Shaping Library Services for Current and Future Community Needs

JULY 8, 2021
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Cardholder, Staff and Non-User Viewpoints

Net Promoter Score

Library Customer Cluster Insights

Demand Analysis

Key Opportunities to Consider
Study Goals
Study Goals

• Identify unmet and emerging needs throughout Kent District Library service area

• Conduct primary research of people in the KDL service area, including non-patrons

• Gauge general perceptions of the library
Cardholder, Staff and Non-User Viewpoints
Non-Patrons and Inactive Patrons

• 222 completed responses in the phone survey

• 1,946 inactive (have not used their library card within the past 12 months) patrons in the online survey
Online Survey Participants Represent All Branch Locations

8,396 completed responses
Online access is becoming increasingly important, particularly for frequent users of the library.
Reasons for Non-Use

About 44% of individuals prefer to purchase books and other form of media.
Awareness of Library Services

- Resources for people with special needs (blindness, autism, etc.)
- Job-seeker and business resources, such as research databases and legal reference
- Online educational resources for students and adults
- Private study rooms
- Community meeting rooms
- Public computers with high-speed internet and printing
- Downloadable eBooks, e-audiobooks, music and videos
Preferences for Selecting Materials

- On the library catalog/website where I can place a hold or download immediately, 57%
- In person at the library, where I can browse library shelves, 32%
- On external sites such as Goodreads/other review sites where I can find what I want and then check if items are available locally, 9%
- I don’t like browsing, I prefer the librarians recommend items for me, 1%
In-person is preferred across the board, except for computer / tech.
Change in Use of Digital Resources, Compared to Pre-Pandemic

- I don’t use digital materials from the library, 24%
- Increased, 37%
- Stayed the same, 36%
- Decreased, 3%
What Would Encourage More Library Use?

- More digital resources such as eBooks, eAudiobooks, streaming video: 36%
- More physical items such as books, audiobooks and DVDs: 33%
- Classes and workshops to develop skills: 26%
- Extended borrowing periods: 24%
- More information about what is offered: 23%
- Wider offering of programs/events: 19%
- Maker spaces - e.g. creative spaces for people to use resources such as: 18%
- More convenient hours of operation: 17%
- No overdue fines: 16%
- More educational resources for children: 12%
- Local pickup/drop off stops such as book lockers or a bookmobile: 9%
- More one-on-one help with computers, internet, or other technology: 7%
Importance of Library Services in Community*

- Materials and activities for children and families
- Entertainment (books, movies, music, games, etc.)
- A place to connect people with social services
- Community center
- Hub for education and information

*Those who selected “very important”
Greatest Challenges in Community*

*Selected ‘high’ in terms of a low, medium or high challenge. Note – phone survey had scale of 1-3, while online survey had scale of 1-5)
### Additional Comments – Greatest Challenges

<table>
<thead>
<tr>
<th>Challenge</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lack of religion/spirituality</td>
</tr>
<tr>
<td>Taxes</td>
</tr>
<tr>
<td>Affordable internet</td>
</tr>
<tr>
<td>Political polarization</td>
</tr>
<tr>
<td>Health/wellness</td>
</tr>
<tr>
<td>Education</td>
</tr>
<tr>
<td>Political correctness</td>
</tr>
<tr>
<td>Government bureaucracy</td>
</tr>
<tr>
<td>Parenting/Raising children</td>
</tr>
<tr>
<td>Liberal agendas</td>
</tr>
<tr>
<td>Balanced news</td>
</tr>
<tr>
<td>Ignorance</td>
</tr>
<tr>
<td>Environmental issues</td>
</tr>
<tr>
<td>Transportation</td>
</tr>
<tr>
<td>Laziness in young people</td>
</tr>
</tbody>
</table>
Likelihood of Use

What is the likelihood that you, a family member, or someone you know would use these services if offered at the library?

- Health/wellbeing classes and resources
- Services for Substance Abuse
- Parenting classes
- Language classes
- Professional counseling or social work services
- Legal aid
- Job assistance/coaching
- Directory of community services and...

