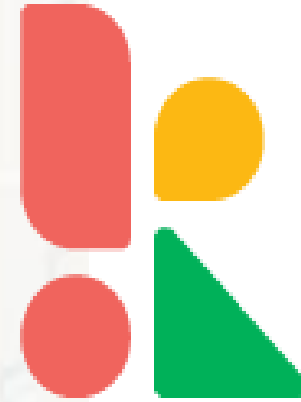


**Kent
District
Library**



Shaping Library Services for Current and Future Community Needs

JULY 8, 2021

CONTENTS

Study Goals

Cardholder, Staff and Non-User Viewpoints

Net Promoter Score

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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

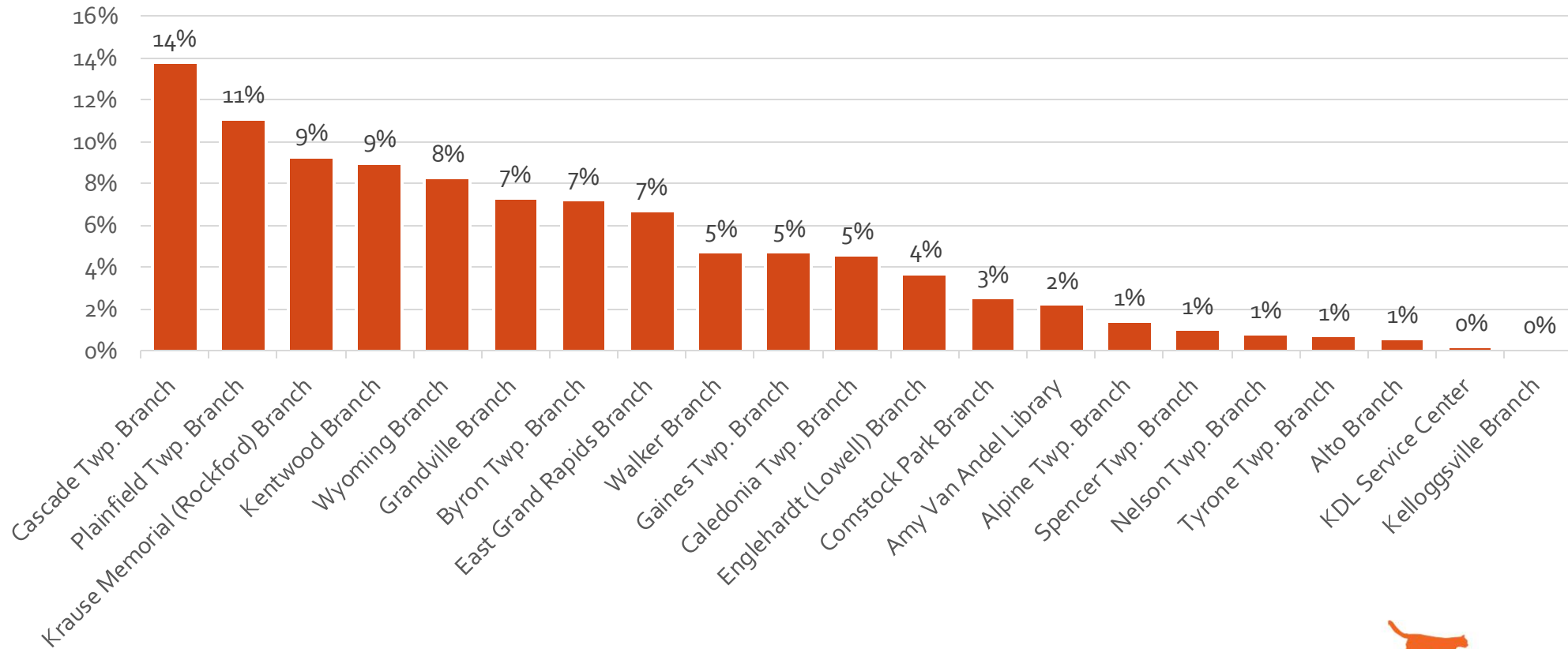
Cardholder, Staff and Non-User Viewpoints

Non-Patrons and Inactive Patrons

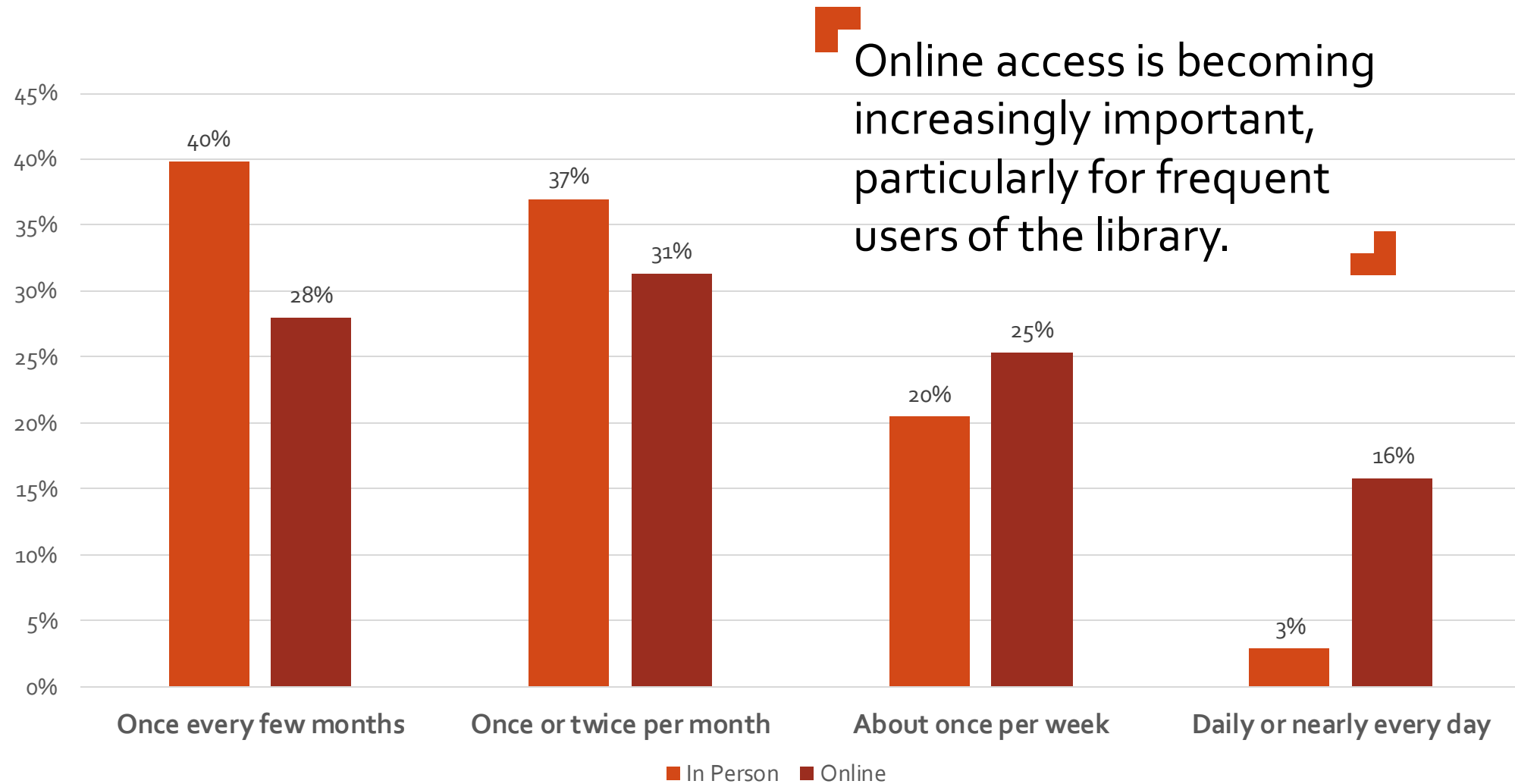
- 222 completed responses in the phone survey
- 1,946 inactive (have not used their library card within the past 12 months) patrons in the online survey

