



St. Joseph Maud Preston Palenske Memorial Library

Patron Survey
October 15, 2019

Objectives

- To collect patron feedback on St. Joseph library services, specifically what services, materials and programming patrons are using.
- To find out how the library is doing and learn what can be improved.



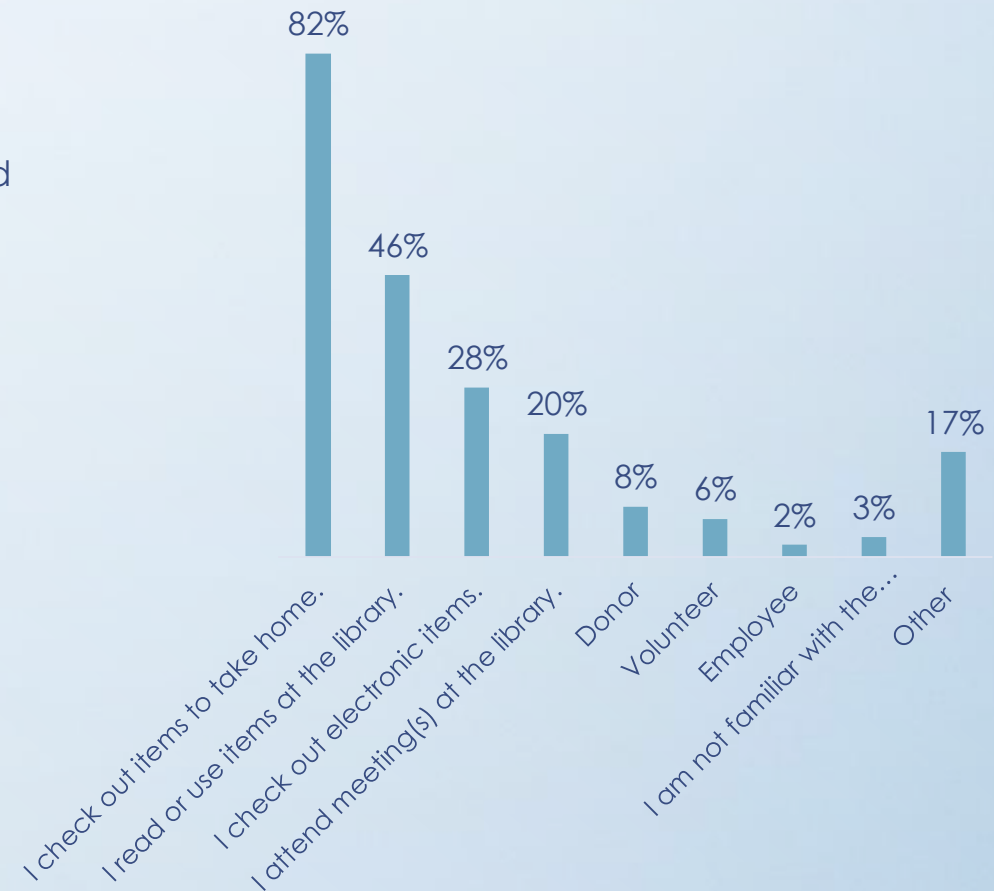
Methodology

- Online survey, administered through Survey Monkey, available June 28 – September 30, 2019
- Respondents learned about the survey at the St. Joseph Library, on the library website, library Facebook page, and links publicized on the city and township web pages, the public works web page and on the St. Joseph Today website.

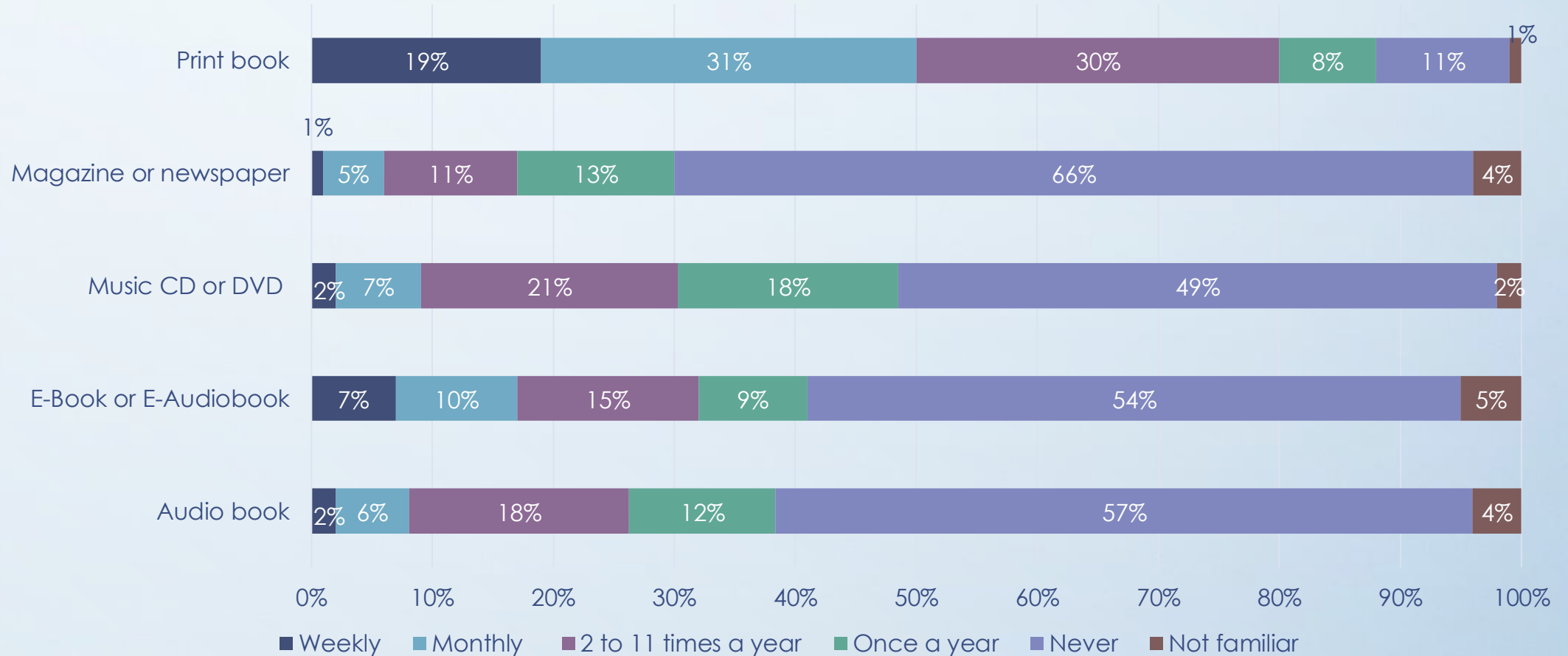
- 562 respondents

City of St. Joseph	52%
St. Joseph Township	28%
Lincoln Township	7%
Benton Township	3%
Hagar Township	1%
Benton Harbor	1%
Other	8%

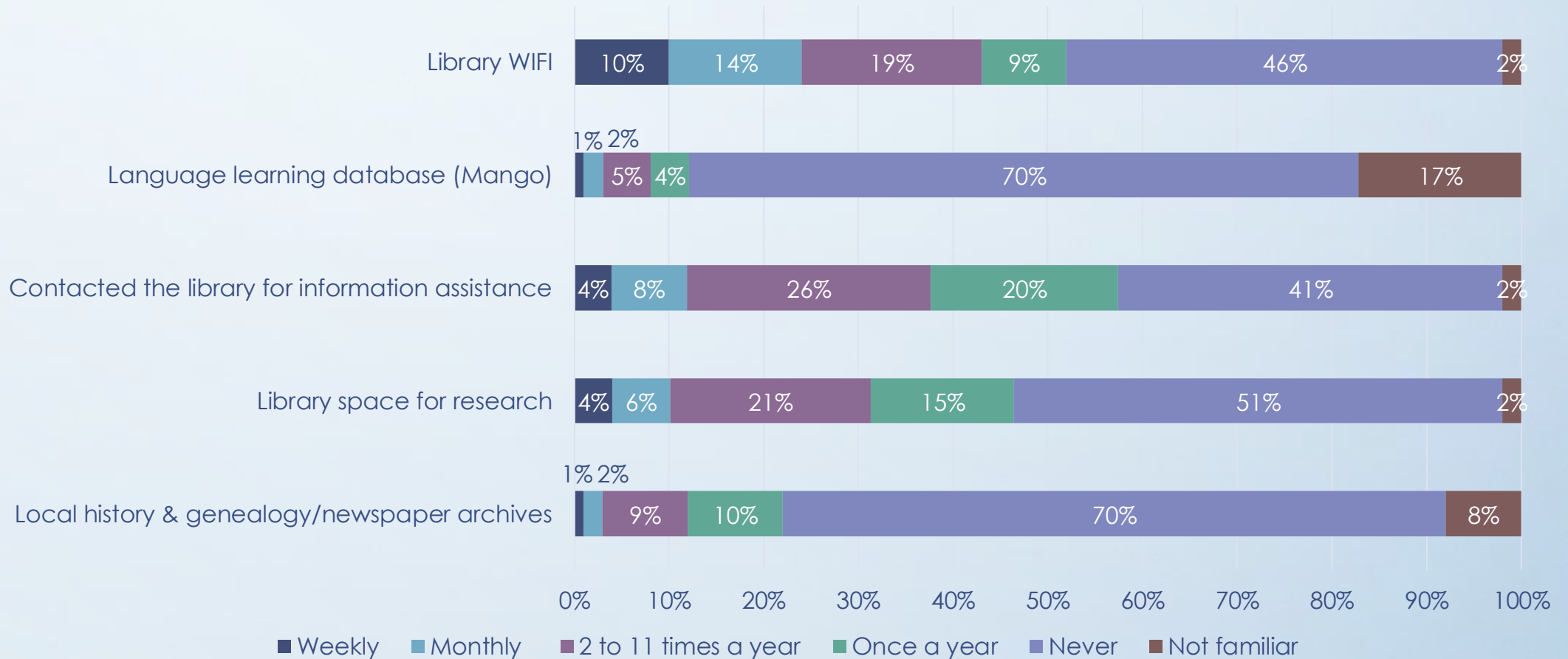
- Statistical significance at 95% confidence is:
 Total Sample +/- 4%
 St. Joseph Sample +/- 6%
 St. Joseph Township Sample +/- 8%
 "Other" Sample: +/- 9%



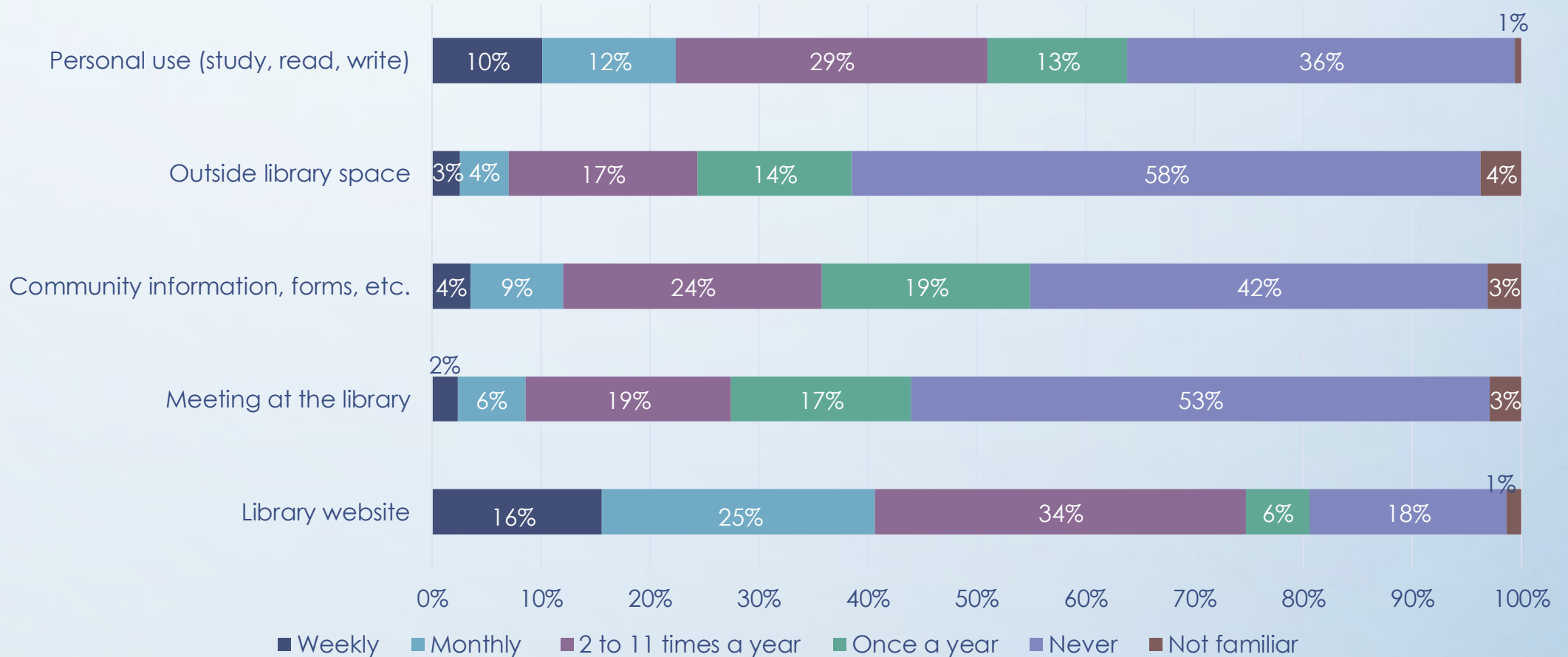
The core library service, checking out a print book, is used at least monthly by half.



