

# The Impact of Regina Public Library\*



\* Part of the national study investigating the Impact of Canadian Urban Libraries, led by the Canadian Urban Libraries Council/Conseil des Bibliothèques Urbaines du Canada (CULC/CBUC).



# Executive summary

Regina Public Library has participated in the largest study ever conducted on the impact of public libraries with the aim of understanding the role that the library plays for individuals and for the community. This report presents findings specifically about Regina Public Library.

## Delivering impact across all service pillars

Overall, Regina Public Library exhibits a well-rounded Impact Profile, with demonstrated emotional, intellectual, creative, and social impact.

The highest impact scores are seen in the Intellectual and Emotional dimensions, especially for the Collection and particularly within the 'Knowledge' and 'Well-being' parameters.

The Social dimension generally scores lower, though the Collections stand out as inspiring 'Empathy' through insights into the lives of others.

## Programs are less used, but seen as highly impactful

Programs is the least used service pillar, attended by 42% of users, compared to Collections which is used by 97%.

Those who do use Programs experience them as very impactful across all four dimensions, with the Social dimension standing out in particular.

While only 42% have had the chance to attend Programs in the past year, even more users (53%) find Programs relevant.

## Broad support among both users and non-users

Although not all citizens of Regina engage with their local public library, a large majority of both users and non-users find the library to play an important role. 65% of non-users agree that a public library is one of the most valuable resources a city can offer its community.

This is also supported by the finding that non-use of library services does not stem from dislike of the library. Results indicate that non-users are simply focused on other things or getting their needs fulfilled elsewhere.

## Highlighting human stories from the community

Throughout the report, we highlight stories from users of the library. Like Ujurak, a freelancer, who uses the library to research, write articles, and to feel seen at the library as a non-binary person because of the library's diverse staff; Lauren who enjoys books which deepen her understanding of big philosophical questions and religion; Michael who finds the library's spaces to be a calm refuge in a busy, chaotic world; And Rohan who has learned about Canadian culture by attending programs.

# Contents

1	Measuring impact	3
2	Use of library services	11
3	Impact Profiles	15
4	Perceived impact and feedback from users and non-users	27
A	Appendix: National results	35
B	Appendix: About the study	42

1

# Measuring impact

# Regina Public Library is part of a national impact study of urban libraries

The Canadian Urban Libraries Council/Conseil des Bibliothèques Urbaines du Canada (**CULC/CBUC**) is leading a first-of-its-kind national study to better understand the role and value of Canadian urban libraries in their local communities and for the country at large.

Being part of this impact study, **Regina Public Library** aims to understand the role that the library plays in the local community. This means uncovering the positive impact created for users every day – as well as measuring perceptions among non-users.

We are excited to share the findings of the study, hoping to ignite new discussions and inform strategic development and positioning for both Regina Public Library and urban libraries across Canada.



Canadian Urban Libraries Council  
Conseil des Bibliothèques Urbaines du Canada

*It depends*

IS IT A 3IRD

# We measure impact by asking the right questions

## Placing the individual experience at the heart of the inquiry

Information such as the number of people using the library, how many books are borrowed, and the popularity of certain books only tells us so much. But what imprint does the library leave on local communities? How do users engage with library services, and to what purpose?

Going beyond conventional metrics, this study aims to understand how library services impact and influence the lives of the people engaging with them.

## Inspired by The Cultural Value Project and building upon Toronto Public Library's social impact study

The CULC Impact Study builds on foundations laid by the comprehensive British research project *The Cultural Value Project*<sup>1</sup> as well as by the pioneering social impact study initiated by Toronto Public Library.<sup>2</sup>

1. Grossick G. & Kaszynska P. (2016): [Understanding the value of arts & culture](#). Arts and Humanities Research Council.

2. Toronto Public Library (2023): [Enabling Torontonians to grow and thrive](#).

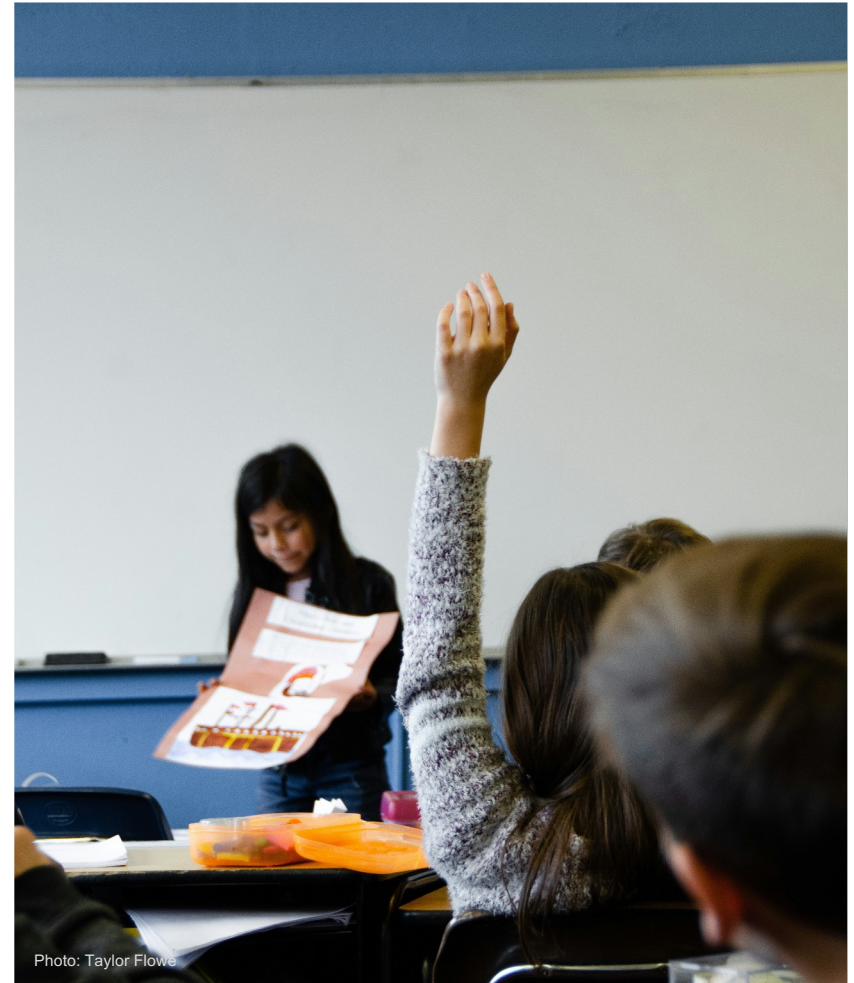


Photo: Taylor Flower



## Emotional Impact

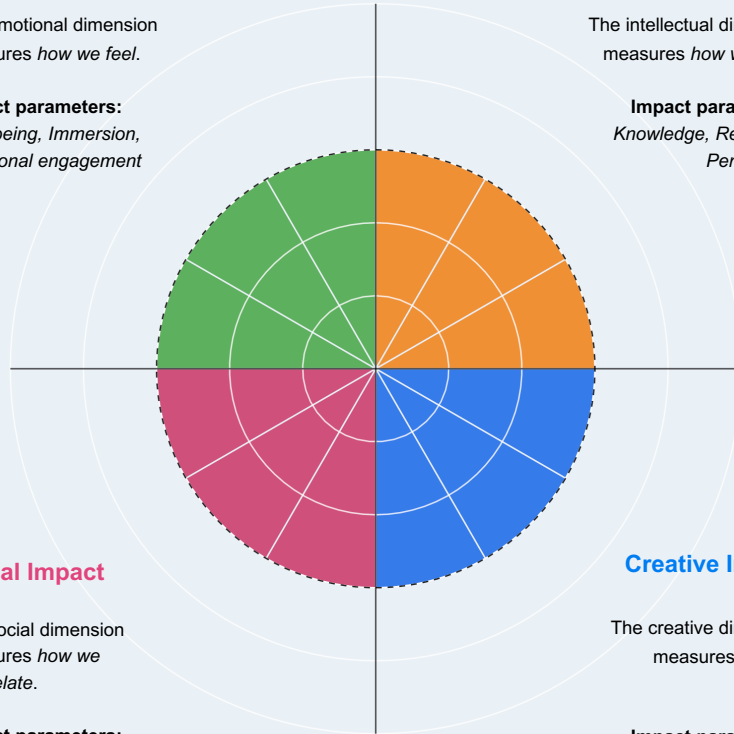
The emotional dimension measures *how we feel*.

**Impact parameters:**  
*Well-being, Immersion, Emotional engagement*

## Intellectual Impact

The intellectual dimension measures *how we think*.

**Impact parameters:**  
*Knowledge, Reflection, Perspective*



## Social Impact

The social dimension measures *how we interrelate*.

**Impact parameters:**  
*Relations, Empathy, Community*

## Creative Impact

The creative dimension measures *how we engage*.

**Impact parameters:**  
*Inspiration, Skills, Expression*

## MEASURING IMPACT

# How to read the Impact Profiles

Impact is measured along **4 dimensions with 3 parameters each**, designed to capture different aspects of the library experience.

- Library users **score each parameter on a scale** from “*Not at all*” (1) to “*To a very large extent*” (5).
- The values reported in the **Impact Profile** of a given library service express the **average ratings** across all users of that particular service.
- Parameters measure **the presence or absence of positive impact**. A low score on a given parameter is not reflective of negative impact. Rather, it indicates that library users have generally not experienced a specific type of impact.
- Likewise, Impact Profiles are expected to **differ across library services**. The nature of some services may influence many parameters at once, while others exhibit distinct ‘peaks’ in a few key impact parameters only.
- A score of 1 indicates that all users respond “*Not at all*”, whereas a score of 5 indicates that all users report the maximum rating. In practice, these extremes are unlikely to occur. **Ratings usually vary between scores of 2-4.**

# Backed by CULC and 26 individual library systems




# Key facts about the CULC National Impact Study

A nationwide quantitative survey makes up the foundation of the impact study. Fielded in the period May – July 2025, this survey was conducted among the general population as well as among library users.

The study is the largest of its kind, with participation from a total of 26 CULC libraries across the country. The massive data collection garnered a total of 18,315 responses from all over Canada.

This report is based on responses from 474 users of Regina Public Library along with 40 non-users.



 For more details on data collection and the CULC Impact Study dataset, please refer to 'Appendix B: About the study'.



# Defining library users and non-users

Throughout this report, icons in the subheadings indicate whether the slide presents insights about 'users', 'non-users', or both.



## Library users

Library users are known by many names across different parts of the country. Common descriptors include: patrons, visitors, guests, borrowers, clients, and customers.

Likewise, there are several ways to define a 'user'. Criteria may include holding a library card, using the library's services frequently, or having interacted with the library recently.