Online Survey Participants Represent All Branch Locations

8,396 completed responses

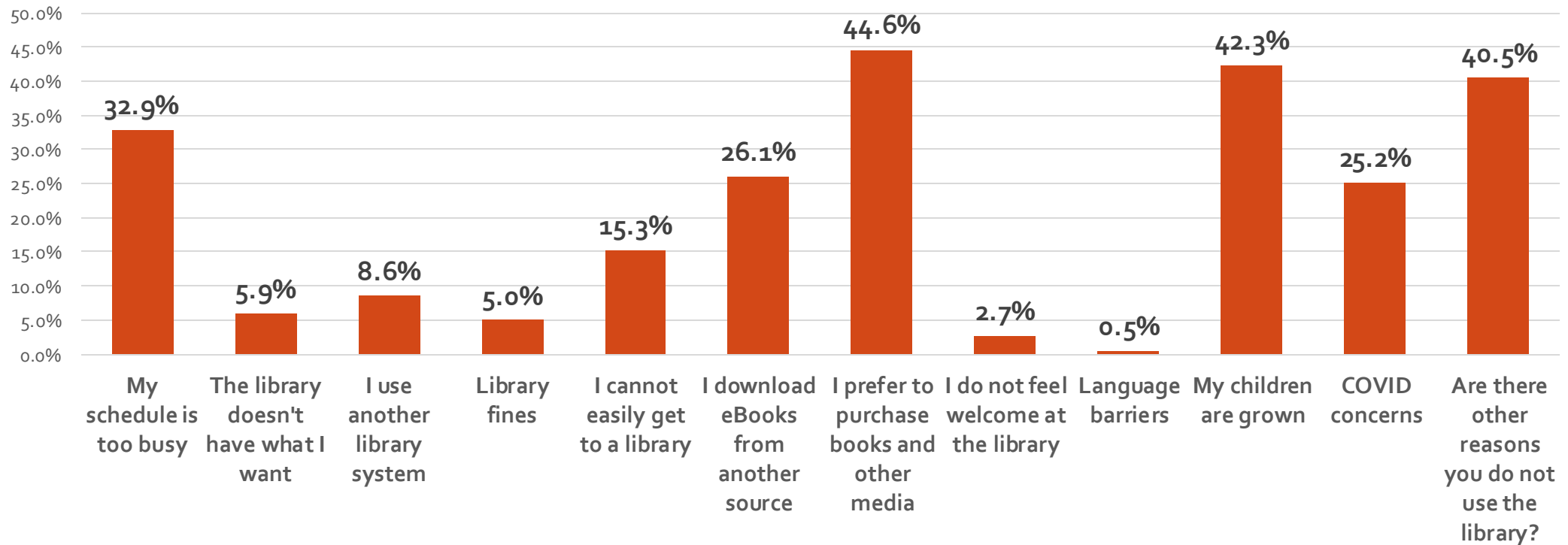


Frequency of Library Use

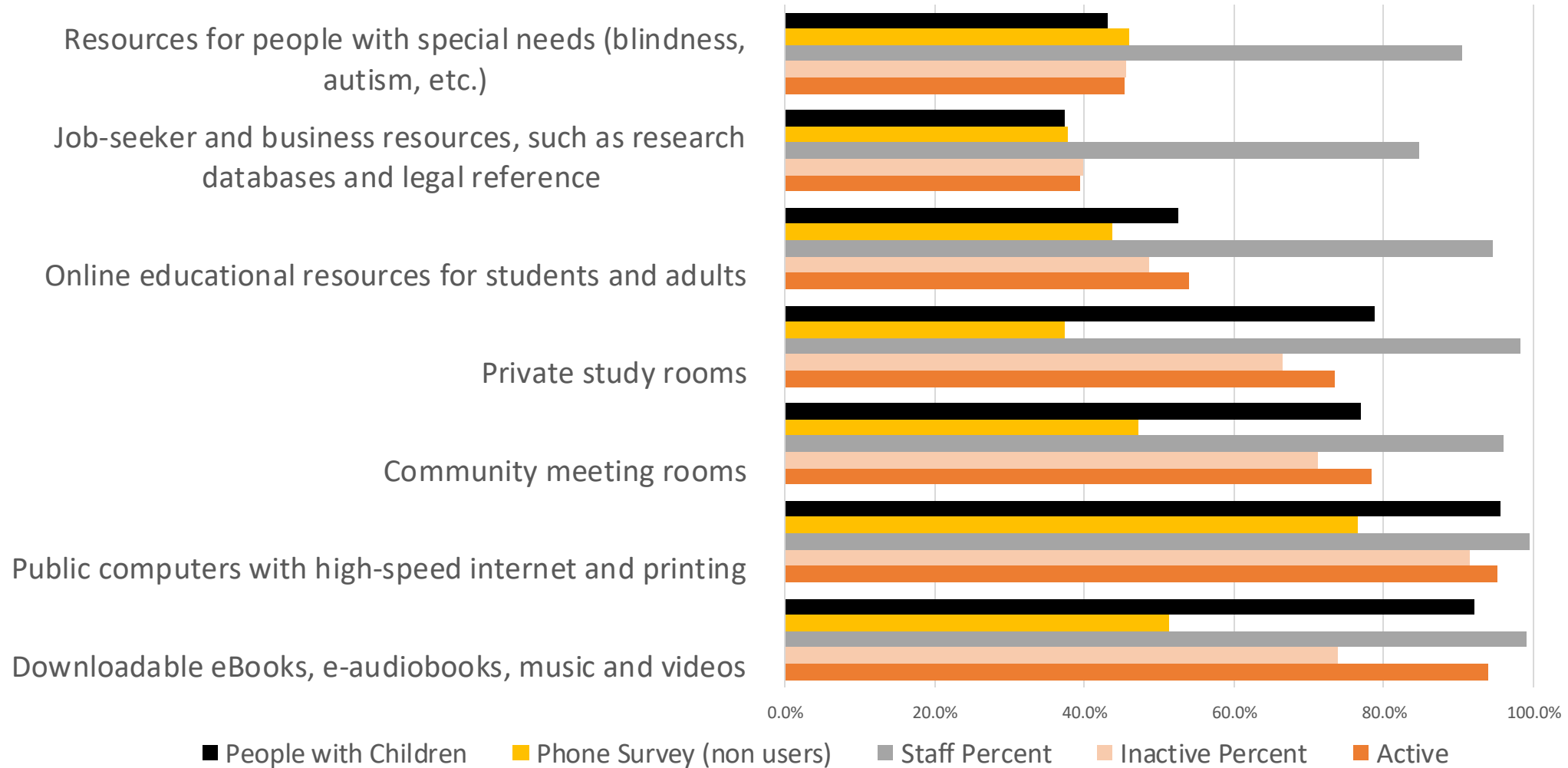


Reasons for Non-Use

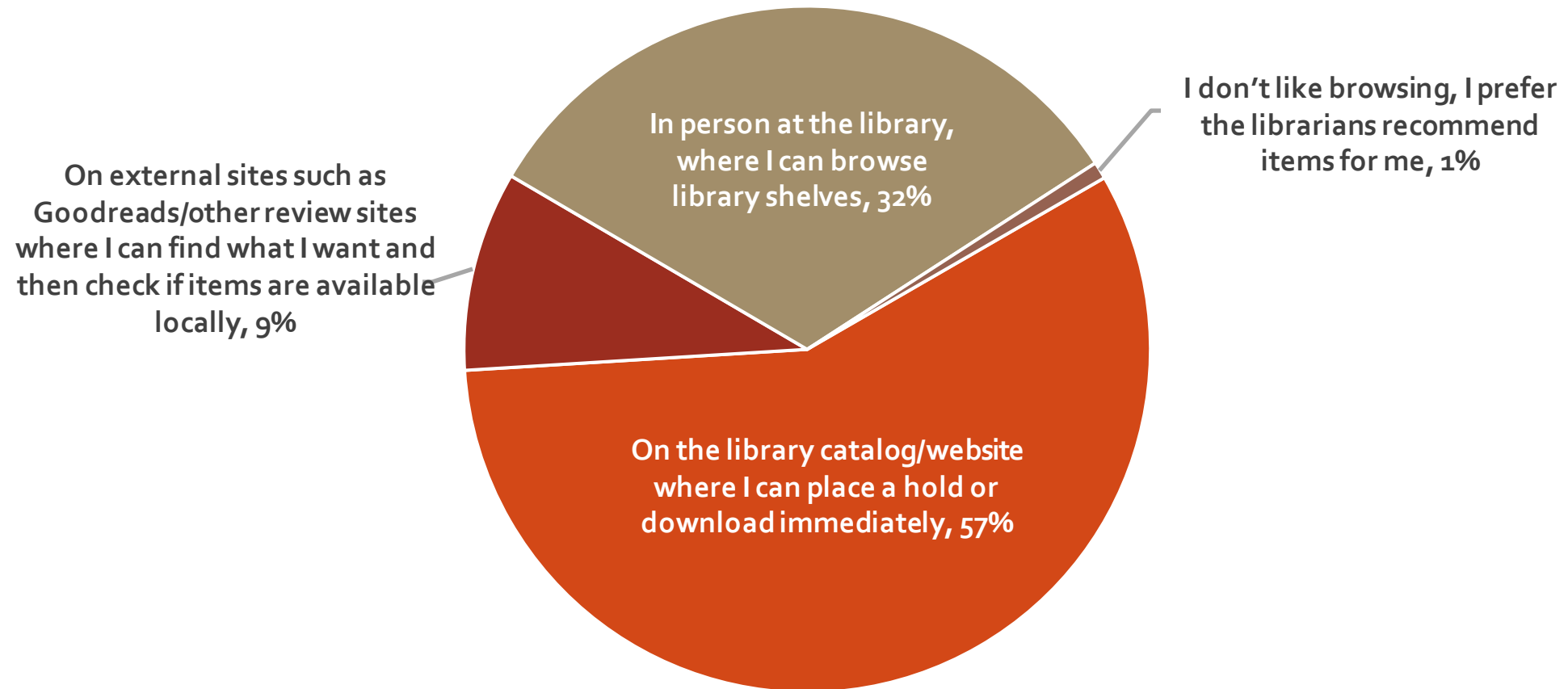
About **44%** of individuals prefer to **purchase books and other form of media**



