



## **Winnetka-Northfield Public Library District Assessment and Needs Identification Study Appendix C1 – Summary of responses to open-ended and “other-specify” questions Adult Survey**

Responses are summarized for open-ended and “other-specify” questions from the adult Library District assessment and needs identification study.

- ▶ Question 2a, If there is a reason you never or very rarely visit the Library District, please tell us.
- ▶ Question 27, What is one thing the Library District could do to more effectively meet the needs of your community?
- ▶ Question 28, If you have other comments about the Library District, please write them briefly below.
- ▶ Question 1, I consider myself *mainly* a user of another library (*specify*).
- ▶ Question 6, Indicate the likelihood you would do each of the following to obtain a book - Check it out from another library (*specify*).
- ▶ Question 7, Indicate the likelihood you would meet informally with friends or others at each of the following locations – Another library (*specify*).
- ▶ Question 10a, In your opinion, the Library District should offer a better *variety* of...Other (*specify*).
- ▶ Question 10b, In your opinion, the Library District should offer more *copies* of...Other (*specify*).
- ▶ Question 21b, The programs/events are offered at convenient times (*if a rating of 1 or 2, specify more convenient times*).
- ▶ Question 25, Indicate the top three information sources from which you prefer to hear about Library District services, programs or events. Other (*specify*).

Response volume varies considerably for the open-ended and “other-specify” questions; group sizes are recorded within each section.

A summary of adult resident responses follows. Refer to the next section of Appendix C for a list of all the verbatim responses to each question.

### **Question 2a - If there is a reason you never or very rarely visit the Library District, please tell us.**

Participant comments are grouped into several distinct categories (163). Most frequently, contributors report they rarely or never visit the Library District due to issues with Winnetka (WPL) and Northfield (NPL) Public Libraries and subsequent preferences for neighboring facilities (41%; 67). The majority of the remaining responses fall into four categories:

- ▶ No need (22%)
- ▶ Book buyer (12%)

- ▶ No time (11%)
- ▶ Logistics/Convenience (9%)

A number of miscellaneous responses are also recorded at the end of this section.

### **Issues and Preferences**

Participants take issue with the Library District and cite examples of the resources they prefer but seek from neighboring libraries (41%; 67). In general, residents indicate District facilities have a “bad atmosphere” (1), are “not useful” (1) and lack resources (2). WPL is described as inferior to NPL (1); one of the District facilities is described as a “poor library” (1). More specifically, participants complain WPL and NPL house inadequate book collections: the selection overall is described as too small (7), as is the children’s book selection (1). The Libraries are also described as lacking variety (2) and enough copies of books on personal topics of interest (2), reference books (1), new books (2), audiobooks (1) and “Teaching Company” materials (1).

Participants cite a number of other issues with Library District facilities. These include:

- ▶ Insufficient parking (4)
- ▶ Inadequate space (3)
- ▶ Unfriendly (2) and unhelpful staff (1)
- ▶ A lack of inviting places to sit (2)
- ▶ A small children’s department (2)
- ▶ Website is not user-friendly (2)
- ▶ No community gathering places (1) or meeting rooms (1)
- ▶ Unsure of offerings (1)
- ▶ A small music collection (1)
- ▶ Few places to plug in a laptop (1)

Residents describe what they like about three neighboring libraries. Most notably, participants discuss favorable attributes of the Glencoe Public library. Glencoe is preferred (1) and described as “better” (1) for several reasons:

- ▶ Welcoming (1), helpful (1), knowledgeable (1) staff, who provide “excellent customer service” (1)
- ▶ A better collection of audiobooks (2)
- ▶ Offer more current books (1)
- ▶ Comfortable surroundings (1)
- ▶ User-friendly resources (1)

Wilmette Public Library is also cited as a preferred facility (2). Wilmette is described as functioning at a higher energy level (1) and having a “better selection” (1); an extensive collection of CDs (1); a larger (1), better (1) collection of books; and more staff (1). Likewise, Northbrook Public Library is described as a larger facility (2) with a better selection (1) and more business resources (1).

### Illustrative verbatim comments

*They are unfriendly and unhelpful at Winnetka. Much better at Glencoe.*

*The collection is small, the space is inadequate, the library is not useful.*

*Limited children's selection, unfriendly children's library.*

*Northfield is too small. I use Northbrook desks/stalls to work from home without the distraction of home.*

*Glencoe Library is better with excellent customer service, much more welcoming.*

### **No Need**

Nearly a quarter of respondents report they have no need to visit the Library District (22%; 36). In addition to those who generally indicate no need (3), a more considerable number (19) specifically cite personal computer ownership and Internet access at home as their reasons for not using the library system. Less frequent responses include:

- ▶ Personal Kindle ownership (4)
- ▶ Light reader (2)
- ▶ Download audiobooks (1)
- ▶ Mostly read newspapers (1)
- ▶ Personal library (1)
- ▶ Access to a university library (1)
- ▶ Participation in a book group (1)
- ▶ Work at another library (1)
- ▶ Visit another library with grandchildren (1)
- ▶ Receive books from friends (1)

### Illustrative verbatim comments

*No need – can look things up on computer and download books on Kindle.*

*I mostly listen to audiobooks while working. With the advent of downloading these, I do not need to visit the physical library so often.*

*Can get most of what I need on the internet.*

### **Book Buyer**

More than 10% of participants (12%; 19) indicate they prefer to buy books rather than borrow from the library. Residents list both Amazon.com and Borders as sources.

### Illustrative verbatim comments

*I don't read books, my kids are all under 5. My wife reads a lot, but my wife likes to own (not borrow) books.*

*I buy books and often get books from friends that like to pass on good books.*

*I travel a lot and mostly end up buying books because I don't know how long it's going to take to read them.*

### **No Time**

More than 10% of respondents indicate they are too busy to frequent the Library District (11%; 18). Participants report they have no time (5), specifically due to out-of-town commitments (6), work (4), family (1) and other demands (2).

#### **Illustrative verbatim comments**

*Work in city, home after library closes during the week, so Saturday is only time I can visit.*

*Have not had much time to read and when I do, I have bought books. Have computer and access to internet at home.*

*Too many other demands – home, family, work.*

### **Logistics/Convenience**

Less than 10% of participants (9%; 14) indicate they never or rarely visit the Library District because it is not conveniently located, or they are unable to physically visit the libraries. Respondents report District facilities are too far from their homes (3); Wilmette (6) and Northbrook (2) Public Libraries are more convenient to both work or home. In addition, handicapped (1), elderly (1) and ill (1) residents report difficulty frequenting the libraries.

#### **Illustrative verbatim comments**

*I live closer to the Wilmette Library (in Kenilworth) which I use often.*

*Northbrook Library is convenient to my workplace.*

### **Miscellaneous**

Several miscellaneous remarks are also noted (8).

