# Strategic Planning Community Survey
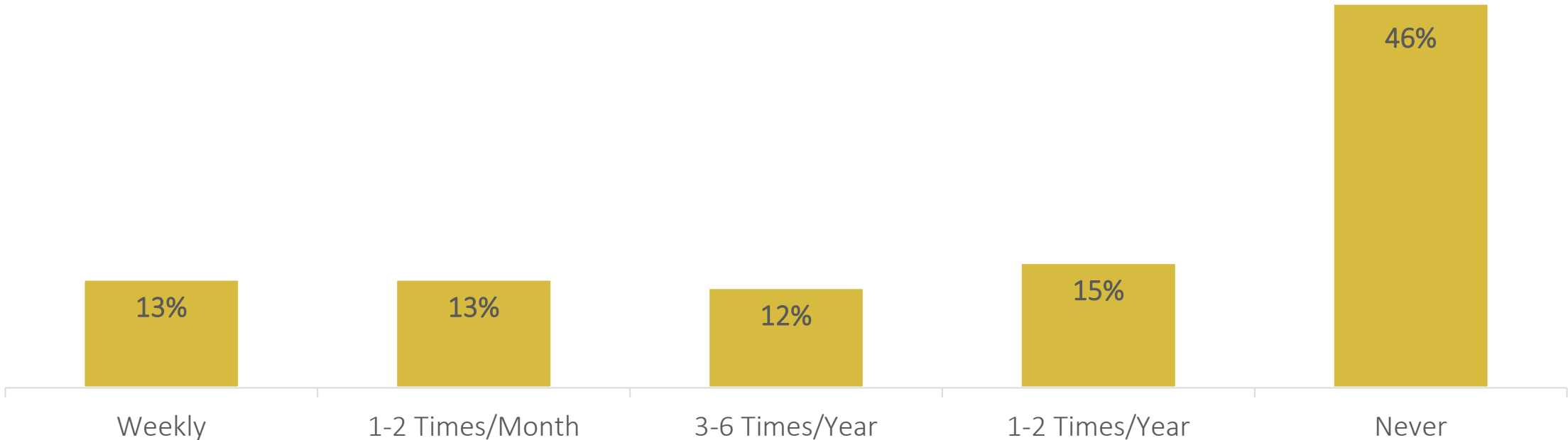
Germantown Community Library
2022

In 2022, Germantown Community Library conducted a survey in support of strategic planning efforts at their library. The survey was designed in collaboration with WiLS, before being disseminated to the broader community in both electronic and paper form. The survey was advertised through a variety of channels and gathered responses from over 1,000 community members, including both users and non-users of the library itself.

How regularly do you use the Germantown Community Library?

