



Charlottetown Library
Learning Centre



PEI PUBLIC LIBRARY SERVICE

COMMUNITY SURVEY REPORT

DECEMBER 2024



OVERVIEW

The Prince Edward Island Public Library Service (PLS) conducted an online survey to measure the effectiveness of library services and programs, as well as the perceptions of public libraries among non-users.

The survey ran from March 4th - April 30th 2024. While it was only available online, library staff provided in-person assistance as needed.

- The English version of the survey had 666 completed responses.
- The French version had 33 completed responses.

A total of **694** responses were analyzed.



DEMOGRAPHICS

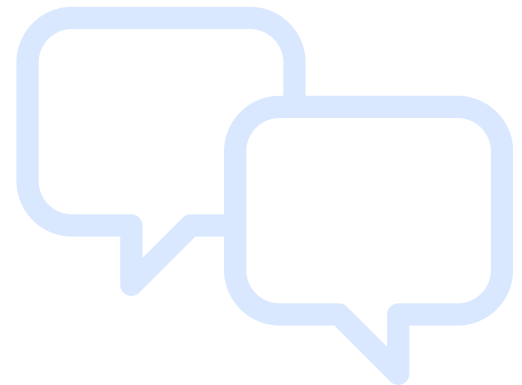
Most survey respondents were:

- Located in Queens County
- Aged 35-54 or 55-65+
- Either employed full-time or retired

92.64% of respondents primarily speak English at home, while **5.05%** primarily speak French.

Other languages fluently spoken by respondents included:

- | | |
|----------------------------------|--------------|
| • Arabic | • Italian |
| • Chinese (Mandarin & Cantonese) | • Mi'kmaq |
| • Czech | • Polish |
| • Dutch | • Portuguese |
| • Filipino | • Punjabi |
| • German | • Spanish |
| • Hindi | • Turkish |



LIBRARY USAGE

NON-USERS

Library non-users are those who answered “No, I do not visit the library or use any online resources.” They accounted for 64 responses of the total 694 completed surveys.

The top 3 reasons that non-users gave for not using physical library spaces were:

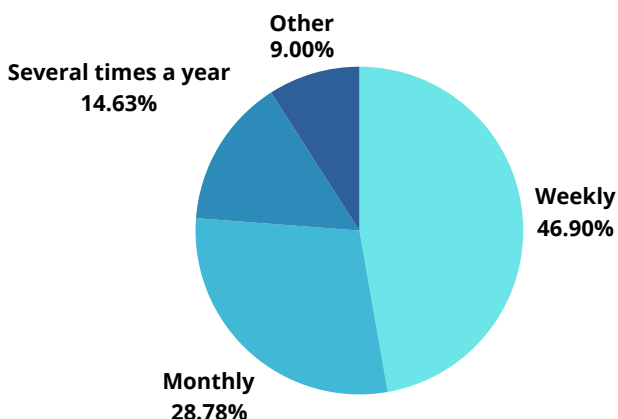
- “I buy my own books, music and movies”
- “I don’t have time”
- “Parking concerns”

LIBRARY USERS

The majority of survey respondents identified themselves as library users, with 630, or **90.78%** selecting “Yes, I visit the library and/or use its digital resources.”

FREQUENCY OF USE

When asked how often they visit the library, 46.9% of library users visit weekly, while another 28.78% visit monthly.



LIBRARY CARDS

92.36% of all survey respondents had a valid library card, while 7.46% did not.

When asked why they do not have a library card, answers included:

- My card expired
- I don’t feel the need to have one
- My card has been lost
- I use a family member or friend’s card