Following the definition from the Toronto Public Library social impact study, users of a given library are those who have used at least one of that library's services within the past 12 months.

Throughout this report, survey respondents who report that they have used library services within the past year are referred to as 'users'.



## Relevant non-users

Based on the definition of users, non-users whose responses are relevant to a given library are then one of the following:

- a) respondents who have not used any library services in the past year but who reside in an area close to the library, as identified by their postal code.
- b) respondents who have previously used this library's services, but not in the past 12 months, and who have not used other library services in the meantime.

Throughout this report, these survey respondents are referred to as 'non-users'.



For more details on data collection and the CULC Impact Study dataset, please refer to 'Appendix B: About the study'.






# Meet the people we have interviewed

Based on the quantitative survey, we recruited and interviewed 6 survey respondents from Regina to understand their lived experiences with the library and its services.

The interviewees were carefully chosen to represent different groups in the Regina community.

On the right, you will find a brief introduction of each individual interviewed for this Impact Study, described with a pseudonym and demographic background, rather than their real name, in order to protect their anonymity.

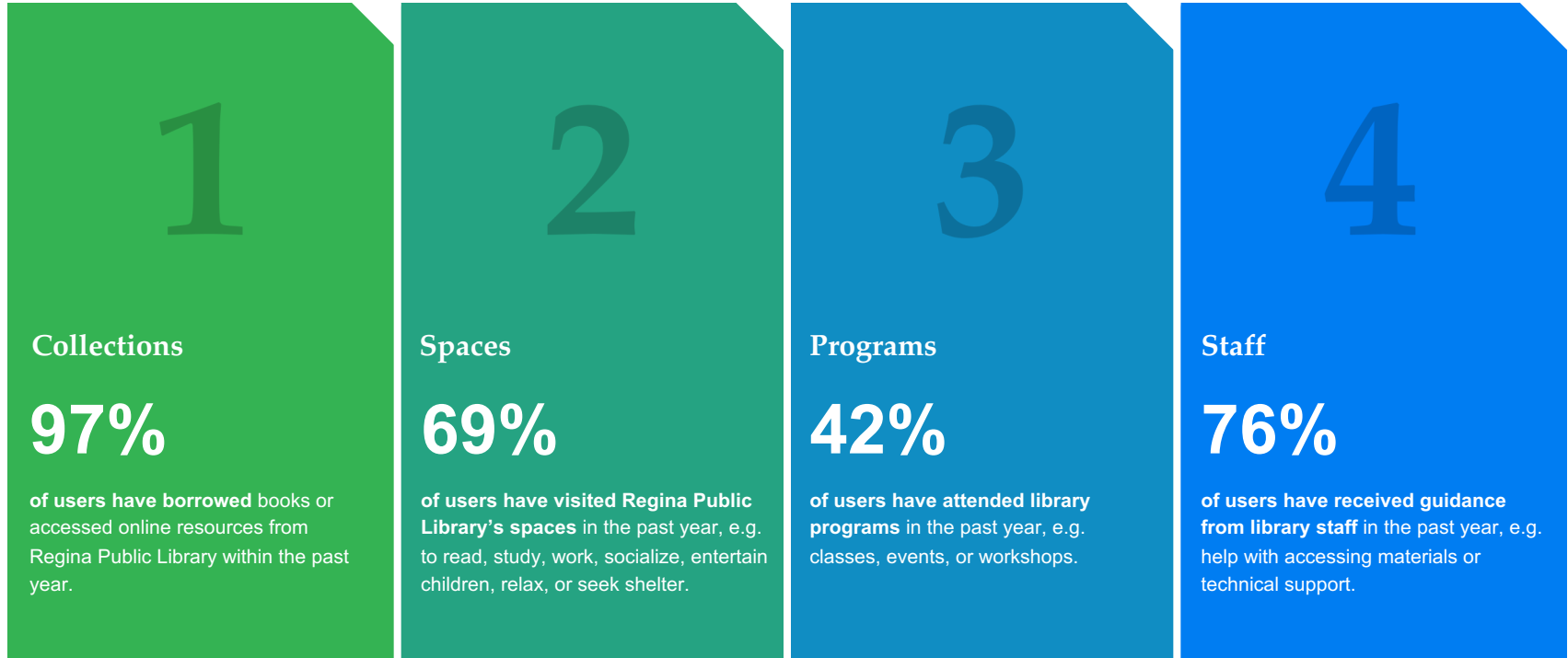
The pseudonyms will be used throughout the report when sharing stories of how people in Regina experience and engage with the library.

 <p><b>Ujurak</b> Non-binary, 37 years old User Born in Canada Employed temporarily No children in household</p>	 <p><b>Rohan</b> Man, 62 years old User Has lived in Canada for 1-5 years Unemployed Children in household</p>	 <p><b>Lauren</b> Woman, 19 years old User Has lived in Canada for 1-5 years Student No children in household</p>
 <p><b>Michael</b> Man, 49 years old Non-user Born in Canada Unable to work No children in household</p>	 <p><b>Melissa</b> Woman, 58 years old User Born in Canada Unable to work Children in household</p>	 <p><b>Jackson</b> Man, 43 years old User Has lived in Canada for less than 1 year Unemployed Children in household</p>

2

## Use of library services

# User engagement with library services in the past year



n: 474

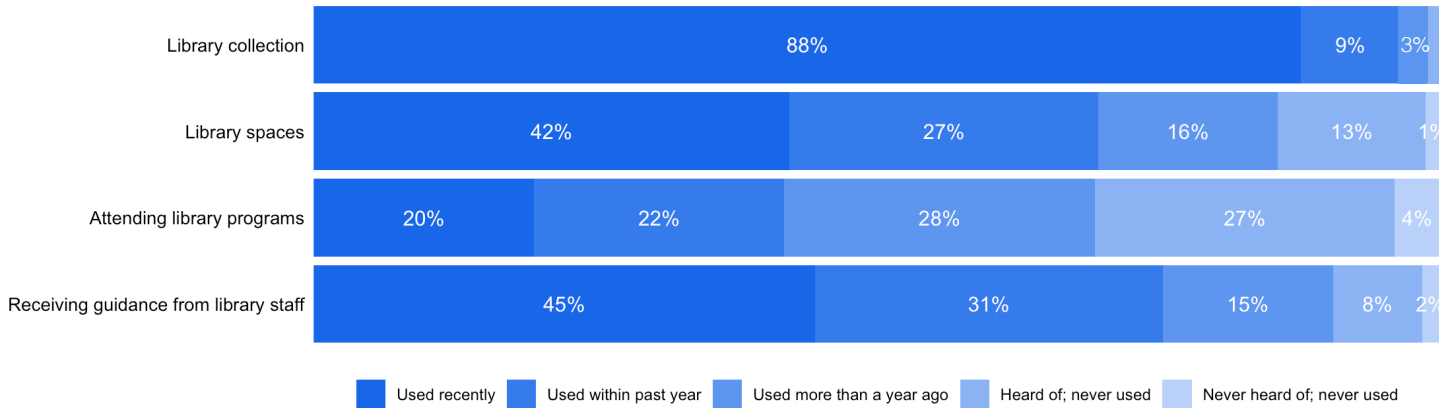
# User engagement patterns

Users of Regina Public Library, who have engaged with at least one of the four services within the past year, have a good idea of the range of services on offer. However, this does not mean that all services are used equally often. The library's collection is the most popular service with nearly all users having borrowed books or accessed online services in the past year. This is followed by seeking staff guidance (76%) or visiting library spaces (69%). Although library programs and events have the lowest usage, 42% of users have nonetheless attended these in the past year.

## Usage of library services

*How have you used your library's services either online or in-person?*

*For each library service, please select the category that best describes your use of that service.*



n: 474

# Perceived relevance of library services by users and non-users

## Users

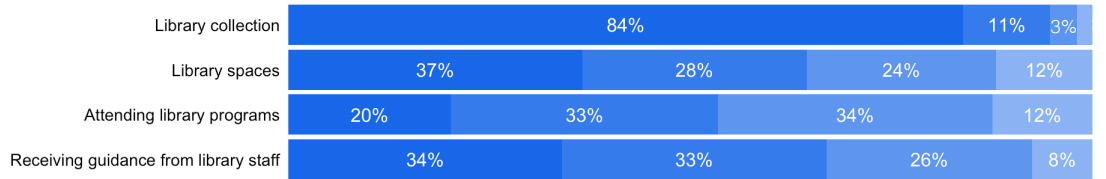
- Among library users, the perceived relevance of services offered by Regina Public Library quite closely mirrors their actual use of each service.
- Although programs are used somewhat less frequently than other services, more users would potentially like to engage: 53% of users find library programs very or fairly relevant, whereas only 42% have actually attended a program in the past year.

## Non-users

- Among non-users who are not currently using Regina Public Library services, a third of the respondents imagine that the library collection could be very or fairly relevant to them in the future.

### Users' perception of library services

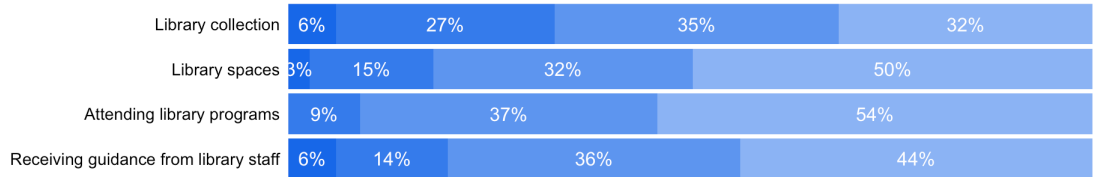
How do you feel about the following services offered by your library?



n: 474

### Non-users' perception of library services\*

Could you imagine the following services offered by your library being relevant to you in the future?