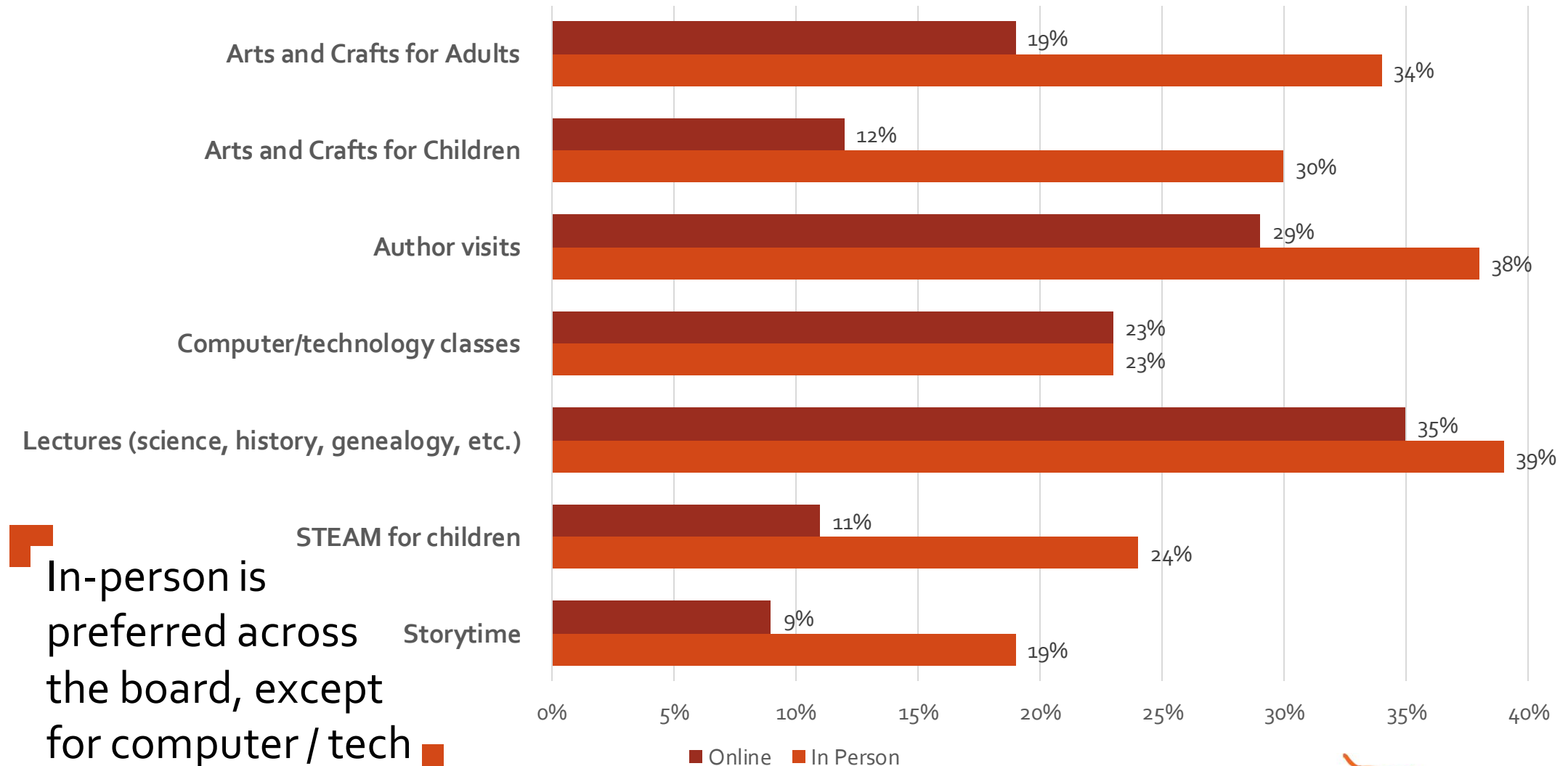
Awareness of Library Services



Preferences for Selecting Materials

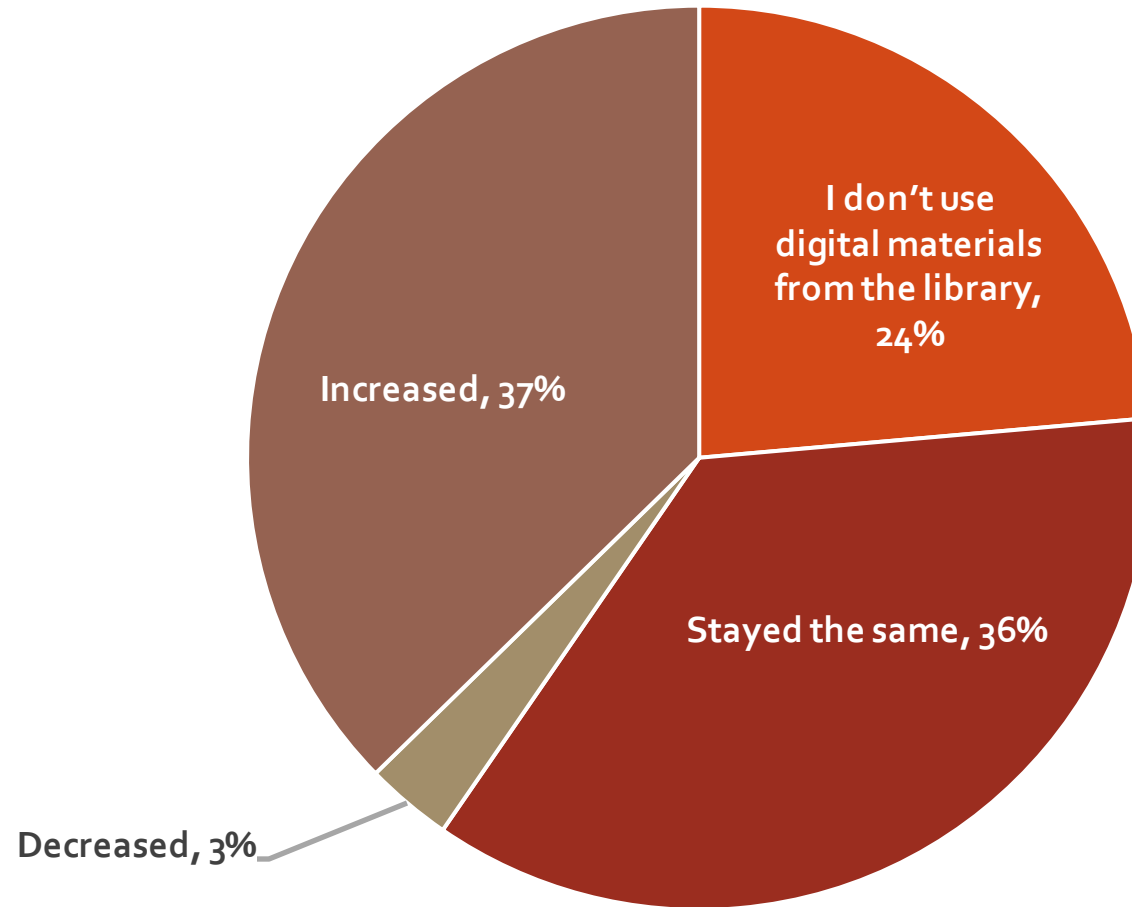


Programs Most Likely to Attend

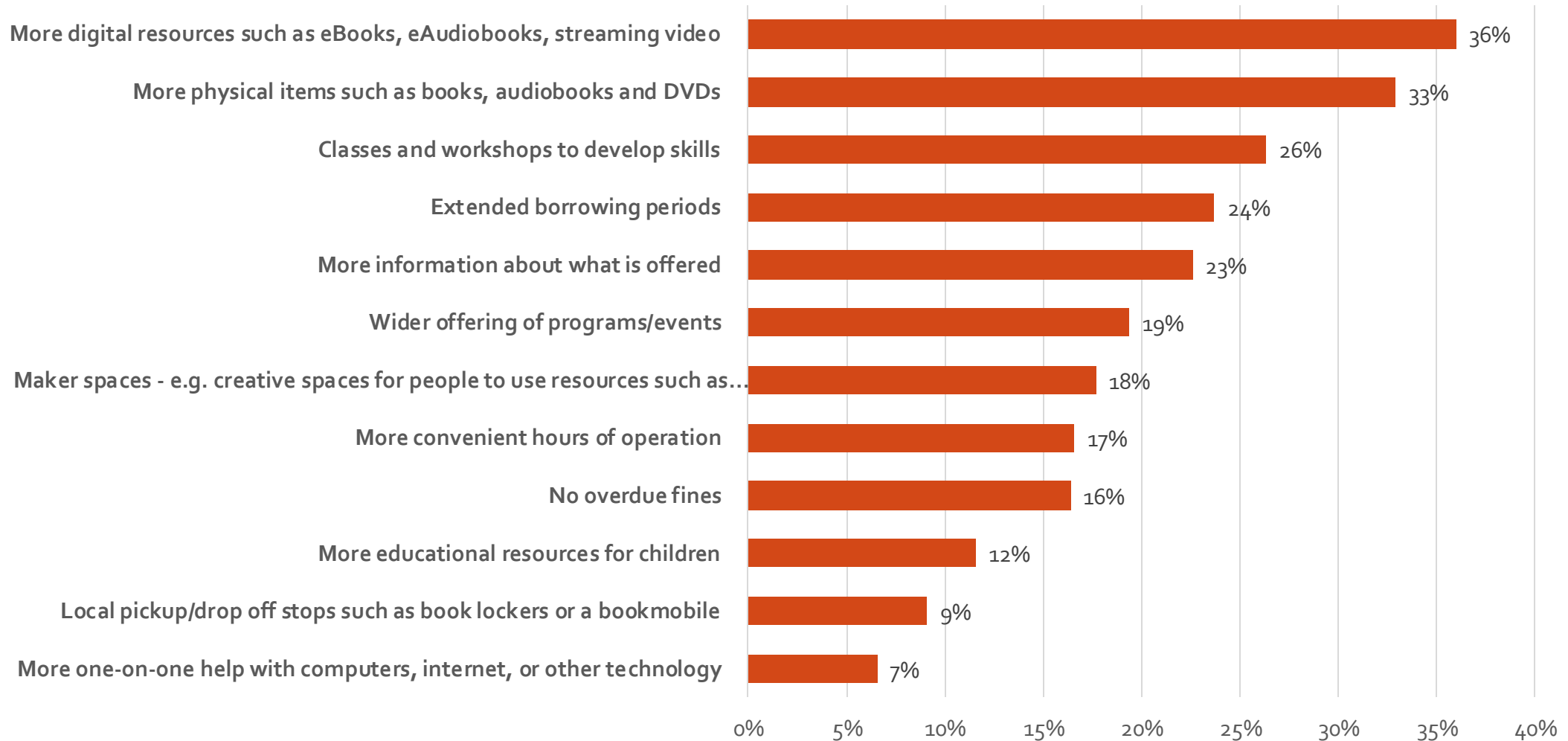


In-person is preferred across the board, except for computer / tech

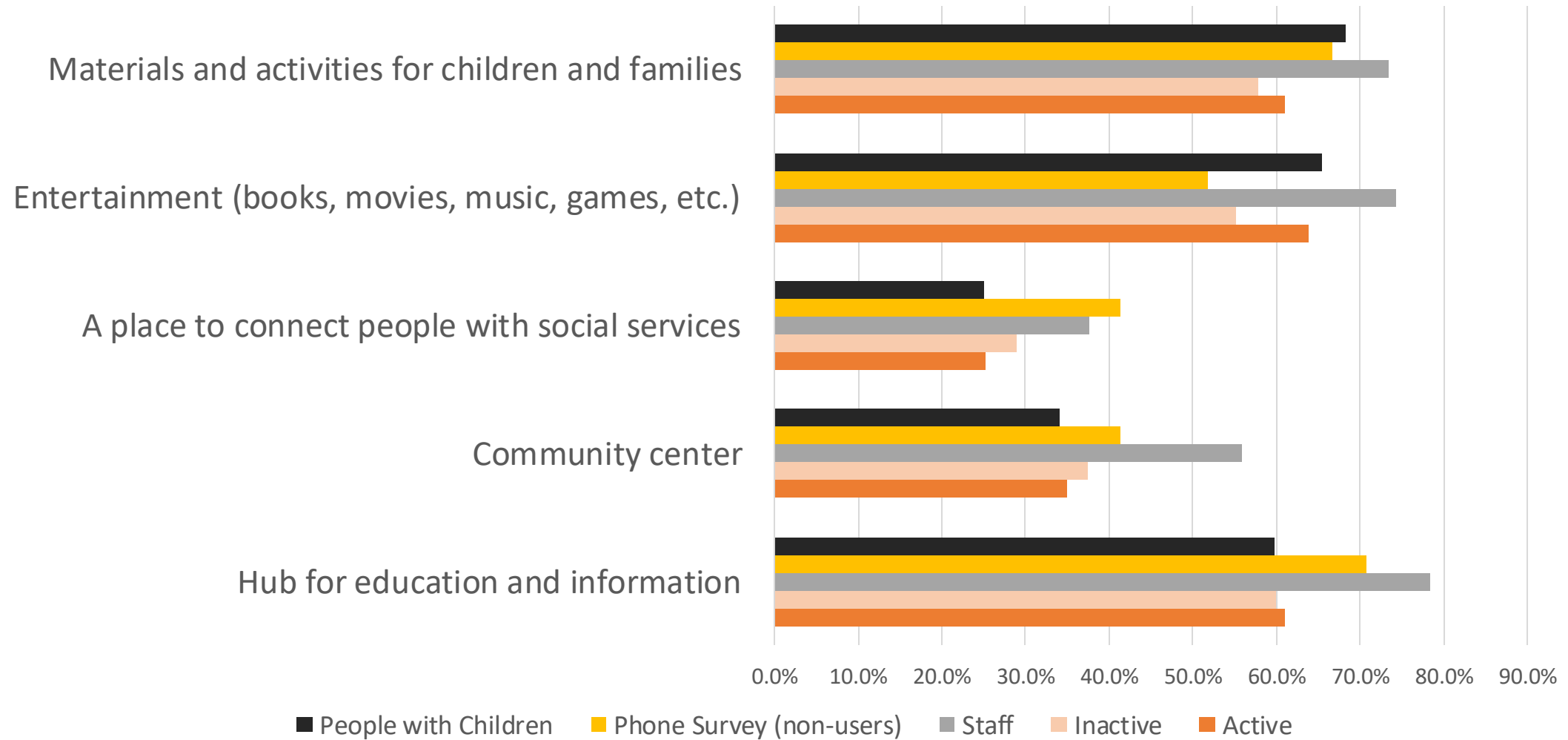
Change in Use of Digital Resources, Compared to Pre-Pandemic



What Would Encourage More Library Use?

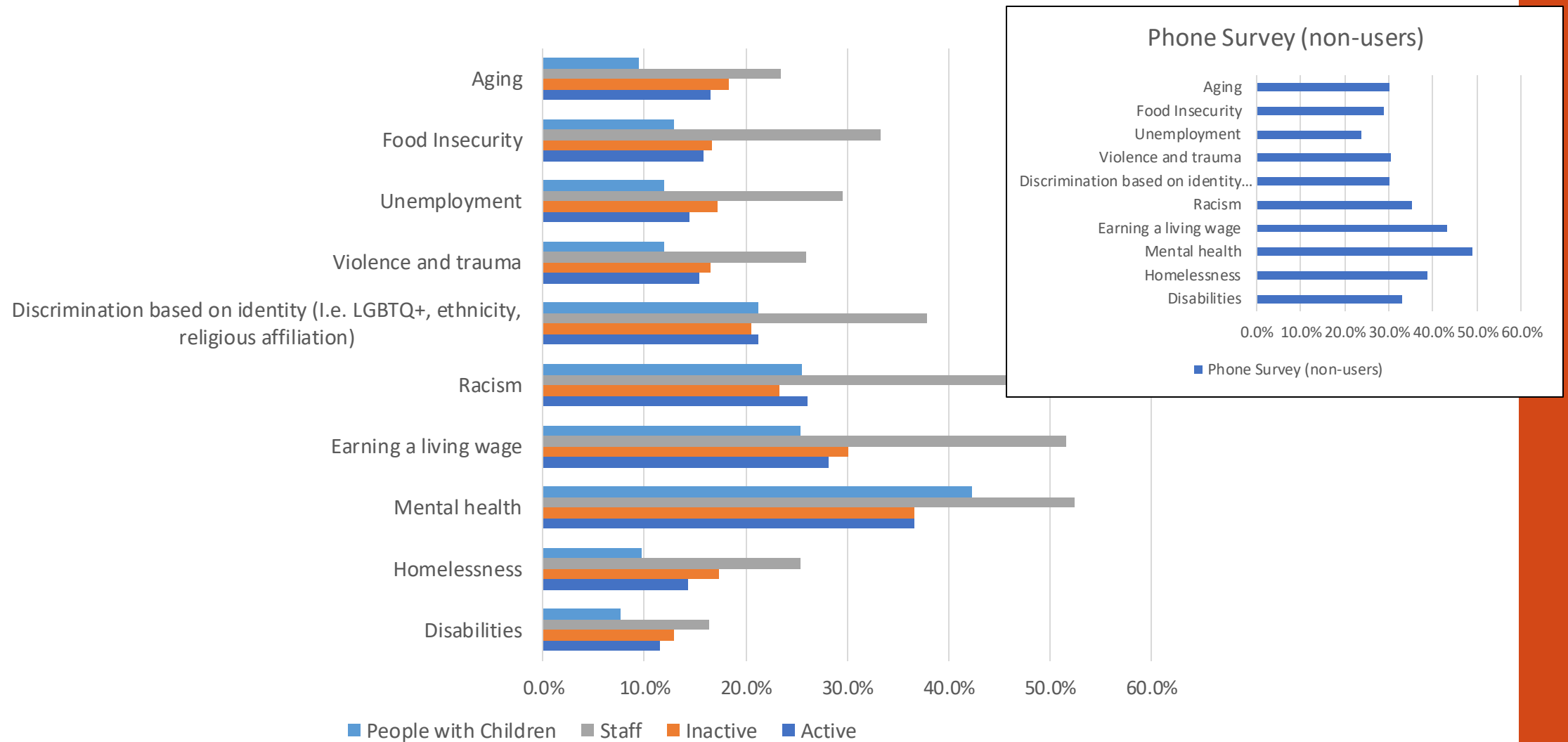


Importance of Library Services in Community*



**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

Lack of religion/spirituality

Taxes

Affordable internet

Political polarization

Health/wellness

Education

Political correctness

Government bureaucracy

Parenting/Raising children

Liberal agendas

Balanced news

Ignorance

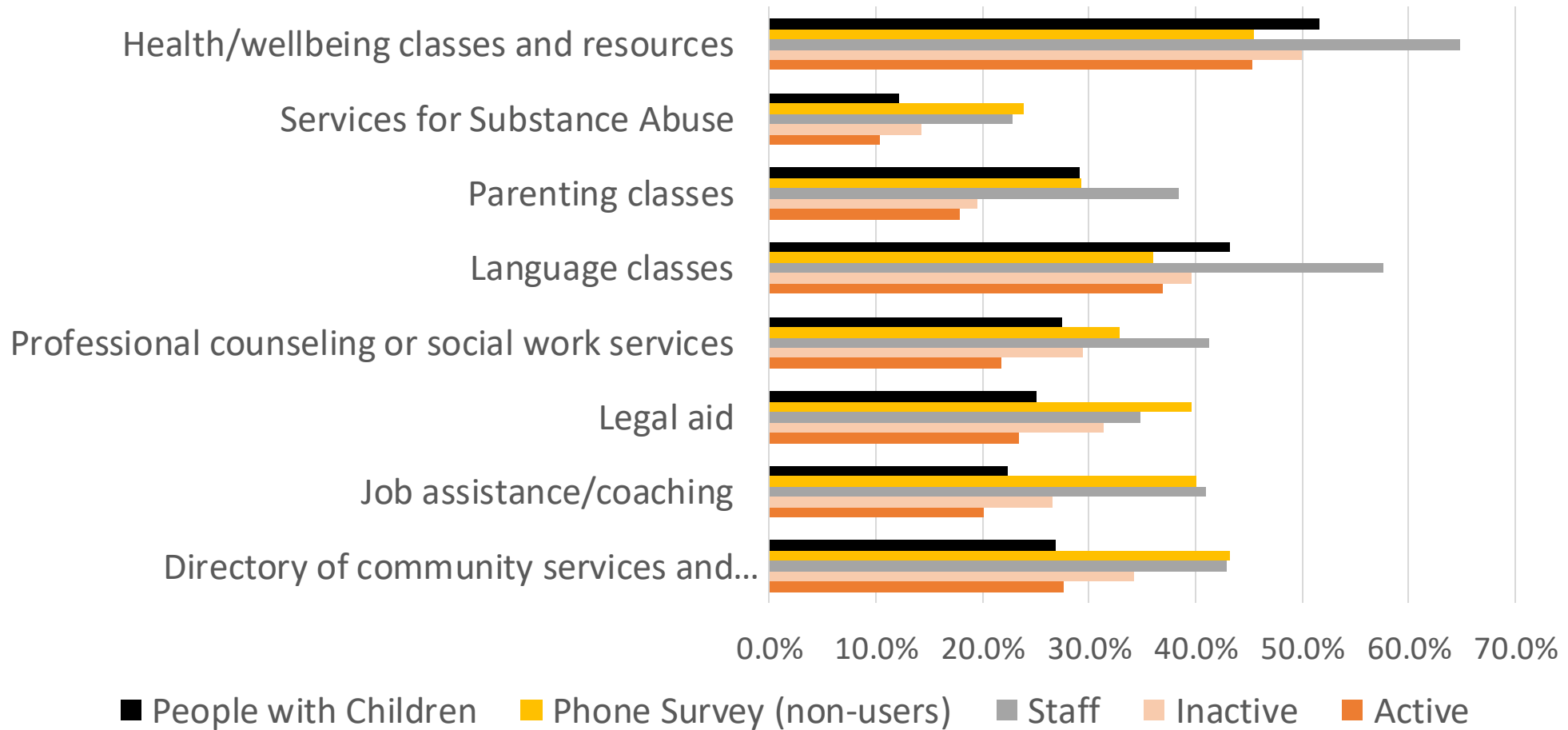
Environmental issues

Transportation

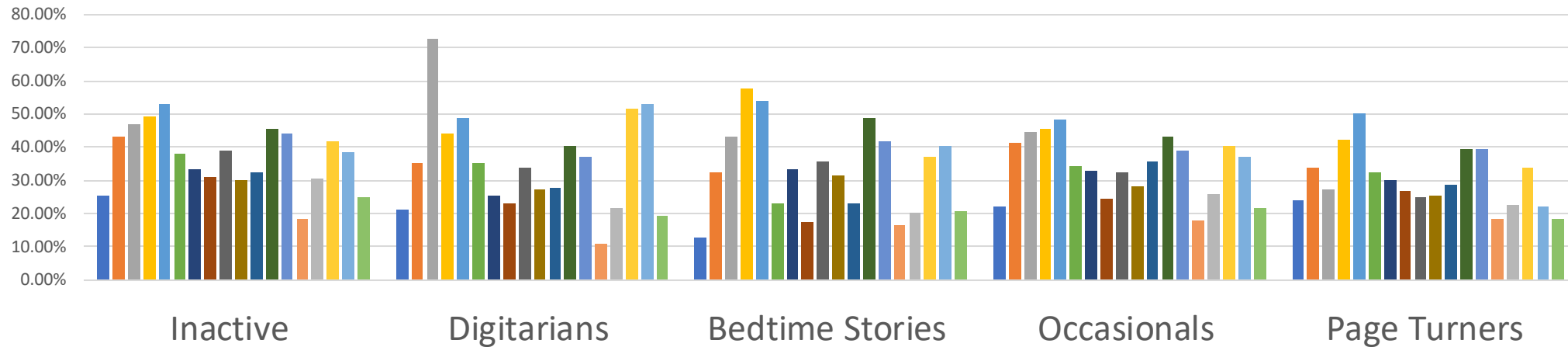
Laziness in young people

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?