- People with Children
- Phone Survey (non-users)
- Staff
- Inactive
- Active
Future Library Focus (Increase)

- Appointments for one-on-one technology help sessions
- Classes and workshops to develop skills
- Digital materials (e.g., eBooks, research materials)
- Educational resources for early childhood and school age children
- Early Literacy
- High speed Internet, wireless and public computer access
- Hosting concerts, plays, lectures, and exhibits
- Job seeking services
- Maker Spaces
- Programs in Spanish or other languages
- Research collections for genealogy and local history
- Services for educators (teachers, homeschoolers)
- Services for teens
- Spaces dedicated to a print collection
- Spaces dedicated for studying, quiet space, community gathering, programs, etc.
- Library website
- Library mobile apps
- Home delivery services
Future Library Focus (Increase)

- Appointments for one-on-one technology help sessions
- Classes and workshops to develop skills
- Digital materials (e.g., eBooks, research materials)
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- Library website
- Library mobile apps
- Home delivery services
Comfort with Technology

- Yes (comfortable on most digital devices and platforms), 66%
- Somewhat (comfortable on a few devices and platforms), 31%
- No (uncomfortable using most digital devices and platforms), 3%
Library Use as a Child

- Never, 6%
- Less than once a year, 4%
- Once a year, 2%
- Once or twice per month, 38%
- A few times per year, 21%
- Once a week or more, 30%
Net Promoter Score (NPS)
Net Promoter Score

- The Net Promoter Score* is a one-question scale of customer loyalty
- NPS is a measurement tool used by many industries

Creators of NPS, Bain & Company, suggest a score above 0 is good, above 20 is favorable, above 50 is excellent, and above 80 is world class. *Net Promoter Score is a metric that was first developed in 1993 by Fred Reichheld, a Harvard Businessman, and later adopted in 2003 by Bain & Company and Satmetrix as a way to predict customer purchase and referral behavior.

Score 0-6 = Detractors
Score 7-8 = Passives
Score 9-10 = Promoters

NPS = % Promoters minus % Detractors
Passives are ignored in NPS calculations.
Net Promoter Score (NPS)

Question: How likely are you to recommend the library to others? (measures customer loyalty)

- Active Cardholders: 74
- Inactive Cardholders: 45.2
- Staff: 88.9
- Spanish Language: 80.8
- Location: 65.7-75.7

(100 or more responses)
Prefered Methods of Learning About Library Offerings

- Library Email: 73%
- Library Website: 56%
- Social Media: 37%
- KDL Kaleidoscope Magazine: 29%
- Articles in Local Newspapers: 10%
- Community Forums: 8%
Library Customer Cluster Insights
## Cluster Overview

<table>
<thead>
<tr>
<th>Cluster Name</th>
<th>Behaviors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Audiophiles</td>
<td>Primarily borrow audiobooks</td>
</tr>
<tr>
<td>Bedtime Stories</td>
<td>Adults who borrow children's materials</td>
</tr>
<tr>
<td>Bright Futures</td>
<td>Teen between the age of 13-17</td>
</tr>
<tr>
<td>Dependables</td>
<td>Primarily borrow adult or teen print and A/V materials (DVDs, CDs, etc)</td>
</tr>
<tr>
<td>Digitarians</td>
<td>Primarily borrow digital files - Overdrive, Freegal, Hoopla, Zinio, etc</td>
</tr>
<tr>
<td>Double Feature</td>
<td>Primarily borrow A/V (DVDs, CDs, etc)</td>
</tr>
<tr>
<td>Inactives</td>
<td>Have not used their card in more than 12 months</td>
</tr>
<tr>
<td>New Cardholders</td>
<td>Signed up within the past 12 weeks</td>
</tr>
<tr>
<td>Occasionals</td>
<td>Have not used card in at least 12 weeks to a year prior</td>
</tr>
<tr>
<td>Page Turners</td>
<td>Primarily borrow adult and teen print</td>
</tr>
<tr>
<td>Rising Stars</td>
<td>Youth between the age of 0-12</td>
</tr>
<tr>
<td>Staying Connected</td>
<td>Computer Users</td>
</tr>
<tr>
<td>Transitionals</td>
<td>Borrow both digital and physical circulation</td>
</tr>
</tbody>
</table>
KDL Cluster Distribution

Source: Savannah, 6.22.2021
Cluster Benchmark

Source: Savannah, 6.22.2021
What Would Increase Library Use?

