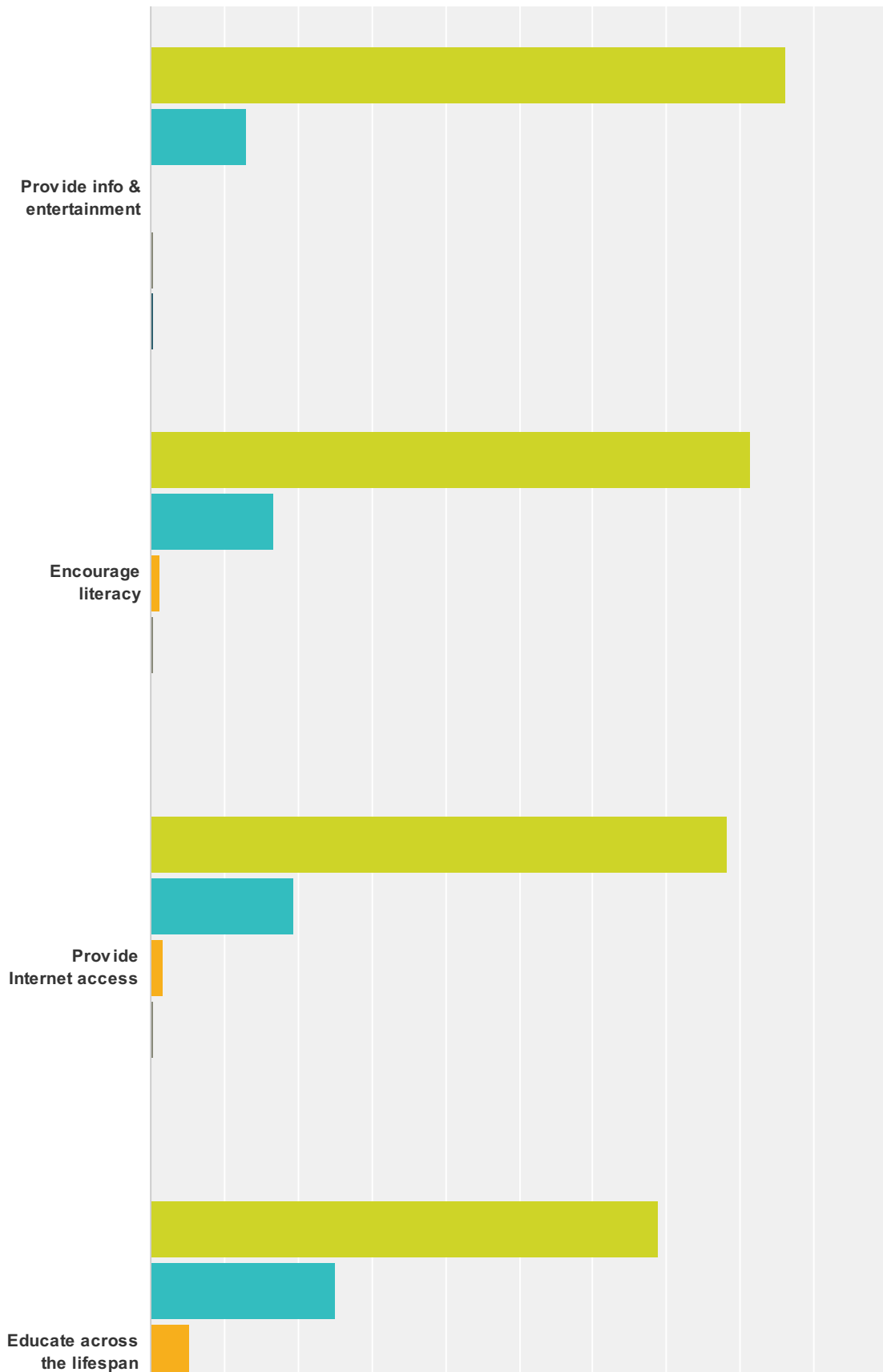


### Q1 Do you agree that public libraries provide unique value to residents and communities in Chester County today?

Answered: 1,579 Skipped: 4



# CCLS Strategic Planning Survey 2014

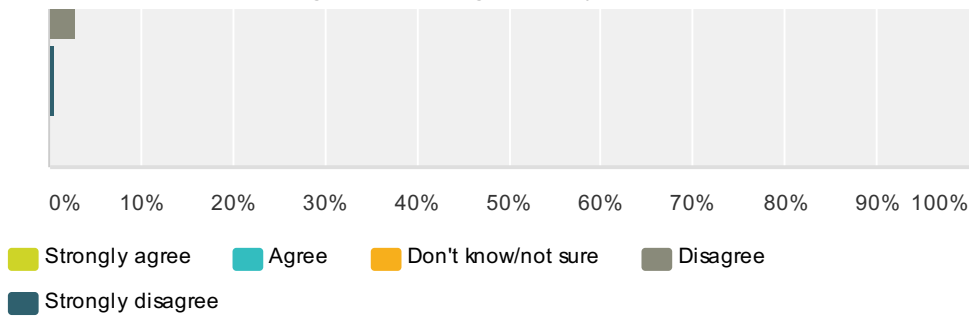
**Create  
community**

**Recommend  
reading/v iewing**

**Empower  
citizens**

**Help  
businesses grow**

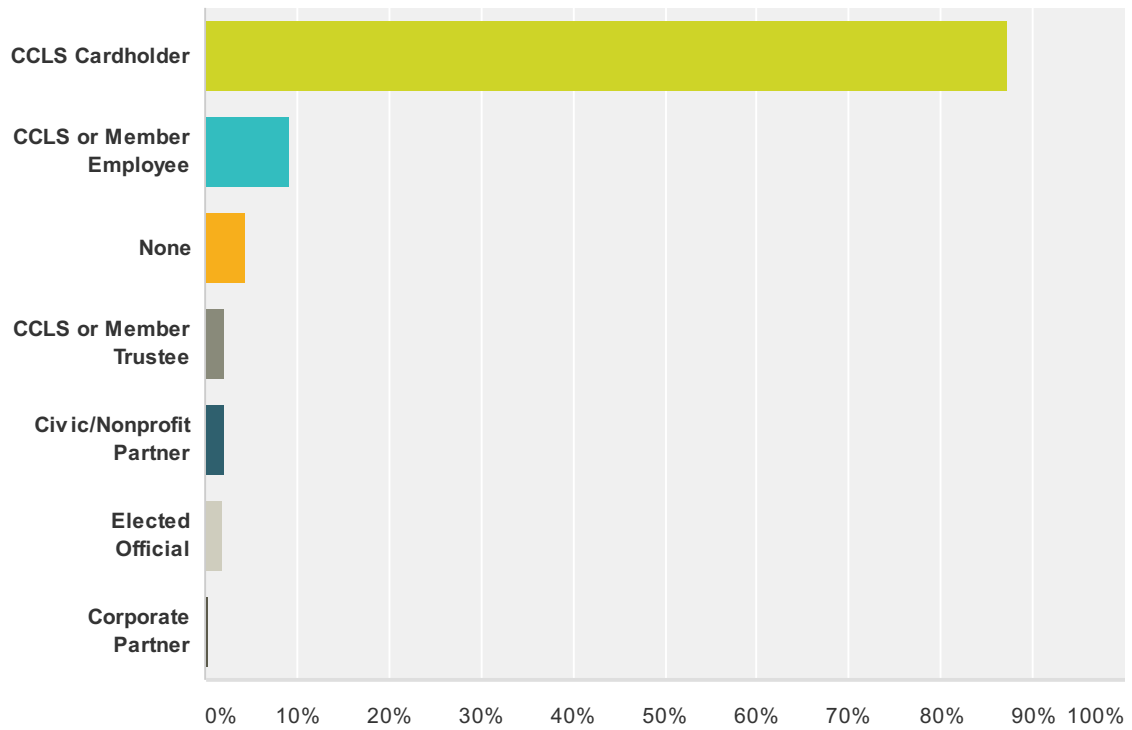
# CCLS Strategic Planning Survey 2014



	Strongly agree	Agree	Don't know/not sure	Disagree	Strongly disagree	Total
Provide info & entertainment	<b>86.20%</b> 1,355	<b>12.91%</b> 203	<b>0.25%</b> 4	<b>0.32%</b> 5	<b>0.32%</b> 5	1,572
Encourage literacy	<b>81.48%</b> 1,280	<b>16.68%</b> 262	<b>1.27%</b> 20	<b>0.32%</b> 5	<b>0.25%</b> 4	1,571
Provide Internet access	<b>78.35%</b> 1,227	<b>19.48%</b> 305	<b>1.60%</b> 25	<b>0.38%</b> 6	<b>0.19%</b> 3	1,566
Educate across the lifespan	<b>68.88%</b> 1,078	<b>24.98%</b> 391	<b>5.18%</b> 81	<b>0.51%</b> 8	<b>0.45%</b> 7	1,565
Create community	<b>68.24%</b> 1,070	<b>26.02%</b> 408	<b>4.46%</b> 70	<b>0.89%</b> 14	<b>0.38%</b> 6	1,568
Recommend reading/viewing	<b>62.52%</b> 979	<b>30.01%</b> 470	<b>6.00%</b> 94	<b>1.21%</b> 19	<b>0.26%</b> 4	1,566
Empower citizens	<b>41.87%</b> 654	<b>36.36%</b> 568	<b>18.57%</b> 290	<b>2.62%</b> 41	<b>0.58%</b> 9	1,562
Help businesses grow	<b>28.23%</b> 439	<b>28.49%</b> 443	<b>39.74%</b> 618	<b>2.96%</b> 46	<b>0.58%</b> 9	1,555

