LIBRARY SURVEY RESULTS

This past summer the Library asked users to respond to questions about services, staff, and general roles of the Library in the community. While the Long Range Plan process for which the survey gathered input is still underway, the results of the survey can be posted.

A total of 649 people responded, with 459 responding online and 190 preferring the paper survey. 95% of respondents were Woodridge Library cardholders, and 57% visit the Library at least weekly (28 people come daily).

What did we learn? Most of the respondents are very happy with the Library, although they also have suggestions for improvements. People really appreciate the SWAN Online Catalog and access to the interlibrary loan service that brings materials in from other libraries when we don't own a title or it is not on the shelf. This is interesting in light of the fact that state budget cuts to library systems may actually force some changes in this service in the not-so-distant future. At the same time that patrons appreciate SWAN, they do not always find it easy to use or understand.

We also learned what services people don't know we already have by what they asked for in their suggestions. This includes: wifi/wireless access, email notices alerting them to materials coming due, computer classes, and being able to ask that titles be purchased by the Library. Library staff will address comments, complaints, and questions in future articles in *Library Leaves* and in our monthly e-newsletter. Patrons may sign up for the e-newsletter at any service desk in the Library or email askus@woodridgelibrary.org with a request to subscribe.

<u>Survey results follow</u>. Results first list the percentage of responses for each answer, then the actual number of respondents. The number in parentheses after a comment indicates how many responders used the same or similar wording. When looking at results, it is important to consider numbers of responders, whether multiple answers were possible, etc. 649 responses came back, and of those, 190 were in paper format. Board and staff committees will use these to formulate the next 3-5 year Long Range Plan.

1) What is your age group?

| 17 or under | 0%, | 0 responses |
|-------------|------|---------------|
| 18-25 | 5%, | 28 responses |
| 26-35 | 12%, | 72 responses |
| 36-50 | 30%, | 178 responses |
| 51-65 | 35%, | 207 responses |
| Over 65 | 17%, | 101 responses |

586 answered the question; 53 skipped the question

2) Please check:

| Male | 27%, | 163 responses |
|--------|------|---------------|
| Female | 73%, | 451 responses |

614 answered the question; 35 skipped the question

3) Do you have an up-to-date Woodridge Public Library card?

| Yes | 95%, | 579 responses |
|-----|------|---------------|
| No | 5%. | 31 |

610 answered the question; 39 skipped the question

If not, why not? non-resident (19), can't pay fines, "just never got one" (4), need to renew card(2)

4) Within the past 12 months, how often have you visited the Woodridge Public Library facility? (Please select only one.)

Daily 4%, 24 responders

Weekly 53%, 323 responders

Monthly 32%, 198 responders

A few times 11%, 65 responders

Never <1%, 3 responders

613 answered the question; 36 skipped the question

5) What days and times are you <u>most likely</u> to come to the Woodridge Public Library? (Please select only one.)

| Weekdays (9 – 5) | 54%, | 326 | responders |
|--------------------------------------|------|-----|------------|
| Weekday evenings (M-F, after 5 p.m.) | 31%, | 190 | responders |
| Saturday (9-5) | 10%, | 58 | responders |
| Sunday (1-5) | 6%, | 35 | responders |

609 answered the question; 40 skipped the question

6) What day of the week are you <u>least</u> likely to come to the Woodridge Public Library? (Please select only one.)

| Monday | 44%, | 101 responders | Friday | 24%, | 55 responders |
|---------|------|----------------|----------|--------|----------------|
| Tuesday | 21%, | 48 responders | Saturday | 44%, | 101 responders |
| Wed. | 22%, | 50 responders | Sunday | 35%, 2 | 210 responders |
| Thurs. | 13%, | 30 responders | | | |

595 answered the question; 54 skipped the question

7) If you live in Woodridge but are not a <u>regular</u> Woodridge Public Library user, what are the reasons? (Check all that apply.)

