



# Determining the Social Impact of Nova Scotia's Public Libraries Public Perception Study

February 2018

*Prepared by:*



# Study Objectives & Methodology

Nova Scotia's nine regional public libraries offer services across 80 branches, in communities throughout the province. These branches are an integral part of communities, regardless of size, supporting personal learning and literacy, across ages and backgrounds. Moreover, these libraries support culture and communities by acquiring resources in multiple formats and making accessible books, materials and information and technology, and provide a wide array of programs and services, and support opportunities for community engagement and collaboration.

To provide a broad assessment of the social impacts of public libraries in Nova Scotia Communications Nova Scotia (CNS) and Communities, Culture and Heritage commissioned Corporate Research Associates Inc. to undertake a public perception study with residents across the province. In particular, this study aimed to understand how residents use the public library system, and examine the cultural, social and educational impacts libraries have for users, their families and their communities. Accordingly, this survey included only those who had visited a public library, or used the services of a public library, within the past 18 months.

To meet study objectives, and provide a statistically reliable measure of public opinion, a random telephone survey was conducted with residents aged 16 years or older. A total of 1,005 random surveys were collected with residents who had visited a public library in Nova Scotia or used public library services with in the past 18 months.

The following report presents the findings of the study and includes an executive summary of results, as well as a detailed analysis of findings.

## Random Telephone Survey

- 1005 completes
- Residents who had recently visited a public library or used a public library service
- The survey was available in English only

## Field Dates & Survey Length:

- November 1<sup>st</sup> - November 29<sup>th</sup>, 2017;  
January 18<sup>th</sup> - February 8<sup>th</sup>, 2018
- Fourteen (14) minutes

Findings from the ***Social Impact of Nova Scotia's Public Libraries – Public Perception Study*** show that Nova Scotia's public libraries are positively perceived and hold considerable importance to those who use them, particularly for those living outside the Halifax region. Respondents generally believe that the public library meets an important need of the community.

Nova Scotia's public libraries are a staple among those who use them. Public libraries are visited frequently by library goers, and usage is generally consistent across the province. In fact, survey respondents most often last visited the library at least monthly, if not more frequently. The use of public library services outside of a library building, such as downloading books, using the library website or an outreach program is common. That said, services available outside of a library building are used far less frequently than services used within the building. Nova Scotia's public libraries may want to consider promoting the services available outside of library buildings in order to increase overall usage. In terms of visiting public library branches, library goers primarily visit the public library alone, though it is not uncommon for a library visitor to be accompanied by a child.

Books and reading materials are the cornerstones of Nova Scotia's public libraries, highlighting the importance of Nova Scotia's public libraries maintaining or expanding collection offerings. Having access to books is the top mention to explain why public libraries are personally important, as well as the most important thing about public libraries both personally and for the community. Further, borrowing books is the main purpose library users visit a public library, though some interesting regional variations can be noted. Specifically, residents of Central Nova Scotia are more likely than those living elsewhere to report visiting a library with the purpose of using a computer. Not surprising then, these residents also place a higher importance on having accessible public computers and high speed internet at public libraries than residents of other regions.

Women are especially invested in Nova Scotia's public library system, ranking public libraries with higher personal importance than men and also scoring all library services to be more important. Overall, the services offered by Nova Scotia's public libraries are considerably important to all those who use the libraries, especially the provision of programs and services for children and youth. Variations in service importance exist across the nine regional public library branches. With that in mind, Nova Scotia's Public Libraries may want to consider prioritizing the availability of certain services within each regional branch based on the importance placed on such services by those who frequently visit or obtain services from those branches.

Finally, underscoring the important role public libraries play, a majority of respondents indicated they would have no other place to access similar services or experiences if public library services were no longer available in their community. By contrast, a minority reportedly would access such services or experiences over the Internet or at a university.

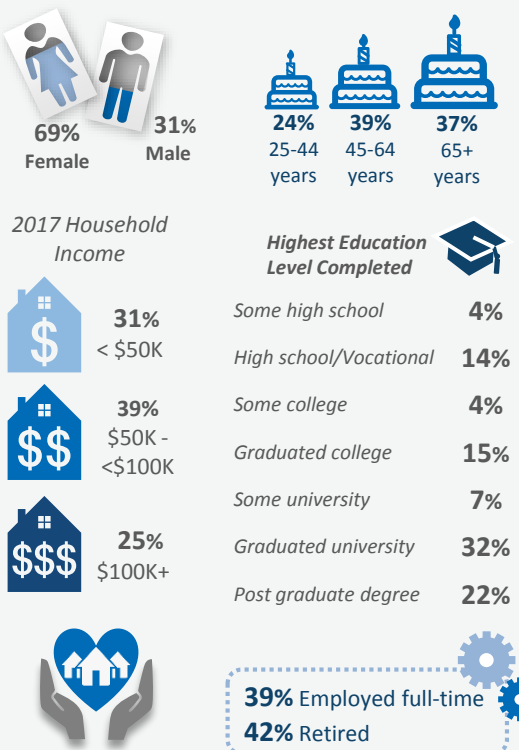
*The following infographic provides key highlights of the study.*

# 2017-18 Social Impact of NS Public Libraries

## Key Highlights

**Methodology:** 1005 telephone surveys  
 Data Collection: November 1<sup>st</sup> – 29<sup>th</sup>, 2017 and  
 January 18<sup>th</sup> – February 8<sup>th</sup>, 2018.

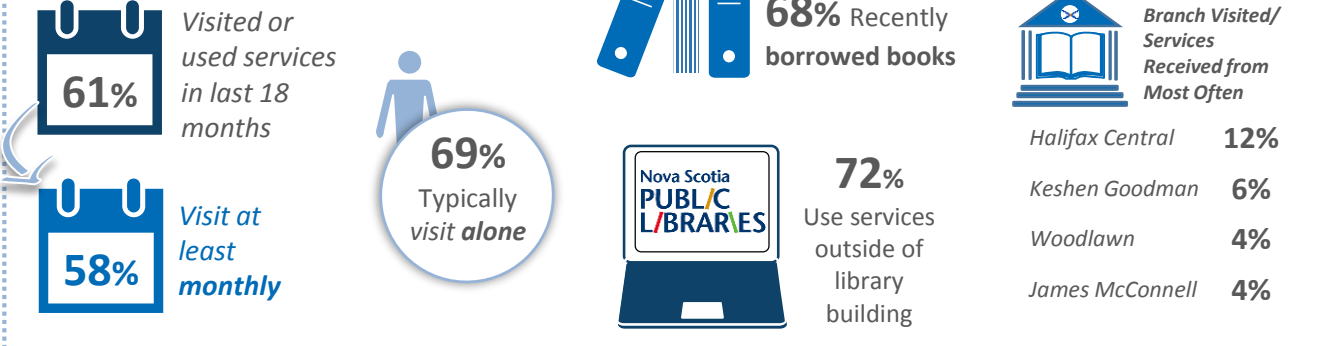
### Demographics



**23%** Would have another place to **access similar services**

**35%** Internet  
**31%** University

### Usage

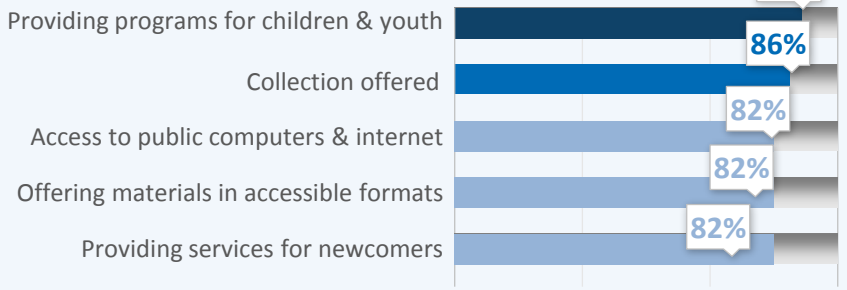


### Importance and Value

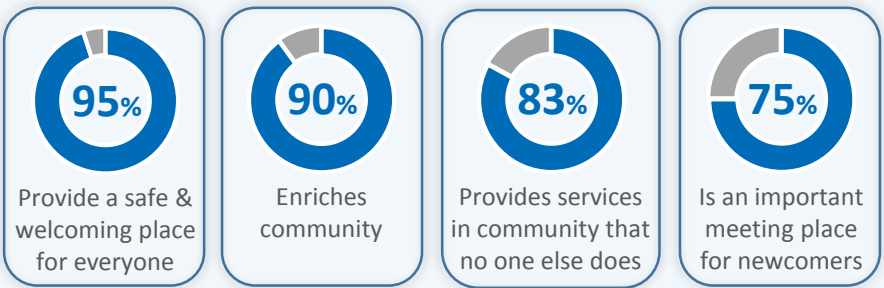
(Ratings of 8-10 on 10-pt scale)



#### Importance of Services



#### Public Libraries...



**Only 18%** Believe **more** could be done to meet community needs

**Public Library Usage**

Importance of  
Public Libraries

Demographics

# Incidence of Nova Scotia's Public Library Use

***Six in ten Nova Scotians have visited a public library or used public library services within the past 18 months.***

As mentioned, this study included only respondents who had reportedly visited a library or used public library services within the past 18 months. Given that such usage was a requirement for the study, the qualifying survey question effectively provides a measure of incidence of public library service usage.

