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RESEARCH FOR PRACTICAL SOLUTIONS FOR MARKETING PROBLEMS

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Winnetka-Northfield Public Library District Survey Presentation

June, 2015

BACKGROUND AND OBJECTIVES

- The Winnetka-Northfield Public Library District (WNPLD) is undertaking a new strategic plan. To help inform the plan, the library conducted an online survey to learn about:
 - Usage of the library
 - The relative strengths and weaknesses of the library
 - Patrons' interest in potential new services and enhancements to the library

STUDY AND SAMPLE DESIGN

- Invitations to participate in the survey were distributed by the library's email list
- They were also posted on the library's website, and promoted by the local media and signage inside and outside of the library
- Library staff also visited Winnetka Metra stations, coffee shops and a bank to encourage residents to participate in the survey

STUDY AND SAMPLE DESIGN

- The survey ran for 15 days: April 18-May 3, 2015
- A total of 1,259 respondents participated

STUDY AND SAMPLE DESIGN

763 respondents were asked about the Winnetka Library

- Visited only Winnetka in the past year
- Visited Winnetka more often in the past year

458 respondents were asked about the Northfield Library

- Visited only Northfield in the past year
- Visited Northfield more often in the past year
- Visited Northfield and Winnetka equally

STUDY AND SAMPLE DESIGN

- 38 respondents classified as non-patrons
 - 27 (2%) had not visited the library or used the library website in the past year
 - 11 (1%) only used the library through the website
 - Details in Appendix

RESPONDENT CHARACTERISTICS

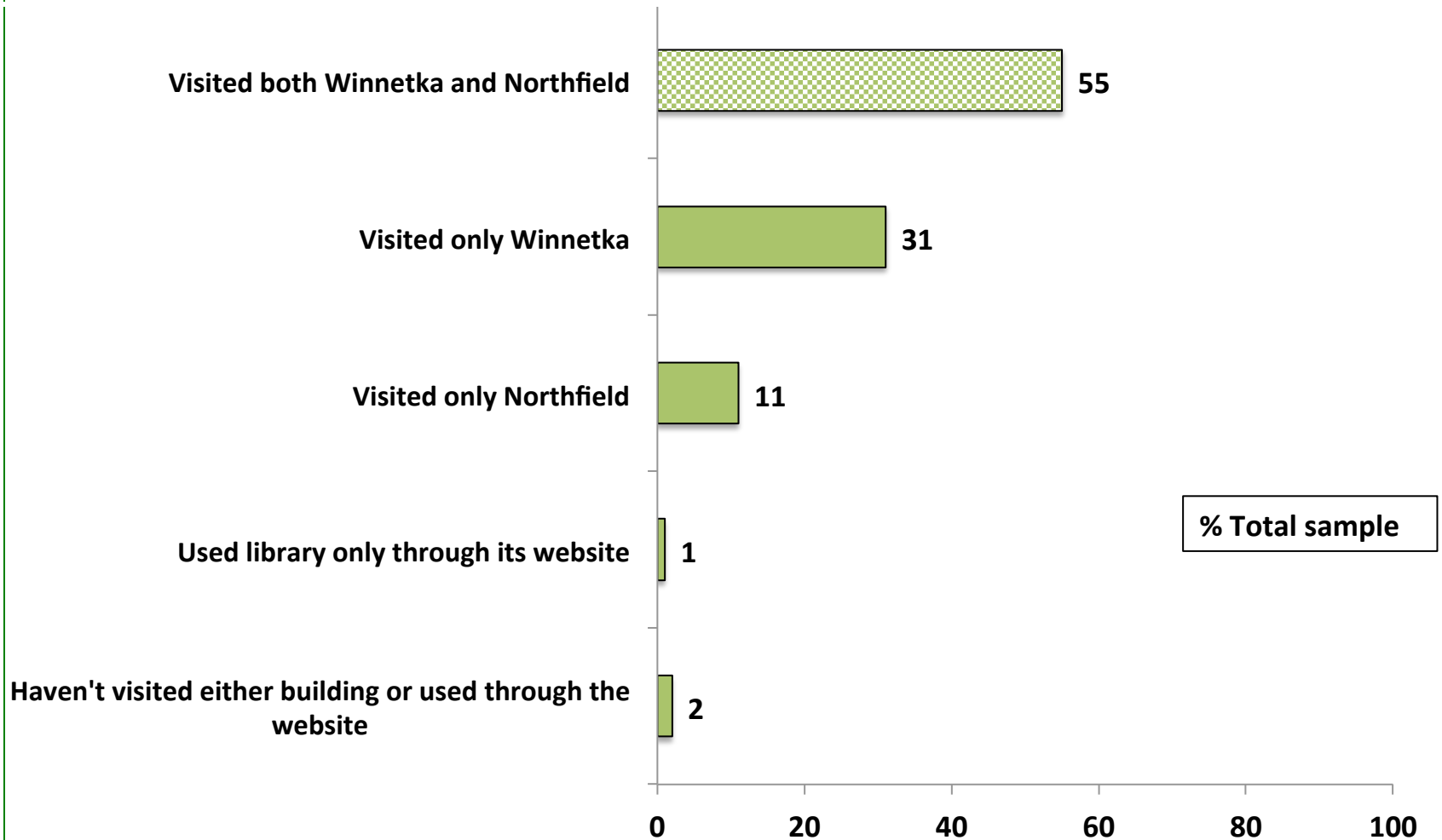
	Total	Winnetka	Northfield
Female	74%	74%	75%
Male	26%	26%	25%
<u>Age</u>			
18 - 34	6%	6%	6%
35 - 44	16%	17%	15%
45 - 54	21%	24%	17%
55 - 64	25%	26%	24%
65 or older	31%	27%	38%
Have children under 18	38%	42%	33%

KEY FINDINGS

- I. Current Usage of Winnetka-Northfield Public Library District
- II. Patrons' Attitudes toward the Library
- III. Patrons' Familiarity and Evaluation of Library Features
- IV. Familiarity and Evaluation of eMaterials
- V. Appeal of Improvements and Enhancements for the Library

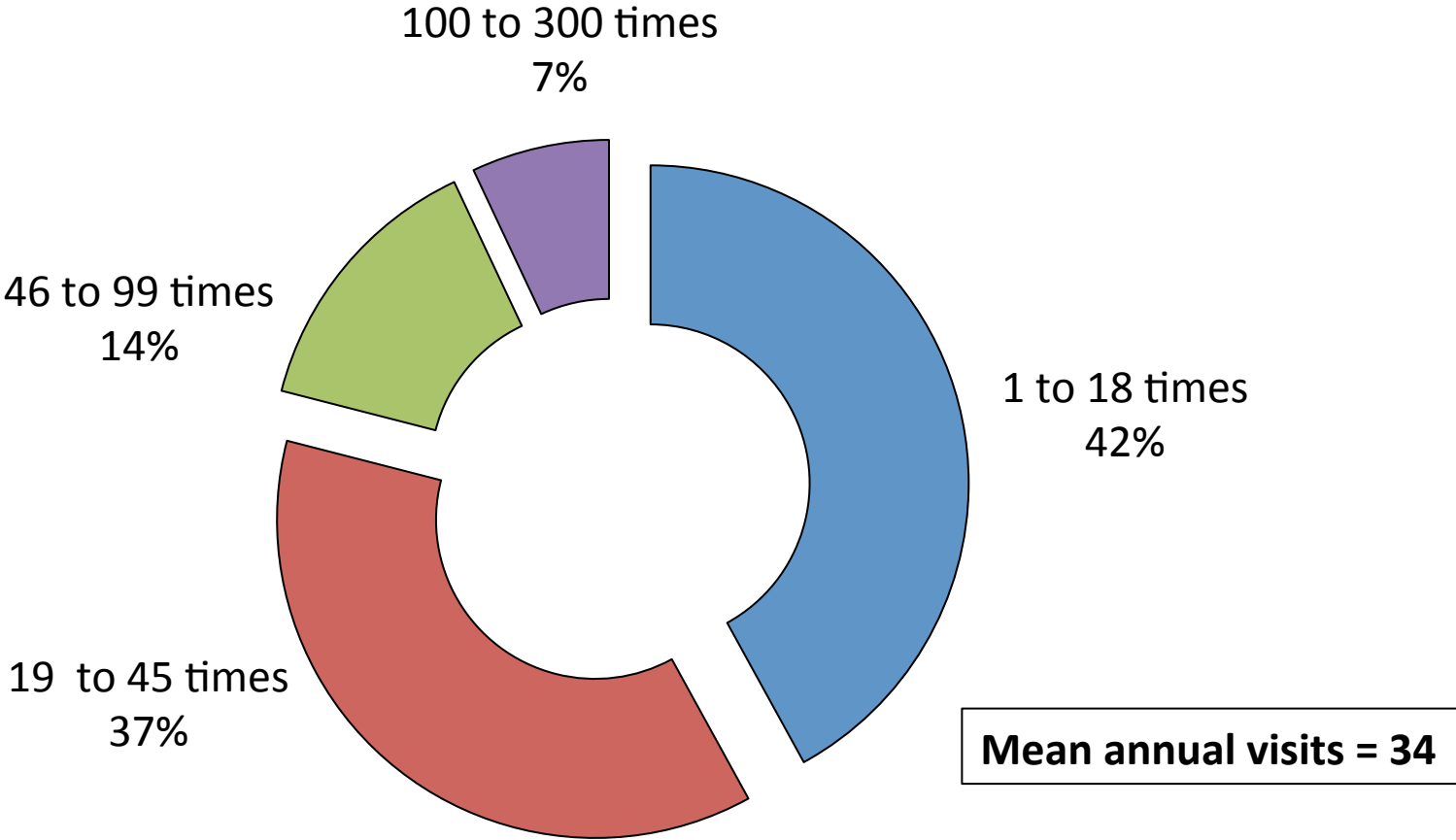
I. Current Usage of Winnetka-Northfield Public Library District

Overall Library Usage in the Past Year



Strong level of visits to both WNPLD buildings

Patron Visits per Year



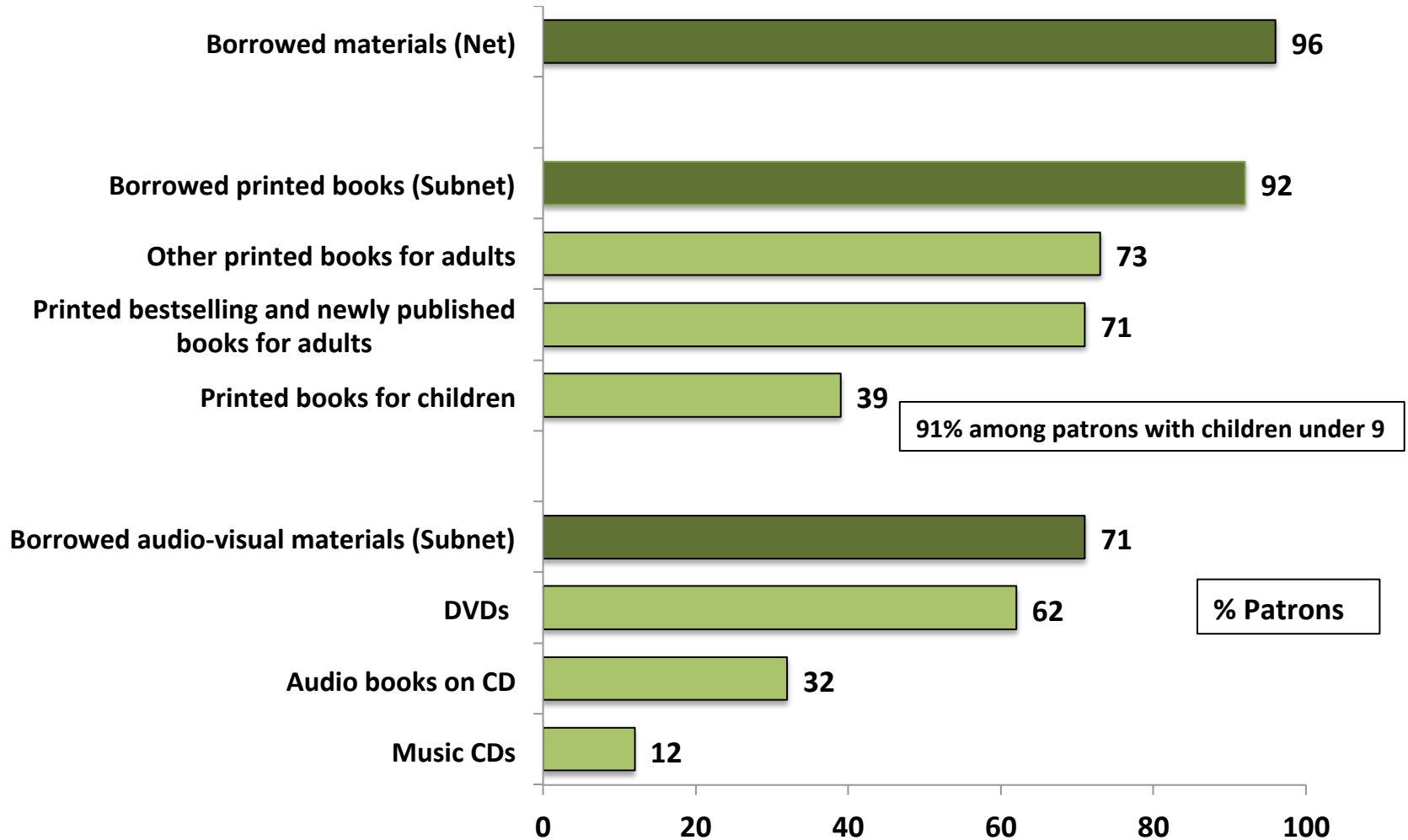
Higher usage at Northfield than Winnetka due partly to more seniors at Northfield

	<u>Mean Yearly Visits</u>
Winnetka	31
Northfield	38
Under 45	29
45 to 54	29
55 to 64	34
65 or older	41

Which Materials Do Patrons Use?