- ▶ Fee required for those in unincorporated Winnetka (2)
- ▶ Do not think to go (2)
- ▶ The concept of a library is outdated (1)
- ▶ No interest in going (1)
- ▶ No children (1)
- ▶ Older children (1)

## **Question 27 - What is one thing the Library District could do to more effectively meet the needs of your community?**

Adult residents provide more than 700 suggestions (N=735) of things the Library District could do to more effectively meet the needs of the serviced communities. The largest groups encourage changes to District facilities (26%; 192) and collections (18%; 132).

Recommendations are also noted for several smaller categories including:

- ▶ Programming (10%)
- ▶ Technology (9%)
- ▶ Services/Resources (8%)
- ▶ Space (6%)
- ▶ Website (2%)
- ▶ Information (2%)
- ▶ Staff (2%)
- ▶ Advertising/Marketing (1%)

Additionally, positive remarks (9%) and miscellaneous responses (5%) are recorded at the end of this section.

### **Facilities**

More than a quarter of the responses to Question 27 (26%; 192) are proposed changes to the facilities of the Library District. Most notably, participants suggest renovating (28) WPL and NPL: updating and redecorating each location, and continuing with improvements like expansion, improved lighting and reworked layouts to ensure each site is a warm, functional and attractive space for both large groups and individuals. Other frequent suggestions include improving parking (26); expanding library hours (20); moving one of the libraries to a new location (20); creating distinct areas for adults (3), teens (18), tweens (5) and children (15); and establishing a coffeehouse-like atmosphere where patrons can eat and drink (15).

**Improve parking.** Participants complain that the parking available at District facilities is insufficient to meet the needs of all who want to visit the libraries (25). Parking is described as “sub-par” due to too few parking spaces. One (1) participant notes aborting library visits due to a lack of parking on multiple occasions.

**Expand library hours.** Residents indicate District libraries need to increase their hours (20). Recommendations include longer hours in general, as well as opening earlier on Sundays, and staying open later on Fridays and during the summer months.

**Move locations.** Rather than renovate, a group of participants stress the importance of moving at least one of the District libraries to a larger pre-existing location (e.g., old post office) or a newly constructed, state of the art facility (20). Several issues could be solved with this solution including increasing needed space, improving parking and expanding the various collections.

**Create distinct areas.** Residents indicate that a facility which meets the needs of its community acknowledges the different requirements dictated by different groups. Accordingly, separate dedicated and updated areas should be established for adults, teens, tweens and

children (1). Participants recommend a larger reading section with space to gather be established for adults (3). Similarly, teens require areas that can accommodate both quiet study and group interaction for projects or social gathering (18); noise control may also be an important factor (1). A separate but chaperoned study space for tweens is also recommended (5). The children's areas, though already dedicated, should be updated and upgraded, enlarged and turned into a warmer, more inviting space with quality play areas and superior resources (15).

**Establish a coffeehouse-like atmosphere.** A modest number of participants suggest District facilities should begin to sell food and drinks to patrons (15). The addition of a coffeehouse not only adds the convenience and comfort of on-site food service, but also has the potential to drastically modify the atmosphere of a traditional venue of scholarly pursuits to a place for social gathering and interaction.

**Improve meeting facilities.** Residents indicate District facilities lack appropriate spaces to accommodate large groups (13). Participants suggest adding better areas or rooms to accommodate group events or larger meetings. One (1) participant recommends changing book space into meeting space to meet this need.

**Inviting environment.** Participants describe libraries, particularly WPL, that are not “cozy” or inviting to patrons (9). Recommendations include adding comfortable reading chairs to a revamped reading space.

**Maintain quiet space.** Residents suggest the District maintain areas that are dedicated to quiet study and designed for comfortable, quiet reading (7).

**Increase workspace.** Participants indicate patrons require more workspace (5). Suggestions include establishing space where individuals or small groups can work or study without disturbing those who appreciate the library for its quiet atmosphere.

**Miscellaneous.** A limited number of miscellaneous responses are also recorded.

- ▶ Add an auditorium for programs (1) and performance space (2)
- ▶ Increase the number of outlets available for laptop users (1)
- ▶ Add bathrooms (1)

#### Illustrative verbatim comments

*Offer better parking. Sometimes I see the lot full and it keeps me from using the library.*

*Stay open until 9 pm on Fridays and open earlier (at noon) on Sundays.*

*Better lighting, new carpet, furniture-rearrange space for comfortable reading.*

*It just needs to be a more attractive space (inside and out – the parking lot area gravel hill with icky trees is so ugly) that is well stocked with current books and movies. Glencoe is perfect, the staff very fun and passionate teen book area is slim.*

*I think Northfield is fine. A little small, but kids can go to other libraries (they aren't that far). Winnetka I think needs big improvements! I've been to Northbrook and I've heard Glenview's library is fantastic. Kids need better resources, technology and space to study and work in teams. We do need a better facility in Winnetka.*

*The reading room at Glencoe with the fireplace comfortable chairs, atmosphere and their selection of new books.*

*They could use a separate teen section outside the children's area. This would give teens a place to hang out and get homework done.*

## **Collections**

Nearly 20% of responses to Question 27 (18%, 132) are comments related to the quality and depth of the collections maintained by the Library District. Residents indicate the District needs to put forth "a better collection of materials" (1) and concentrate on permanent collections (1). Most frequently, participants discuss the books available to adults, teens and children (65). Other collections discussed include DVDs (21), audiobooks (17), music (9), eBooks (9) and reference materials (5). Several miscellaneous responses are also noted.

**Book collections.** Nearly half of the responses falling into this category discuss the quantity and quality of books available through the Library District (65). Participants indicate the District's book collection is "subpar" (1); a "better" (2), "broader" (1), higher-quality (1) collection is needed. A larger (4), up-to-date (2) collection, particularly at NPL (1), consisting of new (5) and current books (8) for adults (7), teens (5), tweens (1) and children (4) is requested. An expanded collection should include:

- ▶ Enough copies of books (2), particularly bestsellers (7) and new (1) and popular books (1)
- ▶ Non-fiction titles (1) representing:
  - the sciences (2)
  - humanities (1)
  - travel (1)
  - math (1)
  - parenting (1)
  - retirement planning (1)
  - investing (1)
- ▶ More classics (1)
- ▶ A larger fiction section (1)
- ▶ Action adventure novels (1)

**DVDs.** Participants indicate the Library District needs to expand its movie selection (12). Suggestions include adding current movies (2), "better" movies (1), Blue ray movies (1), more children's movies (1), new releases (1), and HBO and PBS series (2). It may also be helpful to organize the DVD collection by category (1).

**Audiobooks.** Patrons recommend the District add to its selection of audiobooks (8) in general, as well as increase the variety (2) and number of copies (1) available to borrow. Participants also suggest adding more downloadable audiobooks (2), keeping tape-recorded books (1), and adding classic (1) and popular fiction (1) to the collection. Audiobooks should also routinely be checked for scratches (1).

