
St. Charles Public Library
District
Community Survey

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Background and Purpose of Survey

- Mixed-mode survey (online and mail) of both library users and non-user
- To collect information to assist in the development of long-range goals and plans for the library
- CGS staff worked closely with Library staff throughout the project

Survey Methodology

Questionnaire

- 39 questions
- Questionnaire covered the following topics:
 - Library usage
 - Perceptions of the St. Charles Public Library
 - Use of the St. Charles Public Library
 - Communication About the Library
 - Future needs
- The questionnaire was translated into Spanish

Survey Methodology

Sample

- Random sample of 1,600 households in the Library District was selected
 - Sample was purchased from the Marketing Systems Group, a survey sampling firm
 - Both mailing addresses and email addresses were obtained

Survey Methodology

Data Collection

- E-mail invitation to participate in the survey was sent to the sampled households was on August 18th
- Reminder emails were sent on August 26th, September 5th, and September 13th
- Mail survey was sent to non-respondents on September 20th
- 402 completed surveys-25.1% response rate

Survey Methodology

Data Collection

- Additionally a survey link was posted on the Library's website
- Survey was publicized by the Library
- A total of 654 completed surveys were received

Library Usage

Frequency of Visiting Library

- Most (87.9%) indicate someone in household has visited the St. Charles Public Library in the past 12 months
- 25.2% visited the St. Charles Public Library a few times a year or less.
- However, 54.3% visited the Library once a month or more and 20.5% visited the Library once a week or more



Library Usage

Why Non-users Don't Visit the Library

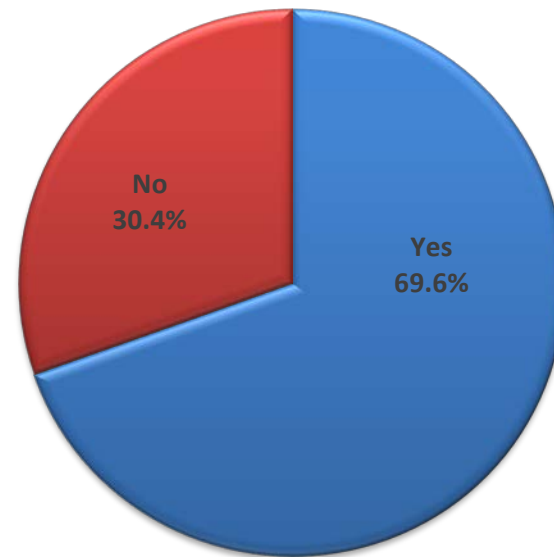
When library non-users were asked why they visit the St. Charles Public Library the most common responses were:

- They use the Internet instead
- Lack of time
- They read books on an e-reader, such as Kindle
- The Library is small and old

Library Usage

Use of Library's Website

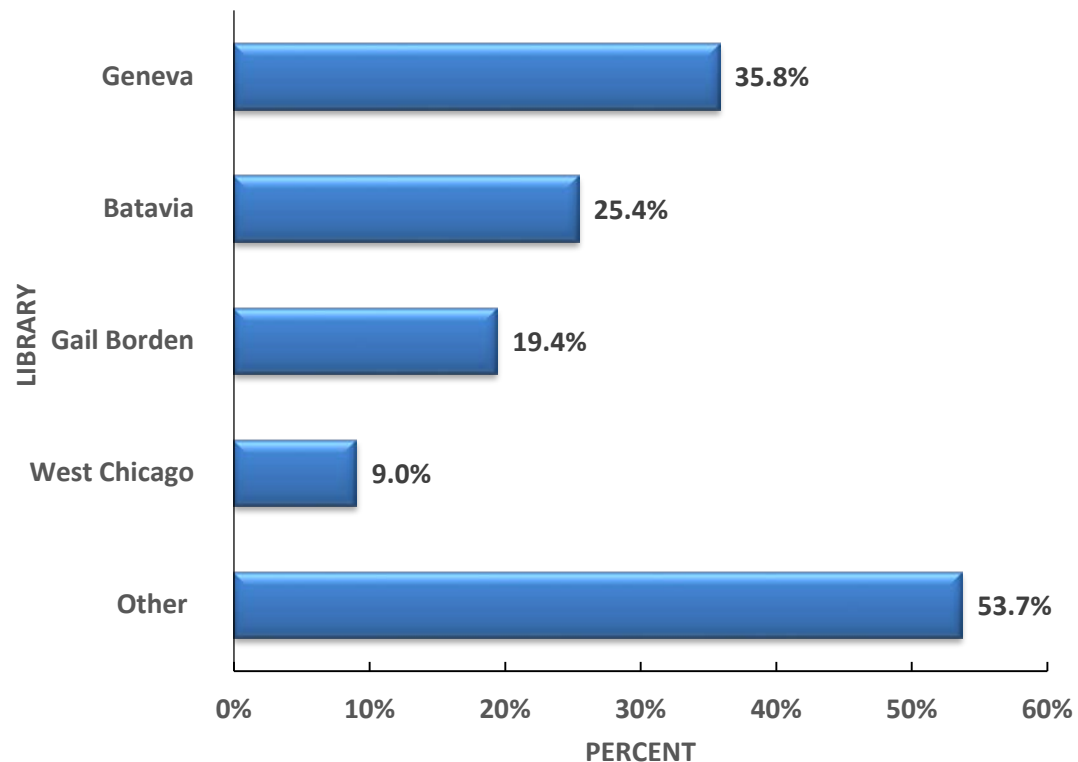
- Seven out of ten (69.6%) have used the St. Charles Public Library's website in the past 12 months



