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# Presentation to KDL

## Results from the Patron and Community Surveys

### August 15<sup>th</sup>, 2013

**KDL**  
Kent District Library

**Information.  
Ideas.  
*Excitement!***

- Web survey of a random sample of KDL patrons with emails on file
  - A total of 2024 interviews were self-completed, July 9-19, 2013
  - Overall margin of error is +/- 2.16 percentage points
- Telephone survey of a random sample of all registered voters within the Kent District Library service area
  - Most adults in the service area are registered voters (up to 97%), which makes this sample a highly representative cross section of the population as a whole
  - A total of 400 interviews were completed across the area by trained professional interviewers, April 23-28, 2013
  - Overall margin of error is +/- 4.90 percentage points
- Demographic report of residents in the KDL service area, using data from the 2010 US Census and the 2011 American Community Survey.

*As with any opinion research, the release of selected figures from this report without the analysis that explains their meaning would be damaging to EMC. Therefore, EMC reserves the right to correct any misleading release of this data in any medium through the release of correct data or analysis.*

*Please note that due to rounding, percentages may not add up to exactly 100%*

- The ages of KDL patrons are similar to those of all residents in the KDL service area. However, women and those with higher education are much more likely to be patrons of the library.
- Almost all patrons believe that library hours and locations are convenient, 90% and 93%, respectively.
- Books remain the highest priority of patrons:
  - Majorities of patrons have checked out books and visited the library in the past month. Significant numbers check out DVDs and eBooks, but most do not attend programs and events.
  - Books are reported to be the most checked out items.
  - More patrons say that checking out books is important than say that any other service is important (91%).
- Patrons and residents have equally favorable opinions of KDL and local branches. Both describe the library as an important part of the community and say it is comfortable, friendly, and convenient.
- Residents and patrons have different priorities. More residents believe that community focused programs are most important, like summer reading programs, education programs, resources for job seekers and access to computers.

# Demographics



Just over 1 out of 10 respondents are non-White, which is similar to the proportion in the overall population.

### *Race/Ethnicity*

Race/Ethnicity	Patron Survey	Voter Survey	Census 2010*
White/Caucasian	88%	89%	87%
Hispanic/Latino	2%	2%	-
Asian	2%	1%	3%
Black/African-American	1%	2%	5%
All else	7%	7%	5%

\*In the United States Census, the categories of “Hispanic” and “Latino/a” are not considered to be racial categories. They are recorded as ethnicities and calculated separately. About 7% of the population identifies as “Hispanic” or “Latino/a”.

Ages of patrons match those of all residents; however, patrons are much more likely to be female than the average resident.

*In what year were you born?  
(coded into age categories)*

### *Gender*

Gender	Patron Survey	Voter Survey	Census 2010
Male	34%	48%	48%
Female	65%	52%	52%
Refused	1%	-	-

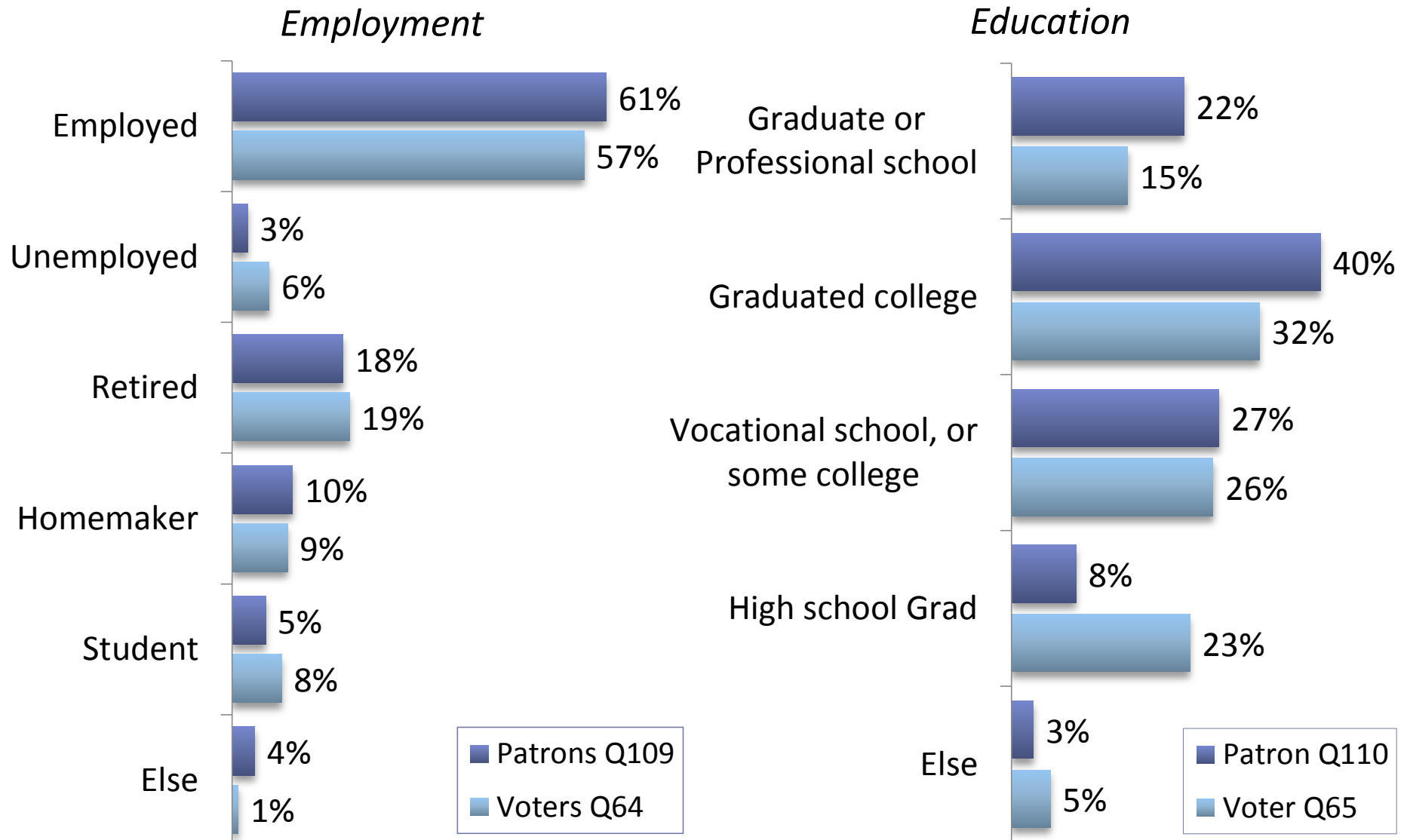
Age Group	Patron Survey	Voter Survey	Census 2010
18-29	21%	20%	21%
30-39	19%	17%	17%
40-49	20%	19%	20%
50-64	25%	28%	27%
65+	15%	16%	15%
Refused	1%	-	-

Most of those surveyed live close to Grand Rapids.

*Region (Coded using resident zip codes)*

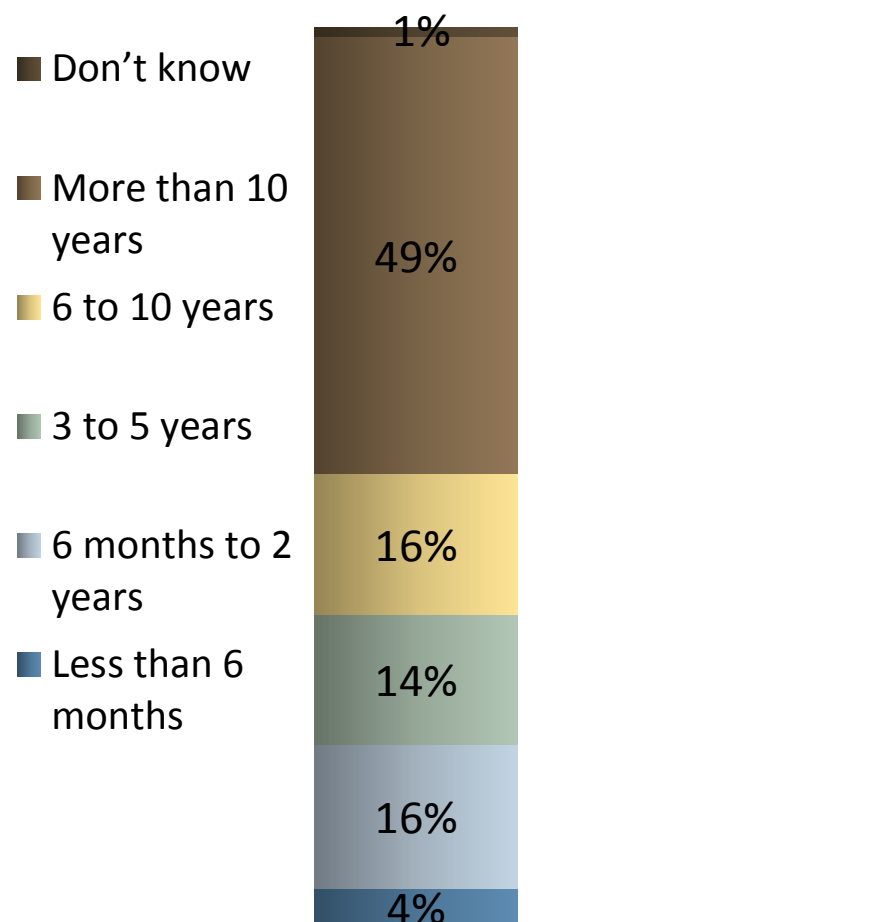
Region	Patron Survey	Voter Survey
North	3%	7%
Northern Greater Grand Rapids	16%	14%
Southern Greater Grand Rapids	44%	41%
East	21%	24%
South	14%	14%
Unknown	2%	-

Slightly more patrons are employed and patrons are more educated than the average resident.



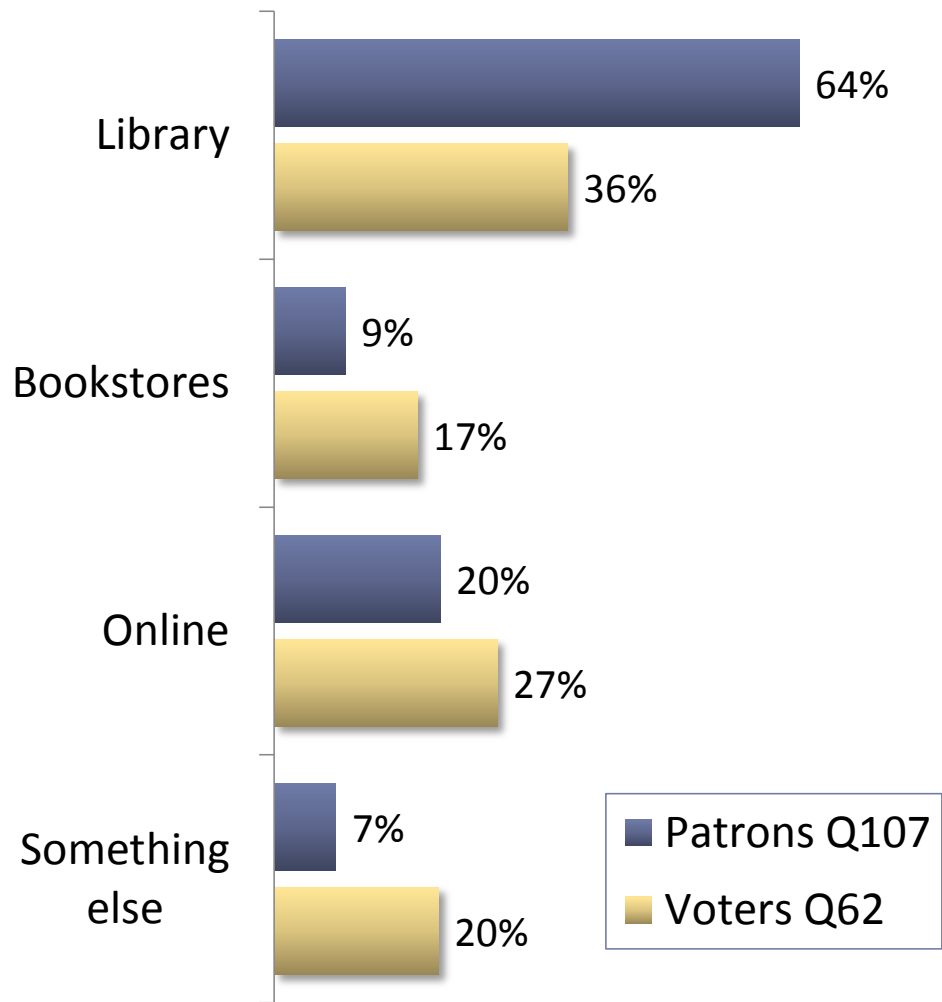


Most patrons use the library as their primary source of reading material, compared to only 36% of residents.



