



**Winnetka-Northfield Public Library District Assessment and
Needs Identification Study – Adult Survey
Appendix B - Cross-tabulation analysis summary**

This summary highlights notable significant differences for various demographic group results. For detailed results, please refer to the cross-tabulation tables in the next section of Appendix B.

Overall satisfaction (Q3) – Respondents who tend to have more favorable responses regarding their satisfaction with the Library District facilities and services include:

- Users of Library District services (those who mainly use the Winnetka Public Library, the Northfield Public Library or the Library District website), compared to non-users (those that use another library or no library).
- Respondents who mainly use the Northfield Public Library, compared to those who mainly use the Winnetka Public Library, another library or none.
- Respondents living in Northfield, compared to those in Winnetka.
- Respondents who are 65 years or older, compared to those who are 35-44 years.

Satisfaction with various Library District services (Q4) – Respondents who tend to rate a number of services more positively include:

- Users of Library District services, compared to non-users.
- Respondents who mainly use the Northfield Public Library, compared to those who mainly use the Winnetka Public Library, another library or none.
- Respondents living in Northfield, compared to those in Winnetka.
- Female respondents, compared to male respondents.
- Respondents without minor children, compared to those with minor children.
- Respondents who are 65 years or older, compared to those ages 35-54 (those 35-44 tend to rate a number of services less positively).

Overall impact (Q5) – Respondents who tend to have different responses regarding the Library District improving quality of life, meeting community needs, and being a good value for the tax dollar, relevant to them, personally and likely to be used in the next year include:

- Users of Library District services, compared to non-users.
- Those that mainly use a Library District facility or the website, compared to respondents who mainly use another library or no library (who tend to have less favorable responses).
- Respondents living in Northfield, compared to those in Winnetka.
- Female respondents, compared to male respondents.
- Respondents without minor children, compared to those with minor children.
- Respondents who are 55 years or older, compared to those who are younger.

Likely methods for obtaining a book (Q6) – Respondents who tend to be more likely to use a specific method in order to obtain a book include:

- Users of Library District services, who would be more likely to check it out from a Library District facility, compared to non-users, who would be more likely to check it out from another library.
- Respondents who mainly use the Northfield Public Library, who would be more likely to check it out from a Library District facility or request it using Interlibrary Loan and less likely to purchase it at a retail store, online or download it onto an electronic reading device, compared to those in some other groups.
- Respondents living in Northfield, who would be less likely to purchase it at a retail store, online or download it onto an electronic reading device, compared to those in Winnetka or Kenilworth (those in Kenilworth are more likely to check it out from another library).
- Female respondents, who would be more likely to check it out from a Library District facility or request it using Interlibrary Loan and less likely to purchase it online or download it onto an electronic device, compared to male respondents.
- Respondents with minor children, who would be more likely to purchase it at a retail store or online, compared to those without minor children, who would be more likely to request it using Interlibrary Loan.
- Respondents age 35-44, who would be more likely to purchase it at a retail store or online and less likely to check it out from a Library District facility or another library, or request it using Interlibrary Loan, compared to those who are older.

Meeting informally with friends/others (Q7) – Respondents who tend to feel differently about where they would likely meet informally with friends or others include:

- Users of Library District services, who would be more likely to meet at one of the Library District facilities, compared to non-users, who would be more likely to meet at another library.
- Female respondents, who are more likely to meet informally at a coffee house, a retail bookstore or the Northfield Public Library, compared to male respondents.
- Respondents with minor children, who would be more likely to meet informally at a coffee house or retail bookstore, compared to those without minor children, who would be more likely to meet at the Northfield Public Library.
- Respondents who are 65 years or older, who would be less likely to meet informally at a coffee house or retail bookstore, compared to those who are younger.

Importance of the collection of materials (books, music, movies, etc.) (Q8) – Respondents who tend to rate the collection of materials more important in making the Library District valuable to them include:

- Female respondents, compared to male respondents.
- Respondents who are 35-64 years old, compared to who are 65 years or older.

