



Fall 2010

Kingston Frontenac Public Library Community Consultation

An exploration of community needs
and perceptions of local public libraries



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Executive Summary

During the latter part of July through August 2010, a sample of 483 respondents from the service area of the Kingston Frontenac Public Library was surveyed to probe general views about their expectations and needs for library services.

They were asked a series of questions about library usage, access to services, the appeal of various purposes for using their local library, the impact of technology, barriers to use, and satisfaction with customer service standards. Extensive "other comments" were volunteered by respondents and are also presented in this report.



Highlights:

- The overall **sample** was generally reflective of KFPL's service area in the City of Kingston and County of Frontenac. Respondents were 18 years of age and older and sampling quotas ensured an appropriate distribution across ages, gender and place of residence. The "confidence interval" for a sample of this size would normally be +/- 4.5 percentage points 19 times out of 20.
- **Usage Profiles:** 78% of respondents indicated that at least one person in the household had used a Kingston-Frontenac Public Library service in the past year. This result compares well with studies by the Federation of Ontario Public Libraries in 2000 and 2006 where two-thirds of respondents had used the public library in the past year.
- **Point of Access:** 69% of respondents said they accessed library services on site/in person. More than a third used the Internet and 17% accessed service by phone. Most respondents (64%) said they preferred to access library information and services using *both* online and on-site channels.
- **Purpose for Library Use:** Respondents were asked to rate 15 potential purposes for using a public library (very similar to the PLA Service Responses model on selecting and implementing the right mix for libraries). Responses reflected a continuum according to the appeal and breadth of potential audience. Top opportunities:
 - 81% were more likely to use a library delivering "reading, viewing or listening pleasure"
 - "Expert assistance to help search for or find reliable information" (75% were more likely)
 - "Someone to answer questions or assist with research" (71%)
 - "A comfortable place to visit, relax, read, interact with others or network online" (67%)
 - "Ensure children are ready to learn to read, write and listen" (64%)
- **Alternate Service Delivery:** Respondents were asked for their views on new ways to offer services outside of the traditional branch facility when the library is closed or no library is available in their neighbourhood. More than half (56%) expressed interest in a *drop-off/pick-up outlet* for books and DVDs in a local store, recreation centre or business. About a third were open to a *locker*, like a mail-box accessed with a library card. A quarter preferred a book/DVD *dispenser*, like a vending machine. 14% had no strong feelings one way or another. Only 11% did not prefer these options.

- **Location vs. Services Tradeoff:** Respondents were asked whether they preferred having local libraries located close by (knowing related costs result in limits on services, hours and programs) or preferred more/expanded library services in fewer locations (driving further, but benefitting from stronger services and collections). Overall, there was a fairly even split between expanded services in fewer locations (43%) and limited services in current library locations (39%). Respondents from rural areas were less likely to prefer the option of limited services in current locations.
- **Access to Highspeed Internet:** Overall, 83% of respondents said they had access to highspeed at home, work, school or through a library. This was somewhat higher in urban areas (87%) vs. rural (65%)
- **Impact of Technology on Libraries:** Despite the impact of changing technology and easy downloading of material, most respondents (59%) feel the importance of public libraries will not change much in the future. 19% feel libraries will become even more important than they are now; 16% feel they will become less important.
- **Focus on Digital/Online Services:** More than 80% of respondents said they preferred that the library either *maintain* its current range of digital and online services (54%) or put *more focus* on it (28%). Only 6% felt the library should reduce its electronic focus and leave digital/online services to others.
- **Barriers:** Respondents were asked to mention reasons why they don't visit public libraries or don't visit as often as they would like. Overall, 28% said there were no barriers. Other reasons covered an extremely wide range. About a quarter (24%) said they use Internet/online services instead. One in five said they were too busy or don't have time. Of those factors within the library's influence and control, the top issue was hours of service, mentioned by 11% of respondents.
- **One Wish -- Hours & Collections:** One of the telling questions in this survey was a final question: "What one thing could your public library do to better meet your needs?" Top areas of interest included improved hours (28%), collections (27%) and technology (7%). Suggestions were also made regarding programming, promotion, parking, location, space and staffing. 11% used the opportunity to compliment the library.
- **Top Marks for Customer Service Standards:** Uniformly outstanding results were obtained in response to questions about customer service standards: responsiveness, reliability, customer care, communications, ease of access, fair treatment/policies and value for time and money spent. Depending on the question, from 74% to 84% said they were *well satisfied*. An additional 7-17% indicated they were *satisfied* on these service points, and less than 5% were *neutral* or *not satisfied*.
- **Sub-group Analysis:** Although considerable analysis of sub-group results were conducted to test for significant differences in results according to age, gender or rural/urban splits, almost no statistically significant variances were identified. A few mild variations are noted in the following material or project files.

Summary Results of KFPL Phone Survey - July/August 2010

The preliminary results below provide a high-level summary of some of the key findings from the phone survey of 483 respondents conducted in the latter part of July and August 2010. Generally speaking, the sample profile is representative of the target survey area and matches well with census data with respect to age, sex and family households.

Age Profile of the Sample (n=483):

Age Category:	Male	Female	n= Totals by Row	%
<input type="checkbox"/> 18-24 years	20	19	39	8.1%
<input type="checkbox"/> 25-34 years	47	46	93	19.3%
<input type="checkbox"/> 35-49 years	68	72	140	29.0%
<input type="checkbox"/> 50-64 years	57	62	119	24.6%
<input type="checkbox"/> 65-74 years	24	36	60	12.4%
<input type="checkbox"/> 75 years +	16	16	32	6.6%
<i>Total is typical 48-52% ratio</i>	232	251	483	100%

Family Profile of the Sample:

Do any **children** under the age of 18 reside full-time at your current address?

Yes	174	36.0%
No	307	63.6%
No Response	2	0.4%
	483	100%
Number with children under 5 Years	70	
Number with children aged 6-12	83	
Number with children aged 13-17	69	

Note: the breakdown of ages does not sum to 174 since respondents reported children in more than one age group

Postal Code Distribution:

KOH (Frontenac County addresses)	91
K2J (Ottawa/Barrhaven)	1
K7G (addresses near Gananoque)	3
K7K (Kingston/Kingston East)	80
K7L (downtown Kingston)	61
K7M (Reddendale/Cataraqui/Collins Bay)	164
K7N (addresses near Amherstview)	26
K7P (Westbrook/Cataraqui Woods/Cedarwood)	44
Other	13
	483

Process Notes:

The survey questionnaire was developed by 8020Info Inc. in close consultation with KFPL management and librarians to determine the most important priorities for the community needs consultation. Field work was conducted by Ottawa-based polling firm Opinion Search.

Library Usage Profiles

Library Service Usage - Household	Yes	No	Maybe/ perhaps	Don't Know / Can't Say
Over the past year has anyone in your household used any of the services offered by the Public Library? (n=483)	77.8%	21.3%	0.2%	0.6%
Results for <i>Urban</i> Sample (n=400)	80.0%	19.0%	0.3%	0.8%
Results for <i>Rural</i> Sample (n=83)	67.5%	32.5%	0.0%	0.0%

Library Service Usage - Personal	Yes	No /Don't Know/Can't Say
Over the past year, have you personally used any of the services offered by the Public Library, either in person at a library, by phone or online?	75.8%	24.2%

Sub-group analysis identified few significant differences, although there was some indication that those who don't use the library tend to be somewhat younger and/or live in more rural areas. No appreciable differences were found across age groups, families with/without children, or gender.

Point of Access to Services

Breakdown by Access Point/Channel	In person	By telephone	On-line	Other
Over the past year, have you personally used any of the services offered by the Public Library, either in person at a library, by phone or online? (n=483)	68.7%	17.4%	34.2%	3.1%
Results for <i>Urban</i> Sample (n=400)	70.5%	16.5%	34.3%	2.3%
Results for <i>Rural</i> Sample (n=83)	60.2%	21.7%	33.7%	7.2%

Note: Figures don't sum to 100% since several respondents mentioned more than one access point.

Now I'd like to ask you about <i>where</i> you would prefer to access library services. In general, would you prefer to access library information and services...	%
On-site -- in a library	28.8%
On-site -- at some other location	0.8%
Online, through the Internet	6.6%
Both online and on-site, or	63.6%
Don't Know/Can't Say (n=483)	0.2%
	100%

Note: there were virtually no differences in the results for Rural vs. Urban samples

Alternate Service Delivery

Question:

"Some libraries are experimenting with new ways to offer services outside of the traditional branch library... for example, different ways to pick up and drop off books and audio visual discs such as CDs and DVDs.