**Inactive**
- No overdue fines
- More educational resources for children
- More information about what is offered
- Classes and workshops to develop skills
- Maker spaces - e.g. creative spaces for... 
- More one-on-one help with computers...
- Wider offering of programs/events
- More digital resources such as eBooks...
- More physical items such as books,...
- Extended borrowing periods
- Local pickup/drop off stops such as...
- More convenient hours of operation

**Occasionals**
- No overdue fines
- More educational resources for children
- More information about what is offered
- Classes and workshops to develop skills
- Maker spaces - e.g. creative spaces for...
- More one-on-one help with computers...
- Wider offering of programs/events
- More digital resources such as eBooks...
- More physical items such as books,...
- Extended borrowing periods
- Local pickup/drop off stops such as...
What Would Increase Library Use?

**Bedtime Stories**
- No overdue fines
- More educational resources for...
- More information about what is...
- Classes and workshops to...
- Maker spaces - e.g. creative...
- More one-on-one help with...
- Wider offering of...
- More digital resources such as...
- More physical items such as...
- Extended borrowing periods
- Local pickup/drop off stops such...
- More convenient hours of...

**Digitarians**
- No overdue fines
- More educational resources for children
- More information about what is offered
- Classes and workshops to develop skills
- Maker spaces - e.g. creative spaces...
- More one-on-one help with...
- Wider offering of programs/events
- More digital resources such as...
- More physical items such as books,...
- Extended borrowing periods
- Local pickup/drop off stops such as...
- More convenient hours of operation
What Would Increase Library Use?

Page Turners

- No overdue fines
- More educational resources for children
- More information about what is offered
- Classes and workshops to develop skills
- Maker spaces - e.g. creative spaces for
- More one-on-one help with computers, etc.
- Wider offering of programs/events
- More digital resources such as eBooks, etc.
- More physical items such as books, etc.
- Extended borrowing periods
- Local pickup/drop off stops such as
- More convenient hours of operation

Dependables

- No overdue fines
- More educational resources for children
- More information about what is offered
- Classes and workshops to develop skills
- Maker spaces - e.g. creative spaces for
- More one-on-one help with computers, etc.
- Wider offering of programs/events
- More digital resources such as eBooks, etc.
- More physical items such as books, etc.
- Extended borrowing periods
- Local pickup/drop off stops such as
- More convenient hours of operation
What Would Increase Library Use?

**Transitionals**
- No overdue fines
- More educational resources for...
- More information about what is...
- Classes and workshops to develop...
- Maker spaces - e.g. creative...
- More one-on-one help with...
- Wider offering of programs/events
- More digital resources such as...
- More physical items such as...
- Extended borrowing periods
- Local pickup/drop off stops such as...
- More convenient hours of operation

**Staying Connected**
- No overdue fines
- More educational resources for...
- More information about what is...
- Classes and workshops to develop...
- Maker spaces - e.g. creative spaces...
- More one-on-one help with...
- Wider offering of programs/events
- More digital resources such as...
- More physical items such as books,...
- Extended borrowing periods
- Local pickup/drop off stops such as...
- More convenient hours of operation

**Double Feature**
- No overdue fines
- More educational resources for...
- More information about what is...
- Classes and workshops to develop...
- Maker spaces - e.g. creative spaces...
- More one-on-one help with...
- Wider offering of programs/events
- More digital resources such as...
- More physical items such as books,...
- Extended borrowing periods
- Local pickup/drop off stops such as...
- More convenient hours of operation
Future Library Focus (Increase)

- Appointments for one-on-one technology help sessions
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- Digital materials (e.g., eBooks, research materials)
- Educational resources for early childhood and school age children
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Demand Analysis
Market Penetration by Branch

Overall Market Penetration*

33.6%

(1 out of every 3 households in service area)

*Market penetration for libraries on Savannah platform in similar population category is 24% for Q1 2021
Key Opportunities to Consider
Library Positioning

- Children and family-centered programs and services
- Hub for education and information
- Entertainment resources and activities (popular with those with children)
Alignment with Community Issues/Needs

- Health/Well-being
- Mental Health
- Community Service Referral and Resources
- Languages
- Earning a Living Wage
Library Service Opportunities

- Children/Family activities
- Lecture series
- Promote job seeker services
- Promote meeting rooms and private study rooms
- Cluster-based service development and targeted e-mail messaging
- Geography-based cardholder acquisition strategies
- Incorporate weekly Net Promoter Score survey
Non-User Phone Survey Results

I am going to ask you about your awareness of the following free library services. Please indicate if you are 'Aware' or 'Not aware' for each of the items I say.

