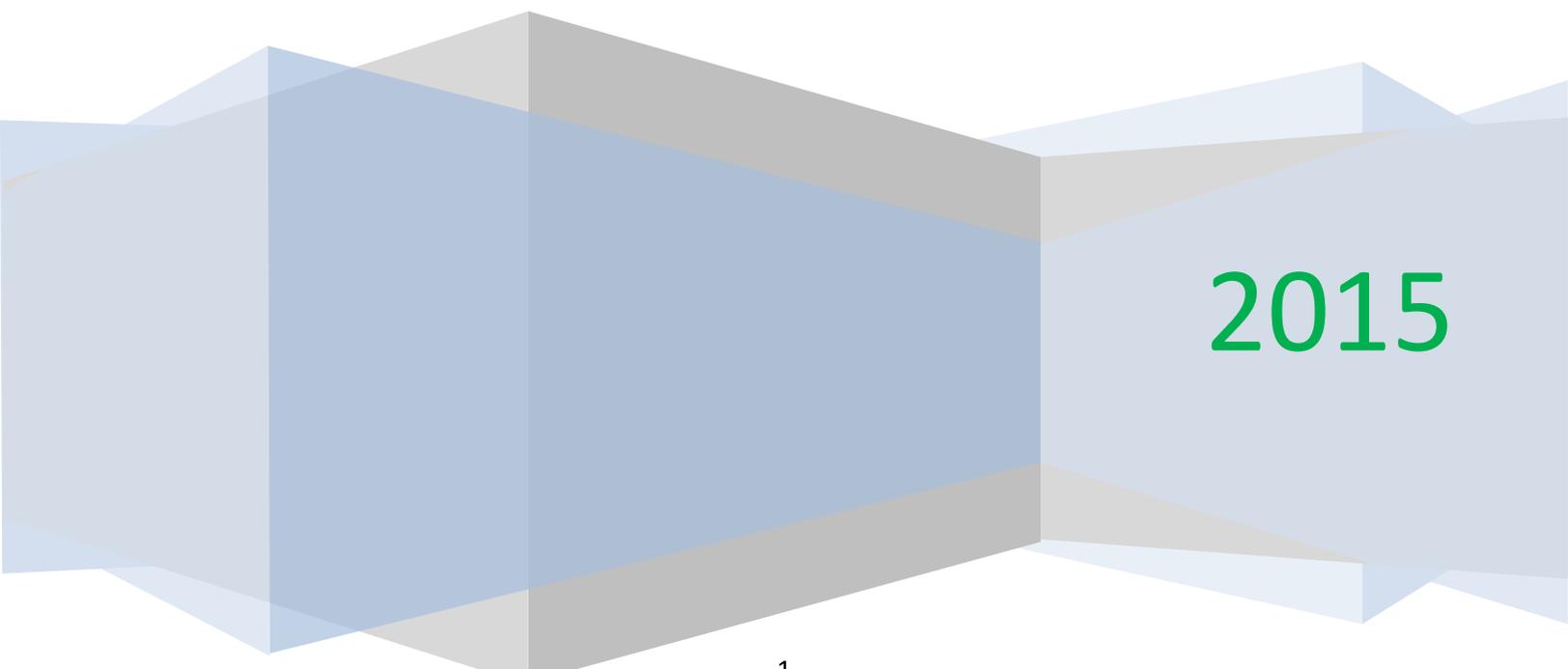


Community Survey

Grand Forks & District Public Library



2015

Introduction

As the previous Strategic Plan spanning from 2011-2015 comes to a close, the Grand Forks & District Public Library is looking ahead at where our strategic planning for the next five years should take us. In preparation for the 2016-2020 Strategic Plan, it was decided to create a survey to canvas the local community and gain a better understanding of what community members are looking for from their public library. This Community Survey was administered in November 2015 and received a high response rate. The responses to the survey will help the Library Board and Library Director to produce a community-led five-year Strategic Plan to move forward with. The 2016-2020 Strategic Plan is expected to be available in March of 2016.

Methodology

Survey questions can be found in Appendix A. The survey was administered both in person (on paper) and online via Fluid Surveys. All survey responses were confidential. A draw for gift certificates to local businesses were offered as an incentive to complete the survey – the names and information on these entry forms were kept separate from paper surveys, and only the Library Director had access to the contest entries submitted online and she ensured that this information was not shared. Paper responses were later put into the online form by staff, which allowed the Fluid Surveys algorithms to accurately tally and compile the responses. To avoid asking irrelevant questions, survey respondents were directed to one of two streams dependent upon their answers to “Do you use the Grand Forks & District Public Library?” and “How often do you use the Grand Forks & District Public Library?” Those who answered “No” to the former or “Never” to the latter were directed to a stream inquiring upon why they do not use our library, while those who answered that they do use our library were directed to more specific questions regarding our space and service delivery.

Responses

A summary of survey responses can be found in Appendix B. 242 completed surveys were received. With an approximate service population of 9000 people, this is enough complete responses to be statistically relevant with a confidence level of 95% and a 7% margin of error. The sampling of age and place of residence for respondents closely corresponds to the actual percentages of age and location for the library’s service area. Only 16 people who do not use the Grand Forks & District Public Library agreed to complete the survey. This percentage is lower than the assumed number of people in the area who do not use the library, but it cannot be determined exactly as many library users do not carry cards, and so there is no accurate way to calculate the number of non-users within our service area. The Library Director was satisfied that this response rate will provide a fairly accurate picture of the community for her and the Library Board to work from to draft the 2016 Strategic Plan.

Interpretation

General Conclusions

There are several themes that were apparent across all of the survey. It should be noted that when filtered for place of residence, age, or both, there were not significant differences in the results, and so the general sentiments seem to be the same regardless of age and whether respondents are living in Grand Forks, Christina Lake, or one of our rural service areas.