When your library is closed, or if there is no library in your neighbourhood, **which of the following three services would you prefer to have**, assuming they were located within a reasonable distance from your home?"

Alternate Service Delivery (n=483)	%	N=
A book/DVD drop-off/pick-up outlet in a local store, recreation centre or business	55.9%	270
A book/DVD locker , like a "mail box" you access anytime with your library card	34.8%	168
A book/DVD dispenser , like a vending machine with about 30 titles, you can access anytime with your library card	25.7%	124
No strong feeling one way or the other	13.7%	66
None	10.8%	52
Other	0.8%	4
Don't Know/Can't Say/Refused	1.4%	7

Note: Many respondents mentioned more than one option, which is why percentages sum to more than 100%.

- Response from the Rural sample was significantly lower for the Dispenser option compared to respondents in the more urban area -- only 14.4% of the Rural Sample (n=83) opted for the Dispenser option compared to 28.0% of the Urban Sample (n=400).

Comments Received on Alternative Methods of Service Delivery:

- As the population ages, more mobile services will need to be provided to seniors, i.e. mobile visits [to] senior residences. Libraries will have to get out of the building and out to the people as the population ages. This is one of the services that libraries will have to provide in the future.
- Paid home delivery.
- A library nearby that's open.
- Don't like the fact that it means spending money -- where is it coming from?

Location vs. Services Tradeoff

Question:

Some people say they would prefer to have libraries located relatively close by in their neighbourhood, even if it costs more and means some limitations on services, hours and programs.

Others say they would prefer more or expanded library services in fewer locations. In other words, they would be prepared to drive a bit further to a library if the cost savings were put into services and collections.

Which of the opinions I've described would most closely reflect your own point of view?

Preference for Location vs. Services (sample n=483)	n =	%
Expanded services in fewer locations	207	42.9%
Limited services in current neighbourhood locations	186	38.5%
Feel services can be improved in local libraries without costing more	14	2.9%
Services should be improved/increased/added without closing local libraries	15	3.1%
Other	23	4.8%
Don't Know/Can't Say	38	7.9%
	483	100.2%

Comparison of Rural and Urban Sample Results	Rural n=83	Urban n=400
Expanded services in fewer locations	45.8%	42.3%
Limited services in current neighbourhood locations	28.9%	40.5%

- Both rural and urban respondents favoured expanded services in fewer locations to about the same degree (46% of rural and 42% of urban).

Fewer rural respondents (29%) opted for limited services in current neighbourhood locations compared to their urban counterparts (41%).

This might be explained by the higher number of rural respondents who responded with other (unmentioned) options, such as improving services without additional cost, or simply improving services without closing local libraries.

- Sub-group analysis of these results according to age categories identified no significant differences across age groups.

Comments on the Location vs. Services Tradeoff question:

- Everything is fine how it is right now.
- This user must drive to the library no matter where the branches are, as she lives outside of the city
- The way it is now is what i'm satisfied with.
- For her, distance has nothing to do with it -- a good library is worth the trip.
- Stay the way it is.
- I would travel for better services and better hours.
- I think it is fine the way it is.
- How they are now.
- The way it is.
- I'm happy with the way they are now.
- I like local libraries and I would want more parking made available.
- Both are good.
- Fine where it is.
- Fine just the way they are.
- I think they are good the way they are.
- More libraries.
- Maintain the status quo and have more branches.
- Should be closer to the neighbourhood.
- No change.
- I don't feel we need more smaller libraries.
- I live close to a library so that's pretty good.
- Whoever is complaining shouldn't be complaining. Where they are right now is perfect.
- Limited services at local libraries with a main big library with full services

Impact of Technology on Libraries in the Future

Do you have high speed access to the internet...?

	82.8%	% of those who said yes:
Yes		
- have access at Home		98.3%
- have access at Work		54.0%
- have access at School		25.5%
- have access at a Public Library		47.8%
- have access at Other* (e.g. Wi-Fi zone)		6.0%
No	16.4%	
Not Yet (but coming)	-	
Don't care	0.2%	
Don't Know/ Can't Say /Refused	0.6%	
	<u>100%</u>	n= 483

- Comparison of rural and urban sub-groups indicated appreciable differences in access to highspeed Internet. Only 65.1% of the Rural Sample (n=83) said they had highspeed access vs. 86.5% of the Urban Sample (n=400). For those in the Rural Sample who had access, however, the distribution of access points (home, work, school etc.) was virtually the same as the urban profile.
- Younger respondents were somewhat more likely to report having highspeed access.

Access to *Other Highspeed (mentioned by respondents):**

- Friends homes, church.
- Relative's home.
- Cell phone
- Cell phone, hospital
- Cell phone
- Cell phone
- On a cell phone.
- Phone
- Phone
- Smart phone
- University library
- Mobile data stick
- Job banks
- Have a 3G mobile, everywhere
- Wi-Fi zone
- Wi-Fi.
- Wi-Fi zone
- Wireless
- Hotspot
- Wi-Fi zone.
- Starbucks
- The train
- Commercial establishments - cafe's Wi-Fi
- Coffee shops, airport lounges, hotels

Given the impact of changing technology and easy downloading of material, do you think that public libraries, for you personally, will become...?

More important than they are now	18.8%
Less important	15.9%
Their importance will not change much	58.6%
Depends on whether libraries keep up with technology	4.6%
Don't Know/Can't Say	<u>2.1%</u>
	100%

- There was virtually no difference in the results for Rural vs. Urban samples.
- Approximately the same proportion of respondents across all age groups thought the library would become more important for them personally over time.
- Only 5% of those 65+ years of age thought it would become less important, compared to 18% of the 18-64 group.
- The older age group was more likely to expect the importance of libraries to remain about the same (71%) compared to 18-64 respondents (56%).

When you think about the type of library you would like to use in the future, would you prefer that your public library...?

Puts <i>more focus</i> on digital or online services	27.8%
Maintains its <i>current range</i> of digital and online services	54.3%
<i>Reduces</i> its electronic focus, leaving digital information and online services to others	6.3%
Other Preference	1.8%
Don't Know/Can't Say	<u>10.0%</u>
	100%

- There was virtually no difference in the results for Rural vs. Urban samples.
- As might be expected, a higher proportion of younger respondents felt more focus should be placed on digital or online services (e.g. 40% of 18-34 vs. 13% of 65+). Older respondents were more likely to want the current range maintained.

Other Comments mentioned by respondents:

- Keep up with new innovations to support the system
- Progress more without discontinuing other services
- Reducing its focus unless there's a way to download a book from the library
- Having up to date knowledge from and about tech industry, while still providing tangible resources and books
- None of these would make the library any better or worse
- More books to use in your hand.
- It should be internet based for the kids and people my age, and there should be written print for people that don't have the internet.
- No opinion.
- Stay the same

Barriers

Question:

There may be many reasons why some people do not visit public libraries or don't visit them as often as they would like to... it may be that they don't have time, or they can get everything they need on the Internet, or libraries don't meet their needs, or many other possible reasons.

Thinking of your own situation, are there any reasons why you don't use services offered by the local public libraries, or don't use them more often?

N= 483	%
No Barriers	28.0%
Use Internet/online services instead	23.6%
Too busy/Don't have time	18.2%
Other (*See list of comments that follow this chart.)	16.6%
Hours are not convenient	11.4%
Location is not convenient	6.2%
Transportation barriers	4.3%
Materials (information, books, DVDs etc) are not up to date	3.7%
Use other libraries	3.5%
Current services don't meet needs/are not of interest	3.1%
Not aware of services	3.1%
Prefer going to retail store (bookstore/music store)	3.1%
Don't Know/Can't Say/Refused	2.9%
Barriers to physical accessibility	1.4%
Atmosphere is unappealing (e.g. loud, too quiet, or visually unappealing)	1.2%
Problems with library's online access/usability	0.4%
Language barriers	0.2%
Unhappy with service attitudes of staff	0.2%
Social Environment Concern (e.g. other patrons make them uncomfortable)	-
Don't read	-
Lack of supports (daycare, financial support etc.)	-
Not aware of public library services	-

- Note: these are "un-assisted" responses. No checklist was read, just the open question.
- Comparison of rural and urban sub-groups indicated one appreciable difference in stated barriers. A total of 14.5% of the Rural Sample (n=83) said that location was not convenient compared to just 4.5% of the Urban Sample (n=400).
- Although rural respondents mentioned the Internet alternative somewhat less frequently, and hours somewhat more frequently than urban respondents, the differences in results were not sufficient at these sample sizes to confirm a true difference in perceptions of those barriers to use or more frequent use of libraries.
- Additional detail to identify demographic profiles for certain types of barriers listed above are available in the project file, but do not offer sharp demographic contrasts.