Very relevant to me Fairly relevant to me Slightly relevant to me Not at all relevant to me

n: 40

3

# Impact Profiles

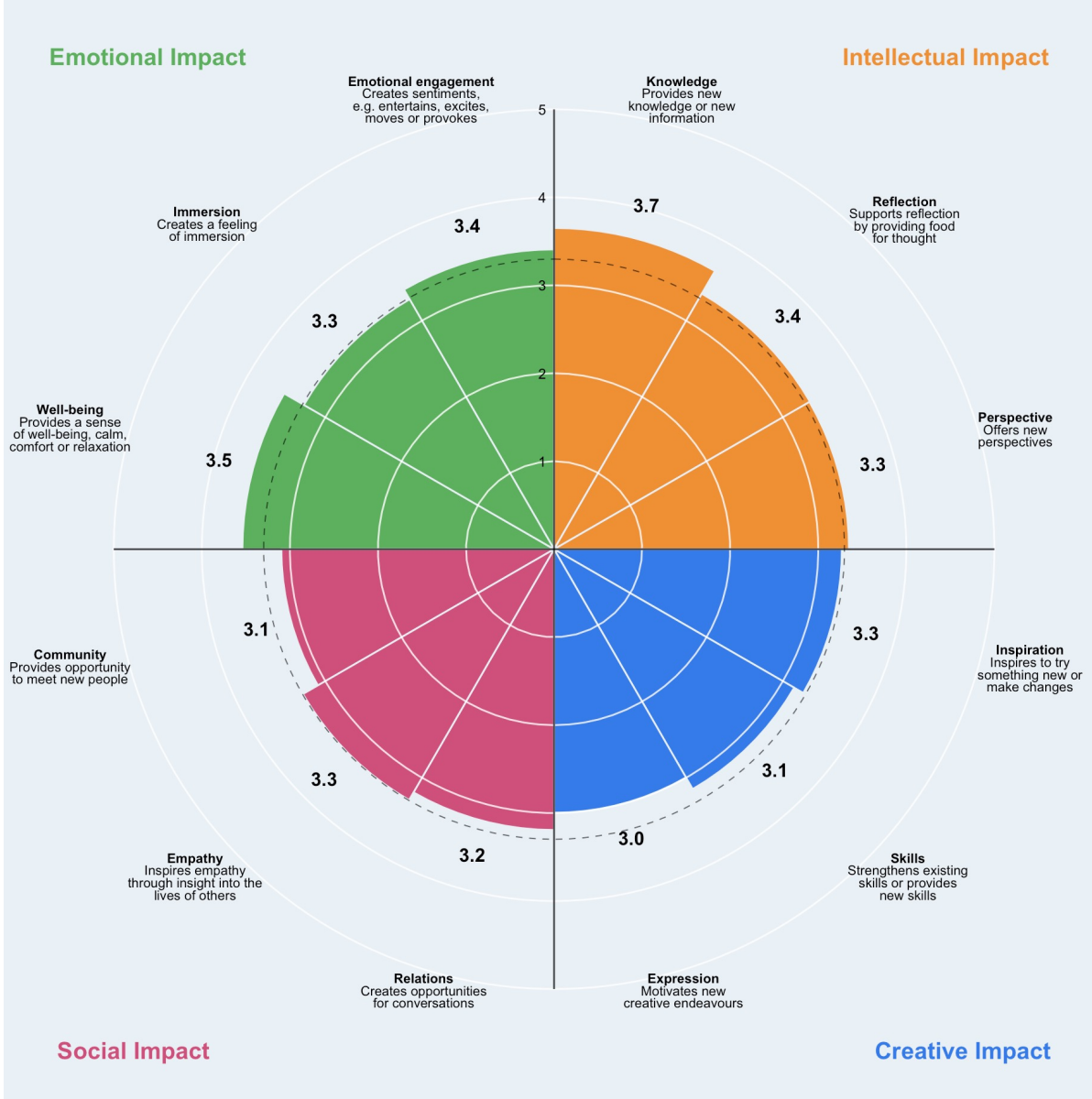
# Overall impact

Profile Average: 3.3

Across all library services and all impact dimensions, Regina Public Library has an average impact score of 3.3, reflecting a well-rounded impact profile.

This is based on 474 Regina Public Library users who have used either Collections, Spaces, Programs, or Staff within the past year.

All impact parameters measured have a score of at least 3.0, averaged across library services.



## What is the impact of Regina Public Library?

Ujurak is a freelance community researcher who also provides consultancy to companies. When Ujurak started their research, Regina Public Library provided access to information and knowledge which ended up shaping their methodology. Having open-access resources at the library enabled them to produce a highly successful research article, paving the way for new collaborations with companies.

“As a community researcher without access to institutional libraries, the public library has been an absolutely essential tool which I have used every day for work.

Access to information and education should not be reserved for the privileged. The public library is quite possibly one of the most important places on Earth for anyone who seeks knowledge or puzzles.”

Ujurak



Photo: Regina Public Library

# Collections

Profile Average: 3.5

The Impact Profile of **Collections** is based on 458 users who have borrowed books or accessed online resources from Regina Public Library within the past year.

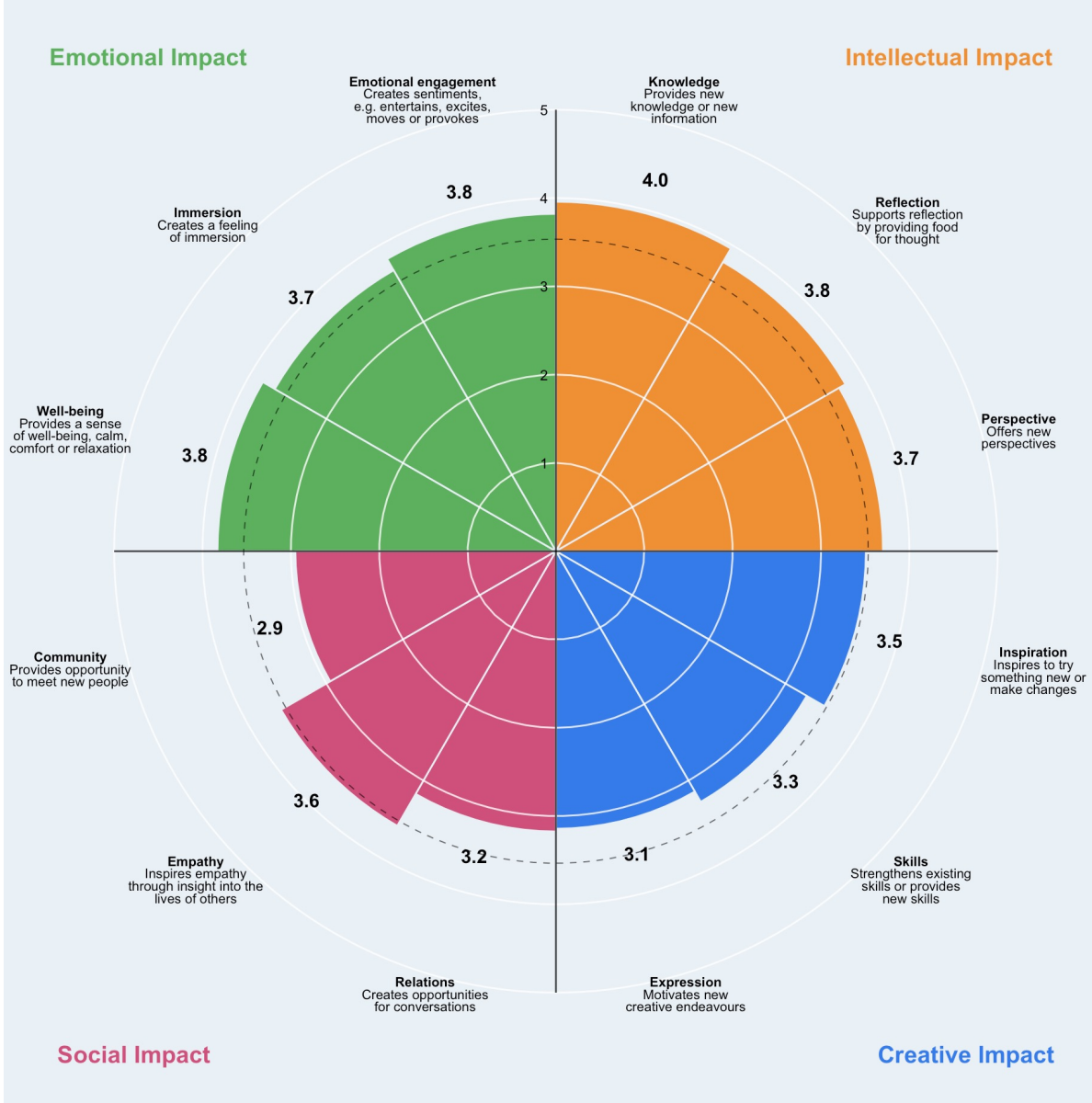
With a profile average of 3.5, this service scores at the higher end of the expected range.

## Overall impact of Collections

- Users experience significant all-round impact from interacting with the library Collections. All but 'Community' score at least 3.1.
- Strong scores across the Emotional and Intellectual dimensions indicate profound impact in these areas, with 'Knowledge' scoring 4.0 – at the top of the expected range.

## Key nuances

- On the Social dimension, there is a peak in the 'Empathy' parameter, emphasising how access to knowledge inspires understanding of others.



## What do Collections mean to Lauren?

As a student in Regina, Lauren reads a wide selection of books. She feels that reading books from the library alongside her studies has given her a fresh perspective on larger philosophical themes that are not covered at the university. With a limited budget, she appreciates being able to broaden her horizons without breaking the bank.

*“I recently read a book on quantum physics and God. It opened my mind to different ways of thinking and even improved my relationship with God. The public library, for me, is like a home, genie, or fairy godmother of books. It makes you come out of that box that is in your head and opens new ways of thinking.”*

Lauren

# Spaces

**Profile Average: 3.3**

The Impact Profile of **Spaces** is based on 318 users who have used Regina Public Library's spaces in the past year.