One of the most obvious themes is that the Grand Forks & District Public Library needs to explore additional and alternative methods to advertising its services and collections. Although we already advertise our programs via a few different methods both online and in print, further investigation is necessary on how best to advertise programs as well

as our ongoing services. Many survey respondents expressed that they did not know about a number of our services, especially those that are online. Possibly related to this theme, it was discovered that patrons still mostly use the library to check out books. From this discovery it is inferred that while exploring new and different services, we should ensure the maintenance of our print collections.

Another recurring theme is that patrons would like for the library to be open on Sundays and Mondays, as well as at 9:00AM. Currently, funding does not allow for either of these changes to our hours of operation, but this finding suggests that future budget planning should take this into consideration.

Respondents have indicated that there are some areas of our collection which are in need of improvement, especially materials in other languages, DVDs and Blu-Rays, and Large Print books. Regarding materials in other languages, further study is necessary to find out what languages are specifically applicable to our collection. Special efforts will be made to build and fine-tune the collections in all of these areas.

Overwhelmingly, respondents indicated that they are impressed with the level of service provided by library staff. There were a small number of surveys which suggested that all dealings with library staff are terrible, but upon closer analysis of the individual surveys, it appears that these respondents may have misunderstood the survey's ranking system and actually meant that their dealings with the staff are always excellent. The library will strive to maintain this high level of service.

Finally, surveys showed that residents are interested in a wide variety of programming, and suggested that the library should continue to pursue new and different programming ventures. Public libraries across North America are implementing various unique programming ideas, and this survey has shown that it would be in our library's best interest to do the same.

Conclusions Drawn from Responses of Non-Users

The most common thread among non-users that took the survey was a belief that all of the information they need can be found online. It is true that in almost all instances, an 'information need' can be satisfied by a quick online search, and so it should be considered to advertise the library's capacity to support leisure pursuits instead of solely as a centre of knowledge. Some respondents indicated that they purchase all of the books they want on their own instead of borrowing from us, which is not something that we should discourage, and again suggests that we might sway non-users by advertising the things that we can offer beyond books. A few comments were made throughout the surveys that suggests potential users are deterred from fear of overdue fines. Since the Grand Forks & District Public Library no longer collects fines for overdue books, only asking for payment if an item is lost or damaged, we again come back to the subject of a need for advertising. It should be noted that despite these respondents considering themselves non-users of the library, all but one of them ranked our library as "Important" or "Extremely Important" to our community, which suggests that while they may rarely cross our threshold, they are happy that we are here.

Conclusion

The main goal of the Grand Forks & District Public Library is to serve its community. Administering this survey was an excellent starting point to draft our 2016-2020 Strategic Plan from a community-led perspective. Moving forward, we will ensure to continue to research the areas that this survey left us unclear about, and to work towards addressing the needs of our community that became apparent in the results of this survey.

For more information, please contact:
Library Director, Cari Lynn Postnikoff
250-442-3944 director@gfpl.ca

Appendix A: Survey Questions

1. Where do you live?

Grand Forks:

Full-time

Part-time

Christina Lake, Area C, Area D:

Full-time

Part-time

None of the above

2. What age group do you fit into?

18 and under

19-25

26-40

40-54

55 and over

3. Do you use the Grand Forks & District Public Library?

Yes

No (if no, please skip to page 6)

4. How often do you use the Grand Forks & District Public Library?

Once or more each week

Once every few weeks

Once every few months

Once or twice a year

Less often

Never (if never, please skip to page 6)

5. Do you use any other libraries in this area?

- I don't use any other libraries
- Selkirk College Library
- Greenwood Public Library
- Midway Public Library
- Castlegar Public Library
- Trail Public Library
- School Library
- Other (please specify): _____

6. How do you usually get to the library?

- Walking
- Driving
- Other

7. Are the library's hours convenient for you and your household?

Our current hours are Tuesday 10:00AM-8:00PM, Wednesday 10:00AM-5:00PM, Thursday 10:00AM-8:00PM, Friday 10:00AM-5:00PM, Saturday 10:00AM-5:00PM

- Yes
- No If no, please tell us when you would like for us to be open: _____

8. Have you recently visited the library's website or Facebook page? (Check all that apply)

- Yes, I have recently visited the website
- Yes, I have recently visited the Facebook page
- I have not visited either of them recently, but I was aware of them
- I was not aware the library had a website
- I was not aware the library had a Facebook page

**9. Are you aware that you can do the following activities through the Grand Forks & District Public Library?
(check all activities that you know about)**

- | | |
|--|---|
| <input type="checkbox"/> Get a free library card if you live in Grand Forks, Christina Lake, Area C, or Area D | <input type="checkbox"/> Download eBooks |
| <input type="checkbox"/> Check out books | <input type="checkbox"/> Download audiobooks |
| <input type="checkbox"/> Check out books on CD | <input type="checkbox"/> Attend classes and events for children |
| <input type="checkbox"/> Check out DVDs and Blu-Ray videos | <input type="checkbox"/> Attend classes and events for teens |
| <input type="checkbox"/> Check out magazines | <input type="checkbox"/> Attend classes and events for adults |
| <input type="checkbox"/> Read new magazines and newspapers | <input type="checkbox"/> Ask research questions |
| <input type="checkbox"/> Use computers and internet | <input type="checkbox"/> Get research help |
| <input type="checkbox"/> Use wireless internet (wifi) | <input type="checkbox"/> Get book recommendations |
| <input type="checkbox"/> Print and photocopy | <input type="checkbox"/> Use online databases |

10. What do you use the Grand Forks & District Public Library for?

- | | |
|--|---|
| <input type="checkbox"/> Get a free library card if you live in Grand Forks, Christina Lake, Area C, or Area D | <input type="checkbox"/> Download eBooks |
| <input type="checkbox"/> Check out books | <input type="checkbox"/> Download audiobooks |
| <input type="checkbox"/> Check out books on CD | <input type="checkbox"/> Attend classes and events for children |
| <input type="checkbox"/> Check out DVDs and Blu-Ray videos | <input type="checkbox"/> Attend classes and events for teens |
| <input type="checkbox"/> Check out magazines | <input type="checkbox"/> Attend classes and events for adults |
| <input type="checkbox"/> Read new magazines and newspapers | <input type="checkbox"/> Ask research questions |
| <input type="checkbox"/> Use computers and internet | <input type="checkbox"/> Get research help |
| <input type="checkbox"/> Use wireless internet (wifi) | <input type="checkbox"/> Get book recommendations |
| <input type="checkbox"/> Print and photocopy | <input type="checkbox"/> Use online databases |

11. Please circle your rating for each answer.

1 – Disagree strongly 2 – Disagree somewhat 3 – Agree somewhat 4- Agree strongly n/a Not applicable/I don't know

When dealing with library staff...

