



Winnetka-Northfield Public Library District  
Assessment and Needs Identification Study  
Adult Survey Report

January 2011



**Refreshing.**

**Reliable.**

**Results.**



A division of  
L.C. Williams & Associates

# Winnetka-Northfield Public Library District

## ADULT SURVEY REPORT

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## Winnetka-Northfield Public Library District

### RESULTS OF A SURVEY OF ADULTS RESIDING IN THE SERVICE AREA EXECUTIVE SUMMARY

This project was completed for the Winnetka-Northfield Public Library District (Library District) Strategic Planning Committee by the L.C. Williams & Associates (LCWA) Research Group. The study was undertaken to evaluate the current services as well as future needs of the community relating to Library services. This information was prepared to help guide the committee in developing a Strategic Plan for the District.

The survey followed a series of focus groups and interviews. These qualitative methods were used to inform an effective survey questionnaire.

This report communicates findings from a quantitative survey completed by adults in 1,298 households in the villages of Winnetka, Northfield and Kenilworth from October 26 to December 3, 2010. The results can be generalized to adults in all households that received the survey with a margin of error of +/- 2.4 percentage points at a 95% confidence level. Results of a companion teen survey are reported separately.

#### Summary of adult survey findings

**Primary library of use.** Six in 10 respondents consider themselves mainly users of the Winnetka Public Library; three in 10 say they use Northfield Public Library. Few say they mainly use the Winnetka-Northfield Public Library District website or another library.

**Frequency of library use.** Nearly six in 10 respondents say they visit the Winnetka Public Library on a monthly, weekly or almost daily basis. Comparatively, four in 10 visit the website, and nearly four in 10 visit the Northfield location as often or more than once a month. A quarter of respondents say they did not visit the Northfield Public Library in the past year or so; just 7% report never visiting the Winnetka location.

**Overall satisfaction with the Library District.** Most respondents are satisfied with the overall experience provided by the Library District. Very few are dissatisfied or ambivalent.

**Use of Library District services.** Borrowing adult books, consulting with a librarian in person, renewing library materials, using Interlibrary Loan, borrowing music, movies or audio books and looking for information in the library catalog are the services used by the largest percentage of respondents. Small percentages of respondents report using the library as a meeting place with friends or others, consulting with a librarian via online chat or e-mail, using electronic books and/or attending a teen program, class or event.

**Satisfaction with various Library District services.** Most respondents are satisfied with the majority of services offer by the Library District. Services that respondents give particularly high satisfaction ratings to include: consulting with a librarian in person, renewing library materials, attending a children's program/event, using Interlibrary Loan, and borrowing adult and children's books. Nearly a quarter are dissatisfied when using

electronic books, and 14% are not satisfied when using the library as a meeting place with friends/others.

**Overall impact of the Library District on the community.** In general, responses regarding the overall impact of the Library District on the community are positive. Large percentages agree that they are likely to use the Library District in the next year, that it improves the quality of life within their community and that it is relevant to them, personally.

**Likelihood of using various methods to obtain a book.** Most respondents select checking it out from a Library District facility or request it using Interlibrary Loan as the methods they would be likely to use to obtain a book. Very few would be likely to download it onto an electronic reading device.

**Likelihood of meeting informally with friends/others at various locations.** Nearly six in 10 respondents say they would be likely to meet informally with friends or others at a coffee house, and fewer than two in 10 would be likely to do so at a retail store. Just 8% say they would be likely to meet informally with friends or others at either the Winnetka Library or the Northfield branch.

**Relative importance of Library District facilities and services.** The library staff and collection of materials (e.g., books, music and movies) are rated important in making the Library District valuable to the largest percentages of respondents. Fewer than four in 10 rate programs and events important.

**Importance of library staff.** A large majority of respondents consider the staff important in making the Library District valuable to them personally. Very few say staff is unimportant, and about one in 10 is ambivalent.

**Opinions relating to Library District staff.** Respondents generally have favorable perceptions of the staff at Library District facilities. Most agree that staff members seem knowledgeable, are easy to talk to, offer help and that there seem to be enough staff to meet the needs of all users.

**Importance of the collection of materials.** Approximately eight in 10 respondents consider the collection of materials important in making the Library District valuable to them personally; fewer than one in 10 says it is unimportant.

**Wait time for popular books.** Nearly two-thirds of respondents say there is an acceptable wait time for popular books. Fewer than one in 10 feels there is not, and nearly three in 10 are ambivalent or don't know.

**Collection variety.** Approximately half of the respondents indicate that the Library District should offer a wider variety of movies and adult books.

**Collection volume.** More than half of respondents say the Library District should offer more copies of books for adults; more than a third would like more copies of movies.

**Importance of facilities.** Nearly eight in 10 respondents consider the facilities important in making the Library District valuable to them personally. Fewer than one in 10 finds them unimportant, and 13% are ambivalent.

**Opinions relating to Library District facilities.** Nearly six in 10 respondents say that the Library District facilities have adequate space for users to read for pleasure and work or study. However, just one-quarter of respondents feel there is adequate space for users to meet in groups, and even fewer agree there is adequate space for large gatherings.

**Importance of library atmosphere.** Approximately seven in 10 respondents consider the library atmosphere important in making the Library District valuable to them personally. Nearly one in 10 feels it is unimportant, and nearly two in 10 are ambivalent.

**Opinions relating to Library District atmosphere.** Most respondents indicate that the Library District should have an atmosphere that accommodates working or studying and reading for pleasure. However, large percentages indicate that food and beverages and talking with friends should not be accommodated.

**Importance of Interlibrary Loan.** Seven in 10 respondents consider Interlibrary Loan important in making the Library District valuable to them personally. 13% say it is unimportant, 11% are ambivalent, and 6% don't know.

**Importance of technology.** More than half of respondents consider technology important in making the Library District valuable to them personally. Two in 10 find it unimportant, and nearly a quarter are ambivalent or don't know.

**Opinions relating to Library District technology.** Respondents are evenly split about whether Library District facilities are places they would go for free wireless Internet access. Fewer than two in 10 feel the Library District should offer advanced technologies or laptops for personal use while at the library. Fairly large percentages indicate that they don't know.

**Importance of the Reference/Research Section.** Approximately half of respondents consider the Reference/Research Section important in making the Library District valuable to them personally, whereas two in 10 say it is unimportant. Another two in 10 are ambivalent, and 6% don't know.

**Opinions relating to the Library District Reference/Research Section.** Six in 10 respondents agree that the Library District Reference/Research Section provides helpful, personal service, and one-half agree it is arranged so that they can easily find what they need. One-third feel the Library District should shift more toward digital materials and resources.

**Importance of programs and events.** Nearly four in 10 respondents consider programs and events important in making the Library District valuable to them personally; three in 10 find them unimportant. Nearly one-quarter of respondents are ambivalent, and 8% don't know.

**Opinions relating to Library District programs and events.** More than half of respondents say they are generally satisfied with the programs and events offered by the Library District. Nearly four in 10 feel that programs/events are offered at convenient times; however, they would like the Library District to offer more educational opportunities or classes.

**Library District communications.** Seven in 10 respondents feel they are kept informed about what is going on with the Library District. Approximately four in 10 indicate that the Library District website is easy to use and is adequately advertised, and that they would prefer to receive the District newsletter via e-mail. Just 6% say they would prefer to receive information via social media like Facebook/Twitter.

**Most preferred information sources for Library District communications.** The largest percentage of respondents – approximately three-quarters – select the quarterly Library District newsletter as the information source from which they would prefer to hear about services, programs or events, followed by the Library District website and e-mails from the Library District (directly to them).

**Opinion relating to the Library District's future direction.** Respondents are split fairly evenly in their preference for the Library District's future direction: 54% say the Library District facilities and services should evolve to better accommodate the needs of their community, whereas 46% prefer them to stay much as they are.

### **Key drivers of satisfaction and perceptions**

Researchers also conducted analyses to identify strong relationships in the data and statistically predict desired outcomes.

#### ***Key drivers to increase satisfaction with the overall experience of using Library District services:***

- ▶ Satisfaction when borrowing books for adults and children.
- ▶ Satisfaction when consulting with a librarian in person, via online chat or via e-mail.

#### ***Key drivers to increase the perception that Library District facilities and services improve the quality of life in the community, meet the needs of the community, or are a good value for the tax dollar:***

- ▶ Satisfaction when consulting with a librarian in person, via online chat or via e-mail.
- ▶ Perception of relevance to the individual.
- ▶ Perception that there are enough programs/events for teens.
- ▶ Satisfaction when using the library as a place to read, study or work.

## **PROJECT PURPOSE AND METHODOLOGY**

This project was completed for the Winnetka-Northfield Public Library District (Library District) Strategic Planning Committee by the L.C. Williams & Associates (LCWA) Research Group. The study was undertaken to evaluate the current services as well as future needs of the community relating to Library services. This information will help guide the committee in developing a Strategic Plan for the District.

This research project consisted of four components: focus groups, survey question development, data collection, and data analysis and report presentation. Rigorous analyses of survey data reveal the relative importance of various factors and, using advanced analytics such as regression analysis, the predictors of positive outcomes, and statistically significant demographic differences.

Details of each component of the study of adults follow.

### **Conduct focus groups and analyze data**

LCWA conducted a total of three adult focus groups August 18-24, 2010. Participants, recruited by LCWA from the communities served, represented a variety of demographic characteristics. In addition, telephone interviews with non-users (individuals who had not visited the Library District within the past year) and stakeholder interviews (previously conducted by the Library Director) were used to supplement the focus group data.

Audiotape transcripts were then analyzed by an experienced qualitative analyst, with attention to identifying important perceptions, factors, patterns, similarities and differences. A report of qualitative findings is in Appendix E.

### **Develop survey questions**

Informed by the focus groups and interviews, LCWA worked with the Library District Board and staff to draft the survey questions. Several rounds of drafting, reviewing and revising took place before the final versions were approved.

### **Collect survey data**

Survey questions were placed in a six-page questionnaire, a copy of which is in Appendix D. Survey packets included this questionnaire and a companion survey for teens in the household, a letter from the Library District explaining the purpose of the survey, and a postage-paid business reply envelope. For better statistical sampling, survey instructions suggested that in households with multiple adults the survey should be completed by the one whose birthday comes next. The Library District provided an Excel file with mailing information for all households which were to receive a survey. Each survey was coded with a unique number that connects it to the mailing list.

Surveys also were programmed by LCWA as Web-based versions, and the URL for the Web-based surveys was included in the mailed survey packet. (Note: Web-based adult and teen participants were required to enter their survey code before proceeding with the survey.)

In advance of distribution of the survey, the Library District promoted the survey, stressing the importance of participation.

Using a mailing list provided by the Library District, a survey packet was mailed October 26 to each of the approximately 5,500 residential addresses that were provided to the Library District by the villages of Northfield, Winnetka and Kenilworth. A second survey packet was mailed November 12 to households from which surveys had not been received. Responses on printed surveys returned and received by December 3 were entered into a database and combined with responses from the online survey for analysis.

### **Analyze data, prepare and present report**

A total of 1,298 adults completed the survey (1,069 print; 229 online), a 23% response rate. This number of completed surveys provides overall results that statistically can be generalized to all households included in the study with a margin of error of +/- 2.4 percentage points at a 95% confidence level.

During data analysis, frequencies and means were calculated for the quantitative data, and qualitative analyses were performed for “other, specify” and open-ended items. Advanced analyses also were completed. Correlations were calculated and regression analyses were performed for selected questions. The results of these advanced analyses are included in the “Key drivers of positive outcomes” section of the report. Cross-tabulation analyses also were conducted to identify differences in results for various demographic groups (age range, user status, etc.). Tables for the overall results are included in Appendix A; cross-tabulation results are included in Appendix B.<sup>1</sup>

This report focuses on the largest body of data – the overall results – and incorporates information from cross-tabulations and regression analyses where appropriate. In addition, responses to the “other, specify” and open-ended items are included in the report. A detailed summary and all verbatim responses are included in Appendix C.

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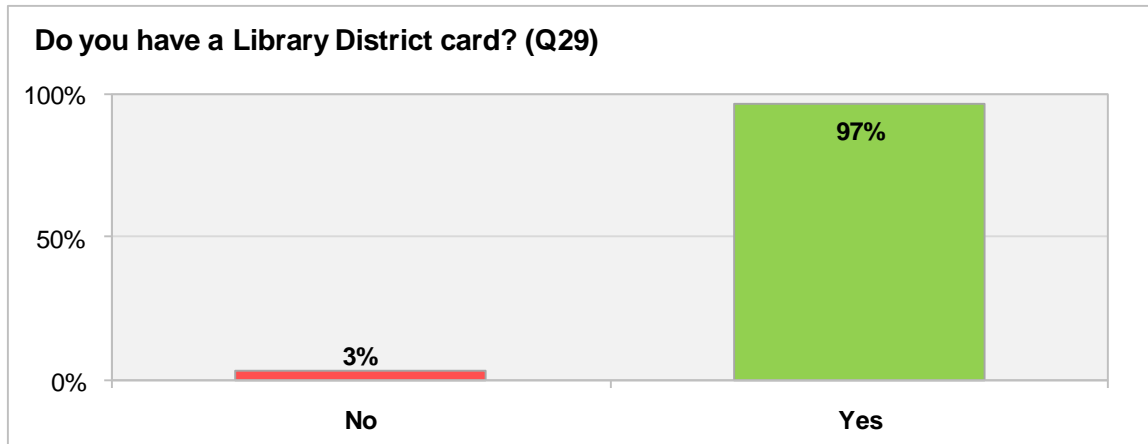
<sup>1</sup> Percentages appearing in charts in this report are rounded to whole numbers and may vary slightly from data tables in appendices.