- In the past 12 months, patron usage centers on:
 - Printed books (bestsellers, other books for adults, children's)
 - DVDs

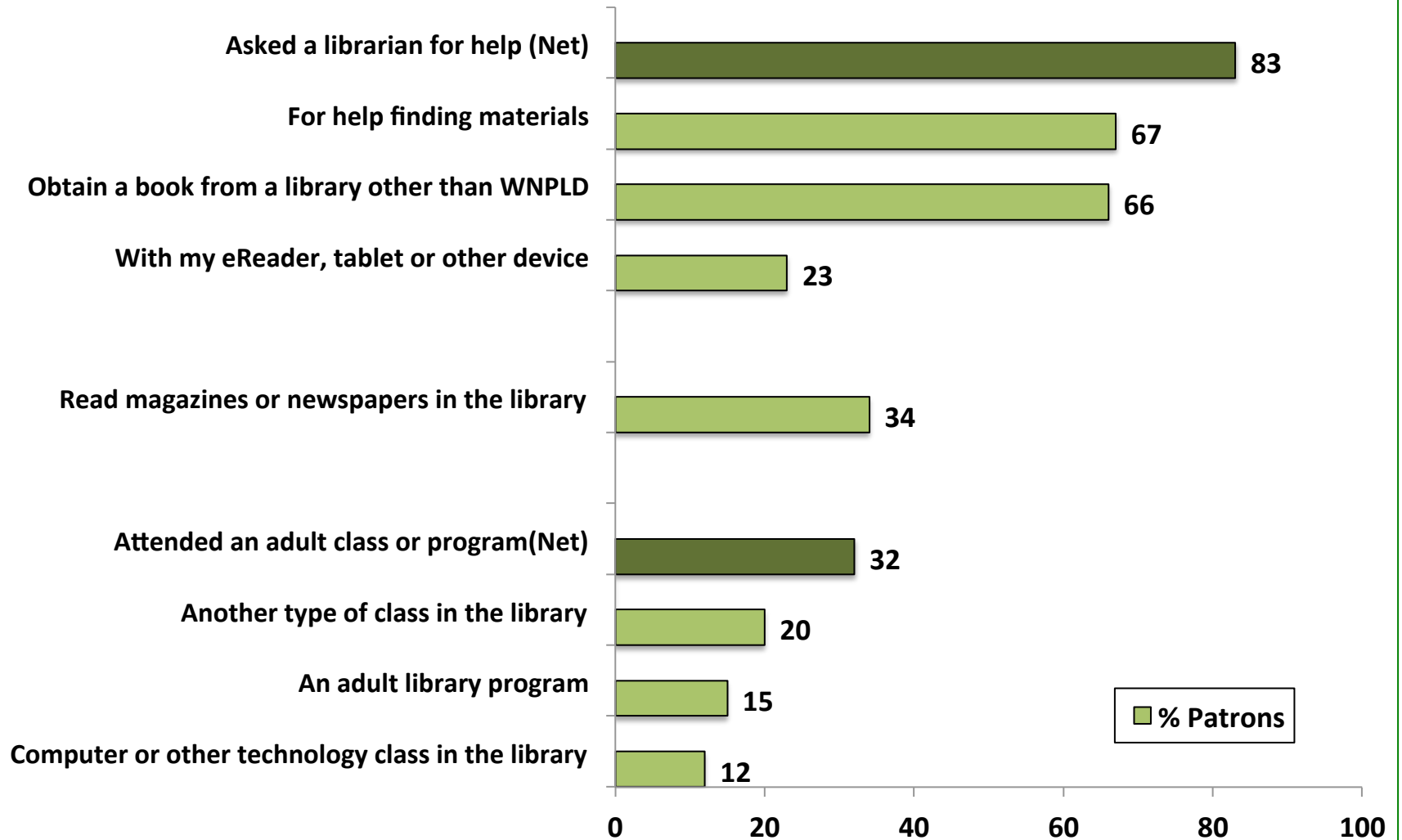
Services Used in Past Year



Which Services Do Patrons Use?

- Strong usage of help from librarians:
 - Asking a librarian for help in finding materials
 - Requesting materials from outside WNPLD (ILL)
 - Assistance with digital devices
- Moderate usage of:
 - Reading periodicals in the library
 - Attending adult programs and classes

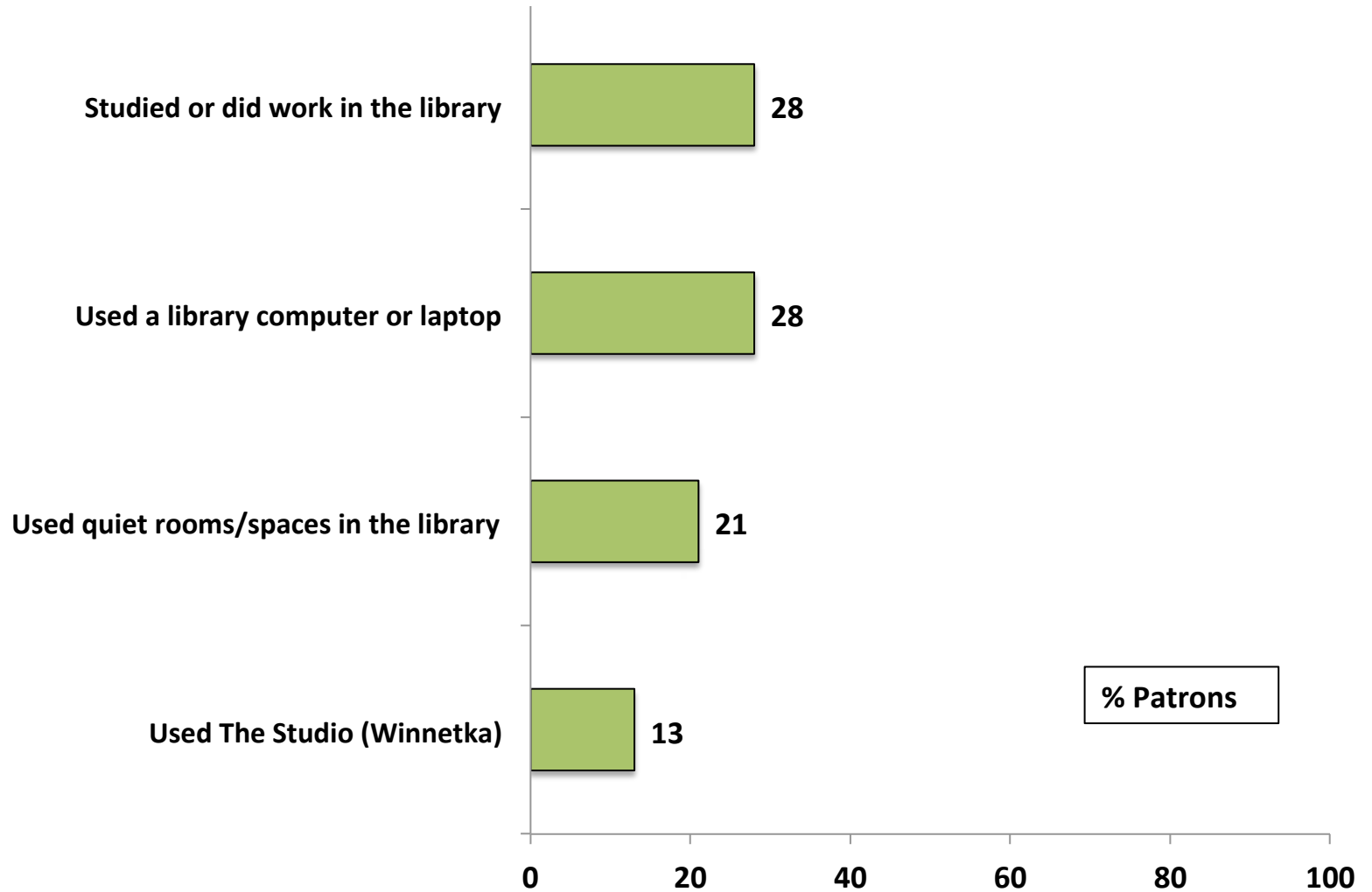
Services Used in Past Year



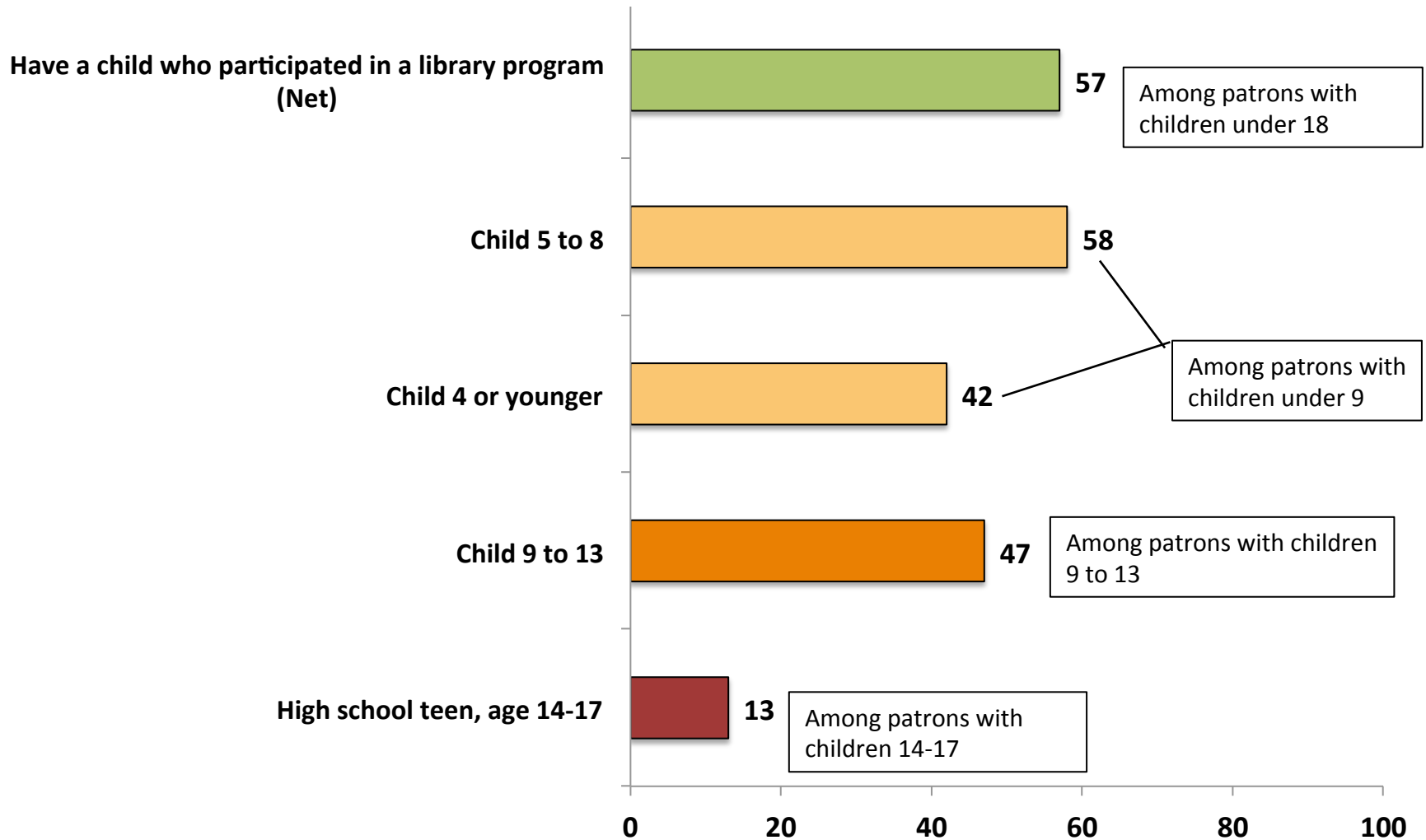
Which Services Do Patrons Use?

- Services used at lower levels include:
 - Studied or did work in the library
 - Library computers
 - Quiet room/spaces in the library
 - The Studio