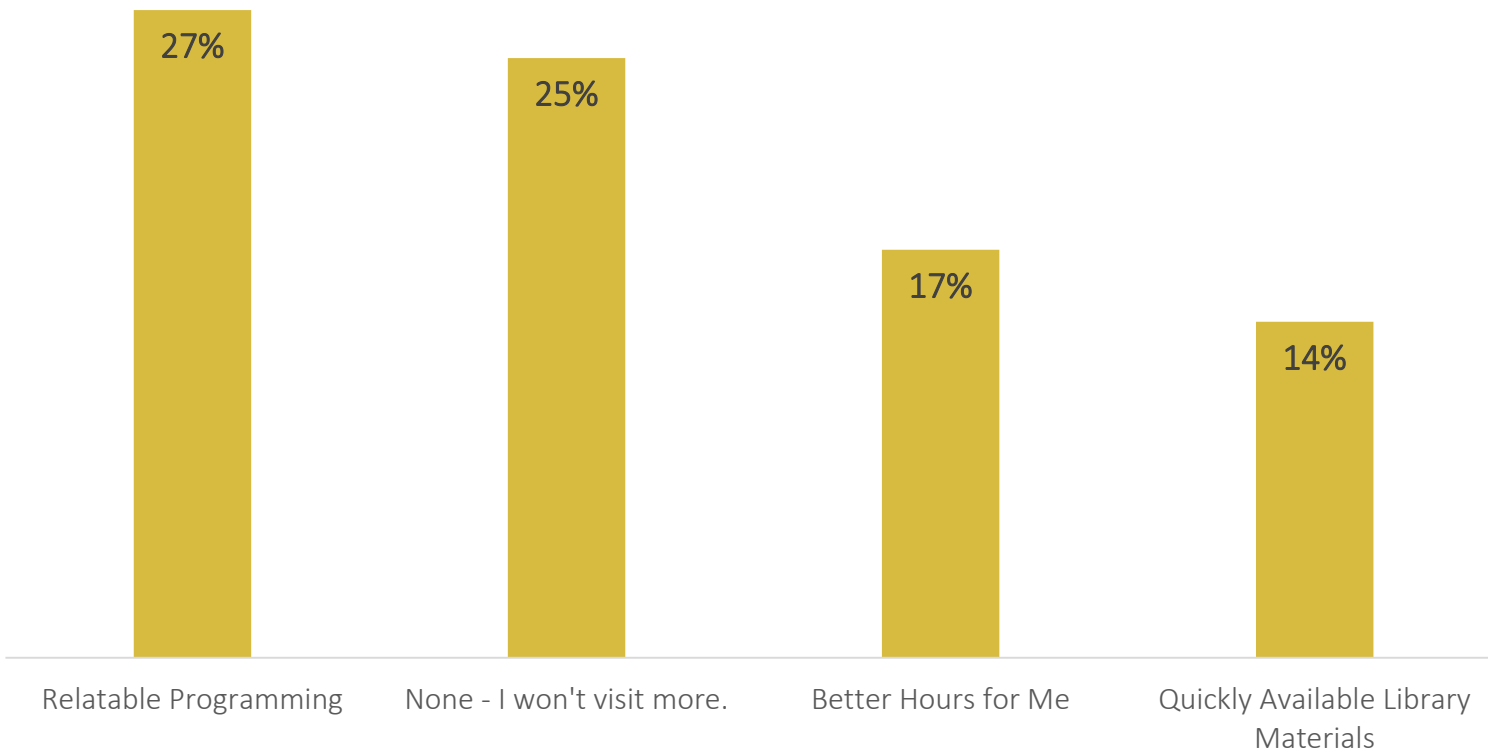| Weekly	1-2 Times/Month	3-6 Times/Year	1-2 Times/Year	Never
21%	39%	20%	14%	5%
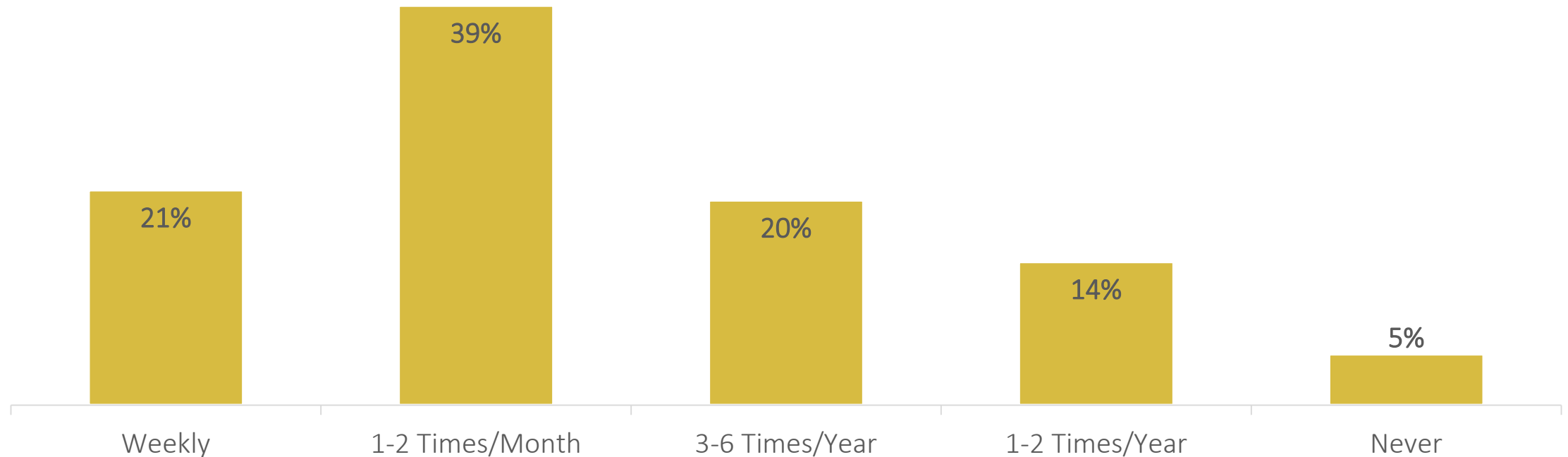
Approximately half of community members indicated that they access digital items such as eBooks and audiobooks through platforms such as Overdrive, Libby, Hoopla, or the library's catalog.

How often do you access digital content through a platform such as Overdrive, Libby, Hoopla, or your library's catalog?
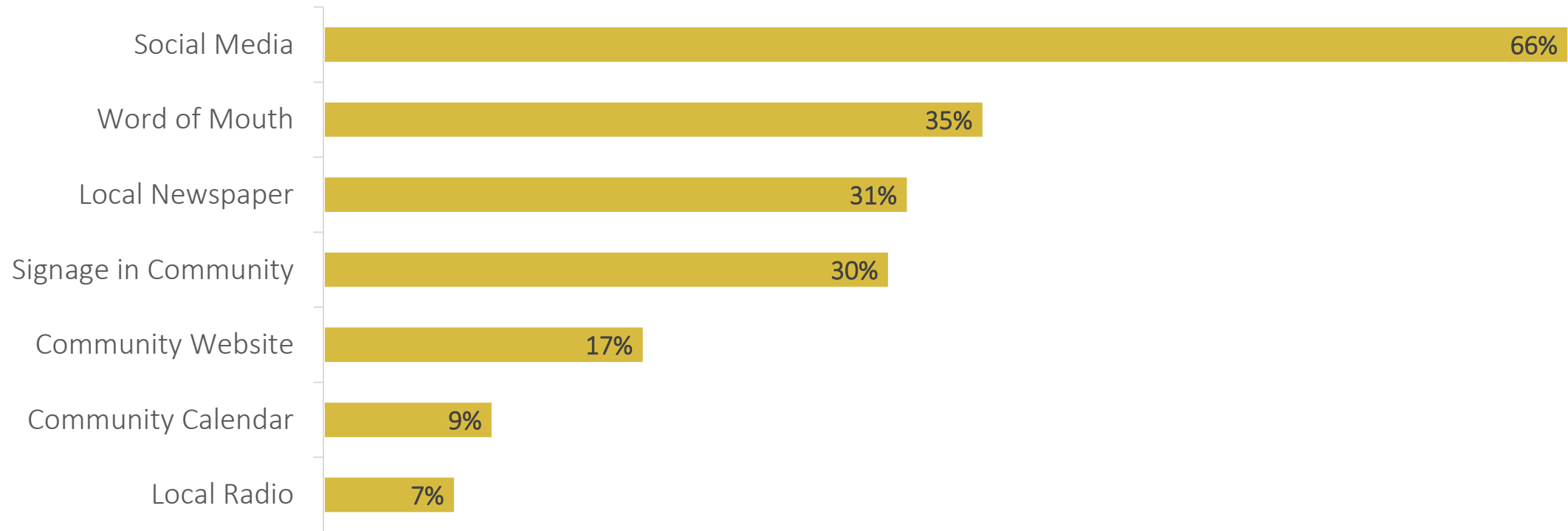