Wait time for popular items (Q9) – Respondents who tend to rate the wait time for popular items more favorably include:

- Users of Library District services, compared to non-users.

- Respondents who mainly use the Winnetka Public Library or Northfield Public Library, compared to those who mainly use another library or none.
- Respondents in Northfield, compared to those living in Winnetka.
- Respondents without minor children, compared to those with minor children.
- Respondents who are 55 years or older, compared to those who are 35-54.

Collection variety (Q10a) – Respondents who tend to suggest the Library District offer a better variety of specific items include:

- Respondents in Winnetka and Northfield, who are more likely to say the Library District should offer a better variety of audio books, compared to those living in Kenilworth.
- Male respondents, who are more likely to say the Library District should offer a better variety of magazines, newspapers and music, compared to female respondents, who are more likely to say movies.
- Respondents with minor children, who are more likely to say the Library District should offer a better variety of children’s books, teen books and movies, compared to those without minor children, who tend to request adult books, audio books and newspapers.
- Respondents age 35-44, who are more likely to say the Library District should offer a better variety of children’s books and less likely to say audio books or adult books, compared to those who are older. Those who are 55 or older tend to say a better variety of newspapers, compared to those 35-54 (who are more likely to say movies and teen books).

Collection volume (Q10b) – Respondents who tend to suggest the Library District offer more copies of specific items include:

- Female respondents, who are more likely to say the Library District should offer more copies of adult books and teen books, compared to male respondents, who are more likely to say newspapers.
- Respondents with minor children, who are more likely to say the Library District should offer more copies of children’s and teen books, compared to those without minor children, who tend to request more adult books, audio books and newspapers.
- Respondents age 35-54, who are more likely to say the Library District should offer more copies of children’s and teen books, compared to some other groups. Those 35-44 are less likely to request audio books, and those 65 or older are more likely to request newspapers.

Importance of Interlibrary Loan (Q11) – Respondents who tend to rate Interlibrary Loan more important in making the Library District valuable to them include:

- Respondents who mainly use the Northfield Public Library, compared to those who use the Winnetka Public Library, another library or none.
- Respondents in Northfield, compared to those living in Winnetka.
- Female respondents, compared to male respondents.
- Respondents age 45-64, compared to some other groups.

Importance of atmosphere (Q12) – Respondents who tend to rate library atmosphere more important in making the Library District valuable to them include:

- Respondents who mainly use the Northfield Public Library, compared to all other groups.
- Female respondents compared to male respondents.

Opinions relating to the Library District atmosphere (Q13) – Respondents who respond favorably regarding what the Library District should accommodate (reading for pleasure, working or studying, participating in programs, meeting in groups, food and beverages and/or talking with friends) include:

- Female respondents, compared to male respondents.
- Respondents with minor children, compared to those without minor children.
- Younger respondents, compared to those who are 55 years or older.

Importance of staff (Q14) – Respondents who tend to rate the staff more important in making the Library District valuable to them include:

- Users of Library District services, compared to non-users.
- Respondents who mainly use the Northfield Public Library, compared to those who mainly use the Winnetka Public Library, another library or none.
- Female respondents, compared to male respondents.

Opinions relating to the Library District staff (Q15) – Respondents who tend to feel differently regarding the staff seeming large enough to meet user needs, easy to talk to, helpful and knowledgeable include:

- Users of Library District services, who tend to have more favorable perceptions, compared to non-users.
- Respondents who mainly use the Northfield Public Library, who tend to have more favorable perceptions, compared to all other groups (those who mainly use another library or none tend to have less favorable perceptions).
- Respondents in Northfield, who tend to have more favorable responses, compared to those living in Winnetka and Kenilworth.
- Respondents without minor children, who tend to have more favorable perceptions, compared to those with minor children.
- Respondents 65 years or older, who tend to have more favorable perceptions, compared to all other age groups (those who are 35-44 tend to have less favorable perceptions).