Library Usage

Other Libraries Used

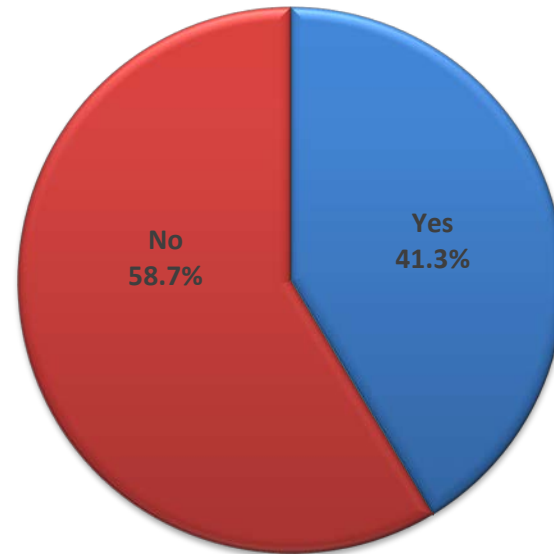
- 40.2% have visited another library during the past 12 month
- Majority (65.7%) visit another library a few times a year or less
- Other libraries mentioned include mostly out of state libraries, Chicago Public Library and school/university libraries



Library Usage

Reasons for Visiting Other Libraries

- Two-fifths (41.3%) visit other libraries for materials or services that the St. Charles Public Library does not provide
- Materials and services mentioned include children's play, guest speakers, genealogy programs, books, audiobooks, videos, and music



Library Usage

Services Offered by Other Libraries That St. Charles Public Library Should Provide

Services St. Charles Public Library should provide:

- Coffee shop
- Entertainment programs/concerts
- Exhibits
- Arts and craft area for children
- Teen space
- STEM activities
- Maker's space

Perceptions of the St. Charles Library

What the Library Does Best

- Staff are helpful and friendly
- Good selection of books, DVDs, audiobooks and CDs
- Interlibrary loan
- Online holds

Perceptions of the St. Charles Library

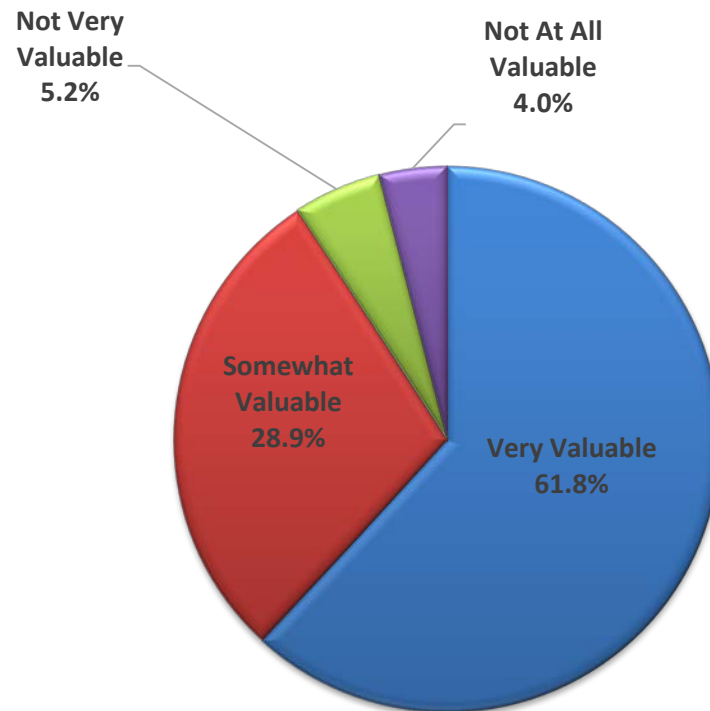
What the Library Can Improve

- More e-books
- More technology classes
- More comfortable seating area to read
- Remodel/update library
- Make the library larger
- Expand hours
- Improve the children's area
- More study rooms
- More programs geared to seniors
- Make building more accessible to seniors