Q2 To the best of your knowledge, please indicate how long you have been a KDL cardholder

What is your primary source of reading material – the library, bookstores, online, or something else?



■ Patrons Q107  
■ Voters Q62

What do KDL *patrons* do?

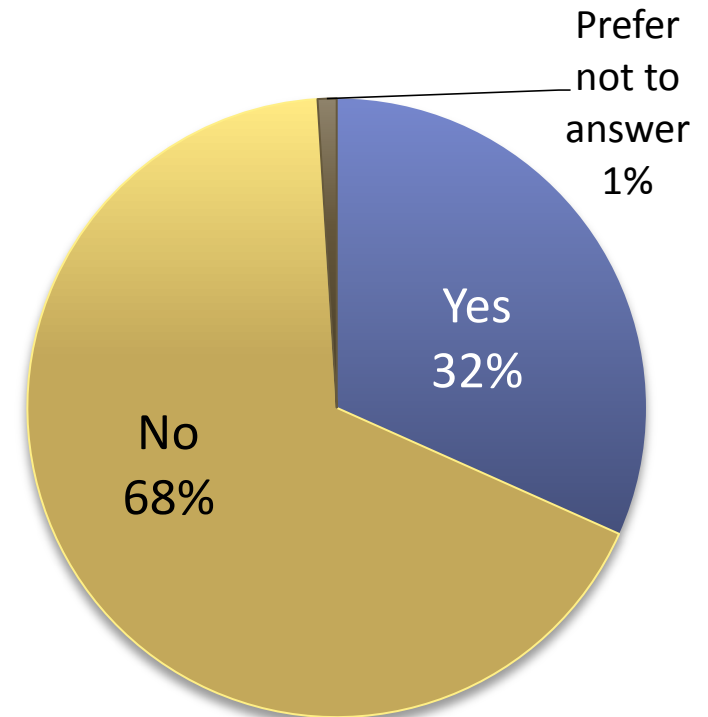


# Patron's Primary Branches

*Q3 Which Kent District Library branch do you visit most often?*

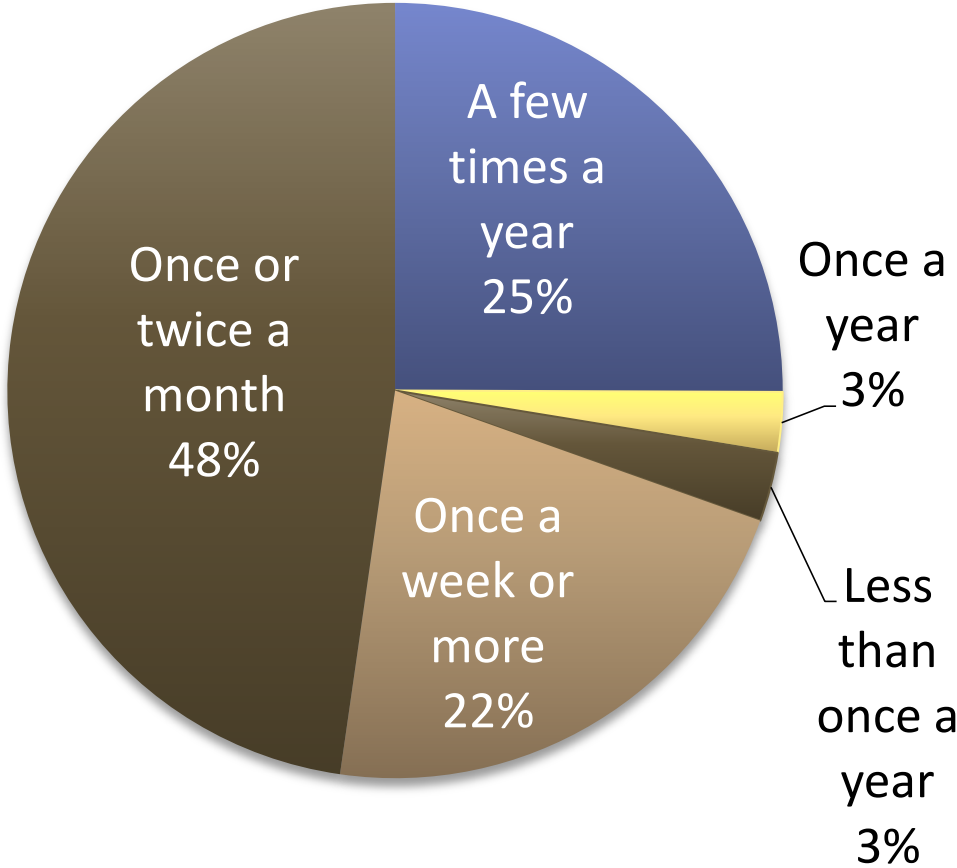
Branch	%
Cascade Township Branch	13%
Plainfield Township Branch	12%
Kentwood (Richard L. Root) Branch	11%
Wyoming Branch	10%
Grandville Branch	8%
Krause Memorial Branch	8%
East Grand Rapids Branch	7%
Byron Township Branch	5%
Gaines Township Branch	5%
Caledonia Township Branch	4%
Englehardt Branch	4%
Walker Branch	4%
Comstock Park Branch	2%
Alpine Township Branch	1%
Sand Lake/Nelson Township Branch	1%
Spencer Township Branch	1%
Tyrone Township Branch	1%
Alto Branch	0%
Don't Know	1%

*Q4 Do you frequently visit more than one Kent District Library branch?*



More than two thirds of patrons visit the library at least once a month and nearly everyone believes that branches have convenient locations and operating hours.

Q6 About how often do you visit a physical Kent District Library branch in person?



Q7 Convenient Location

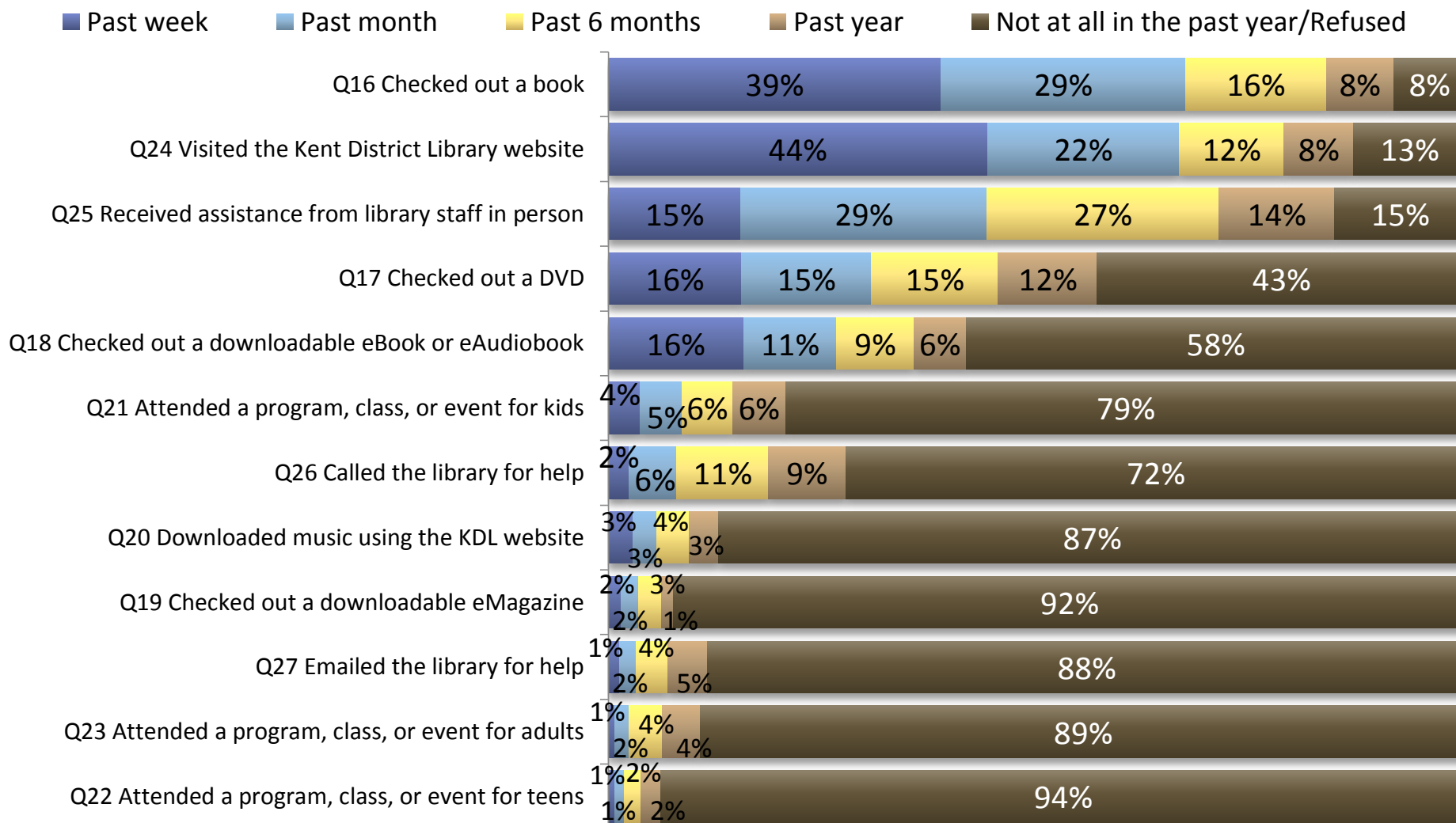
Response	%
Conveniently located	93%
Must go out of my way	6%
Don't Know	0%

Q8 Convenient Hours

Response	%
Yes	90%
No	8%
Don't Know	2%

# Most patrons have checked out a book in the past month and many visit the website frequently, but few attend classes.

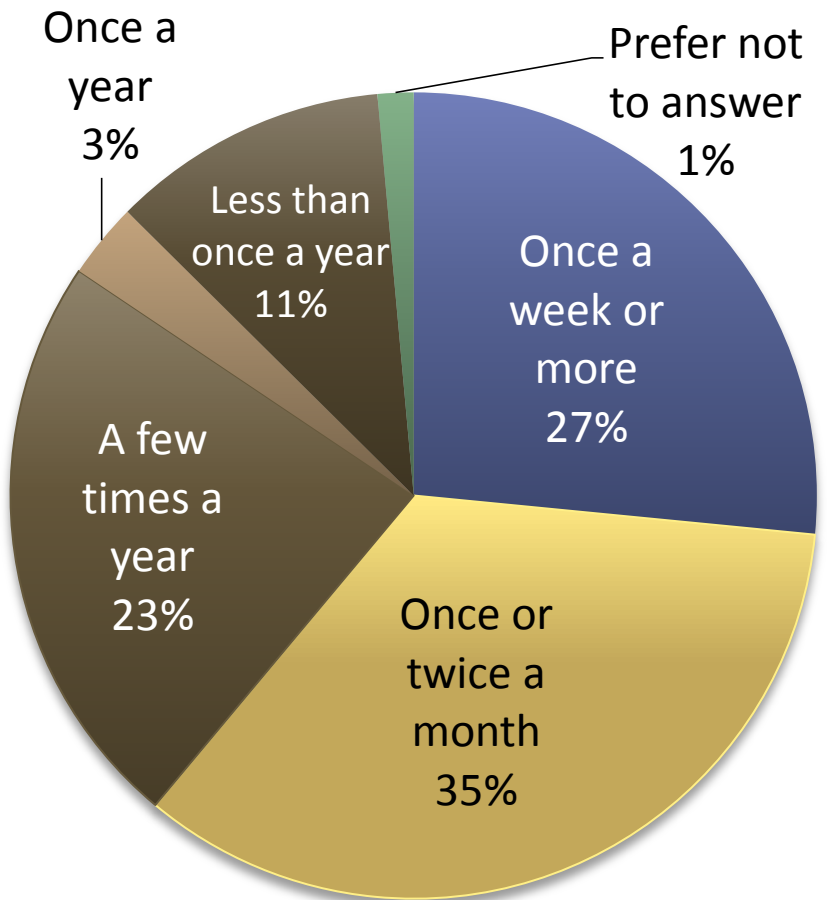
*For each item, please indicate whether you have done it at a Kent District Library branch or on the website in the past week, past month, past 6 months, past year or not at all in the past year.*



