

# Village of Pinehurst Library Needs Assessment ETC Survey Results



**October 2020**

# About the Library Needs Assessment

- In the fall of 2019, the Village engaged a consultant, Library IQ, to conduct a Library Needs Assessment to assess the community's need for library services
- Information on the Library Needs Assessment is located on [Engage Pinehurst](https://engage.vopnc.org/library) (engage.vopnc.org/library)
- There are four phases of the assessment:

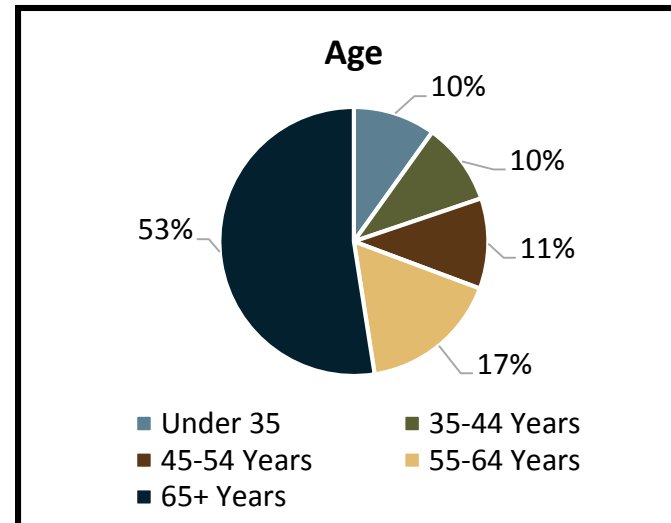
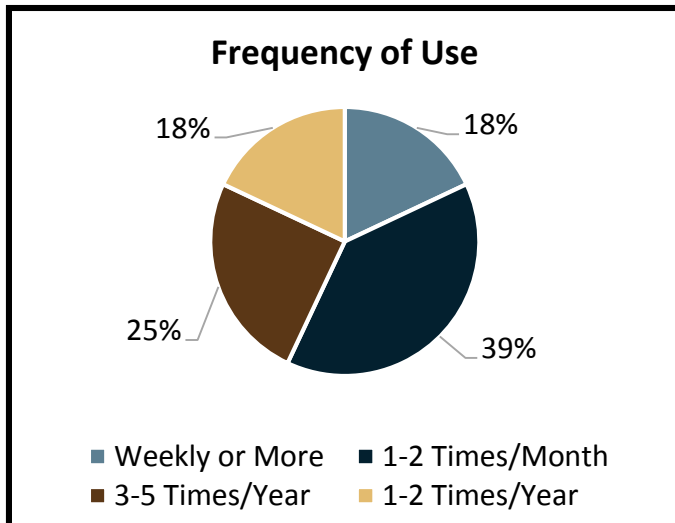
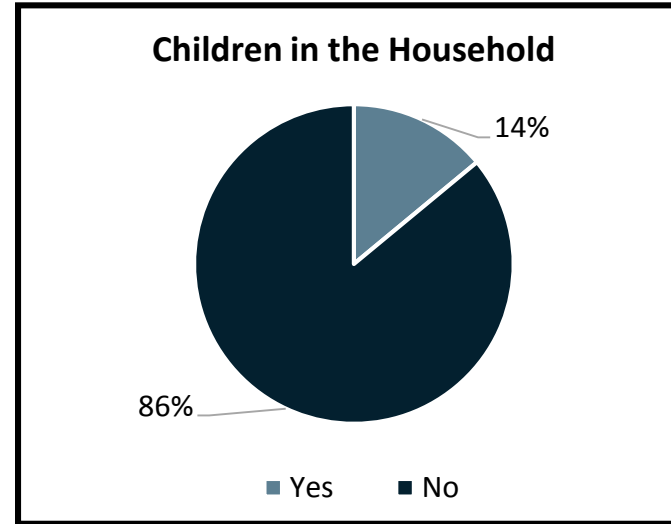
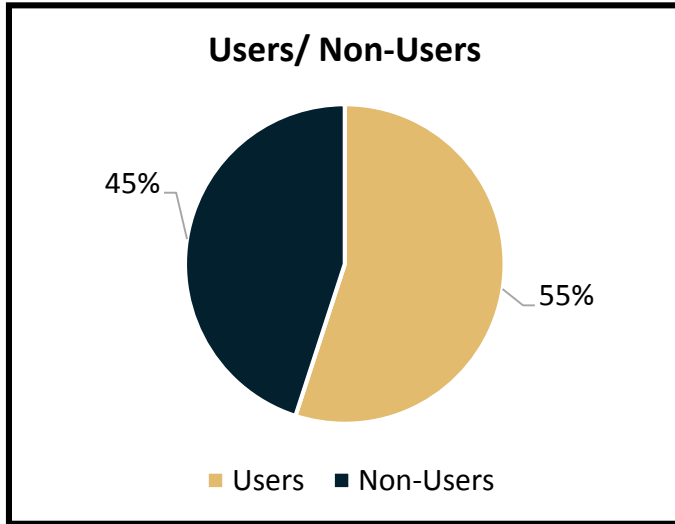
Phase	Key Tasks/Deliverables
1	Review Existing Conditions/Data & Information Gathering
2	Solicit Input/Public Engagement
3	Conduct Needs Assessment/Form Recommendation
4	Prepare and Deliver Written Report

# About the ETC Library Survey

- The mailed survey was sent to a random sample of Pinehurst households in the summer of 2020 to help determine:
  1. What library services Pinehurst residents need, and
  2. How much Pinehurst residents are willing to pay to support library services.
- 410 residents completed the survey, resulting in a precision of at least +/- 4.8% at the 95% confidence level
- Disagreement ratings of >20% may indicate a need to address the dissatisfaction (approach used to evaluate annual Community Survey Results)

# Demographics of Survey Respondents

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- 55% of respondents are Library users (consistent with our annual Community Survey results)
- 57% of Library users are frequent users (e.g. use the library weekly or once/twice a month)
- Only 14% of respondents have children in the household
- Age demographics of respondents favor residents 65 years or older