Lack of time in my schedule 55%, 101 responders Hours do not meet my needs 4%, 8 responders

Quality or variety of books, CDs, DVDs, etc. does not meet my needs 8%, 14 responders Programs offered (choices, variety, times) do not meet my needs 3%, 6 responders

I use another library 8%, 14 responders

I buy my own books, CDs or other materials 8%, 15 responders

There is a language barrier. 0%, 0 responders
Fines 3%, 6 responders
Lack of transportation 3%, 5 responders

Other (Please explain) 8%, 15 responders

There were 184 responses to the question, where people could check all that applied. Comments include: responders say they are not readers (3), no time, extended Sunday and weekend hours would help (2).

8) For those who use the Library facility, what are the <u>primary</u> reasons you come here? (Please limit to 3.)

7%, 101 responders School assignment (any level, including college) Entertainment materials (leisure reading, DVDs, popular music) 36%, 491 responders Home improvement projects 4%, 51 responders Pre-school programming and materials 4%, 52 responders Self-improvement or self-education (including learning a language, how to run your business, personal finance, health information, etc.) 15%, 205 responders Job hunting 37 responders 7%, 97 responders Travel materials Computers or wireless access 8%, 111 responders As a work/home office space 6%, 86 responders Quiet place to study 4%, 56 responders Reference Assistance 6%, 86 responders Other (Please explain) 5%, 69 responders

There were 1442 responses (with 3 each possible for each responder.)

9) What materials and services do you (and/or your family) currently use that the Library makes available? (Check all that apply.)

| Fiction books | 3%, 101 responders | Lobby magazines/ seating | 4%, 110 |
|---------------------------|-----------------------|----------------------------|------------------|
| responders | | | |
| Nonfiction books | 36%, 484 respo | onders Fax machine | 2%, 54 |
| responders | | | |
| School textbooks | 2%, 63 respo | nders Copiers | 6%, 171 |
| responders | | | |
| Large type books | 3%, 105 respo | nders Study rooms | 2%, 67 |
| responders | | | |
| Audiobooks (inc. Playaway | rs) 1%, 42 responders | Community meeting roo | m 1%, 30 |
| responders | | | |
| Downloadable audiobooks | 1%, 42 responders | Children's prograr | ms 4%, 114 |
| responders | | | |
| DVDs | 13%, 402 responders | Young adult programs | 1%, 34 |
| responders | | | |
| Music CDs | 8%, 248 responders | Adult programs | 5%, 144 |
| responders | | | |
| Reference assistance | 5%, 157 responders | Computer classes | 2%, 62 |
| responders | | | |
| Spanish language matls. | <1%, 12 responders | Homebound services | <1%, 2 |
| responders | | | |
| Computers/wireless access | s 4%, 127 responders | Comfortable seating/readir | ng areas 5%, 147 |
| responds | | | |

| ESL mtls. | <1%, | 8 responders | Online reference resources | 4%, | 126 |
|---------------|-------|--------------|----------------------------|-----|------|
| responders | | | | | |
| Console games | 2%, 5 | 6 responders | Other (Please specify) | 1% | , 37 |
| responders | | | | | |

There were 2945 responses, where people could check all that applied.

Additional comments: Buy books (3), Bugle newspaper, Job Club, Art Displays (4), pay fines online, Book Club, use newspapers and magazines in addition to the ones in the Lobby (11)

- 10) This question had a technical glitch on the online survey, so it is not being listed here.
- 11) When you visit the Library, how often are you able to find what you want?

| Always | 20%, | 117 responders |
|-----------|------|----------------|
| Usually | 72%, | 442 responders |
| Sometimes | 8%, | 48 responders |
| Seldom | 1%, | 6 responders |
| Never | 0%, | 0 responders |

613 answered this question; 36 skipped it.

12) When you visit or call the library, do you find the staff approachable and helpful?

| Yes | 98%, | 593 responders |
|-----|------|----------------|
| No | 2%, | 15 responders |

608 answered this question; 41 skipped it

If not, why not? Comments include: "sometimes not approachable", "don't seem to want to be bothered", "just depends on who it is—some are lovely—some are unapproachable", "not always friendly and smiling".

13) Do you use the Library's Internet access? Yes 33%, 201 responders; No 67%, 412 responders 613 answered this question; 36 skipped it.