Comments on Other* Barriers:

- Really a lot on my computer
- Already have a lot of resources at home
- Parking during the day
- Limited quantities
- Sometimes they don't carry my book, so I end up buying them.
- Bad habits, we never take advantage of the library
- Basically because of the Internet.
- Better notice of upcoming events, lectures, things like that, classes
- No problem with her most convenient location, but when she goes to the central branch, the parking is a big problem
- No parking spaces - only 18 spaces at the library. I am not going to walk to the library.
- Not aware of the pleasant-ness/ambiance/ up-to-date look of the library.
- You have access to books and materials you need at home
- Laziness
- She just doesn't feel the need to go to the library
- Newer resources aren't available and have long wait times
- Laziness
- Library hours not open late enough
- I'm not in the habit of going.
- Parking is unavailable at the downtown location so I go to other branches.
- They are always busy... computers are always taken
- Be able to find services elsewhere
- Do not read enough
- I have no need for it.
- Advancing age
- Everything is being used or the services being offered conflict with one another.
- Not enough awareness of what the library can do for me
- Sometimes they do not have enough copies of popular books
- Not enough variety in subject matter.
- Laziness
- There are community services that offer similar services as the library.
- Lack of parking
- I use the library at work and at Queen's University.
- My variety of interests have narrowed as an older person.

- Have a library at work
- Kids are getting older
- Parking
- Not always child friendly
- Takes time to go by the library
- PCs are often booked.
- Use them as often
- University student- have own library
- Not being able to renew on time
- Study
- Her kids aren't quite old enough yet to understand library etiquette!!
- Has own library
- Can't read that well anymore!! I can just read the odd page or two, I look at the computer screen
- Have a library at school.
- Limited number of computer terminals
- I'm just getting older. As you get older you can't get out as much.
- I use it as often as would like.
- Have baby
- It is always busy for internet use
- I have the internet at home now
- Access at work.
- There is limited parking, there should more
- Use library at school
- Don't read novels
- Inconvenience with bringing back books
- Intimidating for newcomers
- Lack of media exposure
- Homeless people
- Limited access to some of their information
- Not a big reader.
- Laziness, never thought of going down to the library
- Late fees.
- It is hard to find modern titles; I usually prefer to buy them.
- I have the internet at the house.
- Not enough copies of books
- I'm sick

- Don't know their services- I don't know what they offer
- I don't do a lot of research
- Wait for certain services
- Member of university library
- Already have internet at home. I have two computers and ps 3 and they all have internet on that.
- No need for it
- Don't have the need to
- No time, do it online
- Not reminded enough of the good books. Current services are outdated
- No particular service I need to access, no niche that the library fits in my life.
- Just go there for books

Other Respondent Comments (as recorded by interviewers):

- Because I live out of town.
- Well I have to access it electronically but it's a 20 minute walk. I'm all for supporting the library. Plays an important part in our community, equals the playing field for people who don't have resources, who don't have stuff like buy books. I wish they had a bigger DVD collection of good science videos and documentary. Mostly its a 20-minute walk, not the library's fault, its a good downtown library, I'd like to wish if I lived closer, I'd access it more, and in terms of availability, i wish they had more music collections. I find magazines are reasonably good, but my own preference, they show more, demonstrate universe by having more agnostic or atheist magazines, Skeptic, Skeptical Inquire, Free Inquiry, humanist magazine.
- Too far away. I live right at the edge of the city of Kingston and all of the libraries are quite a drive a way and not really convenient to me. Except for the one downtown when i'm working and it doesn't have very much parking.
- It's not on my normal pattern of journeys; it's not a destination unless i need it. I would have to set aside time to go do it.
- We're a half an hour away from it.
- I do not have a car to get there.
- Too far for her, no local neighbourhood branch
- It's kind of out of the way.
- I don't want to drive ten minutes there and back, it's just time.
- Because i walk everywhere, i would have to go all the way downtown to go to the library
- The closest library is about 20min away, and the hours at a rural library are not convenient, i work full time.
- Distance for walking and there is limited parking
- Well, if i could get a bus, the bus only goes every half hour and if i could drive there's usually no parking space there and it's too far to walk.
- The location is ok.

- It's a good half hour drive and the cost of gas.
- I don't have a car so i would have to walk or figure out the bus schedule.
- I can't drive anymore and it's too far to walk there.
- It's just too far away to walk with a lot of books which is usually what I'm taking there and i don't have a car.
- At one point there was one very close to us, but it's closed, so now its drive whereas it used to be a walk.
- The distance
- Just further in town... and not enough time.
- Its 45 minutes away.
- I live on an island and it's too far for you to get there.
- Usually i have 3 little kids with me and they wouldn't sit and look at books like i do. Plus we get books through their school so we read on our own as they are very young.
- I don't drive i live 40 minutes from Kingston.
- It's far away about 30 miles from town. They're building a new one in the village
- Its pretty far away
- We live in Battersea, so there is a smaller library here, but we prefer to go to the downtown one. Its takes too much time to drive into town
- It's just the fact that i need to make a trip. I guess it would be about a 15 minute drive. But given the choice between staying here and looking something up quickly. I will go to the library if only i can't find something online or if i need to be there anyway.
- Pretty far, it's at least 20 clicks away so when I go around the library, it is usually closed.
- Well, for me it was the fact that in the summer it's not open on Sunday, the Isabelle-turner branch wasn't.
- Too busy
- If the library opened at, say, 7:30 that would allow me to go in before i get busy at work. I believe the library closes at 9 here, if it was 10 o'clock that would be a lot better.
- The library that's closest to me is not open on Mondays, just as an example, so i do have to travel a little bit further from my home to find a library.
- I'm self employed and work all hours of day and were closed the days i wanted to use it and open the days i didn't need to use it
- On weekends they close early; not physically accessible for disabled or children; shelves too high
- They are closed on some holidays, they close early in the evenings
- If it was open on Sundays it would be better. They are only open in winters for a few hours but rest of the time they are not. And the transportation: we have a big library but if there was a little library closer that we could walk to in the neighbourhood it would be good.
- I work weekends and night and days and all over the place 12 hour shifts.

- Sometimes i would go on a Sunday or a Saturday evening, but when it's the weekend they aren't really available.
- I work during the day, and the one night that it's open late just doesn't work out for me.
- I think it should be open during the summer months, it's closed Thursday. I think it should be open 7 days a week, its open 1-5 on Sundays but i think it should be open 9-9.
- Well they're often closed on holidays, which is the time when most people have time to go.
- Usually because i think they're closed on Sundays.
- Just the Sunday. Weekday hours are good. But Sundays it's not open. So if it's a rainy day or something we can't go to the library. They should open on sundays
- I don't think that the hours are unreasonable that the library offer but by comparison the internet is accessible 24/7.
- I do not have time to go there.
- Not open everyday. The hours are not always convenient.
- Well with the hours i work, by the time i get off work it's usually closed.
- It is close two days of the week. I think it is Mondays and Fridays and i forget when they are open and closed. They should have more consistent hours. This is because everyday i do not remember if it is open or not.
- I am a shift worker and they are not open late enough at night.
- It would be nice to have Sunday open.
- They open at 9am; i think it would be better if they were open from 12pm to 8pm.
- They could be earlier or later. For shift workers it's not always convenient.
- They don't always work out with my schedule. It would be nice if they were open longer.
- It always seems that when i think about it, it's not open. For example Sunday evening would be a great time to hang out at the library because there's not much else going on.
- A lot of days they close at five o'clock and i work until five, and they close on Sundays.
- Weekends are open till 1300.
- My area library's hours are half of the city library's hours. The library needs to be opened longer.
- They're very sporadic.
- Some days they're closed and some days they're not. Sometimes you think it's a business and it should be open during the week but then you get there and it's closed. It's kind of confusing sometimes.
- I just find they are not open for very long on the weekend and that's when i have the most time to be there and they are not open very late, they are mostly open in the afternoon and in the school year, i have school in the afternoon.
- Well just that they are only open for a few days per week.
- We are dairy farmers we work 24/7.
- Its only 3 days a week.