**Music.** Participants suggest the Library District expand its music CD collection (6) and add more classical music (1), popular music (1) and podcasts (1) to choose from.

**eBooks.** Residents indicate the District needs to acquire a wider variety of eBooks (7) and eBooks for MAC users (1). More eReaders would also be appreciated (1).

**Reference materials.** A small number of participants suggest the Library District add to its collection of reference materials (3), including resources for young children (1) and digitally formatted materials (1).

**Miscellaneous.** Several unrelated suggestions are also noted.

- ▶ New puzzles for the children's section (1)
- ▶ Downloads for smartphones (1)
- ▶ Scholarly articles (1)
- ▶ Sell used books (1)

#### Illustrative verbatim comments

*While I believe the staff is generally very good at WPL, I personally find the building itself as well as the book inventory sub-par compared to Glencoe and Lake Forest for example. Are great.*

*Offer more (a larger collection) of current/new books – perhaps even a book club section (popular, new or not so new books that book clubs can use, but for individual use as well). Wilmette has this and I use it frequently.*

*There needs to be a better selection of early reader – young adult (teen) books. The teen kindle we checked out did not have appropriate books. Jody Picoult books are not teen books.*

*There are not enough adult current bestsellers, popular music.*

*Have more adult books available to me – and if it's an interlibrary loan, you have to return it usually sooner than if it came from your local library. Why is that? Probably not enough copies.*

*Would like to see a larger selection of movies and audiobooks (especially older, classic movies).*

#### **Programming**

10 percent (75) of respondents discuss the types of programs they would like to see added or increased by the Library District. In general, residents discuss the need for more District-sponsored programs (5). Most notably, participants request more technology-related classes be added to the schedule (24). Other notable categories include lectures, speakers and concerts (16); children's programming (13); and adult programming (8).

**Classes.** Participants would like to see the Library District offer more technology-related classes (24). This includes tech training in general (8), as well as classes in e-resources (1) and computer usage (2) for adults; tech classes (1) and “get on the internet” sessions (1) for seniors; and computer classes geared for children (1). Other course requests include:

- ▶ Social media instruction (2)
- ▶ How-to technology programs (1)
- ▶ Advanced technology classes (1)
- ▶ Classes on new technology (1) and updates (1)
- ▶ Uses of evolving technology (1)
- ▶ Internet safety (1)
- ▶ Computer programming (1)
- ▶ How to download e-books (1)

**Lectures, speakers and concerts.** Residents suggest the Library District host more lectures (3) for adults on topics that include books (1), events (1) and travel (1); author presentations (3), including features of local authors (1); guest speakers on children and family topics (1); concerts of classical music (1) and local groups (1); and book groups or discussion (3) at multiple times to accommodate those who work.

**Children’s programming.** Participants recommend the Library District increase the number of children’s programs offered (6). Specific suggestions include:

- ▶ Increasing programming for kindergarteners (1), young children (1), 6-12 year olds (1) and middle-schoolers (1)
- ▶ Scheduling more programs on weekends and holidays (1)
- ▶ Continuing early reader summer programs (1)

Improving the quality of children’s programming (1) is also recommended.

**Adult programming.** Residents request the District add more programs for adults (4) including day and evening educational opportunities (2), activities for adults over 50 (1) and discussion groups for seniors (1).

**Other programming.** Other suggested programs include:

- ▶ More teen programs and activities (4)
- ▶ Performing arts programs for all ages (1)
- ▶ Gay-pride programming (1)
- ▶ Lessons in library resources (1)
- ▶ Lifestyle programs (1)
- ▶ Current events discussions (1)
- ▶ More public forums (1)

### Illustrative verbatim comments

*Would love to see more adult (not senior) education programs. Would be interested in "How to" tech programs...Photoshop, digital photos, excel, etc.*

*Support the range of community members (kids through adults) in their education about technology. The classes to acquaint users with Word or PowerPoint have been great. Internet safety/good habits could be an area to expand.*

*Should offer more kids programs to entice/enrich young readers. Offer more movies and current release books so there is no need to go to neighboring communities.*

*Offer a few more classes or guest lectures on various topics and author talks in the evenings or on weekends. It seems that many of the author talks co-sponsored with the Book Stall are held as a luncheon at Cook's Corner (or similar place) for non-working people. I would encourage more options for working moms.*

*Offer more programs for young children. The sign up groups that only take 10-12 children, should be offered in more sessions.*

### **Technology**

Technology-related comments account for 9% (64) of responses to Question 27. In general, participants recommend the Library District expand (3) and evolve (3) technological resources; seek channels of new technology (1); keep up with technology (8) and social media (1) trends; update existing technology (6); and provide patrons with access to more current technology (8). Specific suggestions include:

- ▶ Add computers (9) and printers (1) for patron use
- ▶ Provide patrons with more Kindles (5) and iPads (1)
- ▶ Make the electronic card catalog more user-friendly (3)
- ▶ Gear libraries towards devices like the Kindle (1)
- ▶ Facilitate downloads to Kindle-type devices (1)
- ▶ Make it easier to access and download net materials (1) and books (1)
- ▶ Replace computer monitors with flat panel monitors (1)
- ▶ Improve e-book service (1)
- ▶ Replace keyboards (1)
- ▶ Be a leader in e-delivery of text to library members (1)
- ▶ Go "all digital" with book collection (1)
- ▶ Fix District internet service (1), improve wireless access (1) and offer seating with Wi-Fi (1)
- ▶ Install more educational computer games for children (1)
- ▶ Install more popular software on computers (1)
- ▶ Keep up with the needs of tweens and teens (1)

### Illustrative verbatim comments

*Install more popular software programs on their computers that people would use. I think that basic MS Office is great especially since the library didn't offer it before but something like iTunes or Twitter might be useful.*

*Update its technology, including searching catalog online, which is very un-user-friendly.*

*More computers, printers, copiers and office facilities for home office users and computer classes to teach better skills.*

*Make catalog access faster; machines now are slower than an old fashioned card catalog.*

### Services/Resources

Nearly 10% of responses (8%; 60) are suggestions for the continuation or addition of library services and resources. Most notably, participants would like to see the inter-library loan program (ILLP) continued and expanded (18). The ILLP is described as a very important service (1) and convenient alternative (1) that “fills any gaps” in a library’s collection (1). Residents would also like to see the Library District expand the resources and materials that are accessible online (9), and increase its subscription to legal and research databases (1) and those that require a “special subscription” (1).