If Yes, what are the primary reasons you use Internet access at the Library? (Please check all that apply.)

| Don't have at home | 16%, | 51 responders |
|-------------------------------------|--------|---------------|
| Faster access here | 15%, | 50 responders |
| I'm here doing other things anyway | 29%, | 96 responders |
| My friends are here | 4%, | 12 responders |
| Working on an assignment for school | ol 7%. | 23 responders |

Printer at home not working or I don't have a color printer at home 18%, 60 responders

More or up-to-date computer software choices 11%, 36 responders

There were 328 responses, where people could check all that applied.

14) How often do you access the Library Web site?

| Daily | 5%, 3 | 3 responders |
|---------|---------|---------------|
| Weekly | 32%, 19 | 0 responders |
| Monthly | 27%, 1 | 61 responders |

A few times a year 23%, 141 responders

Never 13%, 76 responders

601 answered the question; 48 skipped it.

15) Do you find the Library Web site easy to use? Yes 94%, 511 responders; No 6%, 31 responders

If not easy to use, why not? Note: Some responders answered the question as if the Library's web site is SWAN. Swan is <u>a</u> web site, but it is not the Library's primary web site which is at www.woodridgelibrary.org. Some of these comments, then, reflect responders' experience with the primary web site and some with SWAN. This highlights the fact that there can be a discrepancy between the Library staff's vocabulary and the public's when using certain terms.

Comments on why people <u>did not</u> use it included: too many things on main page (2), system (does this refer to SWAN???) not user friendly (11), reflects what the library wants me to know rather than what a user wants to find out, difficult to find online financial resources (3), the system would not let me reserve something so I had to call to do it, problems renewing, hate computers, too wordy, had difficulty finding e-books to download, just haven't used it (7 people), not interested, know what's on there already.

Comments on why people <u>do use</u> the web site include: Reserve books/pay fines/access SWAN/access my account (18), research (2), Information (3), download e-books (3), Mango Language program, job hunting, Children's online materials, use it because hard to find staff.

16) Why do you access the Library's Web site? (Check all that apply.)

| For Library information: phone # , hours, closings, what's going or | 21%, | 274 responders |
|---|------|----------------|
| Check for specific program information | 11%, | 146 responders |
| Search catalog for materials | 30%, | 390 responders |
| Access my account | 26%, | 336 responders |
| Use online reference resources | 11%, | 137 responders |
| Look for Policy or Board information | <1%, | 3 responders |
| Other (Please specify) | 2%, | 29 responders |

There were 1315 responses, where people could check all that applied.

17) Do you attend computer classes offered at the Woodridge Public Library? Yes 13%, 80 responders; No 87%, 525 responders 605 answered this question; 44 skipped it.

If yes to #17, would you pay a nominal fee (\$10-15) for computer classes if it meant additional classes at more frequent times? Yes 67%, 49 responders; No 33%, 24 responders

If not, why not? Comments include: philosophically opposed to charging (5), already pay taxes and am on limited income (10), classes were not in-depth enough or what I needed (3), not interested enough.

18) How do you usually find out what's happening at the Library? (Check all that apply.)

| Library Leaves quarterly print newsletter | 28%, | 431 responders |
|---|------|----------------|
| Library's monthly E-Newsletter | 10%, | 156 responders |
| Library's Web site | 16%, | 245 responders |
| Local newspapers | 6%, | 100 responders |
| Signs and notices in the Library itself | 20%, | 310 responders |
| Village of Woodridge e-newsletter | 8%, | 125 responders |
| Village of Woodridge marquee signs | 7%, | 105 responders |
| Word of mouth | 5%, | 76 responders |
| Other (Please specify | 1%, | 16 responders |

There were 1564 responses, where people could check all that applied. Comments regarding this question include: Don't find out & don't care (5), Library staff (3), phone, Facebook, District 68 memos (3), church bulletin

19) Does your family participate in any of the Library's Summer Reading Programs? Yes 32%, 198 responders; No 68%, 412 responders 610 answered this question; 39 skipped it.

If yes, in which department do you participate? (Please check all that apply.)