Overall, you are satisfied with your experiences1 2 3 4 n/a

Staff provides useful assistance when called upon1 2 3 4 n/a

Staff respond to you in a professional and respectful manner1 2 3 4 n/a

Your questions and needs are addressed appropriately1 2 3 4 n/a

Your questions and needs are addressed in a timely manner.....1 2 3 4 n/a

It is easy to ask questions or make comments1 2 3 4 n/a

12. Please rate our library's collections of the following items:

Circle your rating for each collection

1 – Terrible 2 – Okay 3 – Good 4 – Excellent n/a – I'm not sure

Adult fiction books1 2 3 4 n/a

Adult non-fiction books1 2 3 4 n/a

Large print books1 2 3 4 n/a

Books in other languages1 2 3 4 n/a

Young adult (teen) books1 2 3 4 n/a

Children's fiction books1 2 3 4 n/a

Children's non-fiction books1 2 3 4 n/a

Books on CD1 2 3 4 n/a

DVDs and Blu-Rays 1 2 3 4 n/a

eBooks1 2 3 4 n/a

13. What kinds of programs or events for adults would you attend at our library?

Cultural programs, such as concerts

Craft/hobby classes

Computer/technology education classes

Author readings

Health information classes

Book clubs

Online research classes

Other (please specify): _____

14. How would you like to hear about what's going on at the library? (Check all that apply)

- Posters at the library
- Posters around town
- On the library's website
- On the library's Facebook page
- From the newspaper
- Other (please specify): _____

15. How important do you believe the library is to this community?

- Not at all important
- Only a little important
- Important
- Extremely important

Non-users branch

5. Why do you not use the library?

- | | |
|--|--|
| <input type="checkbox"/> Library hours are not convenient for me | <input type="checkbox"/> The library does not have anything I want |
| <input type="checkbox"/> I do not have transportation to the library | <input type="checkbox"/> Other (please specify):
_____ |
| <input type="checkbox"/> I think I am not able to get a library card | |

6. Do you use any other libraries in this area?

- | | |
|--|--|
| <input type="checkbox"/> I don't use any libraries | <input type="checkbox"/> Castlegar Public Library |
| <input type="checkbox"/> Selkirk College Library | <input type="checkbox"/> Trail Public Library |
| <input type="checkbox"/> Greenwood Public Library | <input type="checkbox"/> School Library |
| <input type="checkbox"/> Midway Public Library | <input type="checkbox"/> Other (please specify): _____ |

7. What, if anything, would make you more likely to use the library? (check all that apply)

- Longer/different hours of operation

When would you like us to be open? _____

- More/different items that I can check out

What types of items are you interested in? _____

- More/different types of events or activities

What types of events or activities are you interested in? _____

- A change in the library space

What would you like us to change about our space? _____

- Other

What would make you use the library? _____

8. Are you aware that you can do the following activities through the Grand Forks & District Public Library?

(Check all that you know about)

- Get a free library card if you live in Grand Forks, Christina Lake, Area C, or Area D

- Check out books

- Check out books on CD

- Check out DVDs and Blu-Ray videos

- Check out magazines

- Read new magazines and newspapers

- Use computers and internet

- Use wireless internet (wifi)