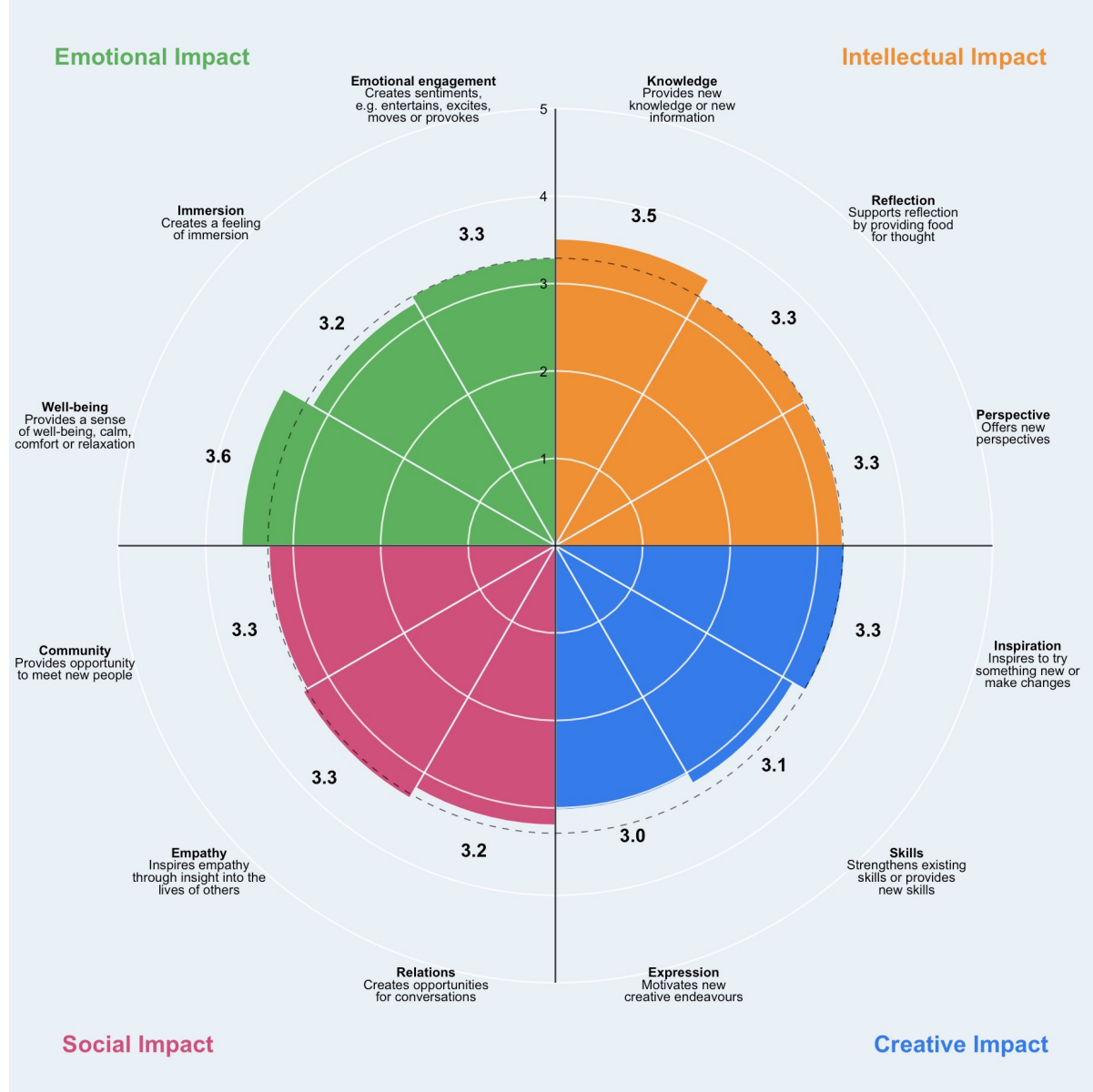
With a profile average of 3.3, this service scores around the middle of the expected range.

## Overall impact of Spaces

- Users generally experience stable all-round impact from visiting library Spaces, with most parameters varying closely around the Profile Average and no scores below 3.0.

## Key nuances

- At the higher end of the scale, the 'Well-being' and 'Knowledge' parameters peak at 3.6 and 3.5, respectively.



## What do Spaces mean to Michael?

For Michael, the library is far more than a place to borrow books. It is a space to unwind after a busy week and from the hectic world outside. The library is a calm place to clear his mind. As someone with ADHD, he finds peace in the library's environment where the orderliness of the books provides him with comfort, and the space and staff allow him to concentrate.

"I don't go to the library often because I'm disabled, but it's a nice, quiet, and safe place. There's no one yelling. It really is a refuge for people escaping chaotic environments."

Michael



# Programs

Profile Average: 3.7

The Impact Profile of **Programs** is based on 194 users who have attended Regina Public Library Programs within the past year.

With a profile average of 3.7, this service scores at the higher end of the expected range.

## Overall impact of Programs

- Programs are attended by fewer people than the other library services. However, those who do participate generally experience very strong all-round impacts, with no scores below 3.5.

## Key nuances

- While impact scores are solid throughout the Profile, high scores on the Social dimension stand out compared to other services. These reflect how attending Programs can lead to connecting with new people and engaging in meaningful conversations.

## Emotional Impact

## Intellectual Impact



## Social Impact

## Creative Impact

## What do Programs mean to Rohan?

When Rohan moved to Canada, his daughter and son advised him to get a library card to learn more about the country and its work culture. Attending programs – such as English classes and an accounting course – provided Rohan with a soft start to his new life in Regina, helping him feel empowered and skilled.

“I feel I’ve gained a lot of experience and knowledge from the programs offered by the library. I’ve learned so much; how to manage my affairs here, what the culture is like in Canada, and what society expects from us. I’ve never felt nervous or unsure about what to do when visiting. The staff is always friendly, and it has helped me a lot – and I’m still learning so much.”

Rohan



Photo: Regina Public Library

# Staff

**Profile Average: 3.0**

The Impact Profile of **Staff** is based on 353 Library users who have received guidance from library staff within the past year.

With a profile average of 3.0, this service scores at the middle of the expected range.

## Overall impact of Staff

- When interacting with staff, users generally experience the greatest impact in terms of 'Knowledge' (3.4) and 'Well-being' (3.3).

## Key nuances

- The Profile Average score of Staff is lower than the other library services, with half of the parameters scoring below 3.0. However, the peaks reflect the core support offered to users by Regina Public Library Staff as a source of information and comfort.

## Emotional Impact

## Intellectual Impact



## Social Impact

## Creative Impact

## What do Staff mean to Ujurak?

When Ujurak goes to the library to work, the diverse staff play a key role in making them feel welcomed. Feeling welcomed is closely tied to feeling seen. As a non-binary person, Ujurak feels they can connect with the staff, and they trust that they can access accurate information about trans and queer topics – something Ujurak finds increasingly important during a time of book bans, especially in the USA.

*“A lot of queer and trans people work at the library which is really nice to see. I’m friends with some of them, so when I go to the library, I like to stop for a chat.”*

Ujurak

4

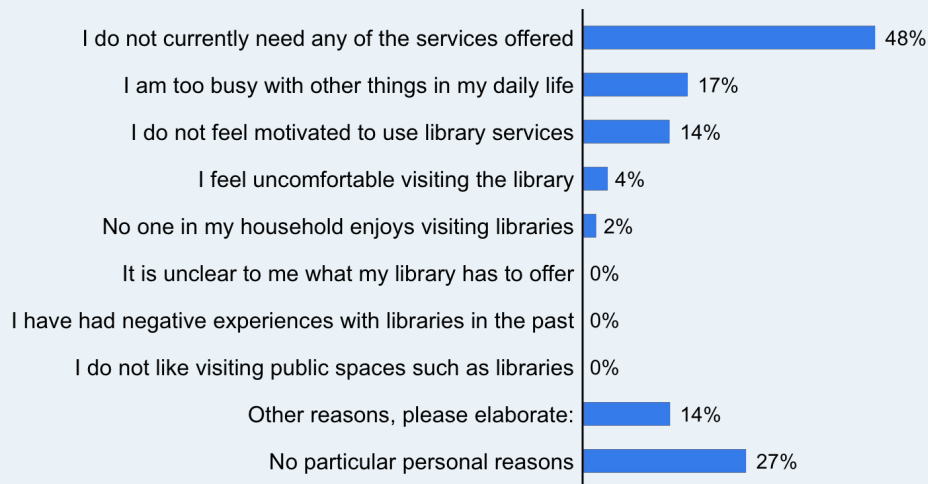
## Perceived impact and feedback from users and non-users

# Reasons for not using library services

## Reasons for not using library services\*

*Do you have any particular personal reasons for not using public library services?*

*Please select all that apply:*



n: 40

## Library non-use does not stem from unawareness or dislike of library services

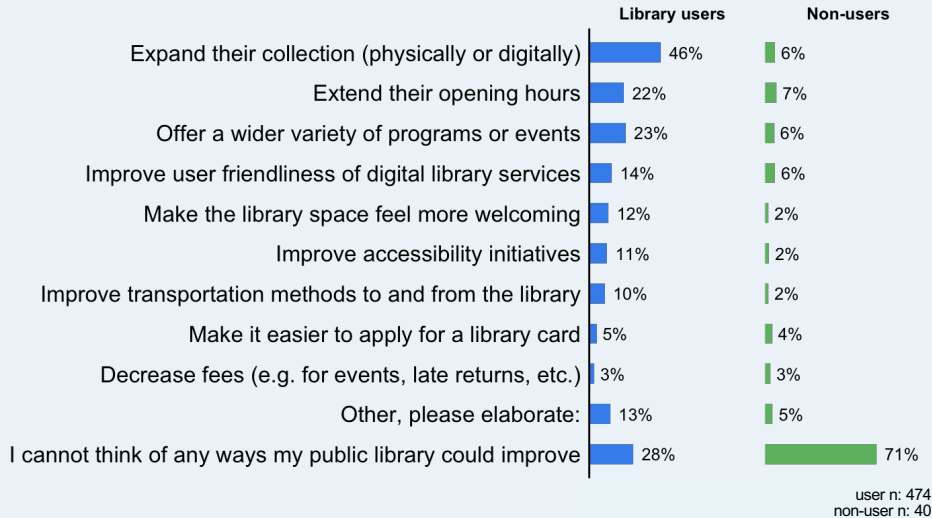
- Non-users are generally aware of what their library has to offer, but they do not feel an urgent push to use library services.
- In fact, most non-users report that they do not use library services simply because they do not currently need the services (48%), are too busy (17%) or for “no particular reason” (27%).
- None of the non-users feel in doubt about what their library offers. Likewise, very few non-users have a dislike for libraries or adverse past experiences with them.

# Library service feedback, users and non-users

## Suggestions offered by users and non-users

If you could decide ways for your local public library to improve, what would they be?

Please select all that apply. I think my public library should...



**Most non-users do not have improvement suggestions, while users would like more to choose from**

- More than 2 in 3 of non-users are unable to suggest improvements. Among those who do have an opinion, there is no singular preference for what to improve.
- For users of Regina Public Library, the most prevalent feedback relates to expanding the collection (46%). This is followed by suggestions to offer a wider range of programs (23%) or to extend opening hours (22%).
- More than 1 in 4 users do not find that any of the listed options need improving.

## Inputs from users

“It would be nice having a webpage that is easier to navigate”

Michael

“I would love for the library to expand its periodicals, particularly those related to economics.”

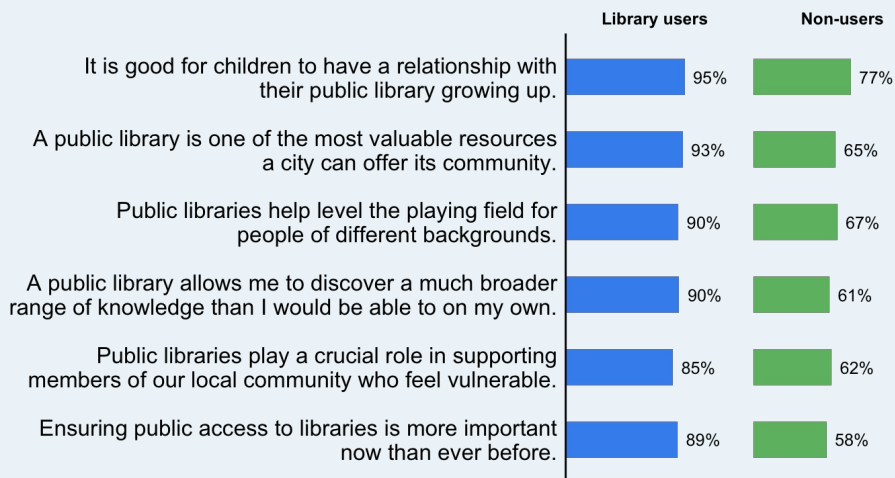
Rohan

# Library impact perceptions, users and non-users

## Perceived library impact on individuals, communities, and society

Please indicate the extent to which you agree or disagree with the following statements.