Children's Dept. 31%, 128 responders
Young Adult Dept. 11%, 44 responders
Adult Dept. 17%, 69 responders

There were 241 responses, where people could check all that applied.

20) If you have participated in any of the Summer Reading Programs, were you satisfied?
Yes 89%, 245 responders; No 11%, 31 responders
276 answered this question; 373 skipped it.
If not satisfied, why not? Comments include: don't read (2), read anyway, "lame" prizes (7), no time, program in general not satisfactory (6), not aware of or just don't participate (4)

21) Following are five major roles the Woodridge Public Library serves in the community. Please rate how important to you these are. You may use the same rating for more than one role. (Rate from 1= Not Important, 2= Nice but Not Essential, 3= Important, 4= Very Important, 5= Absolutely Essential.)

Educational 1 2 3 4 5 No Opinion

(Include here programs and classes for all age levels as well as circulating materials in various formats that meet school, life skills, business, life-long learning or enrichment needs.)

| 1 (Not important) | 2%, | 12 responders |
|--------------------------|------|----------------|
| 2 (Nice/Not Essential | 2%, | 15 responders |
| 3 (Important) | 10%, | 62 responders |
| 4 (Very Important) | 22%, | 133 responders |
| 5 (Absolutely Essential) | 59%, | 363 responders |
| No Opinion | 5%, | 28 responders |

613 answered this question; 36 skipped it.

Leisure/Popular Materials 1 2 3 4 5 No Opinion

(Include here fiction reading or listening, magazines, and popular audiovisual formats.)

| 1(Not Important) | 2%, | 15 responders |
|-------------------------|------|----------------|
| 2(Nice/Not Essential) | 3%, | 16 responders |
| 3(Important) | 9%, | 55 responders |
| 4(Very Important) | 29%, | 180 responders |
| 5(Absolutely Essential) | 56%, | 350 responders |
| No opinion | 1%, | 8 responders |

625 answered this question; 24 skipped it.

Reference 1 2 3 4 5 No Opinion

(Include here non-circulating reference materials, the Library's on-line databases, and reference assistance.)

| 1(Not Important) | 3%, | 16 responders |
|-------------------------|------|----------------|
| 2(Nice/Not Essential) | 2%, | 14 responders |
| 3(Important) | 11%, | 68 responders |
| 4(Very Important) | 26%, | 163 responders |
| 5(Absolutely Essential) | 53%, | 326 responders |
| No Opinion | 5%, | 32 responders |

617 answered this question; 32 skipped it.

Community Center 1 2 3 4 5 No Opinion

(Include here meeting and study room availability, programs that bring various age groups together or that inform about Woodridge issues, and extended hours and seating for work or study purposes.)

| 1(Not Important) | 2%, | 14 responders |
|-------------------------|------|----------------|
| 2(Nice/Not Essential) | 8%, | 48 responders |
| 3(Important) | 23%, | 145 responders |
| 4(Very Important) | 26%, | 163 responders |
| 5(Absolutely Essential) | 25%, | 157 responders |
| No Opinion | 12%, | 75 responders |

602 answered the question; 13 skipped it.

Technology Provider 1 2 3 4 5 No Opinion

(Include here Internet and word processing computers with up-to-date software and wifi access.)

| 1(Not Important) | 8%, | 48 responders |
|-------------------------|------|----------------|
| 2(Nice/Not Essential) | 6%, | 34 responders |
| 3(Important) | 15%, | 91 responders |
| 4(Very Important) | 25%, | 152 responders |
| 5(Absolutely Essential) | 35%, | 215 responders |
| No Opinion | 14%, | 86 responders |

626 answered the question; 37 skipped it.

22) If you are a cardholder from another library, what are the primary reasons that you come here? (Check all that apply.)

| Ease of parking | 14%, | 41 responders |
|---------------------------|------|---------------|
| Pleasant surroundings | 18%, | 53 responders |
| Staff | 14%, | 40 responders |
| Materials to check out | 19%, | 57 responders |
| Place to read or study | 9%, | 26 responders |
| Proximity to work or home | 19%, | 56 responders |
| Community gathering place | 3%, | 10 responders |
| Other (Please specify) | 4%, | 11 responders |

There were 294 responses where people could check all that applied.