Weekly	1-2 Times/Month	3-6 Times/Year	1-2 Times/Year	Never
13%	13%	12%	15%	46%

Infrequent and
Never Library Users

Both infrequent library visitors and people who have never visited reported that relatable programming and hours of operation would be the two top motivators for visiting Germantown Community Library.

Relatable Programming	None - I won't visit more.	Better Hours for Me	Quickly Available Library Materials
27%	25%	17%	14%

Infrequent and Never Library Users find out about community events and activities through a variety of channels, with social media being the most common and local radio being the least common.
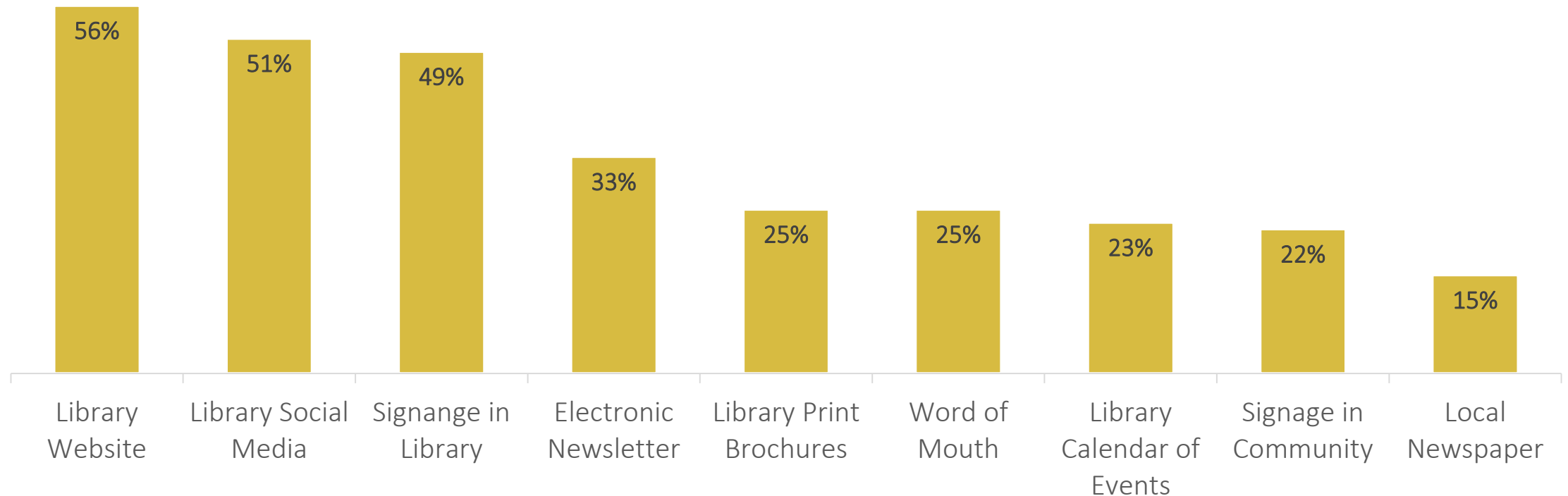
How do you learn about events and activities happening in and around the community?
(Check all that apply.)

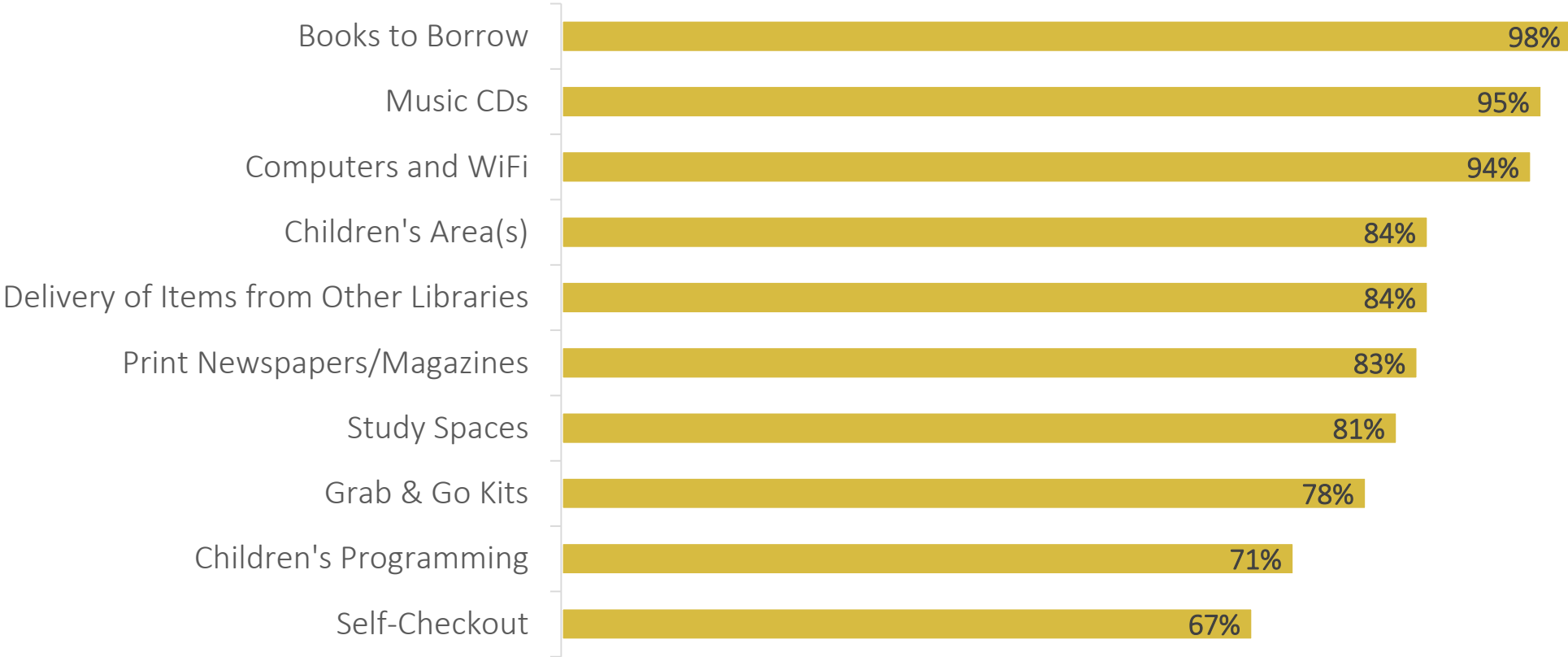| Channel	Percentage
Social Media	66%
Word of Mouth	35%
Local Newspaper	31%
Signage in Community	30%
Community Website	17%
Community Calendar	9%
Local Radio	7%