Percentage "Agree" or "Strongly agree":



user n: 474  
non-user n: 40

## Libraries are highly valued institutions by both users and non-users

- Whether asked about their individual needs, support for their local community, or about the role of libraries in society, a large majority of both users and non-users agree on the importance of public libraries.
- Even among non-users, 65% agree that a public library is one of the most valuable resources a city can offer its community.

## Inputs from users

“I would describe the library as a lifeline because it gives me support and is essential to my ability to learn and grow as a mother and human.”

Melissa

“I have never felt as powerful as I did when I was growing up and was able to use the library as a child. For children – especially young trans and queer kids who are struggling to find accurate information – it’s really important to have access to a public library from a young age.”

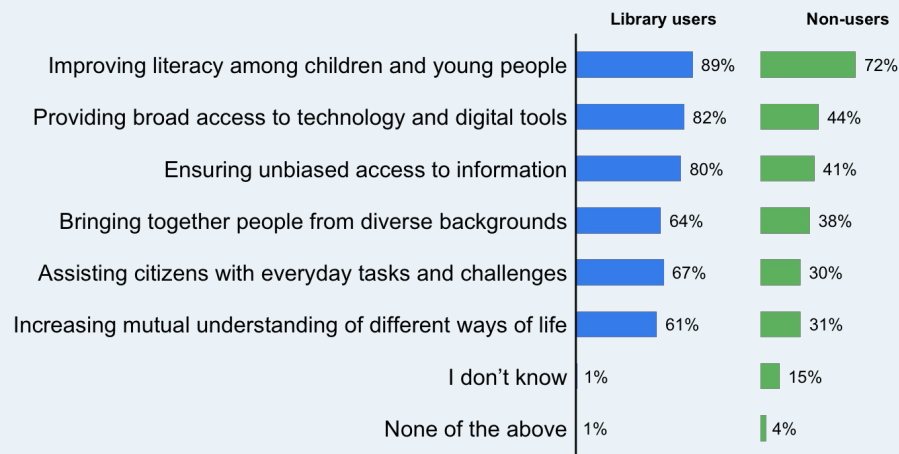
Ujurak

# Areas of library impact according to users and non-users

## Areas with most significant library impact

*In which of the following areas do you believe that public libraries have significant positive impact?*

*Please select all that apply:*



user n: 474  
non-user n: 40

## Users and non-users alike believe in significant positive library impact

- Nearly all users of Regina Public Library believe that public libraries have significant positive impact within at least one of the listed areas.
- 89% of the users believe that this positive impact is most significant within early literacy.
- Crucially, non-use does not equate to disbelief in library impact. On the contrary, 81% of non-users believe that public libraries have significant positive impact in at least one area.
- Many respondents have selected multiple areas of positive impact – especially among users – indicating a conviction that public libraries deliver value broadly.

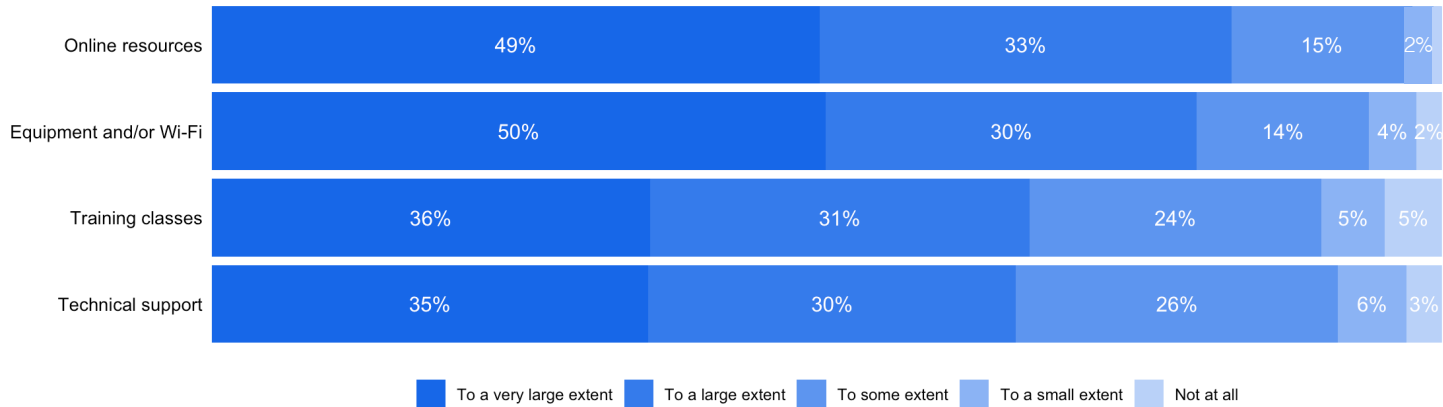
# Perceived impact of technological services

The majority of library users believe that technological services offered by Regina Public Library have a positive impact for people in the local community. Most users find that both physical equipment and Wi-Fi as well as online resources have a large or very large positive impact (80-82%, respectively). Although rated slightly lower, tech support and training classes are nonetheless believed to have a large or very large impact by 2 out of 3 users.

## Impact of technological services according to current library users

*Public libraries offer various digital and technological services.*

*To what extent do you believe that these services have a positive impact for people in your community?*



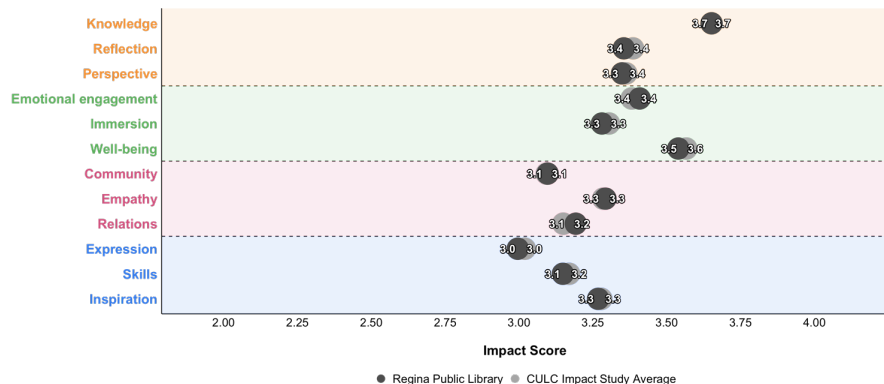
n: 474

A

# Appendix A: National results



### Library Impact Benchmark



Note: Original scale (1-5) constrained to show the expected empirical range (2-4).

### APPENIDX A

# How to read the national impact benchmarks

Impact is measured along 4 dimensions with 3 parameters each, designed to capture different aspects of the library experience.

Parameters measure the presence or absence of positive impact. A low score on a given parameter is not reflective of negative impact. Rather, it indicates that library users have generally not experienced a specific type of impact.

Benchmarks are provided for Overall Impact, as well as for each of the four services: Collections, Spaces, Programs, and Staff.

Individual library deviations around the national CULC averages are generally small. A sizeable positive deviation on one or more parameters signals that the library has succeeded in generating above-average positive impact on these parameters.

Where individual library scores vary in tandem with the national average, this highlights how public libraries and their users are in many ways more alike than they are different.

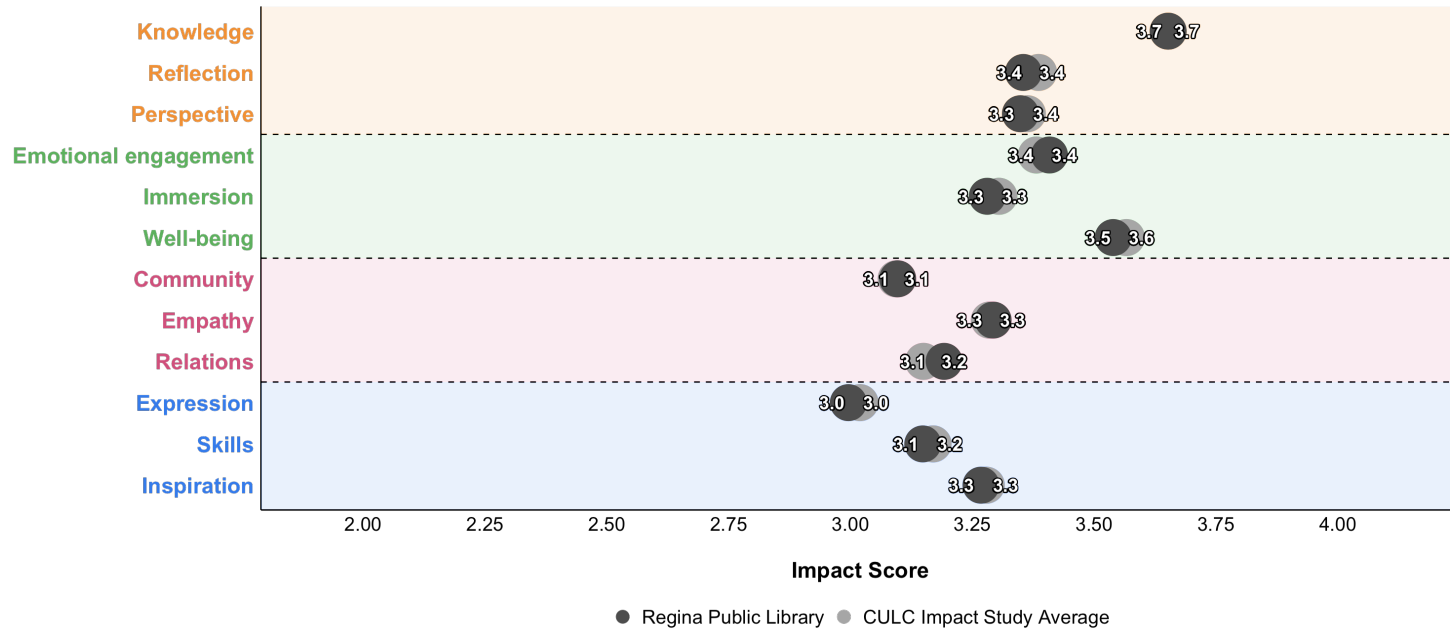
Please note that impact score labels are rounded to 1 decimal.