Comments include: Better Internet, 3 week checkout as opposed to 2 weeks at Downers Grove, prefer this library over my own because the staff is friendlier (2)

23) Finally, we're looking for your input. Is there a product or service that would make the Woodridge Public Library more useful to you? Do you have further comments or suggestions on any aspect of the Library addressed or not addressed above? Please share your thoughts with us to help make the Woodridge Public Library a better place.

Comments Section

There were 337 responders on the Comment section. In order to make it easier for staff and board members to keep track of comments, we have grouped the freestanding comments (those given at the end of the survey) by positive/negative, subject, etc. Some responders had many suggestions in their response paragraph. Whenever possible, specific suggestions have been grouped together. As mentioned before, some of these comments indicate that the Library needs to do a better job of public information relevant to some of these issues. After this section, we have included all the freestanding comments as they were taken from the surveys.

Grouped Comments : Constructive Criticism (Unless indicated by a number, comments were made only by one responder.)

1) In order to improve the Adult/Young Adult Collection or access to the various parts of it, the Library needs to: purchase more moral centered books; get more CDs (5) including Christian and opera CDs; update its religion section; improve the DVD section by getting more multiple copies of newer DVDs, putting the language on the outside of the case, setting up the DVD area better or like Blockbuster with DVDs in subjects such as Comedy, Drama, etc., buying more Southeast Asian titles, getting more non-fiction DVDs on topics such as travel, vacations, archery, boating, and hunting, buying more series DVDs (2), buying more British mystery DVDs (2), add BluRay format (4), and do something about the scratches on the DVDs (4); buy more and newer Books on CD (7); get more Large Type (4) books and put new Large Type in with other new books; get rid of VHS; keep VHS; get rid of video games (not the purpose of a library); buy more video games; buy more manga (2), anime, and graphic novels; buy more on personal finance; subscribe to investment newsletters; allow Ancestry to be used from home; get more materials on genealogy in both print and online formats; get more books for 12 year-olds; move older books to storage; improve Bestseller rack by having more new titles and organize them by author not title; use first 3 letters of author name in Fiction paperback racks rather than just one letter as it is hard to find books; get more foreign music and literature; buy more quilting pattern books; subscribe to online newspapers; get more scholarly journals (2) such as Reading Teacher and online scientific journals; circulate e-readers (3) and get more titles in downloadable format for the e-readers (6); get Rosetta Stone (2); buy better Playaways; get rid of the Spanish Language Collection (3); add Consumer Reports online; include a list of magazines we subscribe to on the website; and put monthly lists of new materials on the website (3); stop using the What's Going On? Display to push a liberal agenda; provide patrons the ability to request the library purchase specific titles; have even more displays of popular materials.

For the **Children's Department**, the following suggestions were made related to the **collection**: purchase more electronic materials such as Leap Pad and V-Tech, more music education resources, more Disney DVDs (2) including BluRay, better homeschooling materials; get rid of VHS; allow children's games to be checked out; and label the children's materials with the AR#.

- 2) SWAN (16) could be improved by: allowing patrons to remove holds themselves (2); allowing patrons to put their holds on hold while they are on vacation; indicate paperback or hardbound format; have longer due dates for interlibrary loan materials; not being so confusing (2); sending an email when patrons have \$5 in fines so they know they are over the max.; speeding up the overdue process; managing the return of materials better; adding self- checkout (2); extending the time for holding materials at the front desk; notifying me by email when books have arrived or are coming due (2); allowing non-residents to place holds (2); not lending new materials to other libraries; reinstating the due date slips (4); removing "unrequestable" items from the SWAN database (2)
- **3) Hours**: Extend hours (8) by opening earlier on Sunday (6), staying open later on Sunday (3), staying open later during the week (3). Note: several of these suggestions were included in the same response, and one person expressed awareness that the economics of extending hours might make this impractical.