Regular Library Users

Regular Users of Germantown Community Library find out about events and activities at the library most frequently through the library's website and social media channels and least frequently through the local newspaper.

Which of the following are ways that you learn about activities, programs, or news about the GCL? (Check all that apply.)

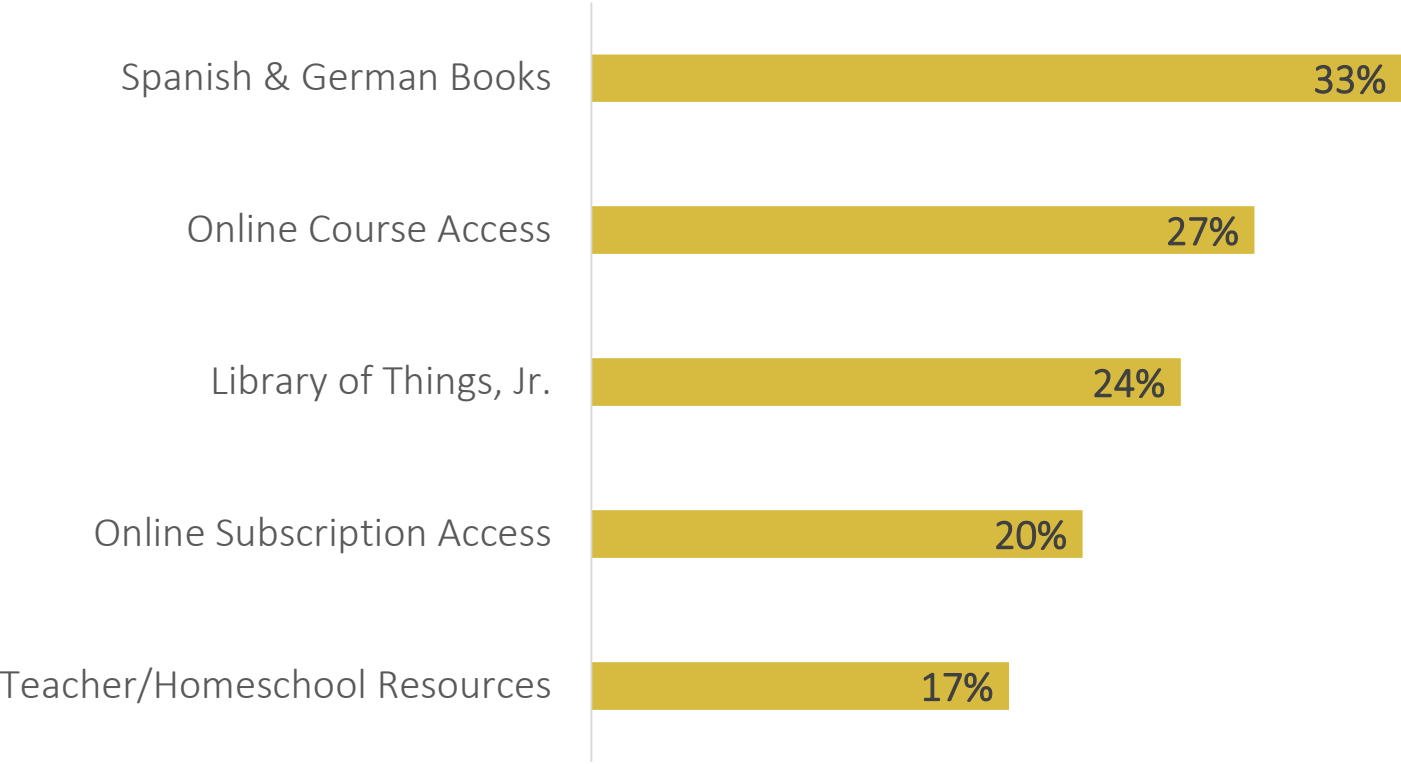| Library Website	Library Social Media	Signange in Library	Electronic Newsletter	Library Print Brochures	Word of Mouth	Library Calendar of Events	Signage in Community	Local Newspaper
56%	51%	49%	33%	25%	25%	23%	22%	15%

Over half of Regular Users of the Germantown Community Library indicated awareness of the following services, with books to borrow, music CDs, and public computer and WiFi access being the most familiar items/services.