The staff is asked for assistance at least once a year by 58% of respondents. Nearly a quarter are using the library WIFI at least monthly.

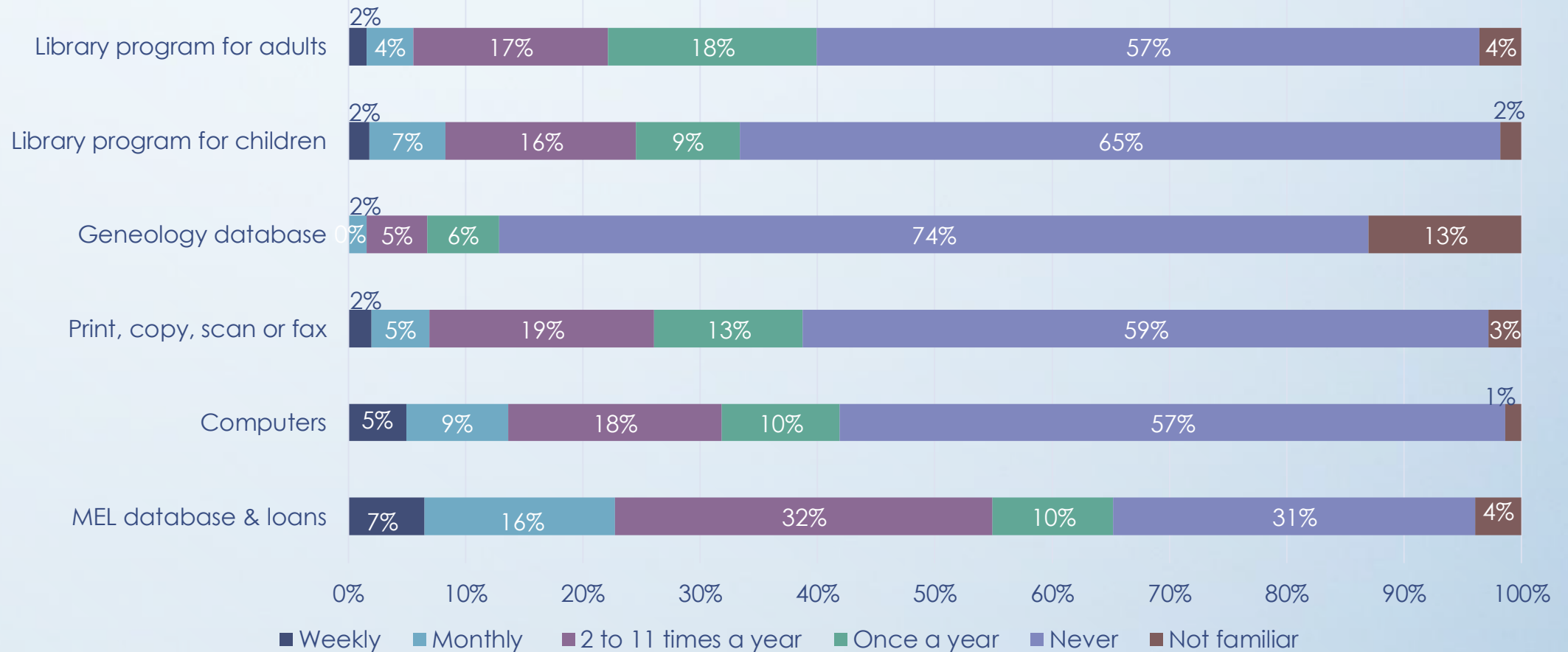


Personal use, community information and the library website are commonly used services.



Q: Over the past 12 months, please tell us how often you or someone in your household has used the following St. Joseph Library services.
N=514

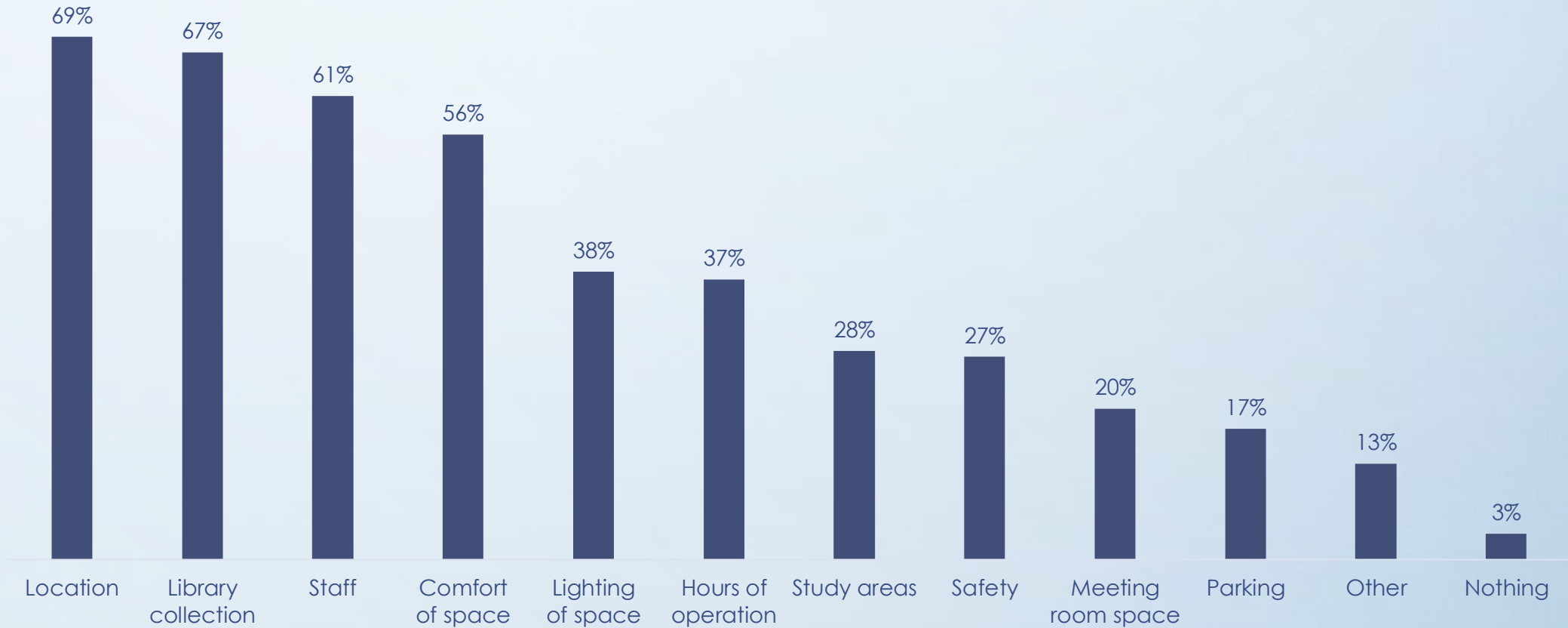
41% attend a program for adults, 1/3 attend a program for children. 42% are using the library's computers at least once a year.



The library and website are sources of information by more than half and the library sign is used by more than 1/3 of respondents.

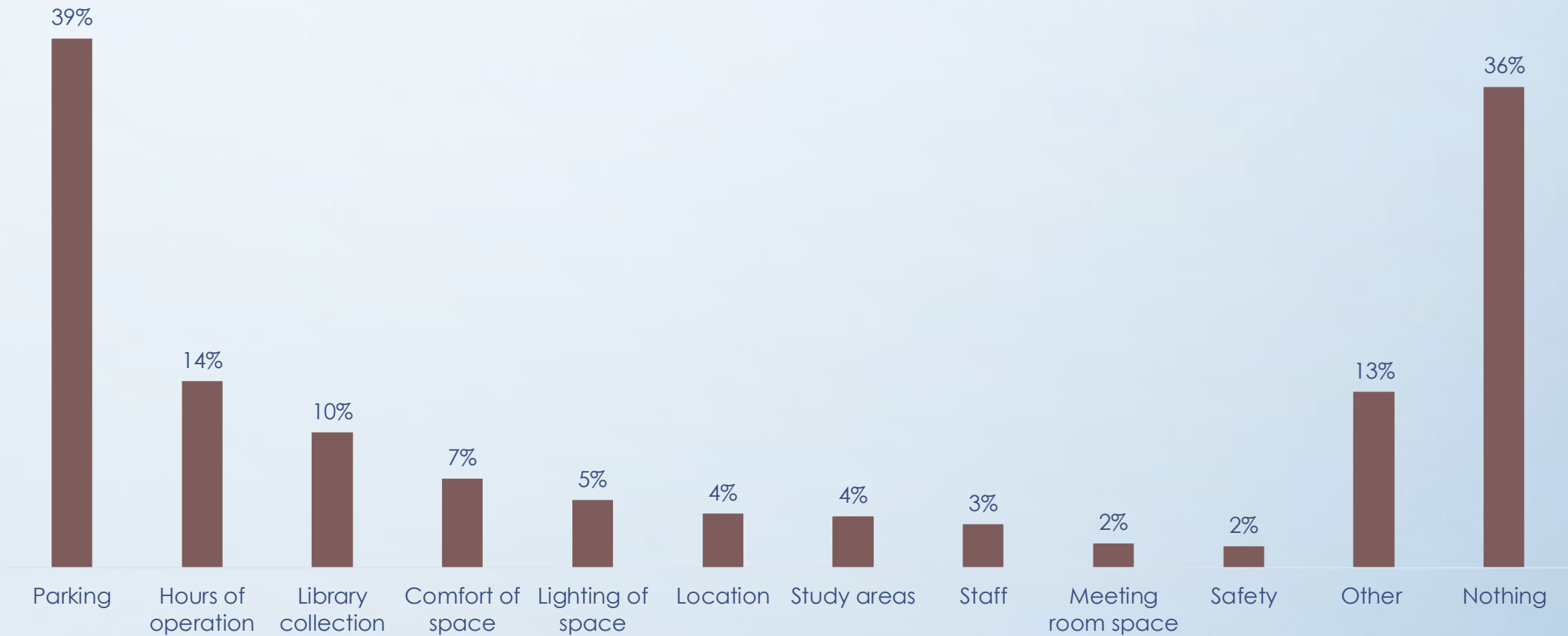


The location, collection, staff and comfort are most-common selected strengths.



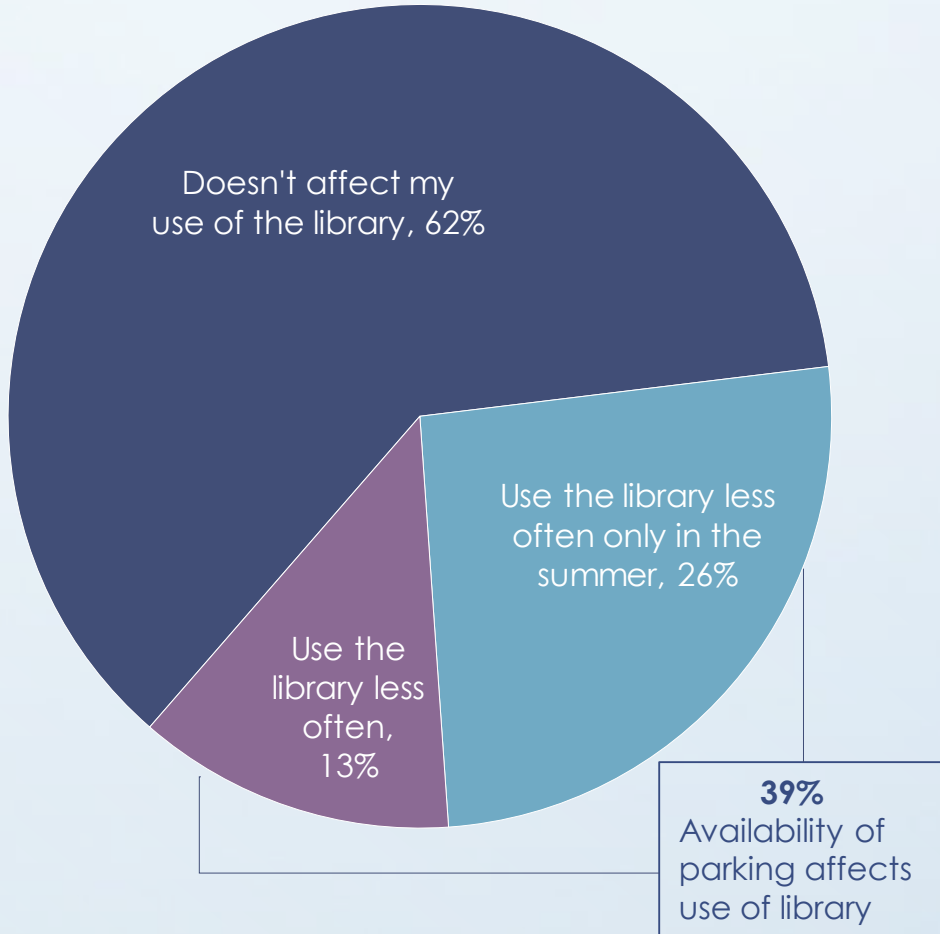
Q: What do you **like most** about the St. Joseph Library? Select all that apply.
N=497

Over 1/3 say there is nothing they like least. More than 2/3 select parking as the least-liked.