Other services and resources participants would like to see made available to patrons include:

- ▶ Issue receipts at checkout (2)
- ▶ Provide more copiers for patron use (2)
- ▶ Establish an area for self-checkout (2)
- ▶ Enable book club members to acquire copies of book selection (2)
- ▶ Add or relocate drop-off boxes (2)
- ▶ Deliver materials to elderly (1) or incapacitated patrons (1)
- ▶ Arrange for temporary access to a university library for research when ILLP is insufficient (1)
- ▶ Supply patrons with a calendar of events (1)
- ▶ Host community events when space allows (1)
- ▶ Explore express library services (1)
- ▶ Staff reading advisors to help patrons select books (1)
- ▶ Increase services for toddlers (1)
- ▶ Partner with school districts to provide project resources (1)
- ▶ Include plot summaries with book recommendations (1)
- ▶ Recommend short books for tweens (1)
- ▶ Provide paperbacks for free on exchange basis (1)
- ▶ Offer computer assistance (1)
- ▶ Allow reservation of study carrels (1)
- ▶ Enable patrons to check online the number ahead of them on a wait list (1)

- ▶ Send emails with links to online reference resources (1)
- ▶ Provide more assistance with job searches (1)
- ▶ Act as a source where newcomers can meet (1)

#### Illustrative verbatim comments

*The inter-library loan program has been much used by me. I am hopeful that another convenient alternative comes about so I can access helpful resources from all libraries – so helpful to share resources.*

*Please keep the inter-library loan program alive! No library can have materials that meet the needs of all patrons. But ILLP is a . . . that fills the gaps. Our family uses ILL constantly.*

*Instead of hand stamping materials at check out, give out a computerized list of materials that are being checked out for the patron's reference. Especially with children's books.*

*Book drop – not functional. As a resident directly across from the library, I witness traffic violations, near accidents and total inconvenience for people depositing books. A safety hazard.*

#### Space

Less than 10% of responses (6%; 47) discuss the District's need for more space. Participants suggest the Library District maximize its space (1), add on (1), or create a bigger space (4) to accommodate the variety of services (1), programs (1) and activities (1) WPL and NPL offer – and want to offer – residents. Both NPL (4) and WPL (1) are considered to be too small. A larger space – whether through expansion or new construction – is needed specifically for the following:

- ▶ Quiet study or reading (8)
- ▶ Meetings or group projects (7)
- ▶ Dedicated space for teens (6)
- ▶ Expanded children's section (4) to make room for activities and book-listening
- ▶ Larger collections (books, 2; reference materials, 1)
- ▶ Programs or events (2; e.g., poetry readings, casual theater)
- ▶ Space to gather (2)
- ▶ To accommodate laptop users (1)

#### Illustrative verbatim comments

*We need a library with more reading/comfortable space, and more space for books, movies, etc. Places for meetings.*

*Update facility with better children's area, increase more comfortable reading space.*

*The facilities are disappointingly poor for a community with the resources of Winnetka. We need more space for working, meeting, etc. Evanston's main library should be used as a model.*

*The library could play a bigger role as a community building facility – if it had bigger facilities. There is a huge void for teenagers. The library could be a place for teens to gather and study together.*

## **Website**

A modest group of participants suggest the Library District could do more with or improve its website (2%; 18). The site is described as “poorly designed” (1) and not always functional (1). Improvements are needed (3) to make the site more user-friendly (5) and easier to navigate (1). Other suggestions include updating the technology for the online catalog (1) so it runs faster (1) and is easier to use (1). Residents also suggest the District could do more with the site (1) by making reference materials (1) and collections (1) available online, as well as increasing access to a variety of resources (1).

### **Illustrative verbatim comments**

*I think the website is poorly designed. I am extremely computer literate and use the website a lot for personal and business research. This system pales in comparison to other content search sites.*

*Improve the library website to make it easier to browse and search for materials. I've worked at a computer software company and do not find the site particularly user-friendly or clear.*

## **Information**

A small number of participants indicate they would like to receive more information from the Library District (2%; 17). Residents suggest the District send more information to community members (1), perhaps via newsletter (3), on the following topics:

- ▶ Services available on site and from a remote location (3)
- ▶ Internet resources (2) and website use (2)
- ▶ Programming, classes and events (2)
- ▶ eDatabases offered by the District (1)
- ▶ How to use a Kindle (1)
- ▶ Issues that affect the community (1)
- ▶ Library etiquette (specifically, being quiet; 1)

### **Illustrative verbatim comments**

*Offer a pamphlet showing patrons how to use the library website – a step-by-step guide, through “Power Search” for how to reserve a book, renew a book, use the “Subject” box to do research, find out which of the 27 district libraries has a book or DVD and if it's on the shelf so if they need it right away, they can go get it.*

*I think that the library's online access needs to be better communicated to the community. I don't have a clear understanding of what can be via the library's website and how that can benefit my family.*

## **Staff**

A small number of participants suggest Library District staff and librarians are not as friendly or helpful as they should be (2%; 15). Patrons report staff, particularly WPL staff (2), could be friendlier (7), more welcoming (1), nicer (1), proactively helpful (1) and more knowledgeable (1). Other participants indicate the District needs to hire more staff (1) and “tighten up” front staff (1).

### **Illustrative verbatim comments**

*Train staff at front desk to be more welcoming when we arrive. It is an important first impression for the children. We want them to feel welcome and love going to the library. Some of the front desk (check out area) staff are not positive or welcoming.*

*Some staff members are very helpful and pleasant. Others are not very approachable or friendly.*

## **Advertising/Marketing**

A handful of participants suggest the Library District advertise offerings and market itself to other community entities (1%; 10). Residents indicate programming (2), events (2), services (1) and resources (1) should be communicated to area residents in a timely manner. Suggested methods include e-mail and library bulletin boards (1). Participants also recommend the Library District promote itself and foster relationships with area schools (2), as well as work collaboratively with other community entities (1).

### **Illustrative verbatim comments**

*Work with schools, primary and middle. I hope they will promote the library availability and benefits to children.*

*Advertise when a showing of a movie will be held – like Northbrook Library – not necessarily a theater, but a darkened room.*

## **Positive Remarks**

Nearly 10% of participants report the Library District currently does a good job meeting community and personal needs (9%; 69). Residents indicate WPL and NPL currently fit their needs (12) and love the facilities as they are (6). They are satisfied (11) and happy with (2) a library district that is “doing enough” (1) and “doing all it should” (1) for the community. Efforts are described as “excellent” (6), “great” (9), “perfect” (1), “very good” (1) and “good” (5). Participants indicate “things are fine” (5), and the libraries should remain as is (3). The District “seems to be doing well” (3) and is staffed by a “great group” (1) of employees who are “unfailingly gracious and helpful” (1) and provide “excellent, efficient” service (1).

### **Illustrative verbatim comments**

*The librarians and staff at the two libraries are wonderful – they are extremely helpful. I am an internet novice and patient. Also they get me books and other material I request. What a great group.*

*I think everything is perfect at Northfield. The staff is delightful. They get any book you want quickly. I did very little reading until I got involved with the Northfield library.*

*I remain very happy with the library. I appreciate the peaceful and quiet ambiance that every library should have. The service is excellent, efficient and well done.*

### **Miscellaneous responses**

A considerable number of miscellaneous remarks are also noted (36). Similar comments are grouped together. Those that occur once in the data are listed as they occur in the data.