<sup>2</sup> Winnetka households are slightly overrepresented in the data, and Northfield and Kenilworth

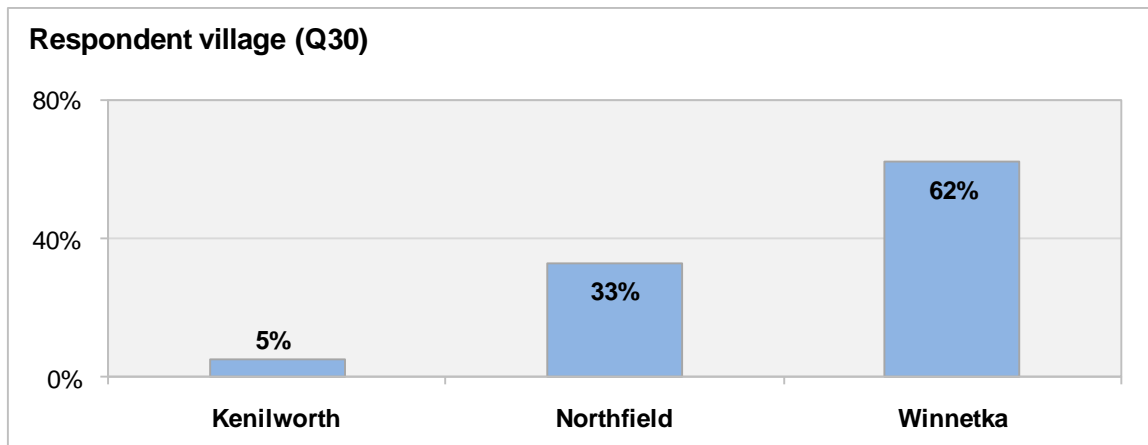
## **RESPONDENT DEMOGRAPHICS**

Several questions were included in the survey to provide demographic data. These responses allow for cross-tabulation of results to identify differences that may be associated with various factors such as village of residence, age, etc. Comparing survey results to U.S. Census data shows that those who participated in the survey do not mirror actual demographics of people living in the Library District service area. This is not an unusual circumstance, particularly for surveys that are broadly distributed and for which participation is entirely a self-selection decision.

**Library District card.** Nearly all respondents have a Library District card (97%).

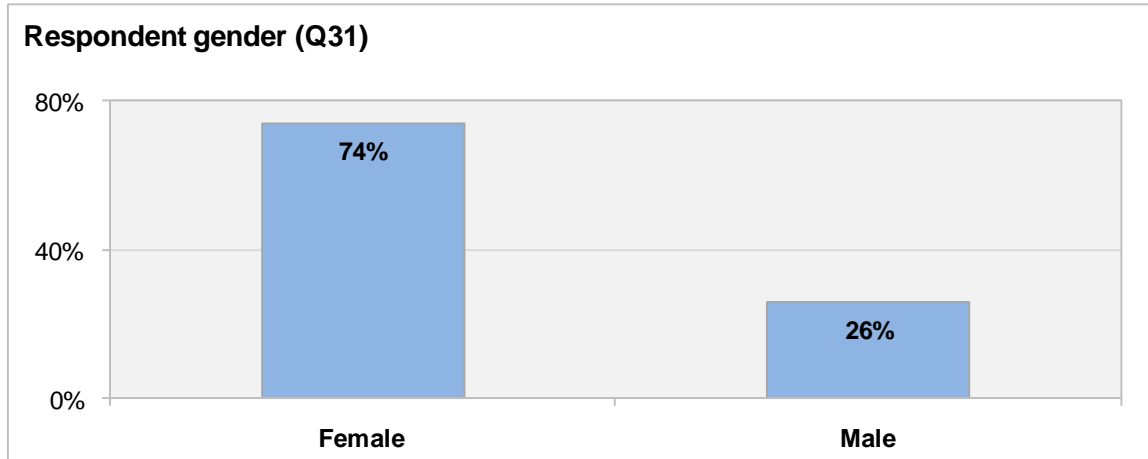


**Village of residence.** Residents of Winnetka, Northfield and Kenilworth are represented in the survey results. Most respondents live in Winnetka (62%); however, a third live in Northfield (33%), and 5% live in Kenilworth.<sup>2</sup>

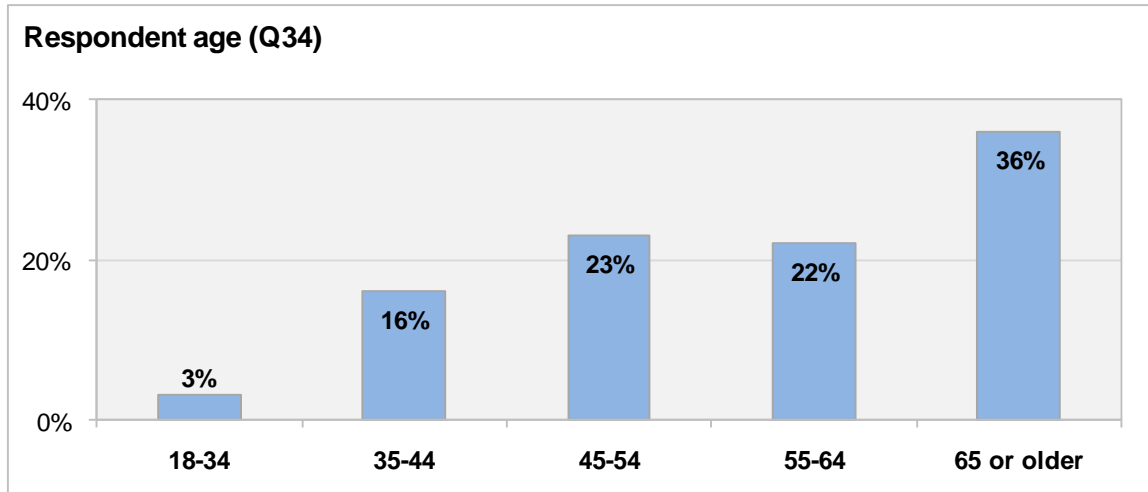


<sup>2</sup> Winnetka households are slightly overrepresented in the data, and Northfield and Kenilworth households are underrepresented. The U.S. Census (2005-2009 American Community Survey) shows Library District households divide among the three villages as Kenilworth 10%, Northfield 31% and Winnetka 59%.

**Gender.** Nearly three-quarters of respondents are female (74%), and approximately one-quarter are male (26%).<sup>3</sup>



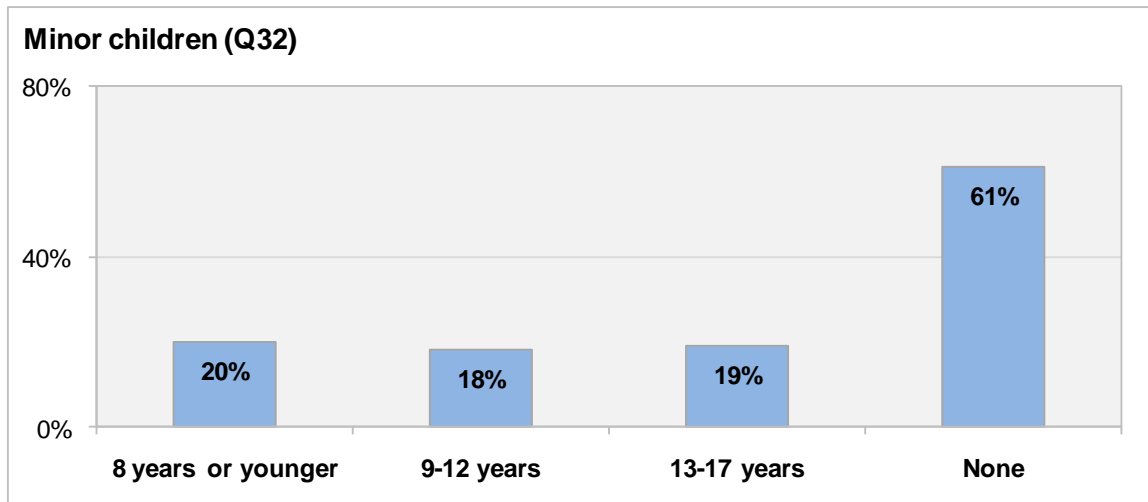
**Age.** More than a third of respondents are 65 years of age or older (36%); nearly half are 45-54 (23%) or 55-64 (22%), and less than two in 10 are 35-44 (16%). Just 3% are 34 years or younger.<sup>4</sup>



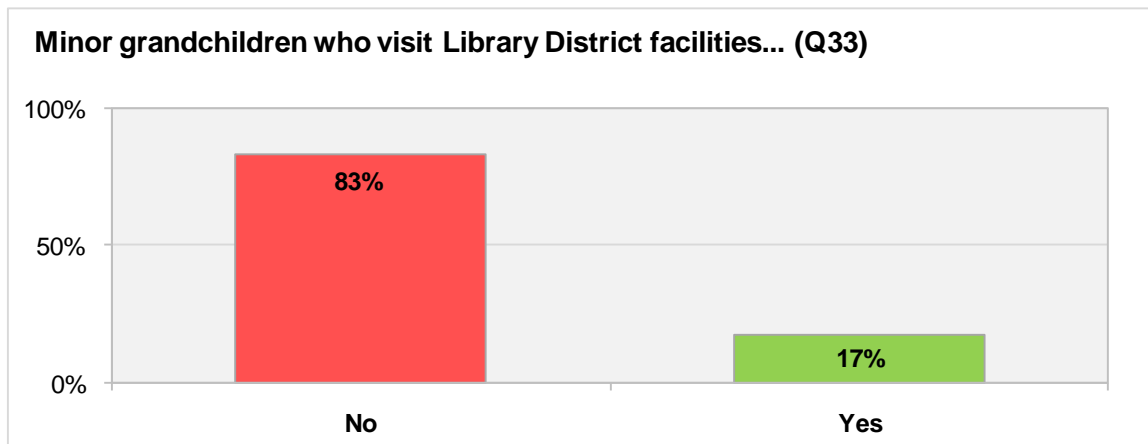
<sup>3</sup> Females are overrepresented in the survey data, and males are underrepresented. The U.S. Census (2005-2009 American Community Survey) shows gender in the three villages combined as female 52% and male 48%.

<sup>4</sup> The 55-64 and 65+ age ranges are overrepresented in the survey data, and 18-34, 35-44 and 45-54 are underrepresented. The U.S. Census (2005-2009 American Community Survey) shows the age ranges as: 18-34, 14%; 35-44, 21%; 45-54, 24%; 55-64, 20%; and 65+, 21%.

**Minor children.** Most respondents indicate that they have no minor children (61%). Where minor children are in the household, the most common ages are eight years or younger (20%), followed by 13-17 (19%) and 9-12 (18%).



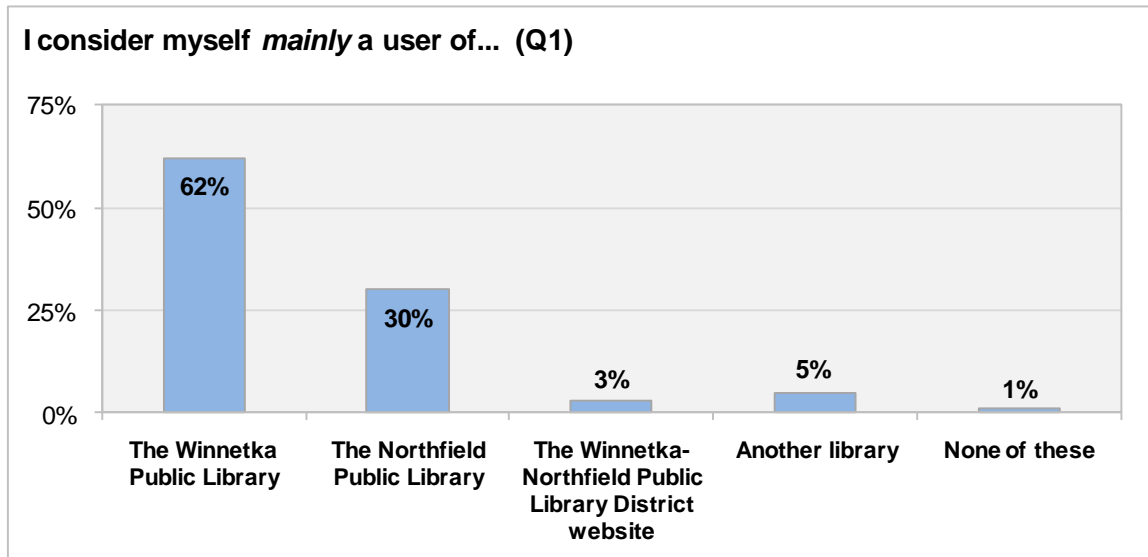
**Minor grandchildren who visit Library District facilities.** While nearly two in 10 (17%) respondents have minor grandchildren who visit Library District facilities, the majority do not (83%).



## **DETAILED FINDINGS**

### **Library Use and Satisfaction**

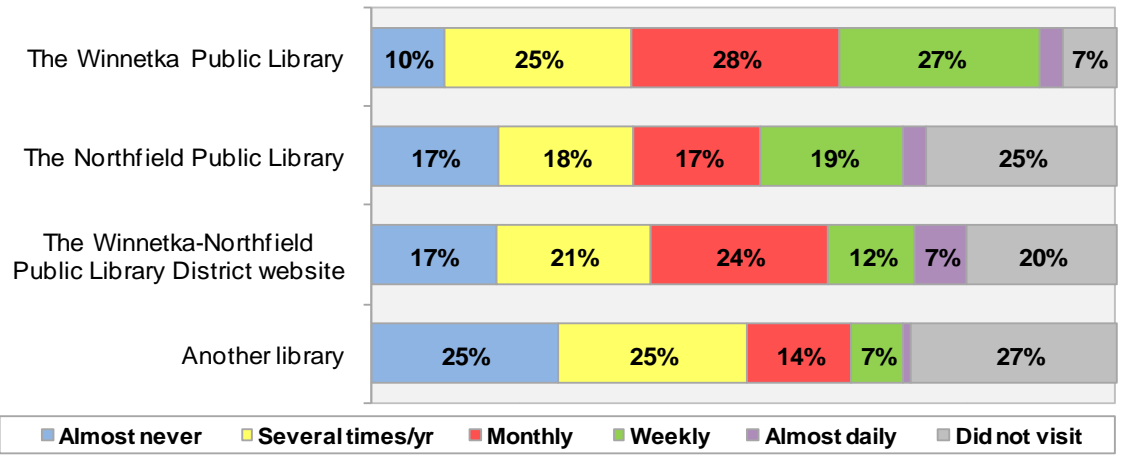
**Primary library of use.** More than six in 10 respondents (62%) consider themselves mainly users of the Winnetka Public Library; three in 10 (30%) say the Northfield Public Library, and 3% say they mostly use the Winnetka-Northfield Public Library District website. The remaining respondents indicate using another library (5%) other than Library District facilities or none at all (1%).