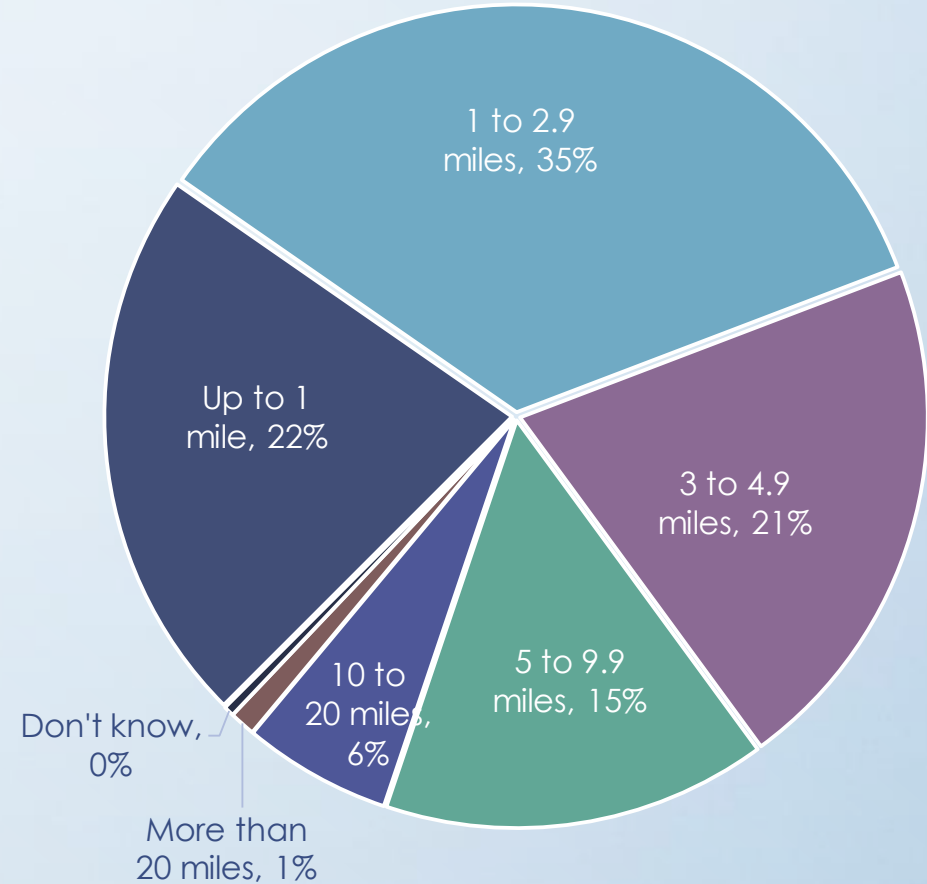


Q: What do you **like least** about the St. Joseph Library? Select all that apply.
N=497

More than 1/3 say parking affects their use of the library and most of those are affected only in the summer.

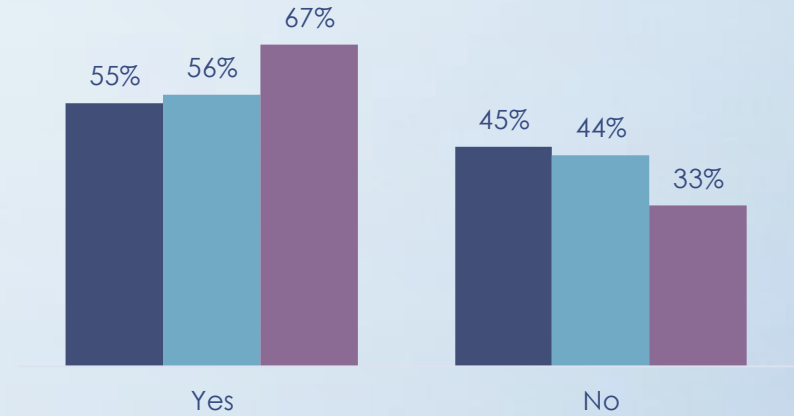
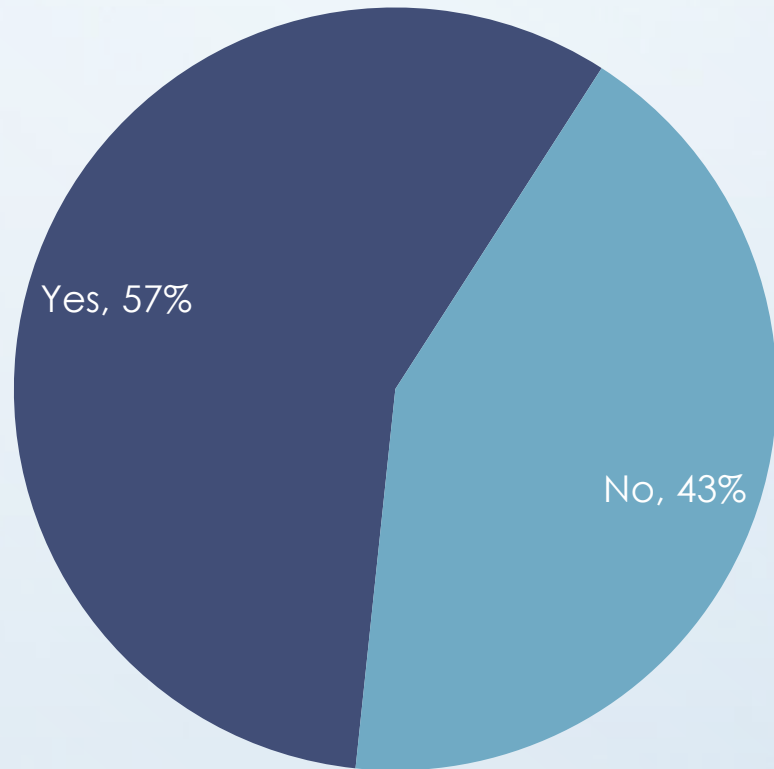


Q: How does the availability of parking affect your use of the St. Joseph Library?
N=488



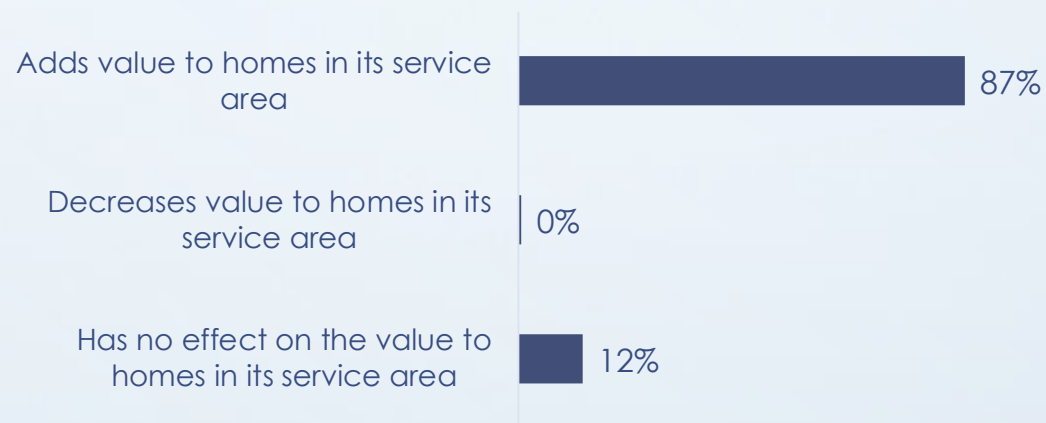
Q: About how far do you live from the St. Joseph Library?
N=492

Over half of St. Joseph and St. Joseph Township patrons combine downtown activities with their trip to the library.



■ SJ ■ SJT ■ Other

Most say the library adds value to homes in the area. Community, library services, programs and resources are top mentions as reasons.



Why St. Joseph Library Adds to Home Value

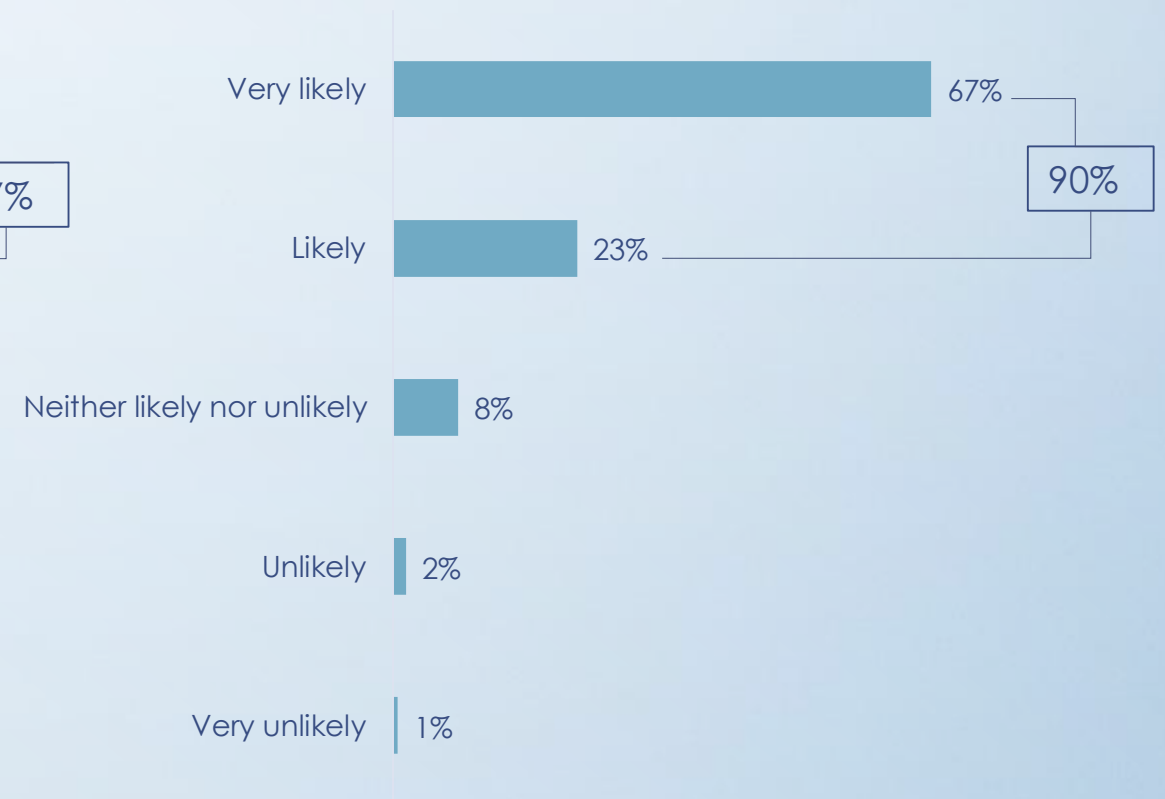
building place people access materials together think important within walking distance
 adds value promotes valuable find good library friendly location wonderful resource
 use help Libraries important lovely kids meet love study many etc offers
 adults area property local downtown reading excellent Great
 close home ages public good benefits place keep children
 residents programs always resource close
 community gives library research services
 available provides feel s one people library great books
 without families convenient learn great resource space place go
 value go information safe need makes home things activities positive
 free lot town asset community nice education everyone knowledge wonderful events
 public library different adds reasons neighborhood especially opportunities
 s great resource welcoming s great part city

Library services and staff are meeting expectations of the patrons as indicated by high satisfaction and even higher willingness to recommend.