- Print and photocopy

- Download eBooks

- Download audiobooks

- Attend classes and events for children

- Attend classes and events for teens

- Attend classes and events for adults

- Ask research questions

- Get research help

- Get book recommendations

- Use online databases

9. Although you do not use the library, how would you rate the library's importance in our community?

Not at all important

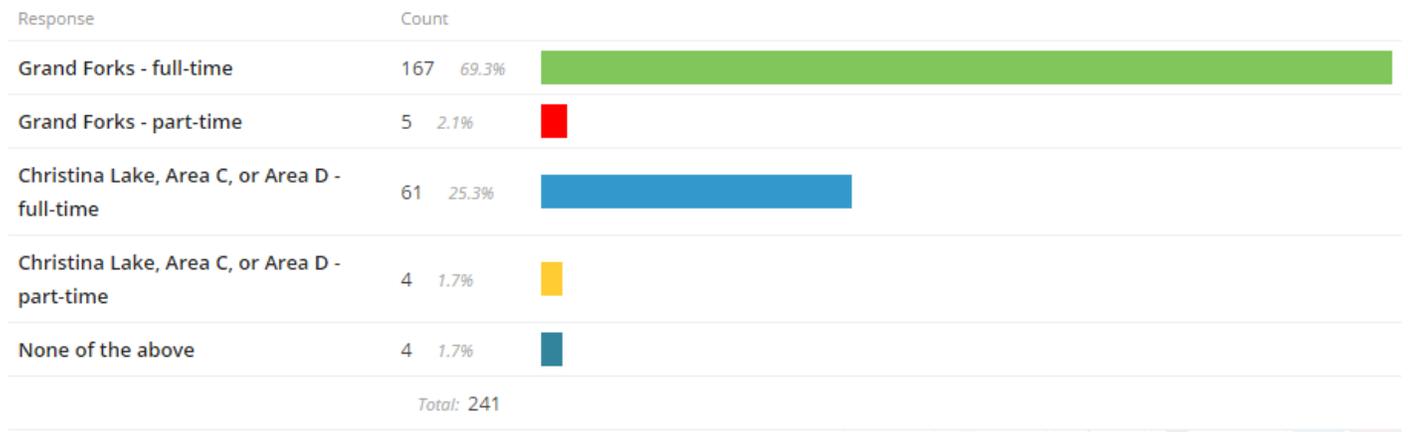
Only a little important

Important

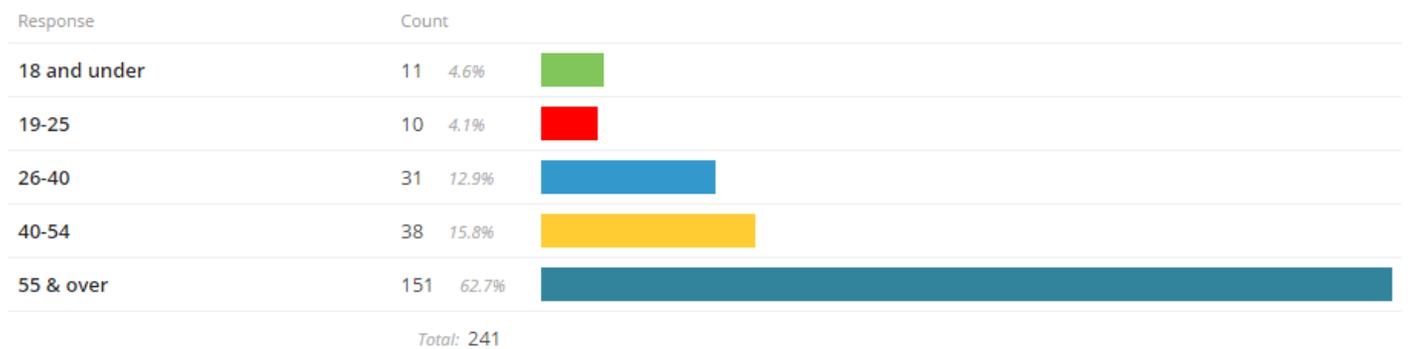
Extremely important

Appendix B:

Where do you live?



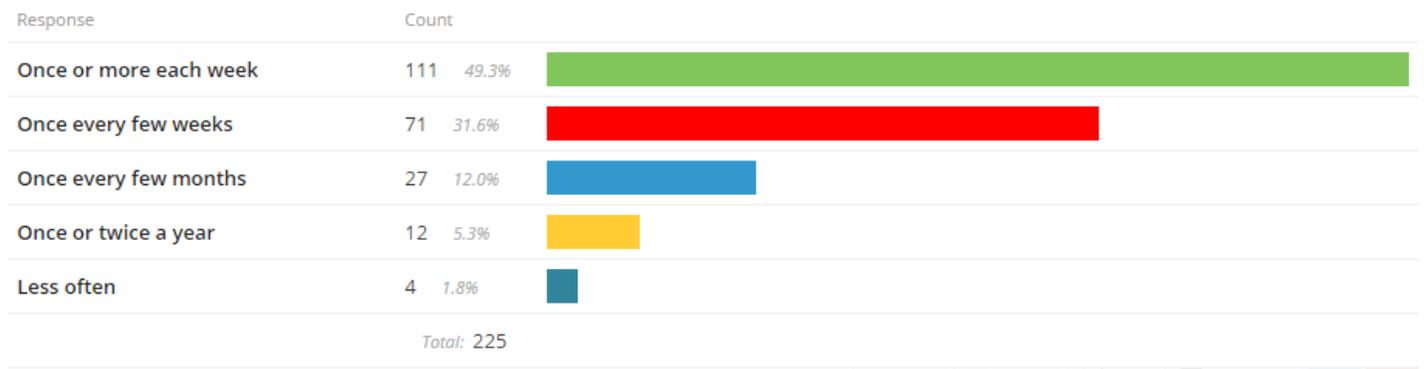
What age group do you fit into?



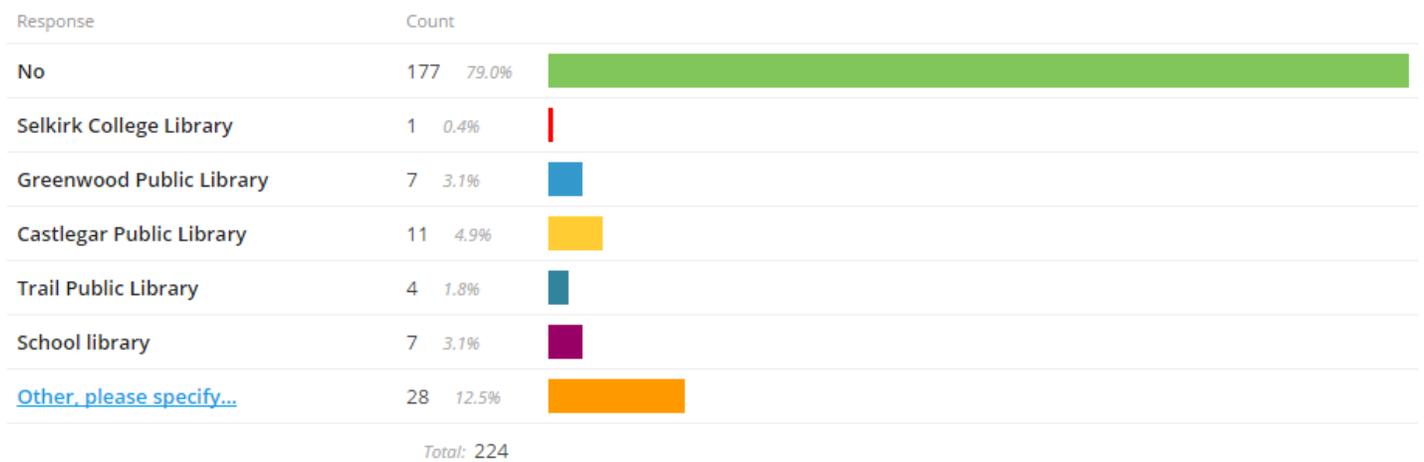
Do you use the Grand Forks & District Public Library?