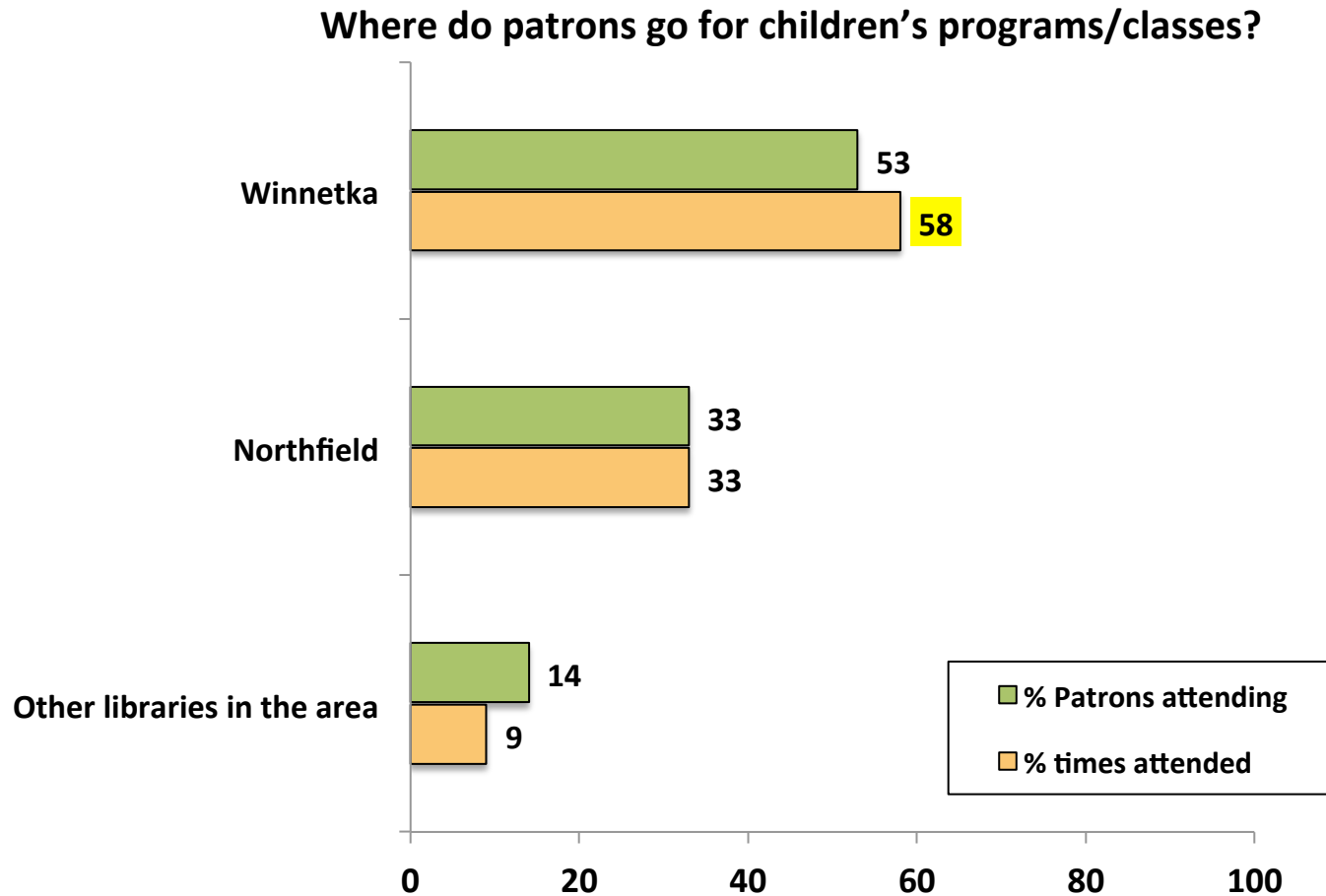
Services Used in Past Year



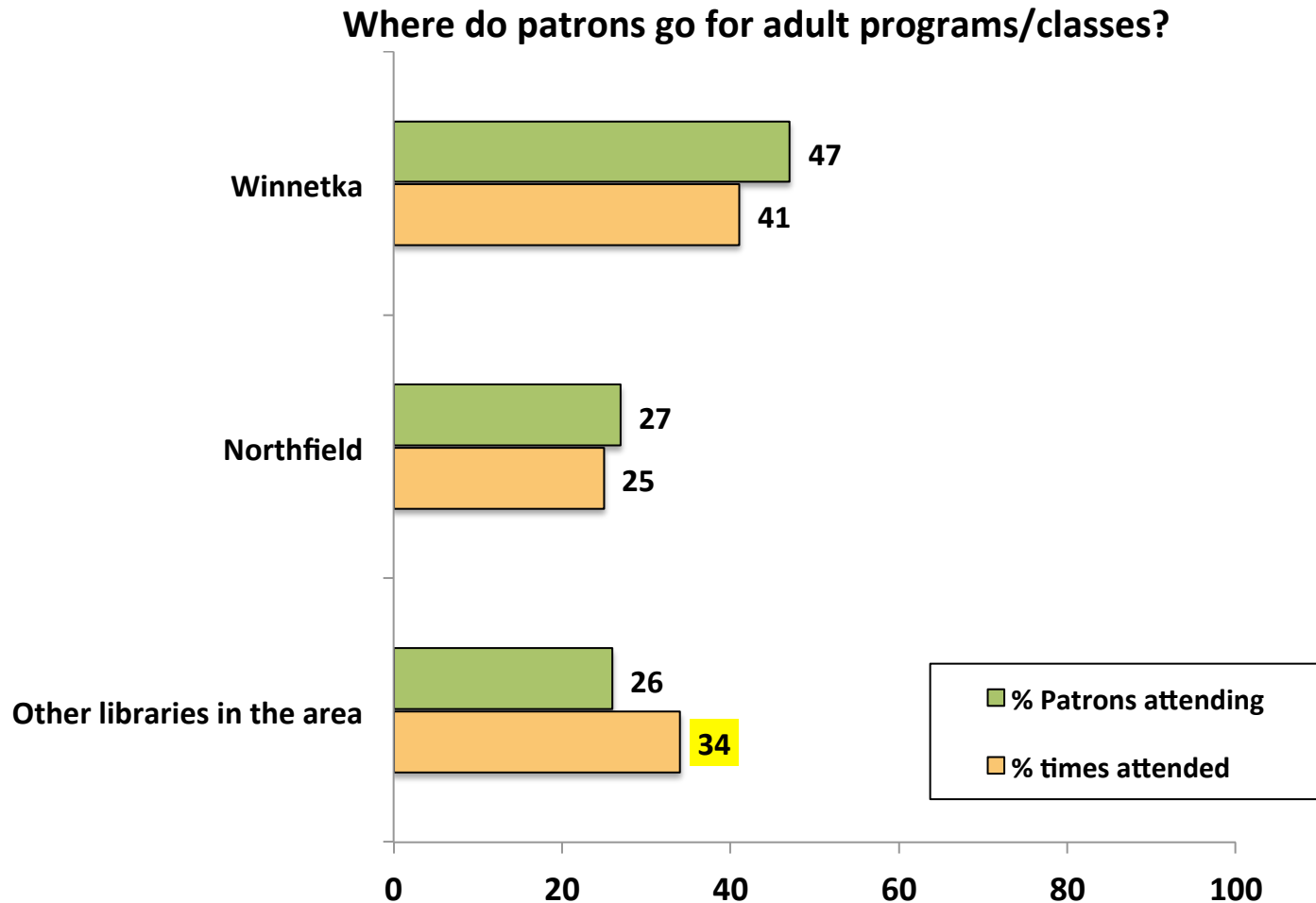
Good usage of children's programs



Strong attendance at children's library programs, especially at the Winnetka Library. Few take their children to other area libraries



Good attendance at adult library programs at WNPLD. However, 34% of patron attendance is at other libraries



Awareness of the Studio is widespread and usage will probably grow

Aware of The Studio	73%
Have visited	30
Have used to create projects	13
Haven't used	17
Have not visited	43
Not aware	27

Current Studio use is correlated with presence of children in the household

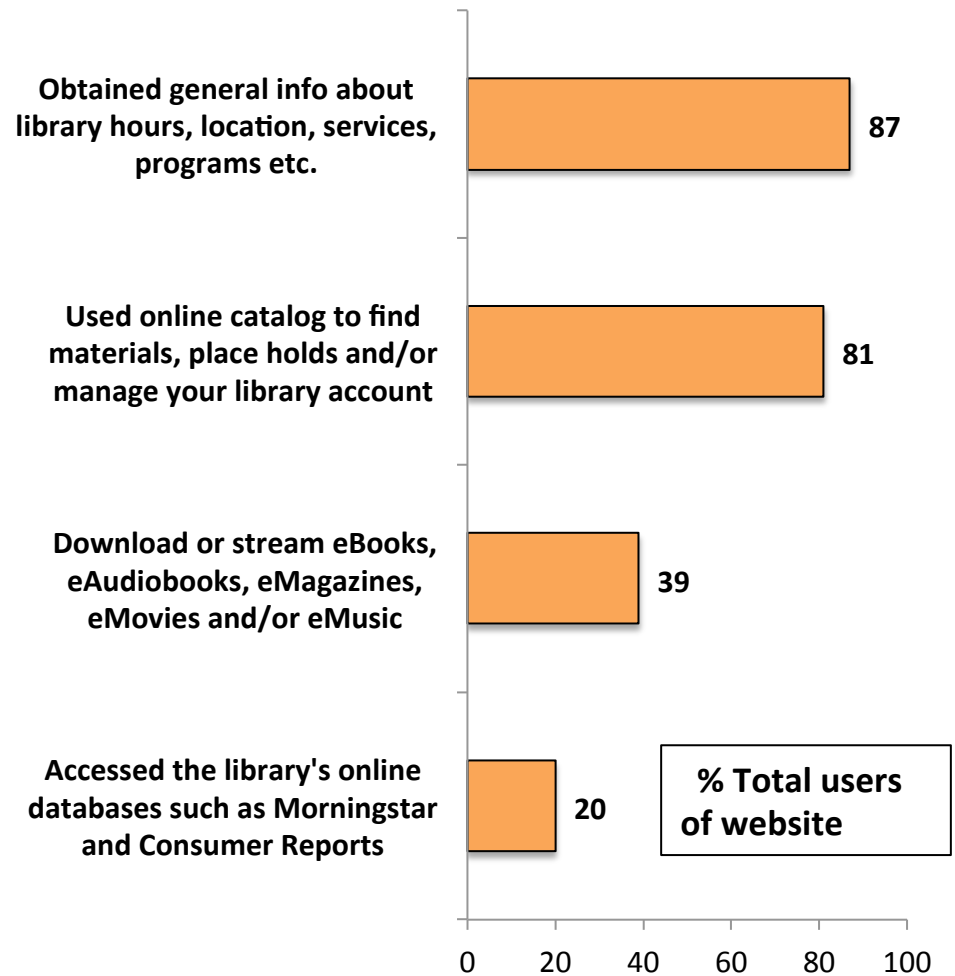
	<u>Use The Studio</u>
No children under 18	10%
Children under 18	18
Under 9	17
9 to 13	23
14 to 17	18

Outlook for Studio usage growth is positive

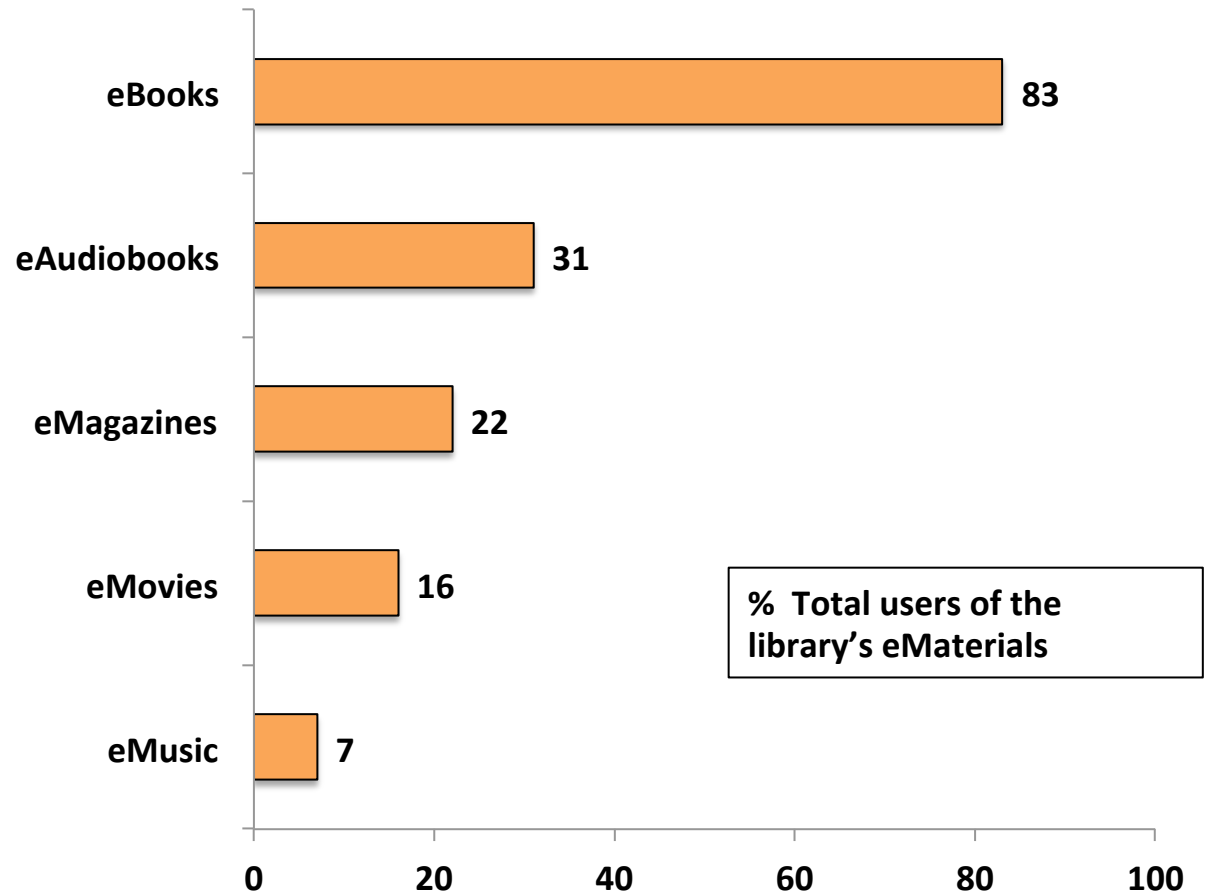
Very likely to use in future	25%
Somewhat likely	30
Not likely	29
Don't know	16

Usage of the Library's Website in the Past Year

- High usage of the website (80% of total sample)
 - Used primarily for general info about the library, housekeeping tasks
 - Moderate usage of eMaterials
 - Lower usage of databases, although higher than in many libraries

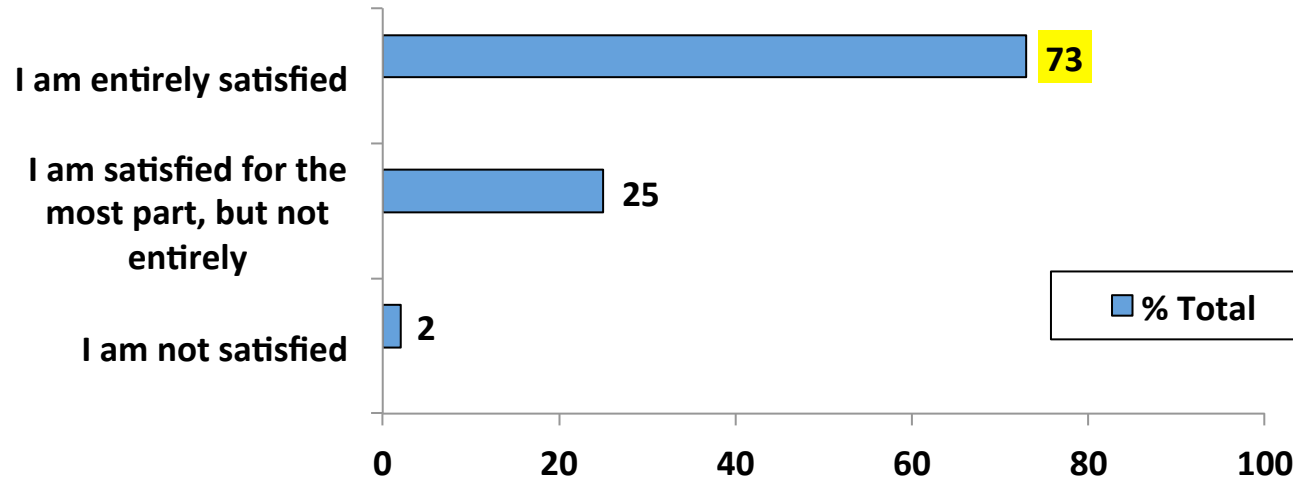


31% of total sample download eMaterials. eBooks are the most used among patrons who download/stream eMaterials



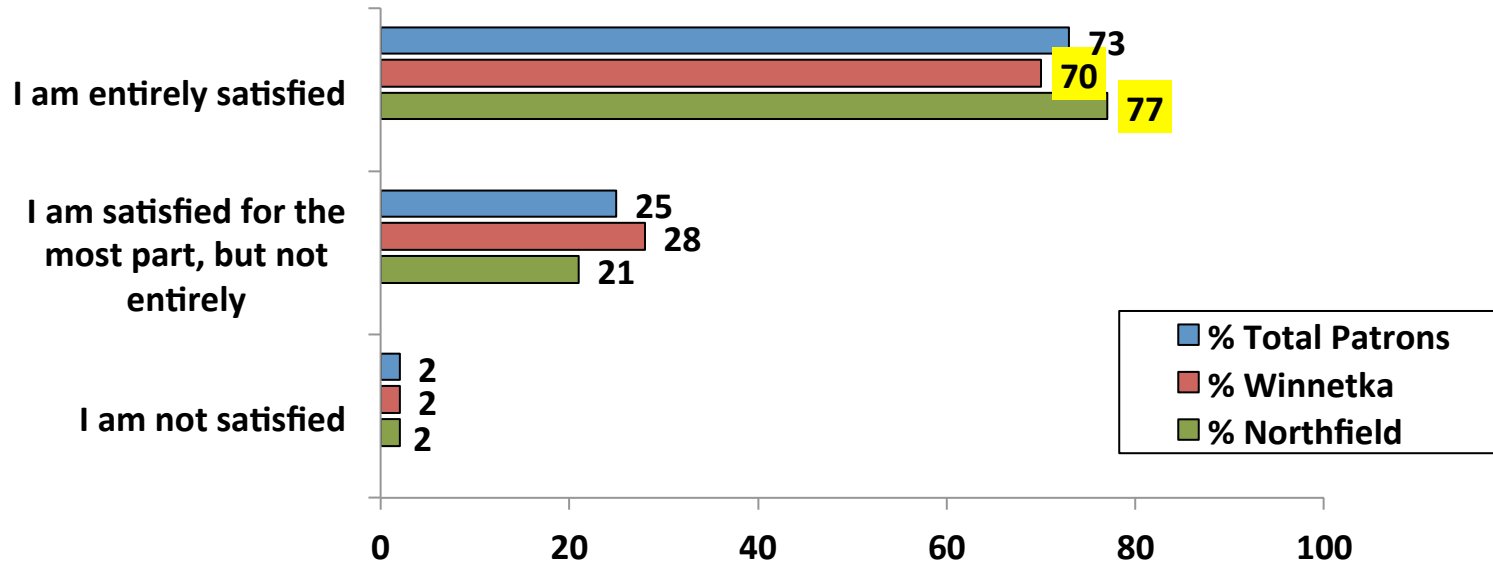
II. Patrons' Attitudes toward the Library

Overall, satisfaction with the Winnetka and Northfield Libraries is high



- The Library ranks third among 11 Chicago suburban libraries we have studied
 - Satisfaction for the 11 libraries averages 63% and ranges from 80% to 46%