- If it's late at night or after hours.
- They are closed when I'm available.
- I like more later evening hours.
- They could be longer
- They close before i finish work and any sort of activity program or activities for children are during the day so we can't really utilize them.
- It wasn't opened when i was.
- They are not there when I'm there; they only open 2 evenings per week.
- Not full time and not evening...
- It's just that they are not open on Sundays, and i would go a lot on Sundays.
- On Sundays there open from 2-5pm. A lot of holidays they are closed, every time they worry about funding their answer is to reduce hours and make it less convenient to go there.
- In my specific region, our branch is only open twice a week and i'm not always coming into the city of Kingston to use the main branch. So that's why there are some limitations for using my own branch, I'm not always available on a Saturday afternoon or Thursday evening.
- They were closed Sunday, there is only 2 days in the weekend and they are closed one day.
- The local library is part time hours.
- Could just use more hours
- Finish work later and library closes early
- Maybe it is open but everything seems quiet on Saturday they need some obvious sign or advertise there hours.
- It will be open on a Tuesday and closed on Wednesday, you shouldn't plan a trip to the library, i shouldn't accommodate for them they should accommodate for me, there hours should be more friendly.
- They are only open every other day, or it's open only till 1 in afternoon.
- I think because people lives are so busy that's it hard to find the time when there open.
- Some locations aren't open long enough.
- There might be some people who are using the library as a home. It's great to have a place to have anywhere else to go, but it also stops other people from using that same facility because it is not welcoming to them.
- The library is too loud
- Sometimes the library smells bad, maybe it's the books, and it's too quiet.
- Sometimes there are too many young kids who are noisy hard. It's hard to concentrate.
- They could have a snack bar, coffee shop or a lounge.
- Occasionally too loud.

One Wish (Urban Sample)

One final question... **what one thing could your public library do to better meet your needs?**

Thousands of words were recorded in response to this question, and they are presented below. By inspection, the responses and issues have been categorized and tabulated as follows:

Issue Categories	Urban Respondents	Rural Respondents	Total Sample
COLLECTIONS	67 comments =27%	15 comments =25%	82 total = 27%
HOURS	68 comments =28%	14 comments =24%	82 total = 27%
TECHNOLOGY	17 comments =7%	2 comments =3%	19 total = 6%
PROGRAMMING	15 comments =6%	4 comments =7%	19 total = 6%
PROMOTION	10 comments =4%	5 comments =8%	15 total = 5%
PARKING	9 comments =4%	1 comment =1%	10 total = 3%
SPACE	7 comments =3%	2 comments =3%	9 total = 3%
LOCATION	7 comments =3%	1 comment =1%	8 total = 2.5%
SUFFICIENT STAFF	4 comments =2%	1 comment =1%	5 total = 2%
NO COMPLAINTS	28 comments =11%	9 comments =15%	37 total= 12%
MISCELLANEOUS	12 comments =6%	5 comments =8%	17 total = 6%

Responses (comments) on “One Wish” Question:

- Libraries should be the source of books that aren't readily available at chapters or indigo. The source for books that will never be on kindle.
- Be open on Sunday
- Increase the digital and audio books.
- Have longer hours
- Have more of the spoken books, books that speak to you , they are recorded , that tell a story , that work for the elderly and some of them cant read that well cause of their eyesight.
- They met all my needs. No complaint.
- They should have more than one copy of book, DVD, CD available.
- They have a library of DVDs but they're not really that up to date. There's lots of older ones, but not more current, so that would be something I would like to see.
- Parking but they can't do anything about it because there is no room to add additional parking and its meter parking

- He's very happy with the service and that we are getting good value for the tax dollars spent. He thinks they are doing a great job in the communications of what they are doing/providing.
- More of the popular books. Because when you order a book online it's on hold for a long time so you end up just buying the book, or borrowing from a friend.
- To stay more current with magazines that have articles in them, whether it's science or technology or sports. For instance, you could read articles on the recent soccer tournament that was on, rather than just standard books on the shelves which is just sort of traditional to a library.
- Better hours, the one by my place doesn't have very good hours. More evening hours would be better.
- Daycare
- I would like a broader, cultural perspective like them to have Skeptic magazine, Skeptical Inquire, Free Inquiry and Humanist magazine. I love my library
- Maybe offer more programs for the younger children.
- Have more current info, such as book ; more copies of materials available
- Longer hours
- They should electronically better.
- Their hours
- I like a lot of things they have already, like ordering from other libraries. I don't think there's anything I'd want to change. But maybe like having book readings for kids, having authors come to libraries sometimes to get people interested in books and reading. I like that there's DVDs or CDs so it's already in the library. Then you can get a bigger variety of people coming.
- Improve the sandwiches.
- Have more up to date books
- Have more books .just keep current.
- I don't think there is anything.
- Get more audio books.
- They're doing great right now for what my needs are so just don't go away.
- Stay open on Sundays
- I like the idea of being able to buy books there when they're no longer needed by the library. I think that's a good idea. I think the availability of the computer within the library is very very important. I sometimes found they're occupied by students when they're back and there are no other machines available so I think computer availability is very important.
- If they had professional literature, but I don't think that's the place of the public library to have.
- Be open on Sundays in the spring and summer, I think that people use the library more on the weekends and for the library to be closed on the weekend it is not accessible. Have events held at the library for music and art.
- Make me more aware of the newer services or the new things they are doing- somehow advertise. Sell yourself more to the population.
- More French books

- All her needs are met at the Frontenac library- everything's good
- To change the hours to weekends.
- More programs at different times of the day. Have early literacy support programs
- Get some half decent new books!! Spend some money on new book.
- New mother services. She didn't use the library much in recent years, but now has children and will be using more often.
- Tell me more about themselves. It comes back to more public relations and outreach. The information needs to come from the library to the client- the reader. The parents and the children, start them young, put small branch libraries in a community centre where the general populace are. For example in nursery schools and senior citizen homes where you do have a captive audience.
- They can get more current books in. Have current bestsellers available there and more often. And do their best to cater to the current stuff as well to draw those people in. The library is valuable in a sense of being a literary institution. I think it's very important for people and we need to cherish it. It still has a lot of value. We just need to make it work into modern life, it's just a little lost. They'll find it again, it just has to change.
- The last time she was in, they didn't have many mystery novels that she hadn't read.
- My needs are met quite well so I would just like them to serve the needs of the people I work with, from their point of view, specifically with the ESL resources. But personally I don't have anything that could be improved.
- Make their information a little more common knowledge. If I wanna know what the service they have I have to go to the library at a certain time to get their catalogue and maybe put their catalogues at local stores.
- Have more copies of the newer books coming out.
- Maybe make me more aware of the services that they offer, such as a mailing list and or information on upcoming events especially for kids.
- Have more locations and more mobile vans.
- Well as I say the extended hours. But I am on the whole quite satisfied with our library. I think we're quite fortunate here in Kingston.
- The only thing I guess would be to be open on Sundays. I use the Isabelle Turner branch and it's the nicest branch. Overall I'm very satisfied with the library I like the fact that even if they don't have the book you want they can order it from any library in the county so I feel it's already really convenient.
- Expand it's collection to cover the needs of the various ethnic groups.
- I think it does really well; I don't have any problems with the library.
- Work on the computer for renewing books better when you're calling in.
- When I go in I have my favourite books, but I'm lucky if they have one book of the ones I read, it would be nice if they float the books around more often.
- Not much, except I suppose they should extend the hours a little bit longer.
- Libraries(computer) should be open 7 day a week and 24hours
- I would say better publicise what services are available. There were many things you asked me today, that I assume the library has right now, but I just am not aware of what they are. In other words, my library's probably way more efficient than I think

- To make sure they continue getting good books
- Maybe try to extend hours. I would like to see it basically opened every day of the week.
- She'd like to have a branch located closer to her location.
- Prefer them to have more choices and books.
- Be open on Sundays, but I realize that's probably not going to happen. Another days for families to go, have one branch in Kingston open on Sundays.
- Really I am happy with the way everything is working at the moment
- Getting access to books so you don't have to wait as long.
- Get more books!
- Better selection of DVDs
- Slightly better hours - I find the reduced summer hours kind of unfortunate.
- Have more up to date books and things
- Open on Sundays for kids and teens
- Maybe more of current selections, and current bestsellers. It's sometimes a long wait to get them.
- I'm happy with it the way it is, so I don't have any suggestions.
- I think they should have a help desk and when you come to bring your books back and to get your books taken out they would be different sites, so you wouldn't have to wait in line.
- Have more locations for drop-off.
- No cell phone use in the library or at least lower their voices.
- I've been really well satisfied, except for the children's programs being offered a little bit longer, that's about it.
- Put a vending machine out the library does what it can with what they have as resources expanding resources
- Expand hours at night
- I'm pretty happy with how there doing.
- Open earlier and stay open later. Better, longer hours.
- Keep up to date.
- Extended hours.
- Maintain the local library. One of the things that was sad to see the demise of was the trailers going around (the book-mobile) when my kids were little they used to have those.
- If there were separate sections for people who want to talk at a normal voice level and those who want a more quiet space for studying and stuff.
- Stay open later in winter time
- Increase the parking spaces.
- Information sessions, speakers, different topics of interest. Having speakers come in for people to listen to.

