



Winnetka Public Library
768 Oak Street
Winnetka, IL 60093-2583

Northfield Branch
1785 Orchard Lane
Northfield, IL 60093-3432

Dear Resident:

What are your thoughts about the Winnetka-Northfield Public Libraries? We'd like to know!

New technologies are changing the ways people are obtaining and using information and the ways they want to use their libraries. Many libraries are responding by offering new services. To address this changing environment, the Library District is developing a Strategic Plan to guide us in establishing goals and allocating resources.

Enclosed are two surveys: one for an adult member of your household and another for a teenager. If you don't have a teen in your household, please disregard that survey. If there is more than one adult or teen in your household, for better statistical sampling, we suggest that the survey be completed by the one whose birthday comes next.

For your convenience, both surveys can be completed online (instead of via mail) by keying in the Web address located at the top of each printed survey. To activate the Web surveys, enter the code located in the upper right corner.

Whether you complete the mailed survey or do it online, the information will remain confidential and names will not be connected to survey responses. If you have any questions about the surveys, please contact Trish Schroeder at the LCWA Research Group at 312-565-4614 or tschroeder@lcwa.com.

Put your hands on the library's future!

Sincerely,

A handwritten signature in black ink, appearing to read "David J. Seleb". The signature is fluid and cursive.

David J. Seleb
Library Director
Winnetka-Northfield Public Library District

Please complete this important survey within five days of receipt.



Winnetka-Northfield Public Library District Assessment Adult Survey

Or complete this survey online at www.LCWA.com/library

In this survey, "Library District" refers to the Winnetka-Northfield Public Library District, and "Library District facility/facilities" refers to the Winnetka Public Library and/or the Northfield Public Library.

Library Use & Satisfaction

1) I consider myself *mainly* a user of... (please select only one)

- The Winnetka Public Library.
 Another library (specify) _____.
 The Northfield Public Library.
 None of these.
 The Winnetka-Northfield Public Library District website.

2) In the past year or so, how frequently did you visit...

	Almost never	Several times a year	Monthly	Weekly	Almost daily	Did not visit
...the Winnetka Public Library	1	2	3	4	5	<input type="checkbox"/>
...the Northfield Public Library	1	2	3	4	5	<input type="checkbox"/>
...the Winnetka-Northfield Public Library District website	1	2	3	4	5	<input type="checkbox"/>
...another library	1	2	3	4	5	<input type="checkbox"/>

2a) If there is a reason you never or very rarely visit the Library District, please tell us: _____

3) If you have used Library District services in the past year or so, how satisfied were you with the overall experience?

	Very dissatisfied				Very satisfied	Don't know	Have not visited
	1	2	3	4	5	<input type="checkbox"/>	<input type="checkbox"/>

4) If you have used Library District services in the past year or so, indicate how satisfied you were while doing each of the following:

	Very dissatisfied				Very satisfied	Don't use	Unfamiliar with this
Borrowing adult books	1	2	3	4	5	<input type="checkbox"/>	<input type="checkbox"/>
Borrowing children's books	1	2	3	4	5	<input type="checkbox"/>	<input type="checkbox"/>
Using computers	1	2	3	4	5	<input type="checkbox"/>	<input type="checkbox"/>
Accessing wireless Internet	1	2	3	4	5	<input type="checkbox"/>	<input type="checkbox"/>
Using the library as a place to read, study or work	1	2	3	4	5	<input type="checkbox"/>	<input type="checkbox"/>
Using the library as a meeting place with friends or others	1	2	3	4	5	<input type="checkbox"/>	<input type="checkbox"/>
Using electronic books with technology like Kindle	1	2	3	4	5	<input type="checkbox"/>	<input type="checkbox"/>
Borrowing music, movies or audio books	1	2	3	4	5	<input type="checkbox"/>	<input type="checkbox"/>
Renewing library materials	1	2	3	4	5	<input type="checkbox"/>	<input type="checkbox"/>
Researching/using reference materials	1	2	3	4	5	<input type="checkbox"/>	<input type="checkbox"/>
Consulting with a librarian in person	1	2	3	4	5	<input type="checkbox"/>	<input type="checkbox"/>
Consulting with a librarian via online chat or e-mail	1	2	3	4	5	<input type="checkbox"/>	<input type="checkbox"/>
Looking for information in the library catalog	1	2	3	4	5	<input type="checkbox"/>	<input type="checkbox"/>
Using Interlibrary Loan	1	2	3	4	5	<input type="checkbox"/>	<input type="checkbox"/>
An adult program, class or event	1	2	3	4	5	<input type="checkbox"/>	<input type="checkbox"/>
A children's program, class or event	1	2	3	4	5	<input type="checkbox"/>	<input type="checkbox"/>
A teen program, class or event	1	2	3	4	5	<input type="checkbox"/>	<input type="checkbox"/>