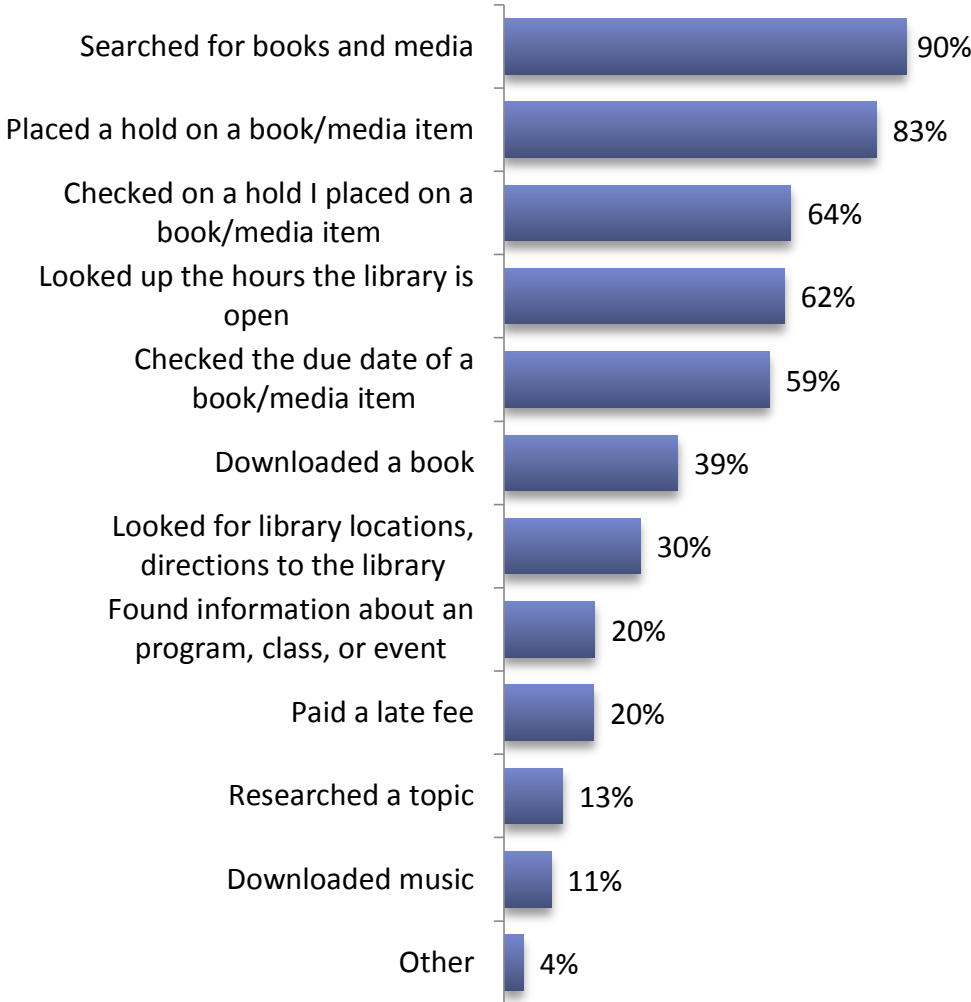
Almost two thirds of patrons visit the library website at least once a month; searching for media and holding items are the most popular online activities



Q9 About how often do you visit the Kent District Library website or mobile site?



Q28 How have you used the Library website?  
**N=1760; MULTIPLE RESPONSES ACCEPTED**



# Most KDL patrons search for books and media, but are evenly split between doing so at the branch and online.

Q42

Search for particular books and media first

73%

Rely on recommended and available titles first

23%

Prefer not to answer

5%

Q43

Primarily look for books and media at the library branch

49%

Primarily place holds on books and media using the library website or by phone

48%

Prefer not to answer

3%

# Comparing Patrons and Voters: Favorability

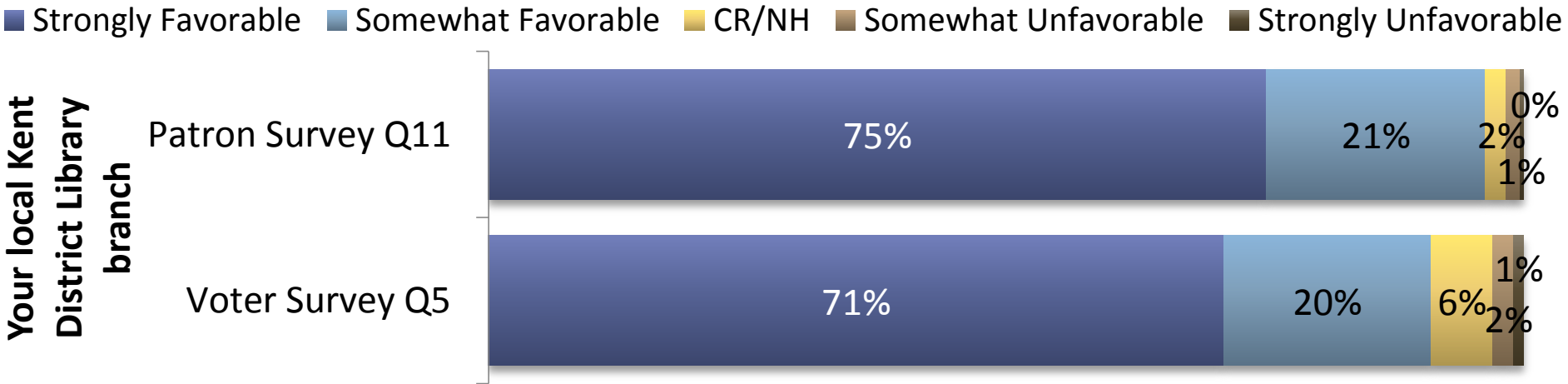
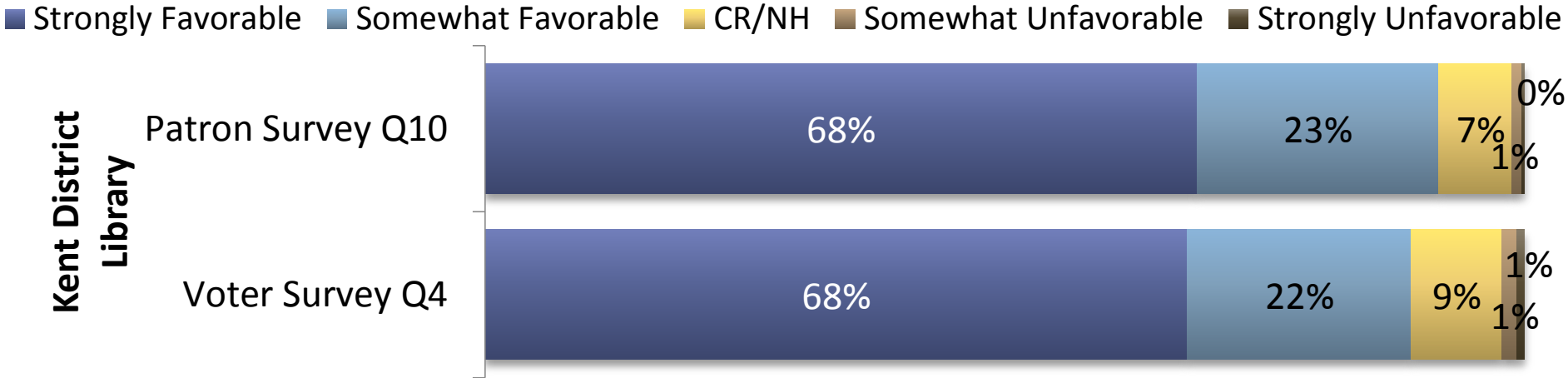




# Both patrons and the average resident have very favorable ratings of both KDL and KDL branches.



*Please indicate whether you have a strongly favorable, somewhat favorable, somewhat unfavorable or strongly unfavorable opinion of each of the following. If you have never heard of one, please indicate so.*