- ▶ Cut costs, stay on budget, spend wisely and refrain from increasing resident taxes. (13)
- ▶ Maintain focus on the Library District's core mission rather than turning into something it's not. There are other facilities in the community to serve as coffee houses and places to gather, as well as restaurants and community centers for meetings and events. (5)
- ▶ Accept all residents free without having to pay additional fees. (3)
- ▶ If you think about it, the size of the book collection is becoming irrelevant since very soon all material will be available digitally. Approach Apple, Amazon, B&N, Borders and strike a deal to offer a digital library service.
- ▶ Why not let the Northfield librarians park in the library lot. The Village workers do.
- ▶ Relax kiddie fines.
- ▶ Mark everything (especially Playaways) with prices. So I know how much replacement will cost if my daughter misplaces it,
- ▶ Make seniors feel welcome and appreciated right now. We are treated like deadwood. Mostly ignored and shoved to the side. This survey has one question related to seniors.
- ▶ Key challenge – become more relevant. What is the library of the future? In 2000 I thought libraries would be gone by 2015. Not so fast! There is life in that old building, or in a new building should that come to pass.
- ▶ Keep goals realistic – what we need vs. all we want. Remember that we're fortunate enough for many to have computers at school and at home.
- ▶ It would be nice to meet friends at library. Library needs to overcome reputation of no talking/no food for that to happen.
- ▶ I believe the library is solid, but I would be regret if I did not state that it should evolve the world is changing so rapidly, for the library to remain a relevant place it has to evolve.
- ▶ Reduce fines – they accumulate so quickly that we might as well buy the book then check it out from the library.
- ▶ Handicapped senior citizen who does not drive. Have no way of obtaining books you provide. No volunteer delivery if we request a book by phone.
- ▶ Flexible plans for snowbirds borrowing audiobooks and returning them without penalty.
- ▶ Enhance open communication with users – e.g., feedback opportunities, suggestion box.
- ▶ Don't try so hard to make everything digital and computerized. The authenticity of books and old fashioned research and so forth is what gives the library charm.
- ▶ At the moment the library does not offer much to me but it is an essential part of a strong community.

**Question 28 - If you have other comments about the Library District, please write them briefly below.**

Participants provide nearly 600 responses to Question 28 (N=584). Of this number, more than half (51%; 298) are positive comments reflecting their appreciation for and satisfaction with the Library District. Remaining comments (49%; 286) are suggestions for improvements to various aspects of the libraries including the facilities themselves, collections, available space, programming and services.

**Positive Remarks**

Participant comments reveal a deep pride and appreciation for District libraries. More than half of the responses to Question 28 (51%; 298) are positive remarks towards WPL and NPL, most notably librarians and other staff, which account for half of all positive comments (50%; 150). In general, the District is judged as doing a "great" (9), "good" (8) or "very good" (2), "wonderful" (4), "outstanding" (1), "excellent" (1) and "nice" job (1) meeting community needs. The Library District is viewed as a "gem" (2); patrons are greatly appreciative (2) and proud of (1) the services and pleasant atmosphere (1) the District provides. In addition, this group of participants is satisfied with the library as is (15), describing it as "high quality" (1) and "suitable for our needs" (1), with good service (1) and a "light and spacious" interior (1). Patrons express their love for (19) and delight with (1) the libraries, some specifically identifying NPL (6) and WPL (1). NPL in particular is described as a convenient (2), "small and cozy" (4), "warm and inviting" (1) facility with a "good set up" (2) that does an "amazing" job with little space (1). Other participants claim District facilities help save them money (2) and save their sanity (1) when housebound. The libraries are a "wonderful place to think and study" (2) and an important and valuable community resource for all ages (5).

**Staff.** Half of the positive responses to Question 28 are kudos to District staff and librarians (50%, 150). In general, staff members are most frequently described as helpful (25). Participants "love" the staff (8) and are happy with them (1) and the great job they do with the space they have to work with (1). Less frequent descriptions are cataloged in Table 1; Table 2 lists remarks specifically directed toward the staff of NPL. WPL staff is briefly identified: one participant reports happiness with WPL staff (1); another singles out an individual at WPL as "wonderful" (1).

Table 1 Positive Descriptors of Library Staff - General			
Accommodating (2)	Excellent (3)	Hardworking (1)	Super (1)
Amazing (2)	Exceptional (1)	Kind (1)	Superb (1)
An asset (1)	Fabulous (3)	Knowledgeable (5)	Superior (1)
Awesome (1)	Fills gaps (1)	Knows patrons (1)	Terrific (3)
Brilliant (1)	Friendly (7)	Nice (2)	The best (2)
Caring (1)	Good (3)	Pleasant (1)	Very nice (1)
Dedicated (1)	Good service (1)	Professional (1)	Welcoming (1)
Enjoyable (1)	Great (2)	Responsive (1)	Wonderful (7)

*Note: Does not include most frequent descriptors "helpful" (25)*

**Table 2  
Positive Descriptors of NPL Staff**

Accommodating (2)	Friendly (9)	Knowledgeable (8)
Charming (1)	Great (1)	Nice (2)
Do a great job (1)	Helpful (13)	Outstanding (1)
Enjoyable (1)	Invaluable (1)	Pleasant (1)
Excellent (2)	Involved (2)	Supportive (1)
Exceptional (1)	Kind (1)	Top notch (1)
Fantastic (1)		Wonderful (2)

**Services and resources.** Residents indicate that in general, they are pleased with the services and resources provided by the Library District (3), which are described as "excellent" (3) and "modern" (1). Specifically, participants identify the inter-library loan program (ILLP) as a "great" (1), "excellent" (1), "wonderful" (1) and "important" (1) service they are pleased to receive (3). One respondent indicates she remains happy with the time it takes the ILLP to deliver a book (1). Other valued services and resources include:

- ▶ Databases that are available online from home (1)
- ▶ Inexpensive copiers (1)
- ▶ MANGO online language program (1)
- ▶ Free use of popular business research software (1)
- ▶ Timely emails to pick up ordered books (1)
- ▶ Notifying patrons about books on topics they read (1)
- ▶ Convenient drop-off boxes (1)

**Programs.** A small number of participants report they are happy with the programming available through the Library District (1). Patrons are particularly pleased with the activities for young children (4), specifically the singing classes (1), the summer reading program (1) and any free classes (1). Adults appreciate the opera programs (1) and gardening seminars (1).

**Collections.** Patrons describe District collections as nice (1) and excellent (1) selections of current (2) fiction and nonfiction (1). They appreciate the libraries stocking what patrons like to read (1) and the addition of My Media Mall (1). The geology section is described as "great" (1).