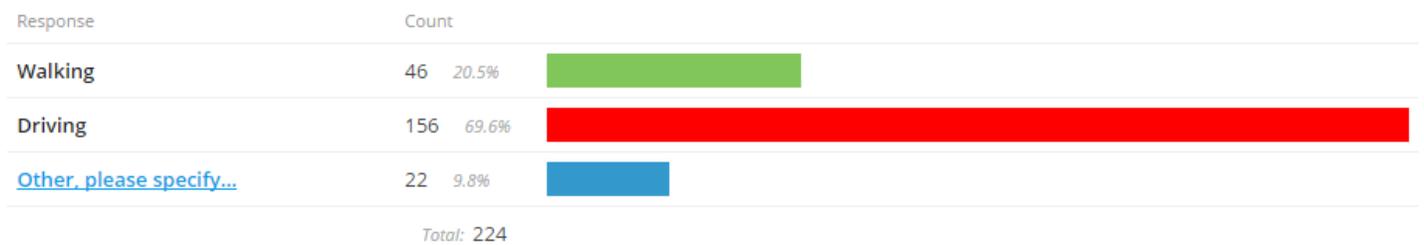
How often do you use the Grand Forks & District Public Library?



Do you use any other libraries in this area?



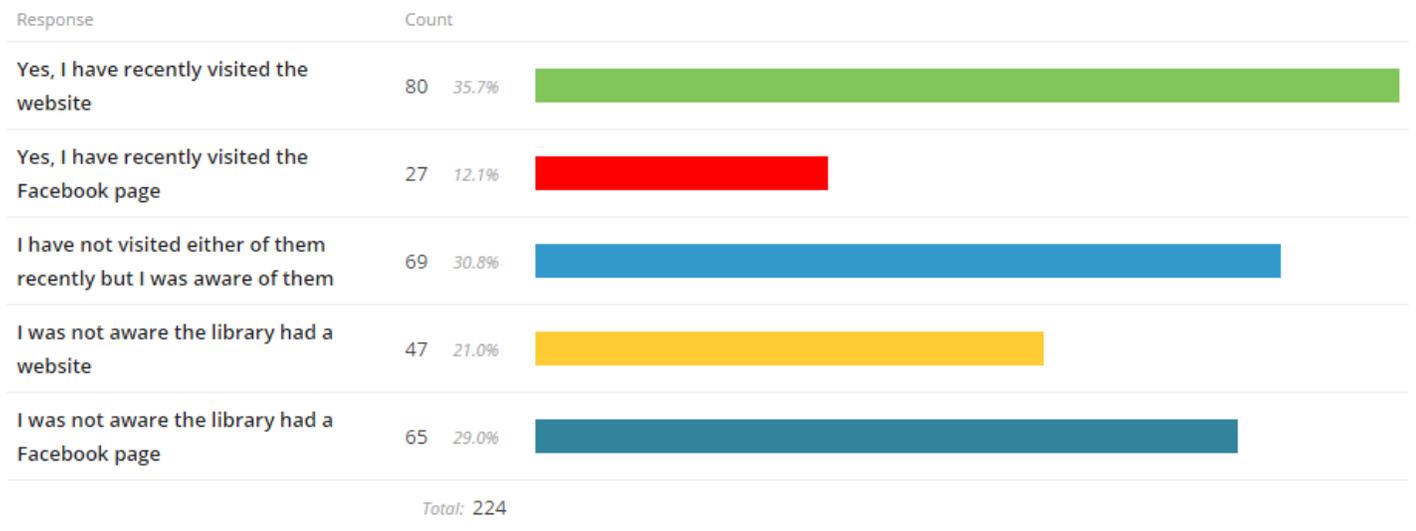
How do you usually get to the library?



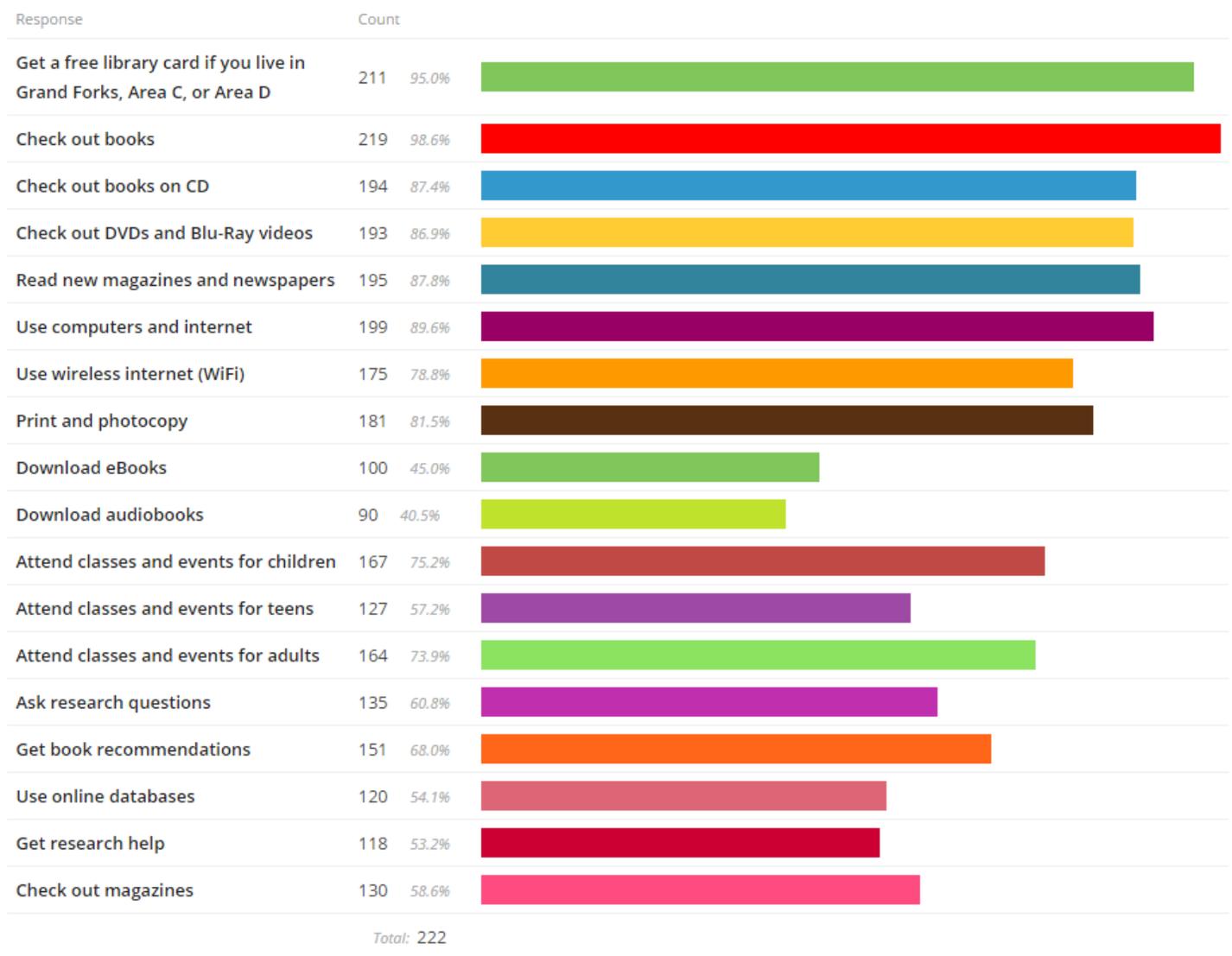
Are the library's hours convenient for you and your household?