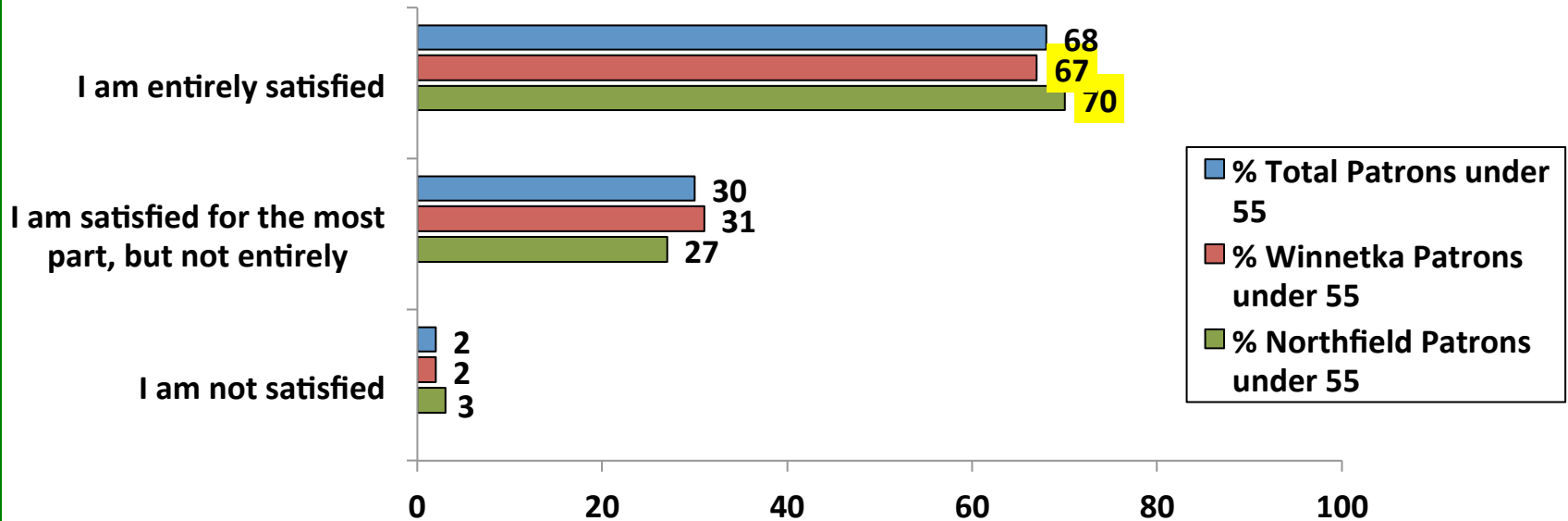
Significantly higher satisfaction for the Northfield Library than for the Winnetka Library



- Northfield ranks third and Winnetka ranks fourth among the 12 suburban libraries*

*12 libraries counts Winnetka/Northfield as two libraries

The difference narrows among respondents under 55

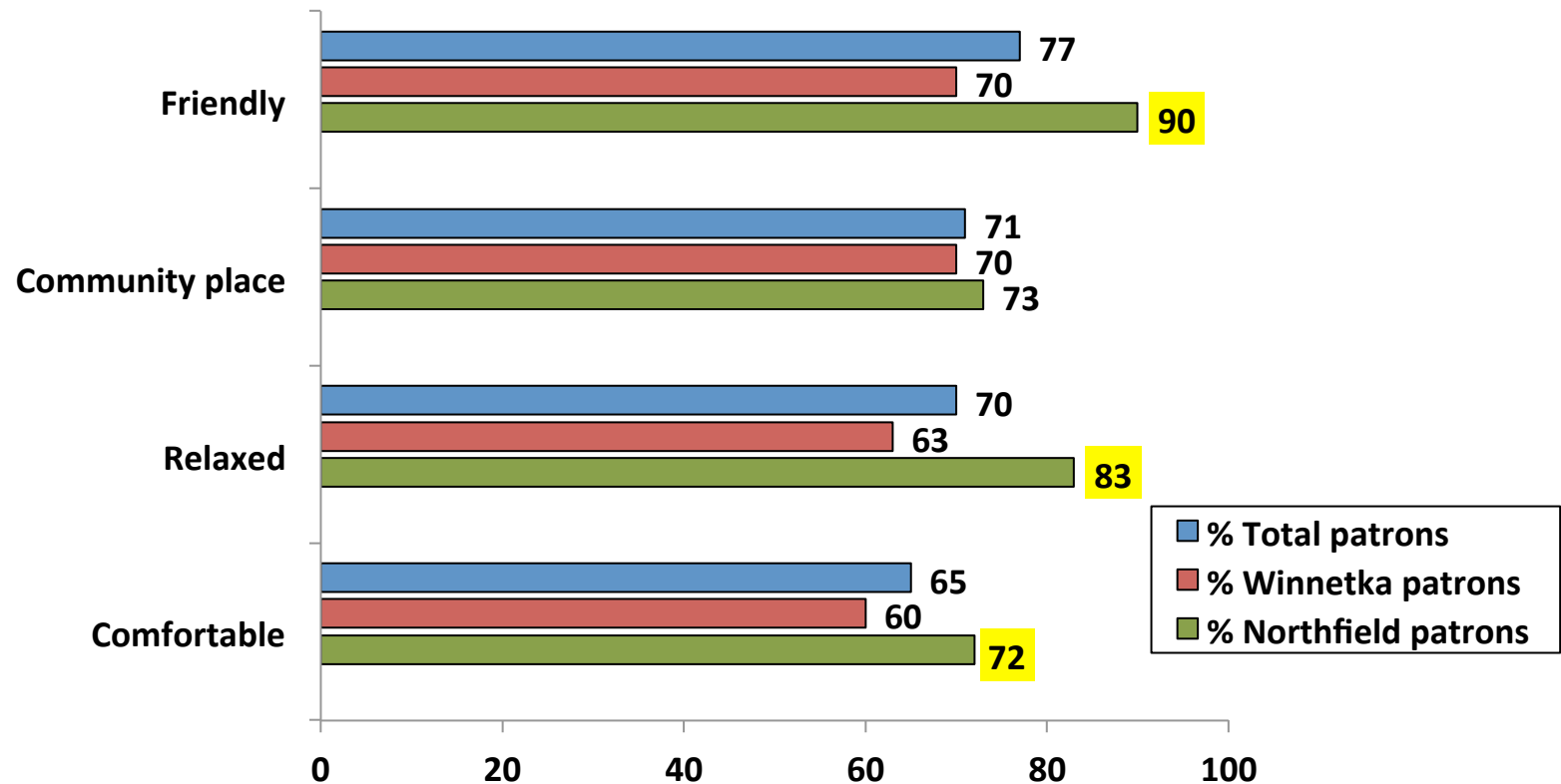


- Satisfaction is 70% for Northfield and 67% for Winnetka

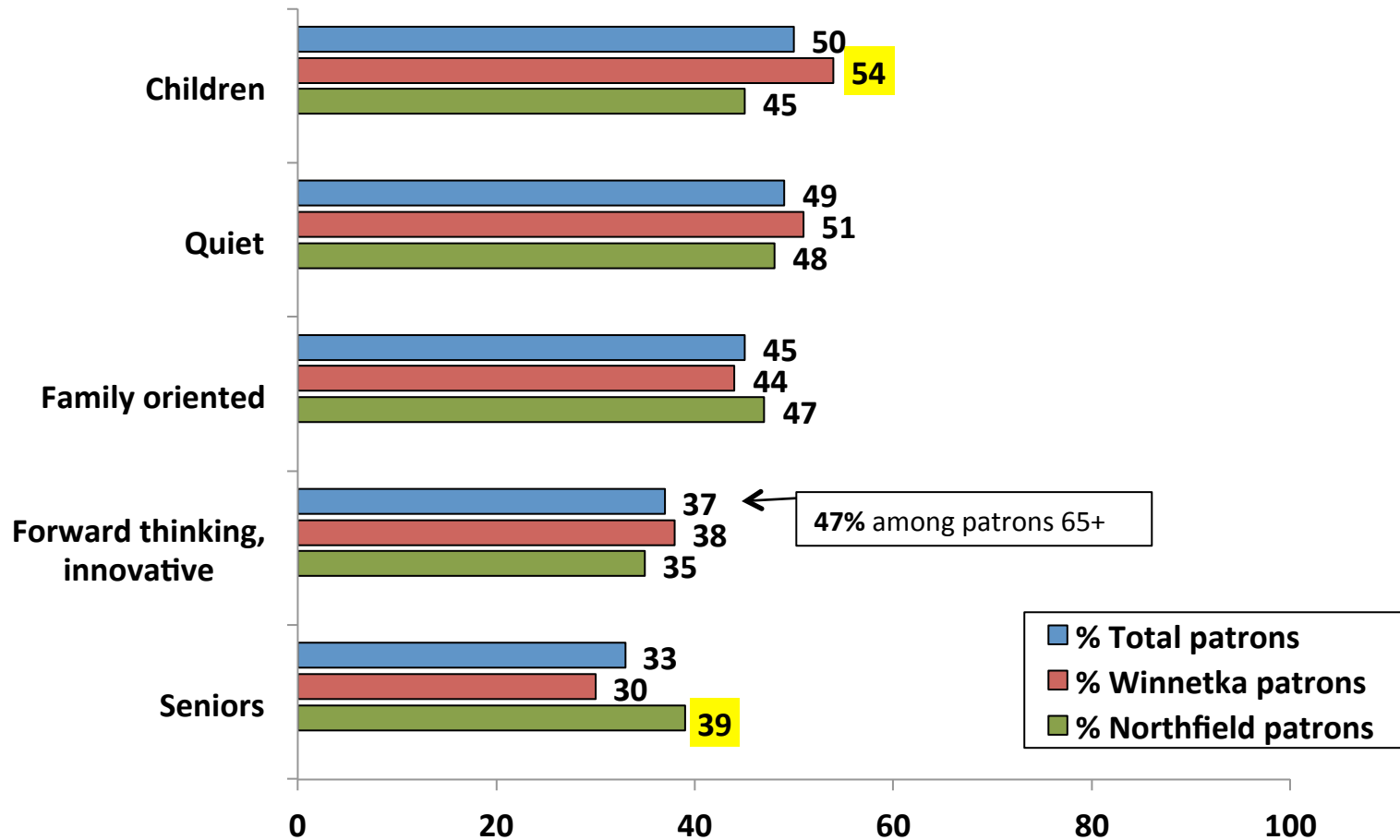
Words and Phrases Associated with WNPLD

- Most associated are:
 - Friendly
 - Community place
 - Relaxed
 - Comfortable
- Friendly, relaxed and comfortable are significantly higher among Northfield patrons

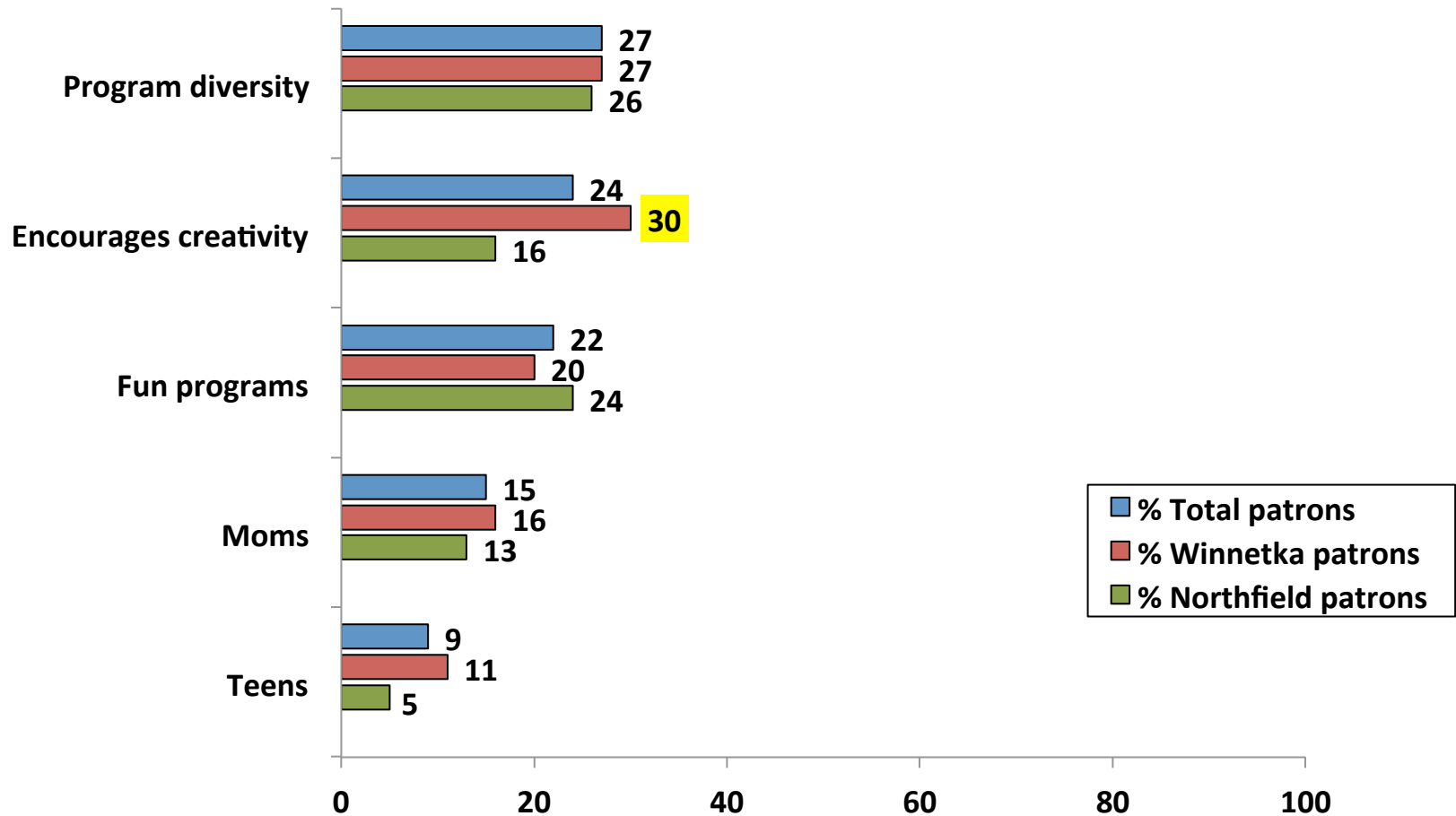
Words and Phrases Associated with the Libraries



Children are more associated among Winnetka patrons; seniors more associated among Northfield patrons