**Facilities.** A handful of participants indicate they appreciate how well their "old building" is utilized (1); the District does a good job with what is available to them (1). These residents are happy with their facilities (1), describing the genealogy research room as a "gem" (1) and the overall space as well-lit (1). NPL is specifically identified as offering spaces for comfortable pleasure reading (1) and an "intimate" resource room (1).

**Miscellaneous.** Comments on a small number of comments on unrelated topics are documented here.

- ▶ The website is great, easy to follow (1).
- ▶ Love the website (1).
- ▶ The WPL is outstanding because it has current technology (1).

### Illustrative verbatim comments

*We have loved the Winnetka Public Library for 30 years. My children grew up there and we are library users! We know there is a push to make libraries all digital and to diminish their sizes. Please keep the Winnetka Library, its wonderful book collections, DVDs, magazines, audio etc. It's wonderful and all of its great programs designed for children, teens and adults are very well done. It should respond to new technological advances which I think they have tried to and done well. But the library is a cornerstone of our community. Its preservation and development is most important to our town.*

*I love, love, love the staff. My kids and I are always comfortable, well taken care of and informed, and the library is one of my tweens' favorite places because of how wonderful they are.*

*I think the librarians do an excellent job assisting the students find information they need. They assist/partner the parents with helping students gather needed information for school and outside activities.*

*Love our libraries and their wonderful staff. Love the interlibrary loan program.*

### Suggestions

Suggestions account for nearly half of the responses to Question 28 (49%; 286). Of this number, more than half (54%; 154 of 286) are recommendations related to the functional use and operational space of District facilities. Remaining remarks fall into one of several modest categories:

- ▶ Collections (13%)
- ▶ Services/Resources (7%)
- ▶ Programming (5%)
- ▶ Technology (5%)
- ▶ Website (4%)
- ▶ Staff (3%)

A considerable number of miscellaneous suggestions are reported at the end of this section (9%; 26)

**Facilities.** In general, District libraries are considered "inadequate" (1). Facilities are described as outdated (4), "too sixties" (1) and sterile looking (1). WPL in particular is reported to be antiquated (1), small (1), dated (1) and ugly (1). Participants suggest the Library District remodel and redecorate (2) to improve the decor (1), modernize the buildings (2) and "freshen up" the interior (2) with an updated look (2). In addition, District facilities are described as having unfriendly (1), uninviting (2), impersonal (1) environments that are neither welcoming (1) nor cozy (2).

Space. Participants describe District facilities as crowded (1) and too small to adequately deliver programs and services (9). Most notably, more space is needed to address the needs of younger patrons. Participants indicate the children's areas in both libraries are too small and worn (5); both teens (6) and tweens (1) lack dedicated space where they can study or work in groups. A larger space is also needed to accommodate the following:

- ▶ Programs (2)
- ▶ Groups (2)
- ▶ Quiet reading or studying (2)
- ▶ Classes (1)
- ▶ Movie screenings (1)
- ▶ A larger number of computers (1)
- ▶ Activities for seniors (1)
- ▶ Lectures (1)
- ▶ Tutoring sessions (1)
- ▶ Expanded working areas (1)

Other participants suggest expanding into facility basements or reworking floor plans to acquire the space needed to meet the above needs (2).

Despite the desire for more space, some participants request the District not reformat the community library into a gathering place (1) or a place to socialize (5) in conjunction with any expansion plan. They prefer District facilities be maintained as a quiet refuge for reading or study (1). Other community venues exist that would better serve this role including coffeehouses (5), bookstores (3) and Community House (1).

Renovation vs. New Construction. Residents disagree considerably on the topic of how to best improve District facilities. One group advocates for expansion at current locations (8) and against a move to a new location (6) that would create a "mega-library" (1). Other participants argue there is no need to acquire a new building or expand current facilities (5), stating they like their libraries as they are (3) and prefer them small (2). There are also other venues available in the community that could be used to host programs or events (1). A single participant supports the idea of moving one of the District facilities to the site of the old community post office (1).

Residents against changes to the size of their libraries indicate there is no need to build or expand (1) because the facilities are "fine" (1), particularly given the current economy (1). Residents are also not open to a new building or expansion if it means increasing their taxes (3) - the District is not perceived to be in an economic position to build a new library (1) and should not spend money it does not have (1). Participants suggest the Library District wait at least 10 years to plan a new library (1), particularly because "most reference-research is available online and most residents own their own computers to access that information" (1).

Other. Suggestions are also provided for several less frequently addressed topics, noted below.

- ▶ Solve the parking challenge (10)
- ▶ Create an environment that is quiet and conducive to reading and studying (5)
- ▶ Extend library hours at NPL (1), on Sundays (2), in the evenings (1) and during the summer (1)
- ▶ Improve the bathrooms (3)
- ▶ Allow food and drinks in District facilities (3)
- ▶ Improve lighting (2)
- ▶ Fix the heating/cooling system (2)
- ▶ Improve library seating (2)
- ▶ Insulate meeting rooms for sound (1)
- ▶ Offer a solution for the handicapped (1)
- ▶ Establish a kiosk of library-related gifts for sale (1)
- ▶ Add coat racks or hooks (1)
- ▶ Move magazines back to their original location (1)

#### Illustrative verbatim comments

*The heating and cooling delivery system is so bad that patrons and staff have to keep hats and sweaters and scarves handy to wear inside in some locations while it is too hot at the same time in other locations within the present library facility.*

*Although I attend the children's programs regularly and appreciate greatly the effort put into making them fun, the atmosphere is not good. The entire children's area seems old and dingy – yuk to the dust collecting on the top shelves!*

*Library does not feel welcome or cozy. No one greets you, it feels very impersonal. Staff is reading - feels like civil service. Take a tour of the Glencoe Library. Watch, listen.*

*Would be nice to have a larger children's area and an area for teens. Would also be good to have an area where food and beverages are permitted.*

*I am frustrated with the parking situation at Winnetka Library. The library always feels cramped to me. It is not a place I enjoy going the way I would expect to. I love to read, had my first job at the Northbrook Public Library, and have always been a big supporter of libraries wherever I've lived across the country. The library in Winnetka feels like things are shoehorned in; I often leave without what I came for. Ordering through interlibrary loan doesn't work well for me because I travel for 2-3 week stints at a time. I would definitely support changes by voting for bond issues in case you are wondering.*

**Collections.** More than 10% of respondents recommend the Library District update and add to its various collections (13%; 37). Participants report WPL and NPL house unused books (1) that are out of date (1) or "old" (1); an excessive number of magazines and journals (1); damaged (1) and dirty (1) DVDs; and scratched audio books (1). Residents stress the importance of maintaining and improving District collections (1), as well as creating a better balance in available titles (1).