The CULC Impact Study average is calculated based on 13,491 user responses collected across 53 CULC member library systems. Respondents from all library systems have been recruited through the national panels, and 26 library systems have supplemented the panel data collection by distributing the survey to their own user base.

Library users in the combined dataset have been weighted to match the distribution of libraries in the panel sample. This weight ensures that the national results are not skewed by the addition of the library user base collection data.

# National benchmark – Overall

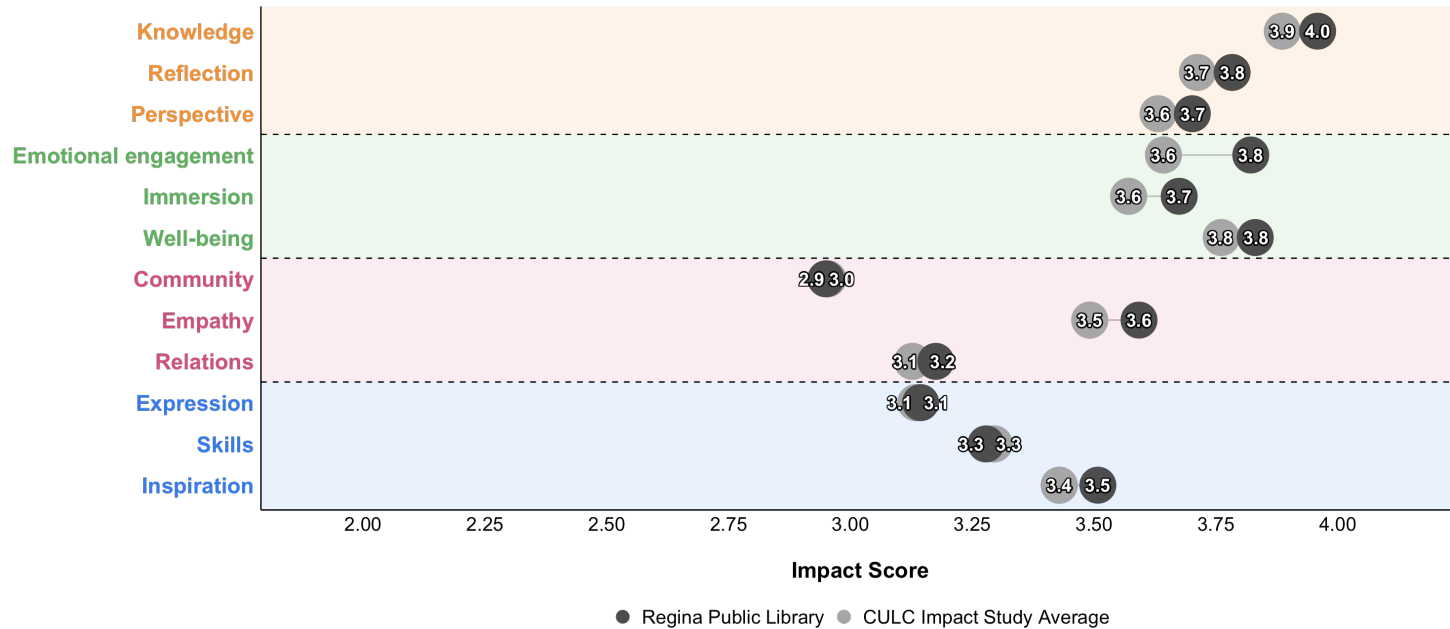
## Library Impact Benchmark



Note: Original scale (1-5) constrained to show the expected empirical range (2-4).

# National benchmark – Collections

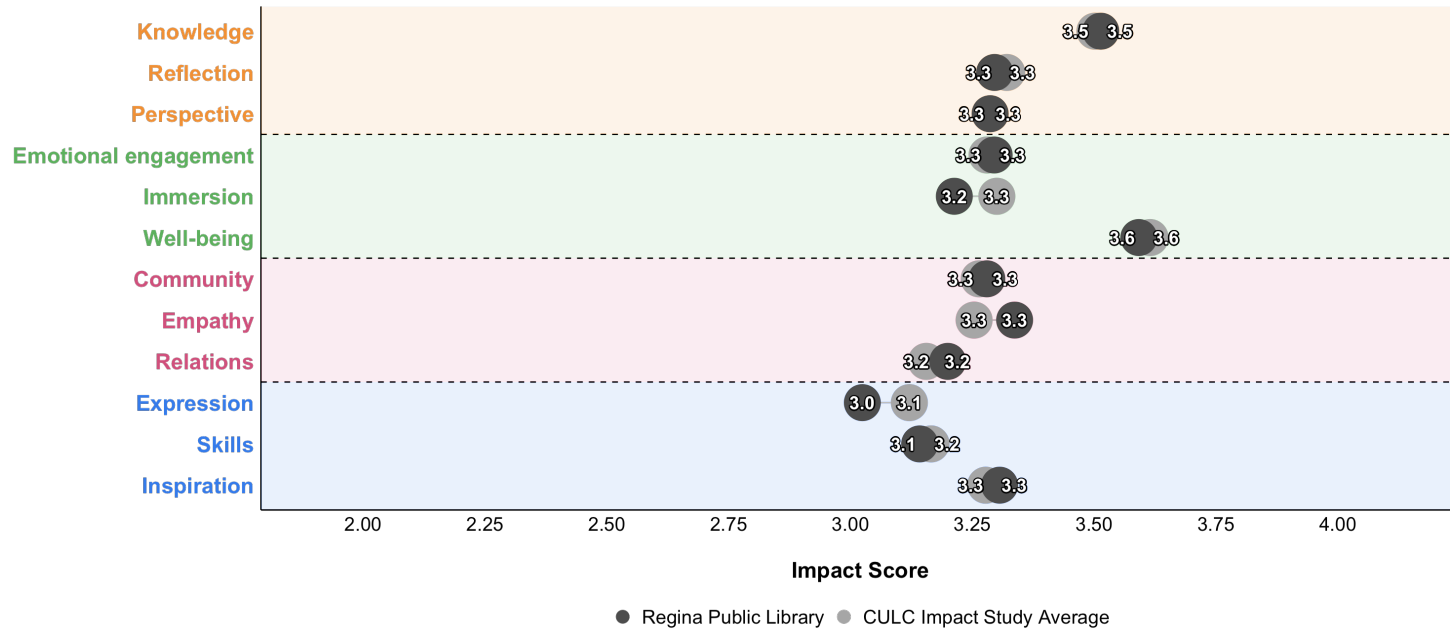
## Library Impact Benchmark



Note: Original scale (1-5) constrained to show the expected empirical range (2-4).

# National benchmark – Spaces

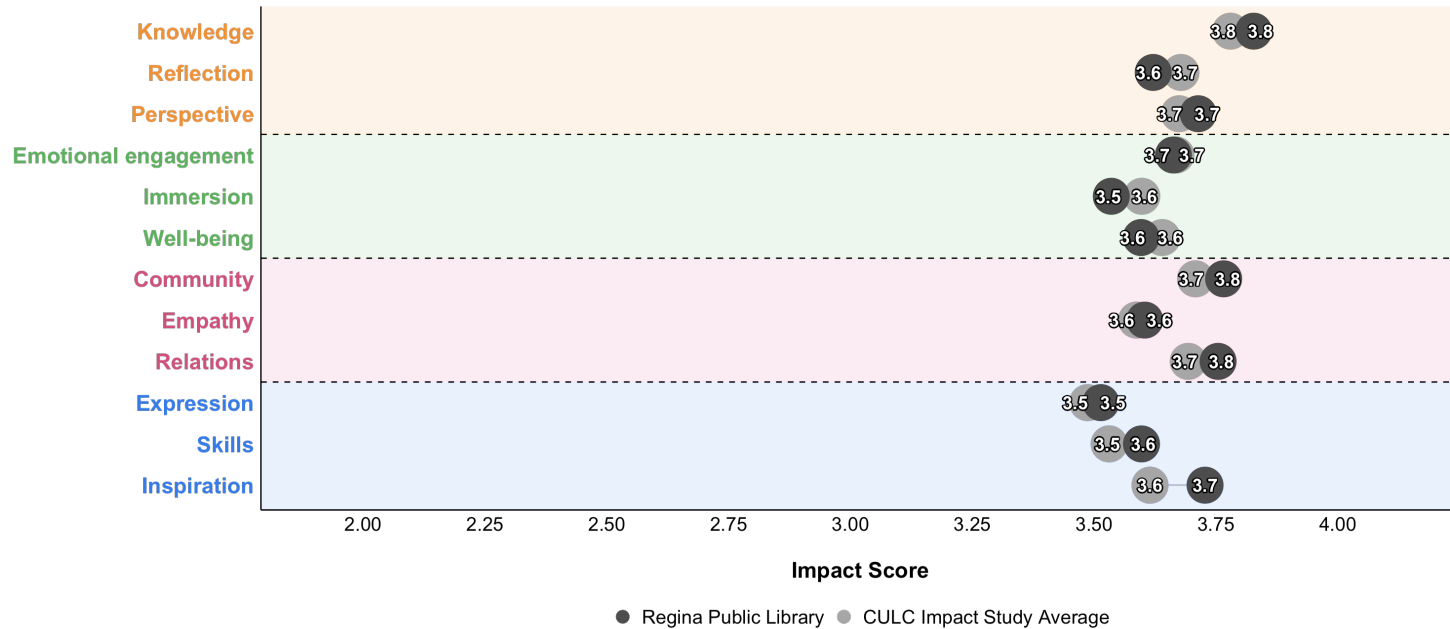
## Library Impact Benchmark



Note: Original scale (1-5) constrained to show the expected empirical range (2-4).