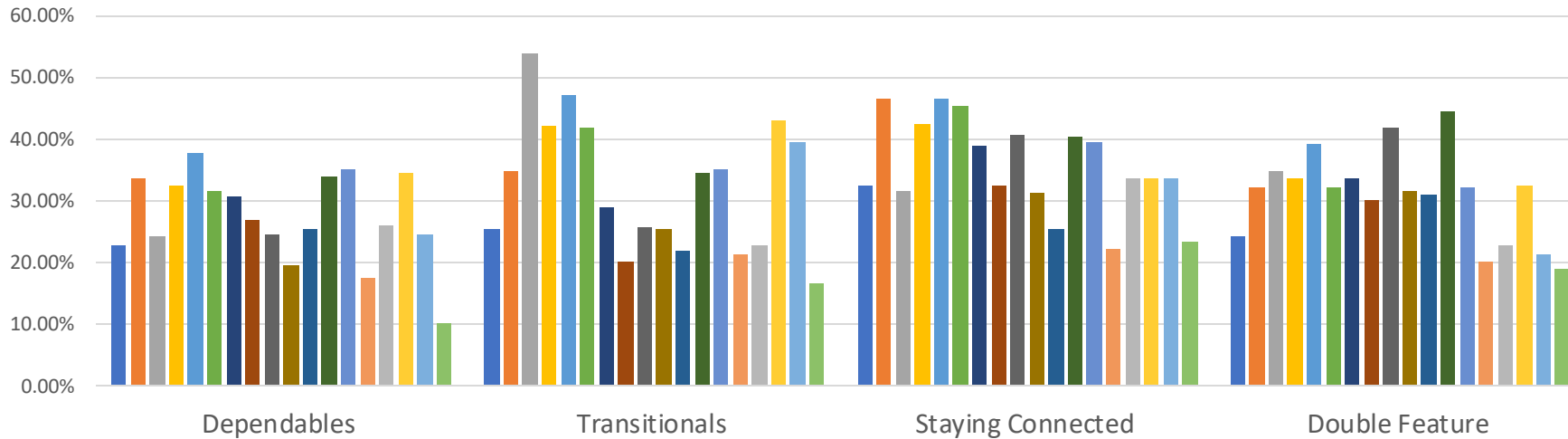


Future Library Focus (Increase)



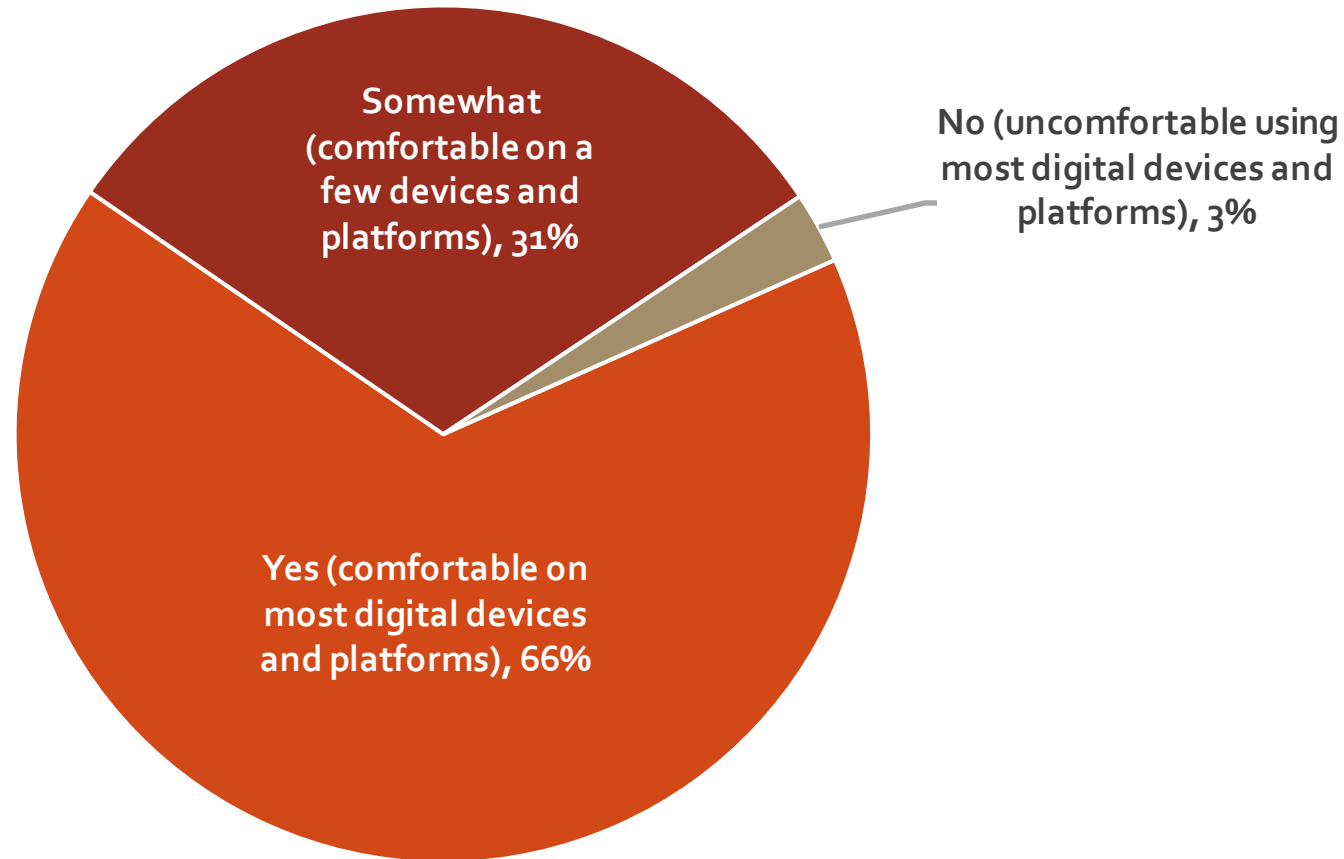
- Appointments for one-on-one technology help sessions
- Classes and workshops to develop skills
- Digital materials (e.g., eBooks, research materials)
- Educational resources for early childhood and school age children
- Early Literacy
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- Hosting concerts, plays, lectures, and exhibits
- Job seeking services
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- Programs in Spanish or other languages
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- 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)

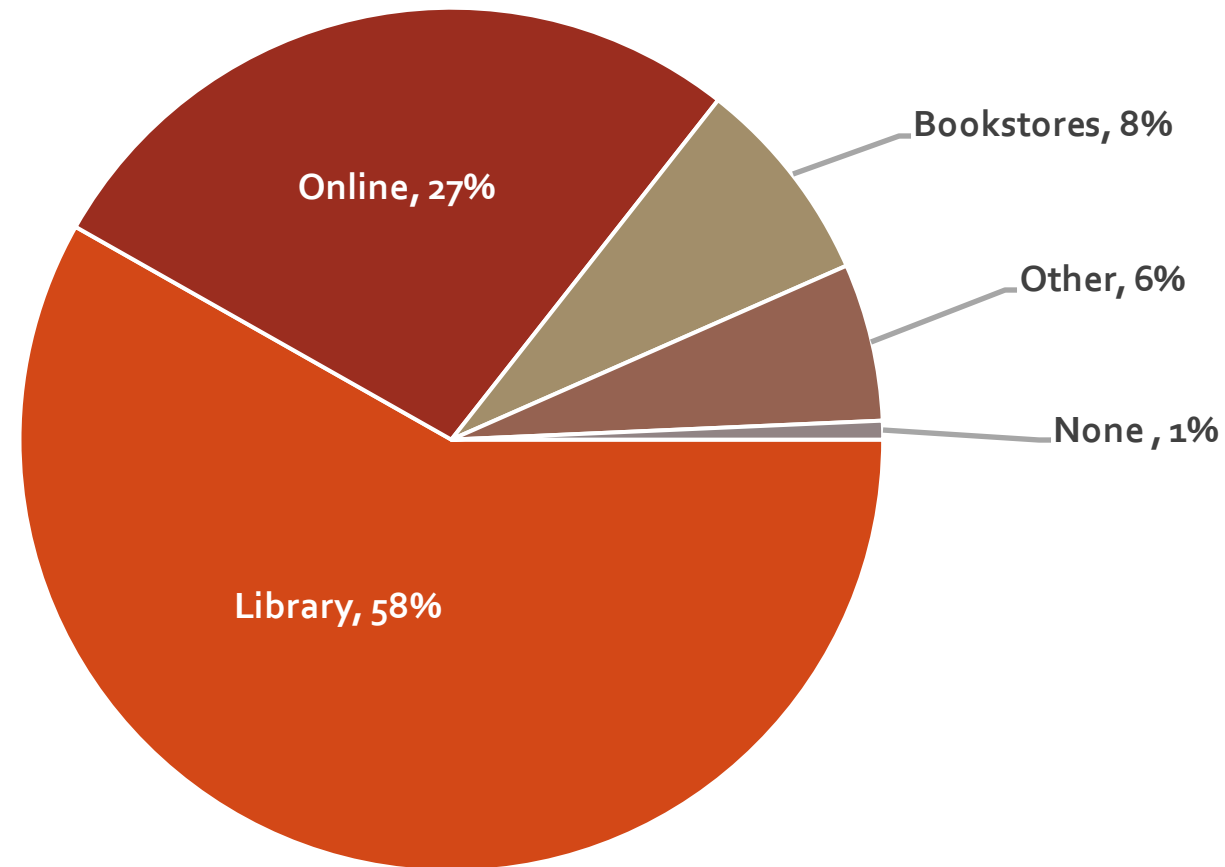


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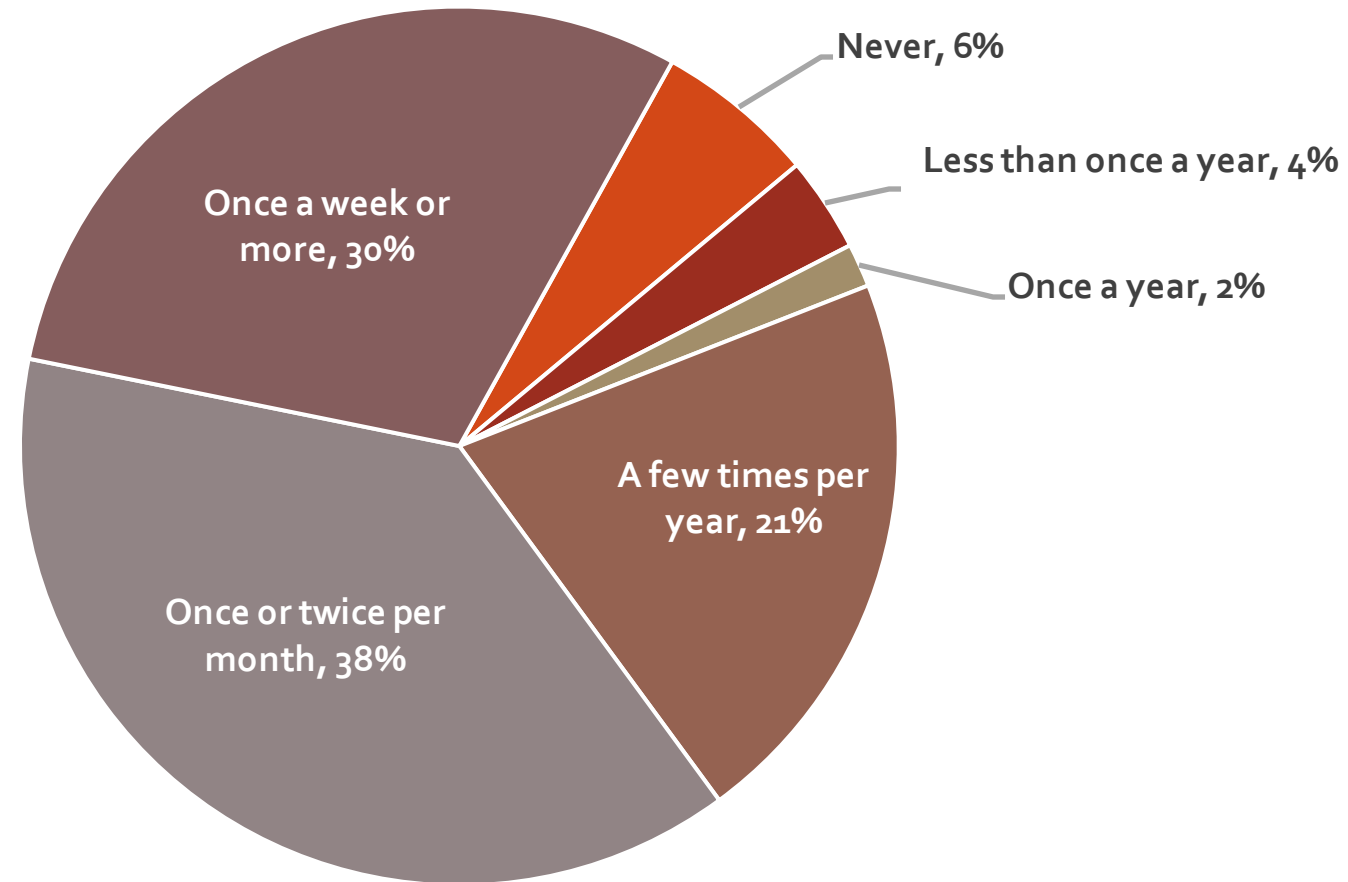
Comfort with Technology