## Q2 What is your current relationship with the Chester County Library System? (Please check all that apply.)

Answered: 1,553 Skipped: 30



Answer Choices	Responses
CCLS Cardholder	87.19% 1,354
CCLS or Member Employee	9.27% 144
None	4.44% 69
CCLS or Member Trustee	2.12% 33
Civic/Nonprofit Partner	2.12% 33
Elected Official	1.87% 29
Corporate Partner	0.52% 8
<b>Total Respondents: 1,553</b>	

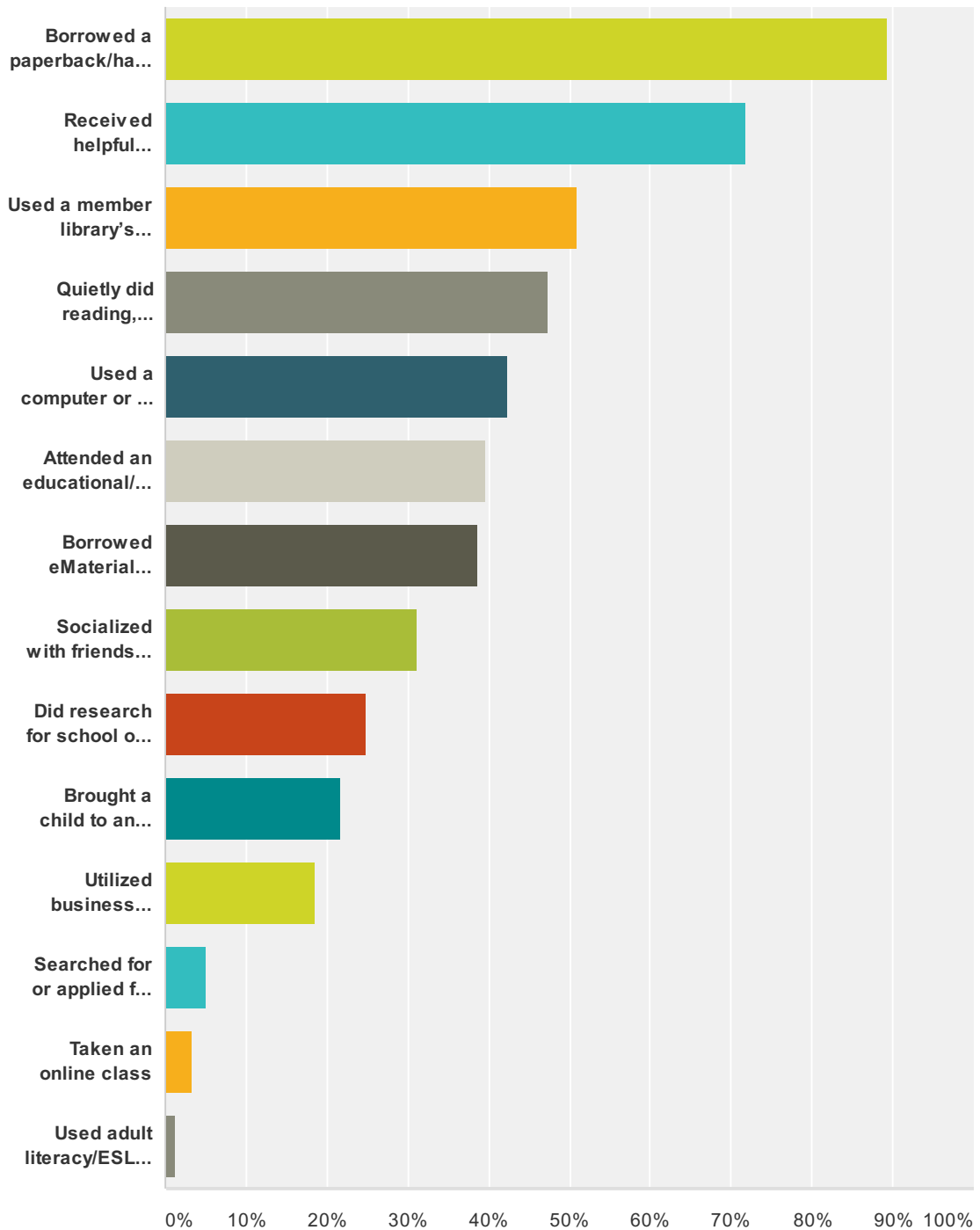
**Q3 Which Chester County public library do you patronize or use most frequently? (If none, leave blank.)**