# National benchmark – Programs

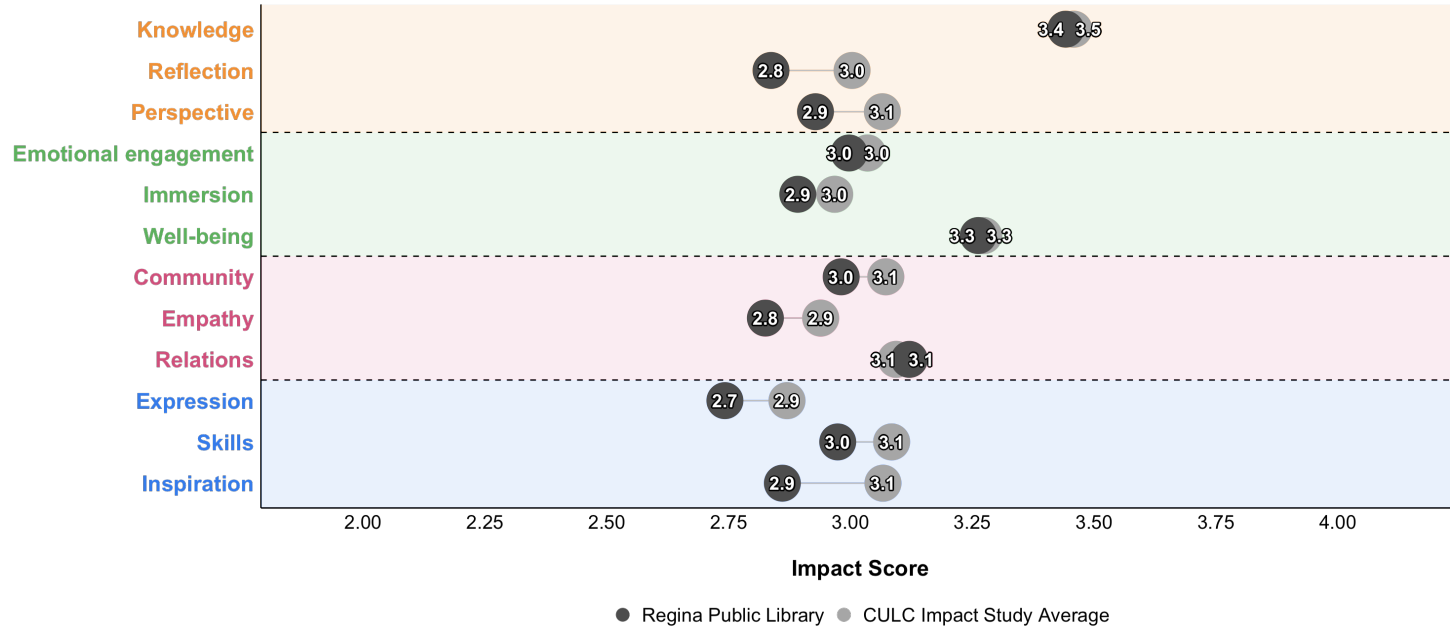
## Library Impact Benchmark



Note: Original scale (1-5) constrained to show the expected empirical range (2-4).

# National benchmark – Staff

## Library Impact Benchmark



Note: Original scale (1-5) constrained to show the expected empirical range (2-4).

B

# Appendix B: About the study

# The team

**IS IT A BIRD** was established in 2011 and counts +30 employees. We are specialists in turning deep human understanding into new business opportunities.

We are on a mission to humanize business by offering our clients opportunities to shift perspectives and drive transformational change that resonates beyond the bottom line.

As part of Implement Consulting Group, we work as a transformation collective, born out of a genuine wish to turn plans into impact and dreams into progress.

For this collaboration, we put together a team across IS IT A BIRD, Implement, and It depends to enable the best possible impact study.

## IS IT A BIRD

[projects@isitabird.dk](mailto:projects@isitabird.dk)

Trekronergade 149  
Copenhagen, Denmark

**Website:** [isitabird.dk](https://isitabird.dk)  
**LinkedIn:** [company/is-it-a-bird](https://company/is-it-a-bird)

**It depends** is an unconventional research consultancy, specialized in untangling the messy human experience. Our advanced quantitative methods make sense of human attitudes, needs, and behavior.

We were founded in 2023 by data scientists who left the traditional consulting industry to deliver more truthful, more efficient, and more actionable human insights. Since then, we have delivered tailored market research across more than 40 countries.

Our high-touch project team is led directly by our founding partners and comprises experts in social research and data science. Based in a former butcher's shop in Copenhagen, Denmark, we provide full-service research consulting.

## *It depends*

[projects@itdepends.dk](mailto:projects@itdepends.dk)

Guldbergsgade 57  
Copenhagen, Denmark

**Website:** [itdepends.dk](https://itdepends.dk)  
**LinkedIn:** [company/itdepends-dk](https://company/itdepends-dk)

# A national study for the CULC membership

## Objectives of the National Impact Study

The CULC National Impact Study was commissioned to demonstrate the social impact of Canadian urban libraries on a national scale, beyond conventional measures (e.g. foot traffic, check-out stats, event participation figures, etc.).

That is, making tangible the social, emotional, creative, and intellectual impact of libraries.

## Scope of the study

As a broad national study, this piece of research is designed to be relevant for the CULC membership at large. The point of departure is a similar study conducted for Toronto Public Library in 2023 – which has been scaled, standardised, and adapted to be feasible across a number of libraries at once.

A National Summary Report (publication early 2026) provides all CULC members with insights into public libraries' impact on Canadian library users at large, as well as perceived community-level and societal impact by both users and non-users. Steering group libraries are provided with standardised reports of results from their specific library context, based on slices of the national dataset.

## Quantitative survey

The core content of the questionnaire is based on the Toronto Public Library Social Impact Study, carried out by Seismonaut in 2023, and the work expands on the 'Experience Impact Compass', a framework open-sourced by the Experience Impact Agency.

For this study, additional impact measures and survey questions directed specifically at non-users have been developed in collaboration with CULC.

The quantitative Impact Study survey was fielded in the spring of 2025, yielding a total of 18,315 responses across Canada, excluding Toronto.

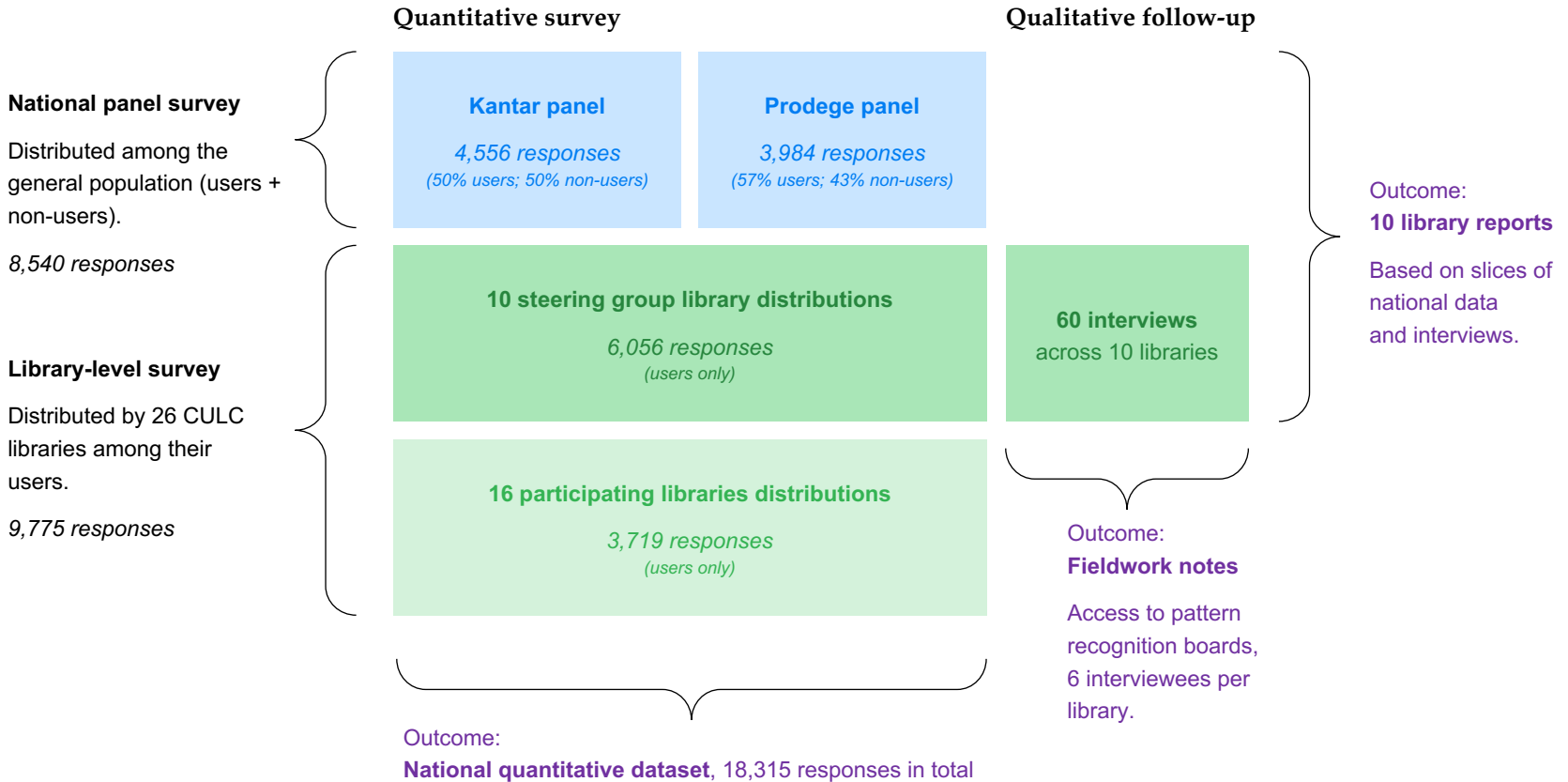
## Follow-up qualitative interviews

Informants for the follow-up interviews were recruited through an opt-in in the quantitative survey. These interviews were conducted as online sessions during July – September 2025.

To safeguard their privacy, respondents are mentioned by pseudonyms throughout the report.

See further details about research design on the following pages.

# Large-scale mixed-methods research design



# Questionnaire design and impact metrics

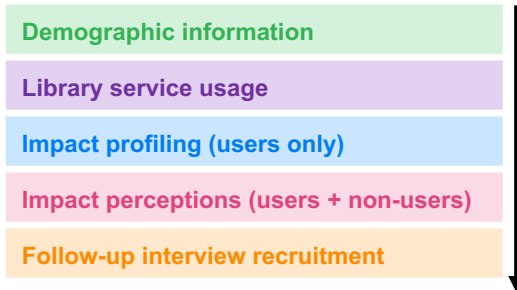
## Multilingual questionnaire

The questionnaire for the national survey is based on the questionnaire used in the Toronto Public Library Impact Study. The core content measures the Impact Profiles, based on responses from users of library services.

In collaboration with CULC, questions have been added regarding the perceptions of library impact more generally. These latter questions have been posed to both users and non-users.

The survey was fielded in both English and Canadian French versions, with responses collected during the period May to July 2025.

### Survey flow

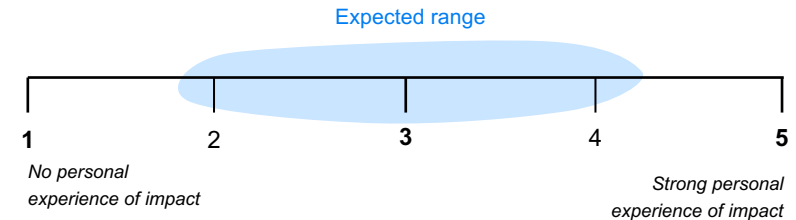


## Impact Profile metrics

As in the Toronto Public Library Study, Impact Profiles summarise the extent to which library users report experiencing different types of impact when interacting with library services. Each impact parameter is measured on a scale from 1 (“Not at all”) to 5 (“To a very large extent”).