4) General comments on the Building and use of it include: Noise (8) comments include "parents let kids scream", it's "like Walmart", "toys at front encourage noise", designate a cell phone room, and staff can be noisy; limit younger people's access to the PCs and enforce better behavior in the PC rooms(5); add more public PCs (3); access to Reference (3) not good—too far; add a bathroom in Reference Area; new books are hard to see on the shelves; top and bottom shelves are unhandy for finding materials(2); chairs in PC room need improving (3); add outside tables with umbrellas for summer; allow coffee; add an announcement system; add more places to sit and read comfortably (2); add outlets in cubicles; add padded seats to study areas (2); put movies in back and books up front; "library is dull"; bookdrops—move them further apart, add a roof over them and empty more frequently; add drive-up windows (2); parking bad in winter; too many handicapped spots; hard to park when lots is going on; only 1 line at checkout sometimes; keep people from eating food where they are not supposed to.

Specific comments on use of **space** in **Children's** include: allow elementary kids to play the Library's educational games in the study rooms; expand the play area and have more things than puzzles there; have more places to sit and read comfortably; make the space more inviting (4); be able to check out upstairs; offer babysitting services by teens so parents could participate in other programs with siblings; do we have a bookmobile to do outreach kids in outlying neighborhoods?; have a meeting place for parents; open the playroom more.

5) Programs could be improved by: adding more computer classes (both in number and in terms of advanced level, (5)); asking teens to teach Twitter and Facebook; having another e-Bay class; having programs during non-work hours; having movies with discussions as a program; adding more variety to program list including book signings, how to download music, science programs, cooking classes (3); adding more YA programs (2) especially SuperSmash; have a class on how to do genealogy; add a program on using kindle-type e-readers.

Comments on **Programs** directed to **Children's** include: more evening and weekend programs (3); improve Summer Reading Program (2) including extending it into August and making it more exciting; establish a young mom's group; have more activities for Grades 4-6; set up a chess club; add sibling-friendly storytimes; more programs for kids of all ages in family; promote reading more in the schools; more storytimes in general

- **6) Staff improvements**: staff doesn't always remember to remove DVD locks; all staff should be friendly, smile and be willing to leave their desks to help patrons (6); staff might benefit from a dress code
- **7) Miscellaneous Comments**: wifi (4) including the ability to sit in the parking lot and access it after we close; get a scanner; have coffee and food machines/access (5); keep trying to lower the impact on taxpayers, including fewer hours if necessary (2); newsletter does not grab my attention anymore; have more divisions in Fiction such as Humor/Romance/Horror; have more zoo passes and be able to hold them; where is *Library Leaves* available to non-residents?; mail out reserved

materials; let us know which librarian recommended or reads which books, DVDs, etc.?; have printed lists of similar materials (cozy mysteries, for example, or titles on bullying, honesty, abrupt home changes and the effect on children and other such major topics for Children(2); copier does not always work as well as it should (2); .

Grouped Comments: Compliments

Many, many more of the comments were positive about the Library. We could not begin to list all of them. To really appreciate the scope of the positive comments people made about the Library, it is best to read through the comments that are straight off the surveys.

- **1) General compliments** (78) include: "shining example of a community resource", "best use of taxpayers dollars", an "asset to the village", "up-to-date", excellent AV collection, appreciate the evening programs in Children's, "keep up the great work", "we pay to be members and it is worth the money".
- **2)** Collection compliments (16) include: thanks for the current events pyramid (What's Going On? Display) in front of the checkout (3); wonderful and informative magazines; excellent DVD selection; good collection for our homeschooling needs—always something new there
- **3) Staff compliments** (32) include such comments as patient, helpful, superior to those in surrounding libraries; unfailingly polite and competent; outstanding—your best asset; Children's staff is wonderful
- **4) SWAN compliments (29)**—Responders just really love the fact that they can do so much searching, hold placing, and even fine-paying from any place, anytime; they love being able to do state and national searches for materials they need; they appreciate the email notices when items are coming due; they say "we could not live without interlibrary loan".
- **5) Program compliments (7)** mention the variety and quality of programs.
- **6)Miscellaneous compliments** include the light, airy building, the zoo and museum passes (3), the Art Gallery (2), the Big Read, the used materials sale (3), the Home Bound Delivery (2), the 3 day grace period.

Raw Data: Comments Straight from the Surveys