Of the 5% of respondents (n=87) who indicate that they mainly use another library, nearly half name Wilmette Public Library (42). Many mentioned Glencoe Public Library (20) and Northbrook Public Library (18). Three individuals named Glenview Public Library, and a single respondent specified each of Evanston Public Library – North Branch, the New Trier High School library and Skokie Public Library.

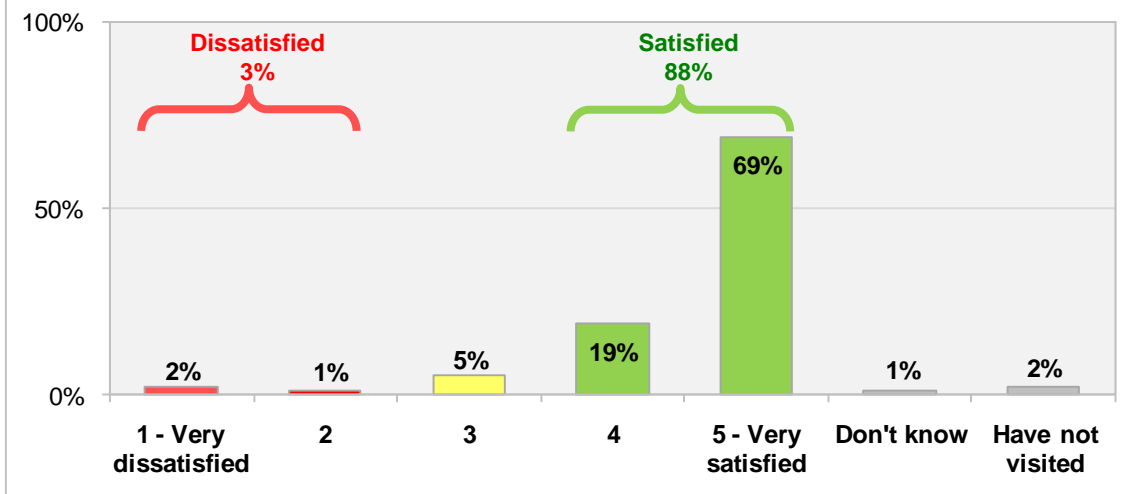
**Frequency of library use.** Nearly six in 10 respondents say they visit the Winnetka Public Library monthly (28%), weekly (27%) or almost daily (3%); four in 10 visit the Library District website monthly (24%), weekly (12%) or almost daily (7%); and, nearly four in 10 say they visit the Northfield Public Library monthly (17%), weekly (19%) or almost daily (3%). Approximately two in 10 visit another library monthly (14%), weekly (7%) or almost daily (1%). Just 7% say they did not visit the Winnetka Public Library in the past year or so, compared to a quarter of respondents (25%), who claim they did not visit the Northfield Public Library, and two in 10 (20%) who never visited the website.

**In the past year or so, how frequently did you visit... (Q2)**

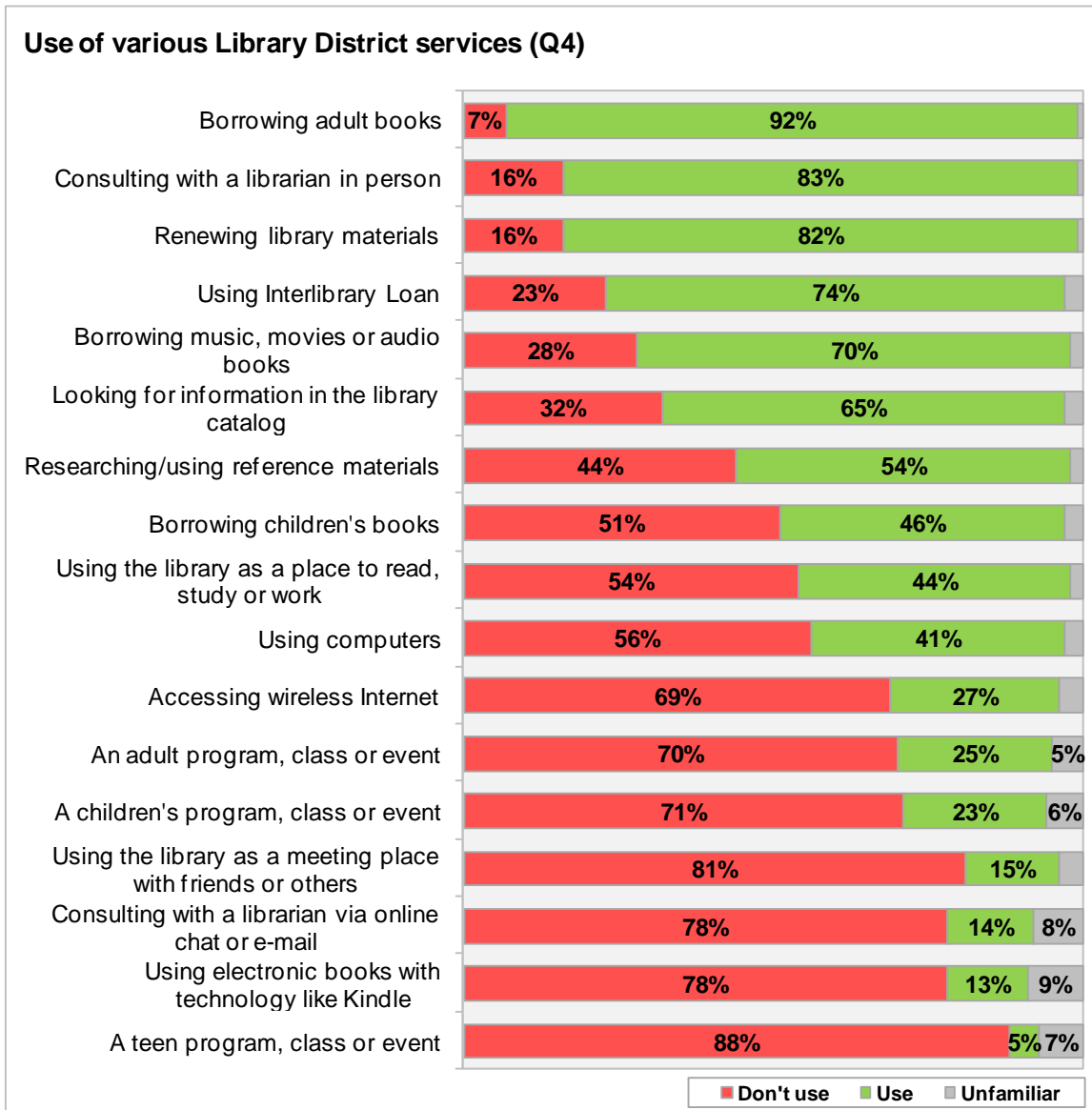


**Overall satisfaction with the Library District.** A large majority of respondents say they are very satisfied (69%) or satisfied (19%) with the overall experience provided by the Library District. Very small percentages are very dissatisfied (2%) or dissatisfied (1%), 5% are ambivalent, and the remaining respondents either have not visited (2%) or don't know (1%).

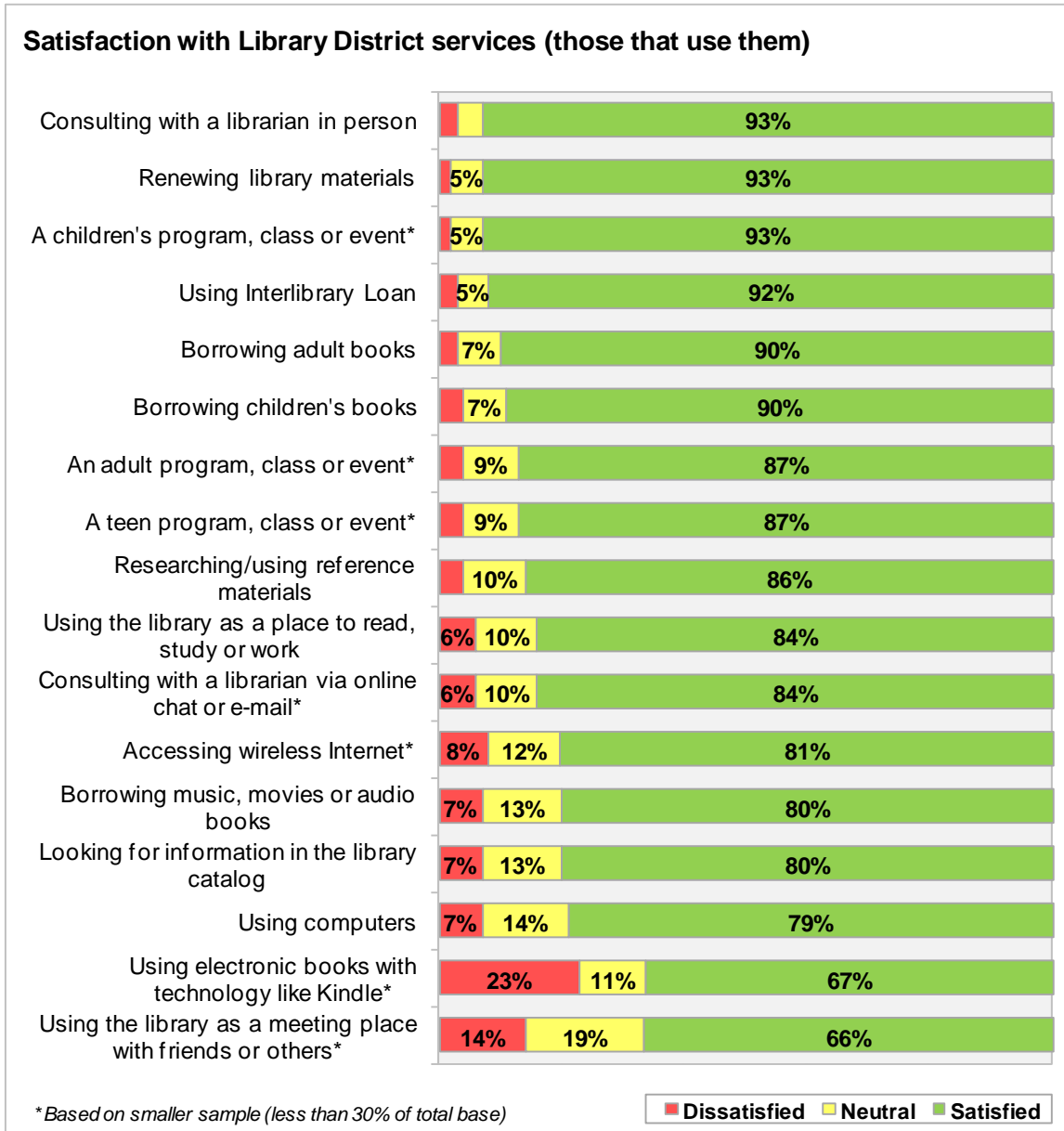
**Overall satisfaction with the Library District (Q3)**



**Use of Library District services.** As expected, certain services are more commonly used by respondents than others, these include (in order of frequency): borrowing adult books (92%), consulting with a librarian in person (83%), renewing library materials (82%), using Interlibrary Loan (74%), borrowing music, movies or audio books (70%) and looking for information in the library catalog (65%). Conversely, much smaller percentages of respondents report: using the library as a place to meet with friends/others (15%), consulting with a librarian via online chat or e-mail (14%), using electronic books with technology like Kindle (13%), and attending a teen program, class or event (5%).

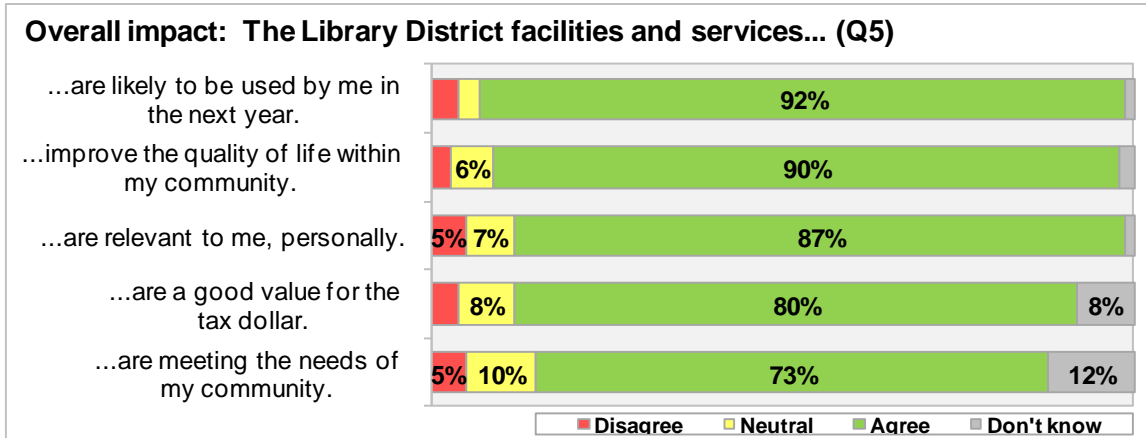


**Satisfaction with various Library District services.**<sup>5</sup> Respondents indicate they are satisfied with a number of services the Library District offers. Services with particularly high percentages of respondents who are satisfied include (in order of frequency): consulting with a librarian in person (93%), renewing library materials (93%), attending a children’s program/event (93%), using Interlibrary Loan (92%), and borrowing adult and children’s books (90%). Still, nearly a quarter are dissatisfied when using electronic books with technology like Kindle (23%), and 14% are dissatisfied when using the library as a meeting place with friends/others.