Primary Source for Reading Material



Library Use as a Child



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

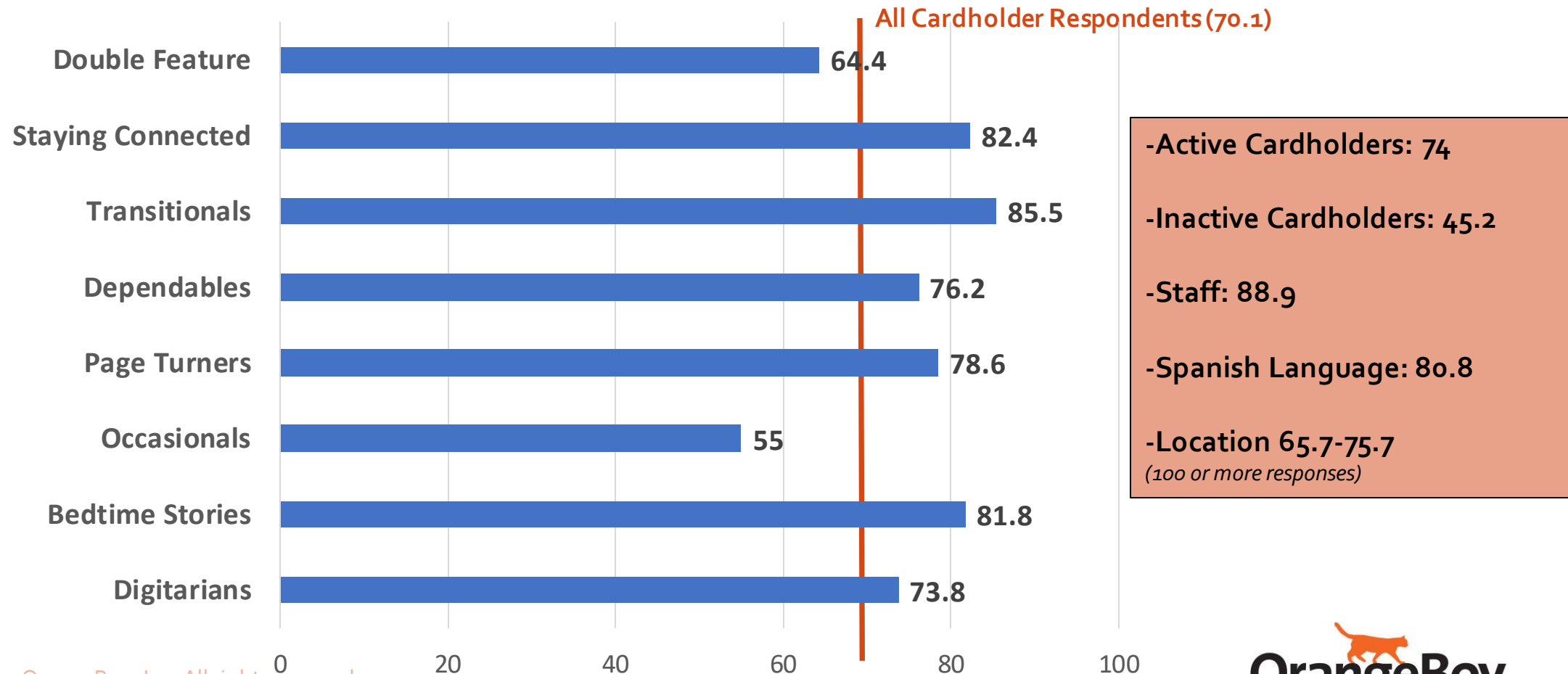
NPS = % Promoters minus % Detractors
 Passives are ignored in NPS calculations

OrangeBoy, Inc. All rights reserved.

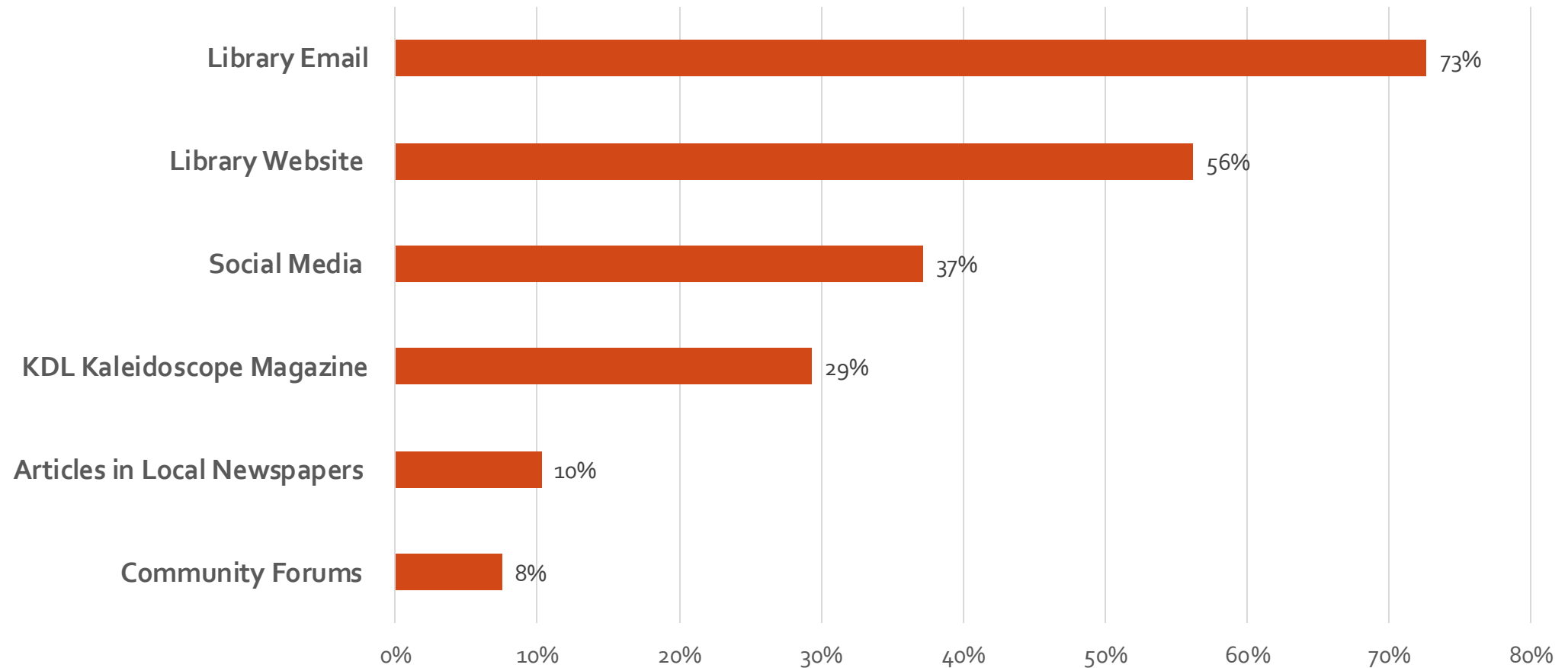


Net Promoter Score (NPS)

