

Colliers Project Leaders / RPL

RPL Central Library Survey Report

April 2021

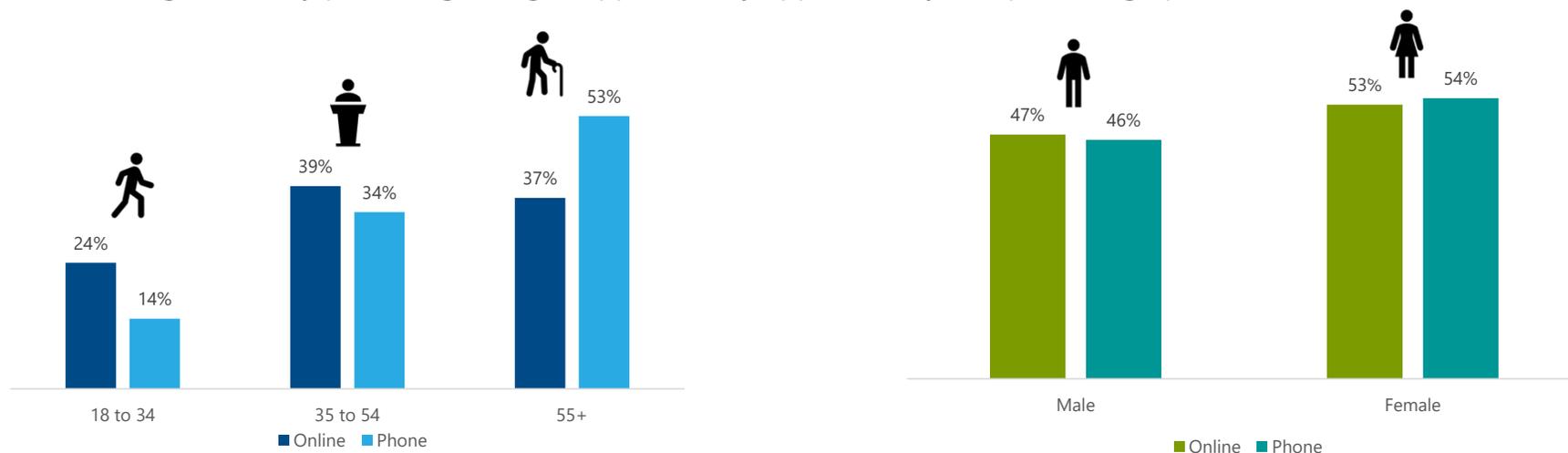
insightrix®

Insightrix Research Inc.
1-3223 Millar Avenue | Saskatoon, SK S7K5Y3
1-866-888-5640 (toll free) | 1-306-657-5640
info@insightrix.com | www.insightrix.com



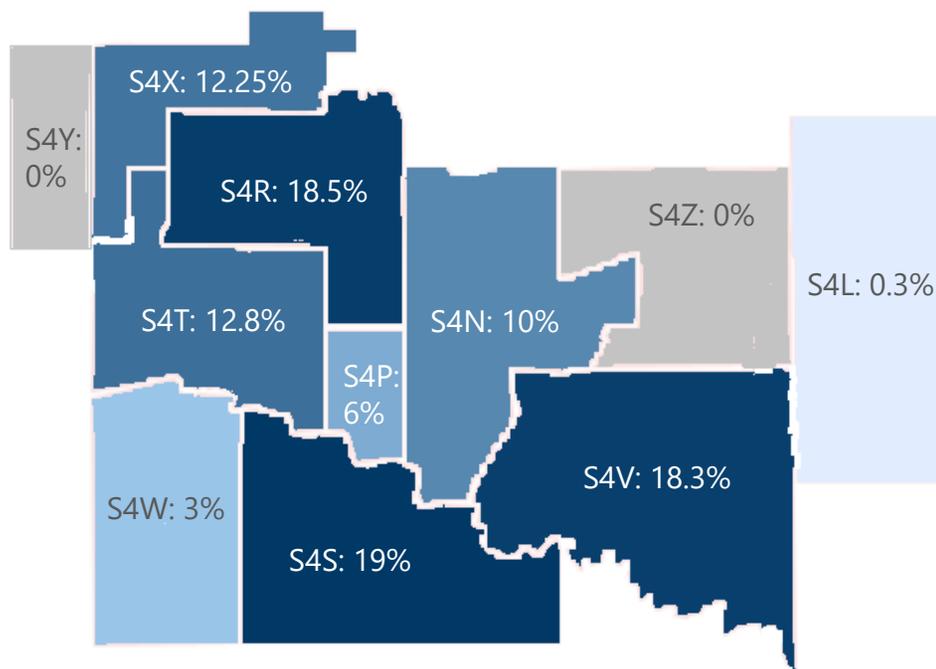
Background & Methodology

- In March 2021, Colliers Project Leaders (Colliers) contracted Insightrix Research Inc. (Insightrix) to measure Regina resident support for Library Services and investment in the Central Library.
- Insightrix conducted two surveys with a random selection of Regina residents. A total of n=400 participated via telephone interviews and another n=400 did so online as part of the Insightrix monthly omnibus service, OnTopic®. For the online survey, quotas were set by age and gender to match the distribution of the general population in the city. The distribution of responses is noted below.
- Data were collected between March 16 and April 12, 2021 and response rates were: 20% for telephone, 29% for online.
- Due to rounding, summary percentages (e.g. “support”) may appear off by one percentage point.