Importance of facilities (Q16) – Respondents who tend to rate library facilities more important in making the Library District valuable to them include:

- Users of Library District services, compared to non-users.
- Respondents who mainly use the Northfield Public Library, compared to those who mainly use the Winnetka Public Library, another library or none.
- Respondents in Northfield and Kenilworth, compared to those living in Winnetka.
- Female respondents, compared to male respondents.

Opinions relating to the Library District facilities (Q17) – Respondents who tend to have more favorable responses regarding the Library District facilities (adequate parking and space for various uses, areas divided fairly between adults, children and teens and well-organized, appropriately designed children’s sections)

include:

- Users of Library District services, compared to non-users.
- Respondents who mainly use the Northfield or Winnetka Public Libraries, on some areas, compared to those who use another library or none (who tend to have less favorable responses).
- Male respondents, compared to female respondents.
- Respondents without minor children, compared to those with minor children.
- Respondents who are 55 or older, compared to those who are younger.

Importance of the Reference/Research Section (manuals, directories, encyclopedias, online databases, etc.) (Q18) – Respondents who tend to rate the Reference/Research Section more important in making the Library District valuable to them include:

- Respondents without minor children, compared to those with minor children.
- Respondents who are 45 and older, compared to those who are younger.

Opinions relating to the Library District Reference/Research Section (Q19) – Respondents who tend to feel differently regarding the Library District Reference/Research Section providing helpful, personal service, being arranged so that they can easily find what they need, maintaining enough and a good variety of resources, shifting toward digital resources and/or offering users more digital materials accessible from home include:

- Respondents who mainly use another library or no library, who tend to have less favorable responses, compared to those who mainly use the Winnetka or Northfield Public Libraries.
- Respondents without minor children, who tend to have more favorable responses, compared to those with minor children (those with minor children are more likely to say the library should shift more toward digital materials/resources).
- Older respondents, who tend to have more favorable responses, compared to younger respondents, who are more likely to say the library should shift more toward digital materials and offer more that can be accessed from home.

Importance of Programs & Events (Q20) – Respondents who tend to rate the programs and events more important in making the Library District valuable to them include:

- Respondents who mainly use the Northfield Public Library, compared to those who mainly use the Winnetka Public Library, another library or none.
- Female respondents, compared to male respondents.
- Respondents with minor children, compared to those without minor children.
- Respondents age 35-44, compared to all other age groups (those 55 or older tend to rate programs and events less important).

Opinions relating to the Library District Programs & Events (Q21) – Respondents who tend to feel differently regarding Library District programs and events (general satisfaction, scheduling, having enough programs/events for various age-groups and the desire for more educational opportunities) include:

- Users of Library District services, who are more likely to say they are satisfied with Library District programs and events in general, compared to non-users.
- Respondents who mainly use the Northfield Public Library, who are more likely to agree that more educational opportunities are needed, compared to those who mainly use the Winnetka Public Library.
- Respondents in Northfield, who are more likely to say they are satisfied with Library District programs and events in general but would like more educational opportunities, compared to those living in Winnetka.
- Female respondents, who are more likely to want the Library District to offer more educational opportunities, compared to male respondents.
- Respondents 65 years or older, who tend to say there are enough programs/events for the various age groups and that they are offered at convenient times, compared to some other groups (those 45-54 are less satisfied with programs/events, in general).

Importance of technology (Q22) – Respondents who tend to rate technology more important in making the Library District valuable to them include:

- Respondents who mainly use the Library District website, compared to all other groups.
- Respondents with minor children, compared to those without minor children.
- Younger respondents, compared to those 65 years or older.