- As outlined in the table below, results of the qualifying question show that six in ten (61%) Nova Scotians have visited a public library or used public library services within the past 18 months, with usage being most prevalent in Halifax. Further, females are more likely than males to make use of library service. Usage of library services declines slightly with age, with those 55 years of age and older being somewhat less likely than younger residents to have used library services within the past 18 months.

## Use of public library within the last 18 months

	Overall (n=1763)	Region				Age			Gender	
		Halifax (n=623)	Cape Breton (n=295)	Central NS (n=306)	Valley/ South Shore (n=539)	16-34	35-54	55+	Male	Female
Yes	61%	71%	46%	58%	53%	63%	65%	56%	54%	66%
No	39%	29%	54%	42%	47%	37%	35%	44%	46%	34%

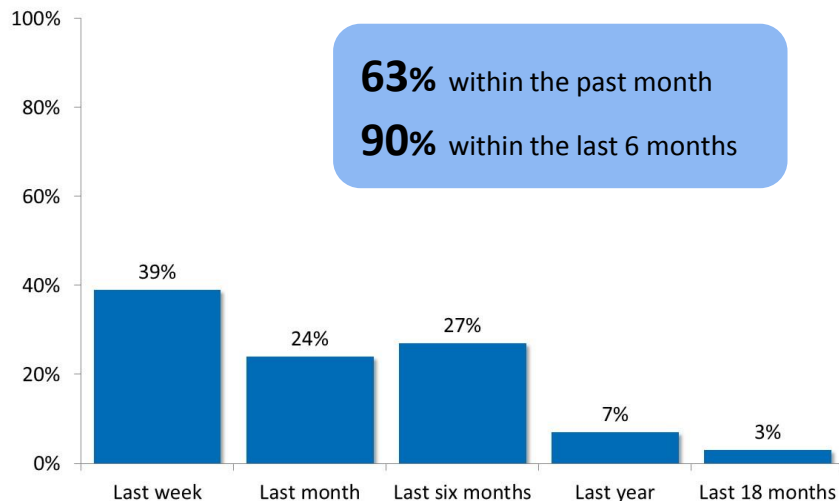
Q.1: Have you visited a public library or used public library services such as a public library website or book mobile in the last 18 months? (n=1763)

# Last Public Library Visit

**Most of those using library services have visited a public library or used its services within the past month.**

- Of those who have visited a public library or used its services in the past 18 months, most (63%) have done so **within the past month**, while four in ten respondents last visited a public library or used public library services **within the last week**. Of note, those residing in Cape Breton are less likely than other Nova Scotians to have visited a public library recently. Specifically, these respondents most often indicated their last visit was within the last six months, while respondents living in other parts of the province were most likely to have visited within the last week. (Table 2)

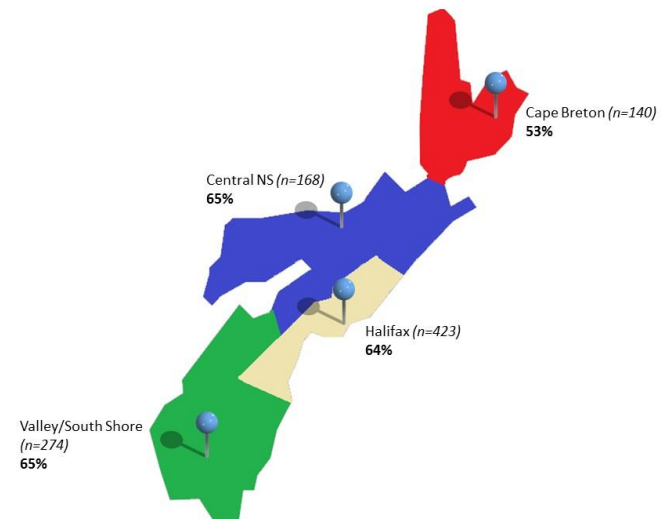
## Last Visit to a Public Library/Use of Public Library Services



Q.2: When did you last visit a public library or use public library services? Would that be within the... (n=1005)

## Last Visit to a Public Library/Usage of Public Library Services

% Within the Past Month, by Region



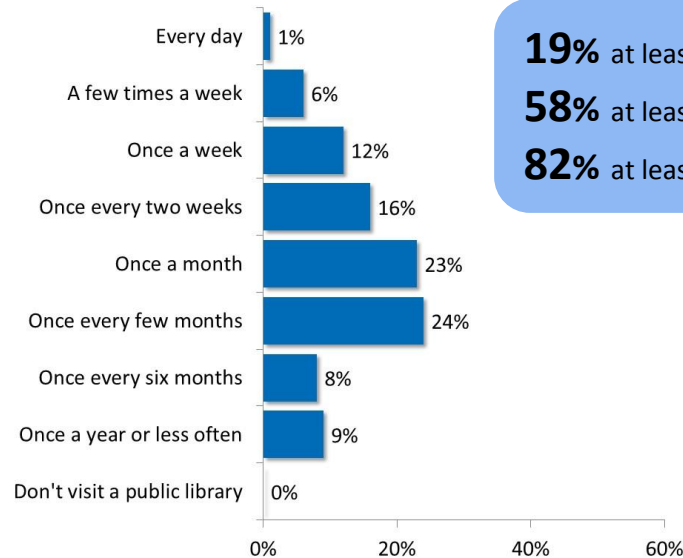
Q.2: When did you last visit a public library or use public library services? Would that be within the...

# Public Library Visit Frequency

**Library goers tend to visit a public library regularly.**

- When considering how often residents visit public libraries in Nova Scotia, findings show the vast majority visit **at least once every few months**. More than half reportedly visit the library **at least monthly**. By contrast, less than two in ten of those using library services visit a public library once every six months or less often. Findings are generally consistent across the province. (Table 3)
- Those aged 16-34 years visit a public library more frequently than those aged 35 years or above.

**Frequency of Public Library Visitation**

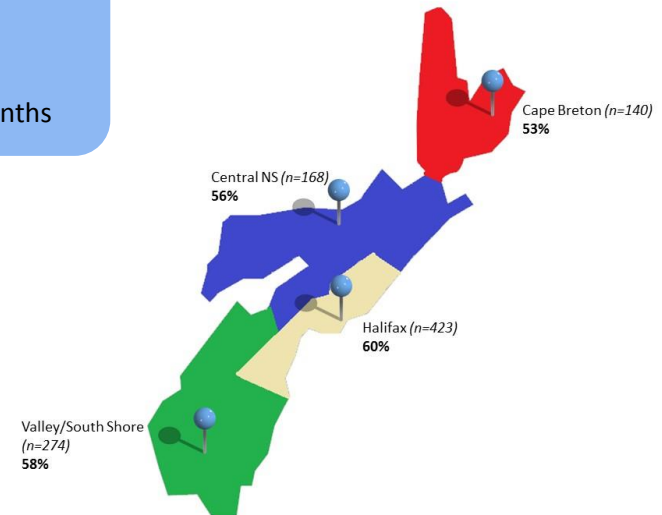


Q.3: How frequently do you visit a public library? Would that be... (n=1005)

**19%** at least weekly  
**58%** at least monthly  
**82%** at least every few months

**Frequency of Public Library Visitation**

% At Least Monthly, By Region



Q.3: How frequently do you visit a public library? Would that be...