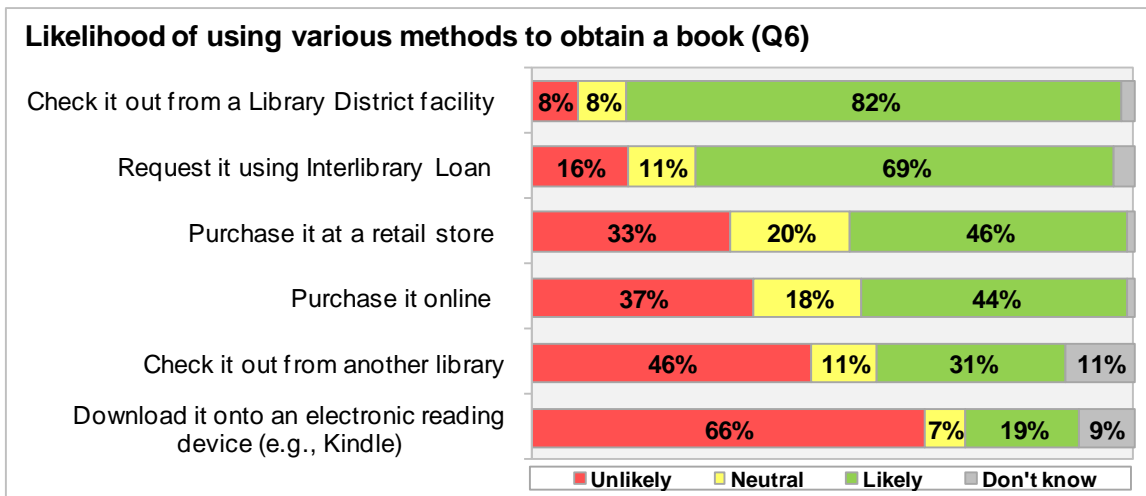


<sup>5</sup> Data for this chart are adjusted to include only satisfaction ratings for respondents who report using each service; base totals do not include “don’t use” and “unfamiliar with this” responses.

**Overall impact of the Library District on the community.** Large percentages of respondents agree with the following statements regarding the overall impact of the Library District (in order of frequency): “The Library District facilities and services...are likely to be used by me within the next year” (92%); “...improve the quality of life within my community” (90%); and, “...are relevant to me, personally” (87%). Eight in 10 believe the Library District is a good value for the tax dollar (80%), and nearly three-quarters feel the Library District is meeting the needs of their community (73%).

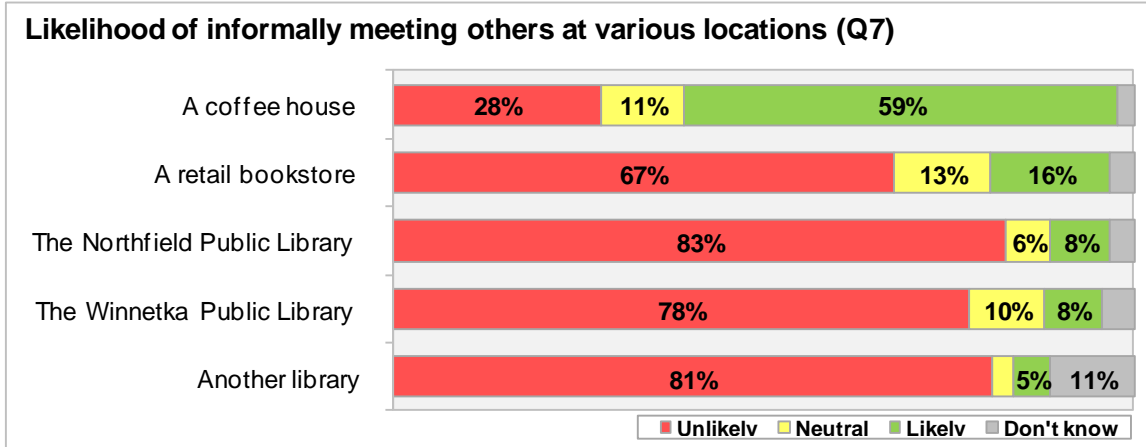


**Likelihood of using various methods to obtain a book.** In order to obtain a book, most respondents say they would be likely to check it out from a Library District facility (82%), followed by request it using Interlibrary Loan (69%). Fewer respondents say they would purchase it at a retail store (46%) or online (44%). Three in 10 would likely check it out from another library (31%), whereas just two in 10 would download it onto an electronic reading device (19%).



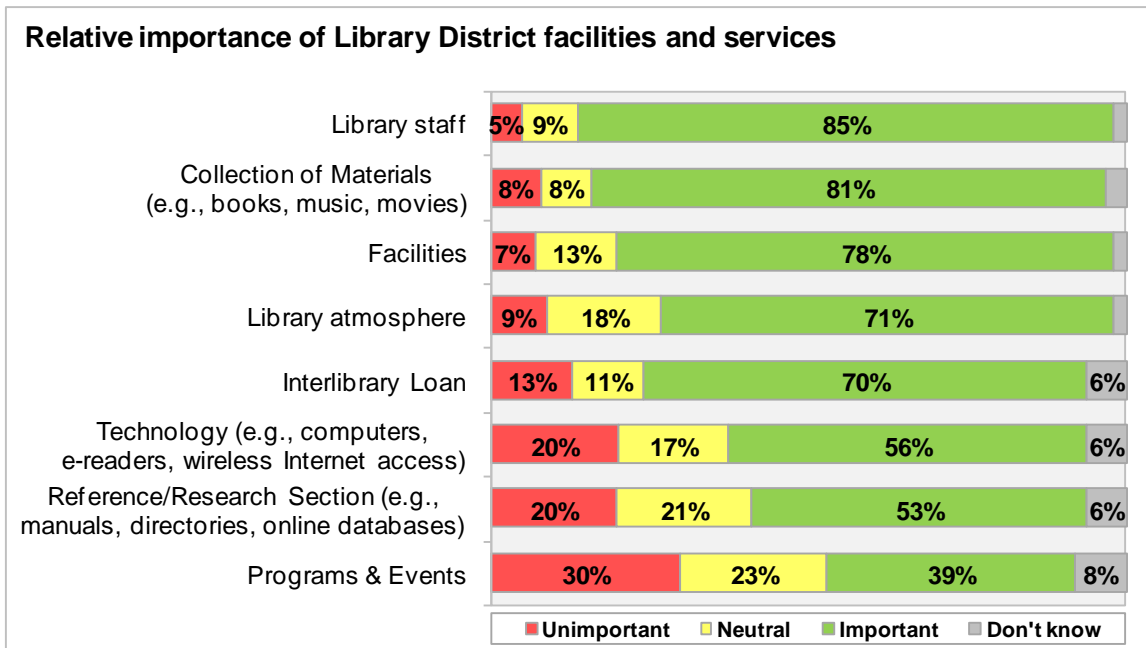
The 31% of respondents who would be likely to check a book out from a library other than a Winnetka-Northfield Public Library District facility specify 352 facilities; most specify public libraries in Wilmette (122), Glencoe (85), Northbrook (63) or Glenview (29). Also named are libraries in Evanston (13), out-of-state facilities (9), Skokie (4) and Chicago (3). Respondents specify 19 other libraries, with one or two individuals naming each. The complete list of other libraries specified is included in the full summary in Appendix C.

**Likelihood of meeting informally with friends/others at various locations.** Among the locations listed, nearly six in 10 respondents say they would be likely to meet informally with friends or others at a coffee house (59%). Fewer than two in 10 would be likely to do so at a retail bookstore (16%), and just 8% at either the Winnetka or Northfield Library District locations (8%).



The 5% of respondents (n=43) who would be likely to meet informally with friends/others at another library specify 65 locations; most specify the Wilmette Public Library (22), Northbrook Public Library (12) or Glencoe Public Library (11). Libraries in Glenview (4) and Evanston (3) are listed as well, along with seven other libraries mentioned by one or two individuals each. The full list is included in the detailed summary in Appendix C.

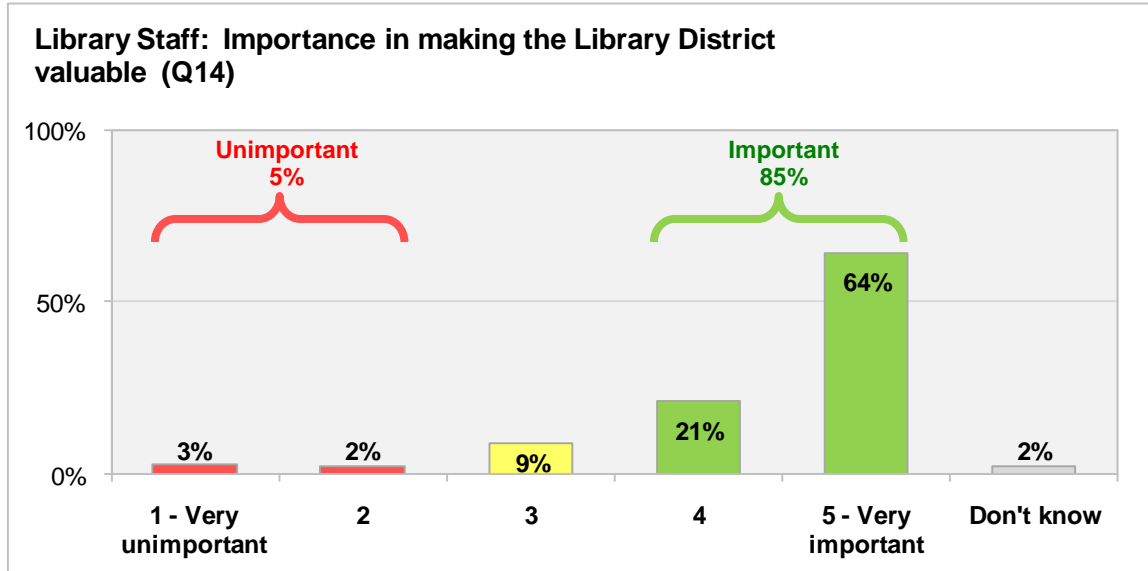
**Relative importance of Library District facilities and services.** More than eight in 10 respondents rate library staff (85%) and the collection of materials (81%) important in making the Library District valuable to them personally. Less than four in 10 rate programs and events important (39%).



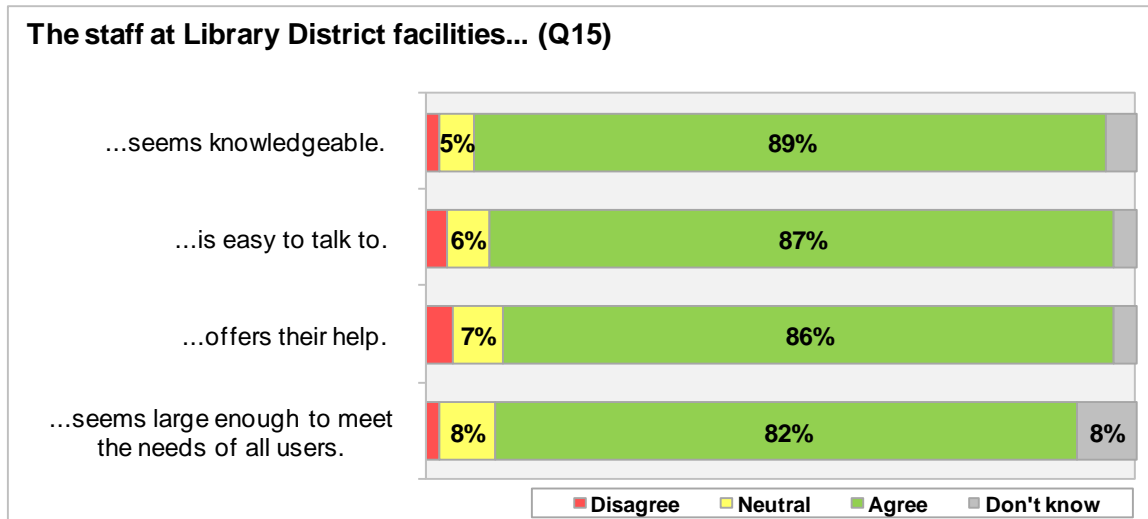
Detail for each of the above facilities and services follows.

## Library Staff

**Importance of library staff.** A large majority of respondents consider the staff very important (64%) or important (21%) in making the Library District valuable to them personally. Just 5% indicate the staff is very unimportant (3%) or unimportant (2%), nearly one in 10 is ambivalent (9%), and 2% don't know.