Response	Count	
Yes	188 83.9%	
No. I would like the library to be open at this time:	36 16.1%	
<i>Total:</i> 224		

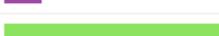
Have you recently visited the library's website or Facebook page?



Are you aware that you can do the following activities through the Grand Forks & District Public Library?



What do you use the Grand Forks & District Public Library for?

Response	Count	
Get a free library card if you live in Grand Forks, Area C, or Area D	181 81.5%	
Check out books	209 94.1%	
Check out books on CD	71 32.0%	
Check out DVDs and Blu-Ray videos	120 54.1%	
Read new magazines and newspapers	100 45.0%	
Use computers and internet	65 29.3%	
Use wireless internet (WiFi)	48 21.6%	
Print and photocopy	82 36.9%	
Download eBooks	26 11.7%	
Download audiobooks	13 5.9%	
Attend classes and events for children	36 16.2%	
Attend classes and events for teens	9 4.1%	
Attend classes and events for adults	53 23.9%	
Ask research questions	30 13.5%	
Get book recommendations	61 27.5%	
Use online databases	31 14.0%	
Get research help	21 9.5%	
Check out magazines	60 27.0%	
<i>Total: 222</i>		

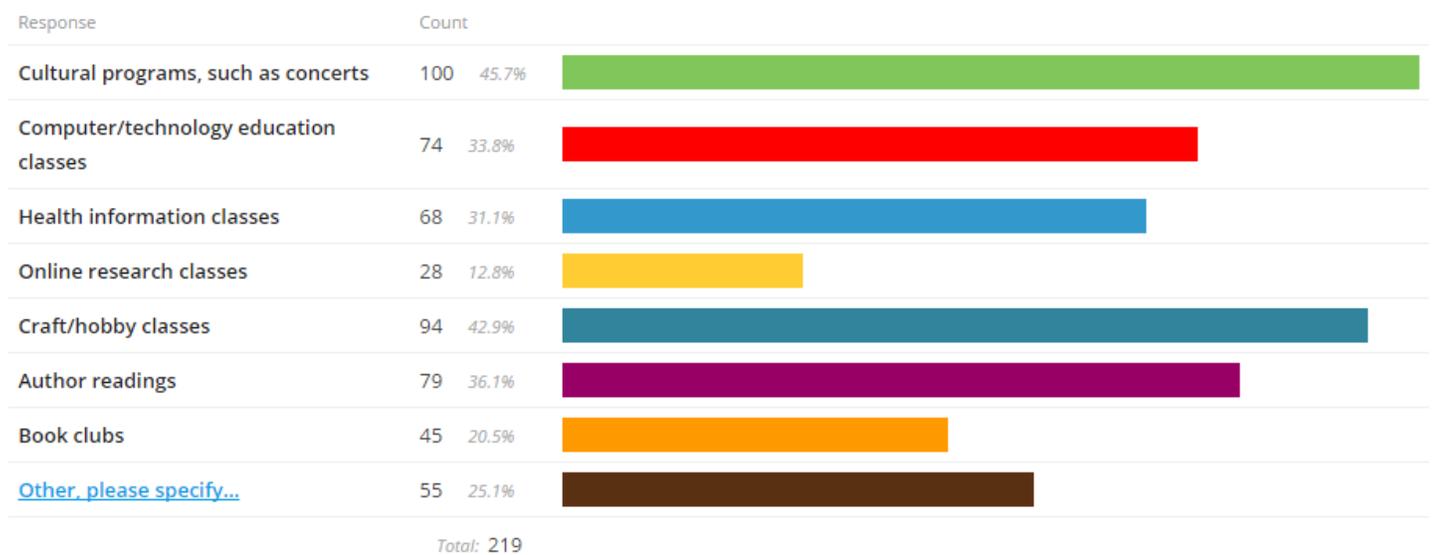
When dealing with library staff...