Perceptions of the St. Charles Public Library

Value of Library

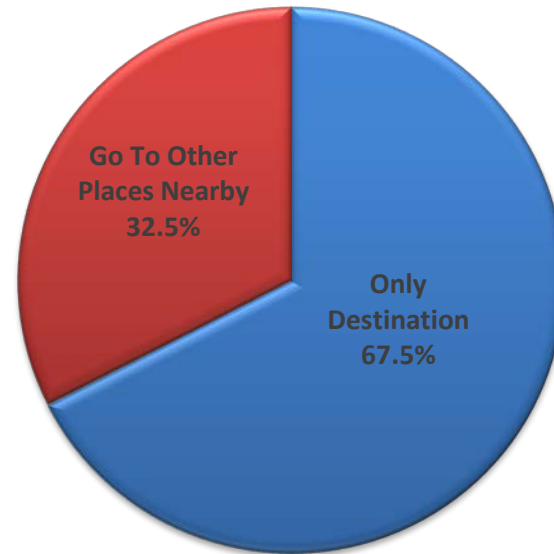
- Nine out of ten (90.7%) perceive the Library to be valuable, with 61.8% stating it is very valuable



Use of the St. Charles Public Library

Only Destination or Go to Other Places Nearby

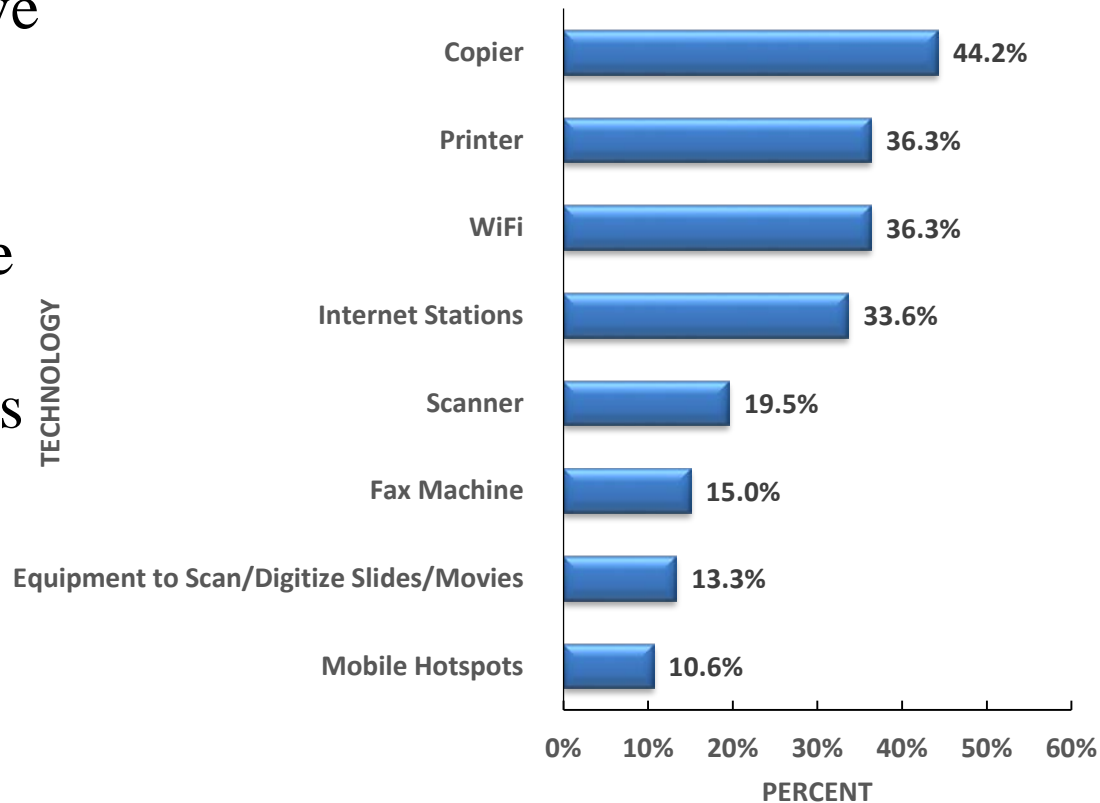
- For two-thirds (67.5%) the St. Charles Public Library is there only destination