5) Indicate how strongly you agree with each of the following statements about the *overall impact* of the Library District.

The Library District facilities and services ...	Strongly disagree				Strongly agree	Don't know
...improve the quality of life within my community.	1	2	3	4	5	<input type="checkbox"/>
...are meeting the needs of my community.	1	2	3	4	5	<input type="checkbox"/>
...are a good value for the tax dollar.	1	2	3	4	5	<input type="checkbox"/>
...are relevant to me, personally.	1	2	3	4	5	<input type="checkbox"/>
...are likely to be used by me in the next year.	1	2	3	4	5	<input type="checkbox"/>

6) Indicate the likelihood you would do each of the following to obtain a book:

	Very unlikely				Very likely	Don't know
Purchase it at a retail store	1	2	3	4	5	<input type="checkbox"/>
Purchase it online	1	2	3	4	5	<input type="checkbox"/>
Check it out from a Library District facility	1	2	3	4	5	<input type="checkbox"/>
Download it onto an electronic reading device (e.g., Kindle)	1	2	3	4	5	<input type="checkbox"/>
Request it using Interlibrary Loan	1	2	3	4	5	<input type="checkbox"/>
Check it out from another library (specify) _____	1	2	3	4	5	<input type="checkbox"/>

7) Indicate the likelihood you would meet informally with friends or others at each of the following locations:

	Very unlikely				Very likely	Don't know
A coffee house	1	2	3	4	5	<input type="checkbox"/>
A retail bookstore	1	2	3	4	5	<input type="checkbox"/>
The Winnetka Public Library	1	2	3	4	5	<input type="checkbox"/>
The Northfield Public Library	1	2	3	4	5	<input type="checkbox"/>
Another library (specify) _____	1	2	3	4	5	<input type="checkbox"/>

Collection of Materials (books, music, movies, etc.)

8) Overall, how important is the collection of materials in making the Library District valuable to you personally?

Very unimportant					Very important	Don't know
1	2	3	4	5	<input type="checkbox"/>	

9) Indicate how strongly you agree with the following statement:

There is an acceptable wait time for popular items.

Strongly disagree					Strongly agree	Don't know
1	2	3	4	5	<input type="checkbox"/>	

10) In your opinion, the Library District should offer... (select all that apply)

10a) A better variety of...

- Adult books
- Children's books
- Teen books
- Audio books
- Magazines
- Newspapers
- Music
- Movies
- Other (specify) _____

10b) More copies of...

- Adult books
- Children's books
- Teen books
- Audio books
- Magazines
- Newspapers
- Music
- Movies
- Other (specify) _____

11) How important is Interlibrary Loan in making the Library District valuable to you personally?

Very unimportant					Very important	Don't know
1	2	3	4	5	<input type="checkbox"/>	

Library Atmosphere

12) Overall, how important is the atmosphere in making the Library District valuable to you personally?

Very unimportant					Very important	Don't know
1	2	3	4	5	<input type="checkbox"/>	

13) Indicate how strongly you agree with each of the following statements:

The Library District facilities should have an atmosphere that accommodates...