Variable	Disagree Strongly	Disagree Somewhat	Agree Somewhat	Agree Strongly	Not applicable/I don't know	
Overall, I am satisfied with my experiences	2 0.9%	0 0.0%	12 5.4%	207 93.2%	1 0.5%	<i>Total: 222</i>
Staff provides useful assistance when called upon	2 0.9%	0 0.0%	14 6.3%	201 90.5%	5 2.3%	<i>Total: 222</i>
Staff responds to me in a respectful manner	2 0.9%	2 0.9%	10 4.5%	206 92.8%	2 0.9%	<i>Total: 222</i>
My questions and needs are addressed appropriately	2 0.9%	1 0.5%	12 5.4%	201 90.5%	6 2.7%	<i>Total: 222</i>
My questions and needs are addressed in a timely manner	2 0.9%	1 0.5%	11 5.0%	202 91.0%	6 2.7%	<i>Total: 222</i>
It is easy to ask questions and make comments	2 0.9%	3 1.4%	15 6.8%	194 87.4%	8 3.6%	<i>Total: 222</i>

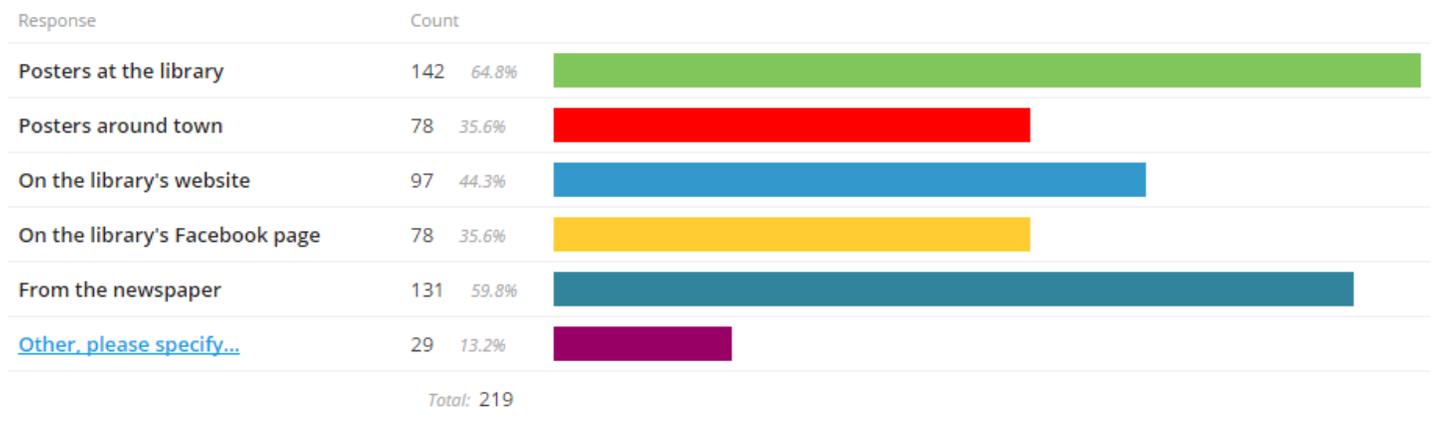
Please rate our library's collection of the following items

Variable	Terrible	Okay	Good	Excellent	Not applicable/I don't know	
Adult fiction books	0 0.0%	18 8.2%	83 37.7%	83 37.7%	36 16.4%	Total: 220
Adult non-fiction books	1 0.5%	22 10.0%	76 34.5%	76 34.5%	45 20.5%	Total: 220
Large print books	1 0.5%	15 6.8%	24 11.0%	36 16.4%	143 65.3%	Total: 219
Books in other languages	5 2.3%	7 3.2%	6 2.7%	11 5.0%	190 86.8%	Total: 219
Young adult/teen books	0 0.0%	8 3.7%	23 10.5%	28 12.8%	160 73.1%	Total: 219
Children's fiction books	0 0.0%	5 2.3%	30 13.7%	47 21.5%	137 62.6%	Total: 219
Books on CD	3 1.4%	12 5.5%	38 17.4%	23 10.5%	143 65.3%	Total: 219
DVDs and Blu-Rays	4 1.8%	29 13.2%	57 26.0%	45 20.5%	84 38.4%	Total: 219
eBooks	1 0.5%	14 6.4%	19 8.7%	18 8.2%	167 76.3%	Total: 219
Children's non-fiction books	0 0.0%	5 2.8%	18 10.1%	29 16.2%	127 70.9%	Total: 179

What kinds of programs or events for adults would you attend at our library?



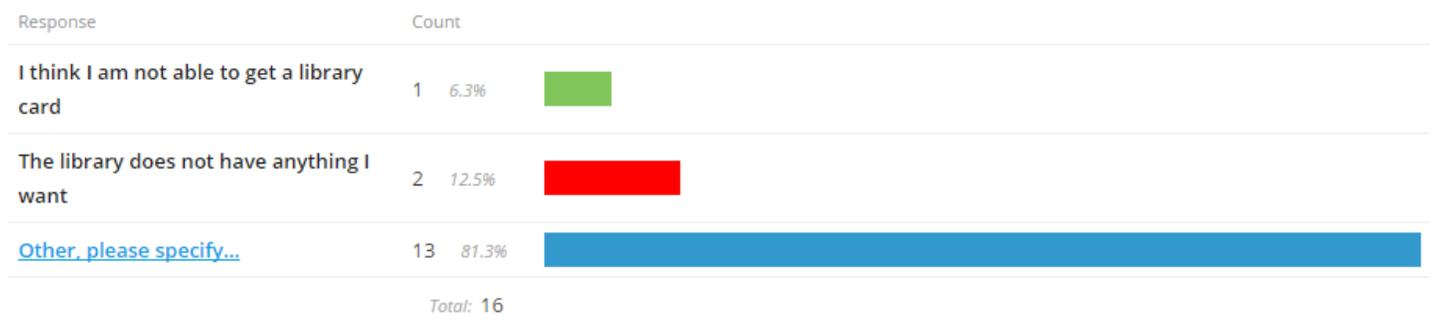
How would you like to hear about what's going on at the library?



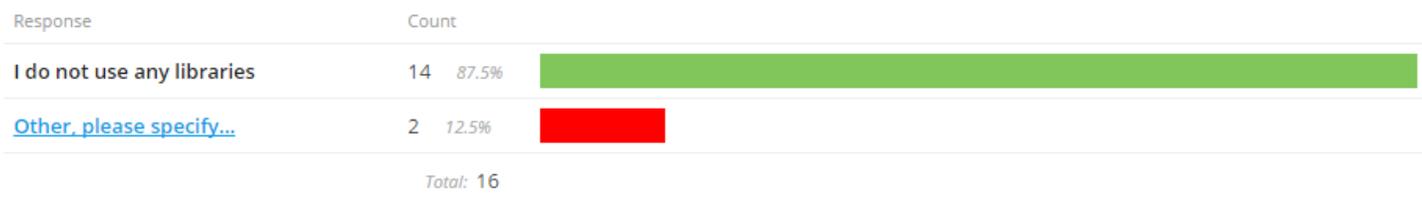
How important do you believe the library is to this community?