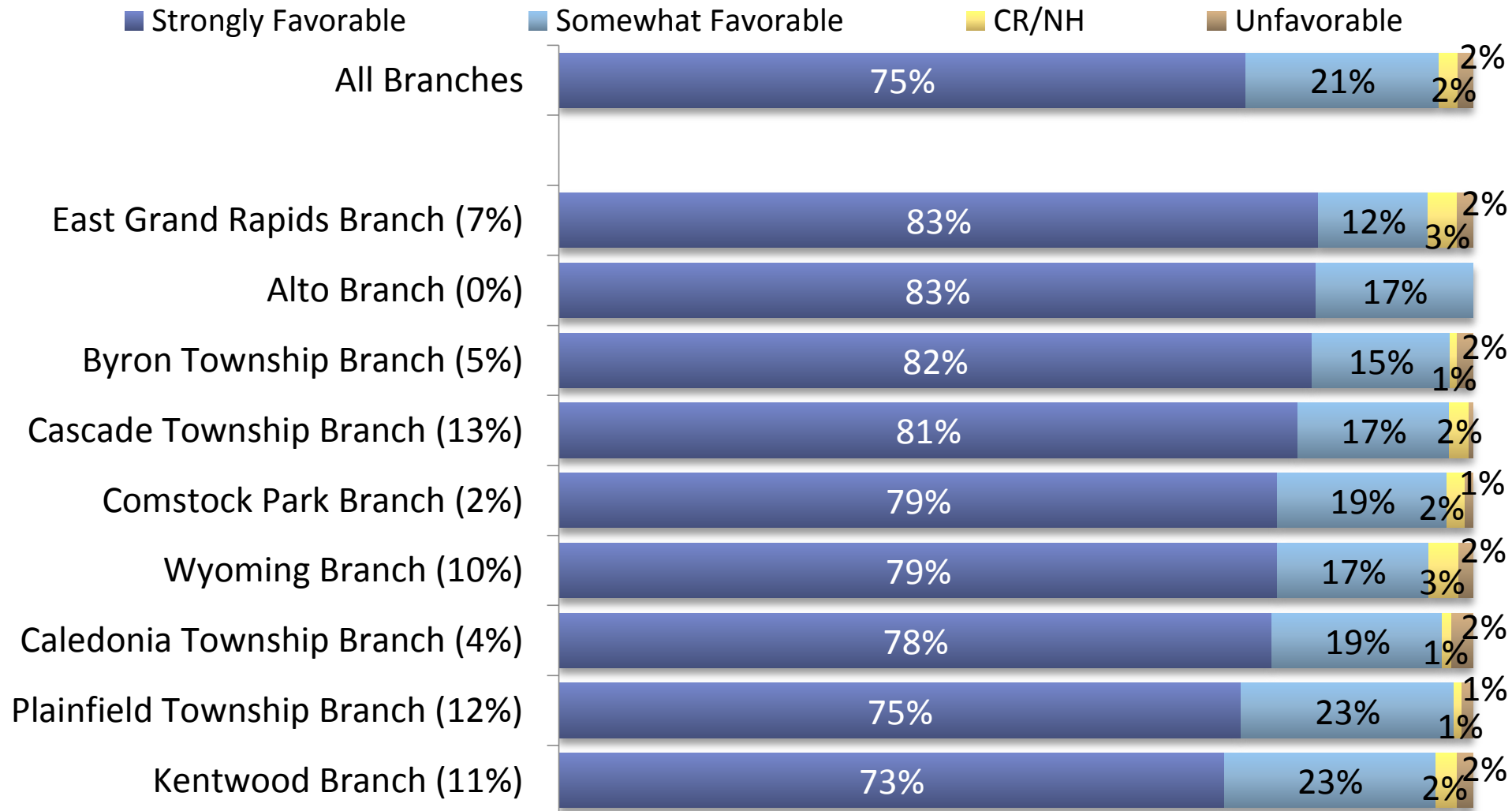


# Branch Favorability



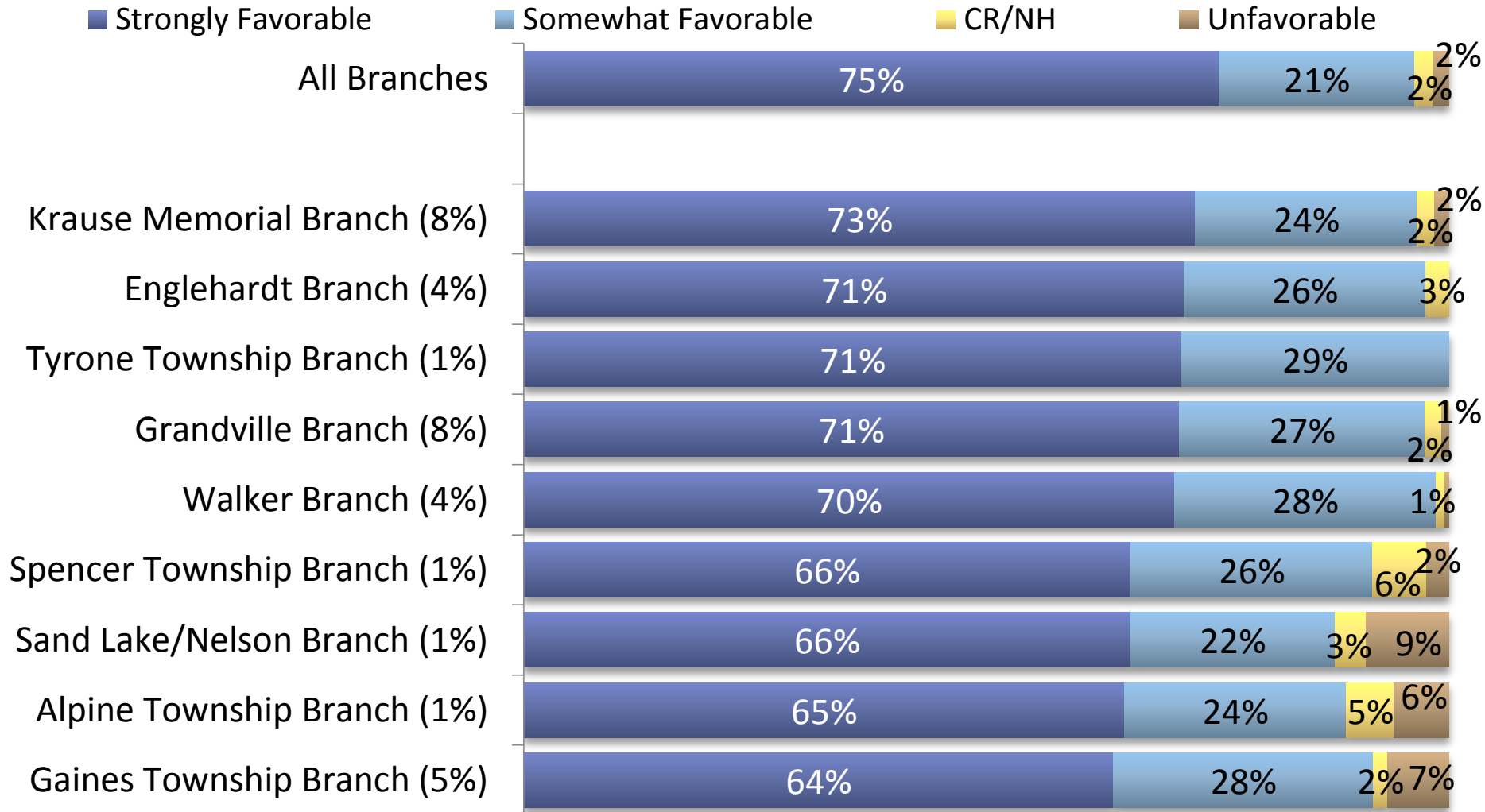
The East Grand Rapids branch has the highest percentage of patrons that have a strongly favorable opinion of their branch.

**Q11** Please indicate whether you have a strongly favorable, somewhat favorable, somewhat unfavorable or strongly unfavorable opinion of... **Your local Kent District Library branch.**



# Even the branch at the bottom of this chart, Gaines Township Branch, is rated as favorable by 92% of patrons.

**Q11** Please indicate whether you have a strongly favorable, somewhat favorable, somewhat unfavorable or strongly unfavorable opinion of... **Your local Kent District Library branch.**



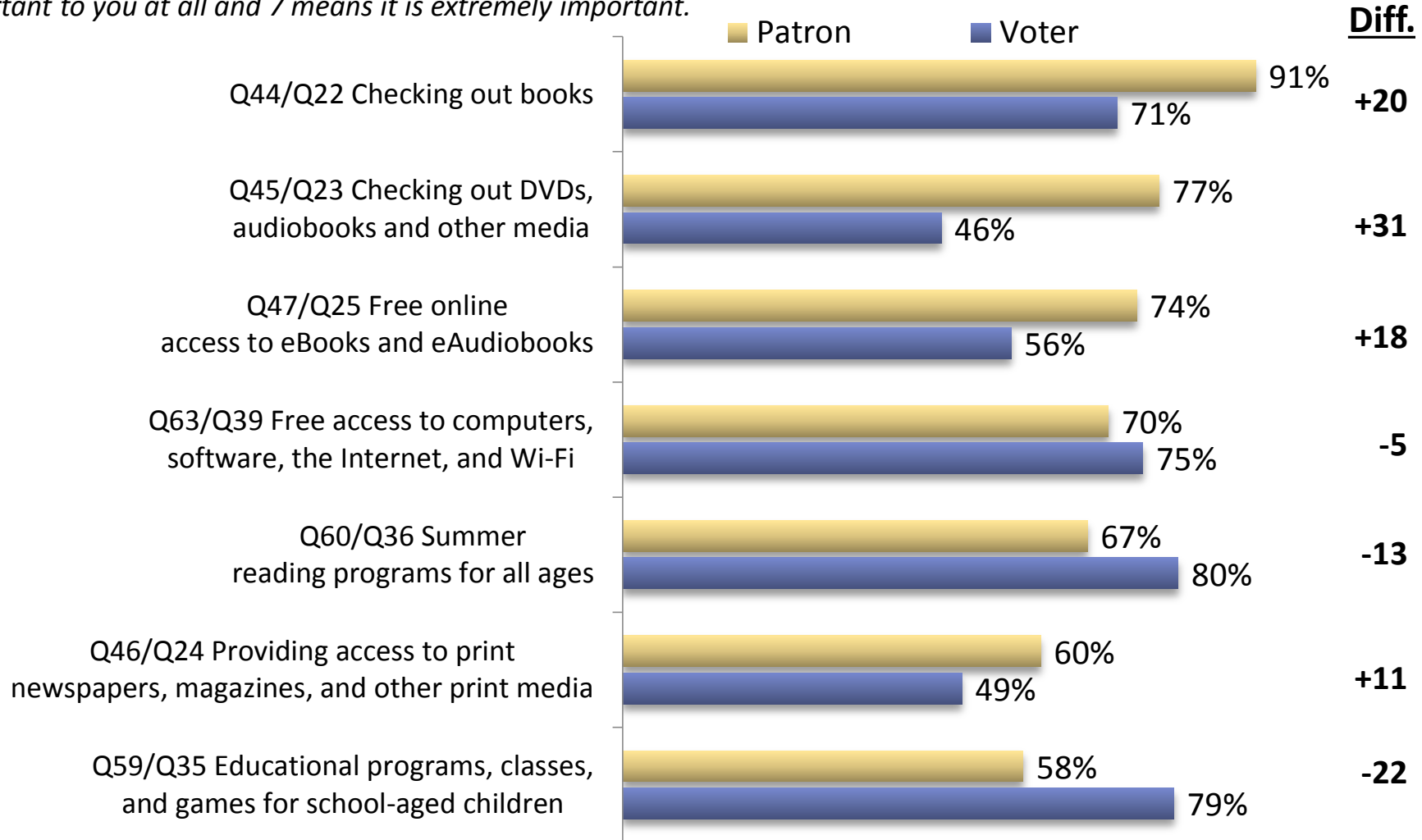
# Comparing Patrons and Voters: Importance of Services

**Ranked by Patrons' Ratings**



# Almost all patrons believe that checking out books is an important service, followed by checking out other media

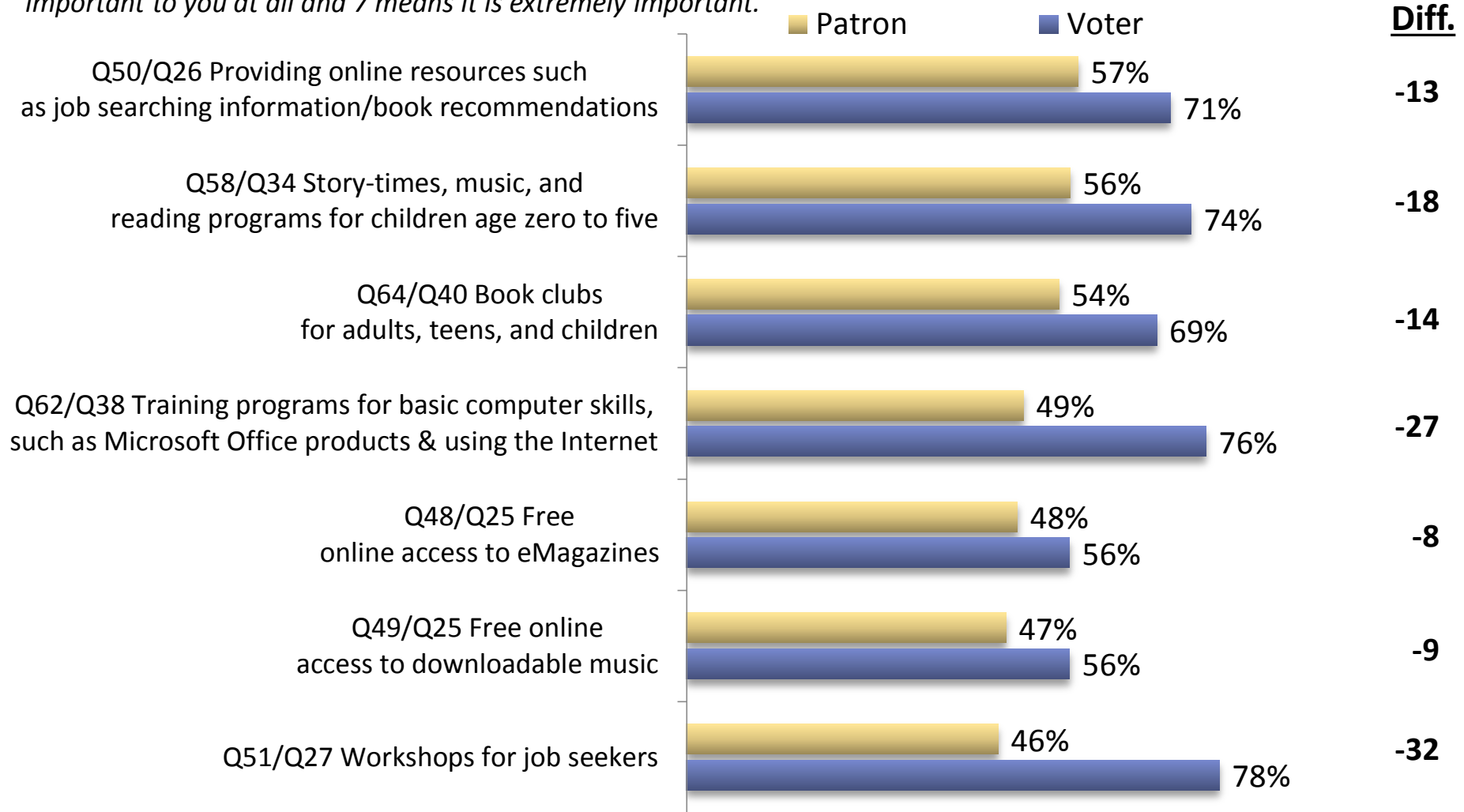
*Indicate how important you think each service is, using a scale of 1 to 7, where 1 means that it is not important to you at all and 7 means it is extremely important.*



*Percentage of people claiming that the service is important (5-7) is shown*

# The average resident is much more interested in job seeker workshops, child development and training programs.

*Indicate how important you think each service is, using a scale of 1 to 7, where 1 means that it is not important to you at all and 7 means it is extremely important.*