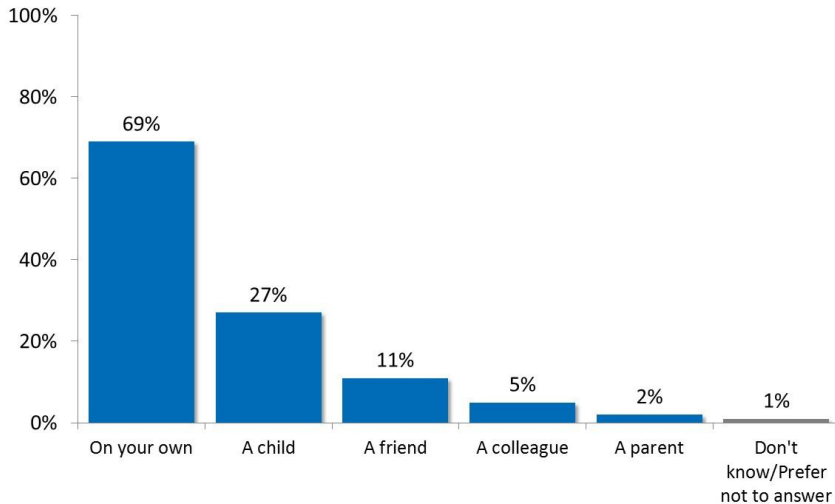


# Accompaniment When Visiting a Public Library

**Most of those using library services visit a public library on their own.**

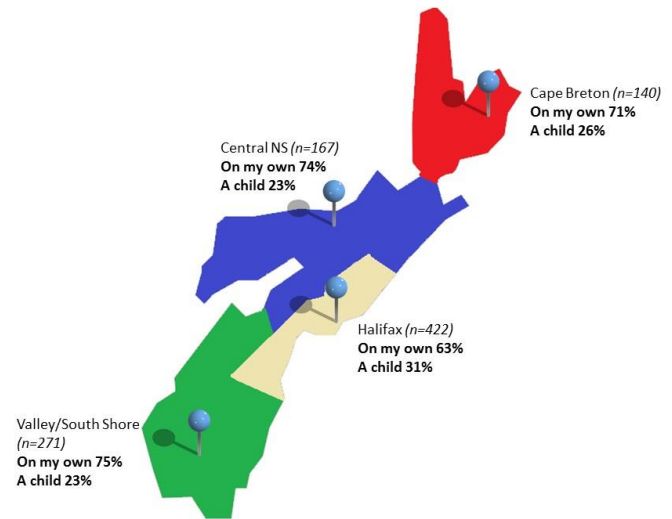
- Those who visit the public library most often **visit on their own**. That said, visiting a public library with a **child** is also commonly mentioned, followed by visiting with a **friend**. Visiting a public library alone is typical across all audience groups. That said, there are some notable variations when it comes to accompaniment. Halifax residents, those with some post secondary education, and those between the ages of 16-34 years are more likely than others to visit a library with a friend. Further, Halifax residents and, perhaps not surprisingly, those between the ages of 35-54 years old are most likely to report visiting a library with a child. (Table 4)

**Typically Visit a Public Library With**  
Among Those Who Visit a Public Library



Q.4: [DO NOT ASK IF 'DON'T VISIT A PUBLIC LIBRARY' IN Q.3] With whom do you typically visit a public library? Would that be with... (n=1000)

**Typically Visit a Public Library With**  
By Region



Q.4: [DO NOT ASK IF 'DON'T VISIT A PUBLIC LIBRARY' IN Q.3] With whom do you typically visit a public library? Would that be with...

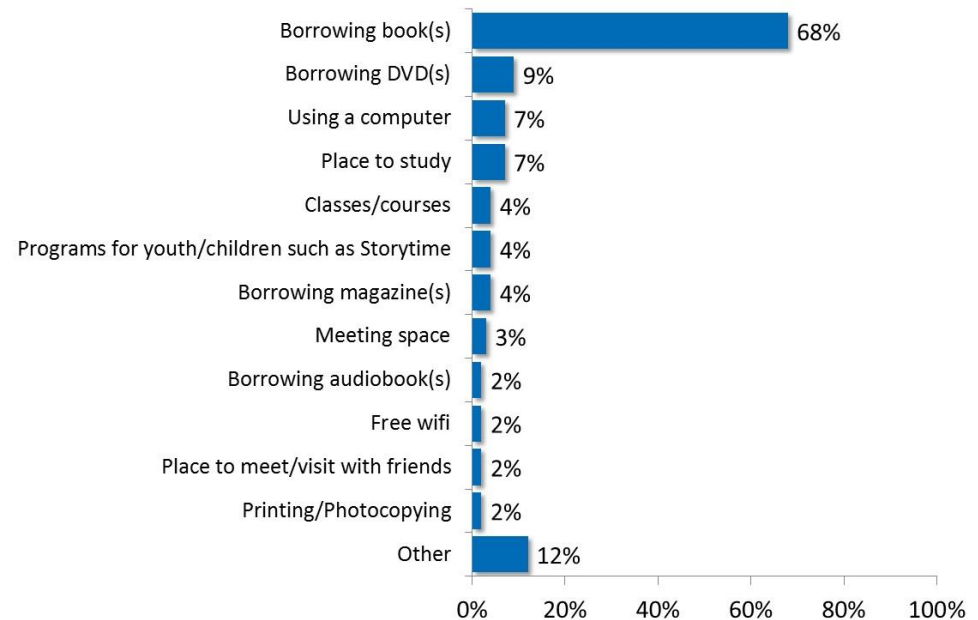
# Purpose of Most Recent Public Library Visit

*While library goers visit the library for many reasons, borrowing books is the primary activity.*

- Survey respondents were asked to identify for what purpose they last visited a public library. The vast majority cited **borrowing a book** as the reason why they last went to the library. Other reasons mentioned less commonly include **borrowing DVDs, using a computer, or for a place to study**.
- Borrowing a book was the primary purpose for all audience groups. Interestingly, Central NS residents are more likely than those residing elsewhere to report last visiting a public library to use a computer. Computer use is also mentioned notably more frequently by those aged 16-34 years old and those earning less than \$50,000 in annual household income compared to their counterparts. Additionally, respondents aged 16-34 years old and men are most likely to report recently visiting the library to study. Finally, those born outside of Canada are more likely than those born within Canada to have borrowed a DVD during their most recent visit.

## Recently Visited a Public Library For

Key Unaided Mentions



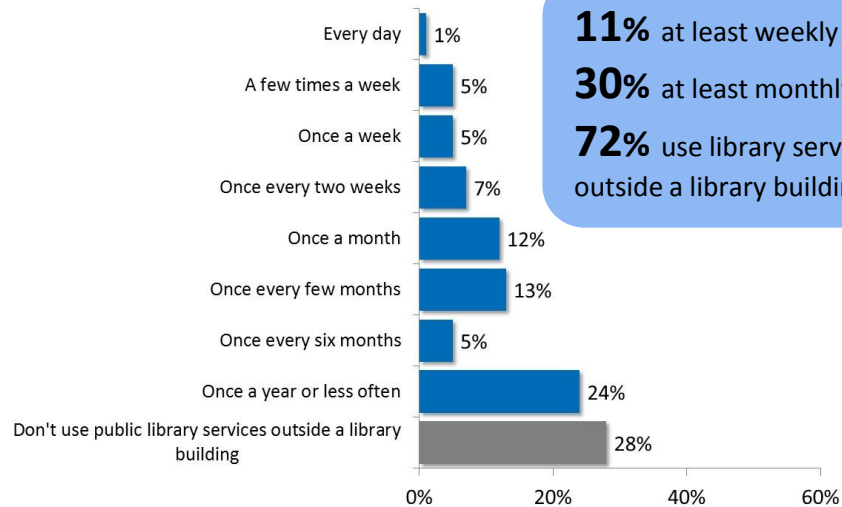
Q.5: Most recently, what have you gone to a public library for? (n=1005)

# Frequency of Service Use Outside a Library Building

**The vast majority make use of library services outside a public library building, although less frequently than services obtained during library visits.**

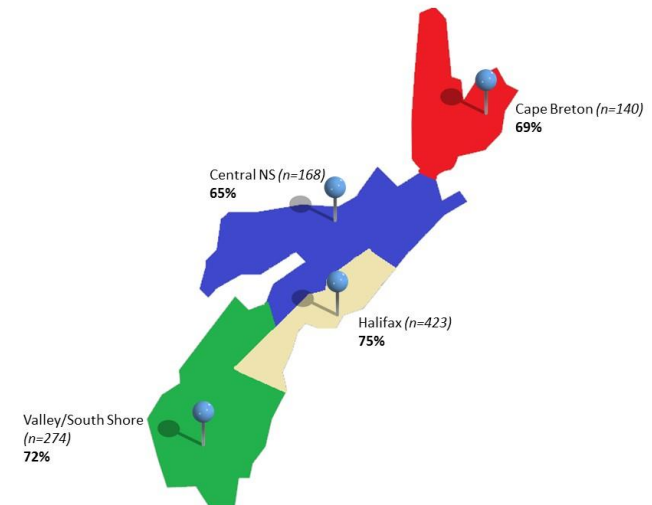
- While three in ten library users **do not use public library services outside a library building** (such as downloading books, using the library website or an outreach program), it is interesting to note that the vast majority of library users (72%) do. Among those who reportedly use such services, frequency of use is moderate, with three in ten using such services **at least monthly**, and only one in ten at least weekly. Further, one-quarter reported to use public library services outside a library building once a year or less often. (Table 6)
- Affluent library goers are most likely to use public library services outside of a library building. Meanwhile, residents of Central NS and those who are less educated are least likely to report using these services.