Use of the St. Charles Public Library

Technology Used

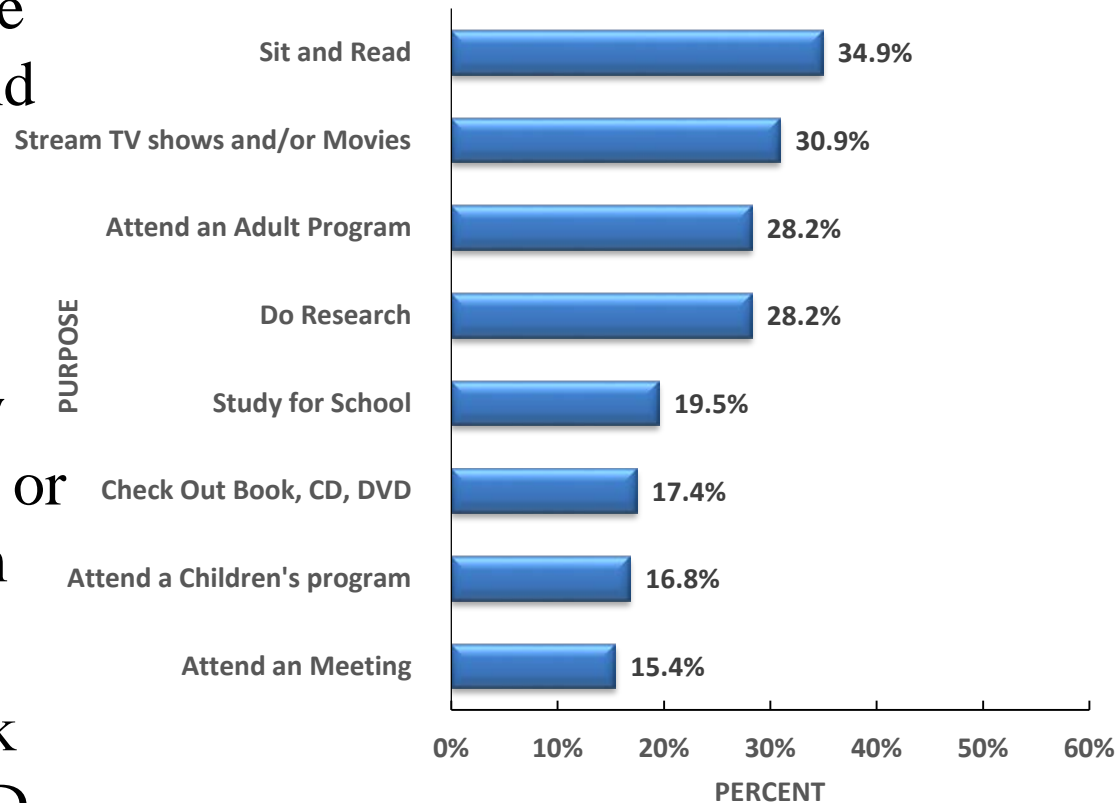
- More than two out of five (44.2%) have used the copier
- One out of three or more have used the printer, WiFi, or Internet stations
- One out of five (19.5%) have used the scanner
- 10% or more have used the fax machine, the equipment to scan and digitize slides or movies, or mobile hotspots



Use of the St. Charles Public Library

For What Purposes Use Library

- Three out of ten or more use the Library to sit and read and to stream TV shows and/or movies
- Two out of ten or more use the Library to study for school, do research, or attend an adult program
- One out of ten or more use the Library to check out a book, CD, or DVD, attend a children's program, or attend a meeting



Communication About the Library

Ease of Finding Information About the Library

- The majority (87.1%) find it easy to find information they are looking for about the Library, with 61.8% reporting it is very easy
- Those who indicate it is difficult to find information about the Library say the website is difficult to navigate