Answered: 1,536 Skipped: 47

Answer Choices	Responses	
Chester County Library & District Center in Exton	26.17%	402
Bayard Taylor Memorial Library	15.10%	232
Henrietta Hankin Branch Library	12.24%	188
Tredyffrin Public Library	8.85%	136
Easttown Library & Information Center	6.90%	106
Phoenixville Public Library	5.53%	85
West Chester Public Library	3.58%	55
Paoli Library	3.06%	47
Downingtown Library	2.99%	46
Avon Grove Library	2.54%	39
Parkeburg Free Library	2.54%	39
Oxford Public Library	2.21%	34
Coatesville Area Public Library	1.95%	30
Malvern Public Library	1.82%	28
Spring City Public Library	1.56%	24
Honey Brook Community Library	1.30%	20
Atglen Public Library	1.11%	17
Chester Springs Library	0.52%	8
<b>Total</b>		<b>1,536</b>

### Q4 In the past year, have you done any of the following at a public library in Chester County? (Please check all that apply.)

Answered: 1,534 Skipped: 49



Answer Choices	Responses
Borrowed a paperback/hardcover book, CD or DVD	89.37% 1,371
Received helpful assistance from a librarian	71.90% 1,103
Used a member library's website	50.91% 781

## CCLS Strategic Planning Survey 2014

Quietly did reading, writing, art or work	<b>47.46%</b>	728
Used a computer or the Internet, including Wi-Fi	<b>42.31%</b>	649
Attended an educational/cultural program, training or workshop	<b>39.57%</b>	607
Borrowed eMaterial (eBook or eAudiobook)	<b>38.66%</b>	593
Socialized with friends, colleagues or peers	<b>31.10%</b>	477
Did research for school or work	<b>24.77%</b>	380
Brought a child to an early literacy class, storytime or program (e.g., Lego Club, Summer Reading Program, etc.)	<b>21.71%</b>	333
Utilized business services (e.g., printing, copying, fax, notary, etc.)	<b>18.51%</b>	284
Searched for or applied for a job online	<b>4.95%</b>	76
Taken an online class	<b>3.39%</b>	52
Used adult literacy/ESL services	<b>1.30%</b>	20
<b>Total Respondents: 1,534</b>		

**Q5 Please rank the following strategies to increase the use of public libraries by people who live, work and go to school in Chester County in order of importance (1 = most important, 7 = least important). Drag and drop the following choices in order of preference, with your top choice in the first position. (Or you may use the pull-down menus to rank your choices.) NOTE: The survey will update the ranking order automatically as you make your selections (please be patient as this may take a moment). When all of the answer choices are ranked in your order of preference, please move on to the next question.**