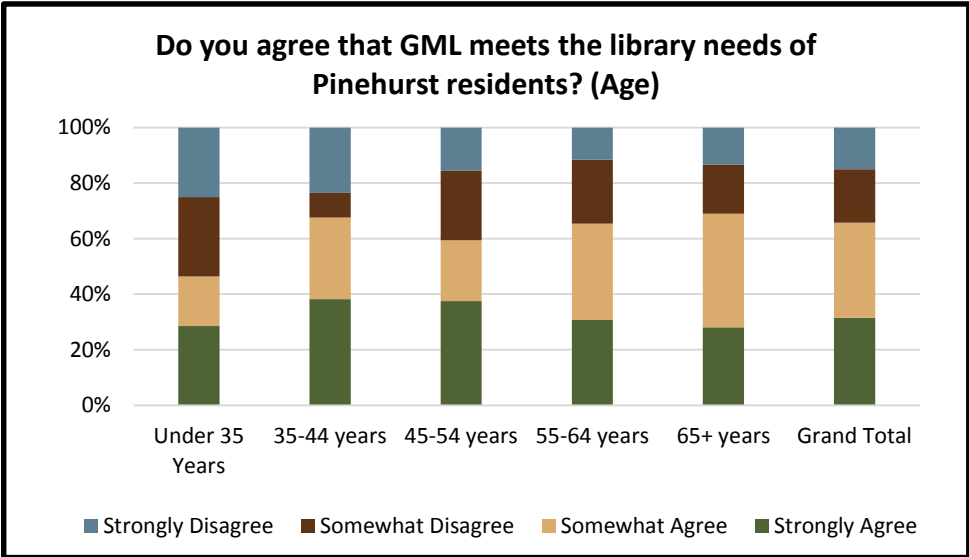
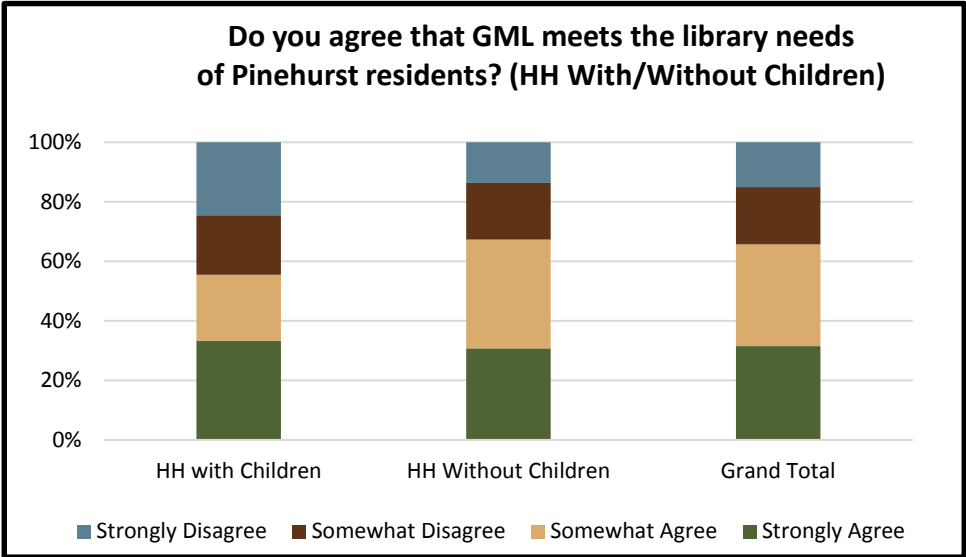
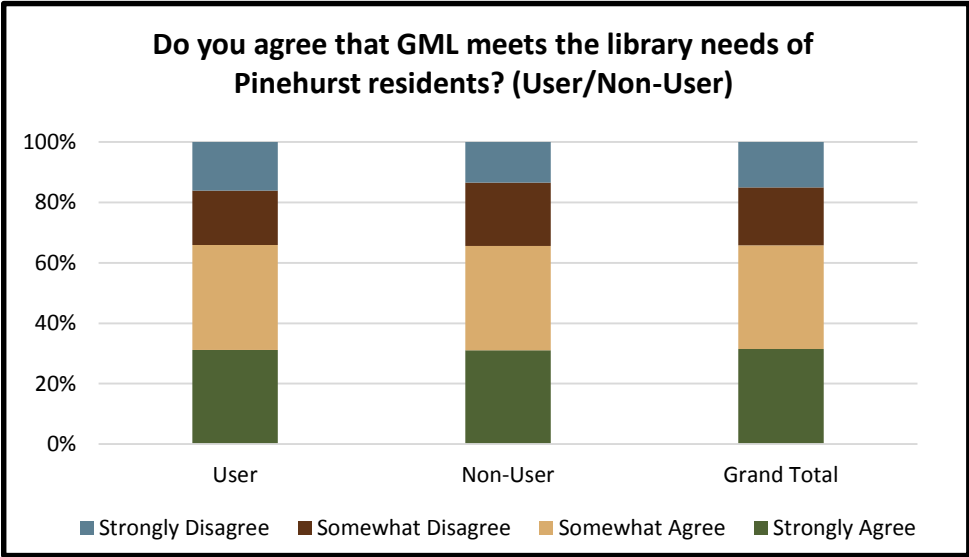
Age	% of Respondents	% of Population *
Under 35	10%	22%
35-44	10%	9%
45-54	11%	11%
55-64	17%	15%
65+	53%	43%

\* 2018 Census Data

- To understand the needs of various groups, results are segmented by:
  1. Users/Non-Users
  2. Households (HH) With/Without Children
  3. Age

# Survey Results

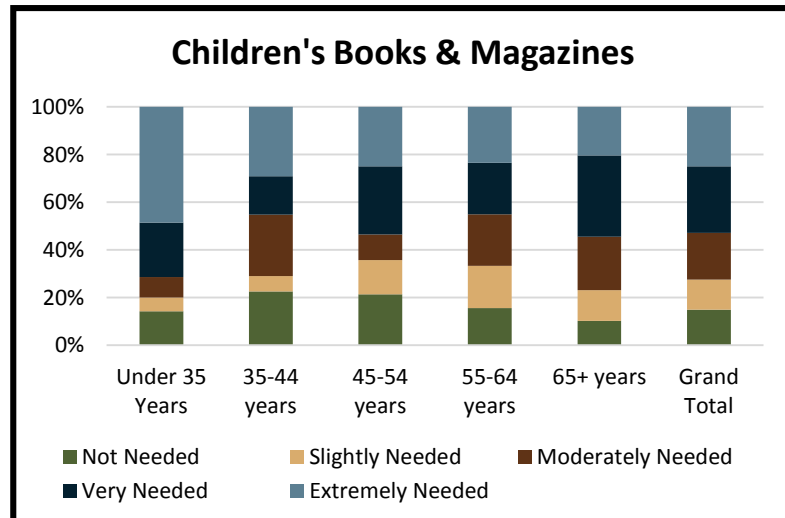
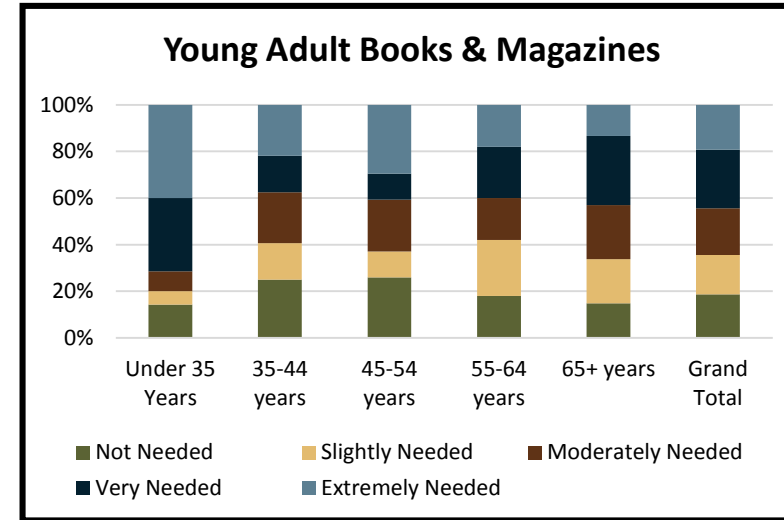
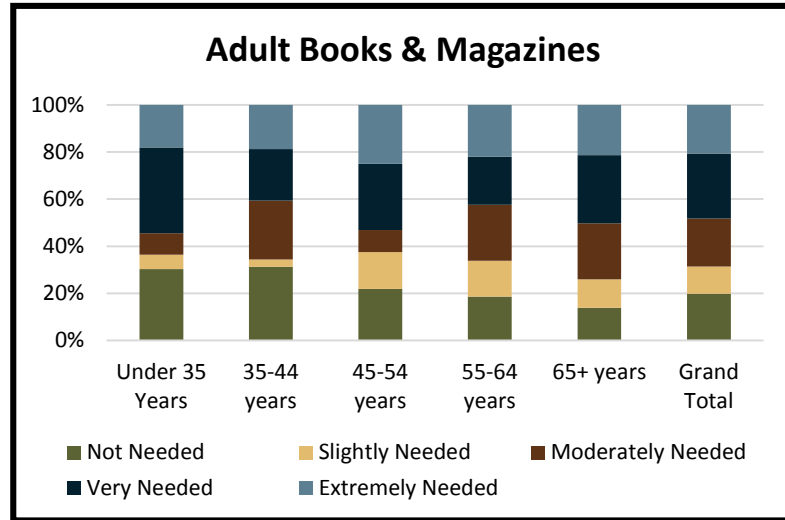
# Q1: Do you Believe the Library Meets the Needs of Residents?



