

Main themes from Library Survey

Demographics

Questions regarding population concerning...

...area of residence

- 45% from the Lancaster zip code (29720)
- 41% from the Indian Land/Fort Mill zip code (29707)

...number of household members

- 43% had 2 members in their household
- 31% had 4 or more members in their household

...length of residence in the Lancaster County area

- 31% for 21 years or more
- 27% for 4-10 years
- 17% for 11-20 years

...age of respondents

- 21% age 61-70 years old
- 20% age 71 or older
- 17% age 41-50 years old
- 17% age 31-40 years old

...library location used most frequently

- 46% use Del Webb
- 36% use the Lancaster Main Branch

...number of visits made to the library in the past year

- 36% visited 21 times or more
- 20% visited 11-20 times
- 17% visited 5-10 times

Library Needs/Wants/Visions

Questions were asked regarding their engagement within the library and respondents...

...identified needs of respondents when attending the library

- 84% check out books
- 26% complete research
- 25% use it as reading space
- 24% use the children's programming
- 18% use the internet

In addition, respondents use the library as a meeting place, professionally and personally; resources such as book, movie, and audiobook rentals; fax machines; or book sale.

Study Primarily Audio Books Met Fax Feels
Library Enjoyed Videos Field Trip
Meetings Write Books
Copy Machine Check ASL Class
Book Sale Summer Reading DVDs Family
Friends Homeschooling Magazines Overdrive
Taxes

...identified the sole purpose of their visit to the library as being

- 66% to check out books

In addition to this, respondents identified internet, books, DVD's, fax machine, audiobooks, and meeting space as a main highlight of their library experience.

Book Sale Room Fax Audiobook Meeting Dvds
Library DVD Internet Movies
Staff to Guide Tax
Children's Programming
Audio Books

...identified main reasons for not engaging in the libraries in their communities

- 20% do their own research online
- 19% said library hours were not convenient with their schedule
- 18% do their reading online

In addition, respondents declared that they wanted a library environment that was welcoming, friendly, warm, open, and positive with a fresh and clean feel. Respondents said they don't make time to visit the library and would like for the atmosphere to be more kid-conducive. The location of the libraries also seem to be a barrier—distance from the library keeps people from attending.

...identified words to describe their “perfect library”

Quiet
Selection of books
Inviting, Welcoming
Friendly
Comfortable

Lots Current Books Selection Big Accessible
Variety Staff Stocked Friendly Reading
Comfortable Spacious Books
Modern Quiet Technology Inviting
Organized Welcoming Calm Peaceful
Lots of Books Convenient Library Bright
Children's Section Clean Cozy

...identified features of a “library of the future”

Selection of books
Programs for the community
More space, open space
Access to more resources, including
technology and internet
Meeting rooms for businesses,
organizations, and personal use
Inviting children’s area
Destination for a family

...identified the community needs within the “library of the future”

75% Current books and periodicals
59% A comfortable place to read and visit
56% Hours that are convenient to me
47% Staff to guide me
43% Online checkout of materials
40% Access to internet
38% Access to copier and scanner
31% Programs for children
29% Gathering/meeting space for organization
27% Programs for respondents, or adults

Programs Activities Variety Librarians Children
Reading Clean Technology Quiet Modern
Comfortable Organized Friendly
Convenient Books Spacious Staff
Stocked Inviting Selection Resourceful
Location Accessible Space Welcoming Safe
Fun
Lots Technology Access Light Bright Lots of Books
Welcoming Programs Staff Peaceful
Friendly Colorful Comfortable
Variety Books Resources Quiet
Spacious Inviting Reading Clean Internet
Selection Safe Organized Chairs Modern
Children

Family Lots of Natural Children's Area Bar Place
Location Technology Large Selection Space
Parking Library Book Clubs Books
Comfortable Seating Programs Self
Access Fun Meeting Rooms Sellers
Internet Tech Resources Convenient Hours
Audio Books