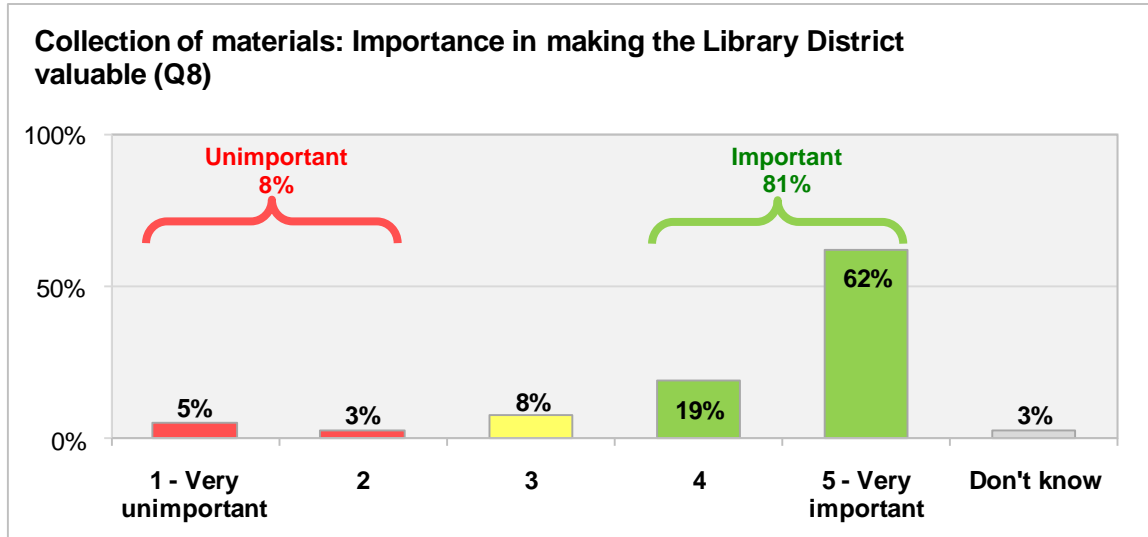


**Opinions relating to Library District staff.** Respondents, in general, have favorable perceptions of the staff at Library District facilities. Most agree that the staff seems knowledgeable (89%), is easy to talk to (87%), offers their help (86%) and seems large enough to meet the needs of all users (82%).

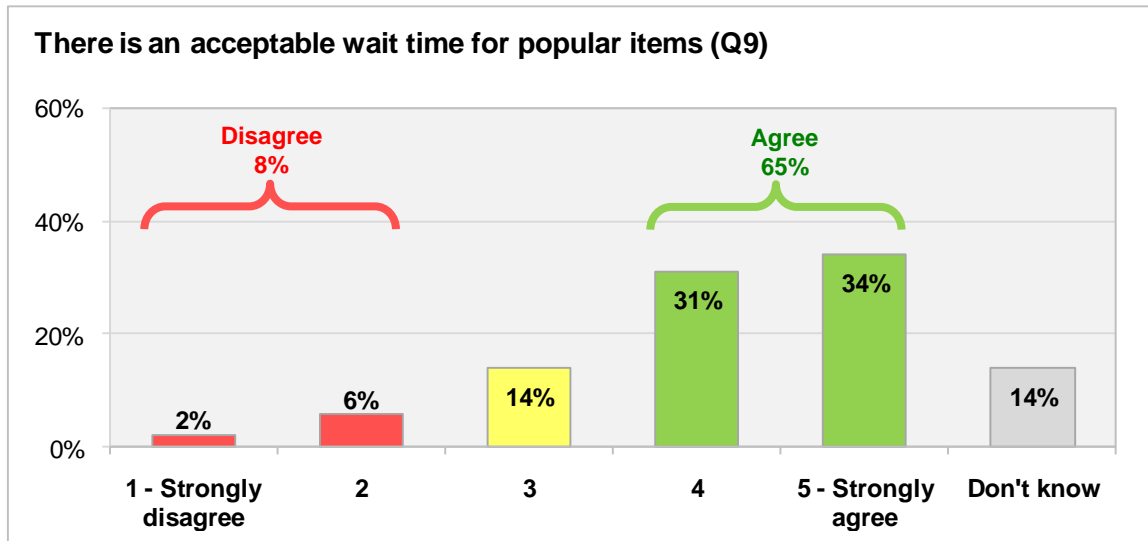


## Collection of Materials

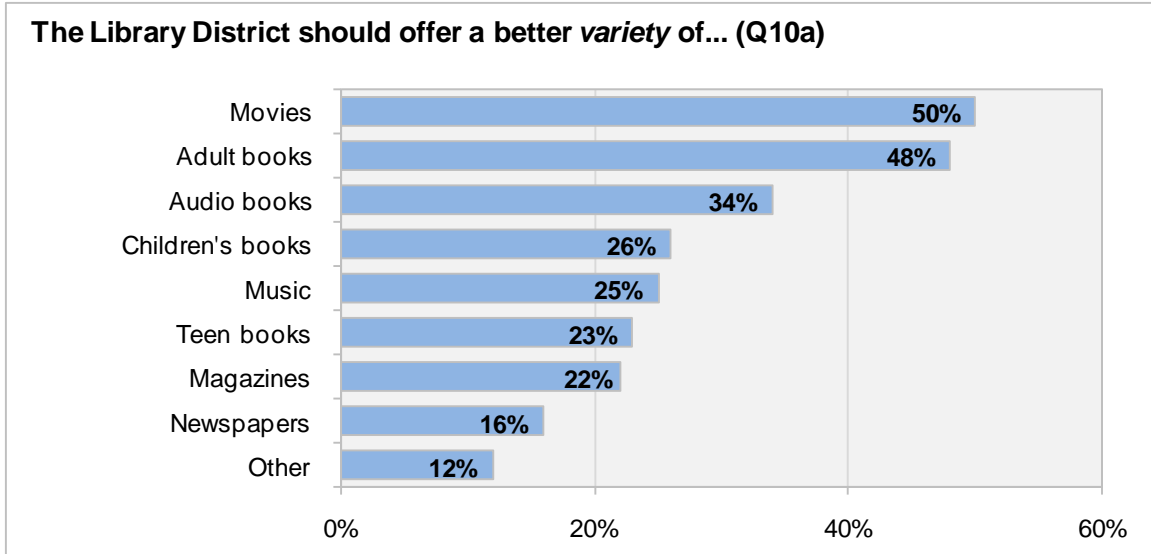
**Importance of the collection of materials.** Approximately eight in 10 respondents consider the collection of materials (e.g., books, music, movies, audio books, etc.) very important (62%) or important (19%) in making the Library District valuable to them personally. Less than one in 10 says it is very unimportant (5%) or unimportant (3%), 8% are ambivalent, and 3% don't know.



**Wait time for popular books.** Nearly two-thirds of respondents strongly agree (34%) or agree (31%) there is an acceptable wait time for popular books. Fewer than one in 10 disagrees (6%) or strongly disagrees (2%), and nearly three in 10 are ambivalent (14%) or don't know (14%).

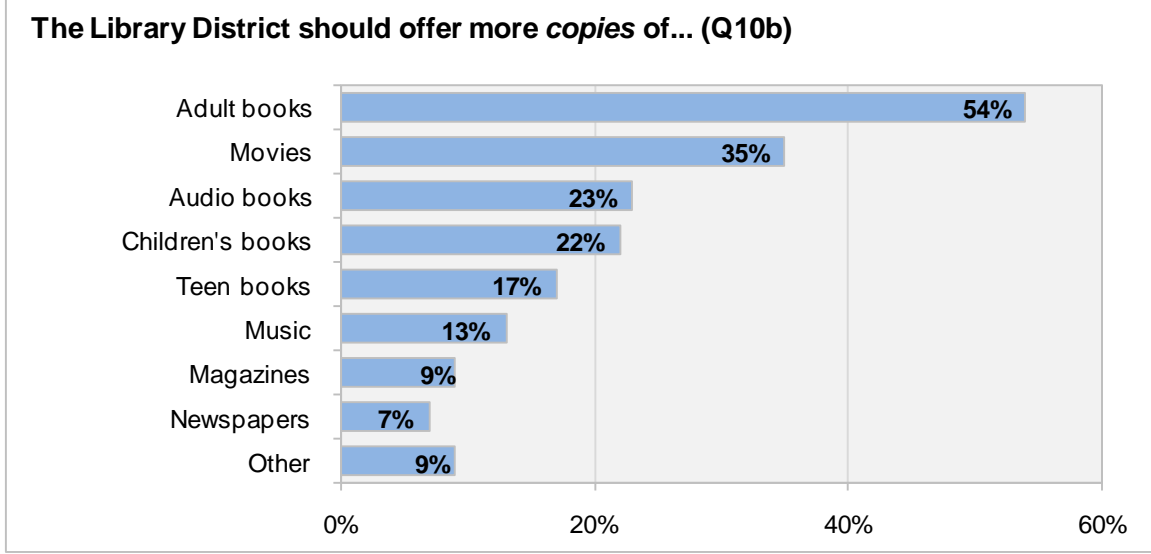


**Collection variety.** Respondents suggest the Library District should offer a better variety of (in order of frequency): movies (50%), adult books (48%), audio books (34%), children's books (26%), music (25%), teen books (23%), magazines (22%) and newspapers (16%).



Of the 12% of respondents who indicate the Library District should offer a better variety of an item not listed in the above chart, eBooks (n=5) and Kindle rental (n=4) are most often named. Various genres of books are listed as well, along with a long list of media and resources – each specified by three or fewer individuals, and most by a single respondent.

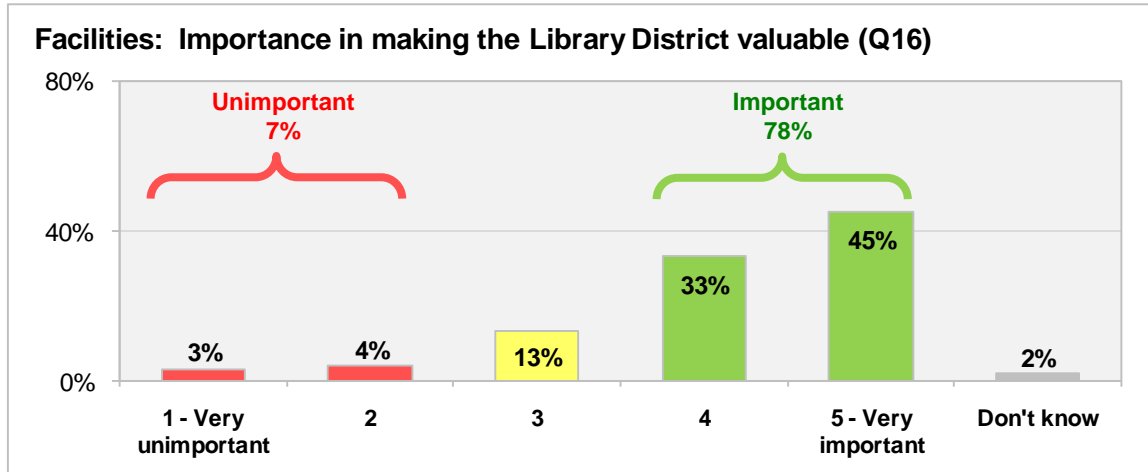
**Collection volume.** Respondents suggest the Library District should offer more copies of (in order of frequency): adult books (54%), movies (35%), audio books (23%), children's books (22%), teen books (17%), music (13%), magazines (9%) and newspapers (7%).



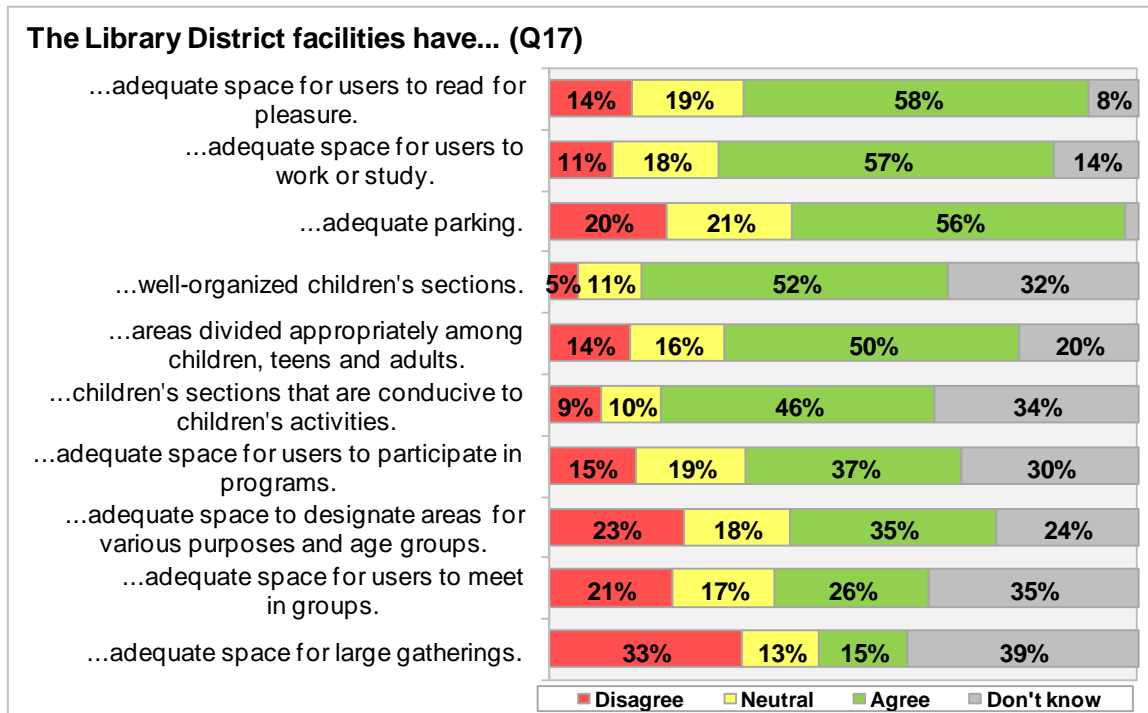
Of the 9% of respondents who indicate the Library District should offer more copies of an item not listed above, 22 provided specifics. Three respondents each specify eBooks and travel books, and two mention Kindle readers. 13 additional items are specified by one respondent each. The complete list is included in the detailed summary in Appendix C.

## Facilities

**Importance of facilities.** Nearly eight in 10 respondents consider facilities very important (45%) or important (33%) in making the Library District valuable to them personally. Fewer than one in 10 finds facilities unimportant (4%) or very unimportant (3%), 13% are ambivalent, and 2% don't know.