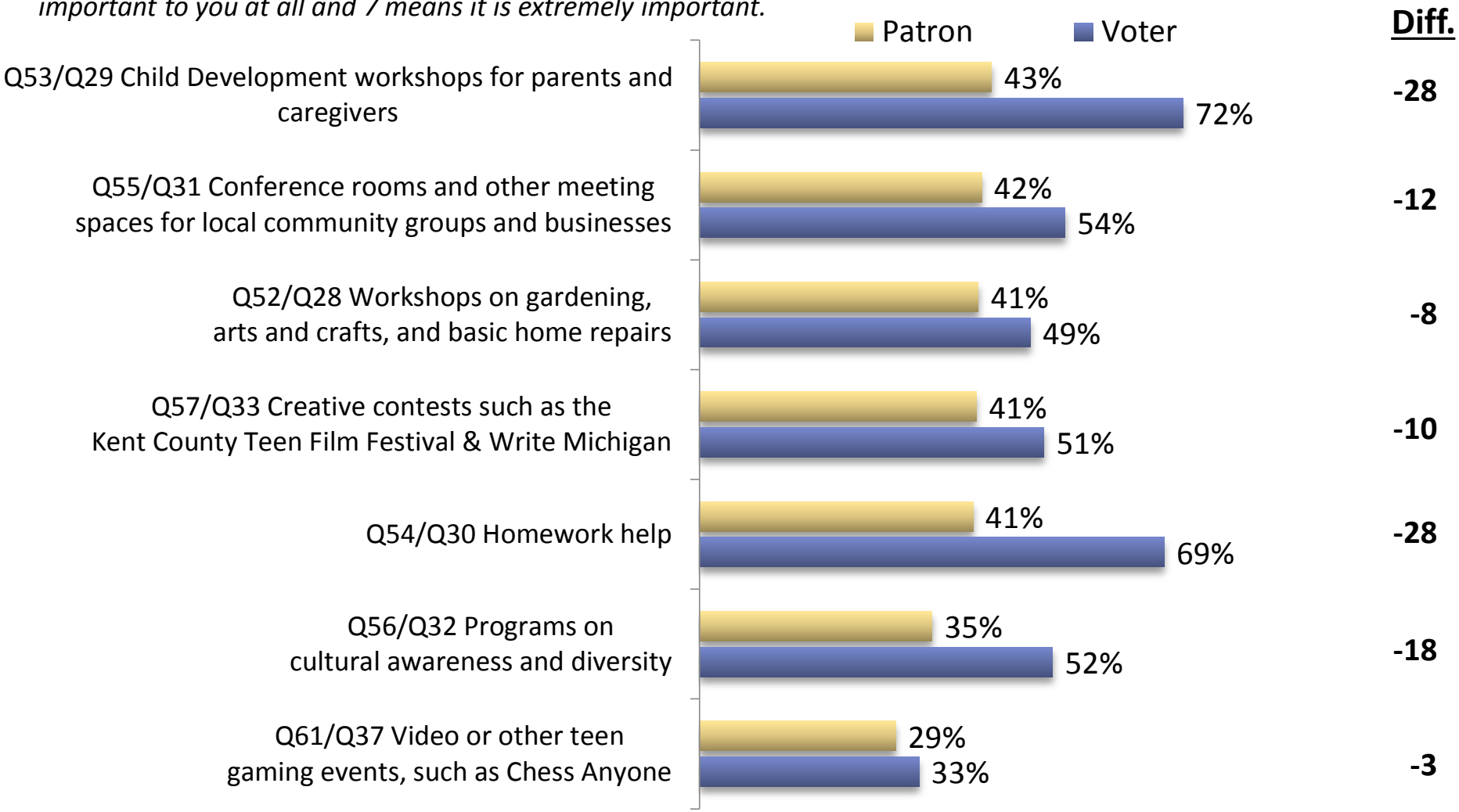


*Percentage of people claiming that the service is important (5-7) is shown*

# Fewer patrons and residents find teen gaming events, creative contests, workshops, and diversity programs to be important.



Indicate how important you think each service is, using a scale of 1 to 7, where 1 means that it is not important to you at all and 7 means it is extremely important.



Percentage of people claiming that the service is important (5-7) is shown



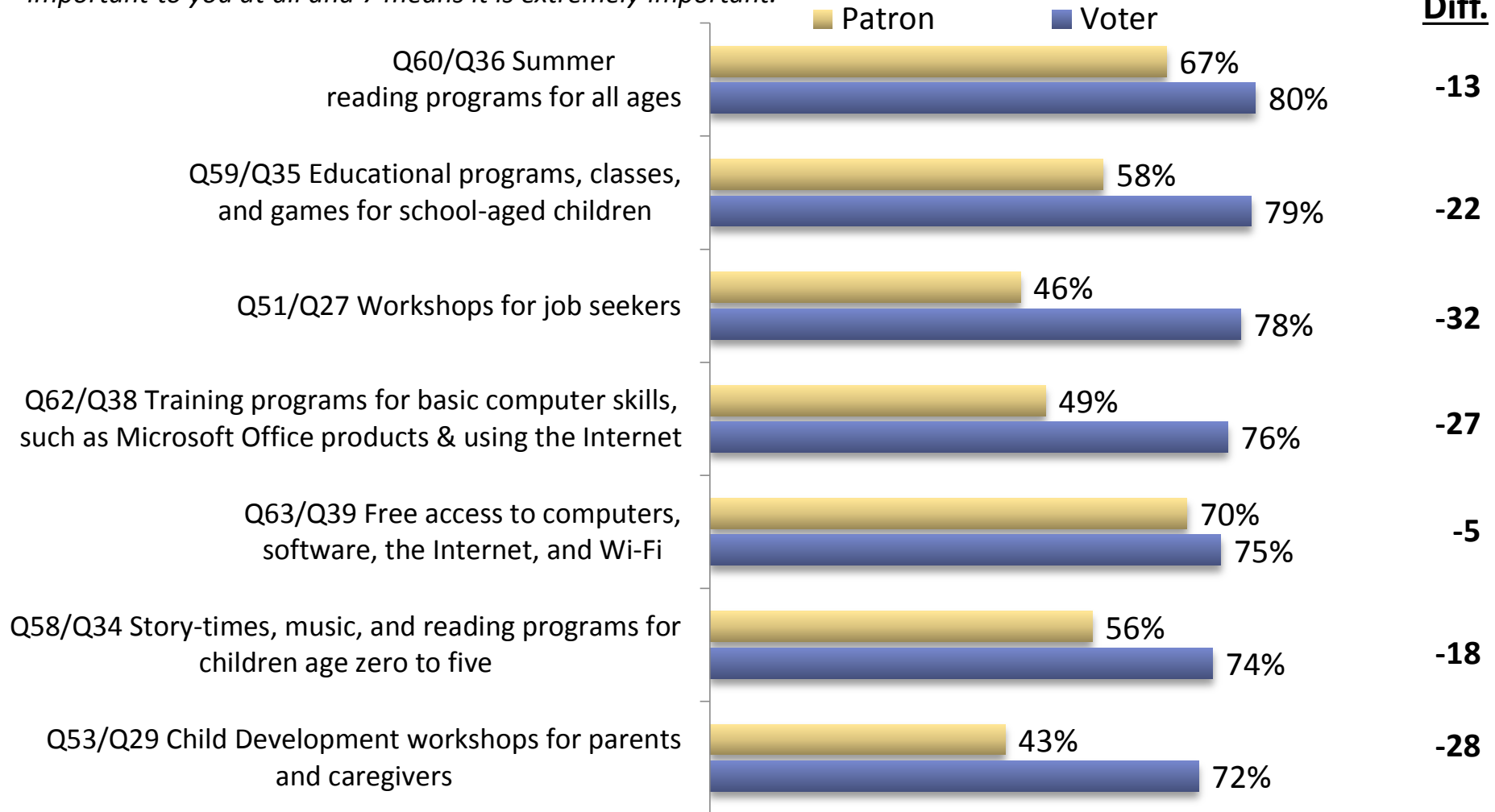
# Comparing Patrons and Voters: Importance of Services

**Ranked by Voters' Ratings**



# Almost all patrons believe that checking out books is an important service, followed by checking out other media

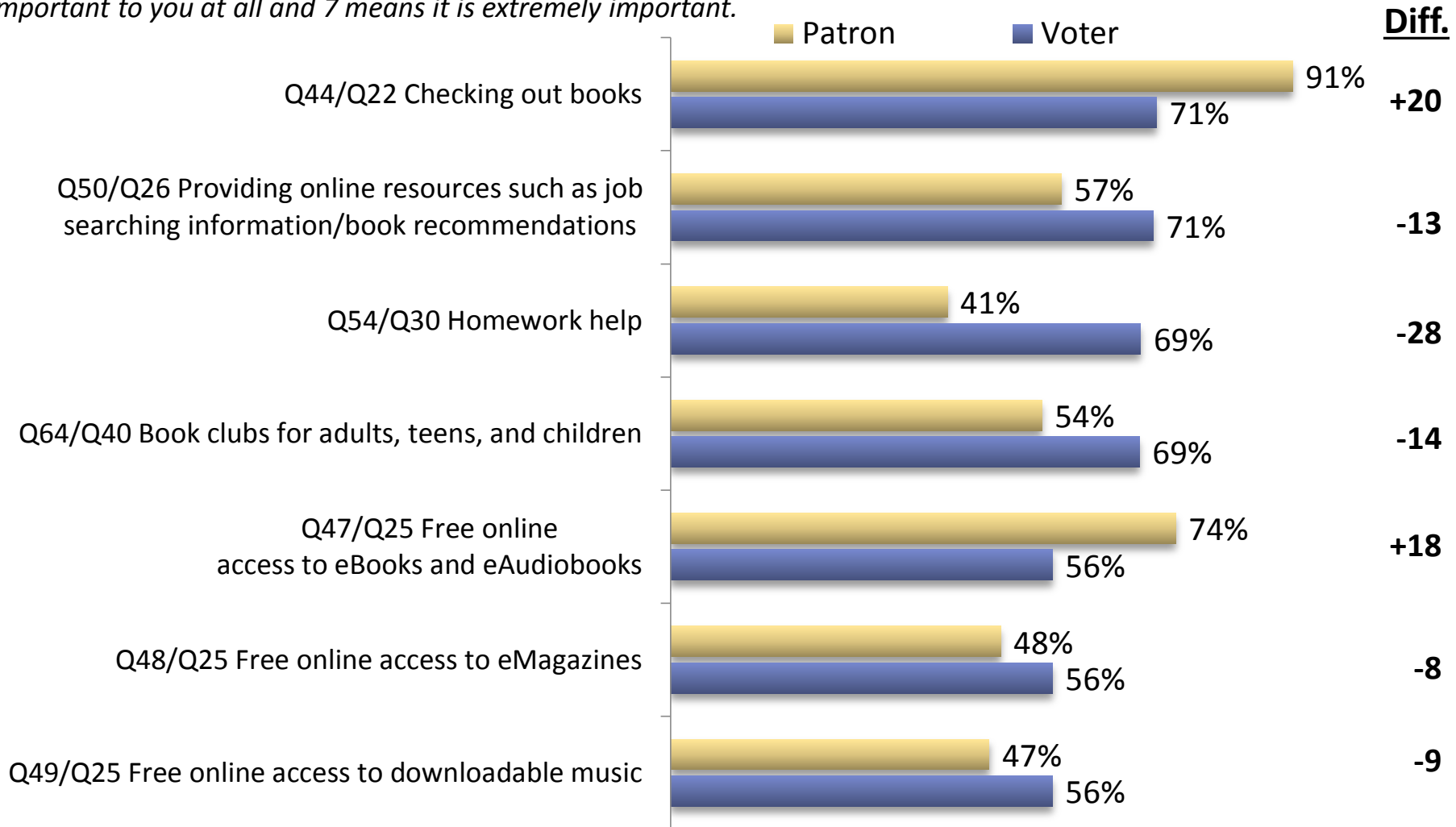
*Indicate how important you think each service is, using a scale of 1 to 7, where 1 means that it is not important to you at all and 7 means it is extremely important.*