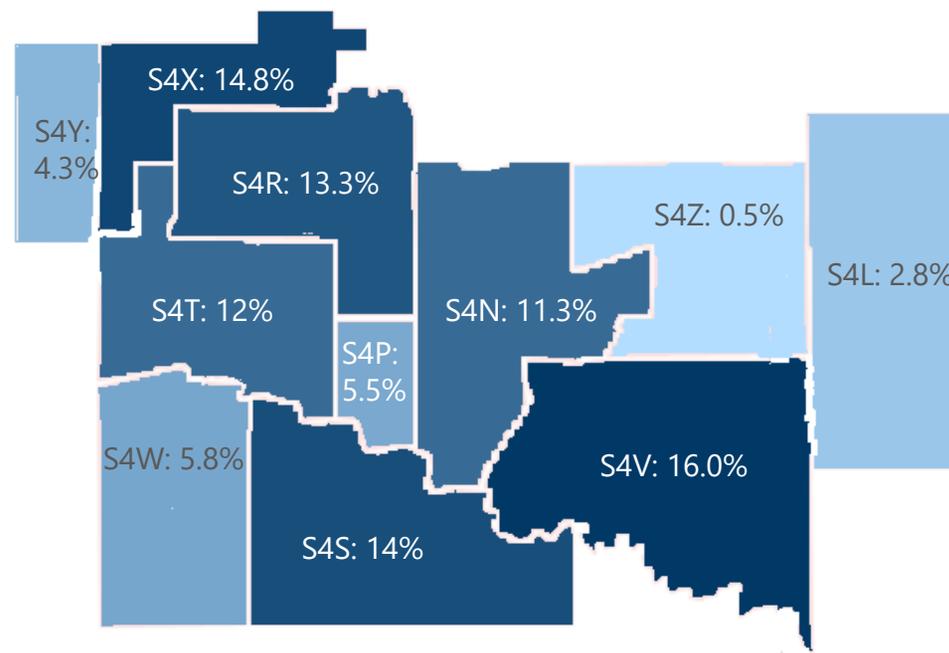


Respondents by Postal Code

Telephone Survey



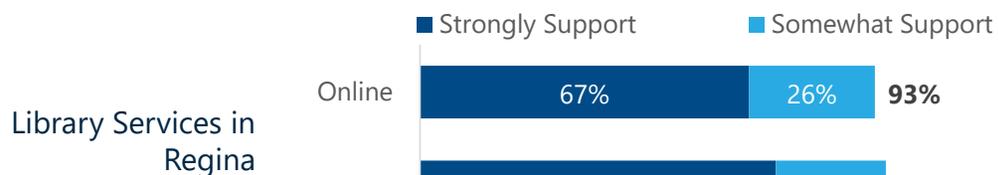
Online Survey





Library Support

Support for investing in the Central Library is strong, even when residents are aware that there may be an increase in property taxes.



Support is higher among females and current RPL users.

*Context provided to respondents:

- The current Central Library building was opened in 1962 to serve a population less than half of Regina's current population.
- Central Library is RPL's busiest location and can no longer meet the needs of the growing and diverse population.
- The building itself is old and its systems and infrastructure continue to age.
- The Central Library is required for local branches to function properly throughout the city.
- To continue providing library services, improvements to the Central Library are required which could require major renovations, upgrades, or the replacement and potential rebuild of the facility.

Support is highest among current RPL users.



4. Broadly speaking, do you support or oppose library services in Regina? Base: All respondents. n=400 telephone, n=400 online. | 5. do you support or oppose investing in the Central Library to continue providing library services? Base: All respondents. n=400 telephone, n=400 online. | 6. Would you support or oppose investing in the Central Library, if it means an increase in property taxes? Base: All respondents. n=400 telephone, n=400 online.

RPL users remain more supportive of investments in the Central Library. Slight variances are noted by gender and age.

		Age				Gender		Regular Users	
		Total	18 to 34	35 to 54	55+	Male	Female	Yes	No
Investing in the Central Library to Continue Providing Services	Support (phone)	89%	91%	93%	86%	86%	92%	92%	85%
	Support (online)	88%	88%	89%	86%	84%	91%	95%	82%
		Total	18 to 34	35 to 54	55+	Male	Female	Yes	No
Investing in the Central Library if It Means an Increase in Property Taxes	Support (phone)	71%	72%	76%	67%	73%	69%	79%	60%
	Support (online)	65%	63%	62%	71%	62%	68%	79%	55%

5. do you support or oppose investing in the Central Library to continue providing library services? Base: All respondents. n=400 telephone, n=400 online. | 6. Would you support or oppose investing in the Central Library, if it means an increase in property taxes? Base: All respondents. n=400 telephone, n=400 online.