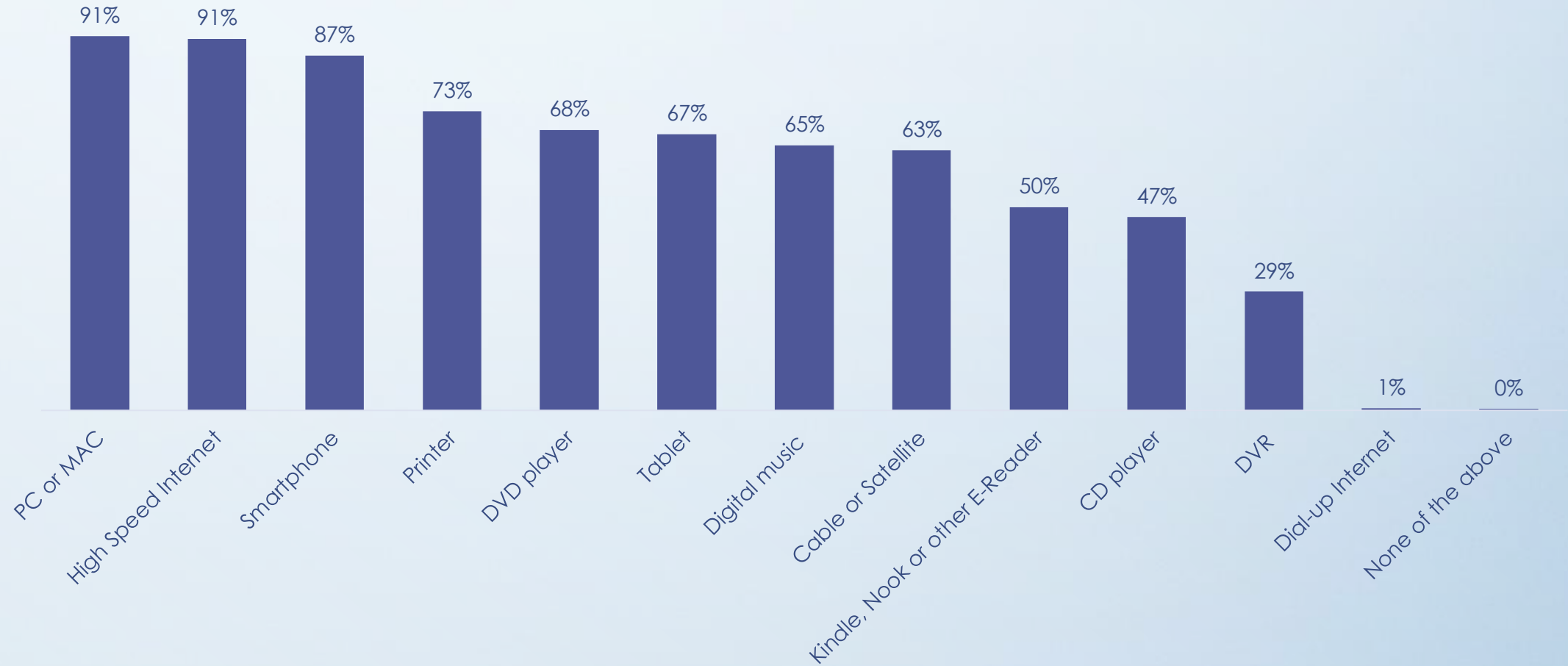
Satisfaction



Willingness to Recommend



The library service area has high ownership of technology including half owning an E-Reader.



Q: What technology do you use in your home? Select all that apply.
N=490

Of those who select “pick up after hours,” only 1/3 also select a book “vending” machine.*

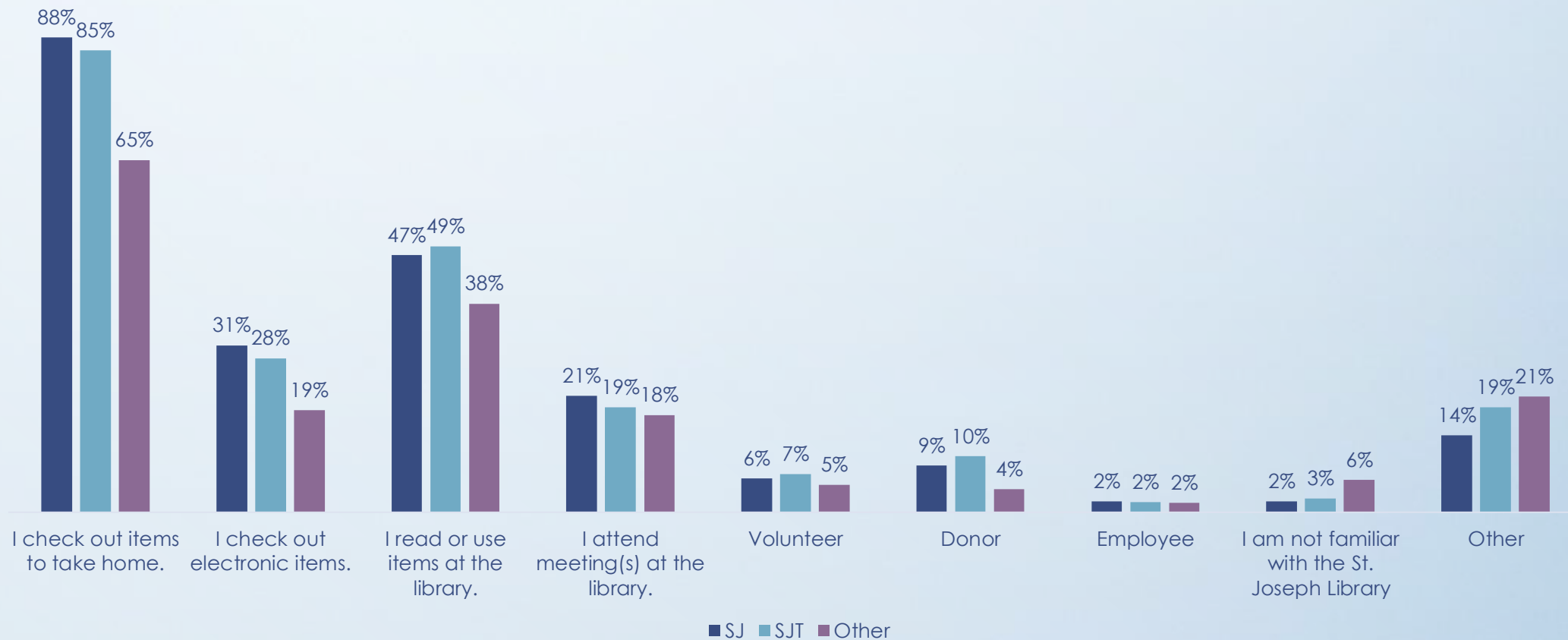


*In a detailed analysis of those who select “pick up after hours,” only 34% (1/3) of those respondents select a book “vending” machine which implies that most prefer a solution other than a vending machine.

St. Joseph and St. Joseph Township

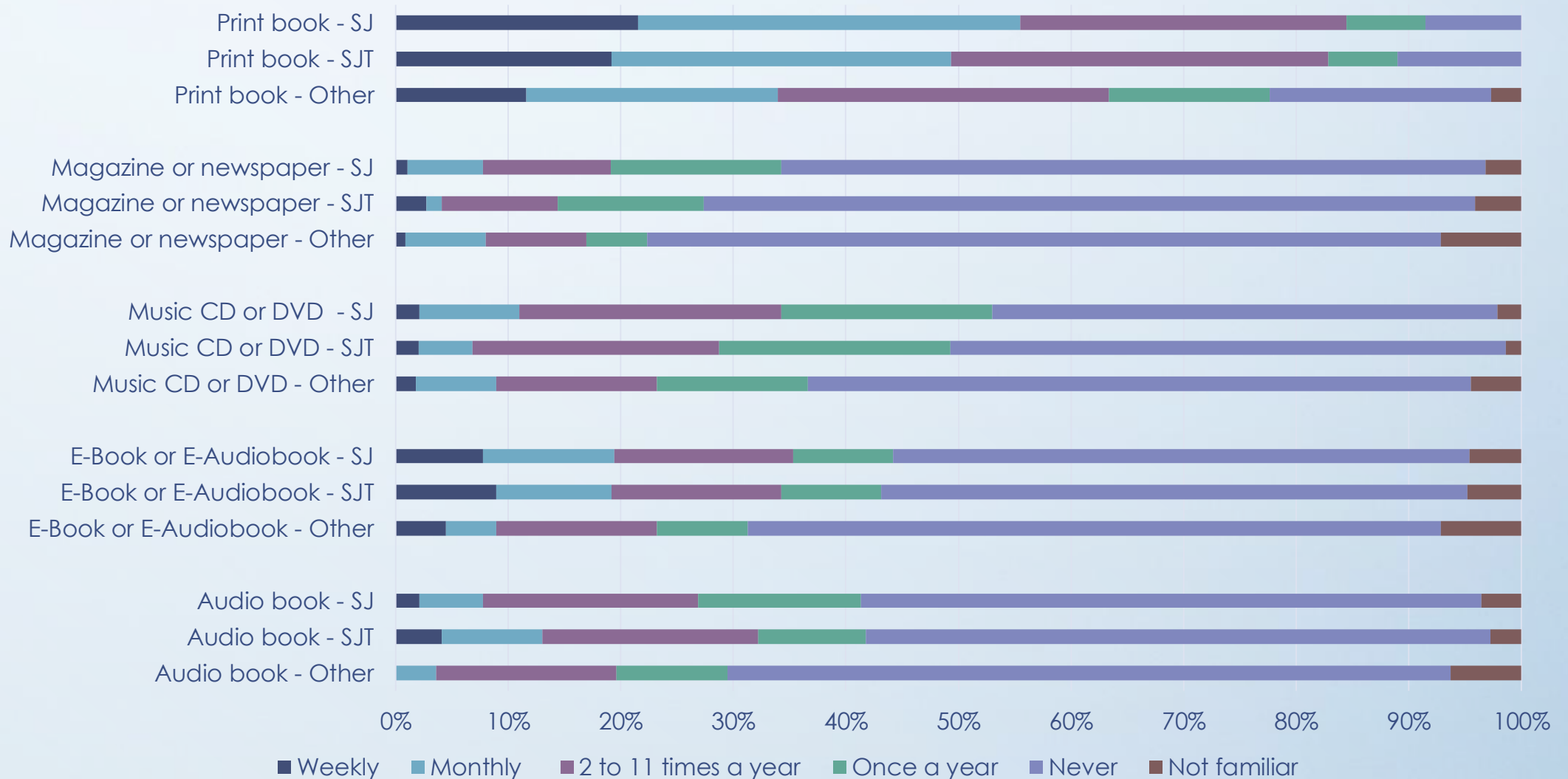


Among the patrons responding, involvement with the library is very similar for those from the city and the township.



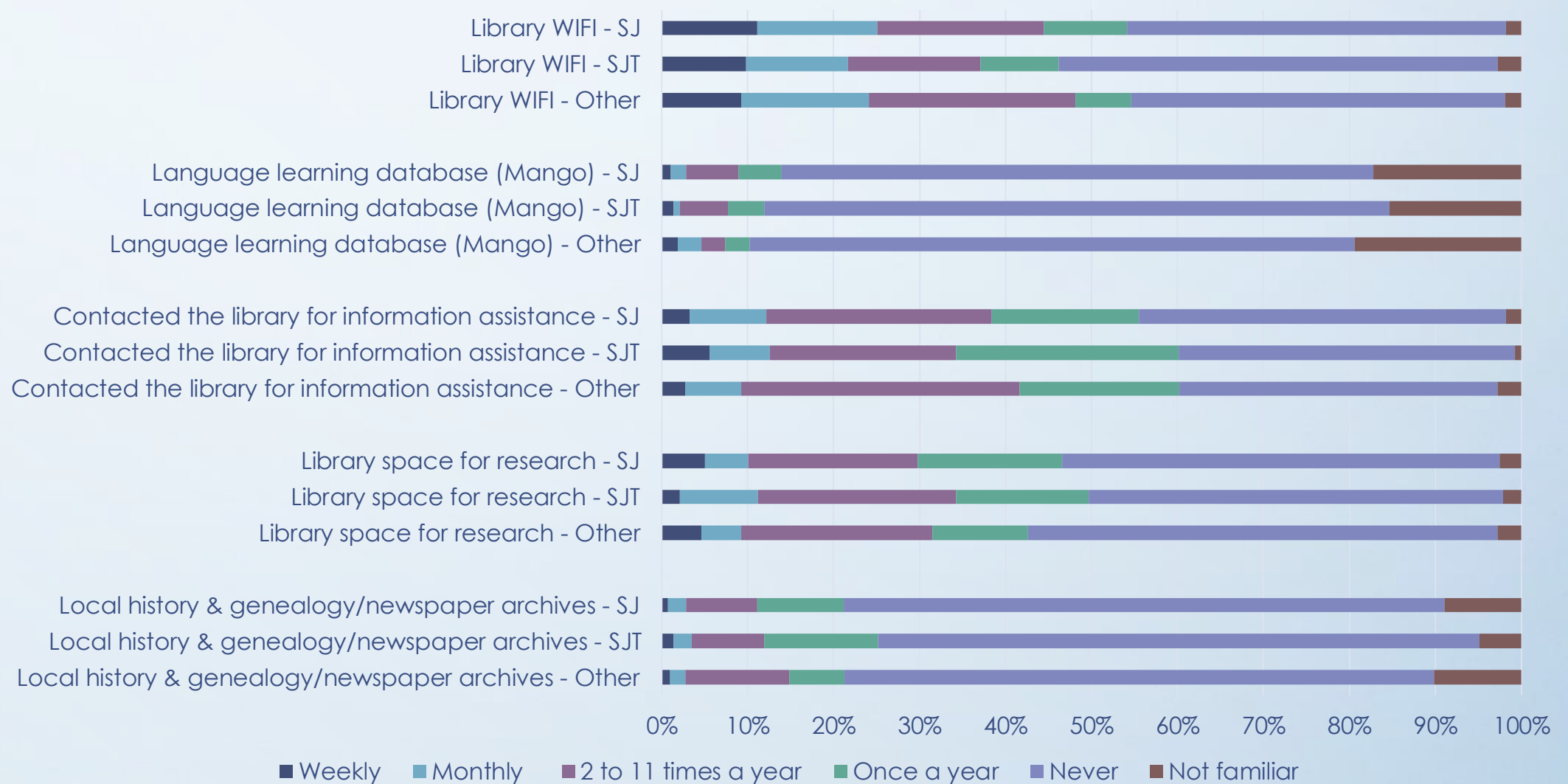
Q: What is your involvement with the St. Joseph Library? Select all that apply.
 SJ N=289 SJT N=155 Other N=117

City and township patrons are very similar in their traditional uses of the library.