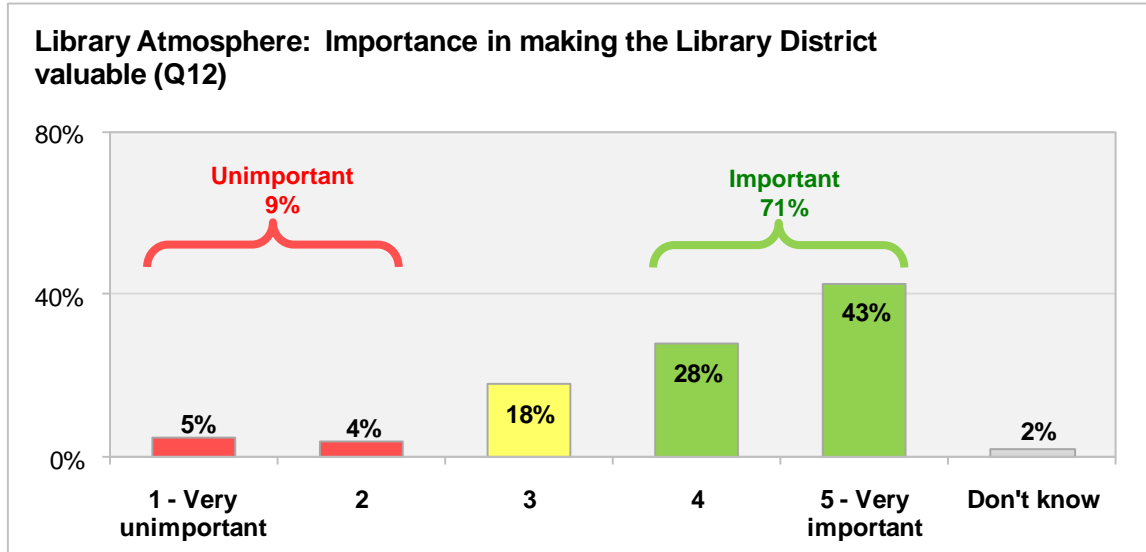


**Opinions relating to Library District facilities.** Nearly six in 10 respondents agree that the Library District facilities have: adequate space for users to read for pleasure (58%) and work or study (57%), and adequate parking (56%). Likewise, approximately one-half feel children's sections are well-organized (52%) and that areas are divided fairly among children, teens and adults (50%). Much smaller percentages agree there is adequate space for users to meet in groups (26%) and for large gatherings (15%). Fairly large percentages indicate that they don't know.

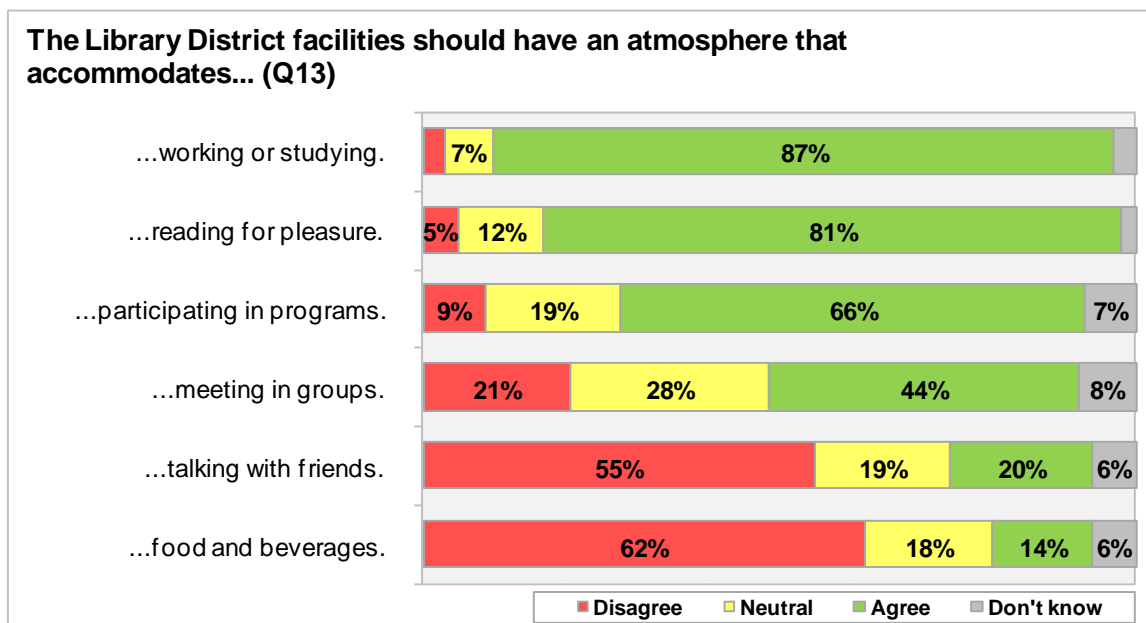


## Library Atmosphere

**Importance of library atmosphere.** Approximately seven in 10 respondents consider library atmosphere very important (43%) or important (28%) in making the Library District valuable to them personally. Nearly one in 10 feels it is very unimportant (5%) or unimportant (4%), nearly two in 10 are ambivalent (18%), and 2% don't know.

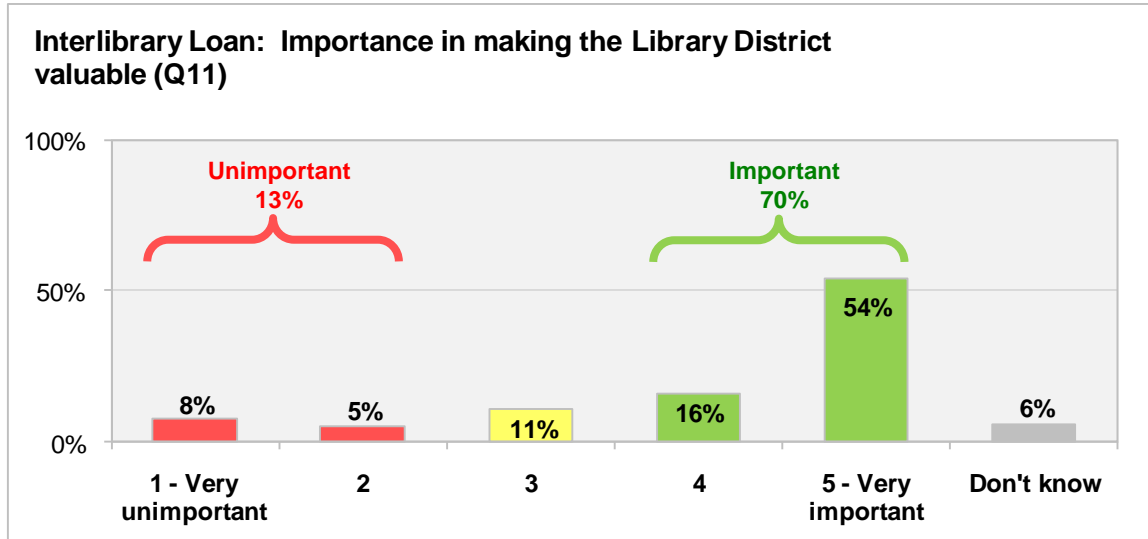


**Opinions relating to Library District atmosphere.** Most respondents agree that the Library District facilities should have an atmosphere that accommodates working or studying (87%) and reading for pleasure (81%). Two-thirds feel it should accommodate participating in programs (66%), while approximately four in 10 say it should accommodate meeting in groups (44%). In contrast, large percentages disagree with food and beverages (62%) and talking with friends (55%) being accommodated.



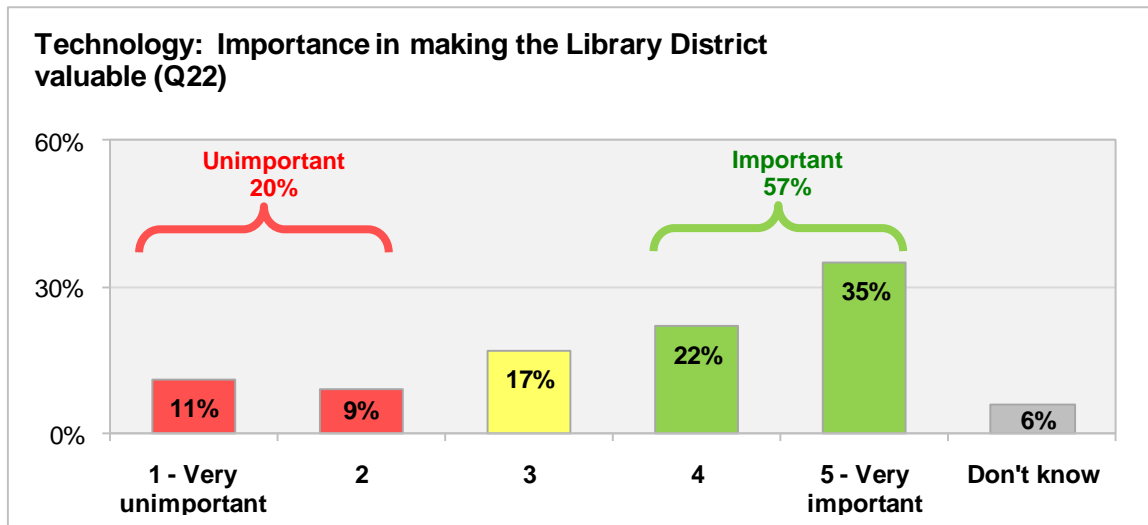
## Interlibrary Loan

**Importance of Interlibrary Loan.** Seven in 10 respondents consider Interlibrary Loan very important (54%) or important (16%) in making the Library District valuable to them personally. 13% consider it very unimportant (8%) or unimportant (5%), approximately one in 10 (11%) is ambivalent, and 6% don't know.

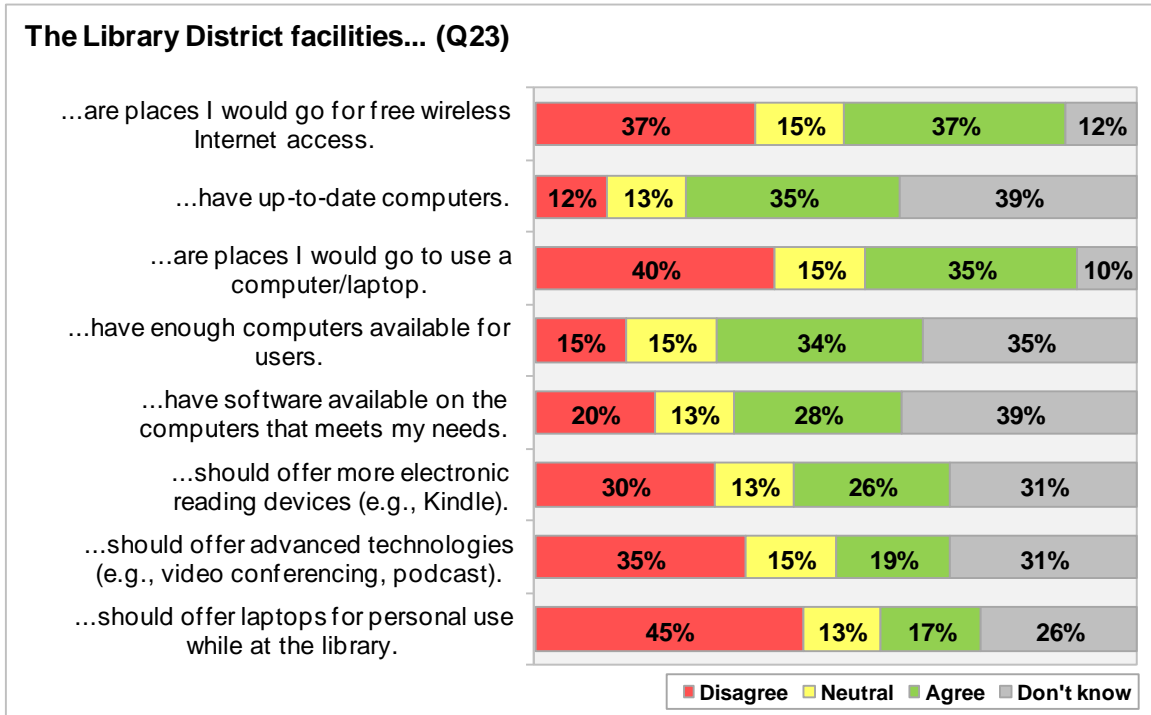


## Technology (computers, e-readers, wireless Internet access, etc.)

**Importance of technology.** More than half of respondents consider technology very important (35%) or important (22%) in making the Library District valuable to them personally. Two in 10 find it very unimportant (11%) or unimportant (9%), and nearly a quarter are ambivalent (17%) or don't know (6%).