## Frequency of Using Public Library Services Outside a Library Building



Q.6: How frequently do **you use public library services** outside of an actual library building, such as downloading books, using the library website or an outreach program? Would that be... (n=1005)

## % Who Use Public Library Services Outside of a Library Building By Region



Q.6: How frequently do **you use public library services** outside of an actual library building, such as downloading books, using the library website or an outreach program? Would that be...

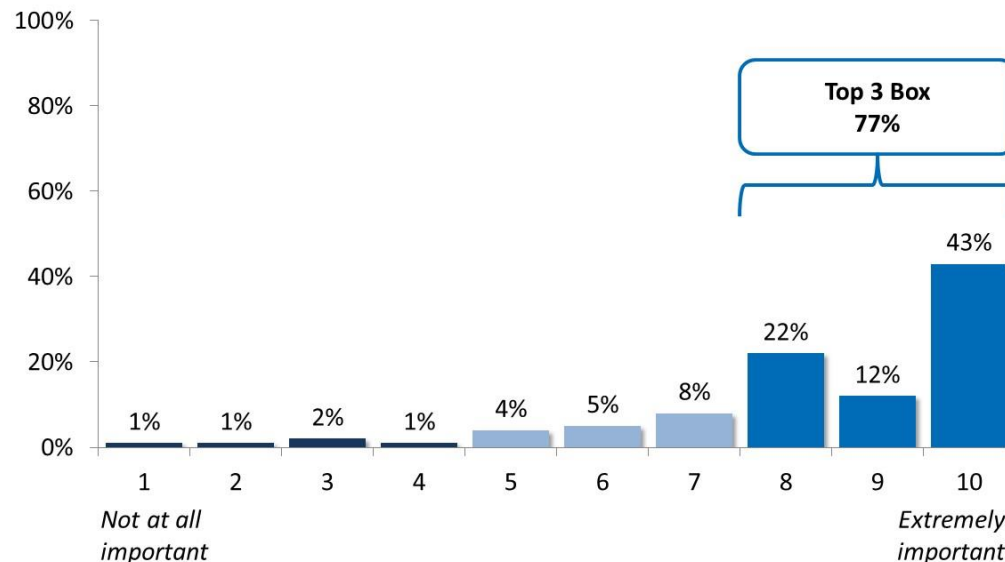
# Personal Importance of Public Libraries

**Public library services are deemed highly important to those who use them.**

- Findings confirm that public libraries are highly important to those who use them. Specifically, four in ten respondents cite that the public library is **extremely important** to them. Further, more than three quarters of residents using library services consider them to be highly important. (Table 7)
- Importance of public libraries and the services they provide increases with age. Additionally, residents of Central Nova Scotia deem public libraries to be more personally important than those who live elsewhere in the province. Women also consider the library to be of greater personal importance than men.

## Personal Importance of Public Libraries and Services They Provide

Rating on 10-pt Scale: 1=Not at all important, 10=Extremely Important



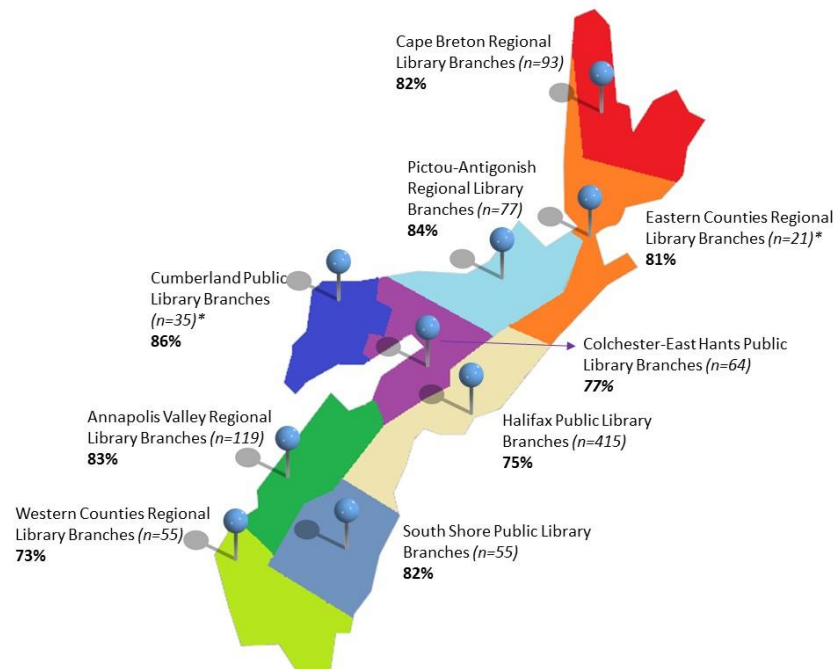
Q.7: How important are public libraries and the services they provide to you personally? Please use a scale of 1-10, where '1' is not at all important and '10' is extremely important. (n=1005)

# Personal Importance of Public Libraries - by Regional Public Library Branch

- When considering the personal importance of public libraries across the regional public library branches, some differences are evident. In particular, as outlined below, those who frequent the Cumberland Public Library branches and the Pictou-Antigonish Regional Library branches place greater personal importance on public libraries and the services they provide while those who use the Western Counties Regional Library branches and the Halifax Public Library branches report public libraries as being less personally important.

## Personal Importance of Public Libraries and Services They Provide

By Public Library Branch Region, Top 3 Box (Ratings of 8-10)



Q.7: How important are public libraries and the services they provide to you personally? Please use a scale of 1-10, where '1' is not at all important and '10' is extremely important.

\*Caution: Small sample size.

Public Library Usage

**Importance of  
Public Libraries**

Demographics

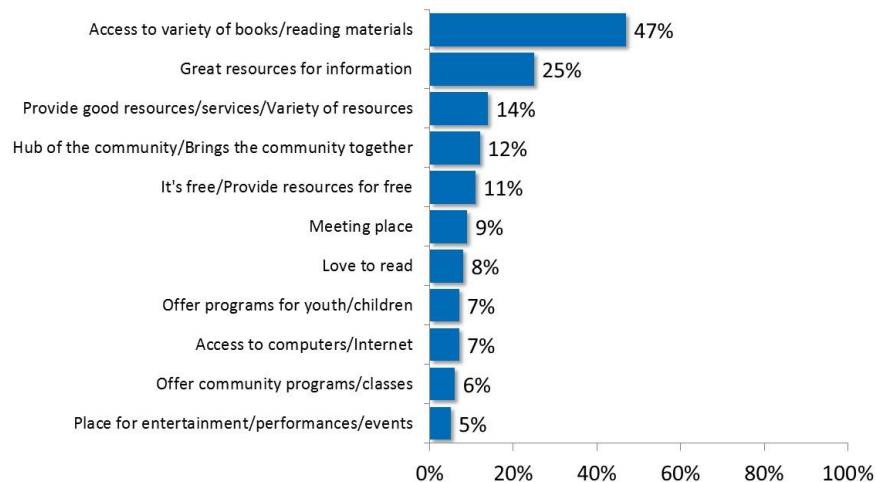
# Reasoning for Personal Importance Score

**Having access to a variety of books and reading material is the most common rationale for finding public libraries and their services to be of personal importance.**

- Those who rated public libraries and their services as highly important (scores of seven or higher) who were asked to indicate why they are of such importance. Respondents most often referenced the **access to a variety of books/reading materials**, followed by the fact that **libraries are great resources for information**. Other reasons were mentioned by less than two in ten respondents. (Table 8a)
- Those who indicated public libraries and their services were of less personal importance (a score of one to six), attributed that lack of personal importance to the fact that they **use their own computer/Internet for information or to download books**, followed by the rationale that they **don't use libraries very much**. Other reasons were mentioned by less than two in ten respondents. (Table 8b)

## Reasons Public Libraries and Their Services are Personally Important

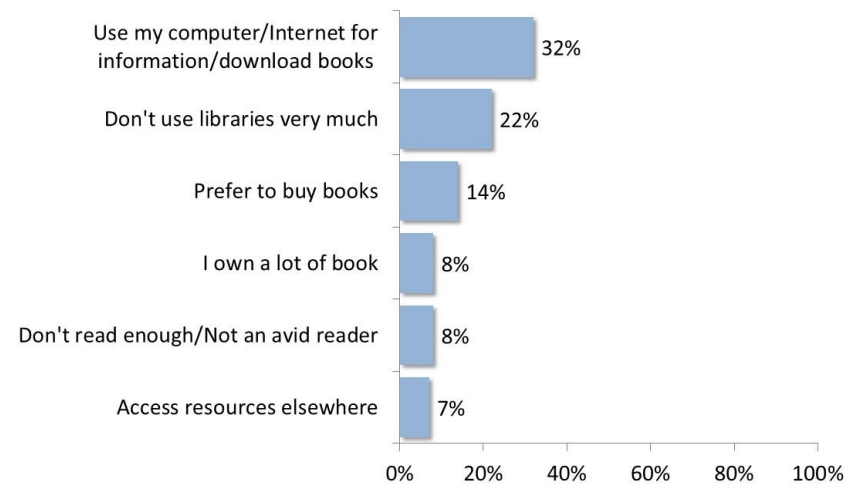
Key Unaided Mentions Among Those Who Rated Personal Importance of Public Libraries and Their Services from 7-10