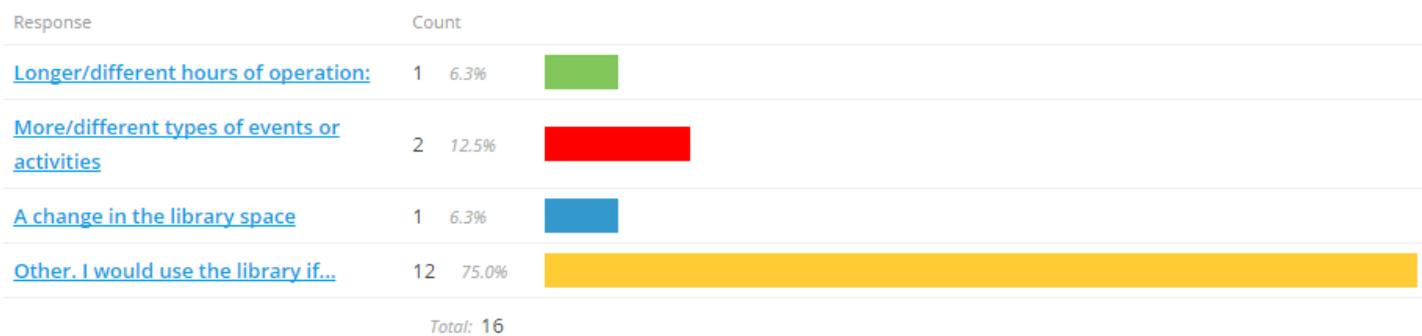
Why do you not use the library?



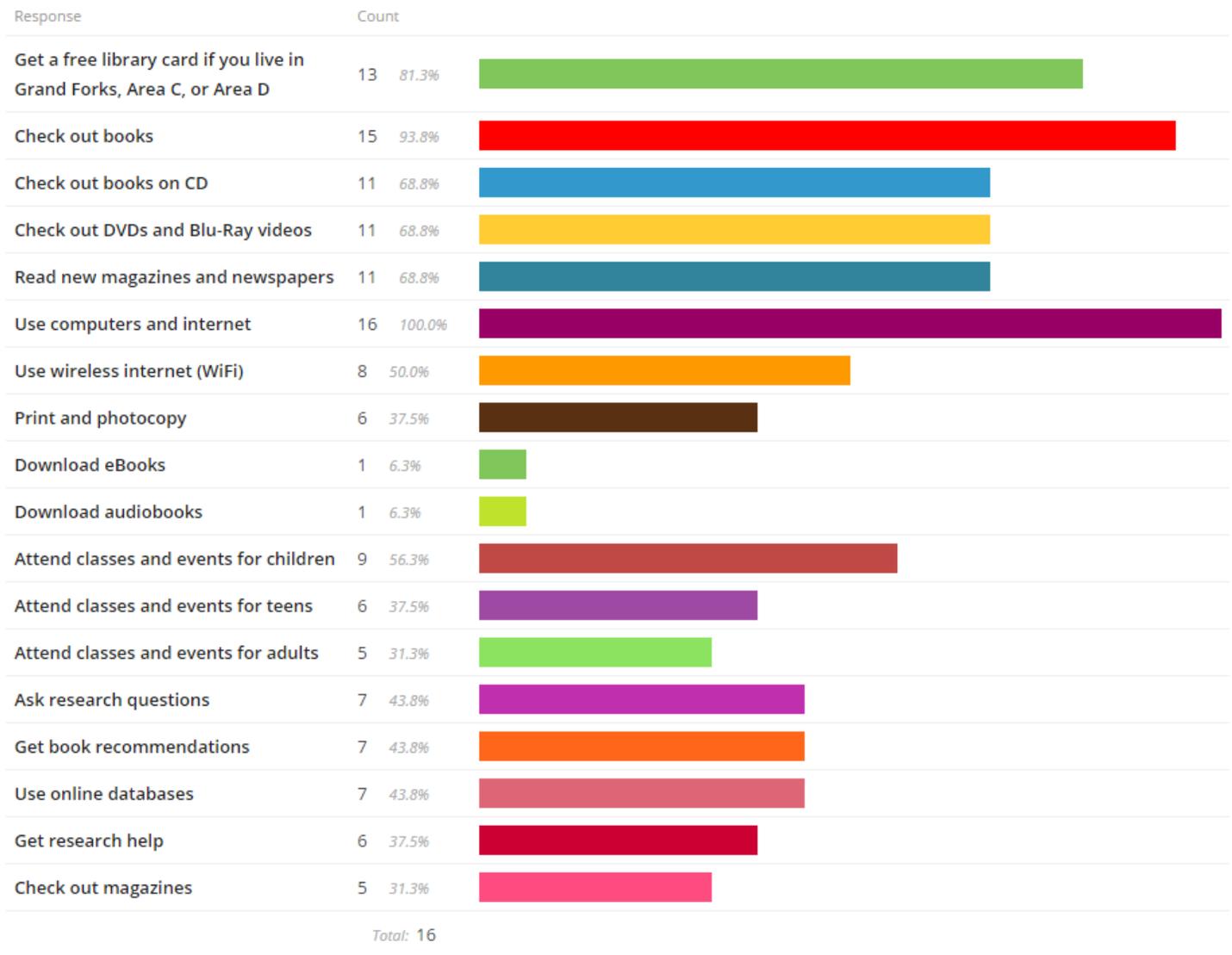
Do you use any other libraries in this area?



What, if anything, would make you use the library?



Are you aware that you can do the following activities through the Grand Forks & District Public Library?



Although you do not use the library, how would you rate the library's importance to our community?