Winnetka is associated with encouraging creativity – likely due to The Studio



III. Patrons' Familiarity and Evaluation of Library Features

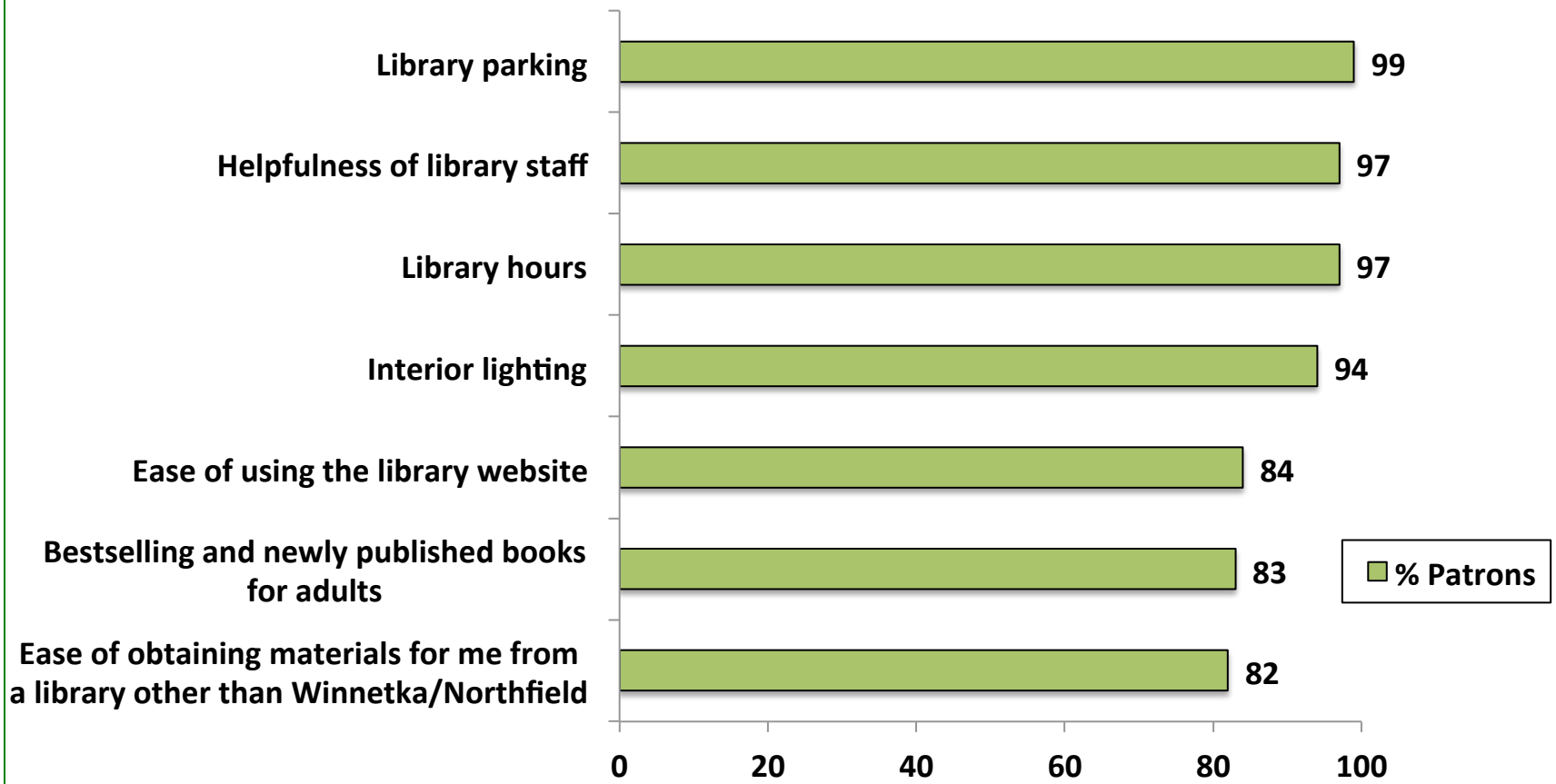
How Patrons View Specific Library Features

- Patrons rated the library on specific features covering library services common to most public libraries
- These collectively cover many ways in which patrons evaluate libraries
- They have been identified from previous research conducted by Donna E. Fletcher Consulting, Inc. as well as from input from libraries

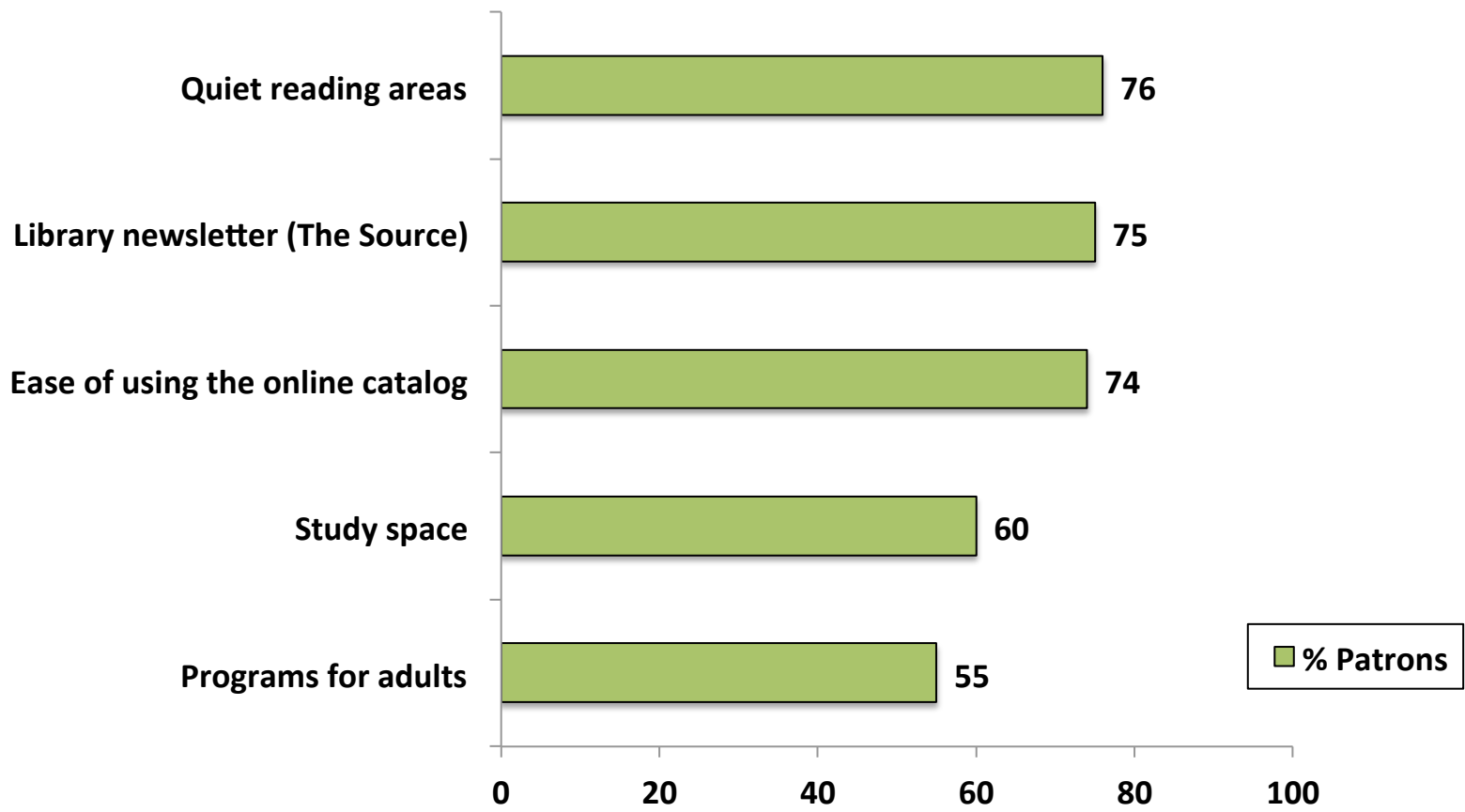
Library Features Assessed with Two Measures

- FAMILIARITY = percent of patrons familiar enough with feature to rate it on 10-point scale from poor to extremely good
- POSITIVE EVALUATION = percent of patrons familiar with the feature who rate it 9 or 10

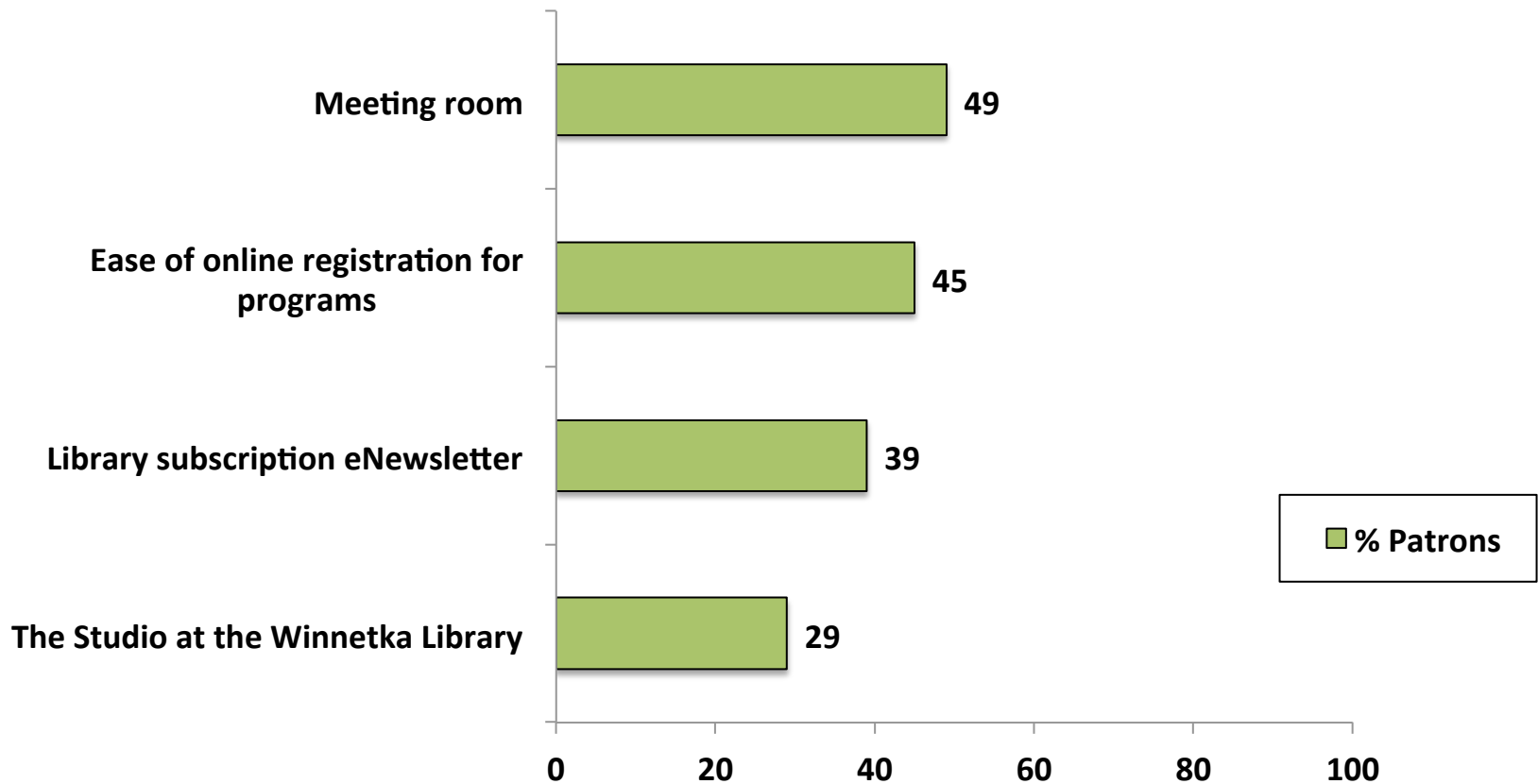
Library features with very high familiarity relate to basic library features: parking, staff, hours, lighting, website, popular books, interlibrary loan



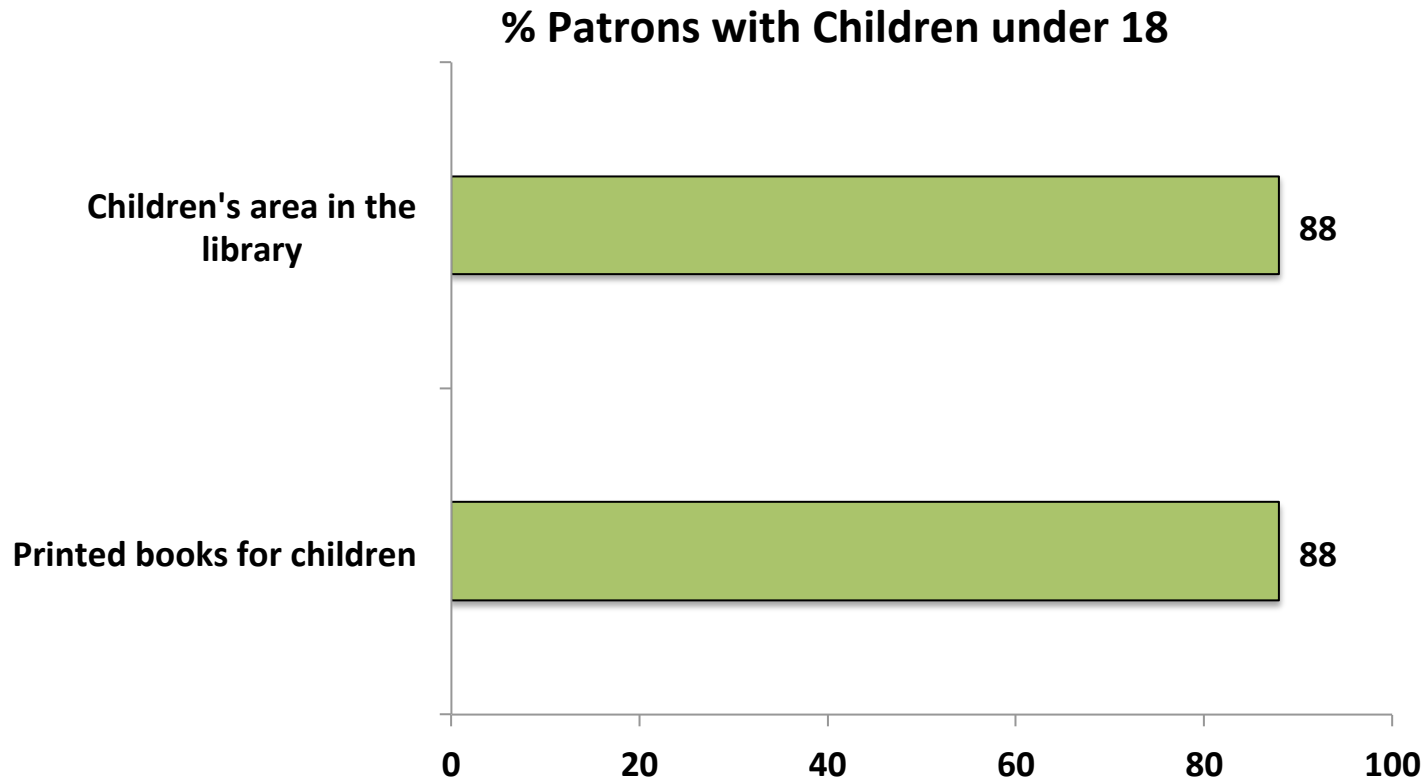
Library features with strong familiarity include spaces, adult programs, communications and the library catalog