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



Preferred Methods of Learning About Library Offerings



Library Customer Cluster Insights

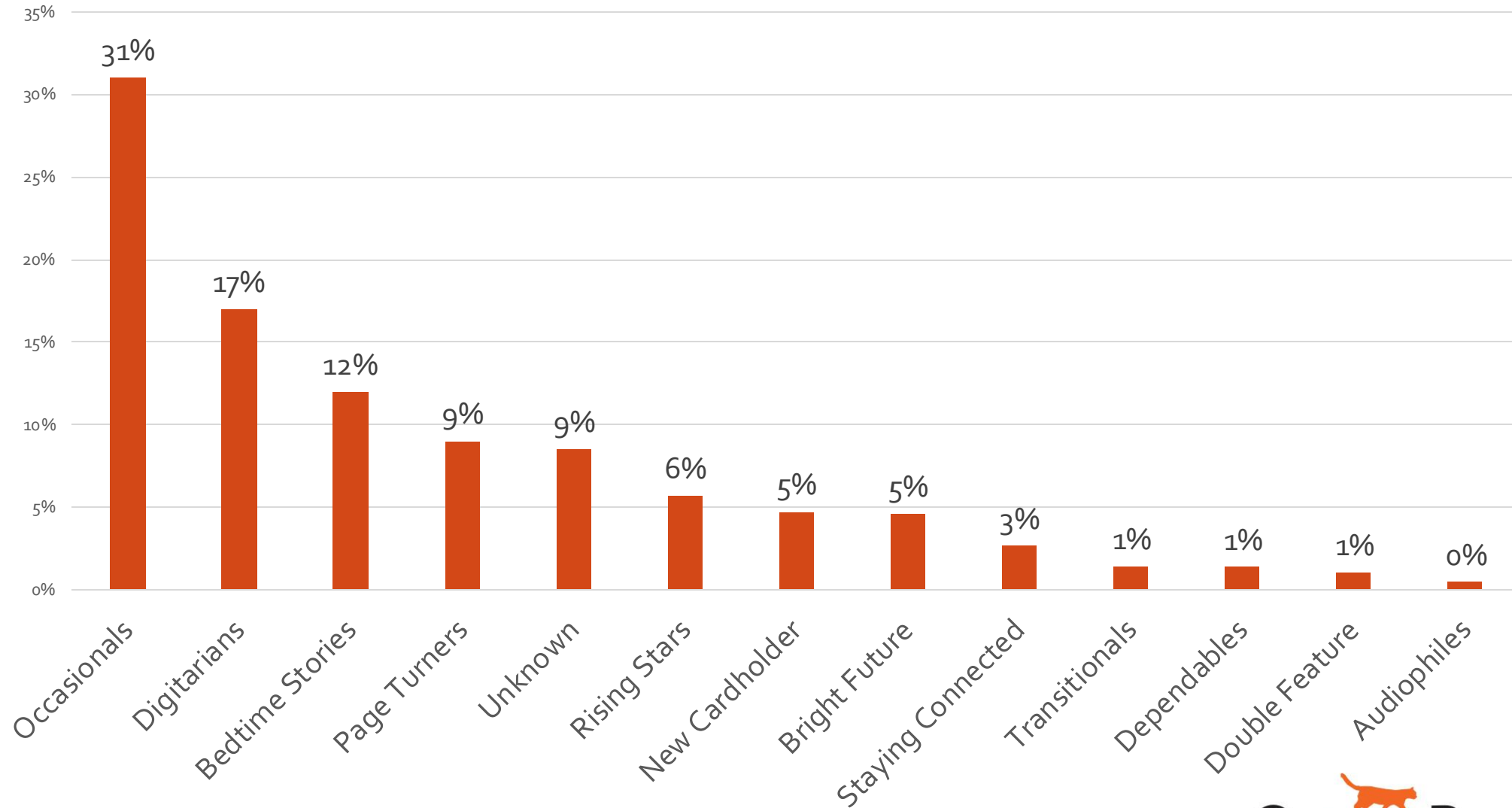
154



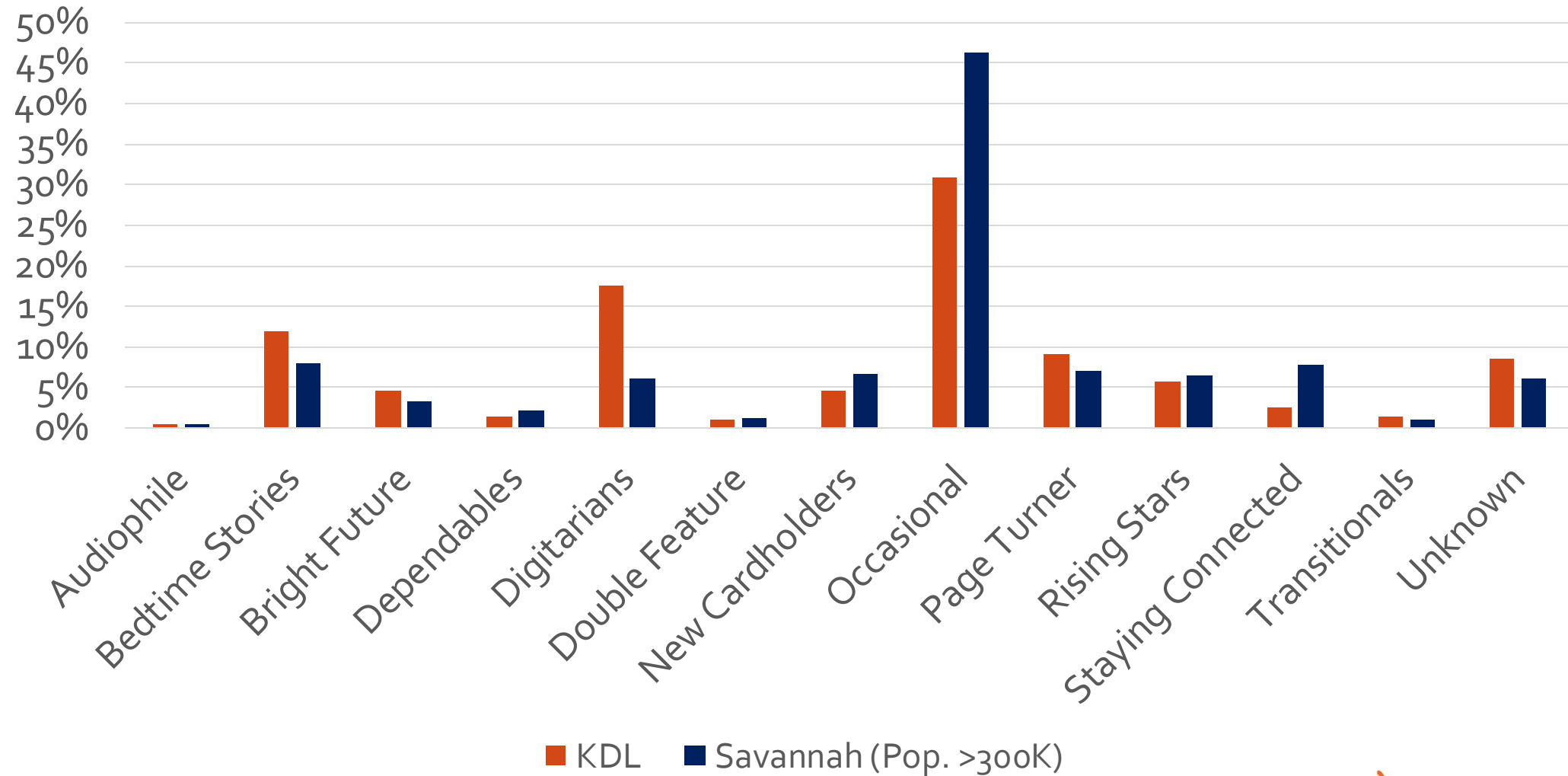
Cluster Overview

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

KDL Cluster Distribution

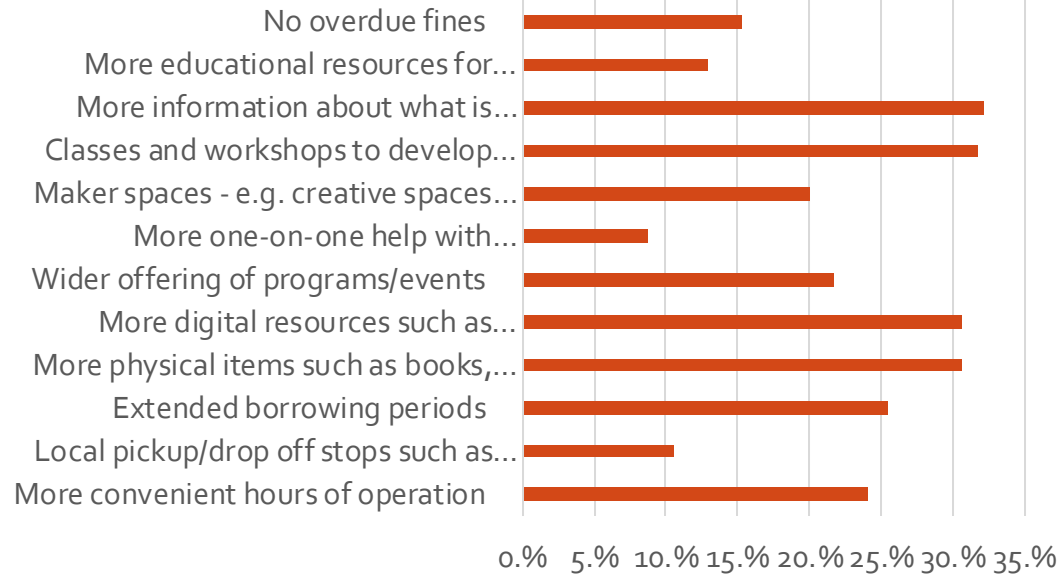


Cluster Benchmark

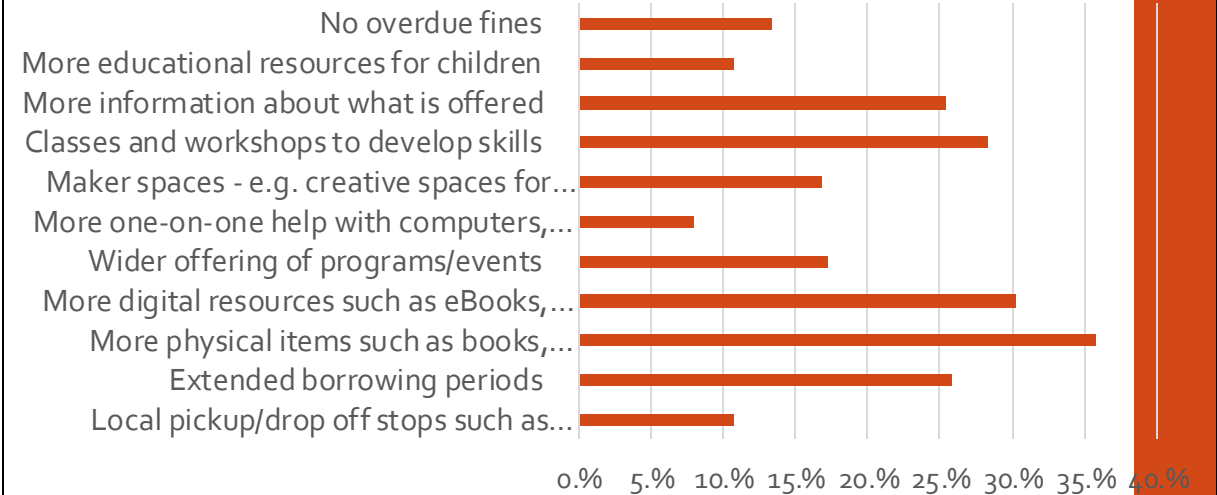


What Would Increase Library Use?

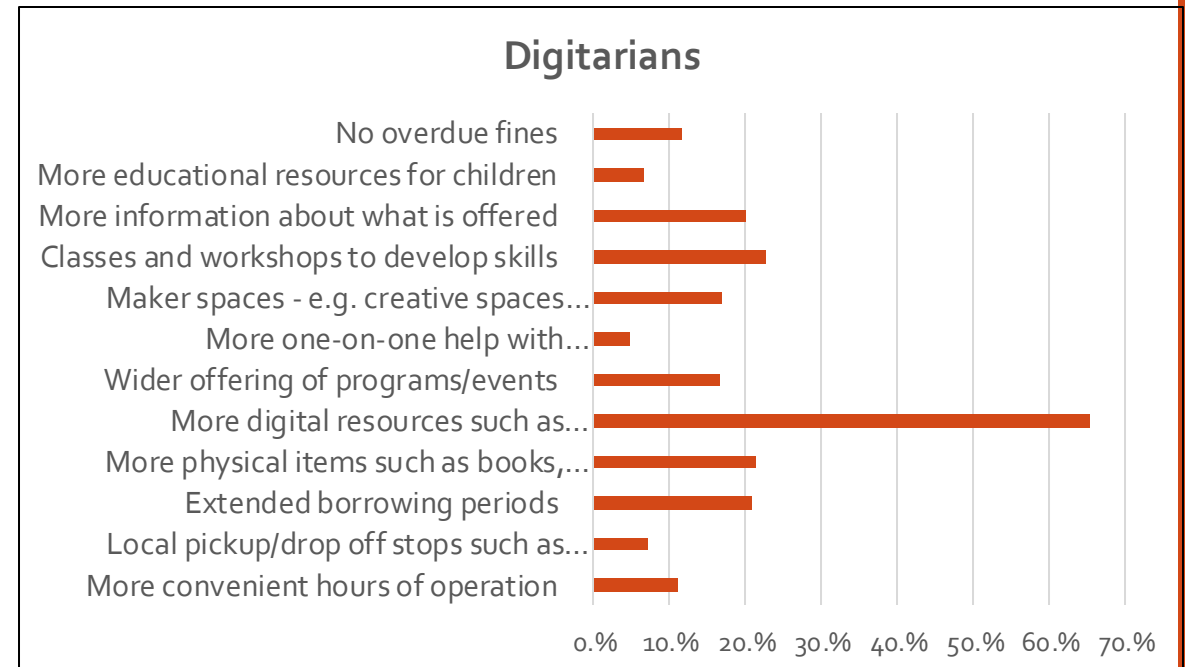
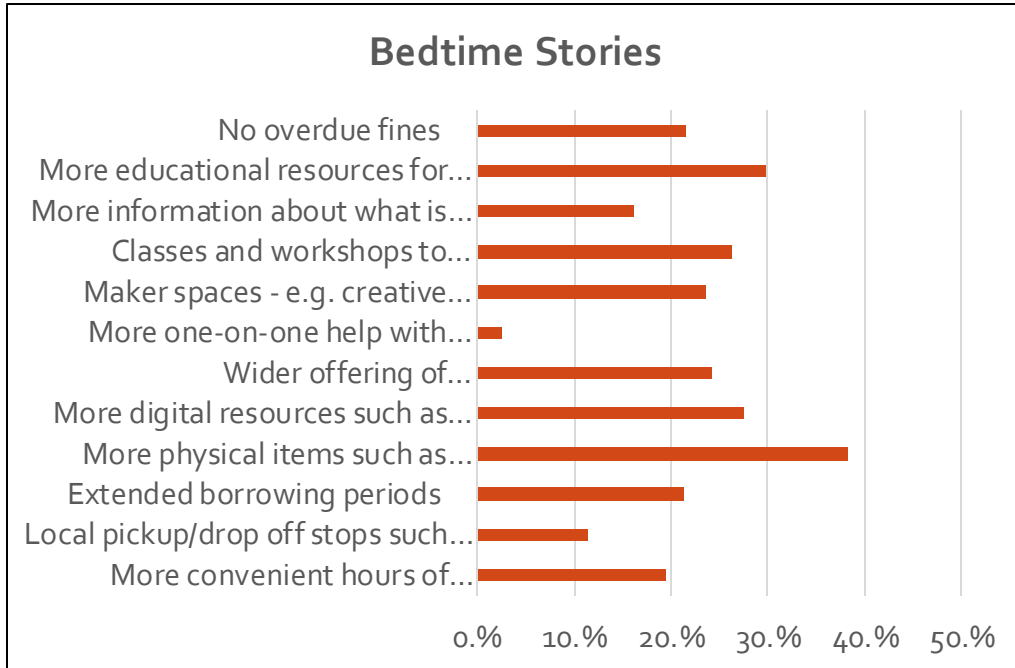
Inactive



Occasionals

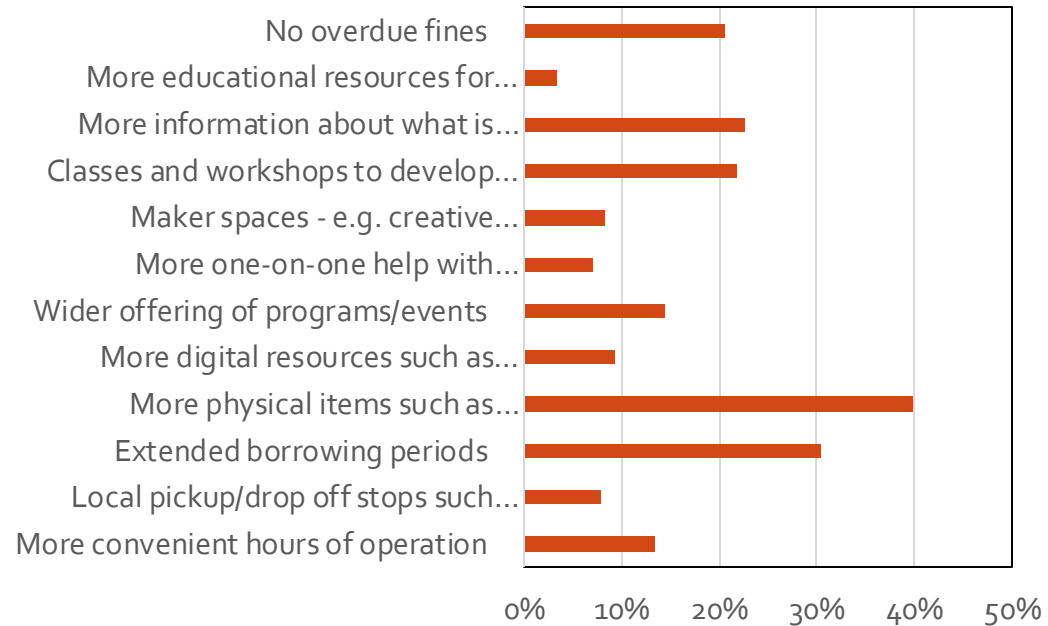


What Would Increase Library Use?



What Would Increase Library Use?

Page Turners

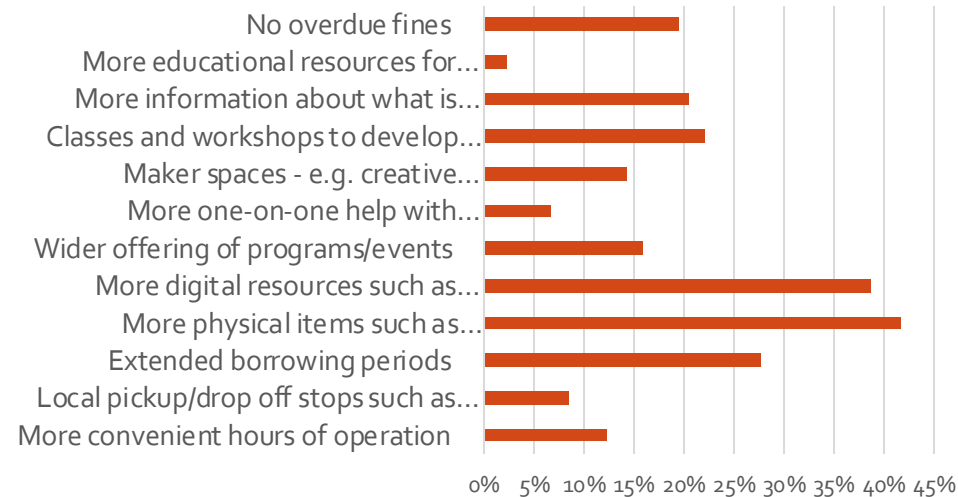


Dependables

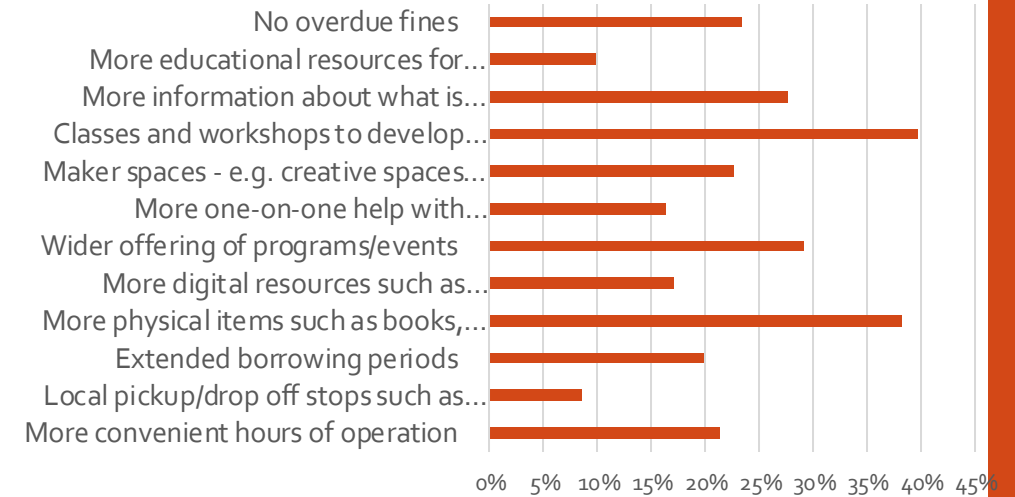


What Would Increase Library Use?