	Strongly disagree				Strongly agree	Don't know
...reading for pleasure.	1	2	3	4	5	<input type="checkbox"/>
...working or studying.	1	2	3	4	5	<input type="checkbox"/>
...participating in programs.	1	2	3	4	5	<input type="checkbox"/>
...meeting in groups.	1	2	3	4	5	<input type="checkbox"/>
...food and beverages.	1	2	3	4	5	<input type="checkbox"/>
...talking with friends.	1	2	3	4	5	<input type="checkbox"/>

Library Staff

14) Overall, how important is the staff in making the Library District valuable to you personally?

	Very unimportant				Very important	Don't know
	1	2	3	4	5	<input type="checkbox"/>

15) Indicate how strongly you agree with each of the following statements:

The staff at Library District facilities...

	Strongly disagree				Strongly agree	Don't know
...seems large enough to meet the needs of all users.	1	2	3	4	5	<input type="checkbox"/>
...is easy to talk to.	1	2	3	4	5	<input type="checkbox"/>
...offers their help.	1	2	3	4	5	<input type="checkbox"/>
...seems knowledgeable.	1	2	3	4	5	<input type="checkbox"/>

Facilities

16) Overall, how important are the facilities in making the Library District valuable to you personally?

	Very unimportant				Very important	Don't know
	1	2	3	4	5	<input type="checkbox"/>

17) Indicate how strongly you agree with each of the following statements:

The Library District facilities have...

	Strongly disagree				Strongly agree	Don't know
...adequate parking.	1	2	3	4	5	<input type="checkbox"/>
...adequate space for users to read for pleasure.	1	2	3	4	5	<input type="checkbox"/>
...adequate space for users to work or study.	1	2	3	4	5	<input type="checkbox"/>
...adequate space for users to participate in programs.	1	2	3	4	5	<input type="checkbox"/>
...adequate space for users to meet in groups.	1	2	3	4	5	<input type="checkbox"/>
...adequate space for large gatherings.	1	2	3	4	5	<input type="checkbox"/>
...adequate space to designate areas for various purposes and age groups (e.g., children's area, teen's area, quiet reading area, meeting area).	1	2	3	4	5	<input type="checkbox"/>
...areas divided appropriately among children, teens and adults.	1	2	3	4	5	<input type="checkbox"/>
...well-organized children's sections.	1	2	3	4	5	<input type="checkbox"/>
...children's sections that are conducive to children's activities.	1	2	3	4	5	<input type="checkbox"/>

Reference/Research Section (manuals, directories, encyclopedias, online databases, etc.)

18) Overall, how important is the Reference/Research Section in making the Library District valuable to you personally?

	Very unimportant				Very important	Don't know
	1	2	3	4	5	<input type="checkbox"/>

19) Indicate how strongly you agree with each of the following statements:

The Reference/Research Section...

	Strongly disagree				Strongly agree	Don't know
...provides helpful, personal service.	1	2	3	4	5	<input type="checkbox"/>
...is arranged so that I can easily find what I need.	1	2	3	4	5	<input type="checkbox"/>
...maintains <i>enough</i> resources.	1	2	3	4	5	<input type="checkbox"/>
...has a good <i>variety</i> of resources (e.g., encyclopedias, online databases).	1	2	3	4	5	<input type="checkbox"/>
...should shift more toward digital materials and resources (e.g., online databases and journals).	1	2	3	4	5	<input type="checkbox"/>
...should offer users more digital/online materials that can be accessed from home.	1	2	3	4	5	<input type="checkbox"/>

Programs & Events

20) Overall, how important are the programs and events in making the Library District valuable to you personally?	<i>Very unimportant</i>	1	2	3	4	5	<i>Very important</i>	<i>Don't know</i>
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
21) Indicate how strongly you agree with each of the following statements:	<i>Strongly disagree</i>						<i>Strongly agree</i>	<i>Don't know</i>
In general, I am satisfied with the programs/events offered by the Library District.		1	2	3	4	5		<input type="checkbox"/>
The programs/events are offered at convenient times. <i>(if a rating of 1 or 2, specify more convenient times)</i> _____		1	2	3	4	5		<input type="checkbox"/>
There are enough programs/events for children.		1	2	3	4	5		<input type="checkbox"/>
There are enough programs/events for teens.		1	2	3	4	5		<input type="checkbox"/>
There are enough programs/events for adults.		1	2	3	4	5		<input type="checkbox"/>
There are enough programs/events for seniors.		1	2	3	4	5		<input type="checkbox"/>
I would like the Library District to offer more educational opportunities or classes.		1	2	3	4	5		<input type="checkbox"/>

Technology (computers, e-readers, wireless Internet access, etc.)