- Overall, **34% disagreement** rating that the library meets resident needs (>20%), with much higher disagreement ratings from residents under 35 (54%)
- Users/Non-Users indicate similar agreement ratings

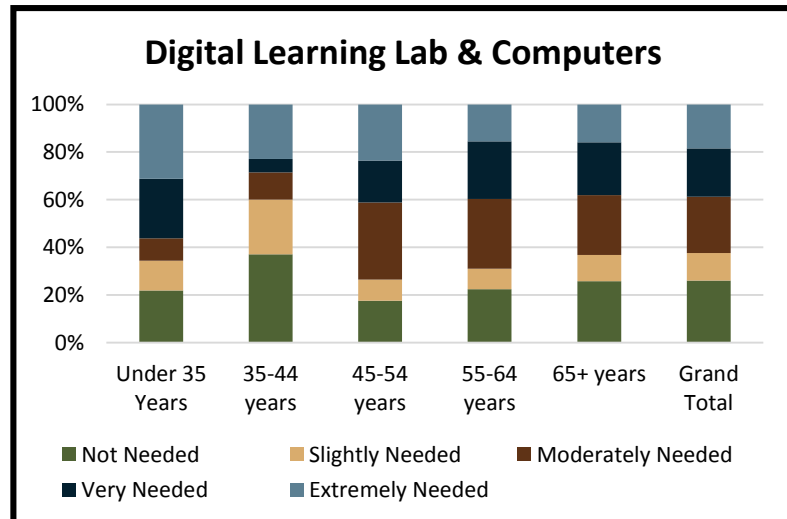
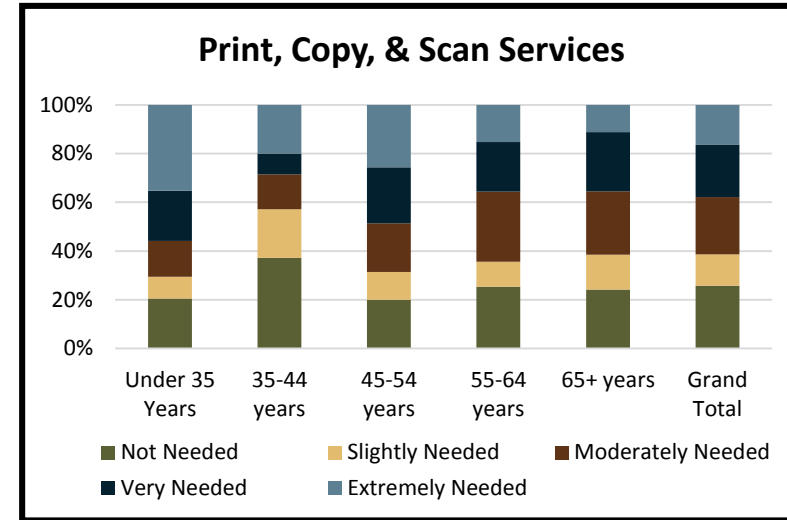
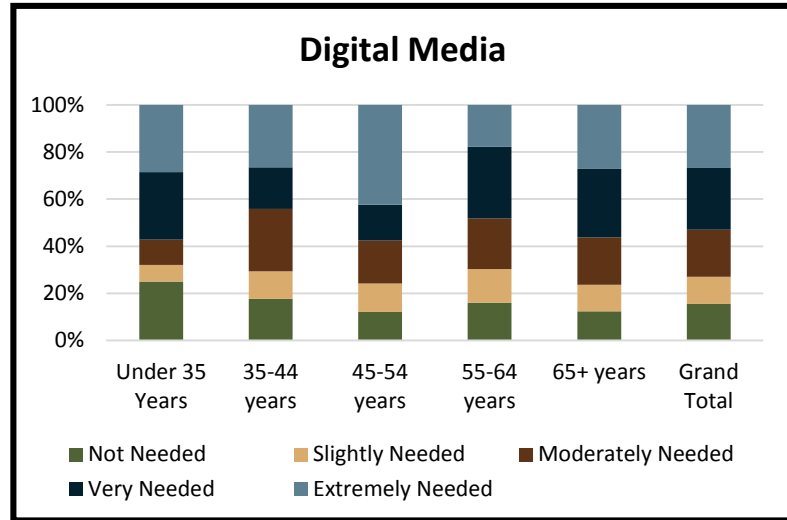


# Q2: What Library Capabilities Need to be Expanded (by Age)?



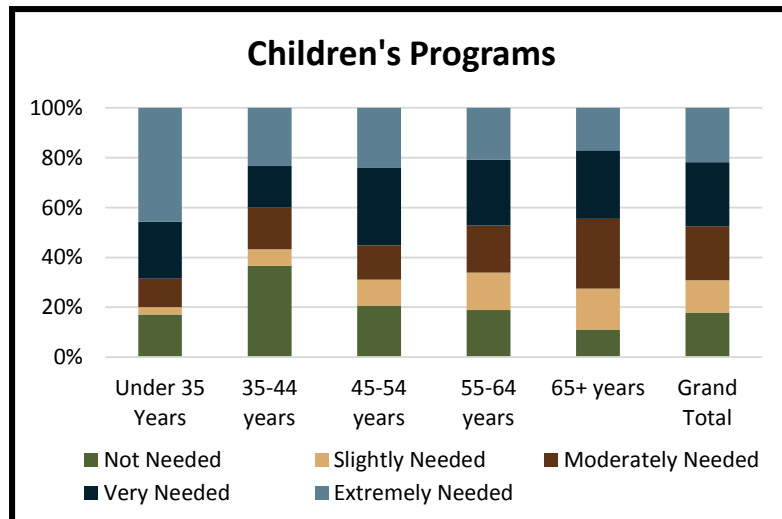
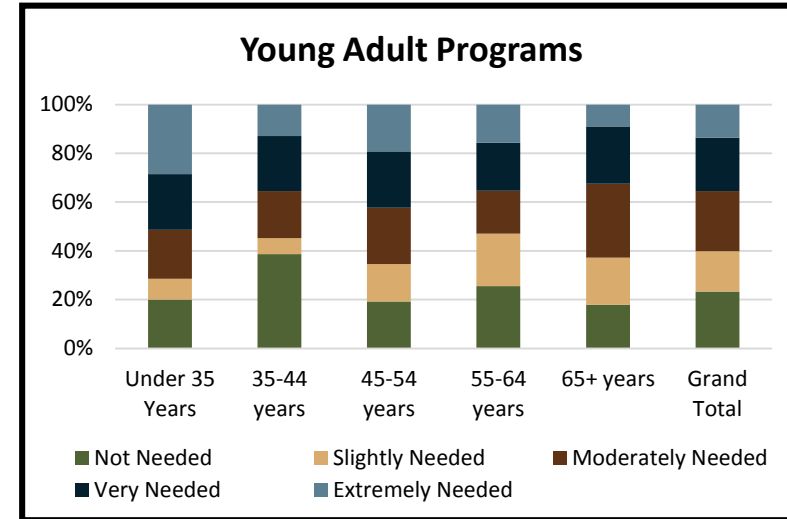
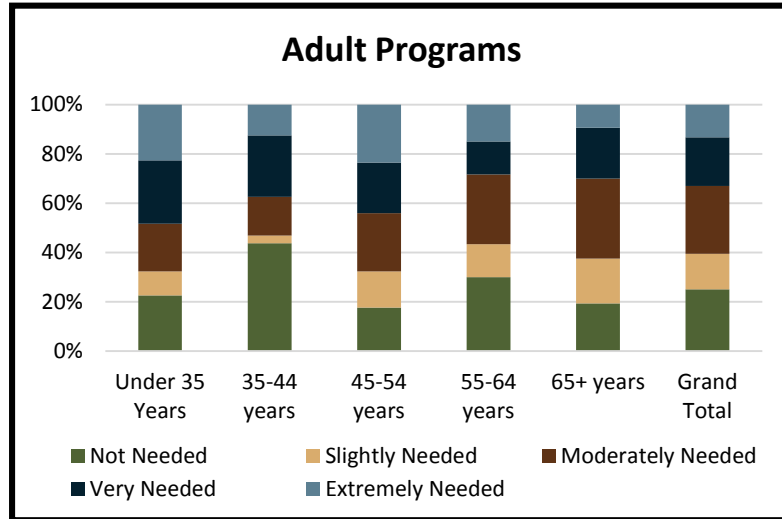
- 53% indicate **children's books & magazines** should be expanded (very or extremely needed)
- 49% indicate **adult books & magazines** should be expanded (very or extremely needed)
- 44% indicate **young adult books & magazines** should be expanded (very or extremely needed)
- **Residents under 34 years old expressed a higher need for children's and young adult books & magazines**