Future Needs

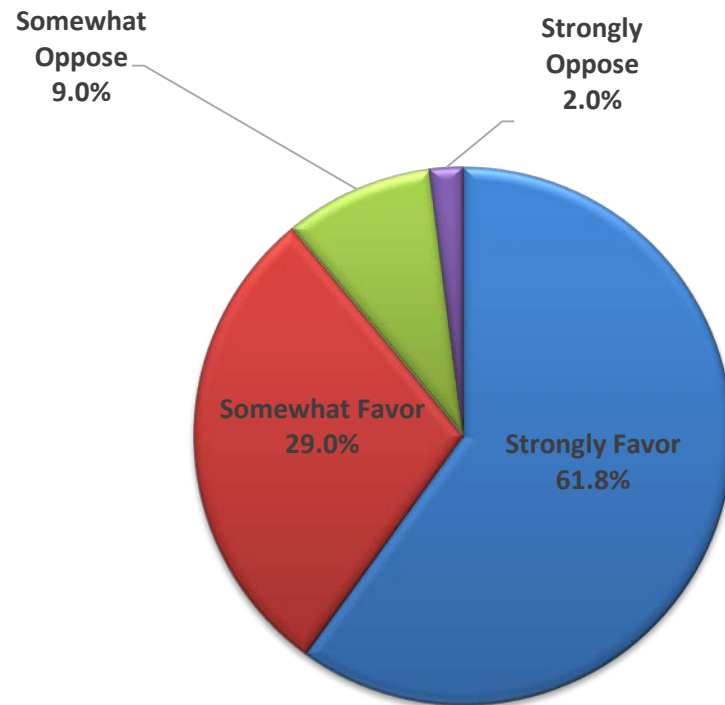
Program, Service, or Resource Interested In

- Foreign language classes
- Cooking and baking classes
- More genealogy programs
- More online databases-PubMed, Lexis Nexis
- 3-D printer
- Maker space
- Craft and hobby classes for adults
- More computer classes

Future Needs

Expansion of the Library

- The majority (85.2%) favor the expansion of the Library on the existing property, with 57.4% strongly favoring
- Reasons for opposing the expansion include it is not necessary because everything is digital, have enough space just need to utilize it better, taxpayers have already/will pay for expansion



Future Needs

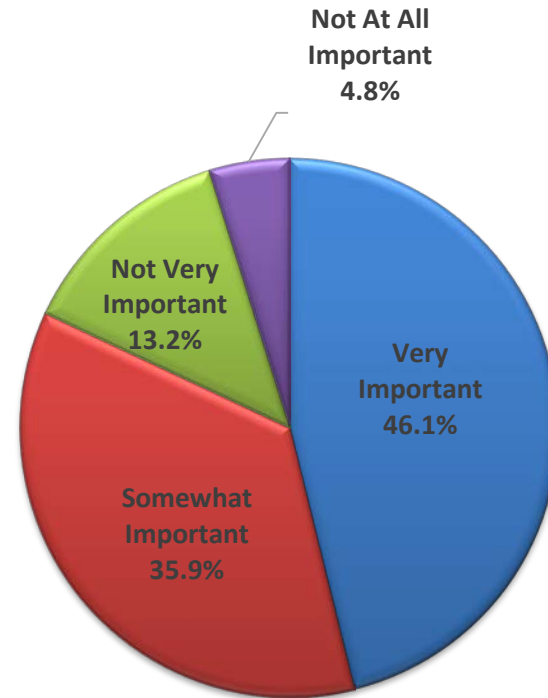
Building Improvement Wanted

- Coffee shop
- More comfortable and larger sitting and reading area
- More parking
- More natural light
- Update decor
- More meeting rooms
- Larger children's area
- Teen study space

Future Needs

Importance of Expanded/Renovated Library Being Sustainable and Green

- Most (82.0%) think it is important that the expanded/renovated Library be sustainable and green, with 46.1% indicating it is very important



Future Needs

Amount of Increase in Property Taxes Willing to Pay for Library Building Improvements

- Most (60.2%) will pay an increase of property taxes of less than \$50 for the Library building improvements

Less than \$25	46.2%
\$25 to Less Than \$50	14.0%
\$50 to Less Than \$75	9.1%
\$75 to Less than \$100	17.5%
\$100 to Less Than \$125	7.0%
\$15 to Less Than \$150	3.5%
\$150 or More	2.8%

Future Needs

Top Unmet Needs in the Community

- More senior social activities
- Place for teens/tweens to hangout
- Programming for special needs children
- Meeting spaces
- Adult learning
- ESL classes
- Place for children to play all year round
- Community center/social gathering place
- Affordable cultural activities
- Tutoring center for science and math

Conclusions

- Overall, the survey respondents are satisfied with the St. Charles Public Library and the services it provides
 - ❑ Helpful staff
 - ❑ Good selection of books, DVDs, audiobooks and CDs
 - ❑ Easy to find information about the Library
- However, they see room for improvement
 - ❑ Make website easier to navigate
 - ❑ More comfortable areas to sit and read
 - ❑ Child's section-play area, arts and crafts area
 - ❑ More programs geared to seniors
 - ❑ More technology/computer classes
- Most respondents favor the expansion and renovation of the Library
 - ❑ Important to be sustainable and green
 - ❑ Larger children's area and teen space