22) Overall, how important is the technology in making the Library District valuable to you personally?	<i>Very unimportant</i>	1	2	3	4	5	<i>Very important</i>	<i>Don't know</i>
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
23) Indicate how strongly you agree with each of the following statements:								
The Library District facilities...	<i>Strongly disagree</i>						<i>Strongly agree</i>	<i>Don't know</i>
...are places I would go to use a computer/laptop.		1	2	3	4	5		<input type="checkbox"/>
...are places I would go for free wireless Internet access.		1	2	3	4	5		<input type="checkbox"/>
...have software available on the computers that meets my needs.		1	2	3	4	5		<input type="checkbox"/>
...have enough computers available for users.		1	2	3	4	5		<input type="checkbox"/>
...have up-to-date computers.		1	2	3	4	5		<input type="checkbox"/>
...should offer laptops for personal use while at the library.		1	2	3	4	5		<input type="checkbox"/>
...should offer more electronic reading devices (e.g., Kindle).		1	2	3	4	5		<input type="checkbox"/>
...should offer advanced technologies (e.g., video conferencing, video editing, podcast recording).		1	2	3	4	5		<input type="checkbox"/>

Library District Communications

24) Indicate how strongly you agree with each of the following statements about Library District communications.	<i>Strongly disagree</i>						<i>Strongly agree</i>	<i>Don't know</i>
I am kept well informed about what is going on with the Library District.		1	2	3	4	5		<input type="checkbox"/>
The Library District does enough advertising of its website.		1	2	3	4	5		<input type="checkbox"/>
I would prefer to receive the Library District newsletter via e-mail.		1	2	3	4	5		<input type="checkbox"/>
I would prefer to receive information via social media like Facebook or Twitter.		1	2	3	4	5		<input type="checkbox"/>
The Library District website is easy to use.		1	2	3	4	5		<input type="checkbox"/>
25) Indicate the top THREE information sources from which you prefer to hear about Library District services, programs or events. (please select your top three choices)								
<input type="checkbox"/> Quarterly Library District newsletter							<input type="checkbox"/> A commercial newspaper	
<input type="checkbox"/> The Library District website							<input type="checkbox"/> A child's school newsletter	
<input type="checkbox"/> Library District e-mails (directly to you)							<input type="checkbox"/> Teachers or staff at school	
<input type="checkbox"/> Library staff							<input type="checkbox"/> Display areas/fliers posted at Library District facilities	
<input type="checkbox"/> Social media sites like Twitter and/or Facebook							<input type="checkbox"/> District calendar	
<input type="checkbox"/> Word-of-mouth							<input type="checkbox"/> Other (specify) _____	

Future of the Library District

26) In the future, I would prefer that the Library District facilities and services...

- Stay much as they are.
- Evolve to better accommodate the needs of my community.

27) What is one thing the Library District could do to more effectively meet the needs of your community?
(Briefly respond in the space below.)

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

About You (This information helps to combine your responses with others)

29) Do you have a Library District card?

- Yes
- No

30) Village:

- Winnetka
- Northfield
- Kenilworth

31) Gender:

- Female
- Male

32) Minor children: (check all that apply)

- 8 years or younger
- 9-12 years
- 13-17 years
- None

33) Minor grandchildren who visit the Library District facilities:

- Yes
- No

34) Your age range:

- 18-34
- 35-44
- 45-54
- 55-64
- 65 or older

Please complete this survey and mail it in the enclosed postage-paid envelope to:
Survey Processing, L.C. Williams & Associates, P.O. Box 81320, Chicago, IL 60681-9818.