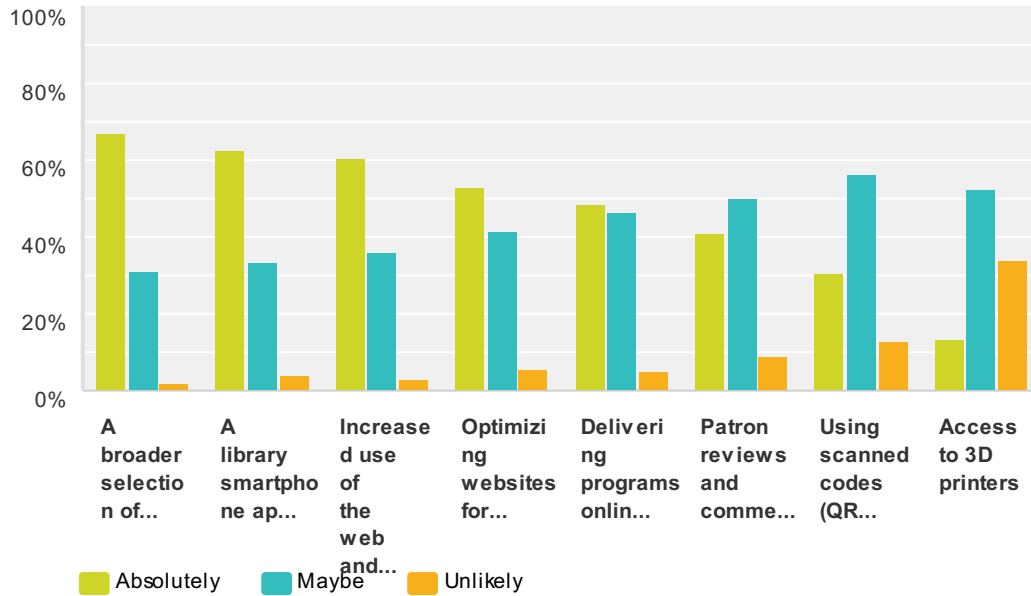
Answered: 1,497 Skipped: 86

	1	2	3	4	5	6	7	Total	Average Ranking
Better branding and marketing of public libraries	21.18% 316	11.26% 168	11.46% 171	12.73% 190	13.20% 197	17.09% 255	13.07% 195	1,492	4.11
More comfortable spaces for reading, working and relaxing	15.62% 233	15.48% 231	14.34% 214	17.02% 254	16.49% 246	13.94% 208	7.10% 106	1,492	4.26
More free early literacy classes/storytimes for young children	15.55% 232	16.22% 242	17.23% 257	17.63% 263	13.14% 196	12.94% 193	7.31% 109	1,492	4.35
More adult education programs	15.57% 232	19.13% 285	19.06% 284	16.91% 252	14.97% 223	9.06% 135	5.30% 79	1,490	4.55
Closer coordination with local schools	13.28% 198	16.16% 241	17.30% 258	15.36% 229	15.69% 234	13.15% 196	9.05% 135	1,491	4.20
Replacing the Dewey decimal system with a more browsable and flexible "book store like" system to organize and find books	9.58% 143	7.30% 109	7.03% 105	6.63% 99	8.37% 125	12.12% 181	48.96% 731	1,493	2.71
Improving the brightness, flow and use of space inside libraries	9.10% 136	14.38% 215	13.71% 205	13.78% 206	18.06% 270	21.87% 327	9.10% 136	1,495	3.81



### Q6 Would each of the following information technology solutions increase the value of public libraries to Chester County residents and communities?

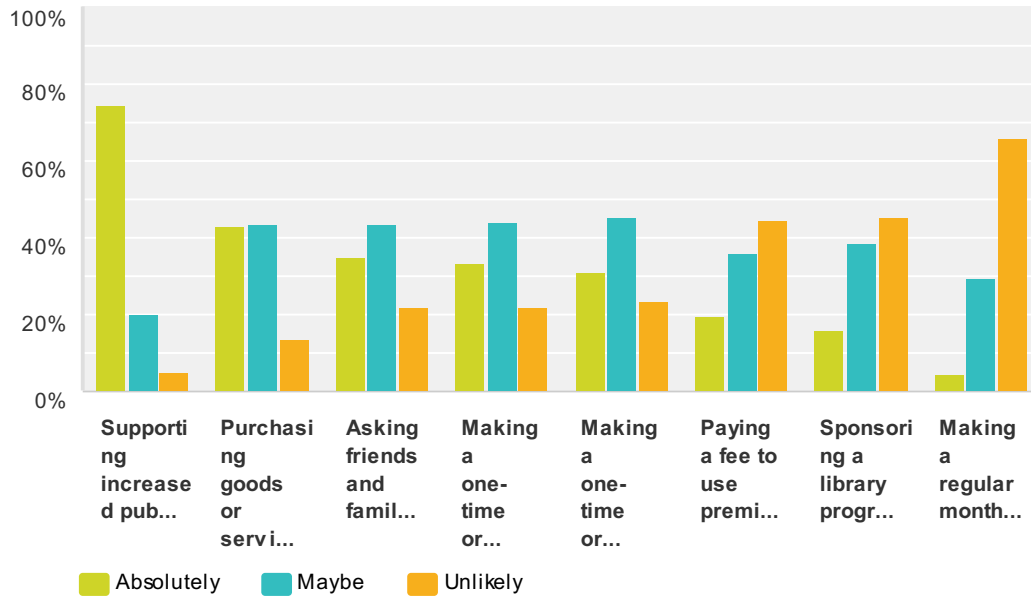
Answered: 1,545 Skipped: 38



	Absolutely	Maybe	Unlikely	Total
A broader selection of eMaterials (eBooks and eAudiobooks)	66.78% 1,013	31.25% 474	1.98% 30	1,517
A library smartphone app for access to the catalog and library information	62.57% 946	33.33% 504	4.10% 62	1,512
Increased use of the web and social media to engage and inform members	60.70% 919	36.13% 547	3.17% 48	1,514
Optimizing websites for smartphone devices	53.17% 804	41.53% 628	5.29% 80	1,512
Delivering programs online via streaming media and webinars	48.34% 730	46.42% 701	5.23% 79	1,510
Patron reviews and commentary on books and other media on library website	41.03% 627	49.80% 761	9.16% 140	1,528
Using scanned codes (QR codes) to tag bookshelves and help find information	30.48% 459	56.71% 854	12.82% 193	1,506
Access to 3D printers	13.45% 202	52.73% 792	33.82% 508	1,502

### Q7 Funding for public libraries has faced economic challenges which has affected services to the communities. How likely would you be to give money to your local library by...