*Percentage of people claiming that the service is important (5-7) is shown*

# Almost all patrons believe that checking out books is an important service, followed by checking out other media

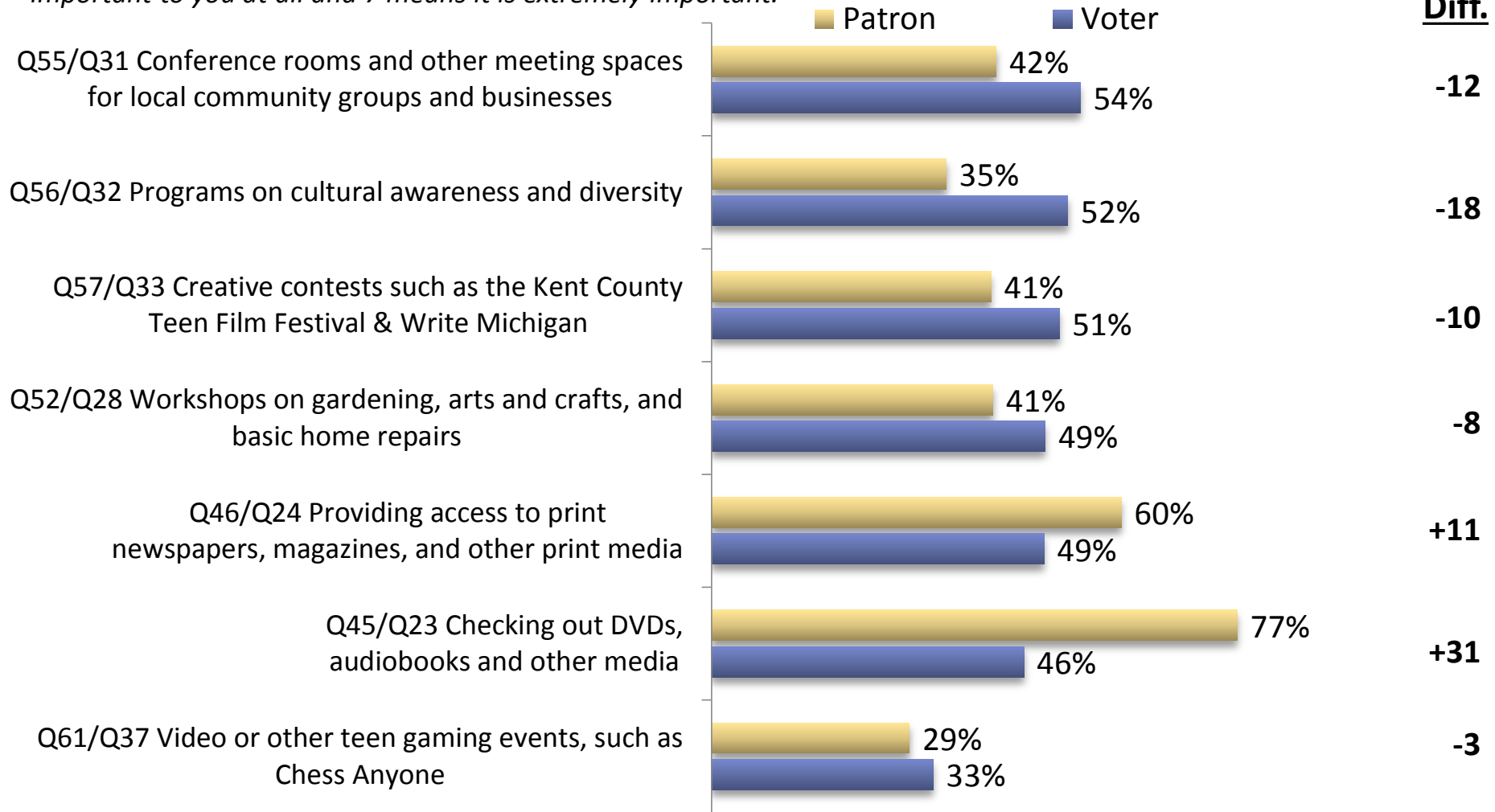
*Indicate how important you think each service is, using a scale of 1 to 7, where 1 means that it is not important to you at all and 7 means it is extremely important.*



*Percentage of people claiming that the service is important (5-7) is shown*

# Almost all patrons believe that checking out books is an important service, followed by checking out other media

*Indicate how important you think each service is, using a scale of 1 to 7, where 1 means that it is not important to you at all and 7 means it is extremely important.*



*Percentage of people claiming that the service is important (5-7) is shown*

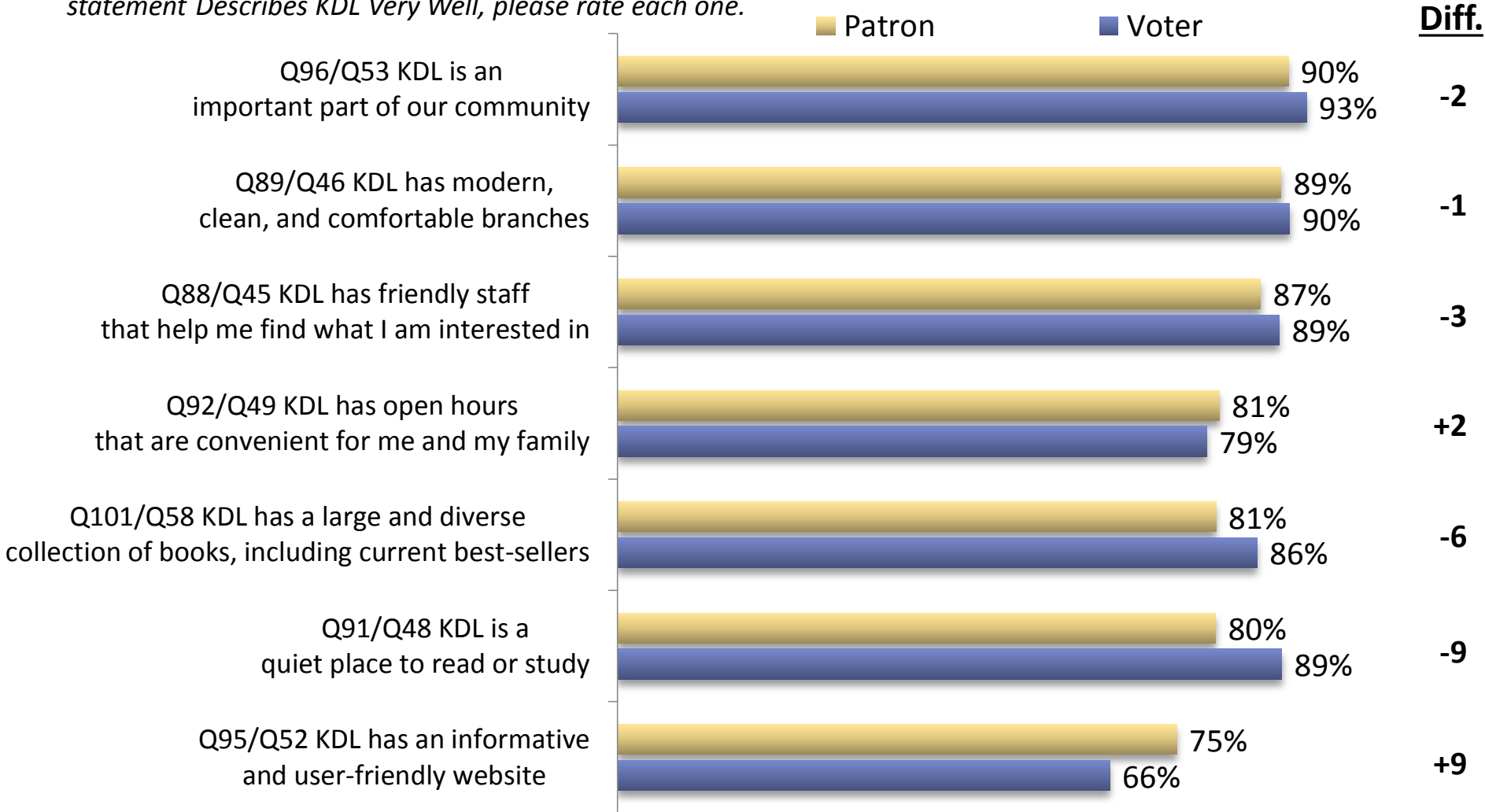
# Comparing Patrons and Voters: Describing KDL

**Ranked by Patrons' Ratings**



# Both patrons and residents believe that KDL is an important part of the community, friendly, comfortable and convenient.

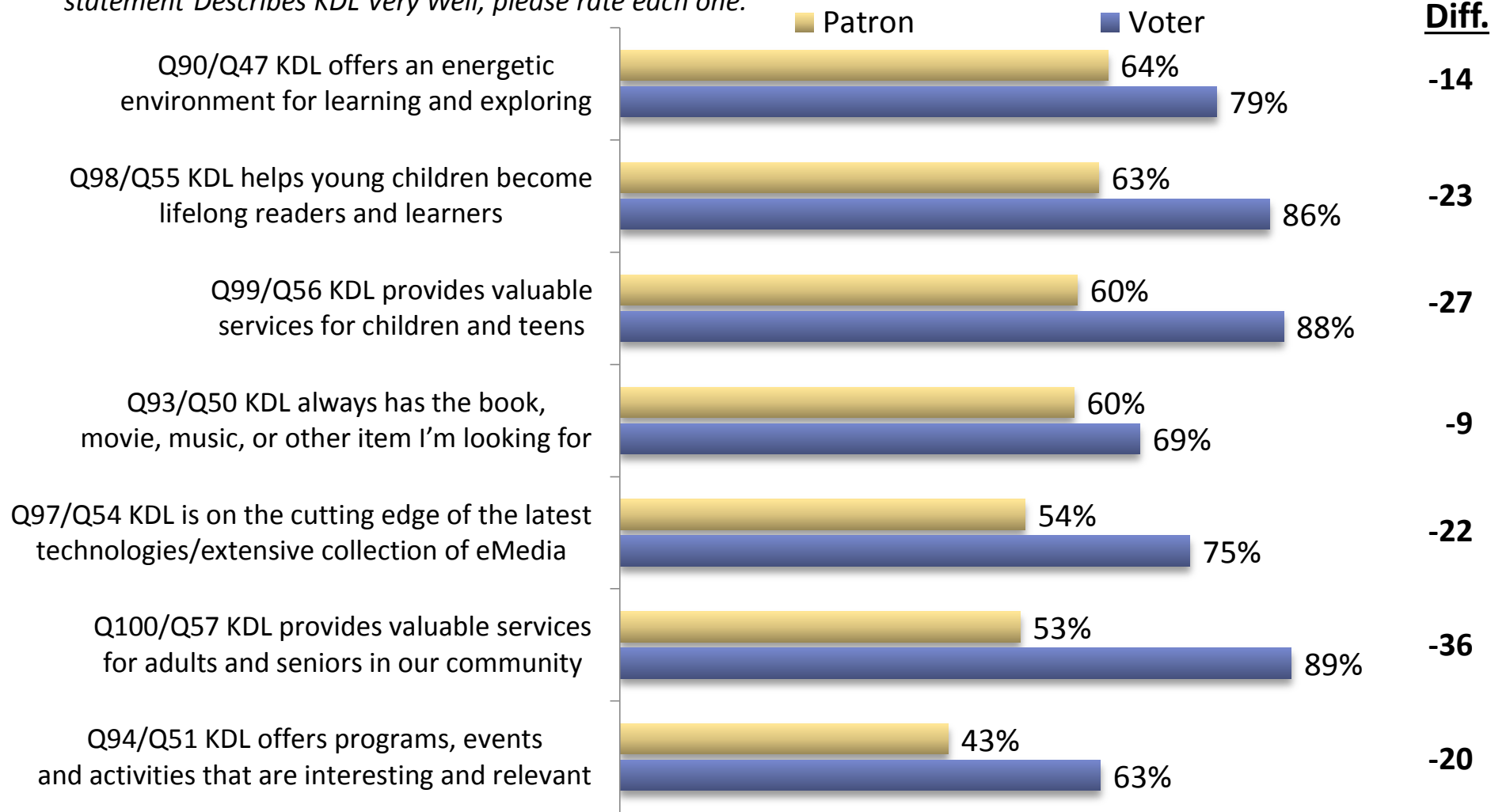
Using a 1 to 7 scale where 1 means each statement Does Not Describe KDL At All and 7 means the statement Describes KDL Very Well, please rate each one.



Percentage of people claiming that the statement describes KDL (5-7) is shown

# Patrons are least likely to say that KDL offers interesting and relevant programming, but majorities agree with all of the other statements.

Using a 1 to 7 scale where 1 means each statement Does Not Describe KDL At All and 7 means the statement Describes KDL Very Well, please rate each one.