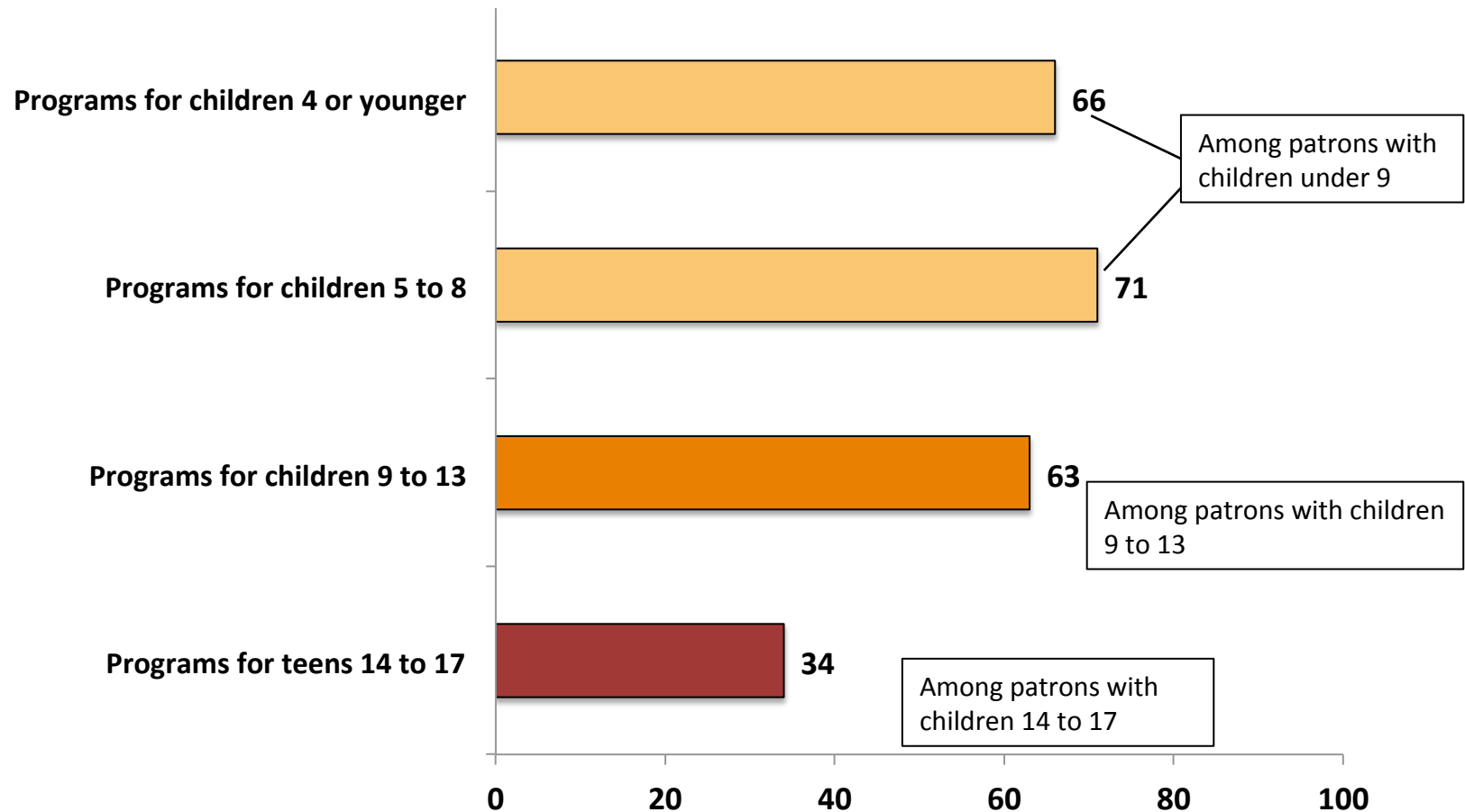
Patrons show lower familiarity with the meeting room and digital services



Familiarity with youth materials and children's area is very strong among the target audience



Good familiarity with programs for children under 14. Low familiarity with teen programs



Features with Stronger Evaluations

- The higher rated services (those receiving a 9 or 10) include:
 - Helpfulness of library staff
 - Ease of obtaining materials from other libraries
 - Bestselling and newly published books for adults
 - The Studio
 - Library newsletter (The Source)

Higher Rated Library Features

(% Patrons Familiar with Feature Giving a 9 or 10 Rating)

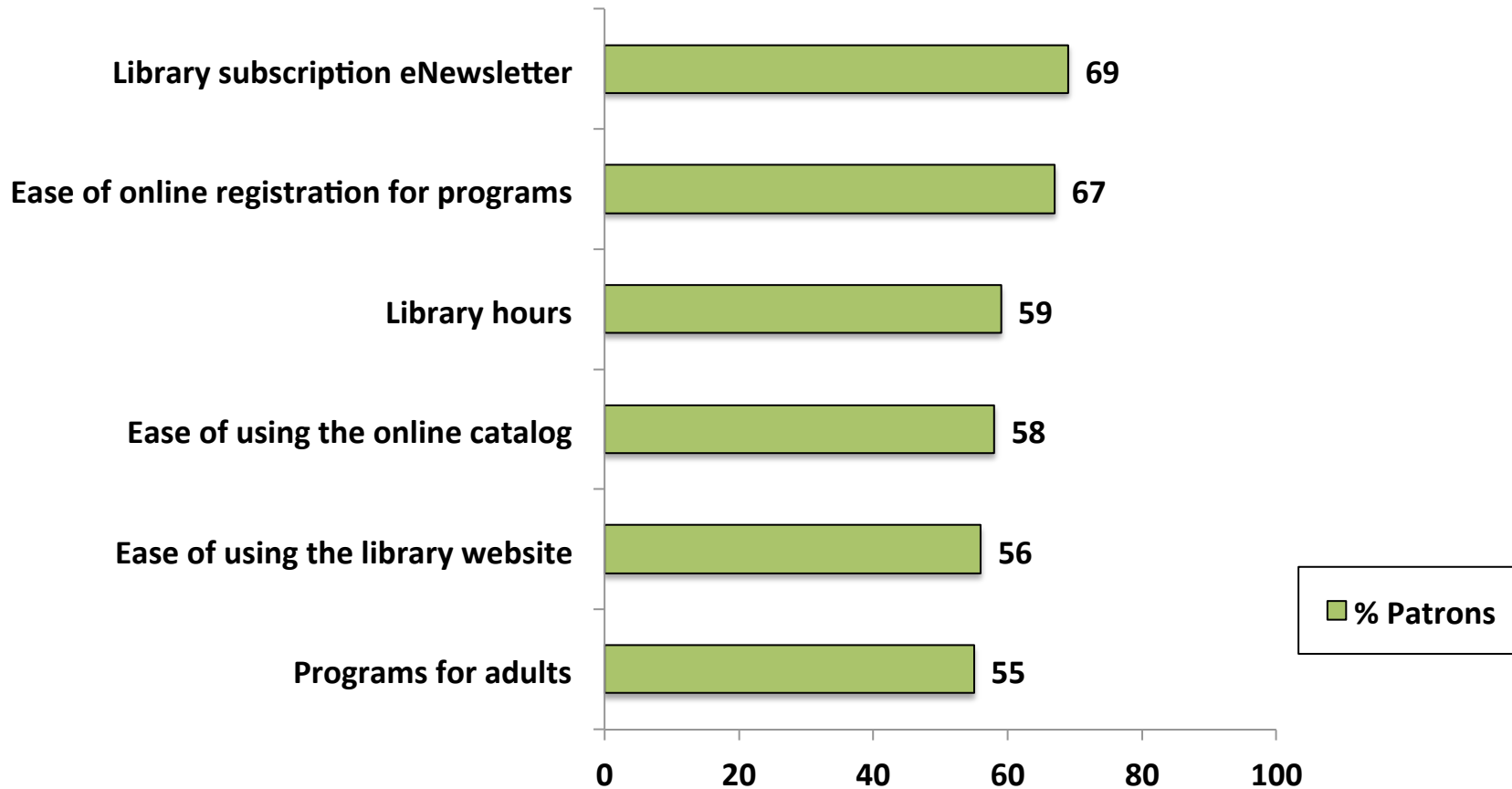


Features with Moderate Evaluations

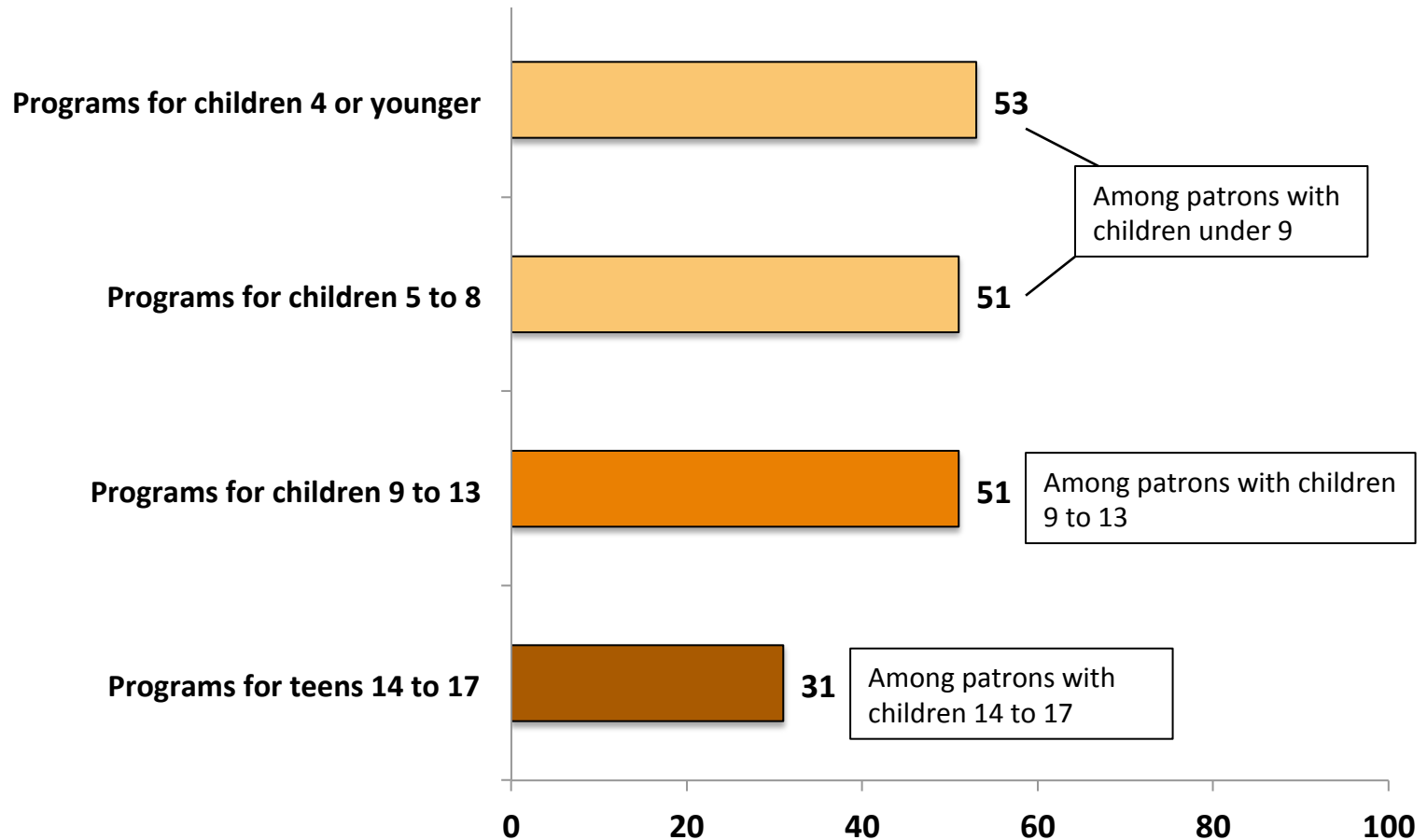
- Online services:
 - Library subscription eNewsletter
 - Ease of online registration for programs
 - Ease of using the online catalog
 - Ease of using the library website
- Traditional features:
 - Library hours
 - Programs for adults
 - Program for children

Moderately Rated Library Features

(% Patrons Familiar with Feature Giving a 9 or 10 Rating)



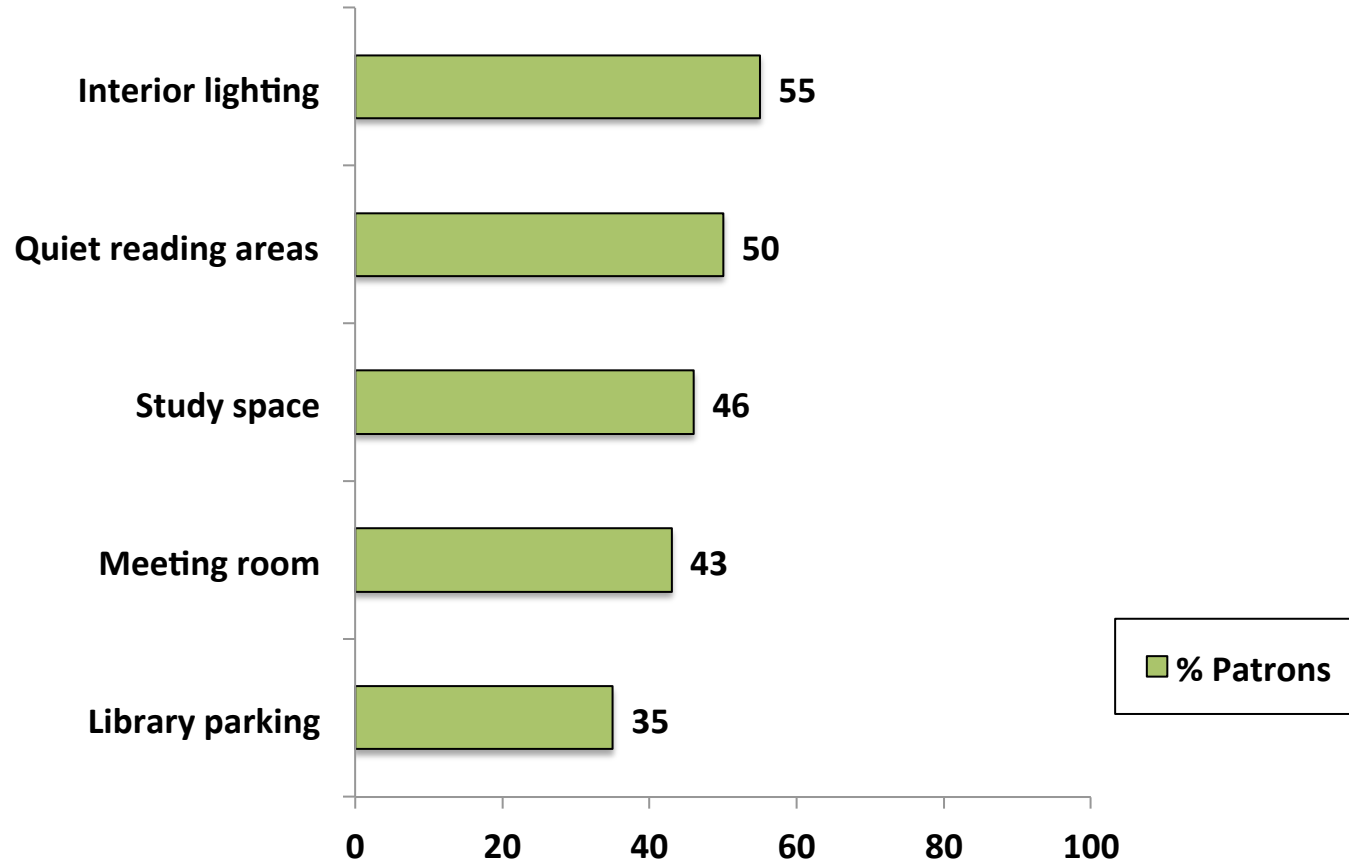
Moderate/Lower Rated Library Features (% Patrons Familiar with Feature Giving a 9 or 10 Rating)



Moderate/Lower Features

- Moderate to lower evaluations for building issues
 - Interior lighting
 - Quiet reading areas
 - Study space
 - Meeting room
 - Library parking

Moderate/Lower Rated Library Features (% Patrons Familiar with Feature Giving a 9 or 10 Rating)



Winnetka patrons offer many comments about building needs

“(The) library building is too small. They do try to maximize space but can only do so much. No small meeting rooms for group study where kids or adults may need to quietly talk.”