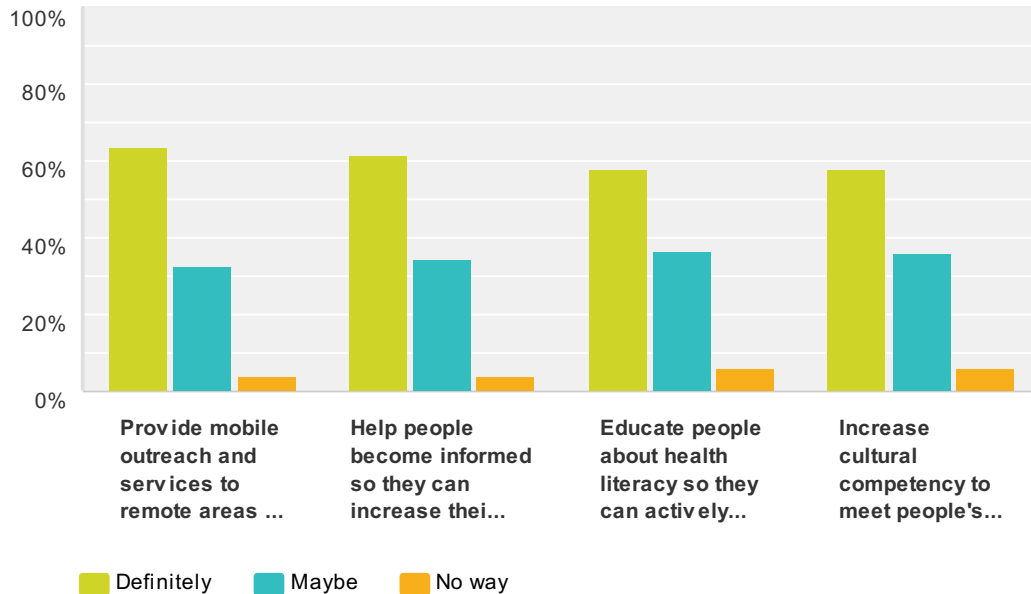
Answered: 1,556 Skipped: 27



	Absolutely	Maybe	Unlikely	Total
Supporting increased public funding for public libraries	74.66% 1,140	20.24% 309	5.11% 78	1,527
Purchasing goods or services at a store or shop located inside a library	42.94% 651	43.54% 660	13.52% 205	1,516
Asking friends and family to donate to a cause or attend an event that supports the library and benefits the community	34.79% 526	43.45% 657	21.76% 329	1,512
Making a one-time or annual donation through a written appeal by mail	33.53% 507	44.25% 669	22.22% 336	1,512
Making a one-time or annual donation online via the web or email	31.00% 465	45.73% 686	23.27% 349	1,500
Paying a fee to use premium business services or workspace inside a library	19.73% 295	35.79% 535	44.48% 665	1,495
Sponsoring a library program, event or collection as a business, civic or philanthropic organization	16.00% 239	38.62% 577	45.38% 678	1,494
Making a regular monthly donation via credit card or Paypal	4.55% 68	29.28% 438	66.18% 990	1,496

### Q8 To improve the quality of life for Chester County residents, should public libraries partner with community organizations, nonprofits, businesses and government agencies to...