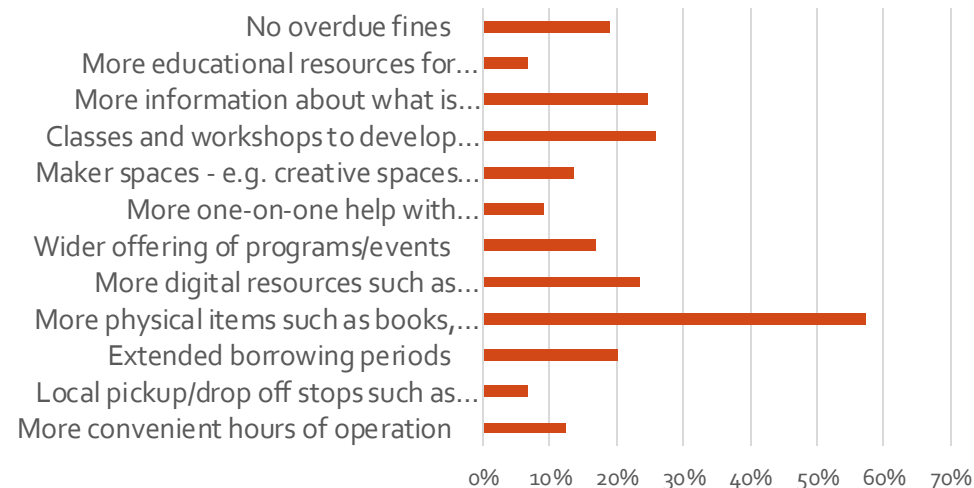
Transitionals



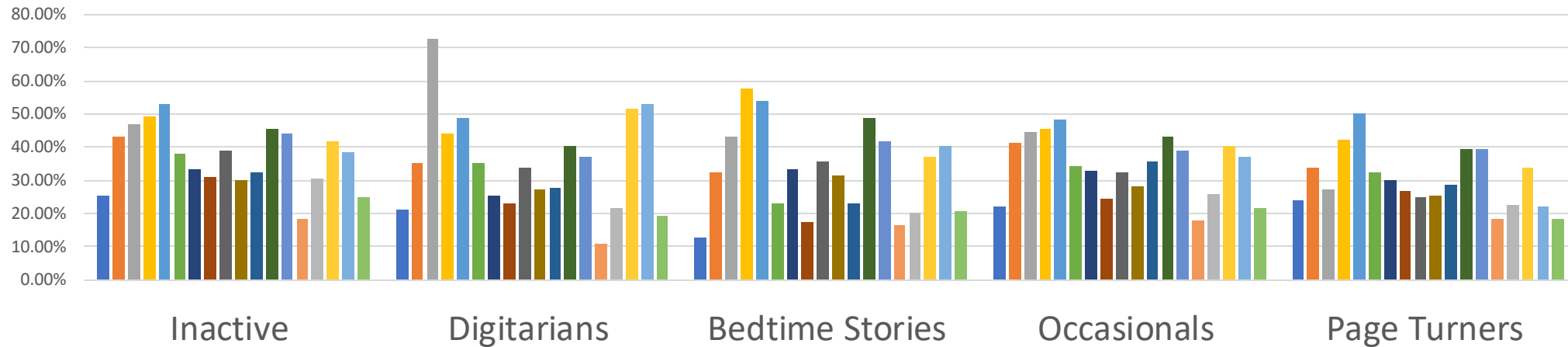
Staying Connected



Double Feature

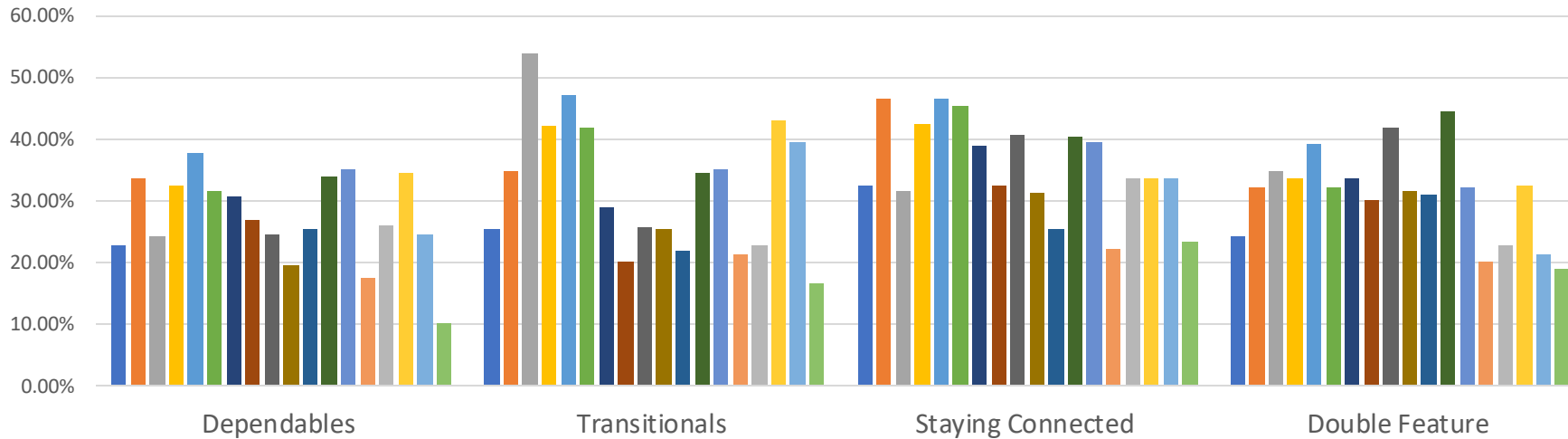


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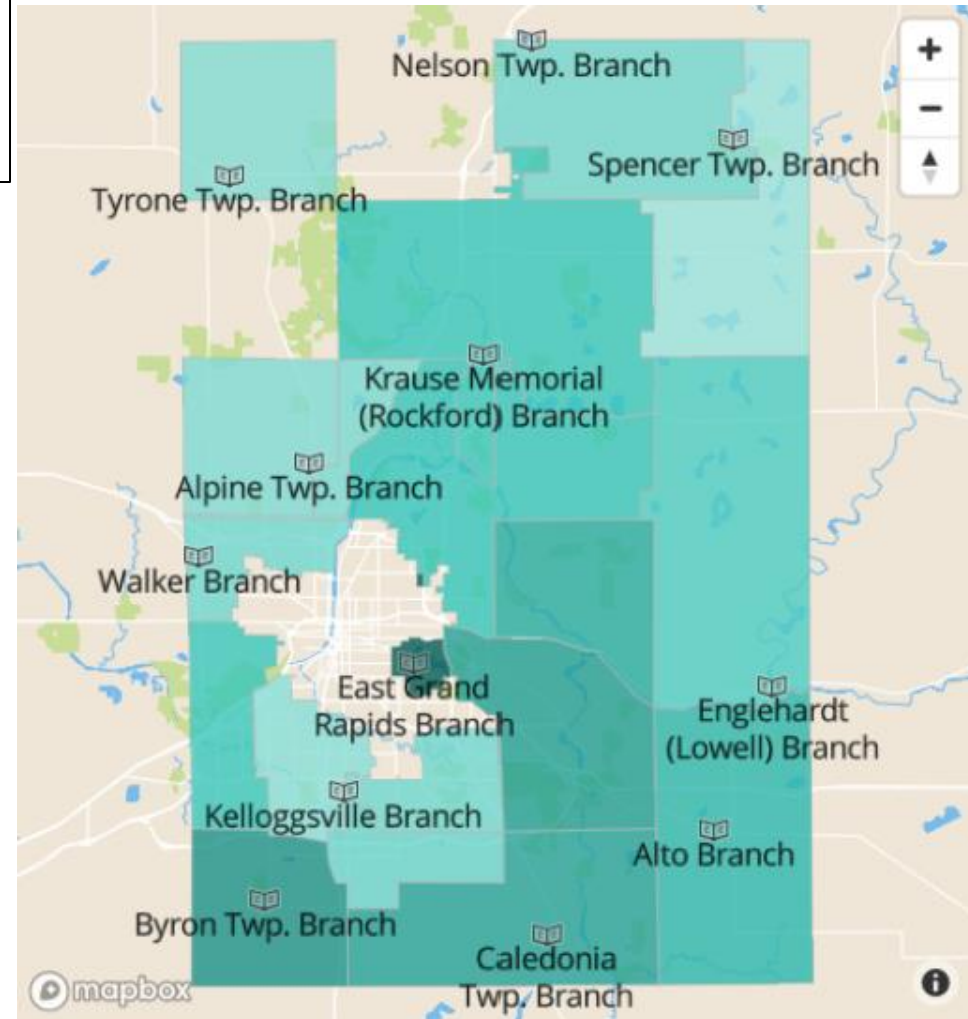
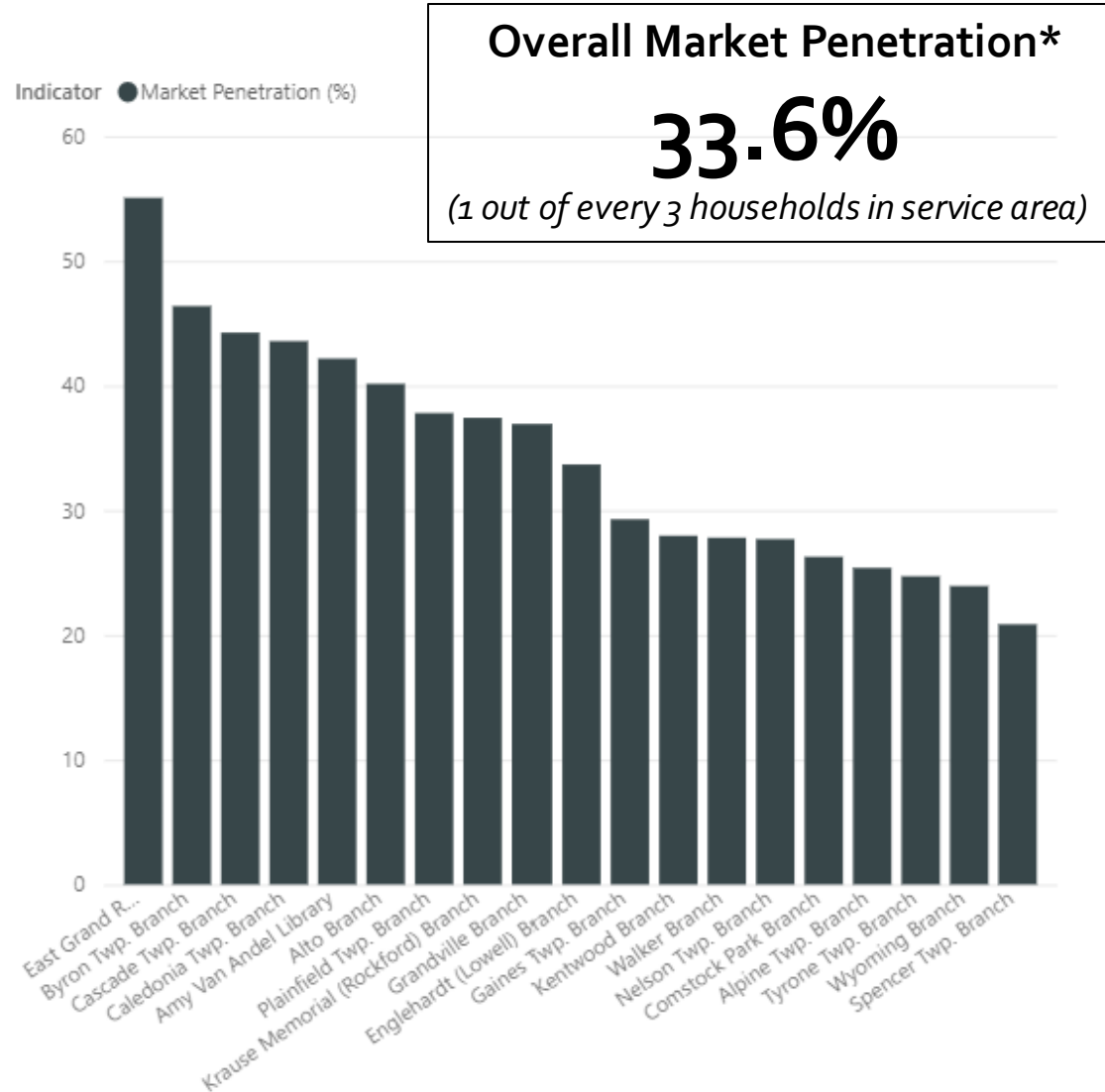
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Demand Analysis

Market Penetration by Branch

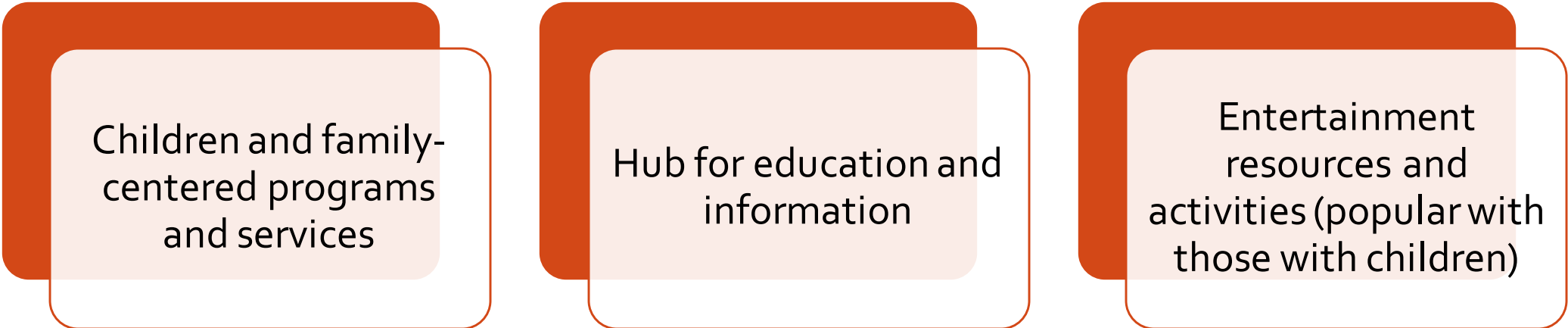


*Market penetration for libraries on Savannah platform in similar population category is 24% for Q1 2021



Key Opportunities to Consider

Library Positioning

The diagram consists of three identical rectangular boxes arranged horizontally. Each box has a thick orange top bar and a light orange body. The text is centered within the light orange body. The first box on the left contains the text 'Children and family-centered programs and services'. The middle box contains 'Hub for education and information'. The third box on the right contains 'Entertainment resources and activities (popular with those with children)'.