# Q2: What Library Capabilities Need to be Expanded (by Age)?



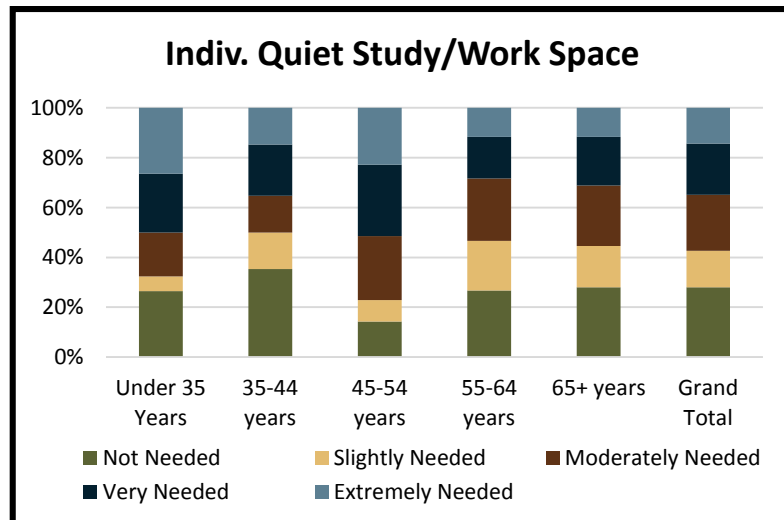
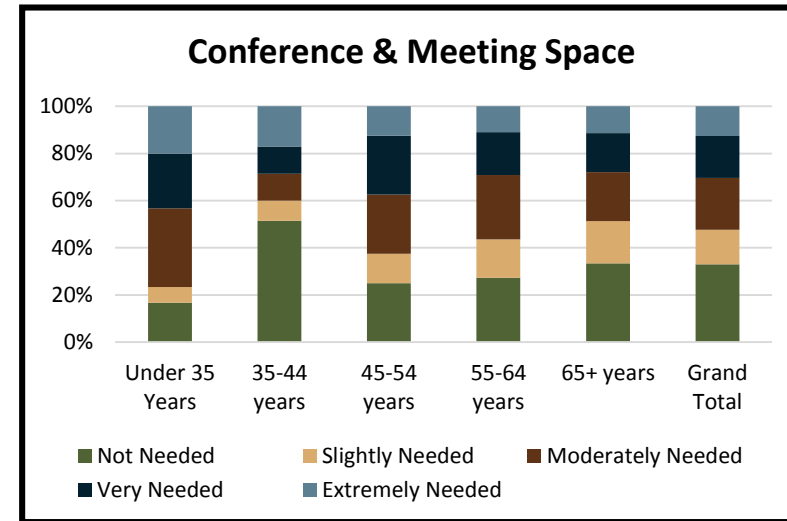
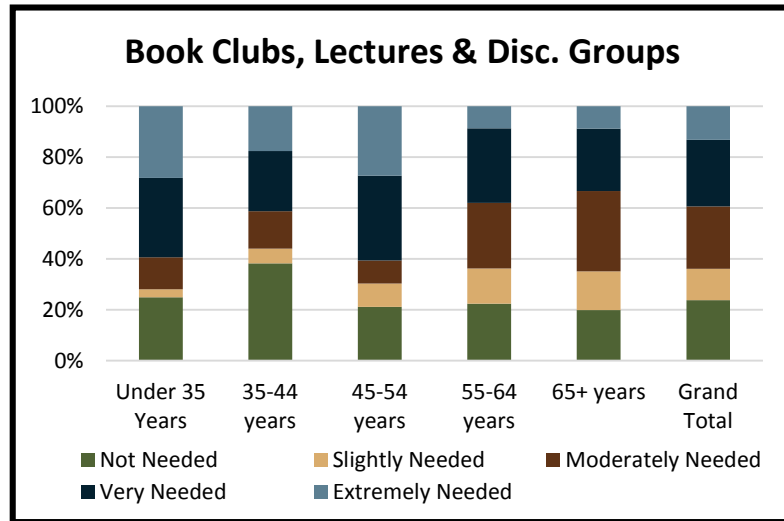
- 53% indicate **digital media** should be expanded (very or extremely needed); residents under 34 and ages 45-54 have the highest need for digital media
- 38% indicate **digital learning lab and public computers** should be expanded (very or extremely needed)
- 36% indicate **print, copy, & scan services** should be expanded (very or extremely needed)
- **Residents under 34 years old expressed a greater need for all three of these digital services**

# Q2: What Library Capabilities Need to be Expanded (by Age)?



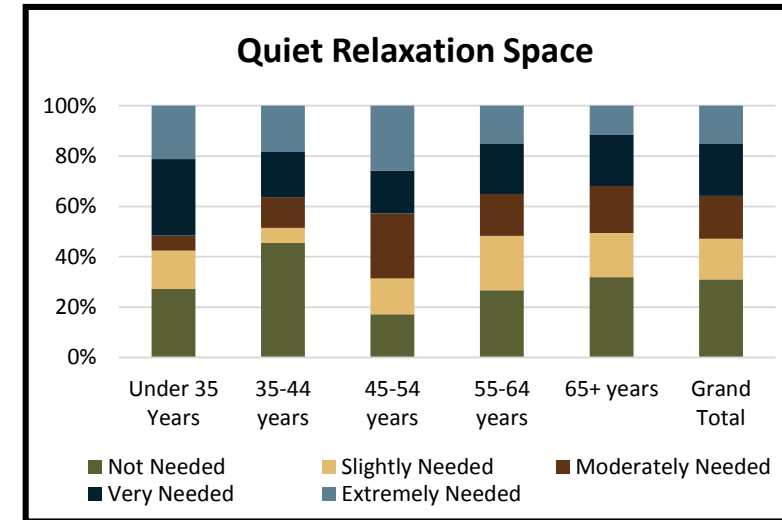
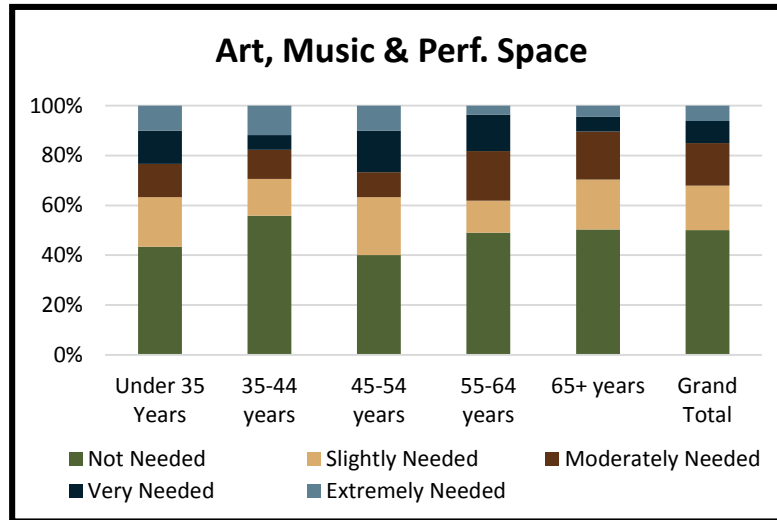
- Greatest need for program expansion is **children's programs**: 50% or more of residents in all age groups indicated these should be expanded (very or extremely needed)