- More access to up to date books
- Probably expand their hours.
- To have more copies of current books.
- Open later
- Reliable hours and more programming for kids: like story time.
- Only complaint I have against Calvin Park library is the arrangement of their magazines, they are a little hard to locate. In the old location the magazines were easy to locate, they no longer are.
- Extended hours on weekends and Sundays.
- It is. There isn't anything, its good.
- Advertise the new titles that they have coming in.
- Better push carts so the wheels don't squeak that's a big concern in our public library... and of course they should be open on Sundays with extended hours like 11-5.
- Stay open later
- Later hours.
- Well for one thing, it would be better if it was opened on Sundays. It is during the winter but in the summer it's not and sometimes you'd like it to be. I went to the library one time and it was closed. The website however said it'd be open but when I got there it wasn't, so there was bit of a discrepancy. I don't know if it's been fixed now but I wasn't the only person to be there. About four other people came as well and every single one of us had seen on the website that it was supposed to be open on Sundays. And that's why every one of us went; we'd all checked the website first. That was at the Isabelle-Turner branch.
- Have more performances
- The Sunday opening would be the biggest thing.
- Expand the hours of operation, open longer.
- Have a better selection of audio books.
- Open on a Sunday.
- Get more e books online
- I would say be open later. Longer evening hours.
- Personally, I guess it'd be expanded hours.
- Just better advertisement of their activities.
- I would say advertise more so that I'm aware of all the things they can do for me. Maybe have some information sessions, maybe bi-annually, to invite the public in and show what they can do. I don't think they provide much food or coffee so make it a bit more user friendly. Like a scenario where the coffee shop is in Chapters, so something like that in the library. And keep current with everything they do in terms of if there's something coming out get the new stuff, whether it's fictional books, just keep current.
- Have a greater selection of books.
- Have bigger collections of print materials, specifically children material.
- Offer more electronic services through the internet.

- Probably rotate their books more frequently.
- Increase hours, and being open on Sundays
- My branch is only open 4 days a week. It would be nice to have it open the Mondays and Fridays also, even if it is only for a few hours.
- It would be nice to have a place to look at books and having a little cafe or tea. They have that downtown and if they could extend it to other libraries that would be great.
- Parking, the downtown branch is awful and getting in and out of the turner library is tricky because sometimes you have to back out since it's so full. It's not even convenient to drop books off because you can't even park and dash.
- I think they are doing a great job.
- Maintain hours of opening that are user friendly such as evenings until 9:00 or 9:30 and sat and Sunday till 6:00 p.m. not including statutory holidays
- Its ok for what it is, it's not specialized. It's ok for what it is.
- Be open longer
- They could be available to show me how to use the computer there.
- Increase the hours that it's open.
- I love my library. They are fantastic.
- Hours of operation
- Maybe more hours open.
- More updated resources and more professional resources. Educational resources.
- Have more up to date materials, I usually use the queens university law library and as far as law goes it's an ever changing world and they have to keep up to date, they do a great job but they can do a lot better.
- Get faster, newer publications by popular authors, and get more copies of them.
- Expand its digital network and make it easier to use.
- I'm just happy with the way it is now, get more staff
- Stay open longer, longer hours, their hours aren't good at all. And stay open longer on a Saturday, on the weekend because some people work and they would like to go on the weekend.
- More audio books
- One time I went in with my friend and she's a bit younger, fifteen, and her library card expired and she wasn't able to get a new library card. They said she needed her father to sign it even though she's independent enough to have a library card.
- At the one branch, provide more parking.
- It would be good if the Sunday afternoon opening hours could be year round.
- In my own personal case it'd simply be better parking facilities.
- Upgrading the computers, but I know it's expensive and I understand why they don't do it all the time.
- The library has a service that selects books by theme or age-group and puts a bunch of the books into a container, and the container can be signed out. There aren't enough of these containers and you don't like having to wait 12 weeks as there is a high demand for this service.

- Get newer books in, faster- new releases in more quickly, rather than later
- I think a better collection of out of town newspapers, especially the influential newspapers, perhaps some from the states too like the New York Times or Los Angeles Times.
- Wider selection of books.
- Have more librarians.
- I live close to where there used to be a branch library but they closed it when they built the new one. But I really am a fan of branch libraries that kids can walk to, so I'd really like to see local libraries even if they were part time like Tuesdays and Thursdays.
- Open more days.
- Increase internet services.
- Increase its French content. We are a bilingual country; this city doesn't have enough support for francophone for library content.
- When it's closed, if they had some alternative thing like you were just talking about it would be good.
- Open a few more hours a week.
- Expand the hours.
- Be open more.
- I guess more group programs and more activities for children, that sort of thing.
- Just keep staying around. More people should use public libraries.
- Just have more people readily available and to ask people if they need help.
- Have more video and audio, because there are a lot of books, but don't have a lot of video and audio.
- More parking.
- Have more books. Well I like to read mystery novels but they have a limited number of volume. I guess that would extend to other field of interests as well.
- Extend its hours and increase the supervision, the interaction of the library itself.
- Give me a coffee
- To be as up to date as possible. Instead of some musky books gathering dusts, they should be up to date. Everything is getting digital and they have to be fully capable of dealing with that.
- Later hours in the evenings and weekends and activities for kids on the weekends.
- For some of their games they have very few selections, so it would be nice if they had more of those games so the wait time wouldn't be so long. It would also be nice if you could take the games out for more than a week.
- I'm quite satisfied with my library.
- Have more staff available to answer questions and help the customers
- Computer instruction
- Freeze their budget.
- Longer hours.

- Pick up delivery would be nice.
- Better hours.
- The overall publication of what is available
- Just have a better selection of movies and DVDs. And better well set up so I can look at them as opposed to how they're lined up now.
- Get better parking.
- If I'm in the area of the library I'd use it more often. So closer to me.
- They are actually doing a pretty good job.
- Longer hours during the school year.
- More parking
- Send a small brochure with a summary of their services.
- Filter the internet. I don't appreciate the potential of my children going there and seeing someone's pornography, there should be some way to separate or filter so its child friendly.
- Nothing really other than be open on Sundays!
- Open seven days week.
- Ideally I would like to see local libraries expand some programs like children's programs (especially in the summer) and community programs such as literacy programs and community outreach programs. Local libraries need more funding.
- I think each computer should be its own cubicle. Lots of times two people sit at a computer and they can't talk because it will disrupt someone else around the circle and you can't talk to each other because it disturbs the people at the next computer.
- Networking, access titles that they do not have at their branch. Increase communication between libraries to get the titles in stock.
- Open longer hours especially on weekends.
- Stay open on holidays.
- More children's programs.
- More extended hours in the summer.
- A place where people can meet to discuss subjects, a place where people can bring laptops, re-think the fundamental structure of our libraries, focus on younger generation.
- A little sitting area, coffee, fireplace like chapters - rebranding a new way of making the library experience better a 24 service
- They could have a better layout and expanded literature.
- I don't know of anything they could do better.
- They probably should swing their focus on more community meeting centres. They should provide facilities for sports club meetings and non profit organizations that need a space to get together and provide internet terminals.
- Have a best seller express, meaning they have more new books for a reduced amount of check out times. One branch currently has this and I want to see all the branches have this. I go to that branch because they have a best seller express and not the other.