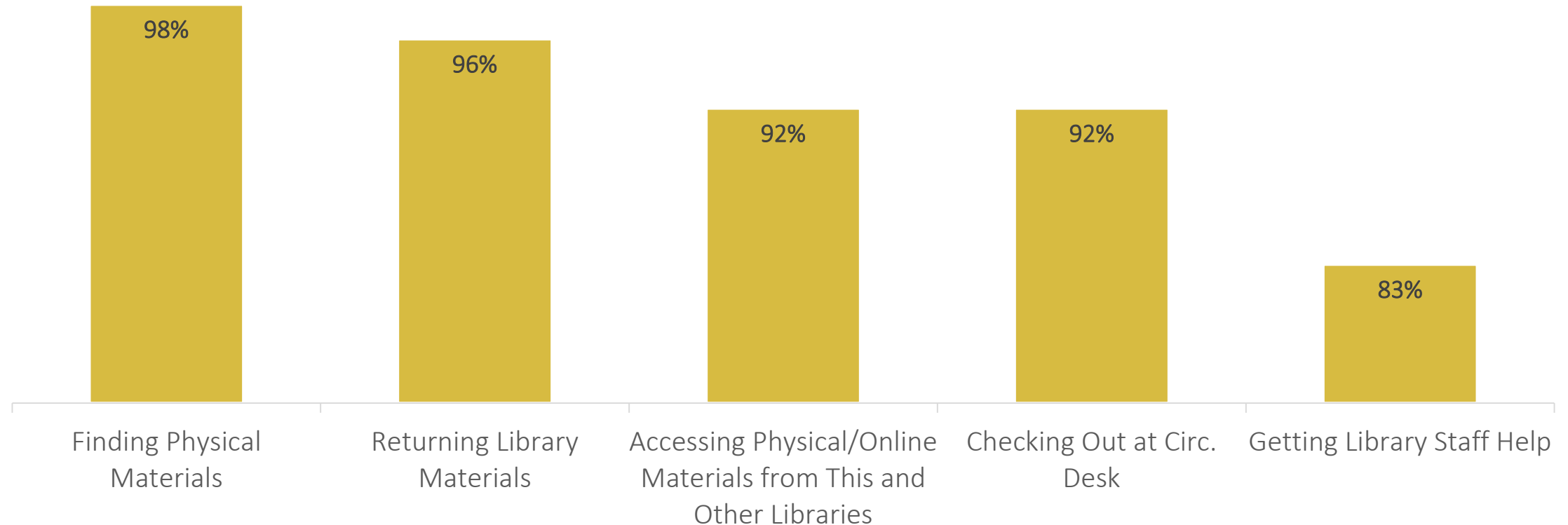*Which of the following services are you aware that the GCL offers? (Check all that apply.)*

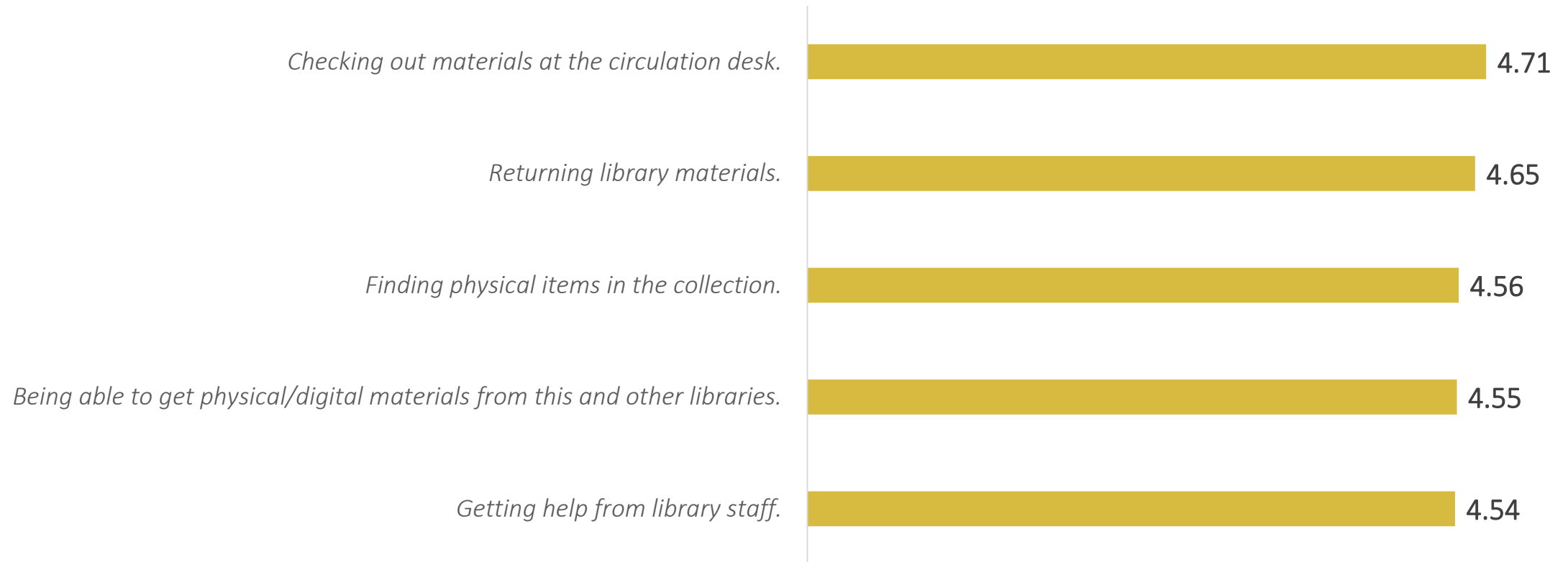| Service	Percentage
Books to Borrow	98%
Music CDs	95%
Computers and WiFi	94%
Children's Area(s)	84%
Delivery of Items from Other Libraries	84%
Print Newspapers/Magazines	83%
Study Spaces	81%
Grab & Go Kits	78%
Children's Programming	71%
Self-Checkout	67%