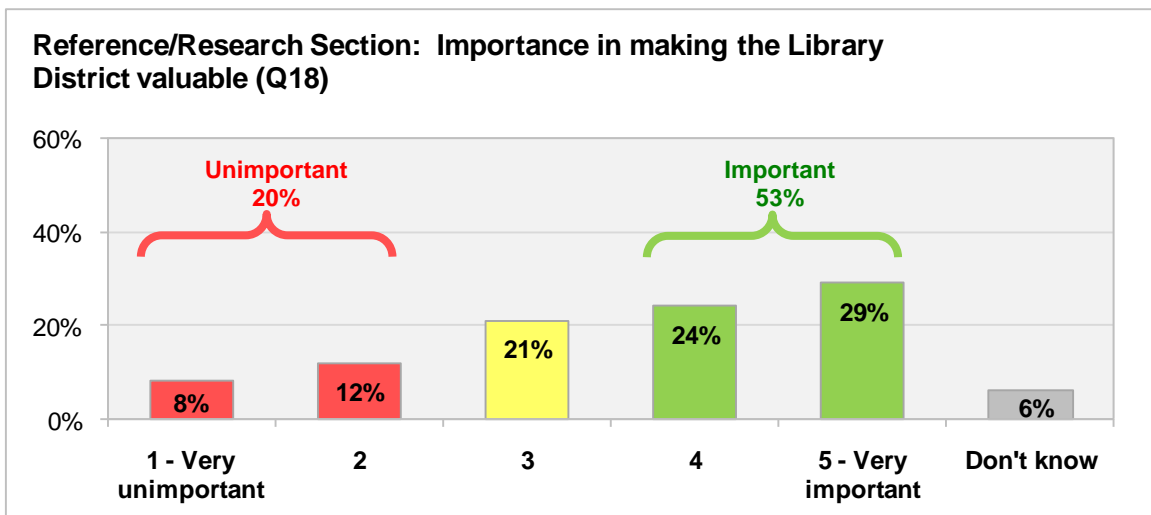


**Opinions relating to Library District technology.** Equal percentages of respondents agree (37%) and disagree (37%) that the Library District facilities are places they would go to use free wireless Internet access. Slightly more than one-third feel the Library District facilities are places they would go to use a computer/laptop (35%), and also agree that they have up-to-date computers (35%) and enough available for users (34%).

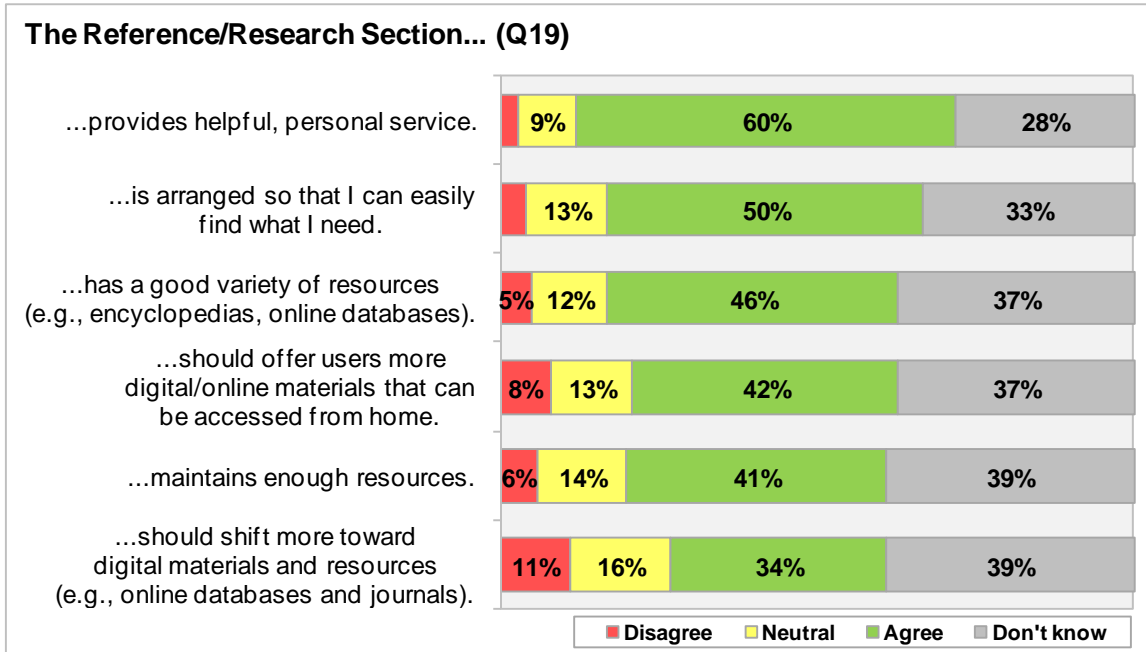


**Reference/Research Section (manuals, directories, encyclopedias, online databases, etc.)**

**Importance of Reference/Research Section.** Approximately half of respondents consider the Reference/Research Section very important (29%) or important (24%) in making the Library District valuable to them personally, whereas two in 10 find it unimportant (12%) or very unimportant (8%). Another two in 10 are ambivalent (21%), and 6% don't know.

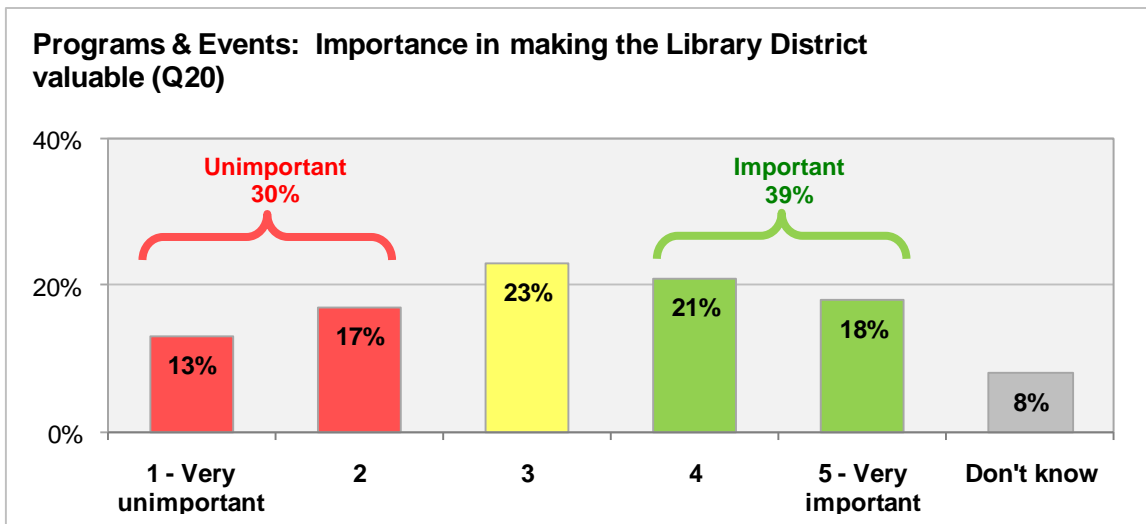


**Opinions relating to the Library District Reference/Research Section.** Six in 10 respondents agree the Library District Reference/Research Section provides helpful, personal service (60%), and one-half agree it is arranged so that they can easily find what they need (50%). Still, just one-third agree the Library District should shift more toward digital materials and resources (34%). Large percentages of respondents indicate that they don't know.

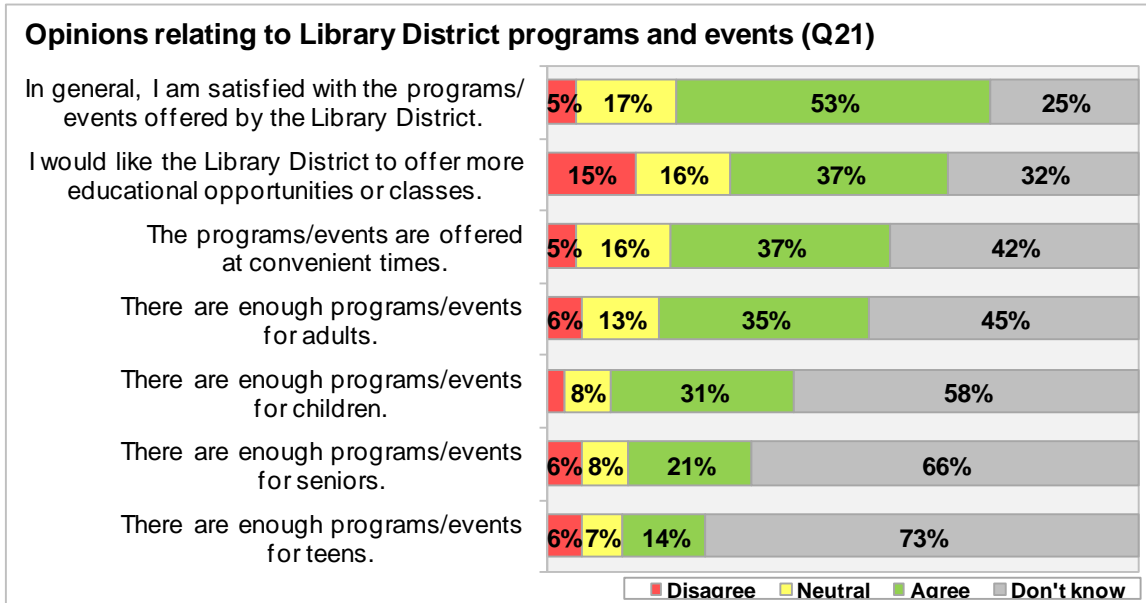


**Programs & Events**

**Importance of programs and events.** Nearly four in 10 respondents consider programs and events important (21%) or very important (18%) in making the Library District valuable to them personally. However, three in 10 find them unimportant (17%) or very unimportant (13%), nearly one-quarter are ambivalent (23%), and 8% don't know.



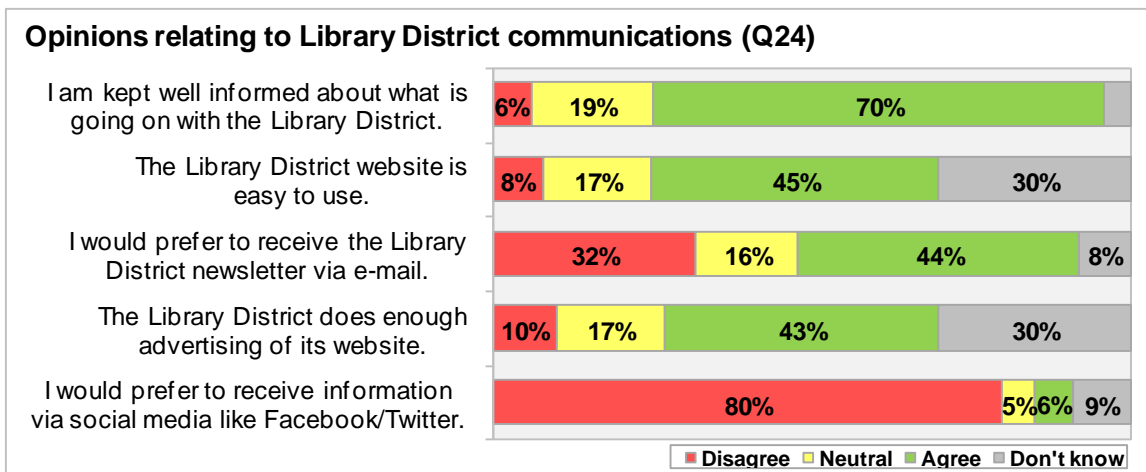
**Opinions relating to Library District programs and events.** More than half (53%) of respondents say they are, in general, satisfied with the programs and events offered by the Library District. Nearly four in 10 agree that programs/events are offered at convenient times (37%) but others would like the Library District to offer more educational opportunities or classes (37%).



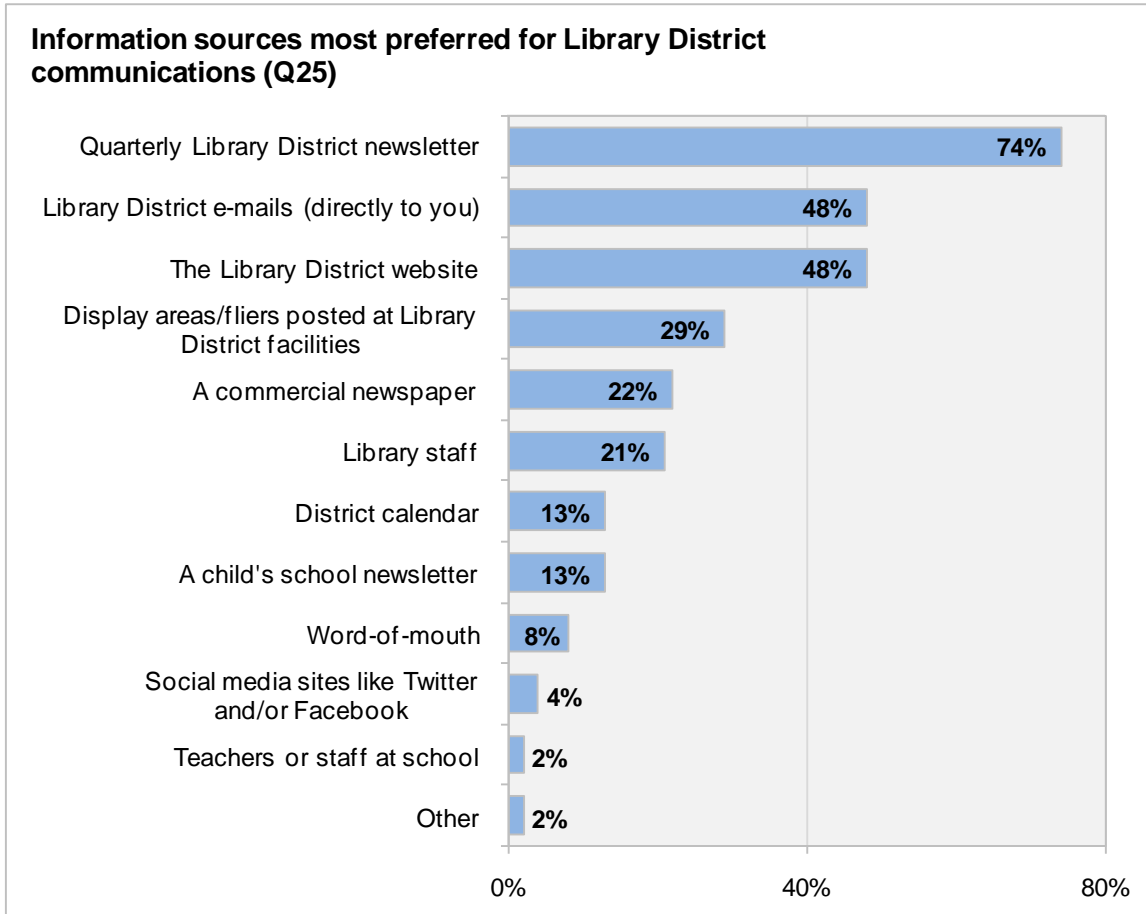
Of the 5% of respondents who disagree that programs/events are offered at convenient times, just nine suggest alternatives. Evenings are suggested by four individuals, and several others suggest other possibilities.

