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

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

- Visited both Winnetka and Northfield: 55%
- Visited only Winnetka: 31%
- Visited only Northfield: 11%
- Used library only through its website: 1%
- Haven't visited either building or used through the website: 2%
Strong level of visits to both WNPLD buildings

 Patron Visits per Year

- 100 to 300 times: 7%
- 46 to 99 times: 14%
- 19 to 45 times: 37%
- 1 to 18 times: 42%

Mean annual visits = 34
Higher usage at Northfield than Winnetka due partly to more seniors at Northfield

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Mean Yearly Visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Winnetka</td>
<td>31</td>
</tr>
<tr>
<td>Northfield</td>
<td>38</td>
</tr>
<tr>
<td>Under 45</td>
<td>29</td>
</tr>
<tr>
<td>45 to 54</td>
<td>29</td>
</tr>
<tr>
<td>55 to 64</td>
<td>34</td>
</tr>
<tr>
<td>65 or older</td>
<td>41</td>
</tr>
</tbody>
</table>
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

- Borrowed materials (Net): 96%
- Borrowed printed books (Subnet): 92%
- Other printed books for adults: 73%
- Printed bestselling and newly published books for adults: 71%
- Printed books for children: 39%
- Borrowed audio-visual materials (Subnet): 71%
- DVDs: 62%
- Audio books on CD: 32%
- Music CDs: 12%

91% among patrons with children under 9

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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

- Asked a librarian for help (Net): 83%
- For help finding materials: 67%
- Obtain a book from a library other than WNPLD: 66%
- With my eReader, tablet or other device: 23%
- Read magazines or newspapers in the library: 34%
- Attended an adult class or program (Net): 32%
- Another type of class in the library: 20%
- An adult library program: 15%
- Computer or other technology class in the library: 12%
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

- Studied or did work in the library: 28%
- Used a library computer or laptop: 28%
- Used quiet rooms/spaces in the library: 21%
- Used The Studio (Winnetka): 13%

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Good usage of children’s programs

- **Have a child who participated in a library program (Net)**
  - Among patrons with children under 18: 57%
  - Among patrons with children under 9: 58%
  - Among patrons with children 9 to 13: 47%
  - Among patrons with children 14-17: 13%

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

Where do patrons go for children’s programs/classes?

- **Winnetka**: 53% patrons attending, 58% times attended
- **Northfield**: 33% patrons attending, 33% times attended
- **Other libraries in the area**: 14% patrons attending, 9% times attended
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

<table>
<thead>
<tr>
<th>Aware of The Studio</th>
<th>73%</th>
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<tbody>
<tr>
<td>Have visited</td>
<td>30</td>
</tr>
<tr>
<td>Have used to create projects</td>
<td>13</td>
</tr>
<tr>
<td>Haven’t used</td>
<td>17</td>
</tr>
<tr>
<td>Have not visited</td>
<td>43</td>
</tr>
<tr>
<td>Not aware</td>
<td>27</td>
</tr>
</tbody>
</table>
Current Studio use is correlated with presence of children in the household

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Use The Studio</th>
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<tbody>
<tr>
<td>No children under 18</td>
<td>10%</td>
</tr>
<tr>
<td>Children under 18</td>
<td>18</td>
</tr>
<tr>
<td>Under 9</td>
<td>17</td>
</tr>
<tr>
<td>9 to 13</td>
<td>23</td>
</tr>
<tr>
<td>14 to 17</td>
<td>18</td>
</tr>
</tbody>
</table>
Outlook for Studio usage growth is positive

<table>
<thead>
<tr>
<th>Perception</th>
<th>Percentage</th>
</tr>
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<tbody>
<tr>
<td>Very likely to use in future</td>
<td>25%</td>
</tr>
<tr>
<td>Somewhat likely</td>
<td>30%</td>
</tr>
<tr>
<td>Not likely</td>
<td>29%</td>
</tr>
<tr>
<td>Don’t know</td>
<td>16%</td>
</tr>
</tbody>
</table>
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

- Obtained general info about library hours, location, services, programs etc.
- Used online catalog to find materials, place holds and/or manage your library account
- Download or stream eBooks, eAudiobooks, eMagazines, eMovies and/or eMusic
- Accessed the library's online databases such as Morningstar and Consumer Reports

% Total users of website

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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

- Friendly: 90% Total patrons, 77% Winnetka patrons, 70% Northfield patrons
- Community place: 73% Total patrons, 70% Winnetka patrons, 71% Northfield patrons
- Relaxed: 83% Total patrons, 70% Winnetka patrons, 63% Northfield patrons
- Comfortable: 72% Total patrons, 60% Winnetka patrons, 65% Northfield patrons
Children are more associated among Winnetka patrons; seniors more associated among Northfield patrons.

- **Children**: 54% Winnetka patrons, 50% Total patrons, 45% Northfield patrons.
- **Seniors**: 39% Winnetka patrons, 33% Total patrons, 30% Northfield patrons.
- **Quiet**: 51% Winnetka patrons, 49% Total patrons, 48% Northfield patrons.
- **Family oriented**: 47% Winnetka patrons, 45% Total patrons, 44% Northfield patrons.
- **Forward thinking, innovative**: 47% Winnetka patrons, 38% Total patrons, 35% Northfield patrons.