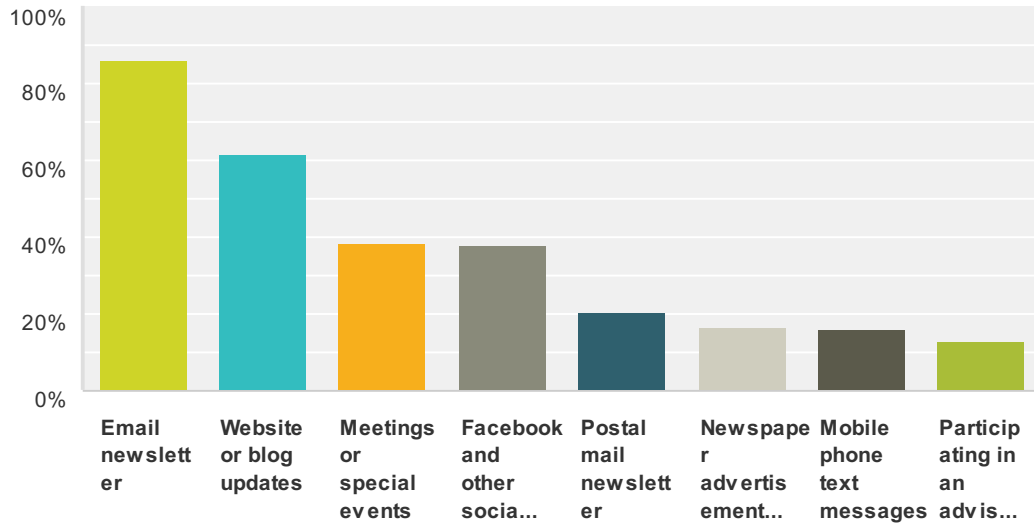
Answered: 1,540 Skipped: 43



	Definitely	Maybe	No way	Total
Provide mobile outreach and services to remote areas and people who are underserved	63.72% 973	32.42% 495	3.86% 59	1,527
Help people become informed so they can increase their financial literacy and better manage their finances	61.43% 935	34.69% 528	3.88% 59	1,522
Educate people about health literacy so they can actively manage their own and their family's well-being	57.83% 886	36.29% 556	5.87% 90	1,532
Increase cultural competency to meet people's diverse social, cultural and linguistic needs	58.02% 883	36.01% 548	5.98% 91	1,522

### Q9 How would you prefer to communicate and engage with public libraries in the future? (Please check all that apply.)

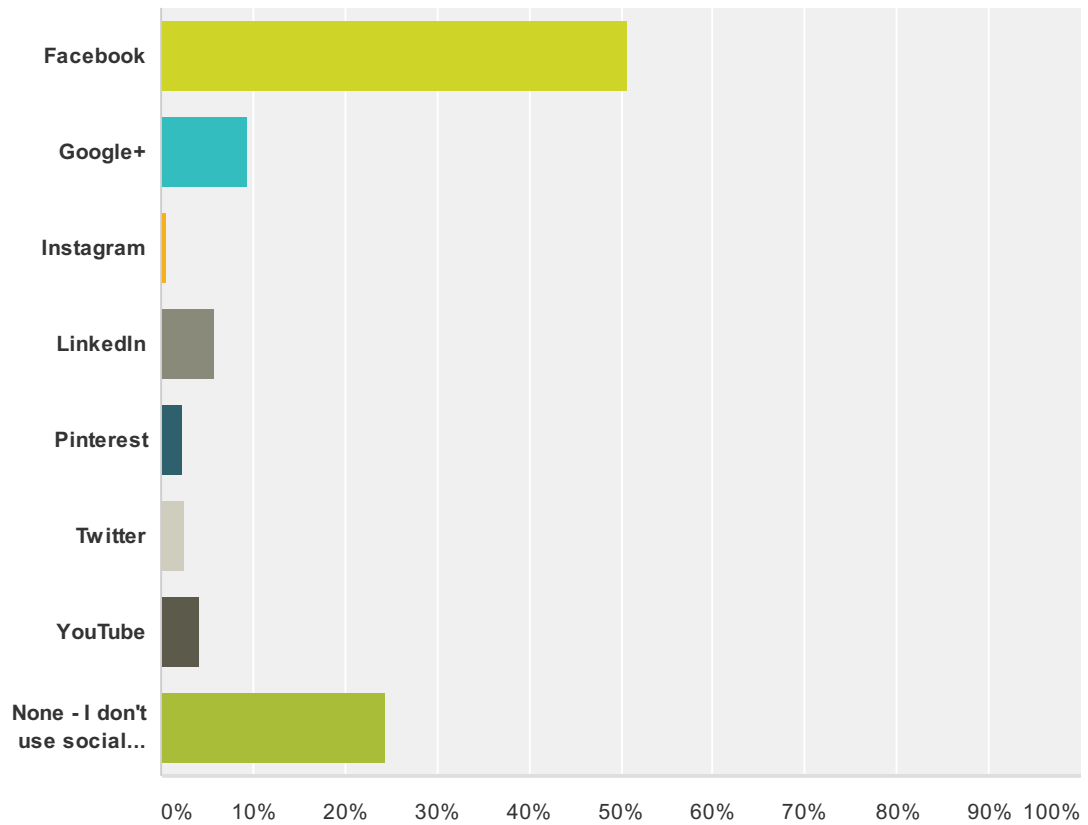
Answered: 1,550 Skipped: 33



Answer Choices	Responses	
Email newsletter	86.00%	1,333
Website or blog updates	61.35%	951
Meetings or special events	38.52%	597
Facebook and other social media	37.81%	586
Postal mail newsletter	20.45%	317
Newspaper advertisements and editorials	16.52%	256
Mobile phone text messages	15.87%	246
Participating in an advisory council or task force	13.23%	205
<b>Total Respondents: 1,550</b>		