Participants suggest the District should better the selection of books, periodicals, movies and music that are available to patrons (3). This includes putting classic works back in circulation (2) and reinstating a fully functional interlibrary loan program (1), as well as adding new materials to District collections. Suggestions include:

- ▶ Obtaining more movies (2) - contemporary movies (1), classics (1) and movies for children (1)
- ▶ Increasing the number and variety of audio books available (3)
- ▶ Adding recently published books (3)
- ▶ Offering book club books for children (1) and adults (1)
- ▶ Providing a larger selection of "Friends" (1), adult (1) and e-books (1)
- ▶ Increasing the variety of music available (1)
- ▶ Replacing cassettes with CDs (1)
- ▶ Expanding the magazine (1) and playaway selections (1)
- ▶ Reshelving the movie collection to a more functional location (1)
- ▶ Increasing the speed with which NPL acquires new books or movies (1)

#### Illustrative verbatim comments

*You have books not checked out for 15 years. Get rid of them and offer access to electronic version. Don't give up center library service. No need to buy 15 copies of a book just because book clubs are closing. Let them buy for themselves.*

*The Winnetka Library is out of date compared to the surrounding Glencoe/Wilmette community libraries in terms of size and quality of collection and space.*

*Several books (classics) I looked for in the past year were no longer available in hard copy. I do not know how to download a book. E-books have significant disadvantages for research and discussion purposes.*

**Services and resources.** A modest number of participants (7%; 20) suggest improvements to the services and resources the District makes available to the community. Most notably, patrons would like to see a return to the former interlibrary loan program (ILLP). Participants describe its loss as "unfortunate" (1) and currently under-funded (1). ILLP is considered an important (2) service and should be maintained (1). Other recommendations include:

- ▶ Change the location (2) and height (1) of District drop boxes
- ▶ Email alerts when books and other materials are coming due (2) or when an order is in (1)
- ▶ Provide patrons with more information on available resources within the District (1) and from other libraries (1), and political candidates prior to elections (1)
- ▶ Provide patrons with a listing of available movies (1)
- ▶ Do not focus on children and teens as they already have "huge resources" through school and the park district (1)
- ▶ Shorten the wait for DVDs (1)
- ▶ Ensure materials are logged in as they are returned (1)

- ▶ Staff multiple check out librarians when a facility is busy (1)
- ▶ Allow patrons to check out digital books (1)

#### Illustrative verbatim comments

*We have six people in our family. Could the library send an email alert when books are coming due?*

*Please do everything you can to maintain the interlibrary loan program.*

*More than one librarian at checkout counter to help when a woman is checking out 50 children's books.*

**Programming.** Participants suggest the Library District add to the programs and classes it offers patrons (5%; 15). Complaints include classes that fill up quickly due to small group sizes (2), a lack of creativity in adult programs (1) and a lack of programming for 9 - 12 year olds (1). Suggested additions include more of the following:

- ▶ Film screenings (1)
- ▶ Children's programs (1)
- ▶ Book discussions (1)
- ▶ Computer classes for children (1) and adults (1)
- ▶ Gay poetry readings (1)
- ▶ Business talks for seniors (1)
- ▶ Adult programming (1)
- ▶ Teen programming (1)
- ▶ Hands-on (1) and trimester (1) computer classes

#### Illustrative verbatim comments

*Please offer more computer courses (Quicken, Excel, PowerPoint). They fill up so quickly!*

*Invite business to give short talks to seniors in the afternoon like Whole Foods, Trader Joes, Drop stores, etc. Afternoons or mornings, as some of us do not drive at night.*

*I would like to see more adult programs offered or at least more variety in the type of programs offered.*

**Technology.** Participants recommend several improvements to Library District technology (5%; 14). In general, residents suggest the District "embrace" technology (1) and ensure it remains up-to-date (3), although one (1) participant suggests WPL and NPL do not require a lot of computers as most residents have their own. Specific suggestions include:

- ▶ Not preloading Kindles (1)
- ▶ Ensure senders do not overuse patron email (1)
- ▶ Replace monitors with new wide screen versions (1)
- ▶ Improve phone-based tech support (1)
- ▶ Add self-help computers for doing a self-search (1)

- ▶ Increase the number of computers in the children's section (1)
- ▶ Add color printers (1)
- ▶ Improve the ease of downloading audio books (1)
- ▶ Improve the software used for catalog searches (1)

#### Illustrative verbatim comments

*Add more computers in the children's department.*

*I don't think the library should invest a lot in computers for patron usage. In our community almost everyone has a laptop that they can bring and use WiFi. There should be some, but not as many as other communities might provide.*

**Website.** A small number of participants suggest the Library District improve its website (4%; 12). The site is described as not user-friendly (3), out-of-date (1) and does not allow patrons to search for DVDs, CDs or audio books (1). Participants recommend the District remove the repeated log-in requirement (3), offer informational meetings on how to use their site (1), enlarge the book renewal link (1), improve the online catalog (1) and allow users to link sites like goodreads.com to the District catalog to see what books the libraries have in stock (1).

#### Illustrative verbatim comments

*The website needs to be updated. In this day and age, it should be easier to renew a book. If you miss the ok button your book isn't renewed. I use the web all the time and I find it difficult to navigate. I can only imagine what an older person or someone with less experience must think.*

*The search for material on the website doesn't allow for specifics on DVD, CD or audio. Should be able to search for electronic versus paper copy.*

**Staff.** A handful of contributors suggest some District staff members could be more pleasant and knowledgeable (3%; 8). Several instances are reported of rude (2), cold (1), unpleasant (1) "crabapples" (1), and a reference desk employee described as "mean and nasty" (1). WPL staffers are identified as "clueless" due to considerable trouble with a transfer of library cards (1) and limited knowledge about resources like MP3 players (1).

#### Illustrative verbatim comments

*MOST of the employees are extremely helpful. One or two bad (crab) apples spoil it for the others.*

*Staff for children's section is amazing. Staff at reference desk is mean and nasty. Checkout help is not very friendly.*

#### Miscellaneous

A considerable number of miscellaneous comments are also noted (9%; 26).

- ▶ Why do we need such expensive facilities in the computer age?
- ▶ Why did library portion of taxes increase so dramatically this year?
- ▶ Why are books hand stamped in 2010?
- ▶ The library is an anachronism.