“I think the library is a very important component of the community and offers a great array of services and programs. I would be truly disappointed if anything happened to our library and encourage any means possible to support the buildings, people and programs.”

“Current library is great improvement over the Lloyd library BUT the library needs more space and support - the land locked library needs to find a way to expand.”

More comments about building needs

“You have some truly wonderful, helpful and competent staff. You offer some spectacular programs for kids. But your building is unappealing, your quiet reading spaces are unappealing....”

“A new building...compared to many other municipalities in the northern suburbs, our physical library is an embarrassment. We seem to be able to find money for playfields, but not for a library. With the second highest percentage of college educated people in any city in the US, you would think that a library would be a priority.”

“The building (Winnetka) itself needs to be addressed. It is entirely too small for what a 21st century community public library should provide.”

For 10 of 22 items, the Northfield Library is rated significantly higher than the Winnetka Library

	<u>Percent Rating 10</u>	
	<u>Northfield</u>	<u>Winnetka</u>
Library parking	38%	11%
Helpfulness of library staff	83	61
Library hours	44	26
Ease of obtaining materials from other libraries	71	54
Interior lighting	41	28
Meeting room	35	23
Children's area	40	28
Library newsletter (The Source)	53	42
Ease of using the library website	40	30
Bestselling and newly published books for adults	55	46

Why are the ratings higher at Northfield?

- Many comments relate to the talented, strong staff. This rapport helps create a a strong relationship with the library.

“The Northfield Library is very small, but its service is excellent and meets my family’s needs.”

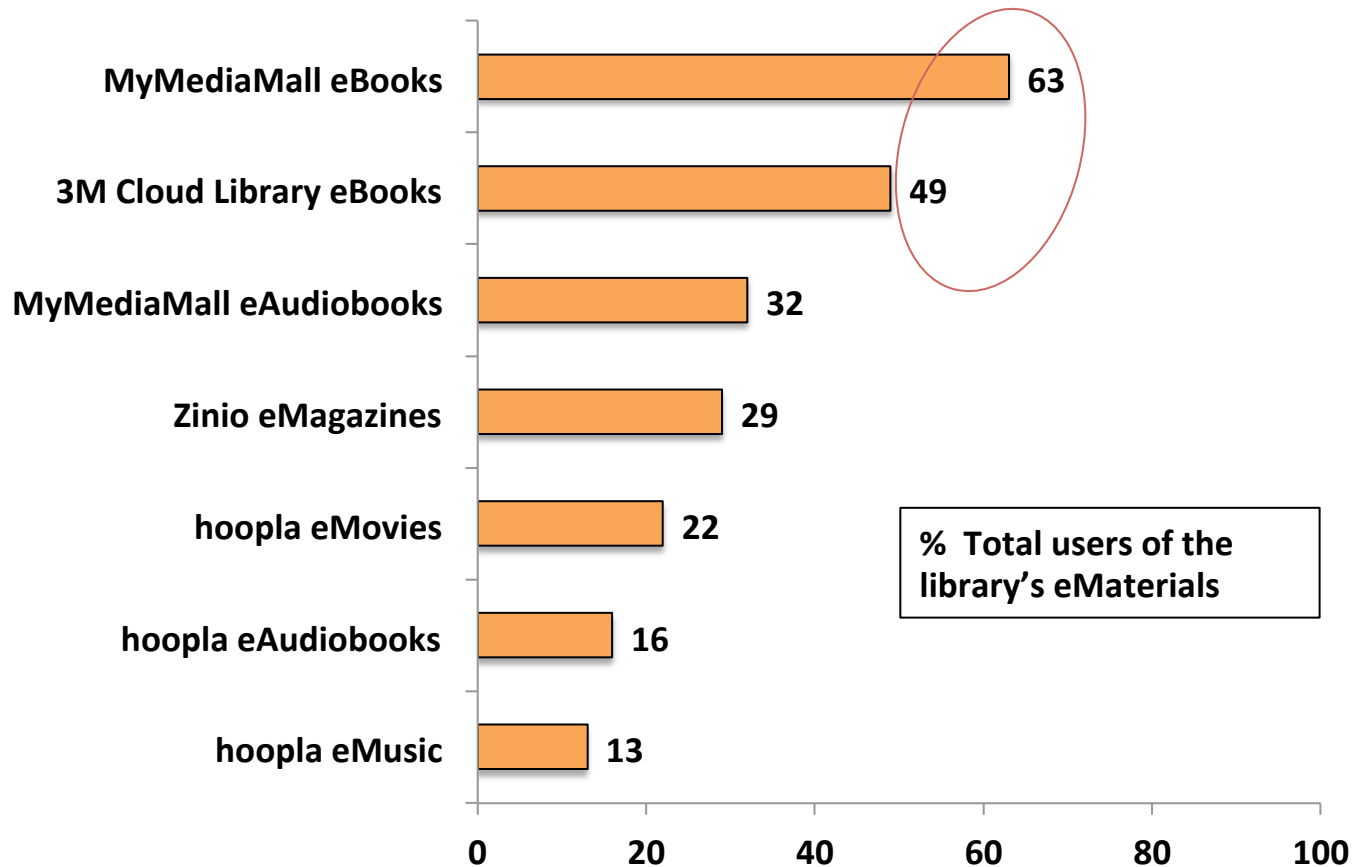
“The staff at the library is one of the best I have ever known. If you do not have good staff, all of the other programs become useless. The staff at Northfield are so responsive that you want to go back.”

“Think the staff and their services are exceptional. Love the Northfield Library!”

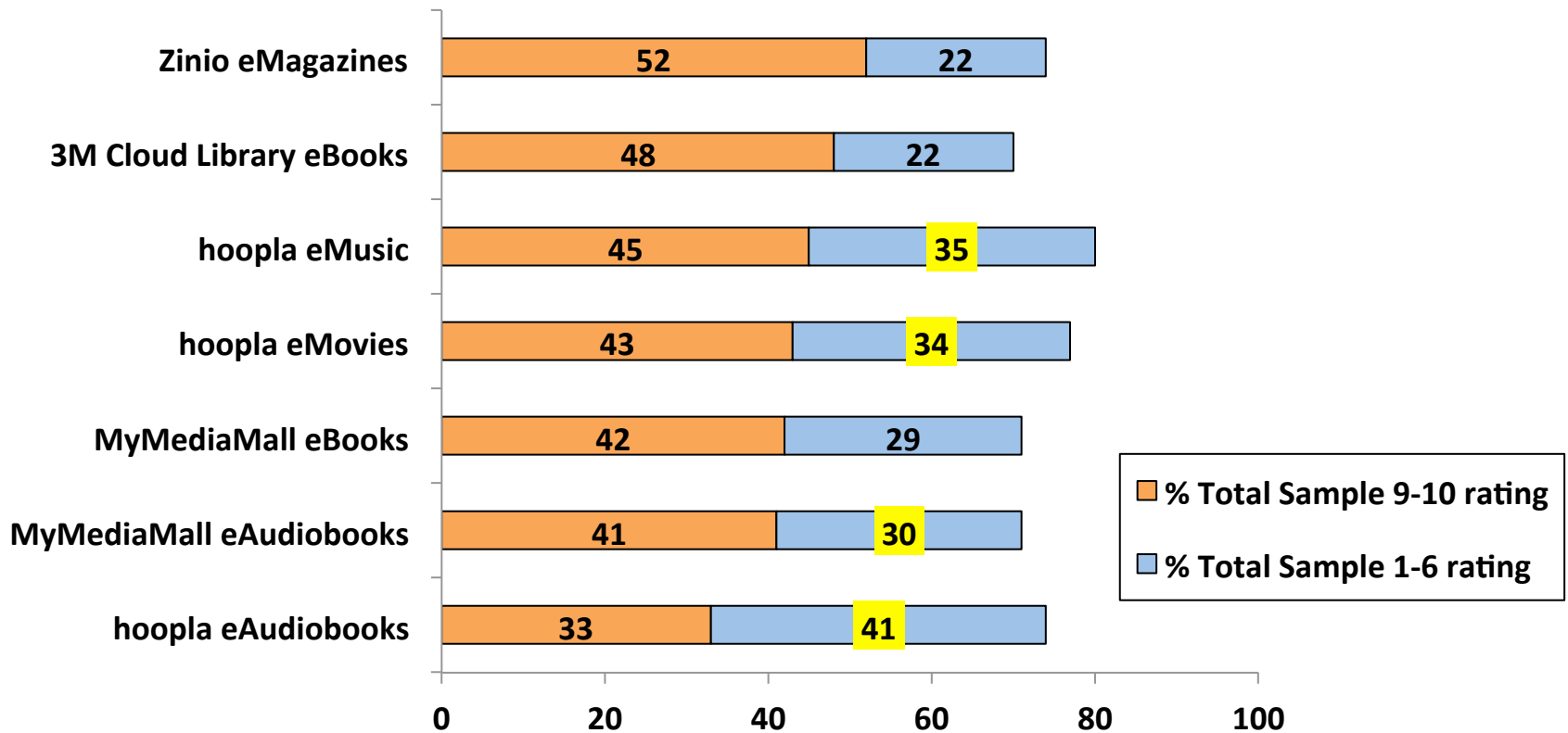
“As much as I appreciate all the "techie" things like eBooks, what I love best about the library is the friendliness and helpfulness of the place. There is no better customer service than the Northfield Library!!”

IV. Familiarity and Evaluation of eMaterials

Higher familiarity with eBooks. Less familiarity with eAudiobooks, Zinio and hoopla



eMaterials receive moderate to lower ratings. About 1/3 of total sample rate four eMaterials 6 or lower



Why lower ratings for eMaterials?

- Desire for more titles, particularly eBooks

“(I’d like a) wider selection of eBooks from 3M – there is limited choice.”

- And, making downloads easier

“I love this library. No complaints except downloading library books to my Kindle is way too difficult. It's easy as pie from Amazon.com. Why can't the library be that easy for borrowing eBooks?”

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V. Appeal of Improvements and Enhancements for the Library

Two additional initiatives for children under 9

- Additional and enhanced technology materials and programs for children under 9
- Additional and enhanced hands-on experiential materials and programs for children under 9

Both initiatives are appealing, but there is more support for the hands-on initiative than technology

	<u>Hands-on</u>	<u>Technology</u>
I love it, go for it	32%	20%
It's a good idea	28	25
Already too much technology/hands-on	4	15
Other initiatives more important	7	8
No opinion, don't know	29	32

Most Important Attractions

- The items that patrons feel are most important are both long-term, traditional attractions:
 - Bestsellers and other popular books, and movies for enjoyment
 - Books, other materials and programs for children, with a library area for them (particularly desired by parents)

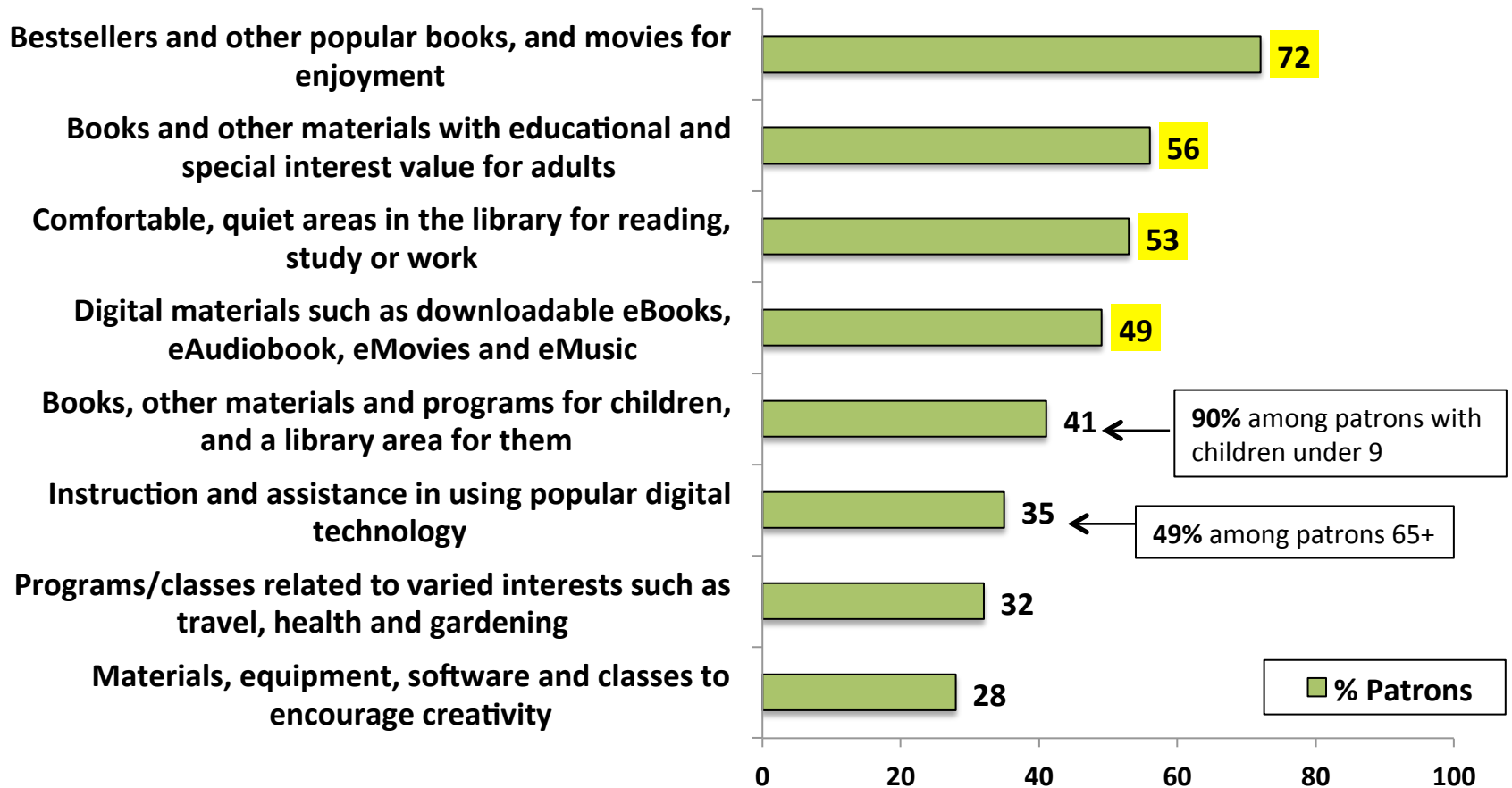
Moderate/Less Important Attractions

- Moderate importance of:
 - Books and other materials with educational and special interest value for adults
 - Digital materials such as downloadable eBooks, eAudiobook, eMovies and eMusic
 - Comfortable, quiet areas in the library for reading, study or work