# Q2: What Library Capabilities Need to be Expanded (by Age)?



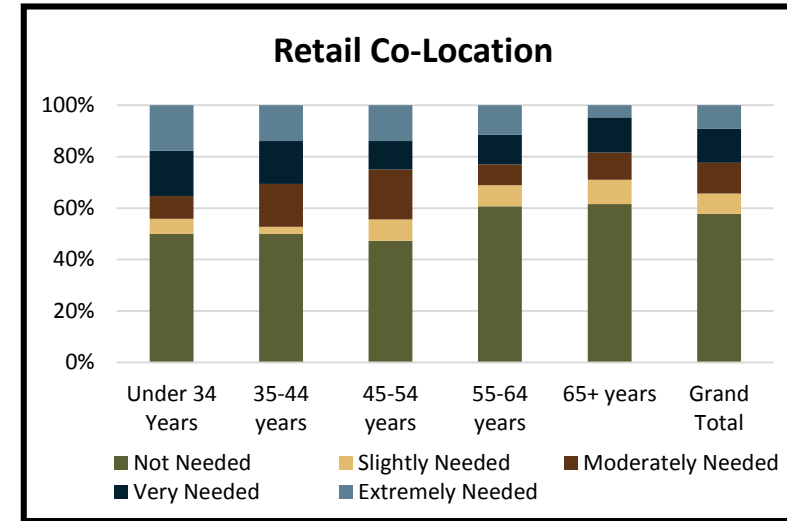
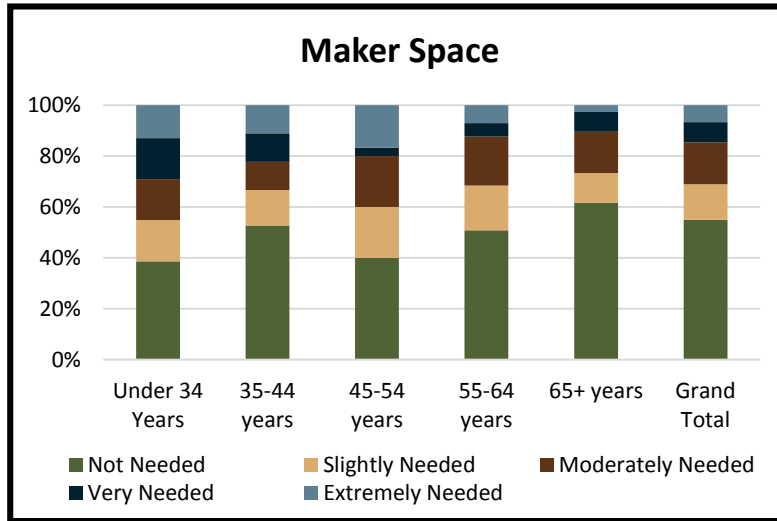
- 39% indicate a need for expanded **book clubs, lectures, & discussion groups**, with a much greater need expressed by residents under 34 (49%) and ages 45-54 (50%)
- 34% indicate a need for **individual quiet study & work space**, with a much greater need expressed by residents under 34 (50%) and ages 45-54 (52%)
- 31% indicate a need for conference & meeting space, with a greater need expressed by residents under 34 (43%)

## Q2: What Library Capabilities Need to be Expanded (by Age)?



- Only 15% of residents indicate a need for **art, music, & performance space**
- 37% indicate a need for **quiet relaxation space**, with a much greater need expressed by residents under 35 (51%)