### **Library District Communications**

**Library District communications.** Seven in 10 respondents feel they are kept informed about what is going on with the Library District (70%). Smaller percentages (in order of frequency) say: the Library District website is easy to use (45%), they would prefer to receive the Library District newsletter via e-mail (44%), and the Library District does enough advertising of its website (43%). Just 6% say they would prefer to receive information via social media like Facebook/Twitter.



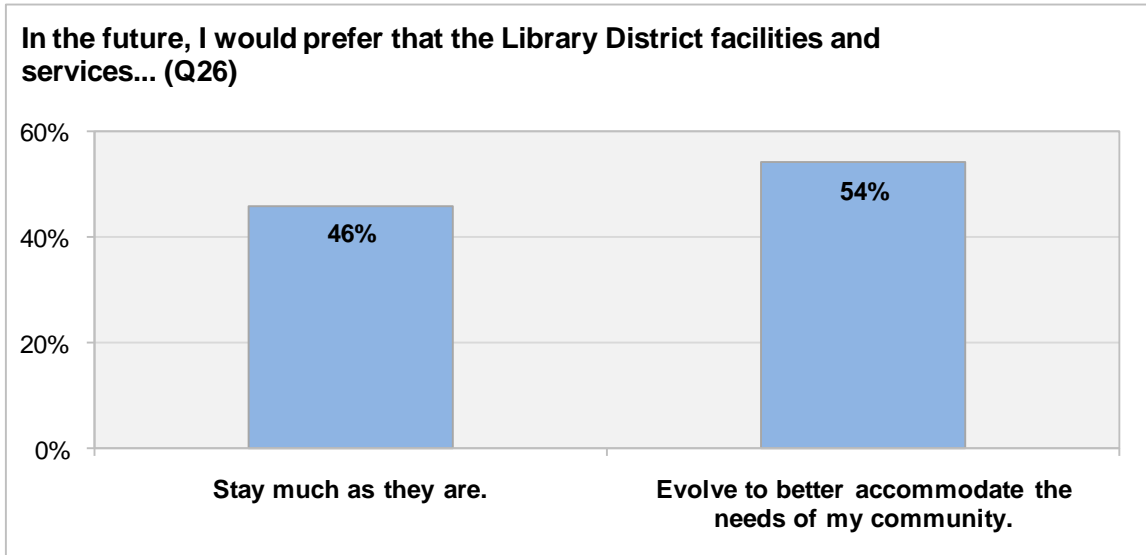
**Most-preferred information sources for Library District communications.** Survey participants were asked to indicate their three preferred sources for Library District communications. Most respondents select Quarterly Library District newsletter (74%) as the information source from which they would prefer to hear about services, programs or events, followed by the Library District website (48%) and Library District e-mails (directly to them) (48%). Smaller percentages indicate (in order of frequency): display areas/fliers posted at Library District facilities (29%), a commercial newspaper (22%), library staff (21%), District calendar and/or a child’s school newsletter (13%). Fewer than one in 10 prefers to hear by word of mouth (8%), social media sites (4%) and/or teachers or staff at school (2%).



The 2% of respondents who selected “Other” as a preferred communication source specified village newsletter (2) and a list of sources named by just one individual each, including posted signs and the community newspaper. The complete list is included in the detailed summary in Appendix C.

**Future of the Library District**

**Opinion relating to the Library District’s future direction.** Respondents are split fairly evenly between preferring the Library District facilities and services evolve to better accommodate the needs of my community (54%) or stay much as they are (46%).



While the overall results indicate a slight preference toward evolving to better accommodate the needs of the community, looking at the results by demographic group presents a much clearer picture. The table below highlights the identifying characteristics of respondents who report particularly strong preferences.

<b>Those who prefer the Library District facilities and services...</b>			
<b><u>Stay much as they are.</u></b>		<b><u>Evolve to better accommodate the needs of the community.</u></b>	
	<b>%</b>		<b>%</b>
65 years or older	61%	35-44 years old	76%
Males	56%	Non-users	76%
No minor children	53%	Minor children	67%
Northfield residents	51%	Females	58%
Library District users	47%	Winnetka residents	56%

**Statistically significant differences**

A number of statistically significant differences among demographic groups are noteworthy and may help guide future planning for Library District programs and services. The two tables below provide a very concise summary; a complete summary and full cross-tabulation tables are included in Appendix B.

**Relative importance of Library District facilities and services.** The demographic sub-groups in green, rate the following Library District services more important compared to their corresponding demographic sub-group(s) in making the Library District valuable to them personally. Gray indicates no statistically significant difference is found for this combination of facility/service and demographic sub-group.

Importance of Library District facilities and services: Statistically significant differences															
In making the Library District valuable, importance of...	WNPLD user		Respondent mainly uses...				Resident of...		Gender		Children		Age range		
	Yes	No	Winnetka Library	Northfield Library	WNPLD website	Another library or no library	Winnetka	Northfield	Female	Male	Yes	No	35-44	45-64	65+
Library staff	Green			Green			Gray	Gray	Green		Gray	Gray	Gray	Gray	Gray
Collection of materials	Gray	Gray	Gray	Gray	Gray	Gray	Gray	Gray	Green		Gray	Gray	Green	Green	
Facilities	Green			Green				Green	Green		Gray	Gray	Gray	Gray	Gray
Library atmosphere	Gray	Gray		Green			Gray	Gray	Green		Gray	Gray	Gray	Gray	Gray
Interlibrary loan	Gray	Gray		Green				Green	Green		Gray	Gray	Green	Green	
Technology	Gray	Gray			Green		Gray	Gray	Gray	Gray	Green	Gray	Green	Green	
Reference/Research Section	Gray	Gray	Gray	Gray	Gray	Gray	Gray	Gray	Gray	Gray	Gray	Green	Green	Green	Green
Programs and events	Gray	Gray		Green			Gray	Gray	Green		Green	Gray	Green	Gray	Gray

**Key outcomes.** The demographic sub-groups in green, in general, are more satisfied compared to their corresponding demographic sub-group(s) with the overall experience with Library District services or a number of Library District services, or they have more positive perceptions about the overall impact of the Library District facilities and services. Gray indicates no statistically significant difference is found for this combination of facility/service and demographic sub-group.

Key outcomes: Statistically significant differences															
Positive perceptions of the Library District	WNPLD user		Respondent mainly uses...				Resident of...		Gender		Children		Age range		
	Yes	No	Winnetka Library	Northfield Library	WNPLD website	Another library or no library	Winnetka	Northfield	Female	Male	Yes	No	35-44	45-64	65+
Satisfaction with overall experience	Green			Green				Green	Gray	Gray	Gray	Gray	Gray	Gray	Green
Satisfaction with multiple Library District services	Green			Green				Green	Green		Green	Gray	Gray	Gray	Green
Positive opinions of the overall impact of the Library District	Green		Green	Green	Green			Green	Green		Green	Gray	Gray	Gray	Green

## **Key drivers of positive outcomes**

Researchers conducted advanced analyses (linear and stepwise regression) to statistically identify patterns and factors – key drivers – that will predict desired outcomes. These drivers are not mere correlations, but rather statistical predictors of desired perceptions or behaviors. Some drivers may seem obvious and some may have more practical applications than others in terms of strategic planning, but all have great potential to help achieve desired outcomes.

**Key driver summary.** Key drivers to increase satisfaction with the overall experience of using Library District services:

- ▶ Satisfaction when borrowing books for adults and children.
- ▶ Satisfaction when consulting with a librarian in person, via online chat or via e-mail.

Key drivers to increase the perception that Library District facilities and services improve the quality of life in the community, meet the needs of the community, or are a good value for the tax dollar (listed in order of influence):

- ▶ Satisfaction when consulting with a librarian in person, via online chat or via e-mail.
- ▶ Perception of relevance to the individual.
- ▶ Perception that there are enough programs/events for teens.
- ▶ Satisfaction when using the library as a place to read, study or work.

Below, the key drivers for each outcome are listed in order of influence, with the most influential appearing first. Note that the extent of satisfaction regarding interaction with a librarian is a driver for four of the five outcomes.

### ***To increase satisfaction with the overall experience of using Library District services, increase...***

- ▶ satisfaction when borrowing books for adults and children.
- ▶ satisfaction when consulting with a librarian in person, via online chat via e-mail.

### ***To increase the perception that Library District facilities and services improve the quality of life in their community, increase...***

- ▶ the perception that Library District facilities and services are a good value for the tax dollar.
- ▶ the perception that Library District facilities and services are relevant to them personally.
- ▶ the perception that Library District facilities and services are meeting the needs of the community.
- ▶ satisfaction when consulting with a librarian via online chat or e-mail.

***To increase the perception that Library District facilities and services are meeting the needs of their community, increase...***

- ▶ the perception that Library District facilities and services are a good value for the tax dollar.
- ▶ satisfaction when consulting with a librarian via online chat or e-mail.
- ▶ the perception that Library District facilities and services are relevant to them personally.
- ▶ the perception that there are enough programs/events for teens.
- ▶ satisfaction when using the library as a place to read, study or work.

***To increase the perception that Library District facilities and services are a good value for the tax dollar, increase...***

- ▶ the perception that Library District facilities and services improve the quality of life in their community.
- ▶ the perception that Library District facilities and services are relevant to them personally.
- ▶ the perception that Library District facilities and services are meeting the needs of the community.
- ▶ satisfaction when consulting with a librarian via online chat or e-mail.

***To increase the perception that Library District facilities and services are relevant to them personally, increase...***

- ▶ the perception that Library District facilities and services are a good value for the tax dollar.
- ▶ the perception that Library District facilities and services improve the quality of life in their community.
- ▶ the perception that Library District facilities and services are meeting the needs of the community.

## **A look at non-users**

A total of 73 respondents indicate that they do not consider themselves users of Library District facilities, but mainly users of another library or no library. Although the results from this group cannot confidently be generalized to all non-users, a careful look at the regression results and responses to open-ended and “Other-specify” questions may provide some understanding of why they are non-users, and why they say Library District facilities should evolve to better accommodate the needs of their community. The most frequent responses to select open-ended and other-specify questions are identified below.

***Mainly use other libraries.*** Non-users frequently cite they are mainly users of Wilmette (33), Glencoe (12) and Northbrook (9) libraries, and are likely to check out books or meet informally with friends and others at these libraries.

***Reasons for never or very rarely visiting the Library District.*** Non-users frequently indicate they rarely visit the Library District because they prefer the larger collection and selection of books at other libraries (19), they are geographically closer to other libraries (11) or they would rather buy/own books or use online resources (7).

***Ways the Library District could more effectively meet the needs of the community.*** Respondents who are non-users most frequently say that the libraries need to expand their collection in a variety of areas – for adult and young adult books, music and videos (11). Also, non-users say the libraries they use are much larger and have more attractive facilities and parking (8). Additionally, non-users make several references to how the libraries they visit have a better atmosphere and that the Library District needs to adjust the functional space for comfort and a better layout (7). Finally, some non-users mention that there should be friendlier staff (6) that can help them find books or resources that are needed.

## **Key drivers for non-users**

Results from this group statistically cannot be generalized to all non-users, and caution must be exercised when drawing conclusions based on such a small number of responses. However, recognizing the importance of attracting non-users to the library, key drivers for converting non-users to users were identified through regression analysis and are listed below:

### ***To increase the likelihood that adults who currently do not use Library District facilities will begin doing so...***

- ▶ Attract them with an adult program, class or event
- ▶ Enhance the Library District’s facilities
- ▶ Have software available on library computers that meets their needs
- ▶ Strengthen the Reference/Research Section

## **How the Library District can more effectively meet the needs of the community**

Survey participants provided 735 suggestions for change as they responded to an open-ended question: What is one thing the Library District could do to more effectively meet the needs of your community? (Note: Percentages in parentheses indicate the portion of the 735 suggestions represented by each factor.)

Comments encourage changes to Library District:

- ▶ Facilities (26%)
- ▶ Collections (18%)
- ▶ Programming (10%)
- ▶ Technology (9%)
- ▶ Services/Resources (8%)
- ▶ Space (6%)
- ▶ Website (2%)
- ▶ Information (2%)
- ▶ Staff (2%)
- ▶ Advertising/Marketing (1%)

Additionally, positive comments (9%) and miscellaneous responses (5%) are provided. Concise summaries of the comment categories are below; more detailed information, along with all verbatim comments, can be found in Appendix C.

**Facilities.** More than a quarter of the responses to this question (26%; 192) propose 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).

**Collections.** Nearly 20% of responses (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).

**Programming.** 10% percent of respondents (75) 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 (12); and adult programming (8).

**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).

**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 interlibrary loan program (ILLP) continued and expanded (18). The ILLP is described as a very important service (1) and a convenient alternative (1) that “fills any gaps” in a library’s collections (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).

**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 Northfield (4) and Winnetka (1) libraries are considered to be too small.

**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).

**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 a variety of topics.

**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).

**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).

**Positive comments.** Nearly 10% of participants respond to the question by commenting that 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 they are (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).

### **Other comments about the Library District**

Space in the survey questionnaire also was provided for respondents to provide any other comments about the Library District, and 584 responses were collected. Of this number, more than half (51%; 298) are positive comments reflecting 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 comments.** 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 it 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). The Northfield Library in particular is described as a convenient (2), "small and cozy" (4) and "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).

**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 facilities. Remaining remarks fall into one of several categories, similar to responses for the previous question.

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

A detailed summary and all verbatim comments may be found in Appendix C.