<table>
<thead>
<tr>
<th>Service</th>
<th>Aware</th>
<th>Not Aware</th>
</tr>
</thead>
<tbody>
<tr>
<td>Count</td>
<td>%</td>
<td>Count</td>
</tr>
<tr>
<td>Downloadable eBooks, e-audiobooks music and videos*</td>
<td>114</td>
<td>51.4%</td>
</tr>
<tr>
<td>Public computers with high-speed internet and printing*</td>
<td>170</td>
<td>76.6%</td>
</tr>
<tr>
<td>Community meeting rooms*</td>
<td>105</td>
<td>47.3%</td>
</tr>
<tr>
<td>Private study rooms</td>
<td>83</td>
<td>37.4%</td>
</tr>
<tr>
<td>Online educational resources for students and adults</td>
<td>97</td>
<td>43.7%</td>
</tr>
<tr>
<td>Job-seeker and business resources, such as research databases and legal reference</td>
<td>84</td>
<td>37.8%</td>
</tr>
<tr>
<td>Resources for people with special needs (blindness, autism, etc.)</td>
<td>102</td>
<td>45.9%</td>
</tr>
<tr>
<td>In person programs and events*</td>
<td>116</td>
<td>52.3%</td>
</tr>
</tbody>
</table>

What, if anything, prevents you from using the library? I'm going to list reasons. Please say 'Yes' if this is a reason or 'No' if it is not. * See tab 2 for additional responses.

<table>
<thead>
<tr>
<th>Reason</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Count</td>
<td>%</td>
<td>%</td>
</tr>
<tr>
<td>My schedule is too busy</td>
<td>73</td>
<td>149</td>
</tr>
<tr>
<td>The library doesn't have what I want</td>
<td>13</td>
<td>209</td>
</tr>
<tr>
<td>I use another library system</td>
<td>19</td>
<td>203</td>
</tr>
<tr>
<td>Library fines</td>
<td>11</td>
<td>211</td>
</tr>
<tr>
<td>I cannot easily get to a library</td>
<td>34</td>
<td>188</td>
</tr>
<tr>
<td>I don't download eBooks from another source</td>
<td>58</td>
<td>164</td>
</tr>
<tr>
<td>I prefer to purchase books and other media</td>
<td>99</td>
<td>123</td>
</tr>
<tr>
<td>I do not feel welcome at the library</td>
<td>6</td>
<td>216</td>
</tr>
<tr>
<td>Language barriers</td>
<td>1</td>
<td>221</td>
</tr>
<tr>
<td>My children are grown</td>
<td>94</td>
<td>128</td>
</tr>
<tr>
<td>COVID concerns</td>
<td>56</td>
<td>166</td>
</tr>
<tr>
<td>Are there other reasons you do not use the library?</td>
<td>90</td>
<td>132</td>
</tr>
</tbody>
</table>

How important are the following library roles in the community? On a scale of 1 to 5, a "1" means that the service is NOT IMPORTANT to the community and a "5" means the service is VERY IMPORTANT. If you don't know, please select, "Don't know.

<table>
<thead>
<tr>
<th>Service</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>Don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Count</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
</tr>
<tr>
<td>Hub for education and information</td>
<td>6</td>
<td>2</td>
<td>0.9%</td>
<td>12</td>
<td>5.4%</td>
<td>21</td>
</tr>
<tr>
<td>Community center</td>
<td>13</td>
<td>5.9%</td>
<td>10</td>
<td>4.5%</td>
<td>48</td>
<td>21.6%</td>
</tr>
<tr>
<td>A place to connect people with social services</td>
<td>20</td>
<td>9.0%</td>
<td>12</td>
<td>5.4%</td>
<td>31</td>
<td>14.0%</td>
</tr>
</tbody>
</table>

Importance of Library Roles to the Community

- Materials and activities for children and families
- Entertainment (books, movies, music, games, etc.)
- A place to connect people with social services
- Community center
Other than the COVID pandemic, what are the greatest challenges facing individuals and families in our community? Please reply to each prompt with (Low, Medium, or High).