## Q2: What Library Capabilities Need to be Expanded (by Age)?



- Very limited need expressed for **maker space** or **retail co-location**

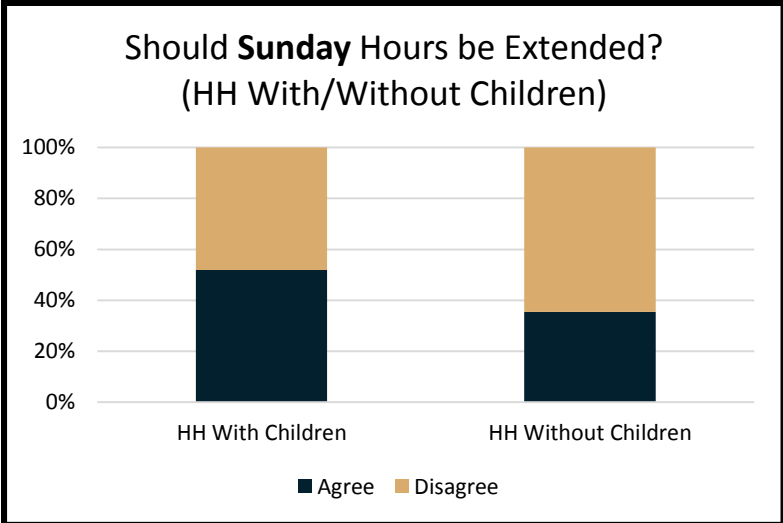
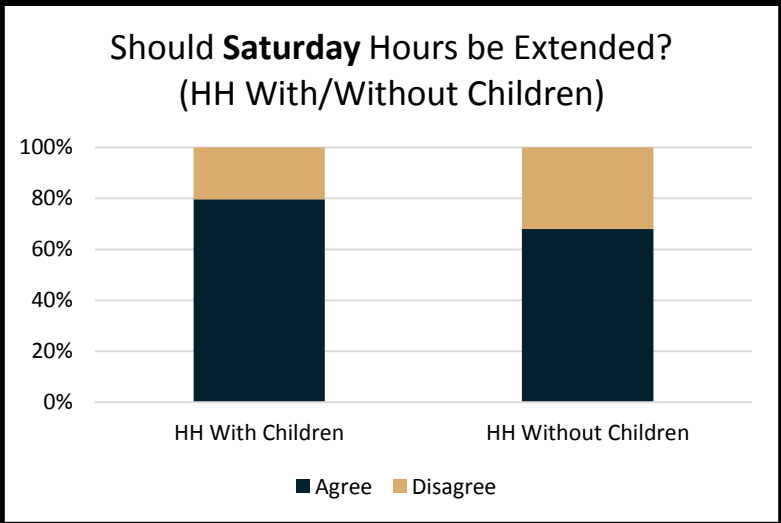
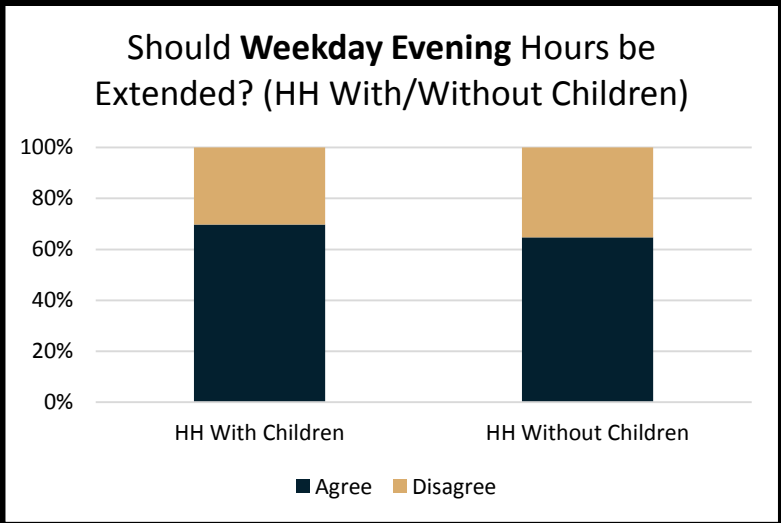
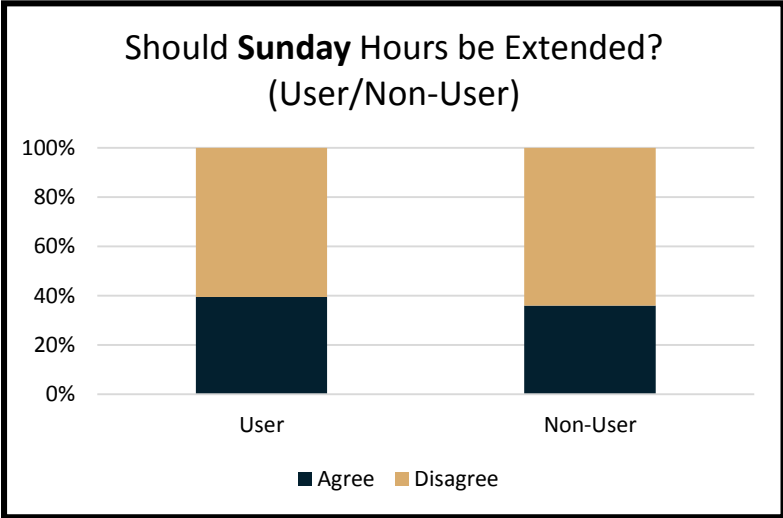
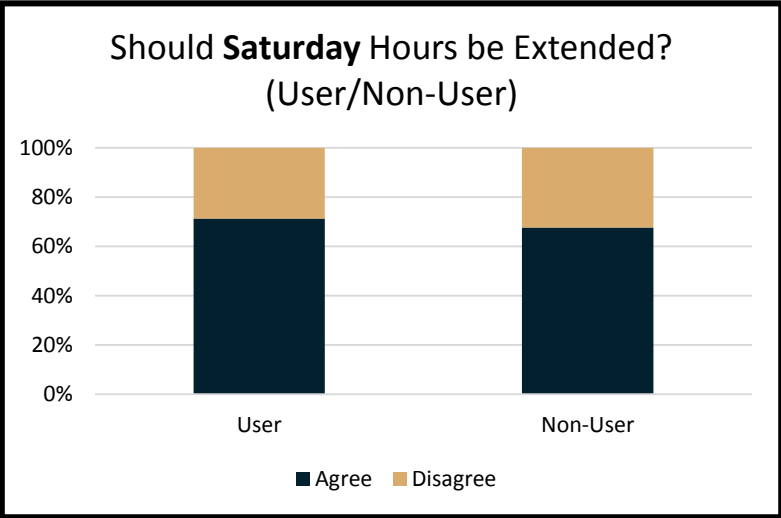
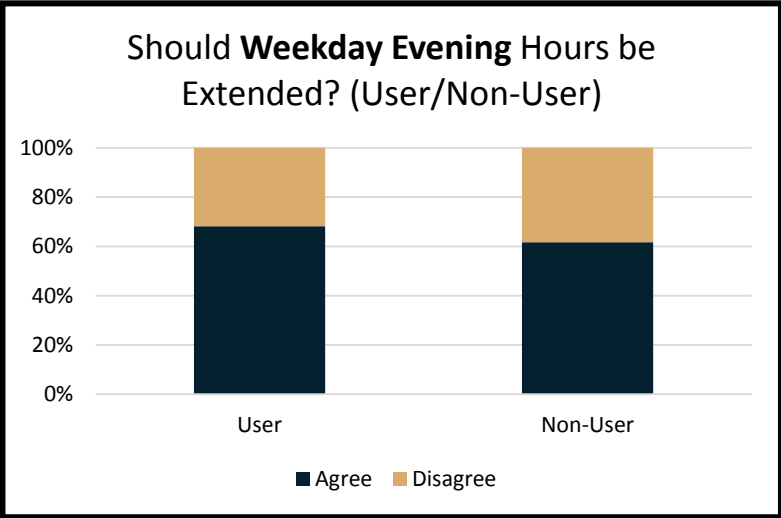
# Q3: What are the Top 3 Features Most Needed?

Users	Non-Users
1. Adult Books	1. Children's Books
2. Digital Media	2. Digital Media
3. Children's Books	3. Adult Books

HH With Children	HH Without Children
1. Children's Books	1. Adult Books
2. Children's Programs	2. Digital Media
3. Young Adult Books	3. Children's Books

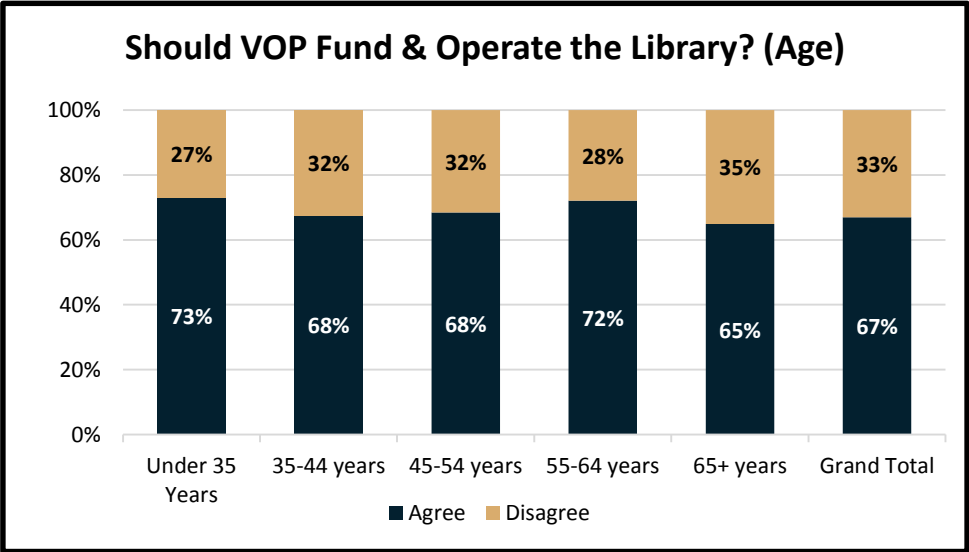
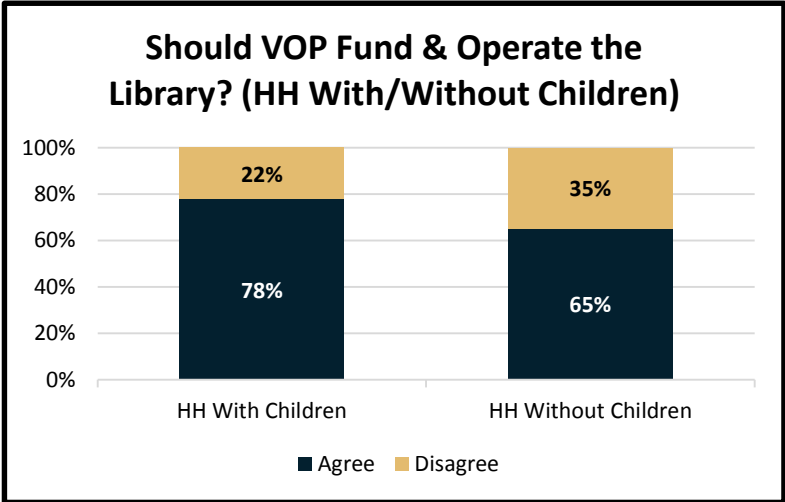
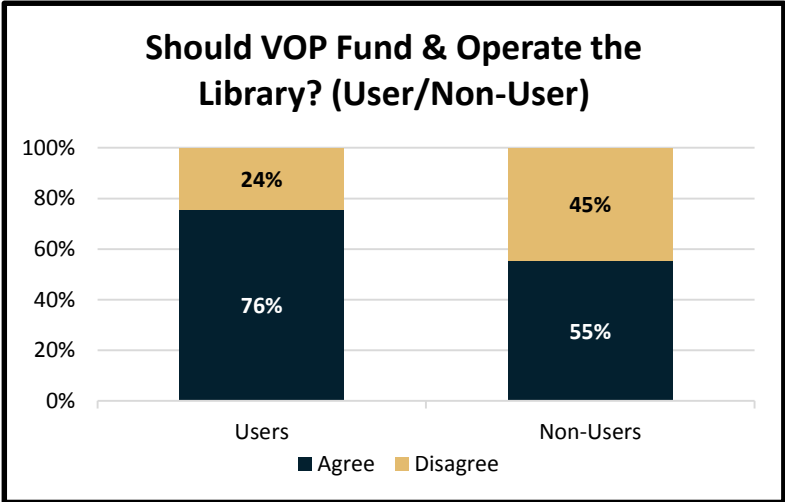
Under 35	35-44 Years Old	45-54 Years Old	55-64 Years Old	65+ Years Old
1. Children's Books	1. Children's Books	1. Adult Books	1. Adult Books	1. Adult Books
2. Young Adult Books	2. Digital Media	2. Children's Books	2. Digital Media	2. Children's Books
3. Children's Programs	3. Adult Books	3. Digital Media	3. Children's Books	3. Digital Media