BRANCH USE

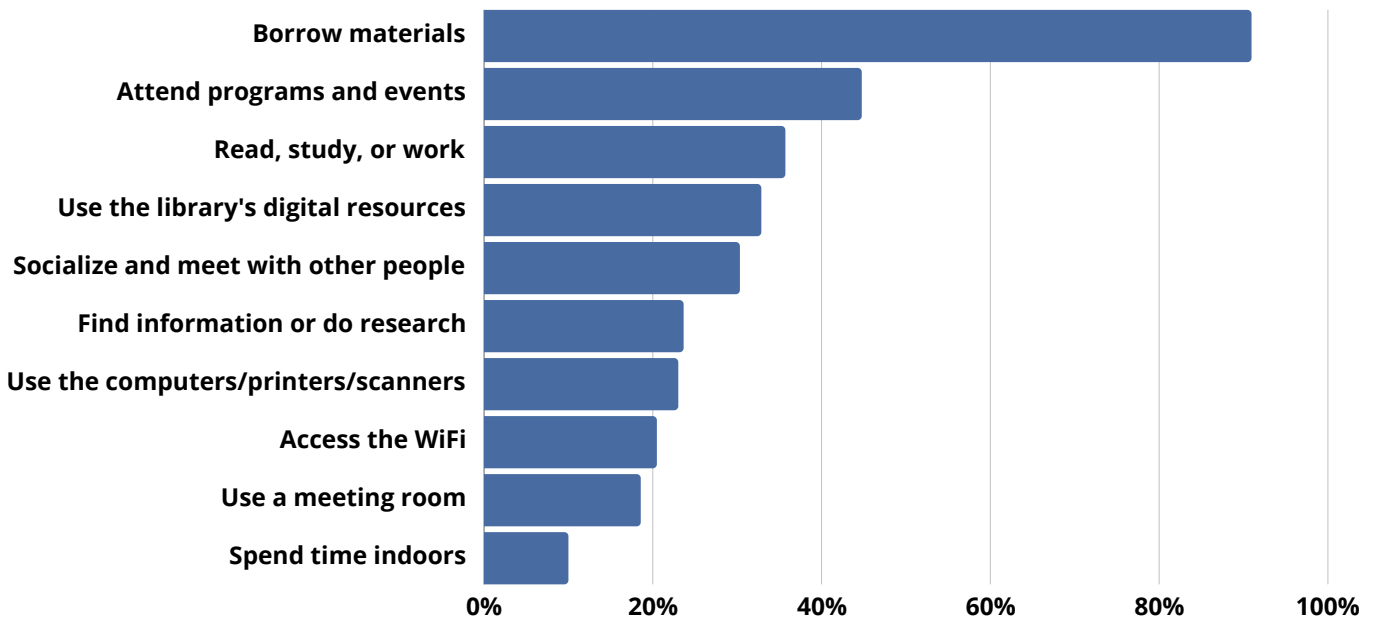
The top five library locations used by survey respondents are:

- Charlottetown Library Learning Centre
- Summerside Rotary Library
- Stratford Public Library
- Montague Rotary Library
- Cornwall Public Library

LIBRARY SERVICES

REASONS FOR USING THE LIBRARY

The most popular reason that library users gave for using the library was **borrowing library materials**, followed by **attending library programs and events**.



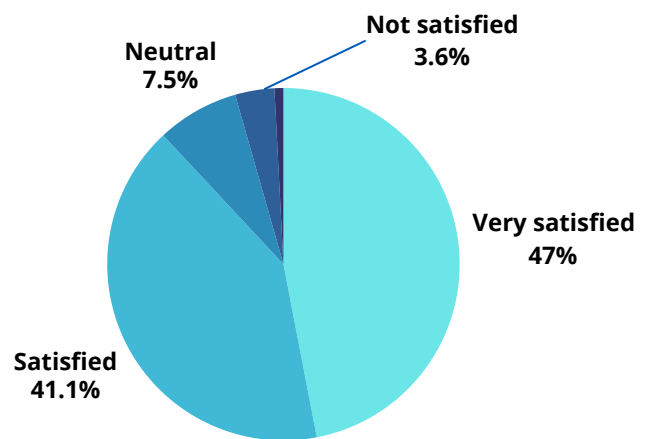
SATISFACTION

Overall, library users are satisfied with current services and appreciate the importance of having these various services and resources available for Islanders to access.