Opinions relating to Library District technology (Q23) – Respondents who tend to feel differently regarding the Library District being a place they would go to use a computer/laptop and/or access free wireless Internet, having computer software that meets their needs, up-to-date computers and enough of them, and offering laptops for personal use, more electronic reading devices and/or advanced technologies include:

- Female respondents, who are more likely to say the Library District should offer laptops for personal use, more electronic reading devices and advanced technologies, compared to male respondents.
- Respondents with minor children, who are more likely to use Library District technology and feel advanced technologies should be offered, compared to those without minor children.
- Younger respondents, who are more likely to use and request more advanced technologies, compared to those 65 and older.

Library District communications (Q24) – Respondents who tend to feel differently regarding how well the Library District keeps them informed, advertises their website, distributes their newsletter and general information, and whether the Library District website is easy to use include:

- Users of Library District services, who are more likely to say they are kept informed, compared to non-users.

- Respondents who mainly use another library or no library, who are less likely to say they are kept informed, compared to those who mainly use the Winnetka and Northfield Public Libraries.
- Female respondents, who are more likely to say they are kept informed, compared to male respondents.
- Respondents with minor children, who are more likely to say they would prefer receiving the Library District newsletter via e-mail and other information via social media, compared to those without minor children.
- Younger respondents, who are more likely to prefer receiving the Library District newsletter via e-mail and other information via social media, compared to those who are older.

Preference of vehicles (Q25) – Respondents who tend to prefer specific communication vehicles for information about the Library District services, programs or events include:

- Respondents who mainly use the Northfield Public Library, who tend to prefer library staff and less likely to prefer a child's school newsletter, compared to those in some other groups. Respondents who mainly use the Winnetka Public Library prefer the Library District website and a child's school newsletter, compared to those who mainly use the Northfield Public Library.
- Respondents living in Northfield, who are more likely to prefer library staff and less likely to prefer the Library District website, a child's school newsletter, and teachers or staff at school, compared to those in some other groups.
- Female respondents, who tend to prefer Quarterly Library District newsletter and a child's school newsletter, compared to male respondents, who tend to prefer library staff and word-of mouth.
- Respondents without minor children, who tend to prefer Quarterly Library District newsletter, library staff, word-of-mouth, a commercial newspaper, display areas/fliers posted at Library District facilities and the District calendar, compared to those with minor children, who tend to prefer e-mails sent directly to them from the Library District, social media sites, a child's newsletter, and teachers or staff at school.
- Respondents 65 years or older, who tend to prefer Quarterly Library District newsletter, library staff and District calendar, compared to younger respondents. Those 35-44 tend to prefer a child's school newsletter, teachers or staff at school and social media sites; and those 18-34 are more likely to prefer social media sites and display areas, compared to most other age groups.

Future of the Library District (Q26) – Respondents who tend to feel differently regarding the future direction of the Library District (staying much as they are or evolving to better accommodate the needs of their community) include:

- Users of Library District services, who are more likely to prefer the Library District facilities stay much as they are, compared to non-users (who tend to prefer they evolve to better accommodate the needs of the community).
- Respondents who mainly use the Winnetka Public Library or Northfield Public Library, who are more likely to prefer the Library District facilities stay much as they are, compared to those who use another library or none (who tend to prefer they evolve to better accommodate the needs of the community).

- Respondents in Northfield, who are more likely to prefer the Library District facilities stay much as they are, compared to those in Winnetka (who tend to prefer they evolve to better accommodate the needs of the community).
- Male respondents, who are more likely to prefer the Library District facilities stay much as they are, compared to female respondents (who tend to prefer they evolve to better accommodate the needs of the community).
- Respondents without minor children, who are more likely to prefer the Library District facilities stay much as they are, compared to those with minor children (who tend to prefer they evolve to better accommodate the needs of the community).
- Respondents age 65 or older, who are more likely to prefer the Library District facilities stay much as they are, compared to younger respondents. Those 35-44 are more likely to prefer they evolve to better accommodate the needs of the community, compared to all other age-groups.