Regular Users of Germantown Community Library were most likely to report they had experience with checking out physical items, returning items to the library, and accessing physical and online resources both from GCL as well as other libraries.

Percent of Library Users Who Indicated Utilizing a Library Service

98%	96%	92%	92%	83%
Finding Physical Materials	Returning Library Materials	Accessing Physical/Online Materials from This and Other Libraries	Checking Out at Circ. Desk	Getting Library Staff Help

Satisfaction with Germantown Community Library's services was high across the board, with check out and return services being the most highly rated.

Please rate your satisfaction with the following services at the GCL.

Service	Rating
Checking out materials at the circulation desk.	4.71
Returning library materials.	4.65
Finding physical items in the collection.	4.56
Being able to get physical/digital materials from this and other libraries.	4.55
Getting help from library staff.	4.54

Scale: Very Dissatisfied (1) to Very Satisfied (5)

Community members' perception of the value of the library and its services was highly favorable with over 90% strongly agreeing that the library is important for the community.

Library Perception Statement	Weighted Rating
The library is important for the community.	4.90
The library is important to me and/or my family.	4.83
The library creates learning opportunity for people of all ages.	4.69
The library provides a safe space for people to spend time.	4.62
The library exposes people to new things.	4.60
The library is effective at promoting literacy and a love of reading.	4.58
The library helps people find information they can trust.	4.57
The library is a place to relax.	4.39

Scale: Strongly Disagree (1) to Strongly Agree (5)

Community members' top priority for improving the physical space of the library is the creation of a designated quiet space to read and work.
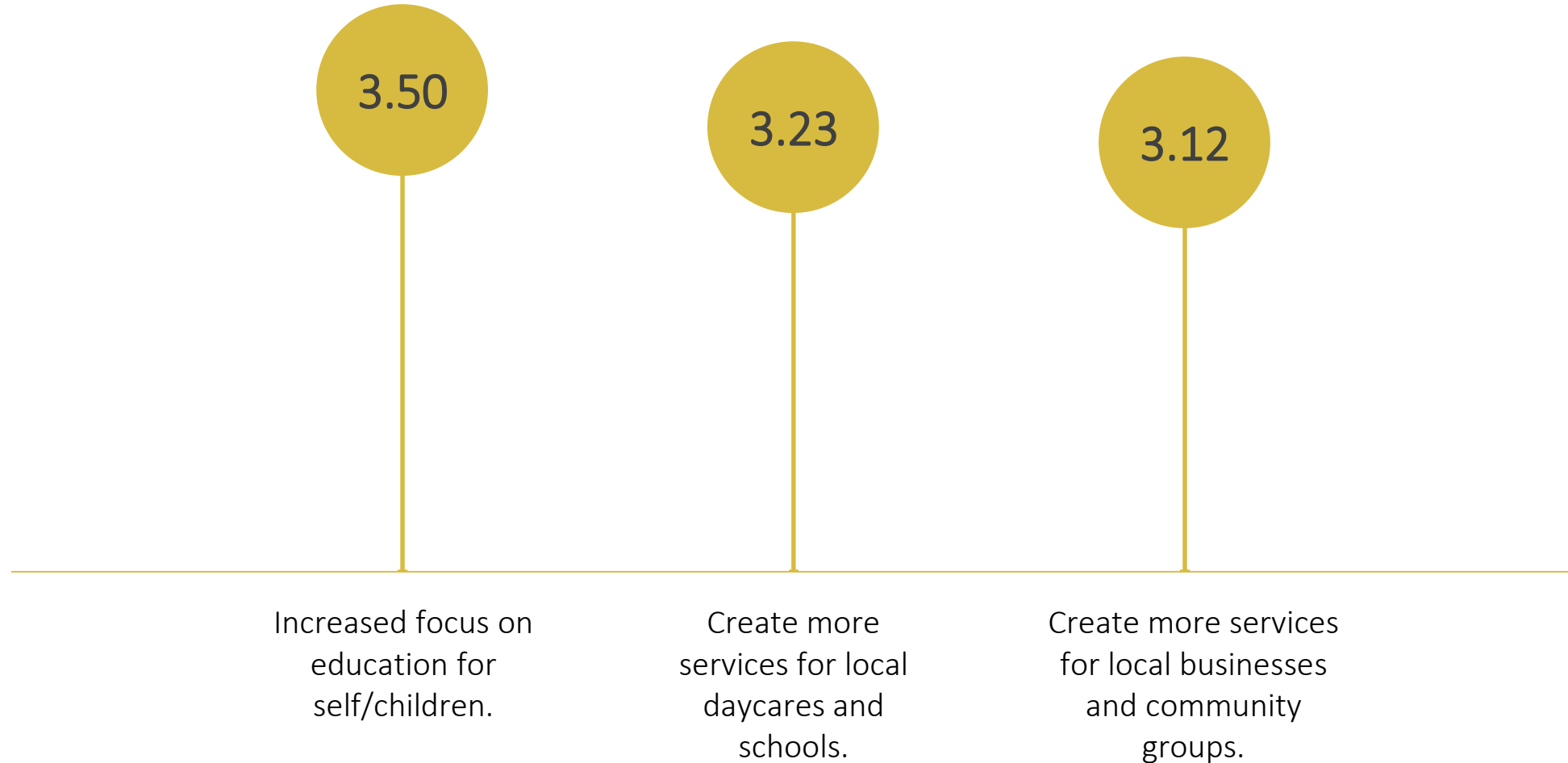
Physical Space Change - Priorities	Weighted Score
#1 – Create a designated quiet space to read, work, or study.	4.23
#2 – Create a Makerspace area.	3.95
#3 – Create more interactive activities in the Children's Area.	3.65
#4 – Create more collaborative spaces and group study rooms.	3.26
#5 – Create a space for teens.	3.07
#6 – Provide options for pick up of material.	3.05