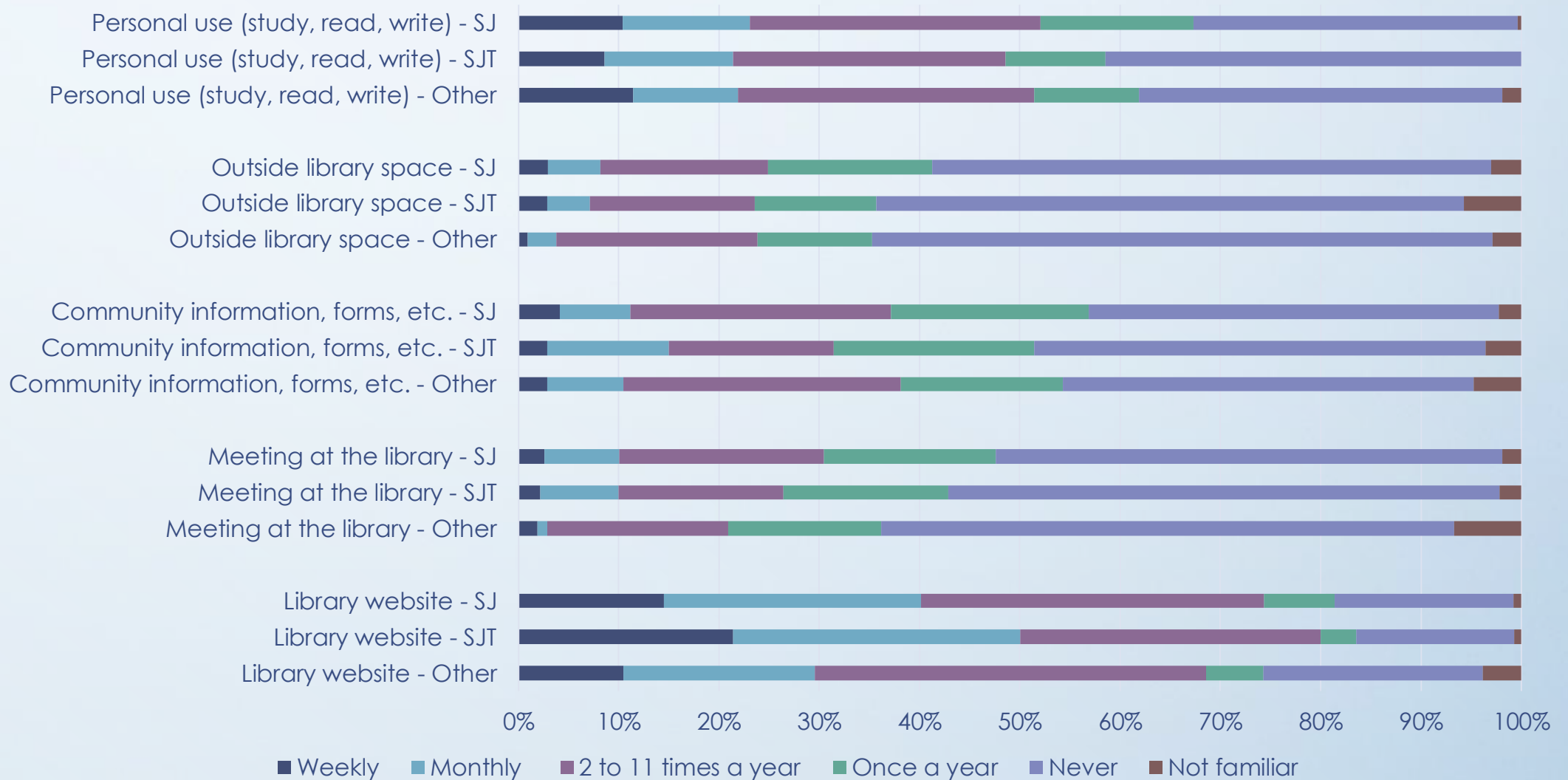
Q: Over the past 12 months, please tell us how often you or someone in your household has used the following St. Joseph Library services.
 SJ N=283 SJT N=146 Other N=112

There is little difference between the use of library services between city and township patrons.



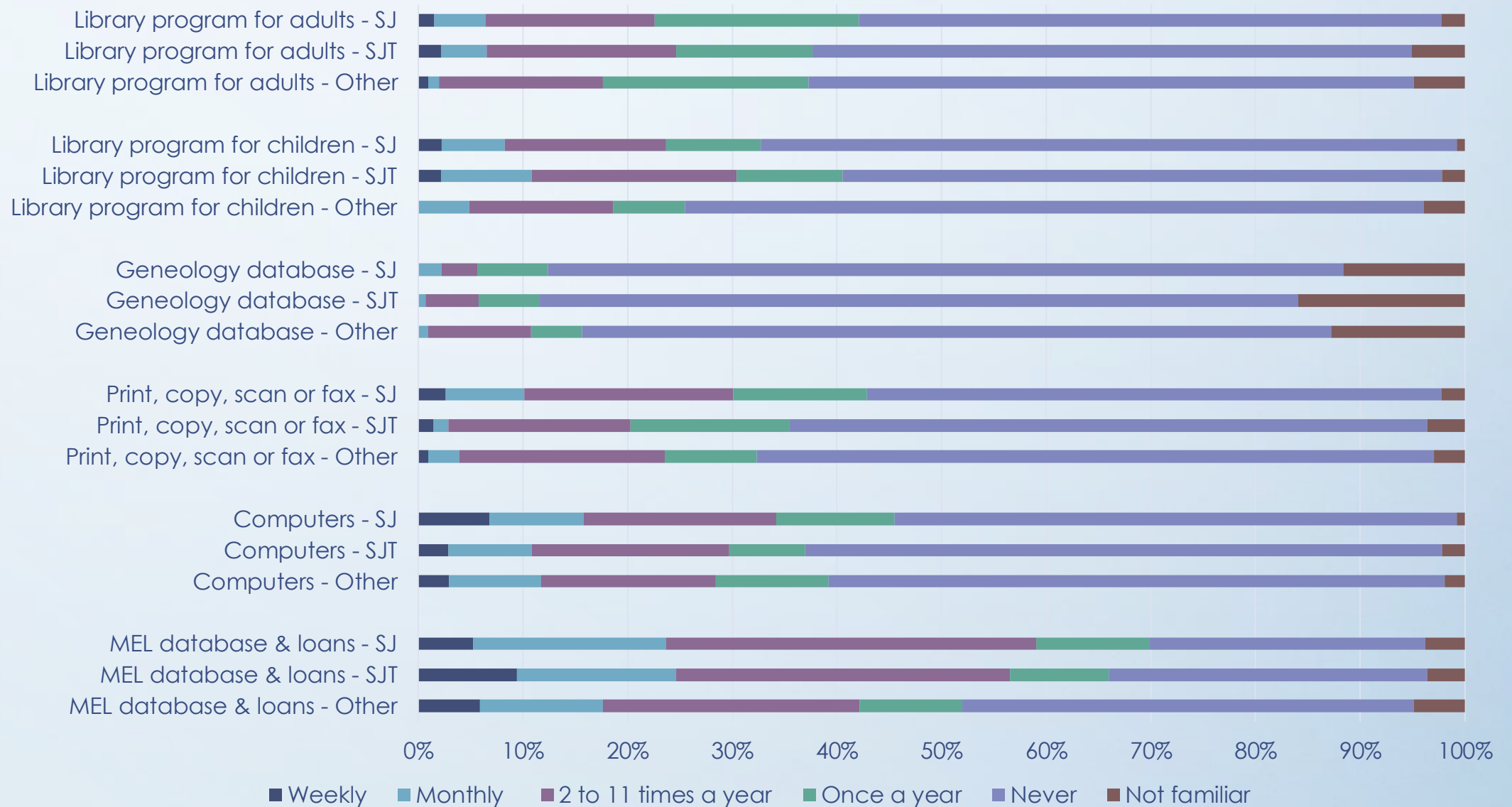
Q: Over the past 12 months, please tell us how often you or someone in your household has used the following St. Joseph Library services.
 SJ N=279 SJT N=143 Other N=108

City patrons are slightly more likely to use the outside library space than township patrons.



Q: Over the past 12 months, please tell us how often you or someone in your household has used the following St. Joseph Library services.
 SJ N=269 SJT N=140 Other N=105

City and township patrons appear nearly equally aware of library services.



Q: Over the past 12 months, please tell us how often you or someone in your household has used the following St. Joseph Library services.

SJ N=266

SJT N=138

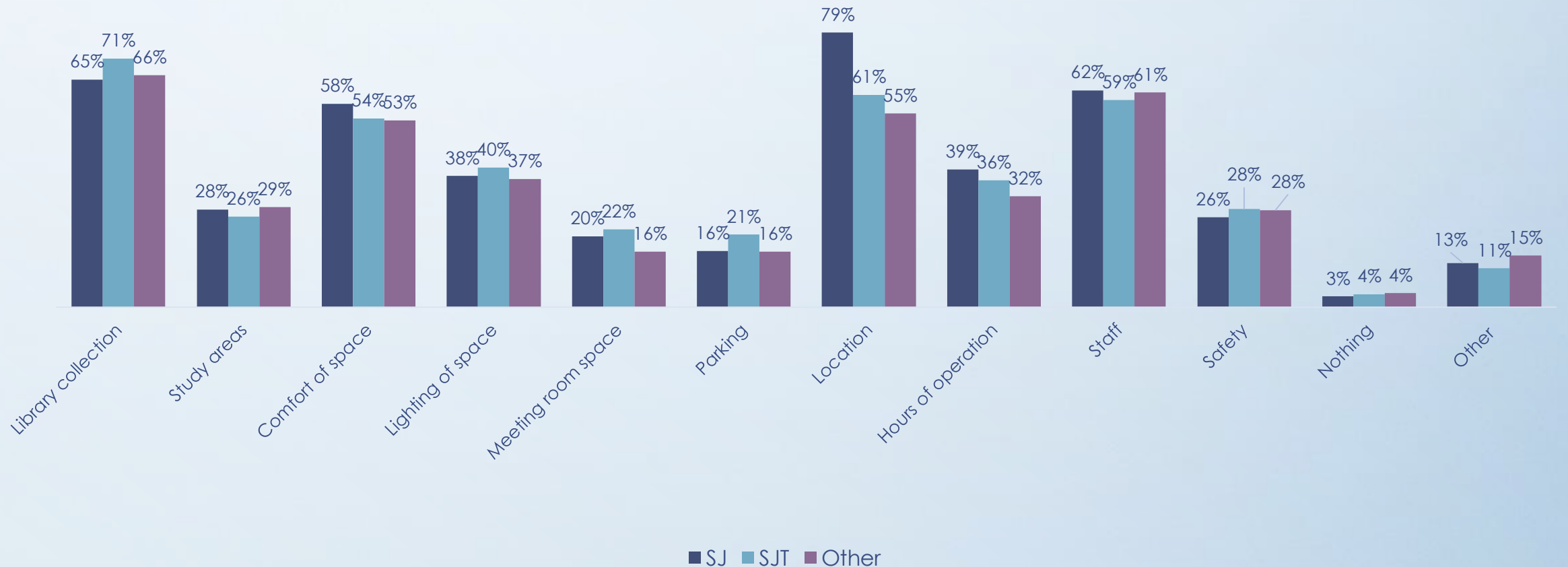
Other N=102

Slightly more township than city patrons are learning about programs on the website, Facebook, and friends or family. City patrons are slightly more likely to learn about programs at the library.



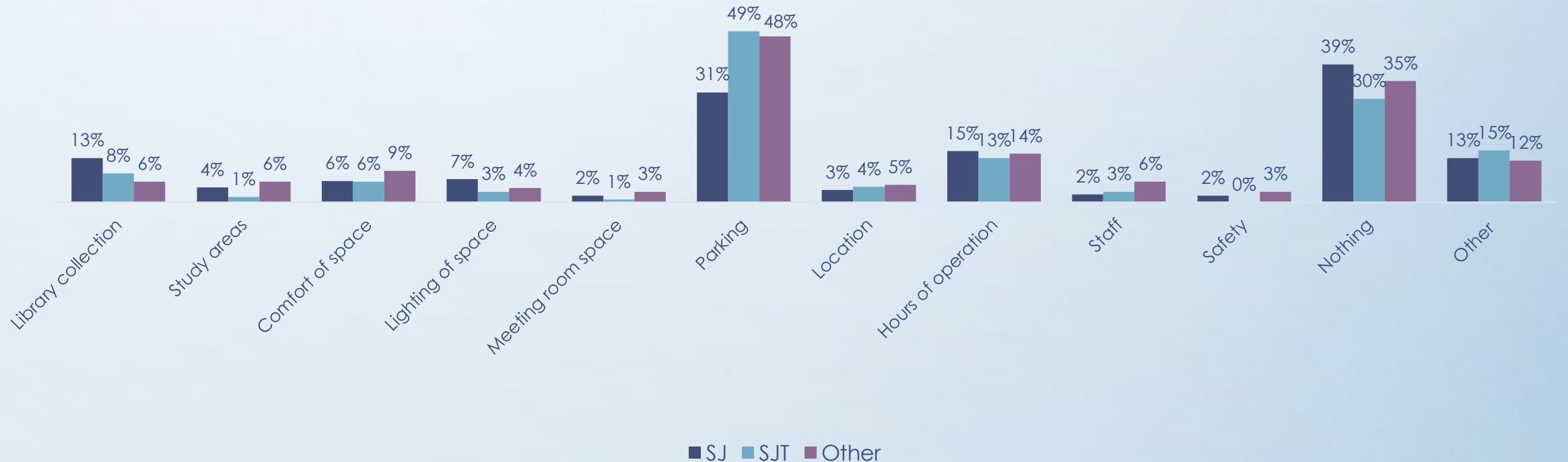
Q: Where do you currently learn about library programs or events? Select all that apply.
 SJ N=258 SJT N=135 Other N=99

More city patrons select location as an attribute they “like most” when compared to township patrons.