- Have more of the fantasy science fiction section.
- Have longer loan periods. Like when you sign something out you have longer period of time before you need to renew it.
- I like the way the computers are set up, but it's harder to find a title as far as looking it up on the computer and they should have someone who is really knowledgeable at the front desk. For example, I was looking for a certain book, but it was not on the computer. I went to the desk and they didn't know where to look for it, but found it eventually.
- More hours, more days that library should be open
- Have up to date material. Every year we do a multicultural presentation, running on 25 years, and the multicultural section in the library is at best dismal. So any public displays we try to do, the information in the library is, for lack of a better, word limited. So offer a wider variety of multicultural resources that are up to date. The blind screen we use doesn't have anything that caters to that. With that blindfold people begin to think there's no point in going if they don't have what they're looking for.
- Just have more current information available, it seems like you always have to go to the internet to get the newest information.
- Change hours of operations, they seem to take some of the busiest days as the days to close the library.
- More children's programming
- Extend hours
- It's fine. They are meeting my needs at the present time.
- Continue to get more selection
- Expand their resources.
- No idea.
- They should market the library to younger children by presenting local authors.
- Not a lot of parking around my library so more parking.
- Newer versions of movies and DVDs and prefer multiple copies of them.
- Have more extensive material that goes back into far back in later dates. Maybe potentially have more newspaper archives
- My local public library can have a nicer environment to study in; a comfortable and cozy place like the downtown library.
- Provide more services for children
- I've been very satisfied with my library, but their sorting machines- they have a lot of trouble with them and that can be frustrating. But overall, it is a wonderful library. And also regarding the downloading of material, they should be compatible with all types of players.
- Expand their foreign language collection a bit. The French, Spanish Portuguese collections are not big... Maybe get digital content in other languages. Canada is a place where people speak a lot of languages but all in all I must say I am very happy with the Kingston Public Library.
- Reduce my fine
- It is good, has everything I need.

- Better hours, longer hours
- Expand hours of operation.
- Closer to home
- Better selection of new books
- Rather than hire people to do survey, buy some more books, DVDs and more materials or just clean the place up. This is just another way that the system wastes money.
- Longer hours. Love the library. Go all the time.
- More titles.
- Open later and on weekends, and more copies of books. But that won't happen.
- It would be really be cool the libraries were more connected with visual artists, musicians and some issues pertaining to politics as well- a range of interest groups. I think that libraries should stick with the Dewey decimal system, and they should have big, bold, better and more descriptive signage.
- I guess open up for Sundays as well, just opening the hours a little bit more especially in the winter. As well, there are not enough comfortable study areas. So maybe more isolated areas that are exclusively for research and studying.
- Everything is fine service is good, location is pretty close
- A little bit more updated history
- Make it a little easier to find very specific things such as new titles, and say specific topics like know about something in detail look it up. Instead of trying through recommendations.
- Perhaps increase access to online resources, certain newspaper archives, and things like that.
- Not really much they met my need pretty well.
- More seminars on how to do things and more public interactions.
- It would be very nice if they can expand the operation hours. In my country, they have libraries open 24hours.
- More work space.
- Later hours on Friday before weekends
- Focus on digital or electronic need of delivery like eBook.
- Get the message out of what the services they provide and focus on books access to coffee shops inside libraries
- I think they're met.
- I like public record and historical archives. Service available so people like myself can view originals without worrying about them getting damaged or secured areas to view them.
- Extend their hours.
- Not much at the moment. They're doing quite well at the moment.
- Be more of an area to work other than just coming in to get a book.
- I've had satisfactory experiences so I wouldn't change anything.

- Increase the assortment of material. I wish they had documentaries, certain ones I wish they had, also books I wish they had. For example if I wanted to do a university paper, the public library won't have material for that paper.
- Have more hours.

One Wish (Rural Sample)

One final question... **what one thing could your public library do to better meet your needs?**

- A little bit more advertisement on new releases.
- Just advertise their hours and show what they can offer. There's no awareness that it is even still open here in our area.
- To be able to keep current with the latest books.
- Just that open more often, our library is only open a couple days per week and I would like them to fix that.
- Keep up with the trends: media and internet.
- I think they should offer some more different services
- Have better hours for rural hours. Prefer to have later hours or more accessible on weekends.
- Where I live, they're building a new library right now, expand their hours. They're not open every day, so I have to check online. Consistent hours would be key. For example 1 to 6 throughout the week.
- Keep children quiet.
- Add more hours so that it's not from like 9-5. Offer it to be open later or earlier in the morning.
- More play-group/kids times. With crafts stories. They have it once a week, but we'd like it a little more often.
- The number of hours they are open
- Have more of a selection of Canadian authors.
- Offer classes in different things that people might be interested in.
- Let us know about what services are being expanded. The library needs better promotion to get more people in the library.
- Have a wider selection of DVDs and more computers with high speed internet access.
- Local branch is relatively small -- it would be nice to have a bigger facility.
- I just want to be sure that there is always a person there and that you're not dealing with only a machine. Make sure there is an automated machine. I don't want to lose the librarian.
- Nothing.
- Offer other learning services such as math.
- If there was more budget that would be good to replace unused volumes.
- Have more days open and longer hours.

- Expand the hours a bit.
- Have a toddler section for them to play or amuse them so I can take the time to find what I'm looking for.
- Bigger selection of books, CDs, DVDs.
- Be bigger, and have longer hours.
- Right now they're rebuilding our community one, so updating services.
- Need to remain open longer. They need more hours. Our small community library is only open a few hours a day.
- The length of how long you can take a book or DVD out.
- Maybe just have extended hours.
- I'd like to see more selection of good quality artistic movies.
- More emphasis on media i.e. eBooks. So this is going to be an issue because of the copy right laws.
- Availability to most up to date children books.
- Just better hours
- Close the doors.
- Very satisfied.
- The hours have been limited out here. They're not open every day.
- Get new books more often.
- The turnover of stuff is getting thinner and thinner. The VCR and DVDs are too bad.
- Being a business owner, I'd like to see more networking events.
- More parking
- Better hours, open longer.
- Move.
- My children play video games and I'd like to order games from the library. It is very limited right now. I'd like to see it expanded. The music too, in my area, it is limited.
- I have no opinion.
- I don't know
- Maybe just be a little more open about locations, and post some info.
- Having books available for downloads. eBook readers, iPads and Kindle readers.
- I think I really like the library a lot. I enjoy the services that they provide to me and nothing needs to be improved for me at this moment.
- Have more selections for the e-books.
- Just advertise what they have, if it's a billboard. At least get to students. Let people know that they have to offer besides books.
- Some Sunday hours... they're closed on Sunday.
- I would like it if we got more or frequent rotations of current- recent publications-books (it's a very small branch and this is something they do).
- Get in more science fiction and fantasy.

- I like the idea of tutoring and education-wise and something like that. Instead of reading books to kids more teaching kids, more of an educational role. I think our libraries in Kingston do a really great job and if they improve that's great.
- I'm satisfied with the services.
- Nothing
- I'm pretty happy with it really.
- Nothing.

Library Opportunities: Serving Purposes With Appeal

The following page shows the results when respondents were asked to rate 15 typical purposes for using a public library. Questions were framed in a context of "more likely" or "less likely" to use the library if it could help with the purpose, which reflects a desire for engagement with library users -- KFPL's ultimate measure of success.

The question reflects some commonality with the PLA Service Responses model, which is focused on selecting and implementing the right mix of library programs and initiatives for well-defined community needs.

Please note that this question does **not** aim to assess *satisfaction* with the library in these service areas. It probes the power of an *opportunity* to meet the respondent's need -- that is, if the library could help the respondent achieve their purpose.

For example, if KFPL could effectively help respondents "improve their literacy skills", more than 50% indicated their households would be more likely to use the public library's services. (The survey does not indicate, however, whether or not the library is currently organized to meet that need effectively, promotes that service with great appeal, or delivers it in ways that capitalize on the potential for engagement.)

Responses reflected a continuum according to the appeal of the purpose to be served and the breadth of the potential audience. Some of the top opportunities:

- 81% were more likely to use a library delivering "reading, viewing or listening pleasure"
 - "Expert assistance to help search for or find reliable information" (75% were more likely)
 - "Someone to answer questions or assist with research" (71%)
 - "A comfortable place to visit, relax, read, interact with others or network online" (67%)
 - "Ensure children are ready to learn to read, write and listen" (64%)
-
- There were virtually no differences in the results for Rural vs. Urban samples and no significant differences in responses by men vs. women.
 - Sub-group analysis was conducted for the lowest scoring purpose -- only 35% were more likely to use a library if it could "help you build a successful business or non-profit organization". Results indicated 43% of younger respondents aged 18-49 were more likely to use a library if it could help for this purpose vs. only 14% of the 65+ age group.
 - Given important programming implications, similar analysis was applied to the purpose of "teach you how to use computers". On this point, 37% of the overall sample said they would be more likely to use the library if it could help with this purpose. No significant age or gender differences were identified.