Q.8a: [IF 7 OR HIGHER IN Q.7] In a few words, why are public libraries and their services important to you personally? (n=860)

## Reasons Public Libraries and Their Services are Personally Not That Important

Key Unaided Mentions Among Those Who Rated Personal Importance of Public Libraries and Their Services from 1-6



Q.8b:[IF 6 OR LOWER IN Q.7] In a few words, why are public libraries and their services not that important to you personally? (n=145)

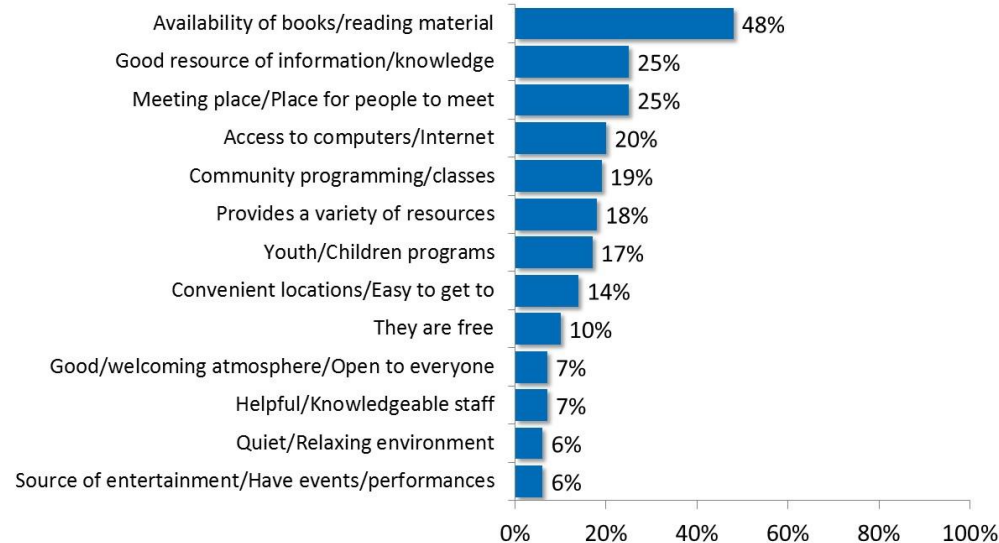
# Most Important Things About Public Libraries

**The three most important things about public libraries, both personally and for the community, include the availability of books / reading material, being a good resource of information, and a public meeting place.**

- When considering the three most important things about public libraries both personally and for their communities, respondents most commonly mentioned the **availability of books/reading material**, followed by **public libraries being good resources of information/knowledge**, and libraries as being a **meeting place/place for people to meet**. (Table 9)
- When considering responses across audience groups, some notable variations appear. Specifically, residents of the Valley/South Shore and those aged 16-34 years were more likely than their counterparts to mention **access to computers/Internet** as one of the top three most important things about public libraries. Additionally, those living in Cape Breton were far more likely to cite **youth/children programs** than those residing elsewhere in the province. Finally, women are far more likely than men to mention **community programming/classes**.

## Most Important Things About Public Libraries Personally and for the Community

Key Unaided Mentions



Q.9: What do you consider to be the three most important things about public libraries to you and your community?  
(n=1005)



# Importance of Services Offered

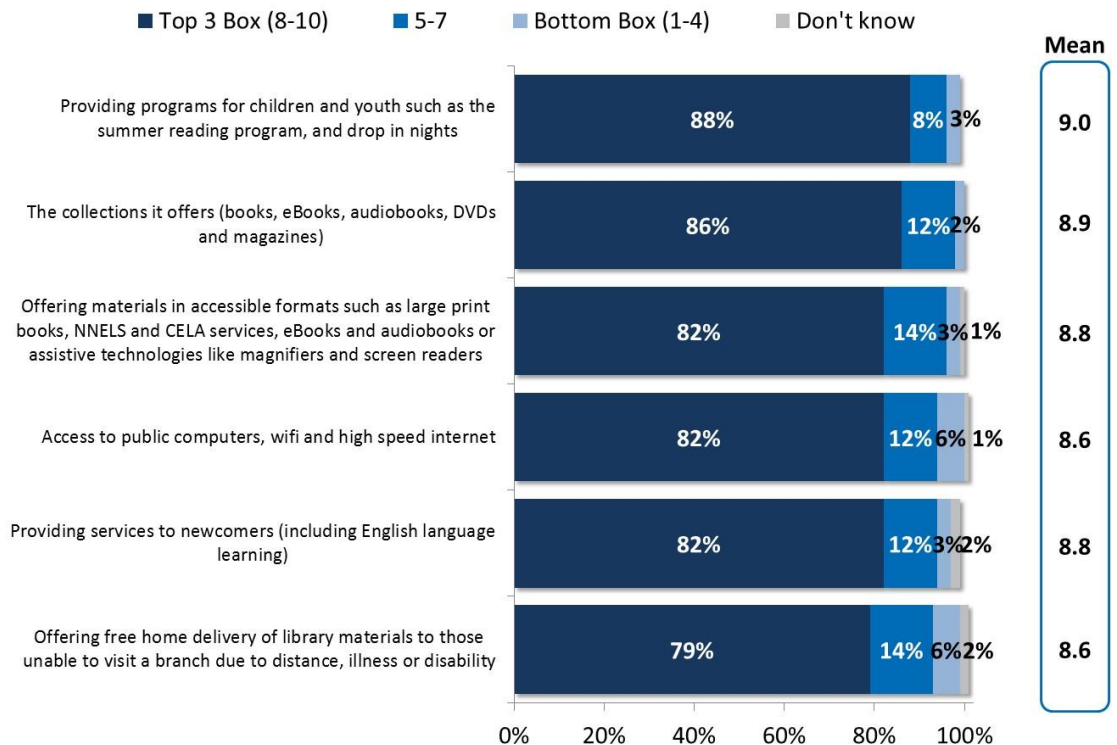
**Considerable importance is placed on all services offered by Nova Scotia's public libraries, most notably the provision of programs for children and youth.**

Survey respondents were asked to rank the importance of 17 different services offered by Nova Scotia's public libraries on a scale of 1-10, with '10' being extremely important and '1' being not at all important. The following three slides show the level of importance placed on each service, ranked in order of perceived importance.

- Overall, all of the services listed are deemed highly important. That said, the **provision of programs for children and youth** is of considerable importance, generating an average rating of 9 out of 10. Other services rated with very high importance include the **collections offered at the library, the availability of materials in accessible formats, access to public computers, wifi, and high speed Internet, and the provision of services to newcomers**. Eight in ten also consider it to be very important to offer **free home delivery of library materials to those unable to visit a branch**. (Tables 10a-q)
- Across the province results are generally consistent, on each service shown in the graph to the right.

## Importance of Services Offered by NS's Public Libraries

Rating on 10-pt Scale: 1=Not at all important, 10=Extremely important



Q.10a-q: How important are each of the following types of services offered by Nova Scotia's public libraries? Please use a scale of 1-10, where '1' is not at all important and '10' is extremely important. (n=1005)