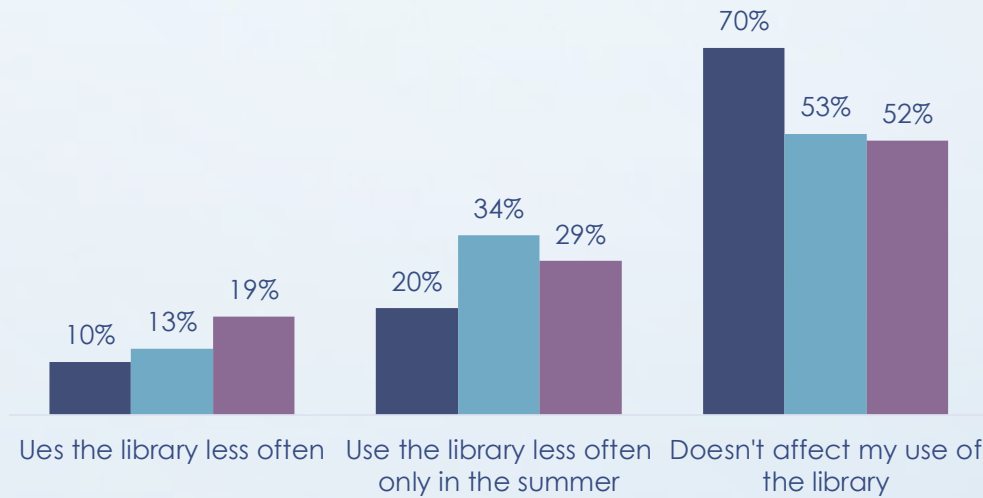
Q: What do you **like most** about the St. Joseph Library? Select all that apply.
 SJ N=261 SJT N=135 Other N=101

Parking is selected as the attribute liked least by nearly half of the township patrons and less than 1/3 of the city patrons, but it is the least-liked attribute selected most often in both locations



Q: What do you **like least** about the St. Joseph Library? Select all that apply.
 SJ N=261 SJT N=135 Other N=101

Parking is a problem, especially in the summer, for township patrons.



■ SJ ■ SJT ■ Other

Q: How does the availability of parking affect your use of the St. Joseph Library?
 SJ N=257 SJT N=135 Other N=99

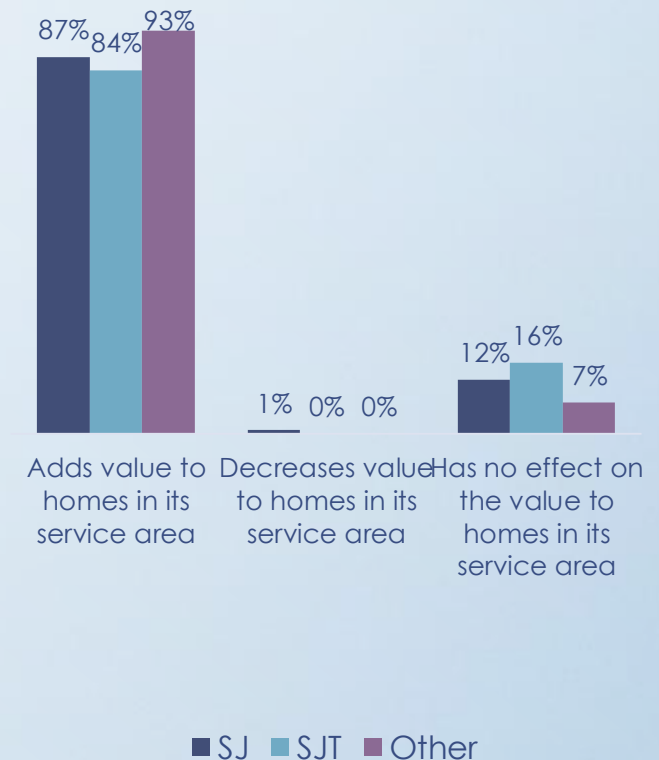


■ SJ ■ SJT ■ Other

Q: About how far do you live from the St. Joseph Library?
 SJ N=257 SJT N=135 Other N=94

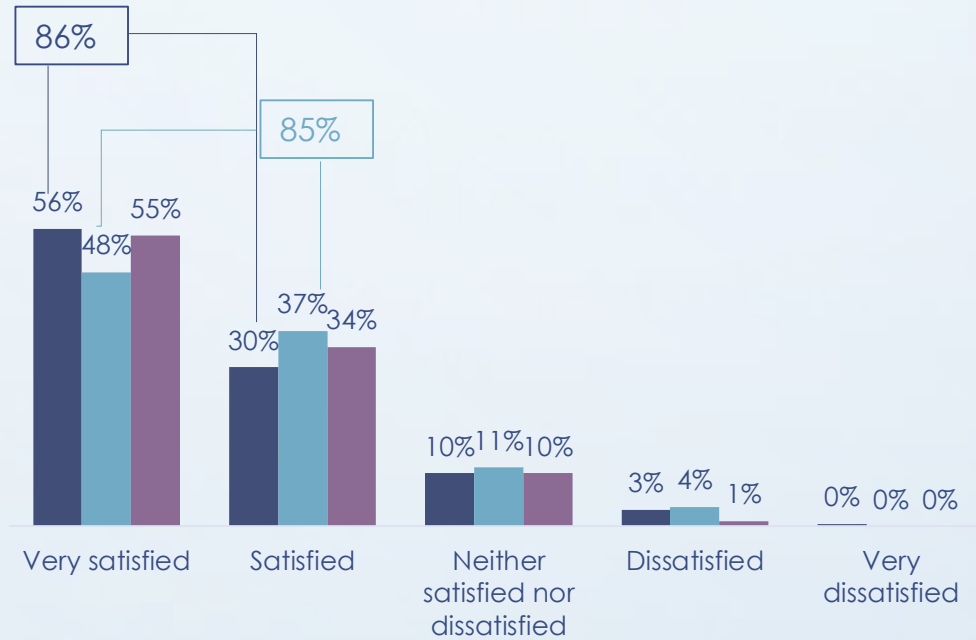
Most in the city and township see the library as adding value to homes in the service area.

- “A library is a great resource for all ages, particularly families seeking free educational activities. I don't know how a library could ever decrease the value of homes in its service area.”
- “I believe Local library programming extends into the community for all ages. And is of great value.”
- “Perhaps it helps property values in proximity to the library.”
- “EVERY nice town has a library. It's a great resource for its residents and promotes positive activities and learning. I would always support keeping and improving our wonderful asset!”



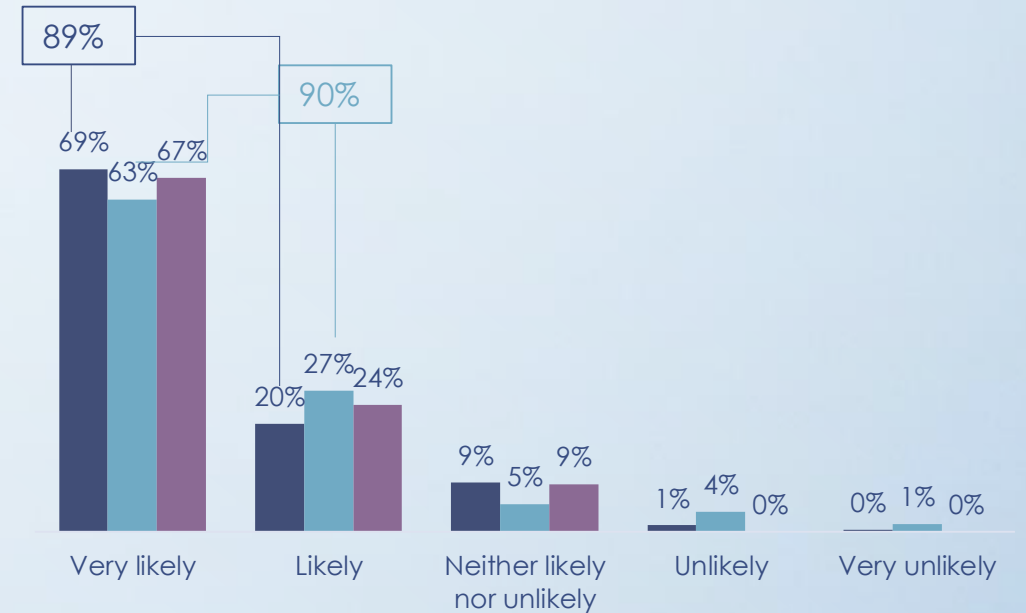
Q: The St. Joseph library ...
 SJ N=257 SJT N=135 Other N=97

Satisfaction and willingness to recommend are similar among township and city patrons.



■ SJ ■ SJT ■ Other

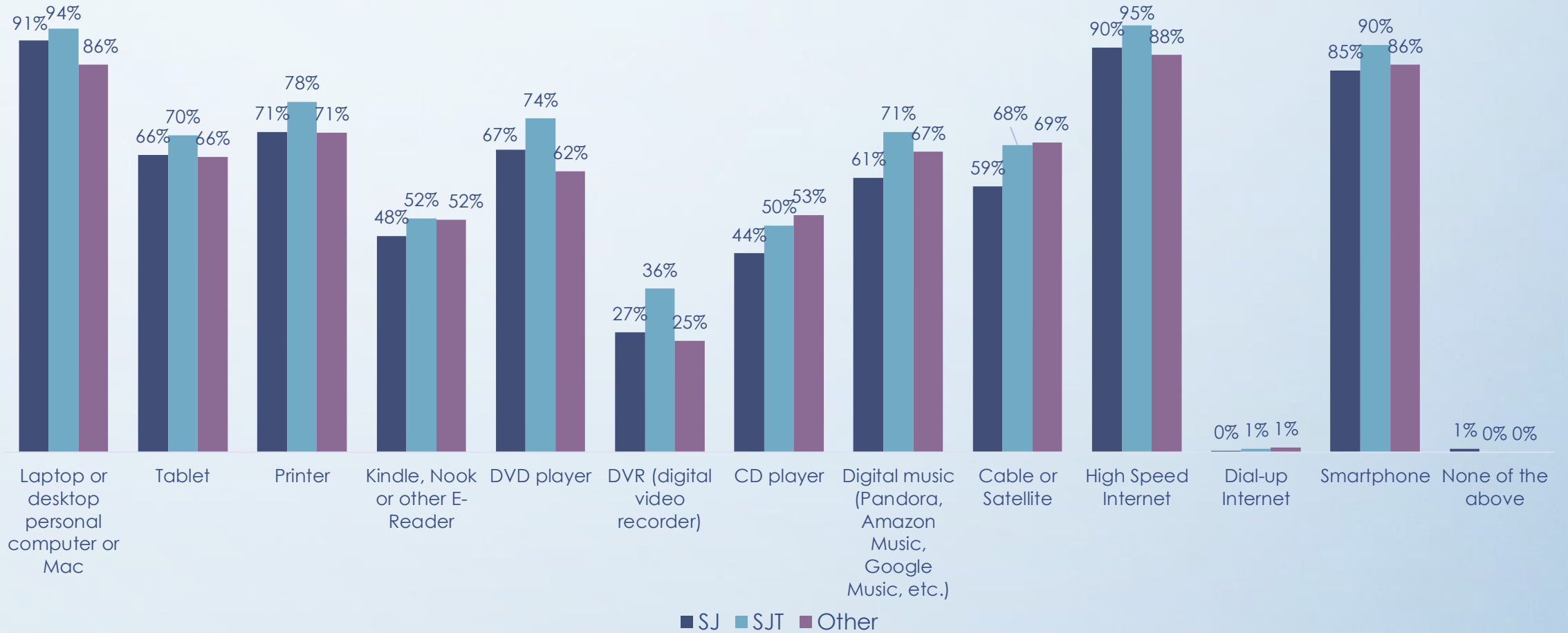
Q: Overall, how satisfied or dissatisfied are you with the St. Joseph Library?
 SJ N=259 SJT N=135 Other N=100