Purpose — whether your household would be more or less likely to use your public library if it could help...

	More Likely	Less Likely	Same	Maybe/ depends /perhaps	Activity Not Applicable	Don't Know / Can't Say
Provide reading, viewing or listening pleasure	80.7%	16.6%	0.8%	-	1.0%	0.8%
Provide expert assistance to help you search for or find reliable information	75.2%	20.5%	1.2%	0.4%	1.7%	1.0%
Have someone answer your questions or assist with research	70.8%	23.8%	1.4%	0.2%	2.5%	1.2%
Enjoy in a comfortable place where you can visit, relax, read; interact with others, or network online	66.7%	28.2%	1.9%	0.2%	2.1%	1.0%
Help ensure children are ready to learn to read, write, and listen	64.0%	25.1%	2.1%	-	8.1%	0.8%
Get fast access to the facts	56.7%	35.2%	2.9%	0.6%	3.3%	1.2%
Help you succeed in school or help with homework	53.8%	33.5%	1.0%	-	10.8%	0.8%
Improve your literacy skills	53.6%	38.1%	1.9%	-	5.0%	1.4%
Discover your roots, through family histories and community history and traditions	50.7%	44.1%	1.9%	0.4%	2.5%	0.4%
Make informed decisions about your health, finances, travel or other life decisions	47.0%	47.2%	1.9%	-	2.9%	1.0%
Help you with creation of original print, video, audio, or visual content	43.1%	49.7%	1.4%	0.6%	3.9%	1.2%
Develop skills and find resources to make career choices	41.4%	48.2%	1.4%	0.6%	7.2%	1.0%
Help you access the Internet and the online world	38.9%	53.6%	2.5%	1.0%	3.3%	0.6%
Teach you how to use computers	37.1%	56.3%	1.9%	-	4.1%	0.6%
Help you build a successful business or non-profit organization	35.2%	54.9%	1.7%	0.4%	6.4%	1.4%

Sample Size n= 483

Note: There were virtually no differences in the results for Rural vs. Urban samples.

Customer Service Standards

When we visit a public library, phone a librarian or connect with the library online, we expect certain service standards to be met. We'd like to know how well your local library meets your expectations for service and standards. In your opinion, would you say you are Not Satisfied, Somewhat Satisfied, or Well Satisfied with your library's ...

Customer Service Value:	Not Satisfied	Somewhat Satisfied	Well Satisfied	Neutral (between Not & Satisfied)	Don't Know /Can't Say	DK/CS because no contact with library
Customer Care (for example, helpful, friendly & professional service)	0.6%	7.5%	84.1%	1.9%	1.0%	5.0%
Responsiveness (e.g. how promptly the library responds to your requests for service, whether it's returning a phone call, sending you information, or doing something)	0.6%	12.2%	74.3%	2.7%	1.4%	8.7%
Reliability (in other words, you can rely on the library to do what they promise to do; and the information they provide is correct)	0.4%	9.7%	81.0%	1.7%	1.4%	5.8%
Communications (for instance your questions are answered, the language is clear, staff are easy to understand, and it's easy to find out how to get the service)	1.4%	10.8%	78.5%	1.9%	1.4%	6.0%
Ease of Access (for example, is it easy to reach by phone, conveniently located and physically accessible, with adequate parking, seating and signs that are easy to understand)	3.1%	16.8%	74.5%	1.4%	1.0%	3.1%
Fair treatment and policies for all	0.8%	6.6%	82.4%	2.3%	3.1%	4.8%
Value for time and money spent	2.1%	11.8%	76.4%	1.7%	2.7%	5.4%

Sample Size n= 483

Note: There were virtually no differences in the results for Rural vs. Urban samples.

Customer Satisfaction Levels

As the previous table indicates, uniformly outstanding results were obtained in response to questions about customer service standards: responsiveness, reliability, customer care, communications, ease of access, fair treatment/policies and value for time and money spent.

Depending on the question, from 74% to 84% said they were *well satisfied*. An additional 7-17% indicated they were *satisfied* on these service points, and less than 5% were *neutral* or *not satisfied*.

The following "other comments" were recorded by interviewers during the questions on Customer Service Standards:

- The help at the computer to get your email and stuff. It worked fine for a couple of years then all of a sudden it wouldn't work.
- I honestly don't know.
- A lot of the employees don't seem like they want to be there. It makes for an unfriendly atmosphere.

Other Purposes with which KFPL might help

After the "purpose" questions, respondents were asked: **Is there anything else important that you feel the library should be able to help with?** Comments recorded by the interviewers are presented below.

- Access to books because they're important; you can get everything else on internet.
- I've always felt that the staff is very professional and very knowledgeable.
- Hosting community events, and an e-book service because more people have iphones and ipads and don't want to carry a book around.
- It's nice to have someone there who is knowledge about the internet and how to build a web page along that line.
- I don't think so, they are already doing the things i need and are very helpful.
- Want them to keep up the way they are
- Having a viewing station, take a documentary or something and watch it at the library.
- Help the kids when they need help with research.
- I think it provides excellent service in our community. I think the check in and check out service is fantastic. Any time i have to phone i get excellent service
- Providing good science DVD's.
- The hours
- Recommend literature, i would have liked my library to have more opera movies.
- They should have a free community room people can use for book clubs and such.
- Not really.

- They should have more up to date books.
- I already use it quite a bit. They should have a better selection of audio tapes.
- Libraries should provide an encouraging environment for young people- to nurture a love of reading and research.
- I'm thinking of my grandchildren and when I was a child they used to take us to the library and talk to us, but I don't know if that's going on now. We were taught how to use the library and the books and the resources they have.
- More French material. Comfortable atmosphere in terms of temperature; bedtime stories at the turner library. They used to have it, but discontinued the program. Everything they have been doing is great. I have a five old granddaughter that thinks it is "her" library" and she taught me how to sign out books. The atmosphere is very inviting for kids. Staff is very helpful.
- Offer free services for new mothers- more mommy groups, pre-school reading story times
- I help in an old people's home and the library services there are really limited. So I'd say extended services in senior settings.
- I think they need more pr to help people know what they're doing. I've been in Kingston two years and I've seen very little outreach.
- The library system doesn't have very good ESL resources; they're really lacking. So when it comes to ESL resources for adults and children the system has very little. Especially with so many immigrants coming into the city it needs to be geared towards that clientele, to help with their English. This is from the student point of view, especially in the Calvin park library there are more immigrants there.
- Sense of community, when they are doing things for the children. Our library has game nights and wii nights. It's a great place to get together and have experiences together.
- No that seemed to cover it all.
- They should have more computers- in a separate room, and access should be for more than an hour! Also- perhaps bar loud activity, i.e. loud music
- I'd like to see longer hours, often times you go to go and they're closed.
- It's nice to have some of the more recent books and to have more available so that you don't have to wait 6 months to get some of them.
- There are three types of computers at the library, kids, adolescents and adults, and with cost cutting measures, my son has a learning disability so he goes to the hospital to learn how to read and write with assistance technology, like dragon, but the library doesn't have it. I think it would be great if in every city they could accommodate just one adult computer at the library with assistance technology.
- The Kingston public library is accessible for meetings and bringing people together. It could be useful to a lot of people. They now use them for computers and my wife taught me how to use the computer by going to the library. To check emails I have access to two libraries. Sometimes we get a DVD or a CD or educational and learning stuff.
- Get some better movies on DVD's...some old ones none of this modern junk
- Making the fact that these services are available, more available.