Some areas of concern identified were:

- Operational hours
- Size of library collection (physical & digital)
- Branch location sizes
- Parking availability

Satisfaction with Library Services

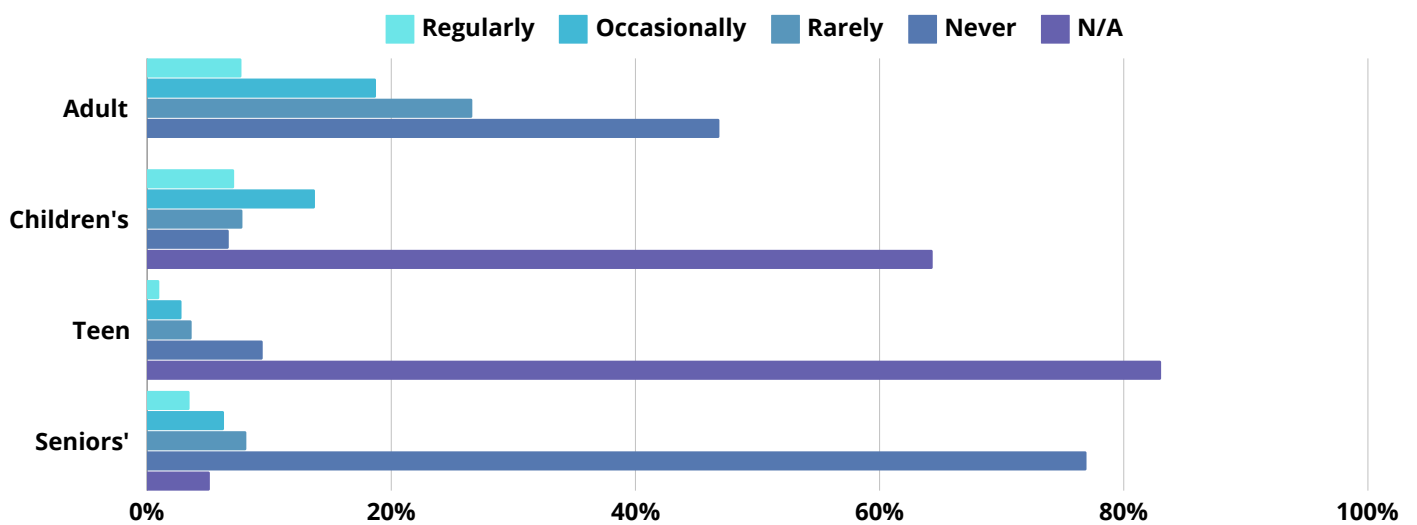


PROGRAMMING

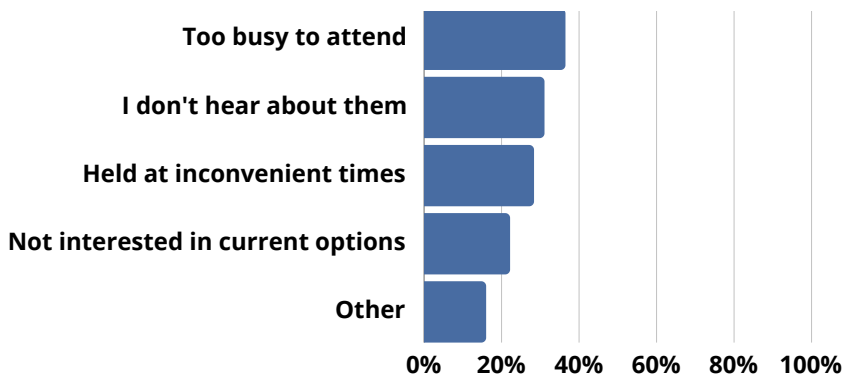
AT A GLANCE

Library programs are free events that provide opportunities for learning and entertainment. Programming supports the library’s goals to provide opportunities for lifelong learning, promote literacy and to celebrate communities and cultures.

Program Attendance Rates Among Library Users



Barriers to Program Attendance



BARRIERS

Respondents identified that, aside from being too busy, the two largest barriers to programming attendance are:

- Ineffective promotion
- Inconvenient or inaccessible timing

Other barriers listed included:

- Parking issues
- Lack of childcare
- Accessibility concerns
- Limited program options at local branches



DIGITAL RESOURCES

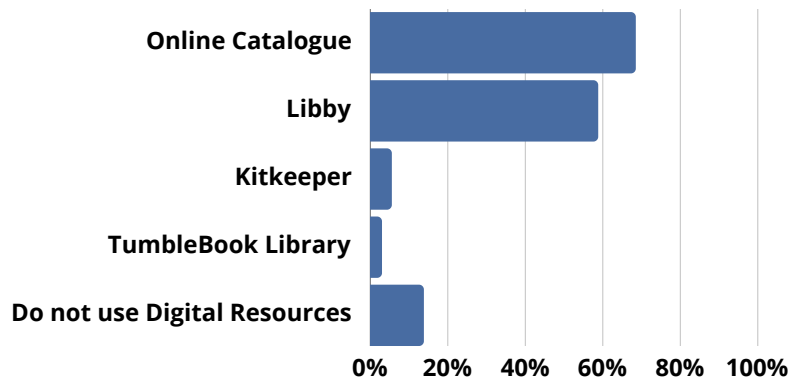
SUMMARY

The two most popular digital resources were the **Online Catalogue**, followed by **Libby**.