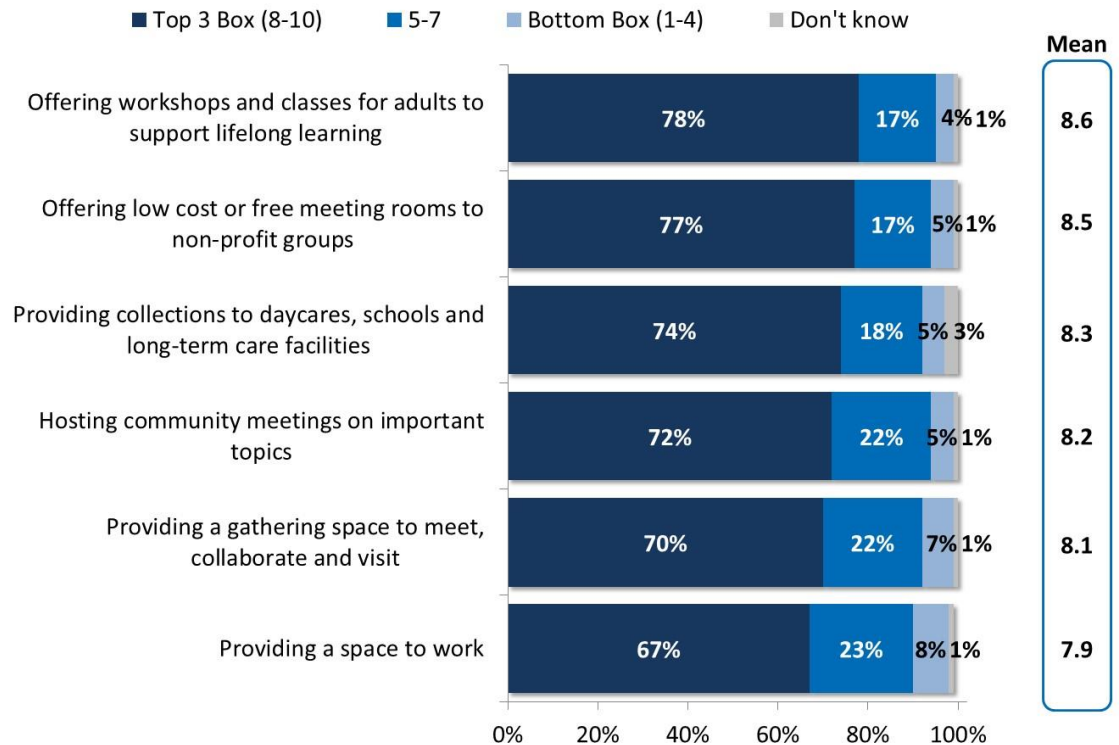
Note: Responses of 'Don't know' were excluded from the calculation of the mean.

# Importance of Services Offered (cont'd)

- As shown in the graph to the right, the vast majority of library service users also place significant importance on **offering workshops and classes for adults, offering low cost or free meeting rooms for non-profit groups and providing collections to daycares, schools and long-term facilities**. Further, most consider **hosting community meetings, being a gathering place to meet** and **providing a space to work** to be highly important.
- Of note, on all accounts, very few residents deem such services not important.
- Across the province results are generally consistent for each service, although those in Cape Breton place greater importance on providing collections to daycares, schools and long-term facilities than those in other regions.

## Importance of Services Offered by NS's Public Libraries

Rating on 10-pt Scale: 1=Not at all important, 10=Extremely important



Q.10a-q: How important are each of the following types of services offered by Nova Scotia's public libraries? Please use a scale of 1-10, where '1' is not at all important and '10' is extremely important. (n=1005)

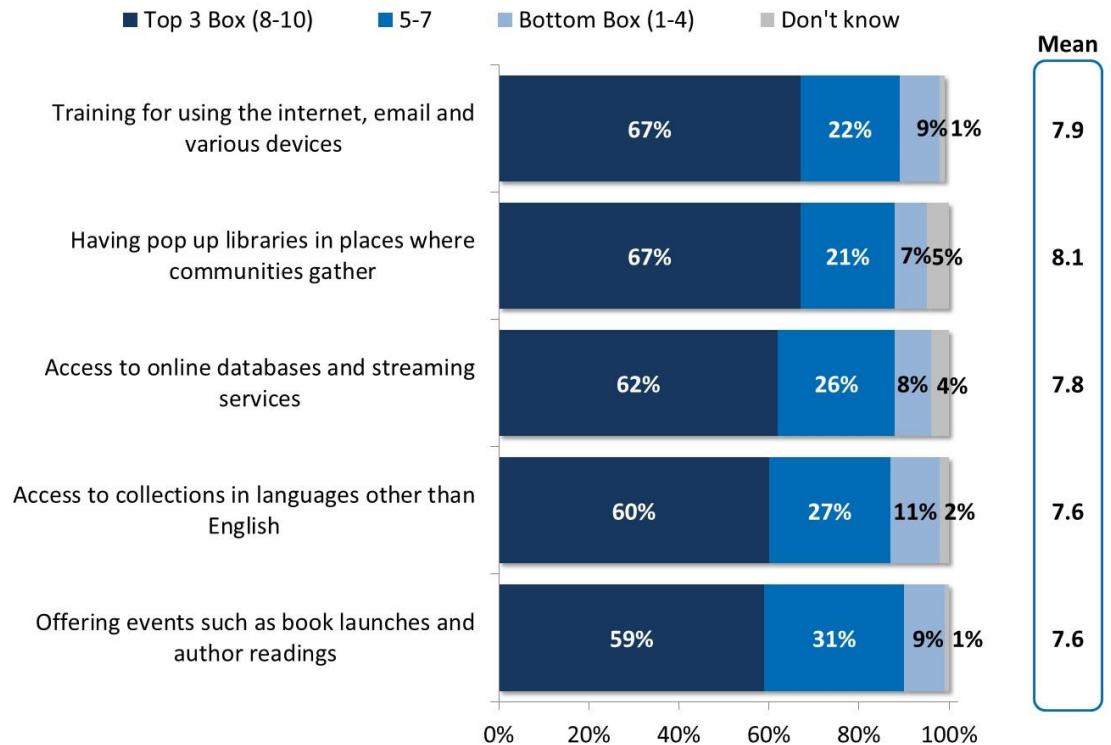
Note: Responses of 'Don't know' were excluded from the calculation of the mean.

# Importance of Services Offered (cont'd)

- At least six in ten library users consider each of the remaining services important.
- Some variations in the level of importance of each service can be seen across different audience groups. Of note, across services, women place a higher importance on each service than men. Residents of Cape Breton consider the accessibility of collections in languages other than English to be of greater importance than those residing elsewhere. The same is seen among those who were not born in Canada compared to those who were.
- Access to public computers, wifi and high speed internet is considerably more important to those living in Central Nova Scotia. Training for using the Internet, email and various devices becomes more important with age and is of lower importance to those living in Halifax than those living elsewhere. The provision of a gathering space to meet, collaborate and visit and the provision of a space to work both decrease in importance with age. Findings suggest that service use may vary across audience groups.

## Importance of Services Offered by NS's Public Libraries

Rating on 10-pt Scale: 1=Not at all important, 10=Extremely important



Q.10a-q: How important are each of the following types of services offered by Nova Scotia's public libraries? Please use a scale of 1-10, where '1' is not at all important and '10' is extremely important. (n=1005)

Note: Responses of 'Don't know' were excluded from the calculation of the mean.

# Importance of Services Offered by Use of Services Outside a Library Building

**Key differences exist in level of perceived importance of library services between those who use public library services outside of a library building and those who do not.**

As shown in the table to the right, some key differences exist between those who use public library services outside of a library building and those who use services only in a library building.

- Of note, those who use library services outside of a library building typically place greater importance on non-traditional library services. In fact, those who use public library services outside of a library building deem *offering materials in accessible formats, providing services to newcomers, offering free home delivery of library materials to those unable to visit a branch, providing collections to daycares, schools, and long-term care facilities, and access to online databases and streaming services* to be notably higher in importance than those who do not use public library services outside of a library building.

## Importance of Services Offered by NS's Public Libraries

Rating on 10-pt Scale: 1=Not at all important, 10=Extremely important  
Top 3 Box (8-10)

	Overall	Use services outside of library building	Do not use library services outside of library building
	(n=1005)	(n=720)	(n=285)
Providing programs for children and youth	88%	88%	88%
The collections it offers	86%	87%	81%
Offering materials in accessible formats	82%	85%	75%
Providing services to newcomers	82%	84%	78%
Access to public computers, wifi and high speed internet	82%	81%	84%
Offering free home delivery of library materials to those unable to visit a branch	79%	81%	73%
Offering workshops and classes for adults to support lifelong learning	78%	78%	76%
Offering low cost or free meeting rooms to non-profit groups	77%	78%	74%
Providing collections to daycares, schools, and long-term care facilities	74%	76%	69%
Hosting community meetings on important topics	72%	73%	69%
Providing a gathering space to meet, collaborate and visit	70%	70%	69%
Providing a space to work	67%	68%	64%
Training for using the internet, email and various devices	67%	67%	68%
Having pop up libraries in places where communities gather	67%	67%	66%
Access to online databases and streaming services	62%	64%	56%
Access to collections in languages other than English	60%	61%	58%
Offering events such as book launches and author readings	59%	60%	56%

Q.10a-q: How important are each of the following types of services offered by Nova Scotia's public libraries? Please use a scale of 1-10, where '1' is not at all important and '10' is extremely important.

# Importance of Services Offered by Regional Public Library Branch

**The various services offered by Nova Scotia's public libraries are valued differently by those who frequent different regional library branches.**

- As shown in the following tables, some variations in the level of importance of the services offered by Nova Scotia's public libraries can be seen across the regional branches. Differences of 10 points or more above overall (i.e. higher importance) are highlighted in green, while those 10 points or more below (i.e. lower importance) are highlighted in red. Findings suggest that those in the south shore region place greater importance on *offering free home delivery of library materials*, while those in the eastern counties place lower importance on other key services.