### Q10 If you could use only one of the following social networking or media services, which would you use?

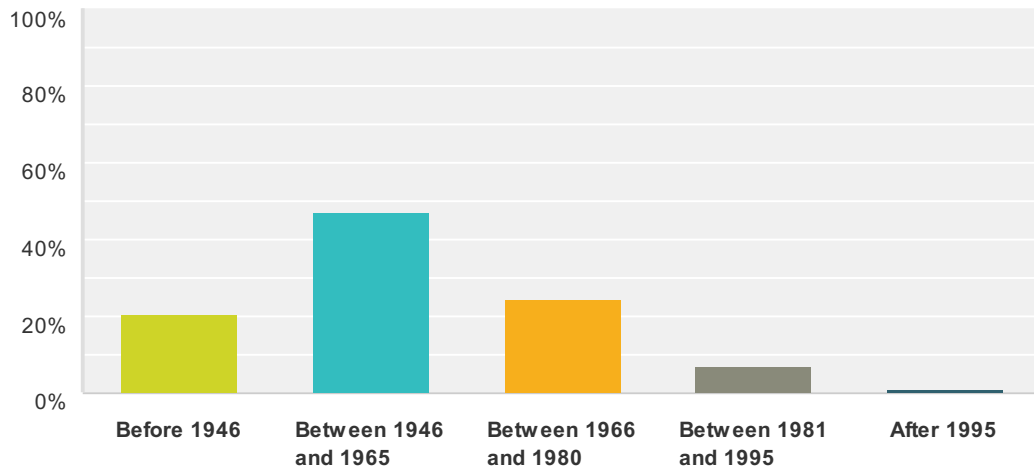
Answered: 1,538 Skipped: 45



Answer Choices	Responses
Facebook	50.65% 779
Google+	9.43% 145
Instagram	0.72% 11
LinkedIn	5.79% 89
Pinterest	2.34% 36
Twitter	2.60% 40
YouTube	4.10% 63
None - I don't use social media	24.38% 375
<b>Total</b>	<b>1,538</b>

### Q11 When were you born?

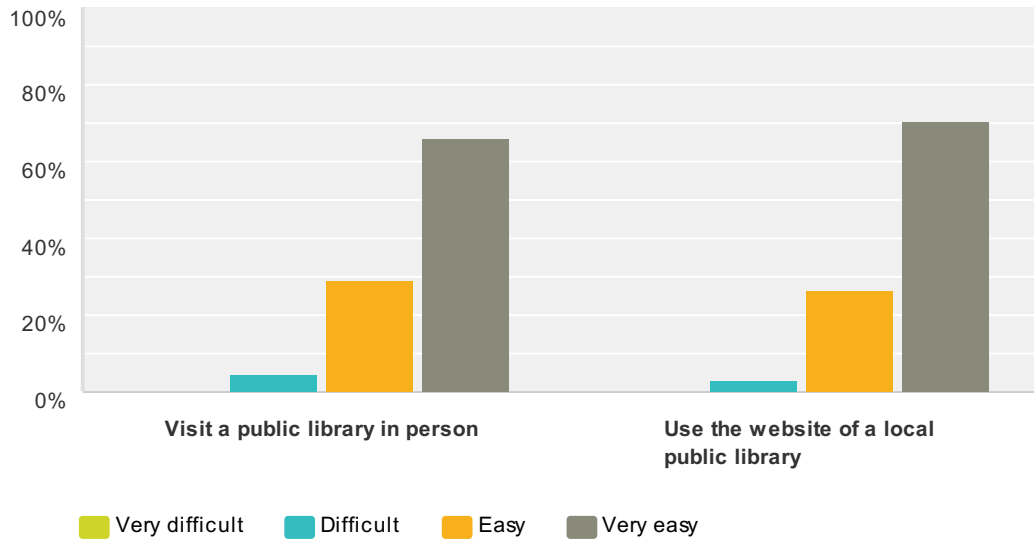
Answered: 1,559 Skipped: 24



Answer Choices	Responses
Before 1946	20.33% 317
Between 1946 and 1965	47.08% 734
Between 1966 and 1980	24.70% 385
Between 1981 and 1995	6.93% 108
After 1995	0.96% 15
<b>Total</b>	<b>1,559</b>

### Q12 How difficult is it for you personally to visit your public library?

Answered: 1,572 Skipped: 11



	Very difficult	Difficult	Easy	Very easy	Total
Visit a public library in person	0.58% 9	4.41% 69	29.14% 456	65.88% 1,031	1,565
Use the website of a local public library	0.20% 3	3.20% 47	26.31% 387	70.29% 1,034	1,471