For each library service, the Profile Average displays the average score across all 12 impact parameters. The Overall Impact Profile represents the average of impact parameter scores across all 4 library services measured (Collections, Spaces, Programmes, and Staff).

Although the experience of individual Impact Profile metrics is measured on a scale from 1 (“Not at all”) to 5 (“To a very large extent”), the extremes of the scale are unlikely to occur when aggregating user responses. Average ratings will usually vary between scores of 2-4 in practice, referred to as the “expected range”. As such, an impact score close to 4 on a given parameter indicates a highly positive experience.



# Quantitative survey details

## Survey sampling details

Quantitative survey responses were collected during May to July 2025 using CAWI methodology across two distinct sampling approaches, resembling the Toronto Public Library Study:

1. **Panel sampling.** National-level responses were collected across Canada, outside of Toronto, through Kantar and Prodege market research panels, subject to interlocked representativity quotas for geographical region, gender, and age group.
2. **Library user base collection.** 26 CULC libraries distributed the survey to their own user bases by various means.

The combined CULC Impact Study dataset is composed of the panel dataset and each of the library user base collection datasets.

## Rounding

Due to rounding, percentages may not sum to 100%. Likewise, impact scores of e.g. 3.234 and 3.197 are both labelled as 3.2, but their positions on a graph will not be exactly the same.

## Weighting scheme

Similarly to the Toronto Public Library Study, data from the various sources involved have been weighted to mitigate skewed sampling. The nationally representative panel dataset serves as the guideline. Figures are generally quite stable whether weighted or unweighted.

### National panel dataset

The quota-sampled panel data are cell-weighted on demographic characteristics to produce a nationally representative sample of library users and non-users.

### Library user base collection datasets

These samples have been weighted using an iterative weighting scheme to more closely resemble the regional gender and age distributions of users in the panel sample, while ensuring no extreme weights (range: 0.5 – 2).

### Combined dataset

Library users in the combined dataset have been weighted to match the distribution of libraries in the panel sample. This weight ensures that the national results are not skewed by the addition of the library user base collection data.

# Geographic filtering

## Filtered panel sampling of non-users

By definition, users of a given library are people who have used at least one of the library's services within the past year. Thus, non-users relevant to a given library are identified as one of the following:

a) individuals who have not used any library services within the past year but who reside in an area close to the library, as identified by their postal code.

b) individuals who have previously used this library services (more than 1 year ago) without having used any library services in the meantime.

Refer to the table of postal codes (FSA) to the right.

## Restricted library user base sampling

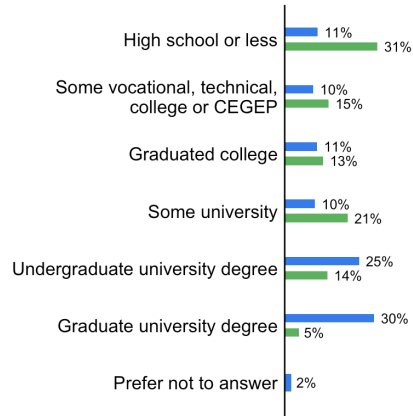
Calgary Public Library, Ottawa Public Library, Regina Public Library, and Saskatoon Public Library have opted to restrict their in-house user base data collection based on the postal codes supplied by the individual library systems.

Refer to the table of postal codes (FSA) to the right.

<b>Calgary Public Library</b>	T2X, T2Y, T3Z, T3H, T3B, T3L, T2M, T2T, T3C, T3G, T3A, T1S, T2W, T2V, T2J, T2H, T3E, T2P, T2N, T2L, T2S, T2G, T2R, T2E, T2K, T3J, T3R, T3P, T3K, T4B, T3M, T2Z, T2C, T3S, T2B, T2A, T1Y, T1X, T3N, T1Z, T4A, T3T
<b>Edmonton Public Library</b>	T5A, T5B, T5C, T5E, T5G, T5H, T5J, T5K, T5L, T5M, T5N, T5P, T5R, T5S, T5T, T5V, T5W, T5X, T5Y, T5Z, T6A, T6B, T6C, T6E, T6G, T6H, T6J, T6K, T6L, T6M, T6N, T6P, T6R, T6S, T6T, T6V, T6W, T6X, T6Y
<b>Halifax Public Libraries</b>	B3H, B3J, B3K, B3L, B3M, B3N, B3P, B3R, B3S
<b>Hamilton Public Library</b>	L8B, L8E, L8G, L8H, L8J, L8K, L8L, L8M, L8N, L8P, L8R, L8S, L8T, L8V, L8W, L9A, L9B, L9C, L9G, L9H, L9K
<b>Bibliothèques Montréal</b>	H1A, H1B, H1C, H1E, H1G, H1H, H1J, H1K, H1L, H1M, H1N, H1P, H1R, H1S, H1T, H1V, H1W, H1X, H1Y, H1Z, H2A, H2B, H2C, H2E, H2G, H2H, H2J, H2K, H2L, H2M, H2N, H2P, H2R, H2S, H2T, H2V, H2W, H2X, H2Y, H2Z, H3A, H3B, H3C, H3E, H3G, H3H, H3J, H3K, H3L, H3M, H3N, H3S, H3T, H3V, H3W, H3X, H4A, H4B, H4C, H4E, H4G, H4H, H4J, H4K, H4L, H4M, H4N, H4P, H4R, H4S, H4T, H5A, H5B, H8N, H8P, H8R, H8S, H8T, H8Y, H8Z, H9C, H9E, H9H, H9K
<b>Ottawa Public Library</b>	K1A, K1B, K1C, K1E, K1G, K1H, K1J, K1K, K1L, K1M, K1N, K1P, K1R, K1S, K1T, K1V, K1W, K1X, K1Y, K1Z, K2A, K2B, K2C, K2E, K2G, K2H, K2J, K2K, K2L, K2M, K2P, K2R, K2S, K2T, K2V, K2W, K4A, K4B, K4C, K4M, K4P
<b>Regina Public Library</b>	S4L, S4N, S4P, S4R, S4S, S4T, S4V, S4W, S4X, S4Y, S4Z
<b>Saskatoon Public Library</b>	S7B, S7C, S7H, S7J, S7K, S7L, S7M, S7N, S7P, S7R, S7S, S7T, S7V, S7W
<b>Vancouver Public Library</b>	V5K, V5L, V5M, V5N, V5P, V5R, V5S, V5T, V5V, V5W, V5X, V5Y, V5Z, V6A, V6B, V6C, V6E, V6G, V6H, V6J, V6K, V6L, V6M, V6N, V6P, V6R, V6S, V6T, V6Z, V7X, V7Y
<b>Vaughan Public Libraries</b>	L3T, L4B, L4C, L4H, L4J, L4K, L4L, L4S, L6A, L6P, L6R, L6S, L6T, M2R, M3J, M9L, M9V

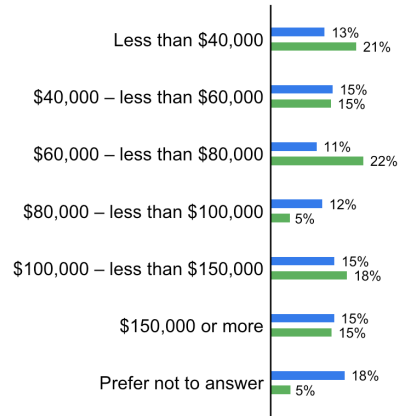
# Key respondent characteristics (1/2)

**Education level**



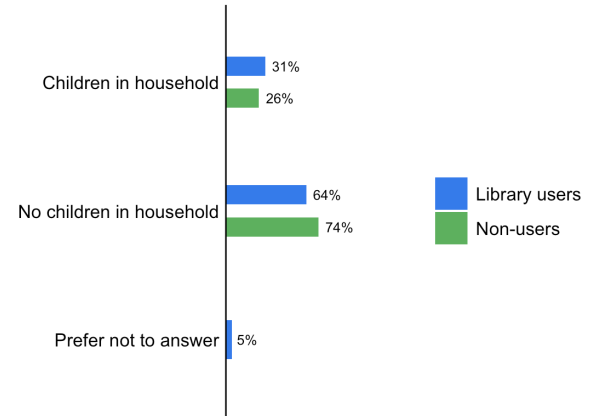
user n: 474  
non-user n: 40

**Household income**



user n: 474  
non-user n: 40

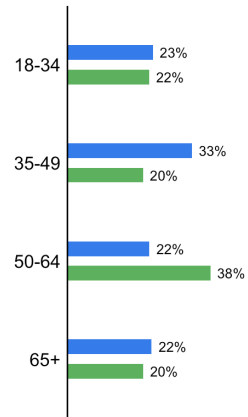
**Children**



user n: 474  
non-user n: 40

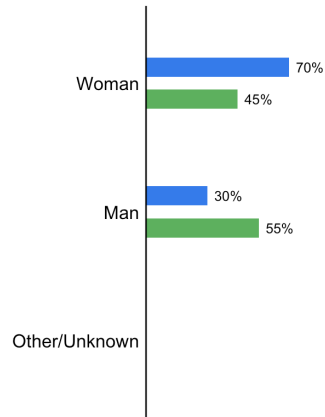
# Key respondent characteristics (2/2)

**Age groups**



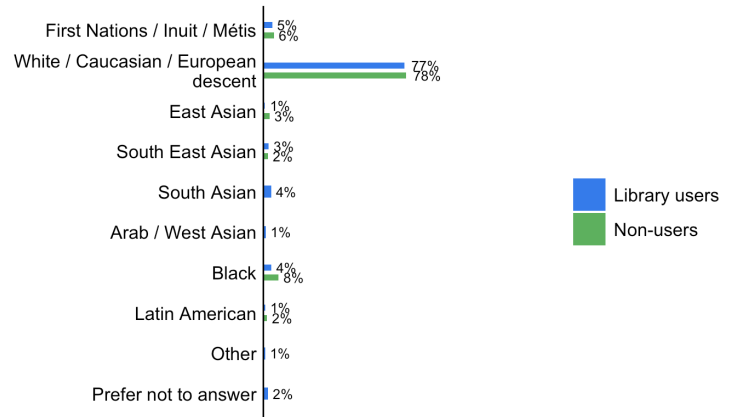
user n: 474  
non-user n: 40

**Gender identity**





user n: 474  
non-user n: 40

**Ethnicity**



user n: 474  
non-user n: 40

 Library users  
 Non-users

Old ways won't open new doors