## Importance of Services Offered by NS's Public Libraries: Comparison by Regional Public Library Branch

Rating on 10-pt Scale: 1=Not at all important, 10=Extremely important

Top 3 Box (8-10)

	Overall (n=1005)	Nova Scotia Regional Public Library Branches								
		Annapolis Valley (n=119)	Cape Breton (n=93)	Colchester -East Hants (n=64)	Cumber- land (n=35)*	Eastern Counties (n=21)*	Pictou- Antigonish (n=77)	South Shore (n=55)	Western Counties (n=55)	Halifax (n=415)
Providing programs for children and youth	88%	87%	89%	87%	91%	76%	87%	91%	95%	89%
The collections it offers	86%	84%	85%	86%	94%	86%	83%	87%	85%	85%
Access to public computers, wifi and high speed Internet	82%	77%	81%	87%	91%	81%	87%	80%	89%	80%
Offering materials in accessible formats	82%	84%	85%	80%	86%	90%	79%	85%	80%	81%
Providing services to newcomers	82%	79%	82%	81%	80%	76%	87%	78%	80%	84%
Offering free home delivery of library materials	79%	83%	84%	75%	83%	67%	79%	89%	82%	78%
Offering workshops and classes for adults	78%	77%	83%	80%	83%	62%	79%	71%	84%	77%
Offering low cost or free meeting rooms to non-profit groups	77%	74%	75%	77%	77%	67%	82%	84%	78%	78%

Q.10a-q: How important are each of the following types of services offered by Nova Scotia's public libraries? Please use a scale of 1-10, where '1' is not at all important and '10' is extremely important.

\*Caution: Small sample size.

# Importance of Services Offered by Regional Public Library Branch

- Similarly, as shown below, those in western counties place greater importance on *training* and *providing a space to work*, while those in the Pictou-Antigonish area also deem providing a *space to work* to be more important. Similarly, those in Cumberland place greater importance on *offering access to online databases and streaming services*, while Cumberland and Cape Breton residents consider *offering events such as book launches* more important.
- Users of the **Western Counties Regional Library branches** place a higher importance on training for using the Internet, email and other devices, and providing a space to work when compared to overall findings.

## Importance of Services Offered by NS's Public Libraries: Comparison by Regional Public Library Branch

Rating on 10-pt Scale: 1=Not at all important, 10=Extremely important

Top 3 Box (8-10)

	Overall (n=1005)	Nova Scotia Regional Public Library Branches								
		Annapolis Valley (n=119)	Cape Breton (n=93)	Colchester -East Hants (n=64)	Cumber- land (n=35)*	Eastern Counties (n=21)*	Pictou- Antigonish (n=77)	South Shore (n=55)	Western Counties (n=55)	Halifax (n=415)
Providing collections to daycares, schools and long-term care facilities	74%	75%	77%	77%	74%	71%	62%	80%	69%	73%
Hosting community meetings on important topics	72%	67%	80%	67%	77%	62%	79%	67%	76%	72%
Providing a gathering space to meet, collaborate and visit	70%	68%	73%	72%	69%	76%	68%	64%	62%	74%
Training for using the Internet, email and various devices	67%	71%	72%	72%	74%	67%	70%	67%	84%	63%
Providing a space to work	67%	61%	63%	59%	60%	62%	79%	69%	78%	67%
Having pop up libraries in places where communities gather	67%	69%	71%	69%	74%	43%	69%	65%	64%	67%
Access to online databases and streaming services	62%	62%	67%	56%	80%	52%	64%	56%	58%	61%
Access to collections in languages other than English	60%	62%	65%	52%	57%	62%	60%	62%	55%	60%
Offering events such as book launches and author readings	59%	61%	72%	48%	74%	67%	61%	55%	62%	56%

Q.10a-q: How important are each of the following types of services offered by Nova Scotia's public libraries? Please use a scale of 1-10, where '1' is not at all important and '10' is extremely important.

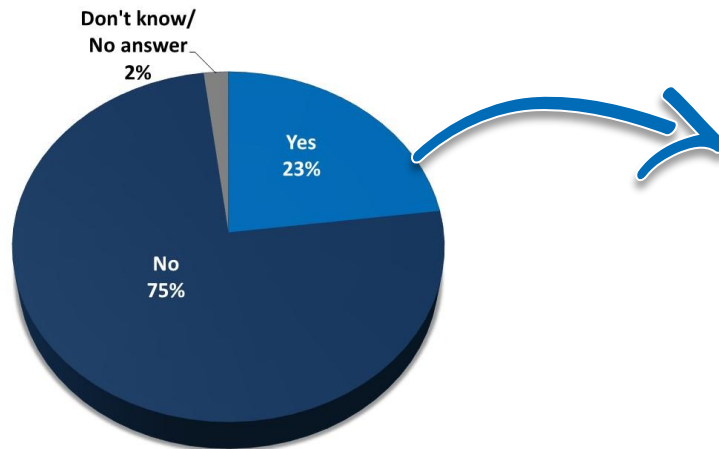
\*Caution: Small sample size.

# Places Providing Similar Services or Experiences

**If public library services were no longer available, the vast majority of residents would reportedly have no other place to access such services. Others, however, would rely on the Internet or universities.**

- If, hypothetically, public library services were no longer accessible, the majority of respondents indicated that they **would not have another place to access similar services or experiences**. Those who reportedly would have an alternative most commonly cited the **Internet**, closely followed by a **university**. Fewer respondents mentioned a **book store** or a **community centre**. Remaining sources, including a **college**, **public schools** and **recreation centres**, were each mentioned by less than one in ten respondents. (Tables 12 and 13)
- Men were more likely than women to indicate having somewhere else to access the services and experiences available from a public library. That said, when considering access to specific sources, women mentioned book stores, community centres, and colleges more often than men. In terms of regional differences, Cape Breton residents were more likely to cite the Internet than those living elsewhere, while those in Halifax most frequently referenced a university. Additionally, accessing a university for services or experiences was mentioned notably more often by those who were not born in Canada than by those who were.

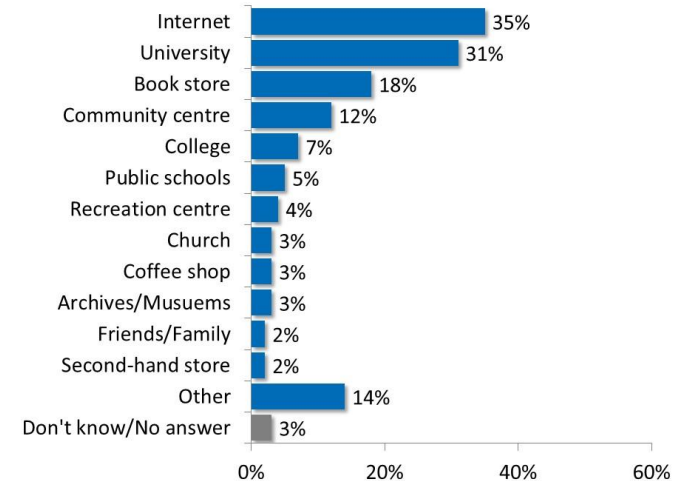
## Another Place to Access Similar Services or Experiences if Public Library Services Were No Longer Available



Q.12: Hypothetically, if you no longer had access to public library services, is there another place where you could access similar services or experiences? (n=1005)

## Places to Go to Access Similar Services if Public Library Services Were No Longer Available

Total Unaided Mentions Among Those Who Would Have Another Place To Go



Q.13: [IF 'YES' IN Q.12] Where would you go to access such services if you no longer had access to public library services? PROBE: Anywhere else? (n=228)

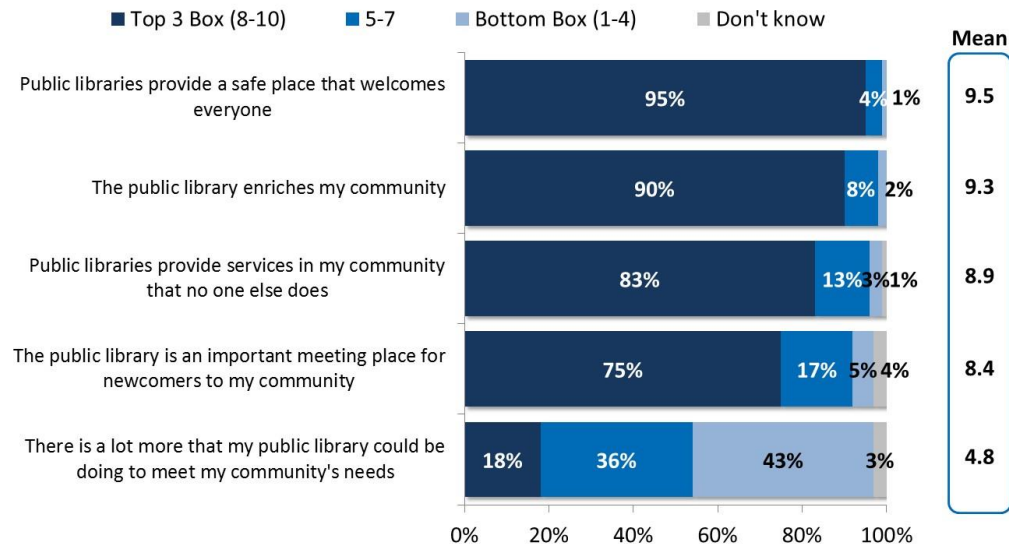
# Perceptions About Nova Scotia's Public Libraries