■ SJ ■ SJT ■ Other

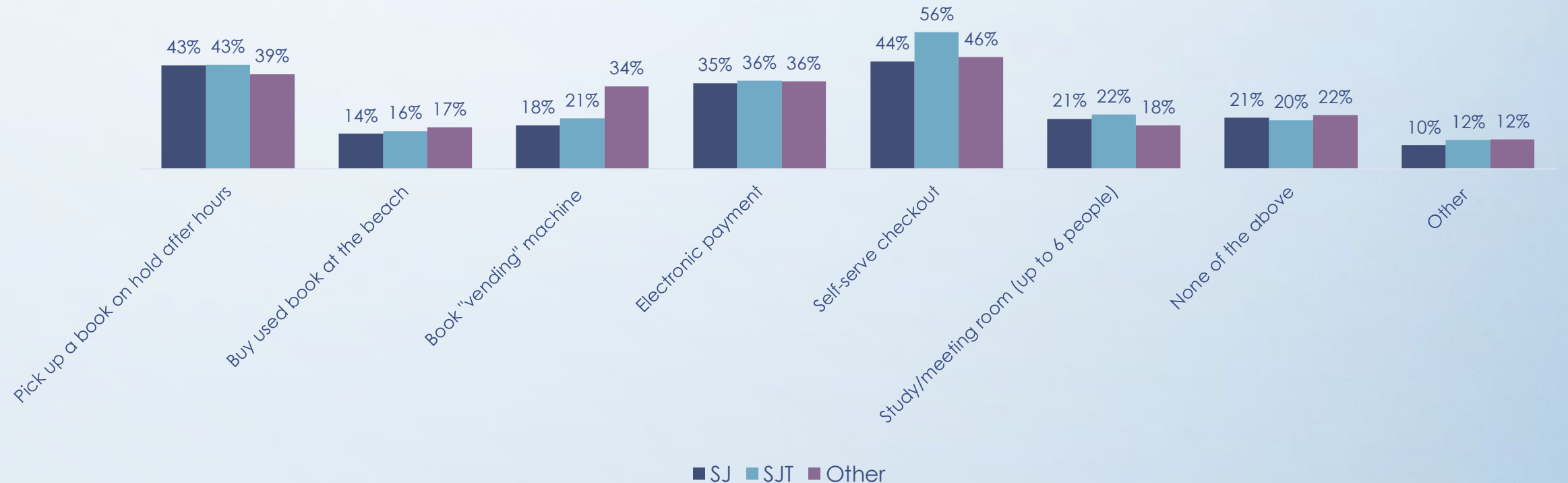
Q: How likely are you to recommend the St. Joseph Library?
 SJ N=259 SJT N=135 Other N=100

Township patrons have slightly more technology in their homes than city patrons.



Q: What technology do you use in your home? Select all that apply.
 SJ N=256 SJT N=135 Other N=93

Looking toward the future, more township patrons are likely to use self-service checkout. Other future possibilities are identical for city and township patrons.



Findings and Implications



Findings and Implications

- 87% of patrons say the library increases home value in the area it serves. No one says it decreases home value.
- 87% of patrons are satisfied and 90% are willing to recommend the St. Joseph library.
- Over 60% select location, the library collection, and staff as their most-liked library attributes.
- Over 1/3 (36%) say there is nothing they “like least.”

Implication

- The library is well-liked by its patrons. The satisfaction and willingness to recommend are very high indicating the library services and staff are meeting their needs.

Findings and Implications

- Five most-common services used at least once a year by patrons are:
 - Checked out a print book (88%)
 - Library website (81%)
 - Access to MEL (Michigan Electronic Library) 65%
 - Personal use (studying, reading, writing) (64%)
 - Contacted the library for assistance (58%)
- Five most-common services never to be used by patrons are:
 - Genealogy database (74%)
 - Local history and genealogy/newspaper archive collection (70%)
 - Language learning database (Mango) 70%
 - Check out a print magazine or newspaper (66%)
 - Library program for children (65%)

Implications

- Core library services are still popular and needed.
- Some services such as genealogy, language learning database and programs for children are used by fewer patrons, serving a niche population.

Findings and Implications

- Three most-common services patrons are unfamiliar with are:
 - Language learning database (Mango) (17%)
 - Genealogy database (13%)
 - Local history and genealogy/newspaper archive collection (8%)

Implication

- Communications about Mango, the genealogy database, and the archive collection may increase use of these services.

Findings and Implications

- As expected, parking is a problem, especially in the summer.
- Parking is the most often selected attribute all patrons “like least”. More township patrons (49%) mention parking among the “least liked” than city patrons (31%).
- 39% of patrons say their use of the library is affected by the lack of parking.

Implications

- Ensure the library is represented at all city meetings where parking options are discussed.
- Look for creative solutions to the parking scarcity, especially in the summer.

Findings and Implications

- The library website and the library itself are each used by more than half of patrons to find out about events and services of the library.

Implication

- The website is a particularly good communication channel for patrons.

Findings and Implications

- The library patrons own technology. 91% own a PC or MAC and 91% have high-speed internet. 87% have a smartphone.
- 50% of patrons own an E-reader, but only 41% borrow an E-book or E-audio book.

Implications

- There is an opportunity to increase use of E-reader services.
- Explore digital service options. Patrons have the equipment to use them.

Findings and Implications

- 42% would like to pick up a book on hold after hours. Only 22% are interested in a book “vending” machine.
- 48% of patrons are interested in self-serve checkout.

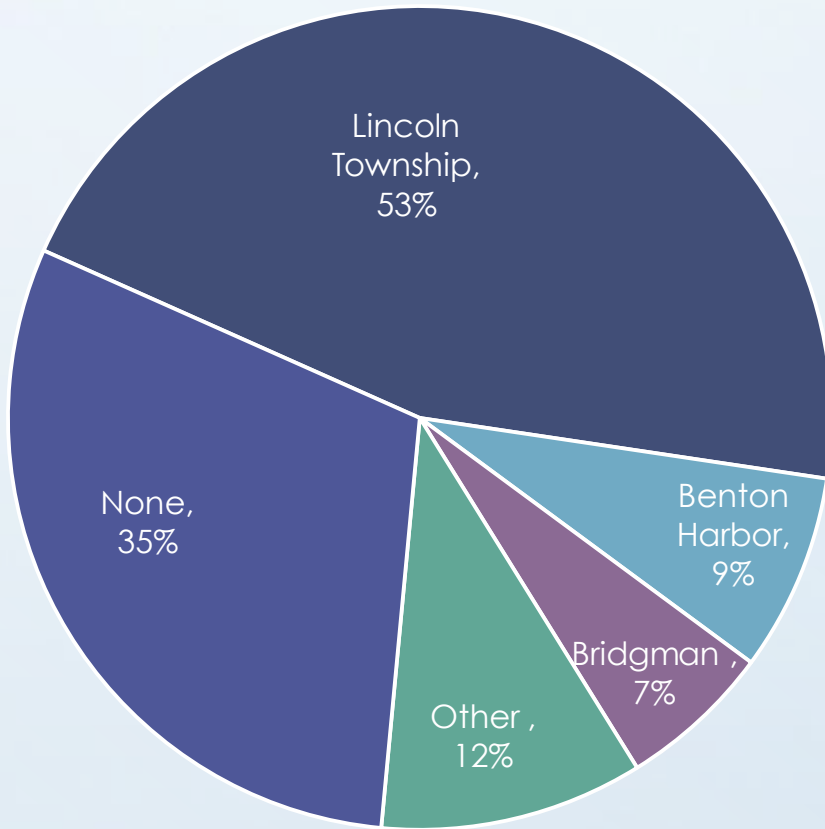
Implications

- Explore ways to address availability of library services after hours and times when parking is difficult.
- Library patrons are comfortable using technology. Seek ways to leverage technology to increase access and services for patrons.

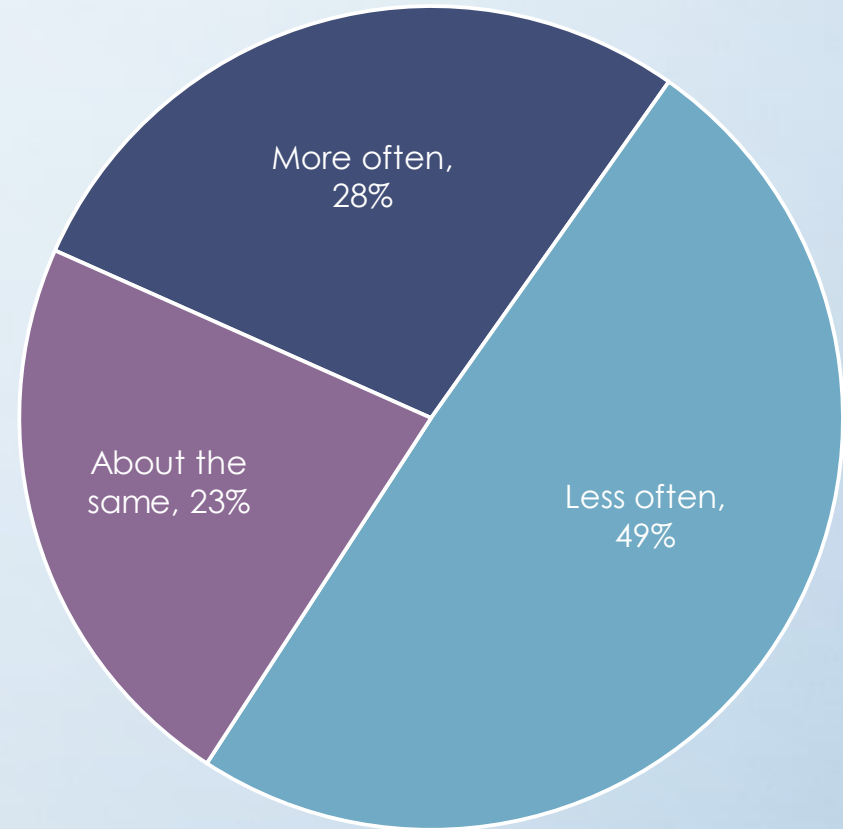
Appendix



Over half of the patrons also use the Lincoln Township library.



Q: What other libraries do you use? Select all that apply.
N=490



Q: Compared to the St. Joseph Library, do you use other libraries ...
N=320

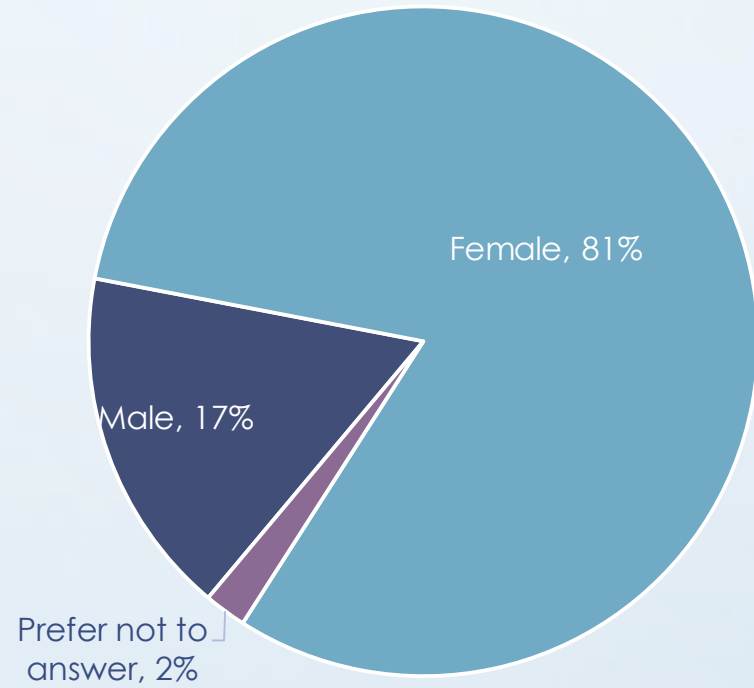
Township patrons are more likely to go to the Lincoln Township Library than patrons from the city.