# Q4: Should the Library Operating Hours be Extended?

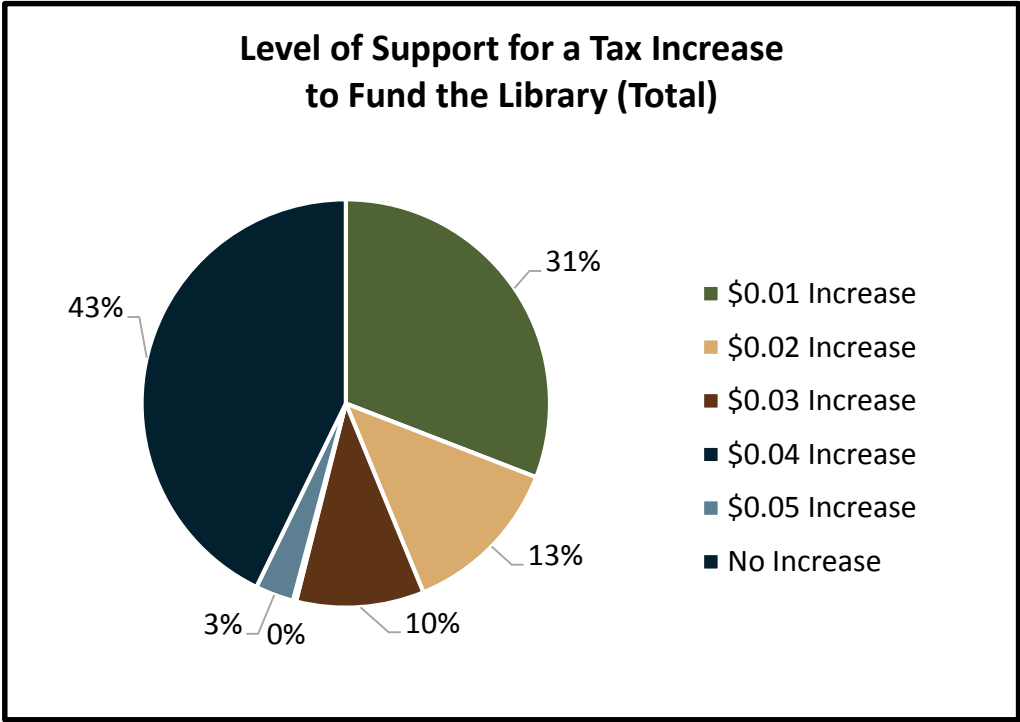
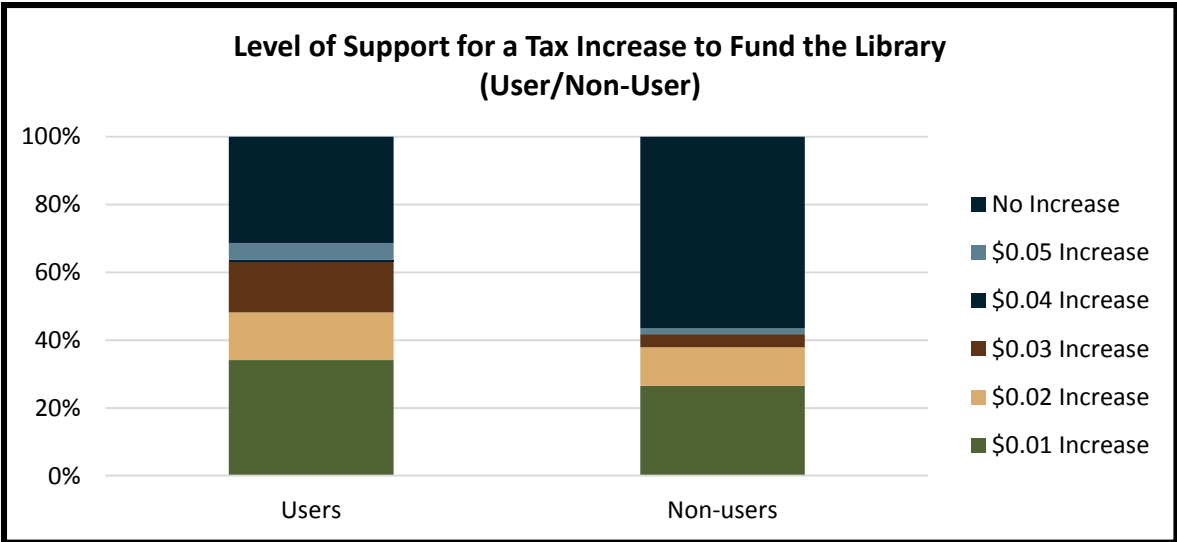
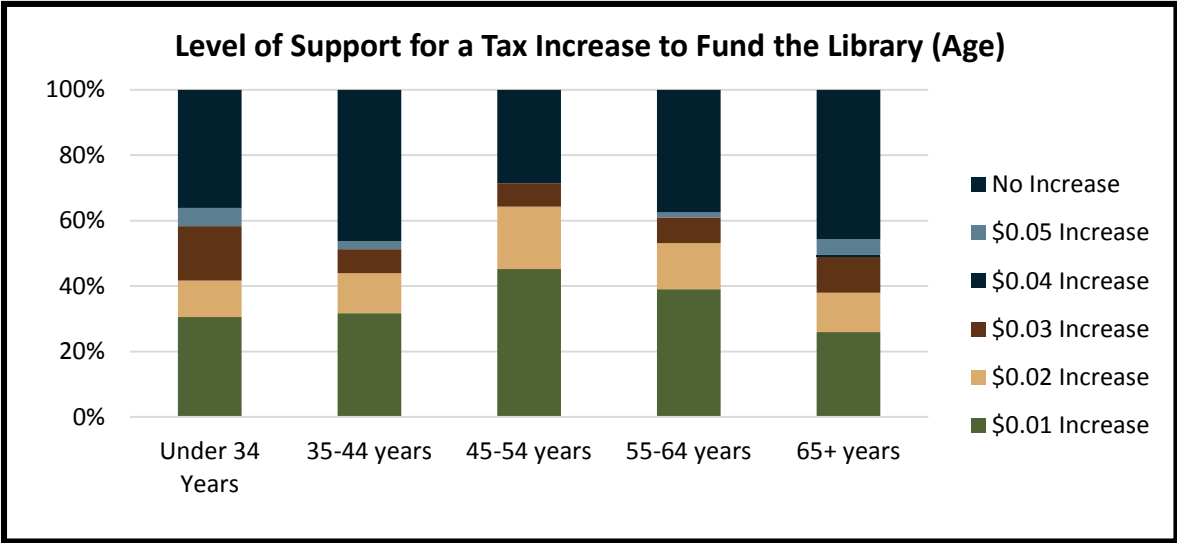