47% among patrons 65+ for Forward thinking, innovative.
Winnetka is associated with encouraging creativity – likely due to The Studio

Program diversity

Encourages creativity

Fun programs

Moms

Teens

<table>
<thead>
<tr>
<th></th>
<th>% Total patrons</th>
<th>% Winnetka patrons</th>
<th>% Northfield patrons</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program diversity</td>
<td>27</td>
<td>27</td>
<td>26</td>
</tr>
<tr>
<td>Encourages creativity</td>
<td>24</td>
<td>30</td>
<td></td>
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<tr>
<td>Fun programs</td>
<td>22</td>
<td>22</td>
<td>24</td>
</tr>
<tr>
<td>Moms</td>
<td>15</td>
<td>16</td>
<td>13</td>
</tr>
<tr>
<td>Teens</td>
<td>9</td>
<td>11</td>
<td>5</td>
</tr>
</tbody>
</table>

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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 parking: 99%
- Helpfulness of library staff: 97%
- Library hours: 97%
- Interior lighting: 94%
- Ease of using the library website: 84%
- Bestselling and newly published books for adults: 83%
- Ease of obtaining materials for me from a library other than Winnetka/Northfield: 82%
Library features with strong familiarity include spaces, adult programs, communications and the library catalog.

- Quiet reading areas: 76%
- Library newsletter (The Source): 75%
- Ease of using the online catalog: 74%
- Study space: 60%
- Programs for adults: 55%
Patrons show lower familiarity with the meeting room and digital services

- Meeting room: 49%
- Ease of online registration for programs: 45%
- Library subscription eNewsletter: 39%
- The Studio at the Winnetka Library: 29%

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

% Patrons with Children under 18

<table>
<thead>
<tr>
<th>Category</th>
<th>% Patrons</th>
</tr>
</thead>
<tbody>
<tr>
<td>Children's area in the library</td>
<td>88</td>
</tr>
<tr>
<td>Printed books for children</td>
<td>88</td>
</tr>
</tbody>
</table>
Good familiarity with programs for children under 14. Low familiarity with teen programs

Among patrons with children under 9:
- Programs for children 4 or younger: 66%
- Programs for children 5 to 8: 71%
- Programs for children 9 to 13: 63%
- Programs for teens 14 to 17: 34%

Among patrons with children 9 to 13:
- Programs for children 9 to 13: 63%

Among patrons with children 14 to 17:
- Programs for teens 14 to 17: 34%
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)

- Helpfulness of library staff: 85%
- Ease of obtaining materials for library other than Winnetka or Northfield: 80%
- Bestselling and newly published books for adults: 72%
- The Studio at the Winnetka Library: 71%
- Library newsletter (The Source): 71%
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)

- Library subscription eNewsletter: 69%
- Ease of online registration for programs: 67%
- Library hours: 59%
- Ease of using the online catalog: 58%
- Ease of using the library website: 56%
- Programs for adults: 55%
Moderate/Lower Rated Library Features
(% Patrons Familiar with Feature Giving a 9 or 10 Rating)

Among patrons with children 9 to 13
Programs for children 9 to 13
51

Among patrons with children under 9
Programs for children 5 to 8
51

Among patrons with children 14 to 17
Programs for teens 14 to 17
31

Programs for children 4 or younger
53
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)

- **Interior lighting**: 55%
- **Quiet reading areas**: 50%
- **Study space**: 46%
- **Meeting room**: 43%
- **Library parking**: 35%
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

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

• Many comments relate to the talented, strong staff. This rapport helps create 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

- MyMediaMall eBooks: 63%
- 3M Cloud Library eBooks: 49%
- MyMediaMall eAudiobooks: 32%
- Zinio eMagazines: 29%
- hoopla eMovies: 22%
- hoopla eAudiobooks: 16%
- hoopla eMusic: 13%

% Total users of the library’s eMaterials
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?”
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

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

- Bestsellers and other popular books, and movies for enjoyment
- Books and other materials with educational and special interest value for adults
- Comfortable, quiet areas in the library for reading, study or work
- Digital materials such as downloadable eBooks, eAudiobook, eMovies and eMusic
- Books, other materials and programs for children, and a library area for them
- Instruction and assistance in using popular digital technology
- Programs/classes related to varied interests such as travel, health and gardening
- Materials, equipment, software and classes to encourage creativity

- Patrons among patrons 65+
- 90% among patrons with children under 9
- 49% among patrons 65+

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Overall interest in possible enhancements for spaces and infrastructure

Would like improvements and enhancements at the library (Net)

- Optional self-service check-out: 27
- Additional space for quiet reading: 24
- Small group study rooms: 21
- An additional meeting room for as many as 10 to 12 people: 16
- Other improvements/enhancements: 22
- None of these (net): 32

Other improvements/enhancements

- 36% among patrons under 45
- 41% among patrons 65+

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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

- A lot: 50% (57% among patrons 65+)
- A little: 39%
- Not at all: 11%

- A lot: 45% (56% among patrons 65+)
- A little: 38%
- Not at all: 17%
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
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

- Get materials elsewhere (Net): 67%
- I can get information on the Internet: 41%
- I buy eBooks or printed books, or receive as gifts: 37%
- Buy, rent or download movies or receive as gifts: 33%
- I go to another library: 26%
- Buy music CDs or stream/download music or receive as gifts: 19%
- No kids / kids wrong age (Net): 26%
- I don't have children the right age to go to the library: 19%
- I don't have children: 7%
- Apathy toward books/library (Net): 15%
- I don't have a library card that I can use at the libraries: 15%
- I'm not interested in anything the library offers: 7%
- Other miscellaneous reasons (Net): 30%
- I know little or nothing about the library: 11%
- I have no time to go to the library: 11%
- I don't live in the library's service area: 7%
The buildings and services do not discourage visits to WNPLD

Some library quality discourages visits (Net) 15

Library services (Net) 7
Hours library open 4
Library staff not helpful, inattentive 4
Décor, organization (Net) 7
Confusing library layout 7
Poor signage 4
Library location 4
Building, interior space (Net) 4
Library too small 4
Library parking 4
No library quality discourages visits 85

% Non-patrons