Priorities for improving the physical space of the library varied minimally by age, with people aged 20-44 prioritizing interactive activities in the Children's area and people aged 45+ valuing the creation of designated quiet spaces.
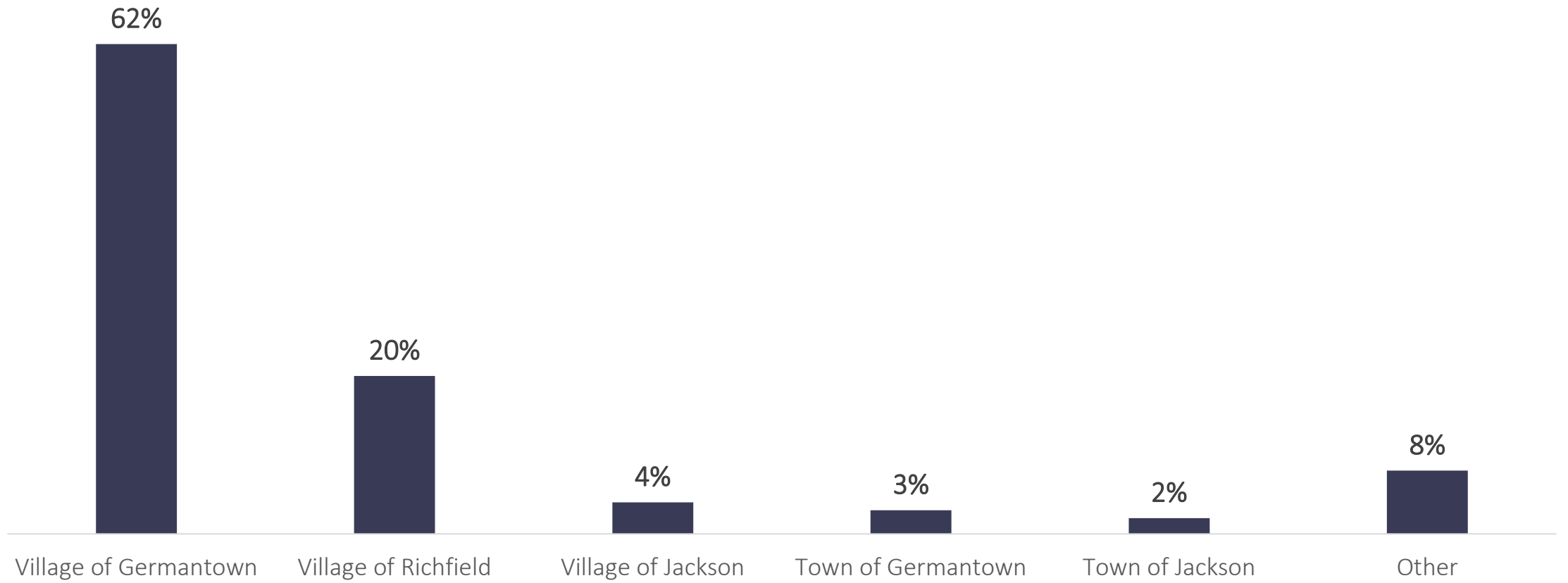
Age	#1 Physical Space Change Priority	#2 Physical Space Change Priority
20-34	Create more interactive activities in the Children's Area.	Create designated quiet space to read, work, and study.
35-44	Create more interactive activities in the Children's Area.	Create a Makerspace area.
45-54	Create a designated quiet space to read, work, and study.	Create a Makerspace area.
55-64	Create a designated quiet space to read, work, and study.	Create a Makerspace area.
65+	Create a designated quiet space to read, work, and study.	Create a Makerspace area.