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

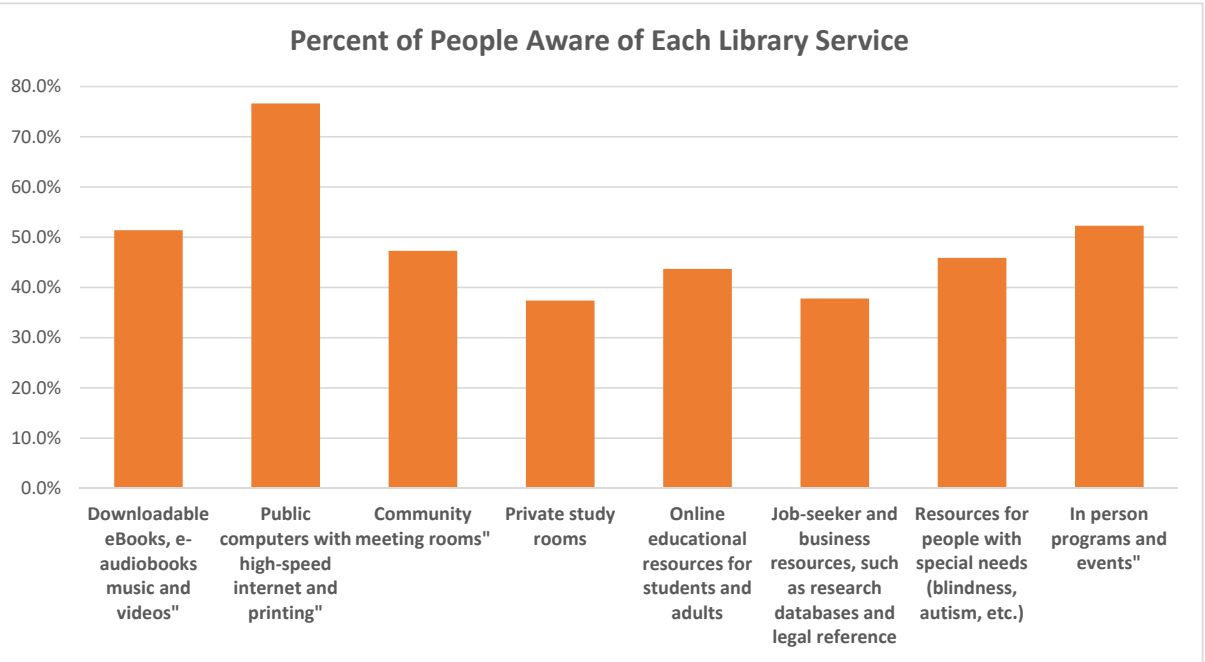
Geography-based cardholder acquisition strategies

Incorporate weekly Net Promoter Score survey

Non-User Phone Survey Results

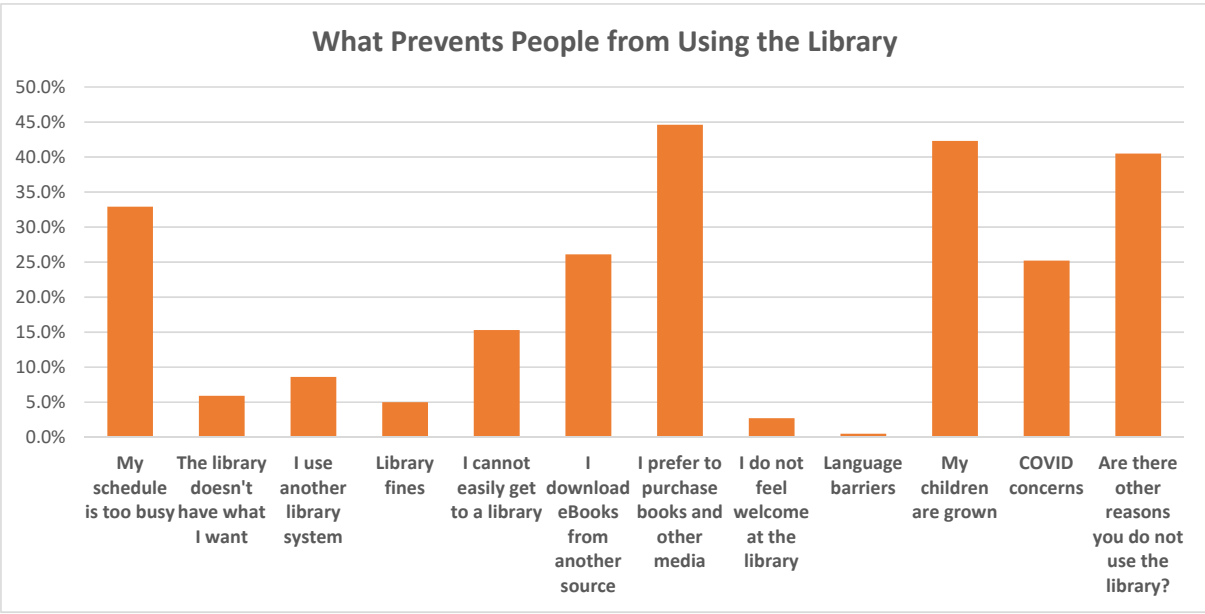
I am going to ask you about your awareness of the following free library services. Please indicate if you are 'Aware' or 'Not aware' for each of the items I say.

	Aware		Not Aware	
	Count	Row %	Count	Row %
Downloadable eBooks, e-audiobooks music and videos"	114	51.4%	108	48.60%
Public computers with high-speed internet and printing"	170	76.6%	52	23.40%
Community meeting rooms"	105	47.3%	117	52.70%
Private study rooms	83	37.4%	139	62.60%
Online educational resources for students and adults	97	43.7%	125	56.30%
Job-seeker and business resources, such as research databases and legal reference	84	37.8%	138	62.20%
Resources for people with special needs (blindness, autism, etc.)	102	45.9%	120	54.10%
In person programs and events"	116	52.3%	106	47.40%



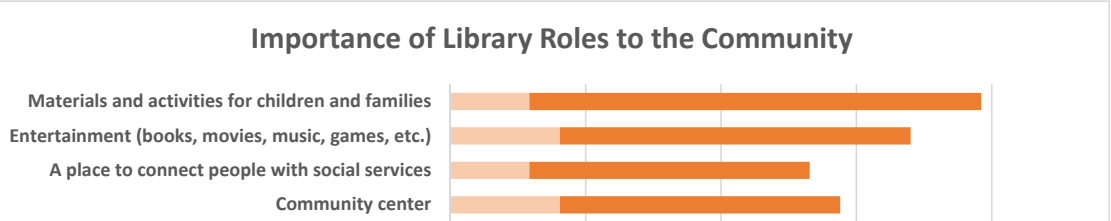
What, if anything, prevents you from using the library? I'm going to list reasons. Please say 'Yes' if this is a reason or 'No' if it is not. * See tab 2 for additional responses

	Yes		No	
	Count	Row %	Count	Row %
My schedule is too busy	73	32.9%	149	67.1%
The library doesn't have what I want	13	5.9%	209	94.1%
I use another library system	19	8.6%	203	91.4%
Library fines	11	5.0%	211	95.0%
I cannot easily get to a library	34	15.3%	188	84.7%
I download eBooks from another source	58	26.1%	164	73.9%
I prefer to purchase books and other media	99	44.6%	123	55.4%
I do not feel welcome at the library	6	2.7%	216	97.3%
Language barriers	1	0.5%	221	99.5%
My children are grown	94	42.3%	128	57.7%
COVID concerns	56	25.2%	166	74.8%
Are there other reasons you do not use the library?	90	40.5%	132	59.5%



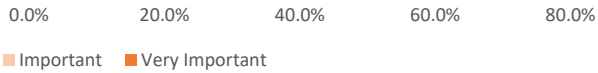
How important are the following library roles in the community? On a scale of 1 to 5, a “1” means that the service is NOT IMPORTANT to the community and a “5” means the service is VERY IMPORTANT. If you don’t know, please select, “Don’t know.”

	1		2		3		4		5		Don't Know	
	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %
Hub for education and information	6	2.7%	2	0.9%	12	5.4%	21	9.5%	157	70.7%	24	10.80%
Community center	13	5.9%	10	4.5%	48	21.6%	36	16.2%	92	41.4%	23	10.40%
A place to connect people with social services	20	9.0%	12	5.4%	31	14.0%	26	11.7%	92	41.4%	41	18.50%



Entertainment (books, movies, music, games, etc.)	16	7.2%	9	4.1%	36	16.2%	36	16.2%	115	51.8%	10	4.50%
Materials and activities for children and families	6	2.7%	6	2.7%	19	8.6%	26	11.7%	148	66.7%	17	7.70%

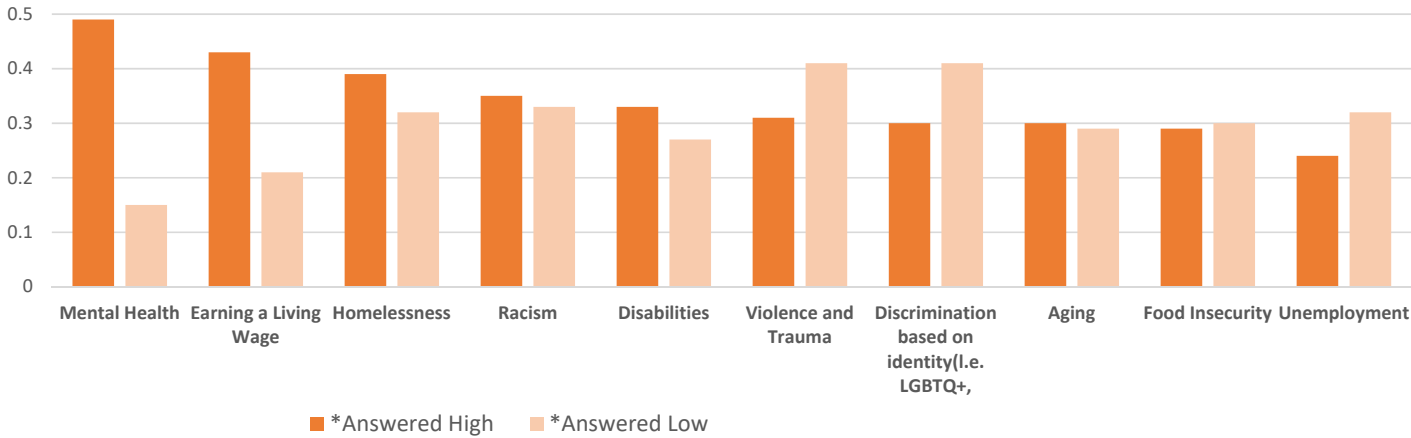
Hub for education and information



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).

	High		Medium		Low	
	Count	Row %	Count	Row %	Count	Row %
Disabilities	73	32.9%	90	40.5%	59	26.6%
Homelessness	86	38.7%	66	29.7%	70	31.5%
Mental health	109	49.1%	80	36.0%	33	14.9%
Earning a living wage	96	43.2%	80	36.0%	46	20.7%
Racism	78	35.1%	70	31.5%	74	33.3%
Discrimination based on identity (i.e. LGBTQ+, ethnicity, religious affiliation)	67	30.2%	63	28.4%	92	41.4%
Violence and trauma	68	30.6%	62	27.9%	92	41.4%
Unemployment	53	23.9%	97	43.7%	72	32.4%
Food Insecurity	64	28.8%	91	41.0%	67	30.2%
Aging	67	30.2%	91	41.0%	64	28.8%

The Greatest Challenges Facing the Community



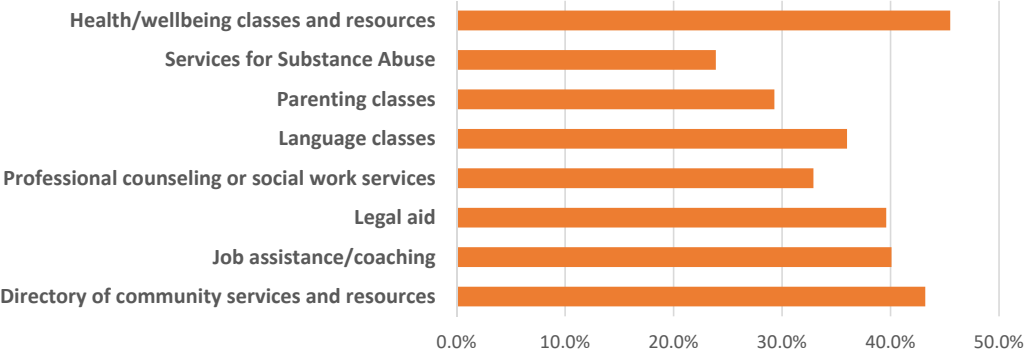
Are there other major challenges in our community? * See tab 3 for additional responses

	Count	Percent
Yes	59	26.6%
No	163	73.4%

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)

	Likely		Not Likely		Don't Know	
	Count	Row %	Count	Row %	Count	Row %
Directory of community services and resources	96	43.2%	61	27.5%	65	29.3%
Job assistance/coaching	89	40.1%	92	41.4%	41	18.5%
Legal aid	88	39.6%	99	44.6%	35	15.8%
Professional counseling or social work services	73	32.9%	111	50.0%	38	17.1%
Language classes	80	36.0%	100	45.0%	42	18.9%
Parenting classes	65	29.3%	120	54.1%	37	16.7%
Services for Substance Abuse	53	23.9%	139	62.6%	30	13.5%
Health/wellbeing classes and resources	101	45.5%	85	38.3%	36	16.2%

Percent of People Likely to Use Each Service at the Library



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

	Count	Percent
Yes	55	24.8%
No	167	75.2%