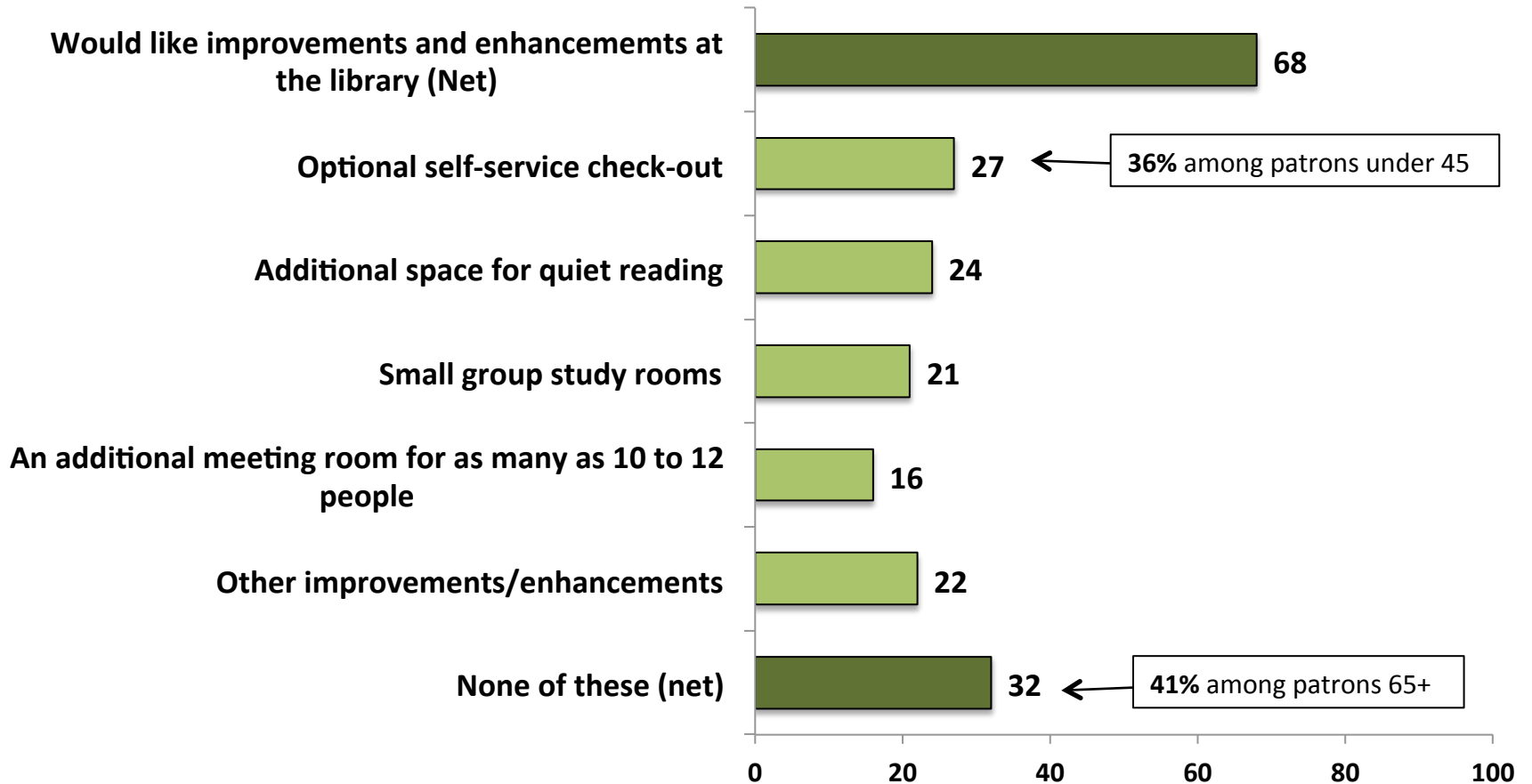
Less Important Attractions

- Lesser importance of newer services:
 - Instruction and assistance in using popular digital technology
 - Materials, equipment, software and classes to encourage creativity
- And, adult programming
 - Programs/classes related to varied interests such as travel, health and gardening

Importance of Library Attractions



Overall interest in possible enhancements for spaces and infrastructure



Improvements and Enhancements: Spaces and Infrastructure

- Good support overall for facility enhancements
- But, surprisingly low interest in specific improvements
 - Is this because Winnetka patrons want a larger, more up-to-date building?
 - And, Northfield patrons are generally ok with their small building?

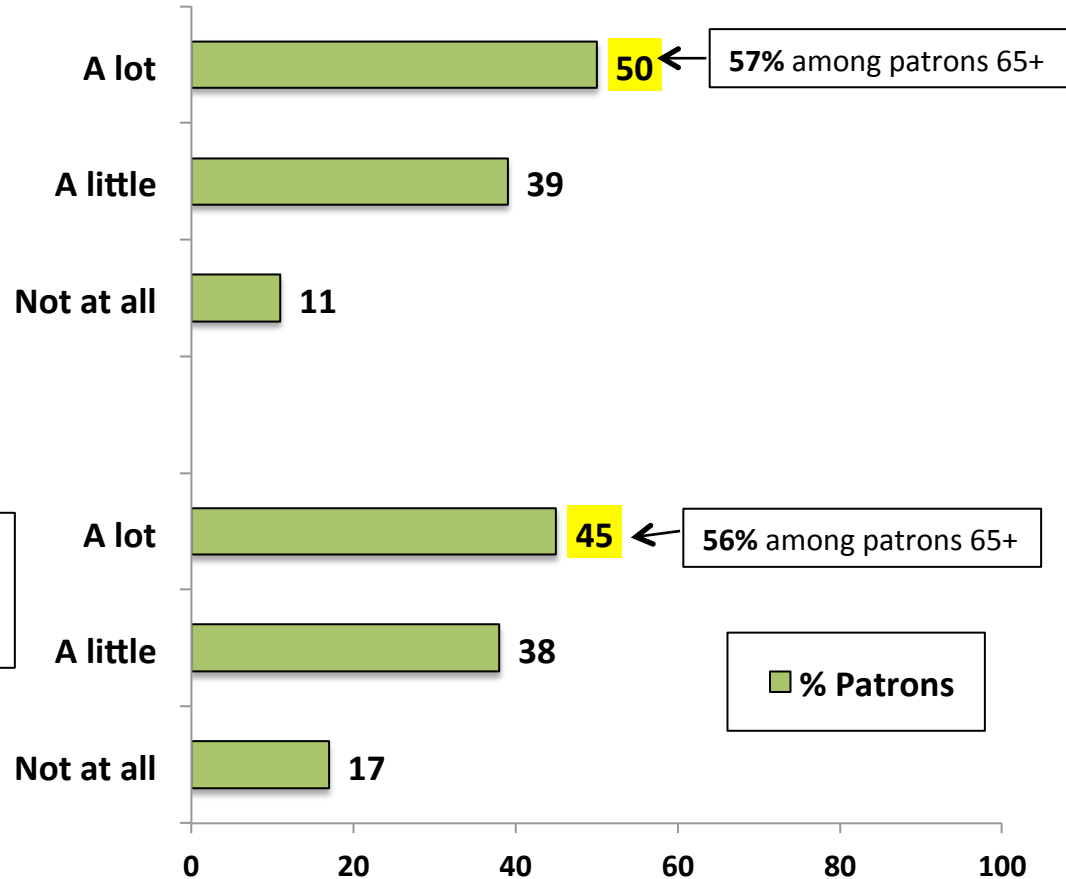
Enhancements: Expanding Hours

- Increased hours would be a benefit to most patrons
 - Slightly more support for opening at noon on Sundays
 - Slightly lower support for adding an hour later on Fridays

Benefit of Expanded Hours

Open the library an hour earlier at noon on Sundays. Hours would be 12 to 5 PM

Close the library an hour later at 6:00 p.m. on Fridays. Hours would be 9 AM to 6 PM



SUMMARY AND IMPLICATIONS

SUMMARY

- The survey indicates that the majority of patrons are satisfied with the library (73% entirely satisfied)
- Satisfaction is higher among Northfield patrons
 - Compared to Winnetka patrons, more Northfield library patrons associate friendly, relaxed and comfortable with the Northfield facility
 - They also rate a number of services higher than Winnetka patrons
- Usage (annual visits) is strong
 - Average of 34 visits per year

SUMMARY

- The most used services are:
 - Traditional materials: printed books, DVDs
 - Assistance from a librarian
 - The website
- High level of children's services usage among families with children under 18
- Moderate usage of and mediocre ratings for eMaterials
 - Relatively low familiarity, ratings and usage for newer and niche eMaterials (Zinio, hoopla, eAudiobooks)

SUMMARY

- The most important library attractions are:
 - Popular and life long learning materials
 - Children’s materials, programs and space
 - Comfortable, quiet areas in the library
 - Digital materials
- Good support for new, innovative services
 - The Studio
 - Programs for children under 9 (enhanced hands-on experimental materials/programs, enhanced technology materials and programs)

SUMMARY

- Clear need for an expanded library facility in Winnetka

IMPLICATIONS-SERVICES

- Books and DVDs
 - Patrons show high usage of printed books (best sellers, other printed books for adults)
 - Good ratings for popular/new books and DVDs
 - Popular materials are the most important attraction at the library
- Recommendations
 - Consider ways to enhance the print materials collections through acquisitions, displays, requests from patrons and circulation policies

IMPLICATIONS-SERVICES

- Youth services
 - Children’s materials, programs and space are a major attraction
 - However, many Winnetka patrons note that the children’s area is too small, not enough programs to meet demand
 - Parents show strong support for new, innovative programming for children under 9
- Recommendations
 - Create programming using additional and enhanced technology materials and hands-on experiential materials
 - Evaluate current children’s programming and materials to identify additional new items/ideas
 - Consider ways to improve the children’s space

IMPLICATIONS-SERVICES

- eMaterials
 - Used by 31% of total sample
 - Low familiarity among eMaterial users with many of the newer products
 - Ratings are low likely due to limited collections/limited copies, difficulty downloading material, difficulty searching
- Recommendations
 - Continue to support/expand consultations with patrons on how to access eMaterials
 - Consider new sources of eMaterials as they become available
 - Expand promotion of eMaterials - especially hoopla, Zinio, eAudiobooks

IMPLICATIONS-SERVICES

- The Studio
 - Good awareness and evaluations
 - Many patrons support The Studio, but have not yet used it
- Recommendations
 - Consider adding more classes
 - Evaluate the times for classes
 - Continue to promote this innovative initiative

IMPLICATIONS-FACILITIES

- Library space
 - Limited at both locations, but appears to be a bigger issue for the Winnetka building
- Parking
 - Scarce at both locations, especially at Winnetka
- Recommendations
 - Investigate enlarging the Winnetka Library
 - Try to expand parking options at/near both locations

IMPLICATIONS-CUSTOMER EXPERIENCE

- Customer service
 - Longer Sunday hours are desired by many patrons

- Recommendation
 - Determine how to expand and fund additional Sunday hours

IMPLICATIONS-CUSTOMER EXPERIENCE

- The library is strongly associated with:
 - Friendly, community place, relaxed, comfortable
- Low association with innovations
 - Forward thinking, program diversity, encouraging creativity
- Recommendation
 - Generate new, innovative ideas for the library – it's not your mother's library

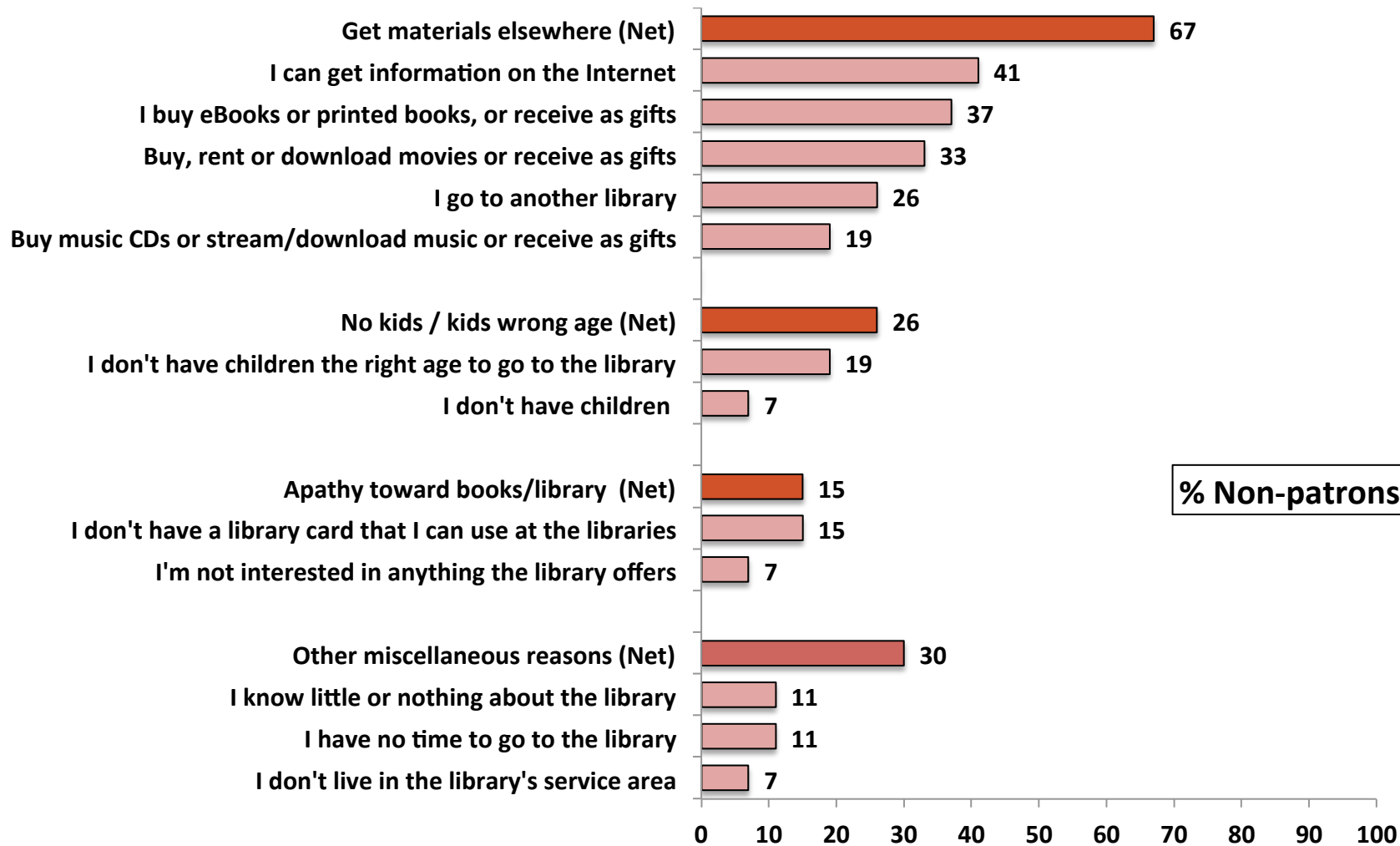
APPENDIX

Reasons for not patronizing the physical library or website relate to:

- Purchasing or accessing materials from other sources (Internet, other libraries)
- And to a lesser extent...
 - Go to another library
 - Don't have children/children wrong age for library usage
 - Don't have time to go to the library
 - Apathy toward books/library
 - Don't live in the library district

Personal Reasons for Not Visiting WNPLD

Total Non-Patrons



The buildings and services do not discourage visits to WNPLD