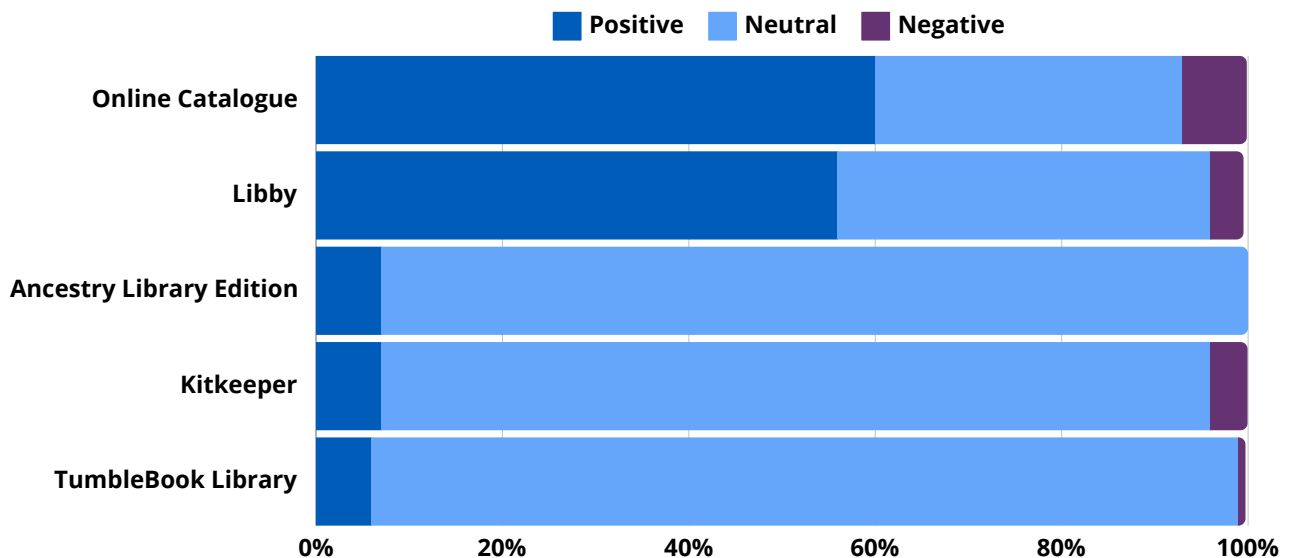
Survey respondents were generally satisfied with the library’s digital resources but identified several areas of frustration:

- Difficulty navigating the library website and online catalogue
- Limited understanding of how digital resources for libraries work, especially for eBook and eAudiobook lending
- Not knowing how to use a resource
- Being unaware of a resource

Digital Resource Usage



Satisfaction with Library Digital Resources



SUMMARY

FEEDBACK & NEXT STEPS

All respondents were given the opportunity to provide comments or feedback about public library services on Prince Edward Island throughout the survey. These responses can be grouped under 3 main areas of concern: **Accessibility**, **Education**, and **Promotion**.

Accessibility

- Operational hours & program timing
- Branch spaces
- User experience of website and catalogue
- Adding more items and variety to collections

Education

- Training and assistance on using current resources
- How the library's floating collection works
- More information regarding limitations on digital lending

Promotion

- Targeted promotion outside of library spaces
- Increased branch-specific social media promotions for programs
- Create more awareness of currently available resources and services



CONCLUSION

The data collected through the *Public Library Service's Community Library Survey* provided valuable feedback. It highlighted the library's strengths, identified service gaps, and suggested potential solutions. Furthermore, it provided additional insight into the various reasons why community members may not currently use the public library and offered ways to engage with new audiences. The collected information will assist the PEI Public Library Service in continuing to meet the needs of Island communities to the best of its abilities and resources.