Percentage of people claiming that the statement describes KDL (5-7) is shown

# Comparing Patrons and Voters: Describing KDL

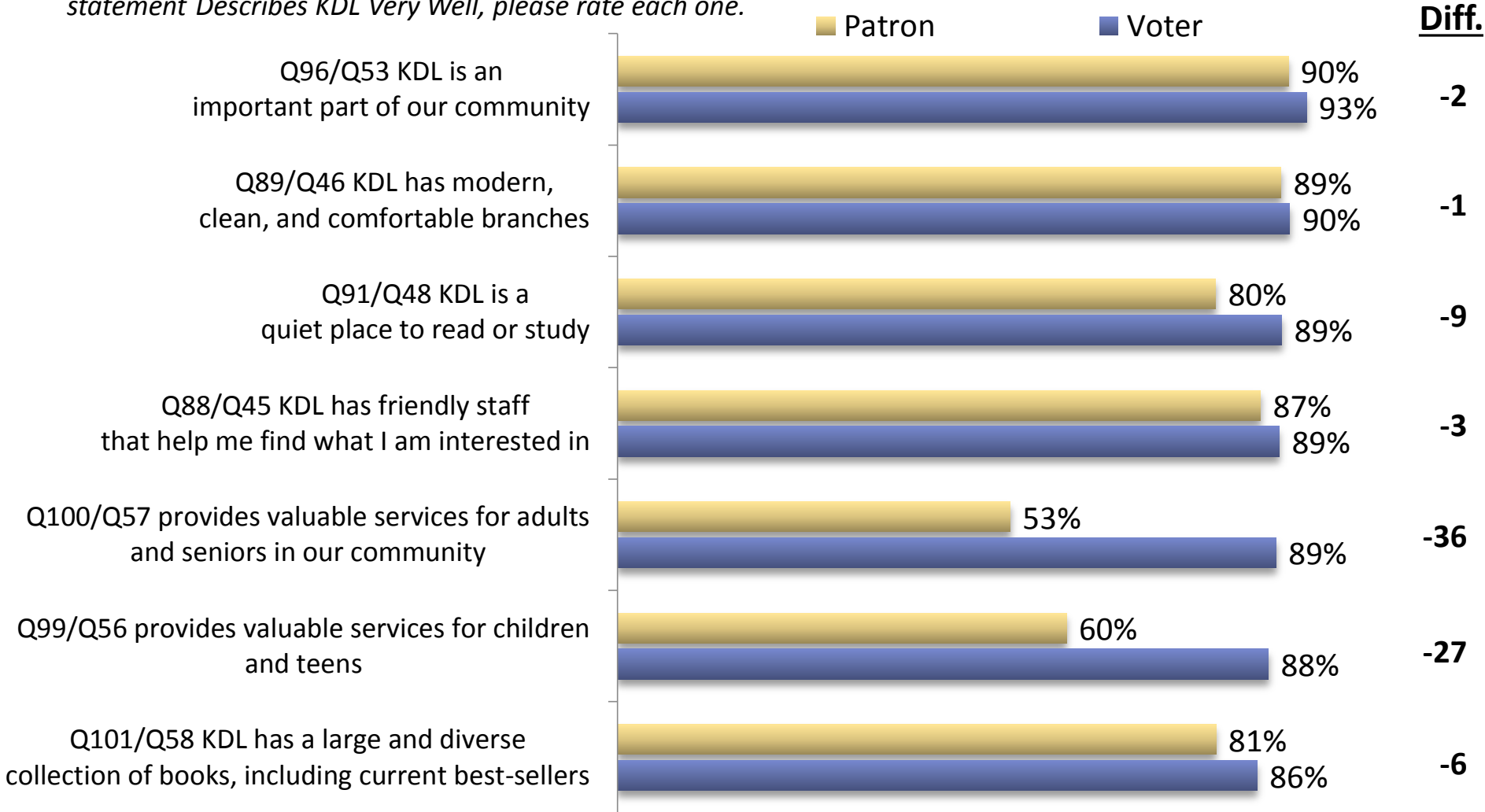
**Ranked by Voters' Ratings**





# Both patrons and residents believe that KDL is an important part of the community, friendly, comfortable and convenient.

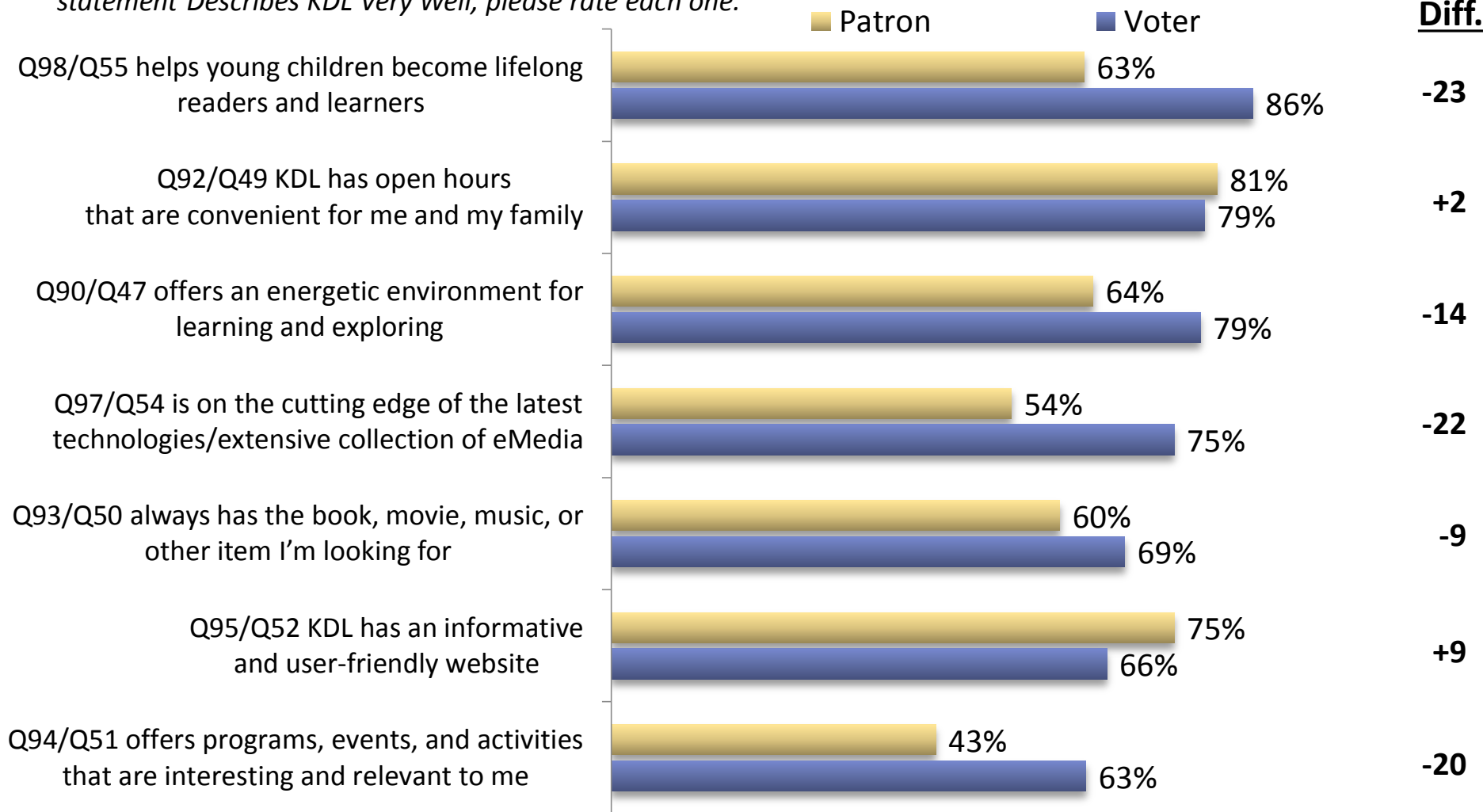
Using a 1 to 7 scale where 1 means each statement Does Not Describe KDL At All and 7 means the statement Describes KDL Very Well, please rate each one.



Percentage of people claiming that the statement describes KDL (5-7) is shown

# Both patrons and residents believe that KDL is an important part of the community, friendly, comfortable and convenient.

Using a 1 to 7 scale where 1 means each statement Does Not Describe KDL At All and 7 means the statement Describes KDL Very Well, please rate each one.



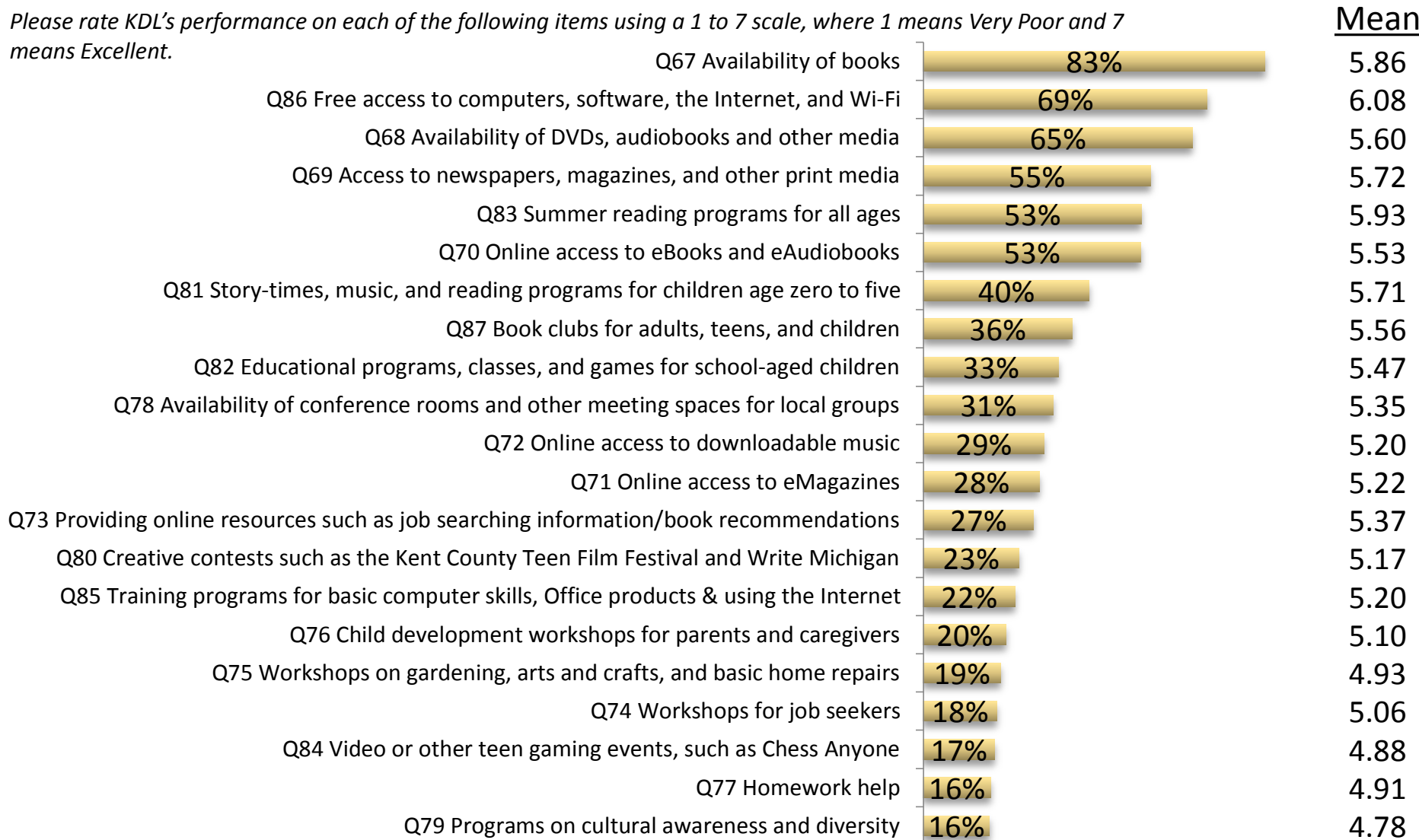
Percentage of people claiming that the statement describes KDL (5-7) is shown