Q: What other libraries do you use? Select all that apply.
 SJ N=255 SJT N=135 Other N=94

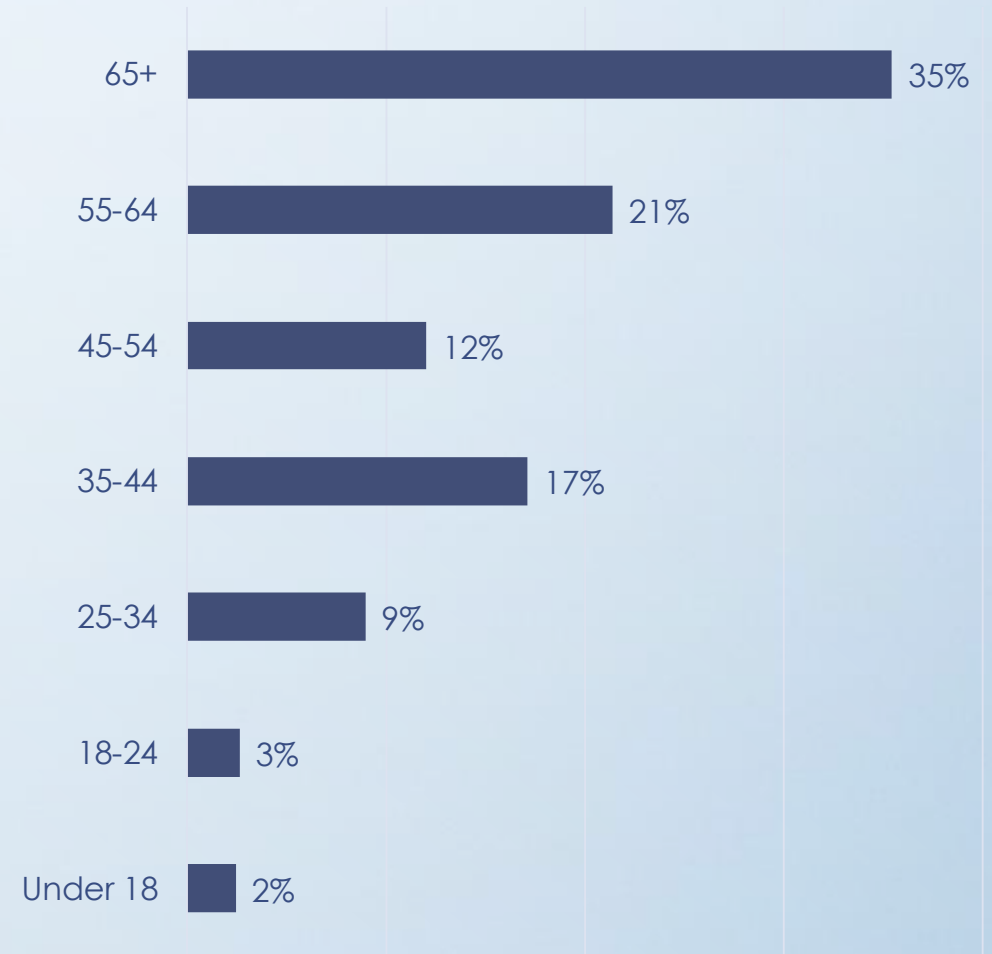
Q: Compared to the St. Joseph Library, do you use other libraries ...
 SJ N=139 SJT N=101 Other N=78

Gender



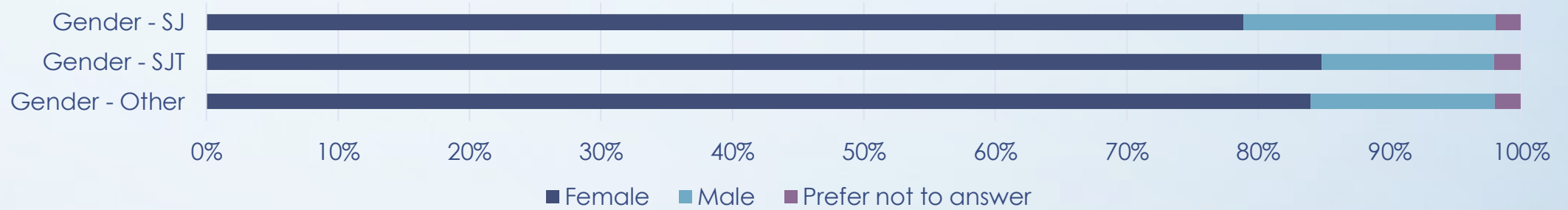
N=491

Age



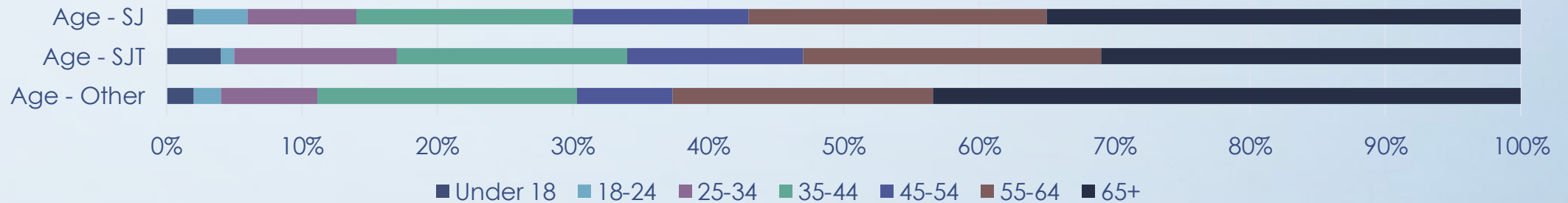
N=491

Gender



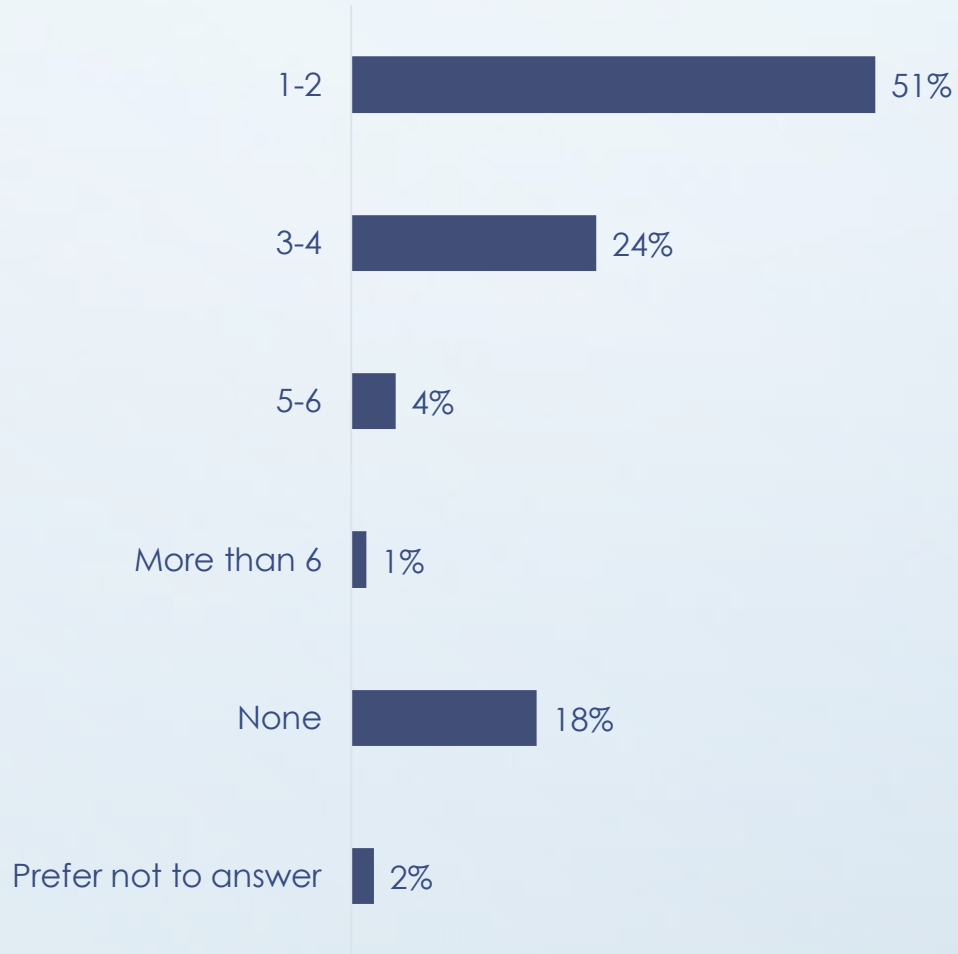
SJ N=256 SJT N=135 Other N=94

Age



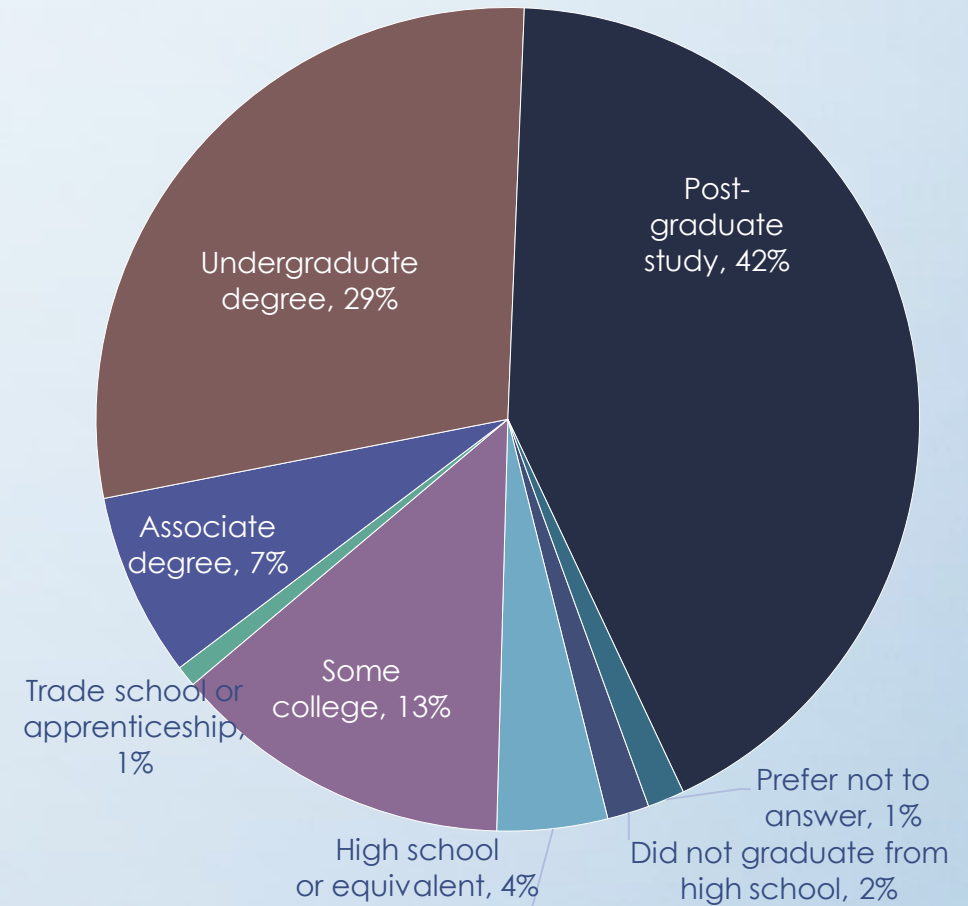
SJ N=256 SJT N=135 Other N=94

Household Size



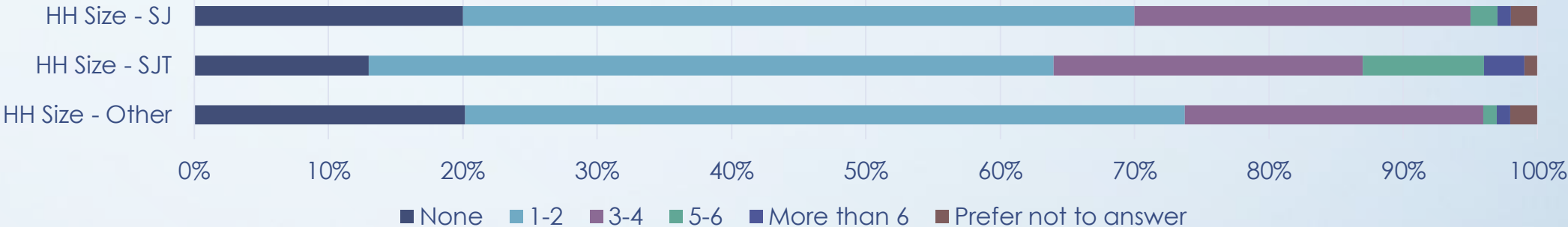
Q: In addition to yourself, how many people live in your household?
N=491

Education



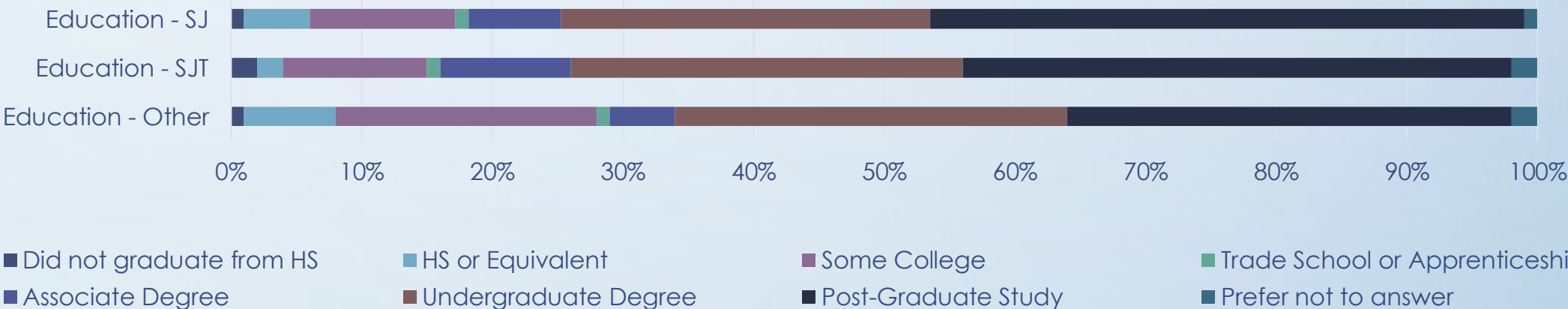
Q: What is the highest level of education you completed?
N=484

Household Size



Q: In addition to yourself, how many people live in your household?
 SJ N=256 SJT N=135 Other N=94

Education



Q: What is the highest level of education you completed?
 SJ N=255 SJT N=132 Other N=91