<table>
<thead>
<tr>
<th>Challenge</th>
<th>Count</th>
<th>Row %</th>
<th>Count</th>
<th>Row %</th>
<th>Count</th>
<th>Row %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Disabilities</td>
<td>73</td>
<td>32.9%</td>
<td>90</td>
<td>40.5%</td>
<td>59</td>
<td>26.6%</td>
</tr>
<tr>
<td>Homelessness</td>
<td>86</td>
<td>38.7%</td>
<td>66</td>
<td>29.7%</td>
<td>70</td>
<td>31.5%</td>
</tr>
<tr>
<td>Mental health</td>
<td>109</td>
<td>49.1%</td>
<td>80</td>
<td>36.0%</td>
<td>38</td>
<td>14.9%</td>
</tr>
<tr>
<td>Earning a living wage</td>
<td>96</td>
<td>43.2%</td>
<td>80</td>
<td>36.0%</td>
<td>46</td>
<td>20.7%</td>
</tr>
<tr>
<td>Racism</td>
<td>78</td>
<td>35.1%</td>
<td>70</td>
<td>31.5%</td>
<td>74</td>
<td>33.3%</td>
</tr>
<tr>
<td>Violence and trauma</td>
<td>68</td>
<td>30.6%</td>
<td>62</td>
<td>27.9%</td>
<td>92</td>
<td>41.4%</td>
</tr>
<tr>
<td>Unemployment</td>
<td>53</td>
<td>23.9%</td>
<td>97</td>
<td>42.7%</td>
<td>72</td>
<td>32.4%</td>
</tr>
<tr>
<td>Food insecurity</td>
<td>64</td>
<td>28.8%</td>
<td>91</td>
<td>41.0%</td>
<td>67</td>
<td>30.2%</td>
</tr>
<tr>
<td>Aging</td>
<td>67</td>
<td>30.2%</td>
<td>91</td>
<td>41.0%</td>
<td>64</td>
<td>28.8%</td>
</tr>
</tbody>
</table>

Are there other major challenges in our community? * See tab 3 for additional responses

<table>
<thead>
<tr>
<th>Answer</th>
<th>Count</th>
<th>Row %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>59</td>
<td>26.6%</td>
</tr>
<tr>
<td>No</td>
<td>163</td>
<td>73.4%</td>
</tr>
</tbody>
</table>

What is the likelihood that you, a family member, or someone you know would use these services if offered at the library? (respond likely/not likely, or don't know)

<table>
<thead>
<tr>
<th>Service</th>
<th>Likely</th>
<th>Not Likely</th>
<th>Don't Know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Directory of community services and resources</td>
<td>96</td>
<td>43.2%</td>
<td>61</td>
</tr>
<tr>
<td>Job assistance/coaching</td>
<td>89</td>
<td>40.1%</td>
<td>92</td>
</tr>
<tr>
<td>Legal aid</td>
<td>88</td>
<td>39.6%</td>
<td>99</td>
</tr>
<tr>
<td>Professional counseling or social work services</td>
<td>73</td>
<td>32.9%</td>
<td>111</td>
</tr>
<tr>
<td>Language classes</td>
<td>80</td>
<td>36.0%</td>
<td>100</td>
</tr>
<tr>
<td>Parenting classes</td>
<td>65</td>
<td>29.3%</td>
<td>120</td>
</tr>
<tr>
<td>Services for Substance Abuse</td>
<td>53</td>
<td>23.9%</td>
<td>139</td>
</tr>
<tr>
<td>Health/wellbeing classes and resources</td>
<td>101</td>
<td>45.5%</td>
<td>85</td>
</tr>
</tbody>
</table>

Would you be interested in getting a library card? (*Phone Numbers have been provided to KDL) * See tab 4 for Additional Responses

<table>
<thead>
<tr>
<th>Answer</th>
<th>Count</th>
<th>Row %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>55</td>
<td>24.8%</td>
</tr>
<tr>
<td>No</td>
<td>167</td>
<td>75.2%</td>
</tr>
</tbody>
</table>