- ▶ The library became obsolete with the presence of the internet.
- ▶ The library is absolutely replaced by the internet.
- ▶ We live in Winnetka but bypass WPL to go to Northfield, which is so much more impressive.
- ▶ You cannot be everything to everybody.
- ▶ The resources available to me from my home computer are more than I will ever need.
- ▶ The library is not yet the community center for Winnetka.
- ▶ When our children were young I took them to the library weekly but now that they are older they don't go very often.
- ▶ When my children were in grade school, I was so impressed with the people, the facilities and the programs. I regret getting out of the habit of visiting the library. It's something I think philosophically is so very important. And now I get most of my information off the internet at home. But I have to stop buying books! I want to come back to the library.
- ▶ What is the basement used for? Does the library's service for family research, etc. detract from community use?
- ▶ The most important mission of the library is to maintain good quality and variety of books.
- ▶ The library should be a community resources and repository of knowledge, not a mall.
- ▶ The library is not a place for large meetings that is not its purpose. There are other facilities available. That goes to your question.
- ▶ Privatize the library!
- ▶ Stop pushing for a big library!
- ▶ It would also be nice to have parents keep their children under control on the adult side instead of running around and talking loudly.
- ▶ It is trying to do too much, competing with technology and coffee shops, when it is just a library. Remember someone has to pay for all these "forward thinking" ideas.
- ▶ In the age of technology the relevance of the library mission goals really needs to be looked at.
- ▶ I think libraries are generally over-sized and over-funded for a community where greater percentages of people receive the media/books/research online.
- ▶ I question the use of tax dollars. For example it is completely unnecessary to send glossy color newsletters - too excessive. We should not be increasing the library spending during these hard economic times.
- ▶ I hope the library won't ask for more tax money. The last library referendum was a disaster with promises of reduced service without increased levies. Terribly mismanaged. The library has a unique role in the community. It shouldn't spend tax money trying to be a coffee shop or a community center.

- ▶ I have observed in using the facilities of the interlibrary loan service for example that other libraries in the system have purchased many many more audio books (recently published) than the Winnetka library. On many occasions I do not get the requested audio book because, I believe, the libraries tend to loan the items to their own patrons first, which is quite understandable.
- ▶ For all our tax money, this is a very inadequate system.

**Question 1 - I consider myself *mainly* a user of another library (*specify*).**

Some participants (87) identify themselves as patrons of several libraries other than those of the Library District. Responses are listed in order of frequency and primarily include public libraries. One (1) participant stipulates an out-of-state facility but does not name it.

- ▶ Wilmette Public Library (42)
- ▶ Glencoe Public Library (20)
- ▶ Northbrook Public Library (18)
- ▶ Glenview Public Library (3)
- ▶ Evanston Public Library – North Branch (1)
- ▶ New Trier High School library (1)
- ▶ Skokie Public Library (1)

**Question 6 - Indicate the likelihood you would do each of the following to obtain a book - Check it out from another library (*specify*).**

More than 300 participants (319) indicate they are likely to obtain a book from other libraries (352) as well as Library District facilities (Winnetka, 8; Northfield, 5). The most frequently reported libraries are Wilmette (122), Glencoe (85) and Northbrook (63) Public Libraries. Other general and specific mentions include:

Glenview (29)	University library (2)	New Trier High School (1)
Evanston (13)	“Various” (2)	Niles (1)
Out-of-state facilities (9)	Chicago Botanic Library (1)	Northwestern (1)
Skokie (4)	Cook County Library System (1)	“NSSC” (1)
Chicago (3)	Deerfield (1)	Schaumburg (1)
Harold Washington Library (2)	Glen Ellyn (1)	University of Chicago (1)
Highland Park (2)	Lake Forest (1)	Warren-Newport (1)
Park Ridge (2)	Lincolnwood (1)	Wheeling (1)

**Question 7 - Indicate the likelihood you would meet informally with friends or others at each of the following locations - Another library (*specify*).**

Respondents indicate they are likely to meet with friends or others at several locations other than Library District facilities (65; one participant specifies Northfield):

Wilmette Public Library (22)	Lake Forest Public Library (2)	Highland Park Public Library (1)
Northbrook Public Library (12)	Out of state facilities (2)	“MRT” (1)
Glencoe Public Library (11)	Skokie Public Library (2)	Newberry (1)
Glenview Public Library (4)	Home (2)	Niles (1)
Evanston Public Library (3)		“NSSC” (1)

**Question 10a - In your opinion, the Library District should offer a better *variety* of . . .  
Other (*specify*).**

Participants list a considerable number of resources (68) they would like to see offered in greater variety or number by the Library District. Most notably, patrons recommend the District increase the variety of several types of books available:

- ▶ Nonfiction books (3)
- ▶ Travel books (3)
- ▶ Bestsellers (2)
- ▶ Foreign language books (2)
- ▶ Large print books (2)
- ▶ Paperbacks (2)
- ▶ Alternate health books (1)
- ▶ Art books (1)
- ▶ Mysteries (1)
- ▶ New books (1)
- ▶ Parenting books (1)
- ▶ Reference books (1)
- ▶ Romance books (1)
- ▶ Science fiction (1)
- ▶ Teen books (1)

Other resources listed by participants are noted in the following:

Audiobooks (1)	Kindle rental (4)	Places to read/study (1)
Children's music (1)	Language CDs (2)	Playaways (1)
Children's programming (1)	Meeting facilities (2)	Reference materials (1)
Classes – general (1)	Microfilm facilities (1)	Research (1)
Computer classes (1)	Music – general (2)	Resources for the blind (1)
Computer terminals (1)	Nexis-Lexis database (1)	Scholarly articles (1)
Documentaries (1)	Online access to resources (2)	“Teaching Company” (1)
Downloads (1)	Online business resources (1)	The Onion (1)
DVDs (2)	Online classes (1)	Tickets to attractions (1)
eBooks (5)	Online databases (1)	Valuation of antiquities (1)
eResources (1)	Periodicals (1)	Videos (not movies) (1)

**Question 10b - In your opinion, the Library District should offer more copies of...Other (specify).**

Participants suggest the Library District acquire more copies of the following items (22):

"BDSM" Magazines (1)	eBooks (3)	New movies (1)
Bestsellers (1)	Holiday books (1)	Popular teen books (1)
Business Press (1)	iPod books (1)	Scholarly articles (1)
CDs (1)	Kindle readers (2)	Science fiction books (1)
Downloads (1)	Library etiquette (1)	Tax forms (1)
DVDs (1)		Travel books (3)

**Question 21b - The programs/events are offered at convenient times (if a rating of 1 or 2, specify more convenient times).**

Participants recommend the Library District offer programs and events at alternate times:

- ▶ Evenings (4)
- ▶ Monday afternoons (1)
- ▶ Weekends (1)
- ▶ Earlier evenings so younger children can attend (1)
- ▶ Earlier in the morning (e.g., 8:30 – 9:00 a.m.; 1)
- ▶ During the day (1)

**Question 25 - Indicate the top three information sources from which you prefer to hear about Library District services, programs or events. Other (specify).**

Respondents report they would prefer to hear about Library District services, programs and events via several methods. These include:

- ▶ Village newsletter (2)
- ▶ The Winnetka Talk (1)
- ▶ Street banners (1)
- ▶ A spouse (1)
- ▶ Posted signs (1)
- ▶ "Winnetka" (1)
- ▶ Library reader board (1)
- ▶ Publicity (1)
- ▶ Library visits (1)
- ▶ Community newspaper (1)