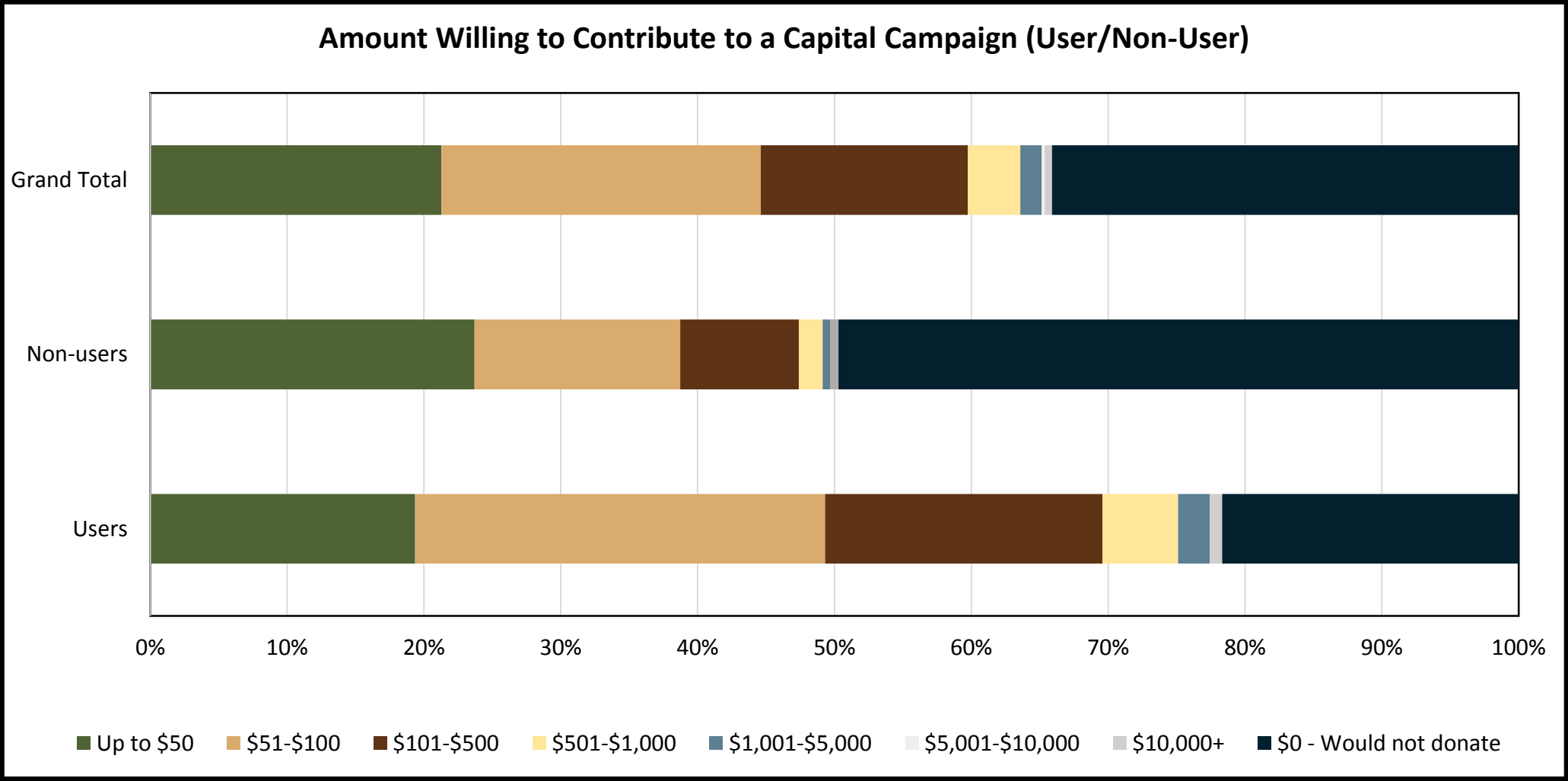
# Q5: Should VOP Fund & Operate the Village's Public Library?



# Q6: How Much Would You Be Willing to Pay in Additional Taxes?



# Q7: How Much Would You Contribute to a Capital Campaign?



# Summary of Key Findings

# Summary of Key Findings – Library Needs

## KEY Findings – Library Needs

Overall, **34% disagreement rating that the library meets resident needs** (>20%), with much higher disagreement ratings from residents under 35 (54%)

**KEY needs for expanded programs or capabilities expressed overall** (Approx. 40% extremely or very needed):

- Book & magazine collection (adult, children's, & young adult
- Digital media
- Children's programs
- Digital learning lab & public computers
- Print, copy, & scan services
- Book clubs, lectures, & discussion groups

- **Greatest need expressed is children's programs for residents under the age of 35** (69% say extremely or very needed)

## KEY Findings – Library Needs

**Additional KEY needs for expanded programs or capabilities expressed by younger residents** (>40% extremely or very needed):

- Adult programs
- Young adult programs
- Conference & meeting space
- Individual quiet study/work space
- Quiet relaxation space

More than 60% of Users/Non-Users and Households With/Without Children expressed a need for **extended weekday and Saturday operating hours**

**Large amount of support for VOP to fund & operate the library**

# Summary of Key Findings – Library Funding

KEY Findings – Library Funding
<b>Large amount of support for VOP to fund &amp; operate a public library</b> (67% overall), with greater support from Users (76%) and Households with Children (78%)
<b>43% of residents do <u>not</u> support a tax increase</b> to fund the library, but a greater % support a tax increase at some level (57% support at least a \$0.01 increase and 31% support up to a \$0.01 increase)
<b>Residents that expressed a greater need for expanded library capabilities (Ages 45-54) are more willing to pay a tax increase</b>
<b>% of residents who would contribute to a library capital campaign:</b> <ul style="list-style-type: none"><li>• 21% - Up to \$50</li><li>• 23% - \$51 - \$100</li><li>• 15% - \$101 - \$500</li><li>• 4% - \$501 - \$1,000</li><li>• 2% - \$1,001 - \$5,000</li><li>• 1% - \$10,000+</li></ul>

# Correlations of Findings With Prior Findings

# Correlations of ETC Survey Findings with Prior Findings

- In February 2020, the Village obtained extensive public input on the Library Needs Assessment through four key means:
  1. Online Survey – 386 respondents
  2. Public Input Meetings – 115 residents attending
  3. Community Conversations – four 1 ½ hour meetings with 53 residents
  4. Personal Interviews – 26 personal interviews
- The ETC Survey and Online Survey results were similar in the following areas (Note: the Online Survey asked if respondents would be likely to use and the ETC Survey asked if there was a need for service expansion):
  - Greater than 30% disagreement ratings that the current library meets resident needs/has available space
  - KEY library needs expressed in both surveys: 1) Increased collection size; 2) Greater access to digital media; and 3) Expanded children's programs
  - Households with children and younger residents expressed a greater need for library services than older residents
  - Consistent support for a digital learning lab
  - Not a lot of resident support or need for art, music, & performance space or maker space



# Correlations of ETC Survey Findings with Prior Findings

- The following library needs were rated higher in the ETC Survey:
  - Space for book clubs, lectures, & discussion groups
  - Individual quiet work/study space
  - Print, copy, & scan services
- The following library needs were rated lower in the ETC Survey:
  - Meeting/conference space
  - Retail co-location (coffee shop, etc.)
- Consistent themes from the ETC Survey and other public input methods:
  - Need for a larger collection, more digital media, and expanded children's programs
  - Desire for extended library operating hours
  - Limited need for maker space



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