**Nova Scotia's public libraries are considered welcoming to all and as enriching its communities. Public libraries are deemed to provide services that no one else does.**

- Survey respondents were presented with a list of statements and asked to indicate to what level they agree or disagree with each. The statement that **public libraries provide a safe place that welcomes everyone** was most highly agreed with, followed closely by **the public library enriches my community**. Opinions are generally consistent across the province. (Tables 14a-e)
- Overall, strong agreement with each statements is evident, with the exception that **there is a lot more my public library could be doing to meet my community's needs**. This further underscores library users' positive perceptions of public libraries and their services.
- When considering the statement **there is a lot more that my public library could be doing to meet my community's needs**, agreement is most prevalent among those aged 55 years and above, residents of Cape Breton, lower income earners, those with less formal education and those not born in Canada.

## Perceptions About Nova Scotia Public Libraries

Rating on 10-pt Scale: 1=Completely Disagree, 10=Completely Agree



Q.14a-e: I am going to read a number of statements about how you may or may not feel about Nova Scotia's public libraries. Using a scale of '1' to '10' where '1' is completely disagree and '10' is completely agree, please indicate the extent to which you either agree or disagree with each of the following statements. (n=1005)

Note: Responses of 'Don't know' were excluded from the calculation of the mean.



Public Library Usage

Importance of  
Public Libraries

**Demographics**

# Public Libraries Visited Most Often

**Overall, survey respondents most often visit or receive services from the Halifax Central Library.**

- The table shown below outlines key public library branches visited most often by survey respondents. Overall, the **Halifax Central Library** is the public library branch visited or used for services most often. (Table 15)
- When considering library branches located in specific regions of the province, the Halifax Central Library is again most frequented in the Halifax region. Meanwhile, the James McConnell Memorial Library is most frequented by residents of Cape Breton. Central Nova Scotia Residents most often mention the Antigonish Town & Country Public Library branch, followed closely by the Colchester-East Hants Public Library branches, and the New Glasgow Public Library. At the same time, Valley/South Shore residents most frequently mention the Wolfville Memorial Library, followed closely by the Margaret Hennigar Public Library.

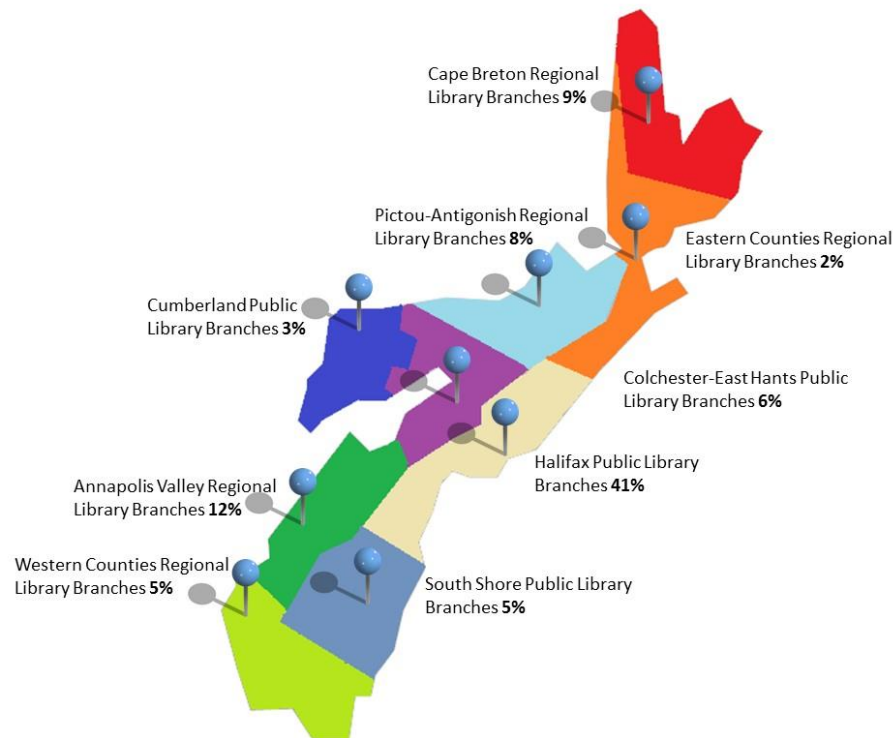


Public Library Branch Visited/Services Received From Most Often Key Unaided Mentions	(n=1005)
Halifax Central Library	12%
Keshen Goodman Public Library	6%
Woodlawn Public Library	4%
James McConnell Memorial Library	4%
Sackville Public Library	3%
Tantallon Public Library	3%
Cape Breton Regional Library branches	3%
Antigonish Town & County Public Library	3%

# Regional Public Library Branch Visitation / Usage

- The following map depicts the regional branches of Nova Scotia's public libraries visited or used by survey respondents. As would be expected, given the distribution of survey respondents, **Halifax Public Libraries branches** were visited most often. More than one in ten made use of **Annapolis Valley Regional Library branches**, while one in ten visited the **Cape Breton Regional Library branches** or the **Pictou-Antigonish Regional Library branches**. All other regional branches were visited less frequently. (Table 15)

## Visitation/Usage of Regional Public Library Branches (n=1005)



# Public Library User Demographics

*Nova Scotia's public library users tend to be well educated and employed, earning varied levels of annual household income.*

- Nova Scotia Public Library users tend to be well educated, with over one-half reporting to have at least a university degree. Annual household income levels are more mixed, though the majority of survey respondents report earnings of \$50,000 or more per year. Respondents are mostly employed as well, either full-time or part-time. That said, a large minority are retired. (Tables 16, 17, 20)



	(n=1005)
<b>Highest Level of Education Completed</b>	
Some high school	4%
Graduated high school/vocational	14%
Some community/technical college	4%
Graduated community/technical college	15%
Some university	7%
Graduated university	32%
Post graduate degree	22%
<b>Household Income in 2017</b>	
Less than \$25,000	9%
At least \$25,000, but less than \$50,000	18%
At least \$50,000, but less than \$75,000	19%
At least \$75,000, but less than \$100,000	15%
\$100,000 or more	21%
Refused	14%
Don't know/No answer	3%



- Regional demographic differences are apparent. Specifically, those living in the Halifax area are far more likely to hold a post graduate degree than those residing elsewhere in the province. At the same time, Valley/South Shore residents are least likely to have a university degree or higher. Considering higher income earners are also the most educated respondents, it is not surprising that Halifax residents are more affluent than those residing elsewhere. Halifax residents are also most likely to be employed full-time, while Cape Breton has the highest proportion of retired public library users.



<b>Employment Status</b>	
Employed full-time (at least 30hrs/week)	39%
Employed part-time (less than 30hrs/week), by choice	8%
Employed part-time (less than 30hrs/week), not by choice	2%
Not employed, but actively looking for full-time work	1%
Not actively look for work due to other family obligations	1%
Retired	42%
Not at actively looking for work	4%
Refused	2%

# Public Library User Demographics (cont'd)

## Survey respondents are often long-term community residents.

- Survey respondents are typically long-term residents of their communities, with the majority reporting residence of 16 years or more. Respondents are more likely to have been born in Canada, with only one in ten reporting a birthplace outside the country. Those born outside of Canada are more likely to reside in the Halifax or Valley/South Shore regions. (Tables 18 and 19)
- Interestingly, Cape Breton and Central NS residents tend to have lived in their communities longer than those residing elsewhere, with seven in ten respondents reporting having lived in their communities for 16 years or longer in each of these regions. Perhaps unsurprisingly, those not born in Canada have resided in their communities for a shorter amount of time than those who were born in Canada. That said, the majority of those not born in Canada have lived in their community for at least the past 11 years.



		(n=1005)
<b>Lived in community</b>		
Less than a year		2%
Between 1 and 2 years		3%
Between 3 and 5 years		7%
Between 6 and 10 years		13%
Between 11 and 15 years		11%
16 years or longer		62%
<b>Born in Canada</b>		
Yes		89%
No		11%