- Well I know our library reaches out to the community for programs for kids during the summer, like puppet shows or when the barefoot theatre kids come in and do their plays. It creates a nice sense of community.
- Some of the questions I rated included services that are unknown for people my age. We usually associate libraries with books only and not other services (improving life skills, etc.) They should advertise their services. They should use their publications and devote a page to the services offered. That way, the library could direct young and old to a service. Services offered should be made public. This would justify why we should have libraries. People would feel better about money spent on programs.
- I would like them to improve their website and make it more user friendly and their catalogue more complete
- I've used library for all my life and it's an important part of my children lives, it great! They are a very important part of a vibrant community.
- I think they do a good job and I can find what I need.
- I'm a long time user of the public library, I very strongly appreciate their web access, and I use it all the time. I sometimes go to the library, especially the downtown branch, because it has special collections of historic material in its reading room. Some of that stuff would be great to have online, but that's probably not a high priority for the library. My wife and I check books out all the time and we also access CDs and DVDs there. We're very strong supporters of the library and also go to the events in the library.
- Update books and have more books
- Better hours...they should be open on Sunday. I don't understand why they don't open on a Sunday, it's a day that families do stuff I don't understand it. Should not cater to queens. Cause Queen's has their own library.
- Information about the city you live in - if you need information about the history of Kingston or something like that.
- Basically we use the library for recreation and books.
- Maintain that it's free through our tax dollars.
- I like the programs that they do for the kids; the children's programs. I'd like them to do it a little bit longer than what they currently offer.
- Not for personal reasons, but it may be a good community resource for someone to learn about their community for visitors.
- Up-to-date resources
- A library should have a lot of local history and local information.
- Good site for performance (musical, amateur/professional, small theatrical)and book readings... also a good place to exhibit local art work/artists
- Tutoring. And reading.
- If there is a new book that comes out about accounting for example, they don't carry it in the library.
- Nothing to add.
- She's hoping that the staff might be able to provide more insight into some of the information in books, so that you can narrow down which book you're after
- Get books.

- I have heard a lot of complaints about the push carts, they are very squeaky and they are not open on Sundays and that's not acceptable.
- I think it should just be made more aware and have a little more resources for people in high school. For me, coming out of high school, I found the library wasn't very accessible because they are not known in the area.
- Supports arts and community
- Game rentals.
- New about what people are doing in arts and fine arts/shows of local artists and performances.
- It's a good comfortable, neutral place for unions or community groups to have meetings.
- I think they do a very good job and I use their resources.
- Children. I think it's a good place for them to go before they get into the computers and all that stuff, and learn to read.
- The opportunity to access information for those who are not able to in their home environment.
- Entertaining kids while the parents look.
- Just child development. More story time on the weekends for parents who do work. It seems that everything's for the non-working parents. So, some evening or weekend events for kids to learn.
- Finding books. Our local library will help find books from other libraries.
- Nothing to add.
- I think they are going to hold some kind of workshop with the media. That would be great. And also, i really appreciate the art gallery in the downtown library- that they use some of the place to exhibit art or music.
- I think hours of service are important. Well just more evening, weekend and later hours.
- Employment section
- If i'm looking for a special book, if i could go to a counter and have them tell me exactly where it is. If they could point instead of give a number that would help.
- More updated resources. I've gone to the library looking for arabic resources, or other language resources but they're just not available.
- I think the library should get back to the basics. Libraries should be there for people to use refrence materials. There are too many things available on the internet that the library doesn't need to get involved in. I think the library should be connected more to the internet and to people's homes so that people don't need to go into the buildings. Books will soon be obsolete.
- Nothing comes to mind
- We use it for fiction books, we go to the library once a week to get books to read
- She wishes there were more small children's activities
- It should give a wide variety of material to the public
- Being opened on Sundays during the summer

- If there was online content, unique to the library and electronically published books, making a track of everything you could download and the content would be downloadable to things like a kindle or e book reader.
- Have a reading session.
- Maybe more audio books.
- Upgrade research for school projects, an assistant to help what to look for towards the projects.
- Kids programs.
- Help people who don't have access to home computers, we have one so we don't go to the library. I think they can open their hours more. When my daughter used the library, it was awkward to have it till 5 only.
- More child development and more programs for young children to get excited to read and stuff.
- They can and do disseminate information on behalf of groups and individuals. Don't think that was covered in what you said.
- More terms of resources available in terms of accessibility and digital media.
- Just have the genealogy section up to date and more access to genealogical material.
- It can't get any better than what we have. I'm very confident in everything i see and read in their and comfortable. Excellent service.
- It should be in the centre of the community and should be accessible to everyone. Maybe longer opening hours. Be up to date as possible.
- No
- Not at this point- no.
- A place to hold meetings or information where they can hold meetings in their conference rooms.
- Providing a variety of books in different categories(i.e. .fiction and non-fiction
- Open seven days a week from eight o'clock to eight o'clock pm.
- Make use of the community facility with rooms and conference rooms or seminar rooms, classrooms something like that accessible to the public for use.
- I really enjoy audio books. I would like more topographic maps.
- A resource centre for me to find out what the latest technology is, the library is a resource for me to find out what is going on in the modern world. I have a mobility problem, and i live alone, and the people in the library know what is going on more than i do.
- If they can get a few more book on the first and second world war.
- Nothing that comes to mind.
- I guess not
- Library should be open for longer hours in the evening.
- I think it mainly in regards to audio visual tools for language learning.
- No usefulness
- Maybe some sort of reading club and book club for children and even adults - but more for kids. It would be good for children in the 12-16 age group- to get them

- involved. They have clubs for little kids but once they get out of that age, they need to read books and not so much the internet. Some sort of incentive - a summer program for teenagers, where they could get recognition or a reward.
- The library needs more community meeting areas. Need to increase resources for housing and employment and information about city resources (poverty issues, health care and homelessness and child care).
 - None
 - I did do the computer there and I had my own website but for some reason it kept asking for more personal information and i wouldn't give it so them so it wouldn't let me access the website. It was asking all the different places you've lived in your life, how many kids you had, if you were married or single, what's your nickname (and your nickname might be your call sign), just to get on the website and i didn't think that was right. It was to access the internet, to access yahoo to get our mail and send our mail.
 - As a venue it provides a nice place for local concerts and meeting rooms.
 - Children's programs that are actually available. There's always a waiting list.
 - It should be re-oriented towards kids, to let them learn, have more books to help reading. Help kids learn how to use computers. Internet access so people can access the internet in quiet environment should be able to bring laptop and access the internet.
 - No not really
 - Captured them all
 - I feel that library should be for research for school projects and personal information or general reading.
 - Nope
 - Nope
 - Not really - they are pretty adept and i have no problems when i go there. Sometimes the literature is a little outdated.
 - The library is geared towards those who've been there and understand what a library is but for a newcomer it's intimidating because you walk in and everyone looks like they know exactly what they're doing. Sort of like the internet if you don't understand you see it but if you do then you don't see it. More visual library orientation, my view on the library is that someone who knows that it's there can use it but if you don't then you cant, so more of an outreach is needed.
 - Basically just inform about the internet and new technology. Also new and upcoming books and videos, and reading tools to help students. I think the local history connection is important.
 - No. I think they do an amazing job. I feel very privileged to use their services for free.
 - No that covers it.
 - Not that i can think of.
 - The library should help to find jobs.
 - No i don't think so.
 - No that's great.
 - Provide a meeting place for research. Maybe a boardroom could be available for one hour, for example.

- Providing more local artist type things and any type of art.
- It's a good place for the community to get together... for example: lectures small social events and community groups.
- Everything is covered.
- Sort of access to the community, more of a community gathering spot.
- No not right now
- No - everything should be there.
- Maybe put out a list of good books that can be helpful
- I wish the libraries managed to connect themselves with area musicians and that they found a way to get funding from the government to be able to create a very small space where people can browse material put together by local artists. A sofa, coffee maker, a pillow, that's it. Online, such as online at CBC radio, there is music you can download, and it should be available and identifiable at the library. Focusing on local artists. To expand the idea, you could form coalitions with independent coffee shops.
- We use it mainly for resources. Movies, books, magazines
- I've been reading about municipalities putting e-books in their lending program. I thought that was quite cool.
- More seminars business.
- Get the message to exactly what services they provide & and books are old nowadays [should have some showcases of old books or things that trigger memories]
- They should be more accessible to people with wheel chairs i know most do but the ones don't should have them.
- That has pretty much summarized everything i was thinking.
- If they ever thought of a good program to have at the library. People don't manage their money well and it would have a class on that.
- No (X 20 times this response was given)

An Opportunity to "Return to Sample"

Interest in library services and issues was evidently high. At the end of the interview, each respondent was asked the following:

"... By the way, if we need to organize a small discussion group in your area to talk about these issues in more detail, would you have any interest in participating?"

About 41% (close to 200 respondents) said yes, giving their name and usually their phone number in the event KFPL needs to contact them to ask follow-up questions, recruit them for a focus group, or otherwise solicit additional input.

Please note this data is confidential and maintained in the research project file.