# KDL Performance



# KDL performs best on the availability of books, access to computers, availability of other media and summer reading.

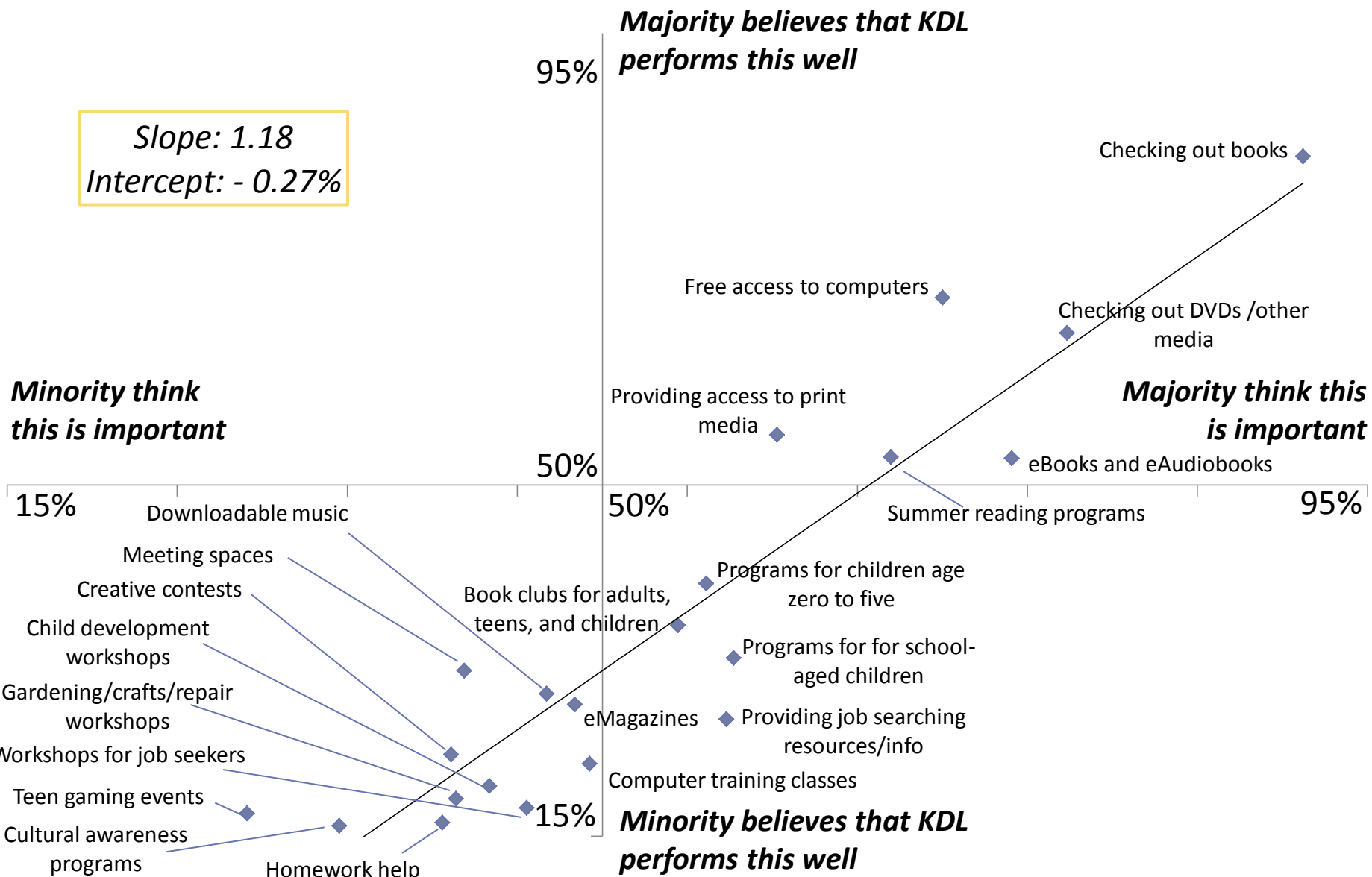
Please rate KDL's performance on each of the following items using a 1 to 7 scale, where 1 means Very Poor and 7 means Excellent.



Percentage of people rating KDL's performance on each item as good (5-7) is shown

The slope, being greater than 1, indicates that, on average, KDL is performing best on the issues most important to patrons.

Slope: 1.18  
Intercept: - 0.27%



It is clear that KDL is performing very well when comparing mean importance and performance ratings.

Overall	Importance	Performance	Gap
Q44/Q67 Checking out books	6.48	5.86	-0.62
Q45/Q68 Checking out DVDs, audiobooks and other media	5.66	5.6	-0.06
Q46/Q69 Providing access to print newspapers, magazines, and other print media	4.92	5.72	+0.8
Q47/Q70 Free online access to eBooks and eAudiobooks	5.59	5.53	-0.06
Q48/Q71 Free online access to eMagazines	4.42	5.22	+0.8
Q49/Q72 Free online access to downloadable music	4.35	5.2	+0.85
Q50/Q73 Providing online resources such as job searching information/book recommendations	4.73	5.37	+0.64
Q51/Q74 Workshops for job seekers	4.21	5.06	+0.85
Q52/Q75 Workshops on gardening, arts and crafts, and basic home repairs	4.06	4.93	+0.87
Q53/Q76 Child Development workshops for parents and caregivers	4.11	5.1	+0.99
Q54/Q77 Homework help	3.98	4.91	+0.93
Q55/Q78 Conference rooms and other meeting spaces for local groups and businesses	4.07	5.35	+1.28
Q56/Q79 Programs on cultural awareness and diversity	3.78	4.78	+1
Q57/Q80 Creative contests such as the Kent County Teen Film Festival & Write Michigan	4.07	5.17	+1.1
Q58/Q81 Story-times, music, and reading programs for children age zero to five	4.68	5.71	+1.03
Q59/Q82 Educational programs, classes, and games for school-aged children	4.69	5.47	+0.78
Q60/Q83 Summer reading programs for all ages	5.17	5.93	+0.76
Q61/Q84 Video or other teen gaming events, such as Chess Anyone	3.52	4.88	+1.36
Q62/Q85 Training programs for basic computer skills	4.37	5.2	+0.83
Q63/Q86 Free access to computers, software, the Internet, and Wi-Fi	5.38	6.08	+0.7
Q64/Q87 Book clubs for adults, teens, and children	4.63	5.56	+0.93

# Segmentations



# User Segmentation

*A User segmentation of patrons was created using responses to questions 31 through 38. The groups are defined below.*

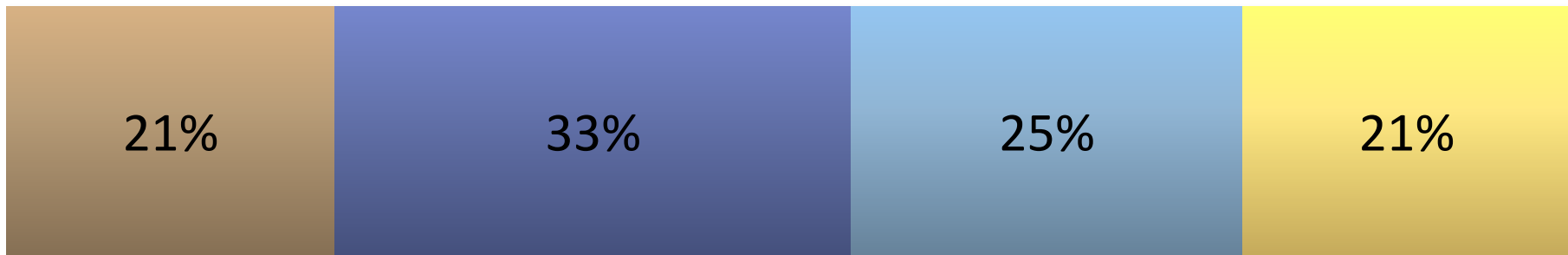
- **Inactive Patrons**: Have not checked out media in the past month or attended a program or event in the past year
- **Less Active Patrons**: Have checked out only one type of media in the past month OR only attended one or more programs or events in the past year
- **More Active Patrons**: Checked out more than one type of media in the past month
- **Very Active Patrons**: Checked out at least one type of media in the past month and attended at least one event or program in the past year

## **Inactive Patrons**

## **Less Active Patrons**

## **More Active Patrons**

## **Very Active Patrons**



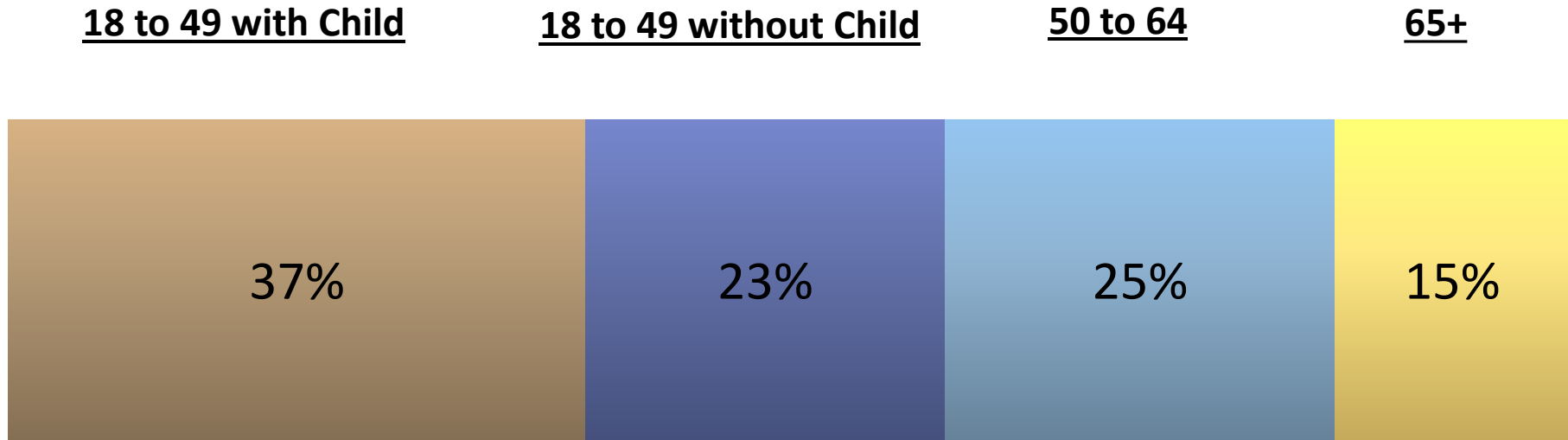


Very active patrons are most likely to be educated mothers of children under 18.

	Overall	Inactive Patrons	Less Active Patrons	More Active Patrons	Very Active Patrons
Men	34%	44%	35%	34%	22%
Women	65%	54%	64%	66%	78%
Parent	43%	27%	36%	42%	72%
Non-parent	56%	71%	63%	57%	27%
No college degree	35%	43%	39%	34%	28%
College grad +	62%	54%	59%	65%	72%
18-29	21%	28%	19%	24%	13%
30-39	19%	14%	15%	14%	35%
40-49	20%	14%	17%	22%	27%
50-64	25%	29%	29%	25%	15%
65+	15%	14%	20%	13%	9%

# Demographic Segmentation

*A Demographic segmentation of patrons was created using responses to questions 104 and 105.*



Seniors are more likely than the average patron to be men and are most likely to be “less active” patrons

	Overall	18 to 49 with Child	18 to 49 without Child	50 to 64	65+
Men	34%	30%	33%	34%	44%
Women	65%	69%	65%	65%	55%
No college degree	35%	32%	39%	38%	40%
College grad +	62%	67%	59%	60%	59%
Inactive Patrons	21%	13%	30%	24%	20%
Less Active Patrons	33%	27%	31%	38%	45%
More Active Patrons	25%	23%	29%	25%	22%
Very Active Patrons	21%	37%	9%	13%	12%

# Conclusions



- KDL is doing an excellent job of providing traditional library services and attracting a representative group of residents to KDL.
- KDL patrons and residents are similar in terms of their demographic make-up and their positive feelings toward the library.
  - Around 90% are favorable toward the KDL system and local branches.
  - More than 90% believe that KDL is an important part of the community.
  - More than 80% describe the library as comfortable, convenient, friendly, and well stocked with books and media.
- There is a notable difference between priorities of patrons and residents.
  - Greater proportions of residents say that community focused programs are most important: summer reading programs, education programs, resources for job seekers and access to computers.
  - While majorities of patrons also say that community focused programs are important, there is higher consensus that traditional library activities are most important.
- KDL performs well on those items that patrons believe are most important. Even where KDL seems to perform less well, this is most often due to patrons' lack of knowledge about the services KDL offers.

# Discussion