Community members' top priority for changes to library services is an increased focus on education for self and/or children.
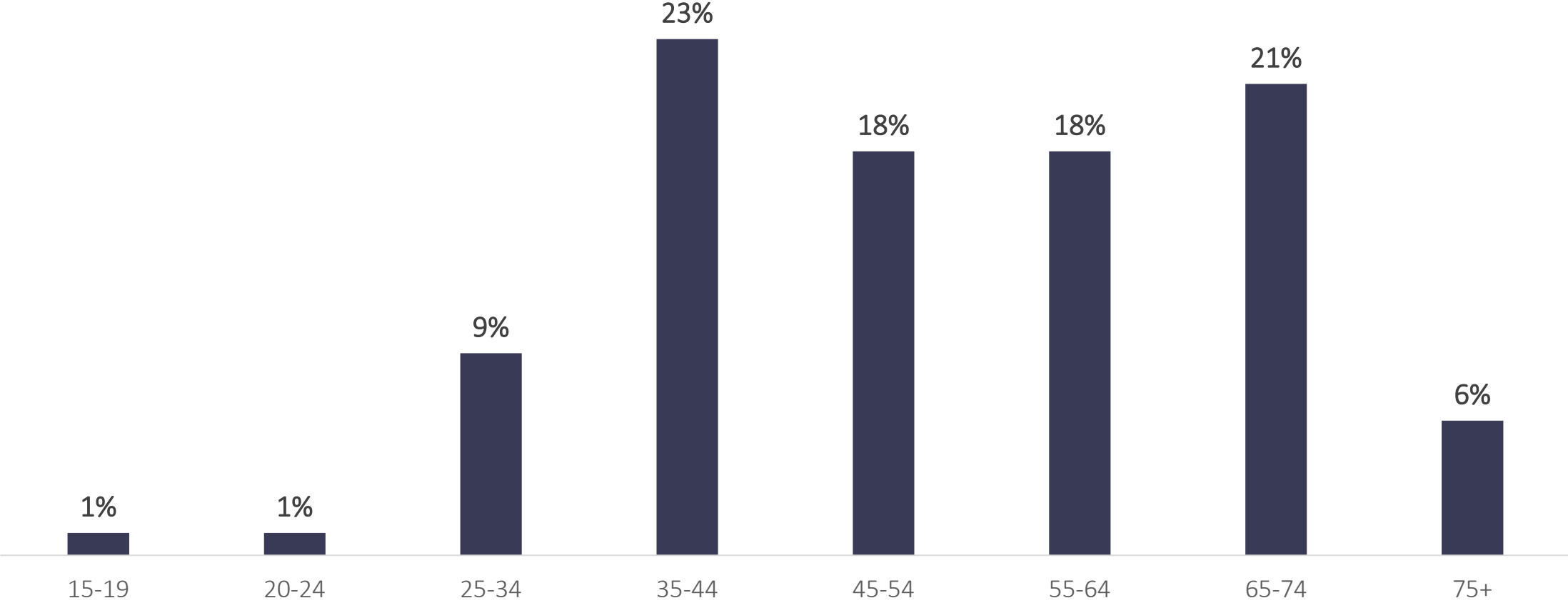
3.50

3.23

3.12

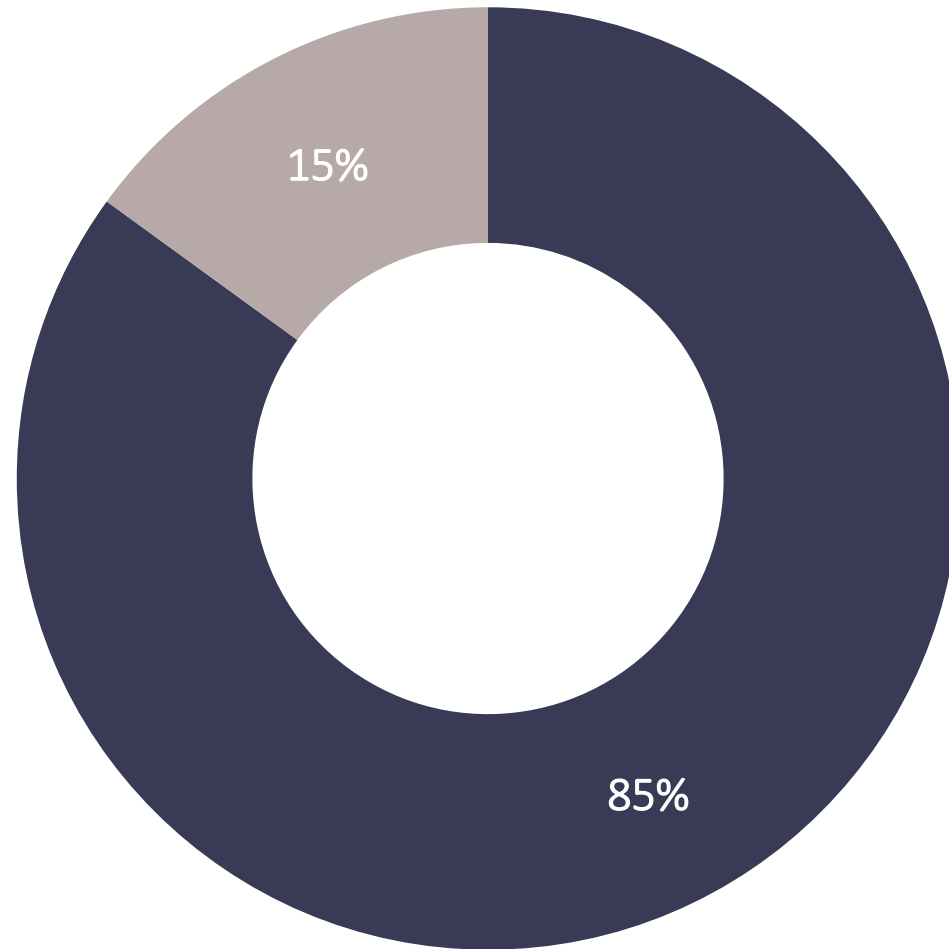Increased focus on education for self/children.

Create more services for local daycares and schools.

Create more services for local businesses and community groups.

Survey Respondent Demographics

Where do you live?

Village of Germantown	Village of Richfield	Village of Jackson	Town of Germantown	Town of Jackson	Other
62%	20%	4%	3%	2%	8%

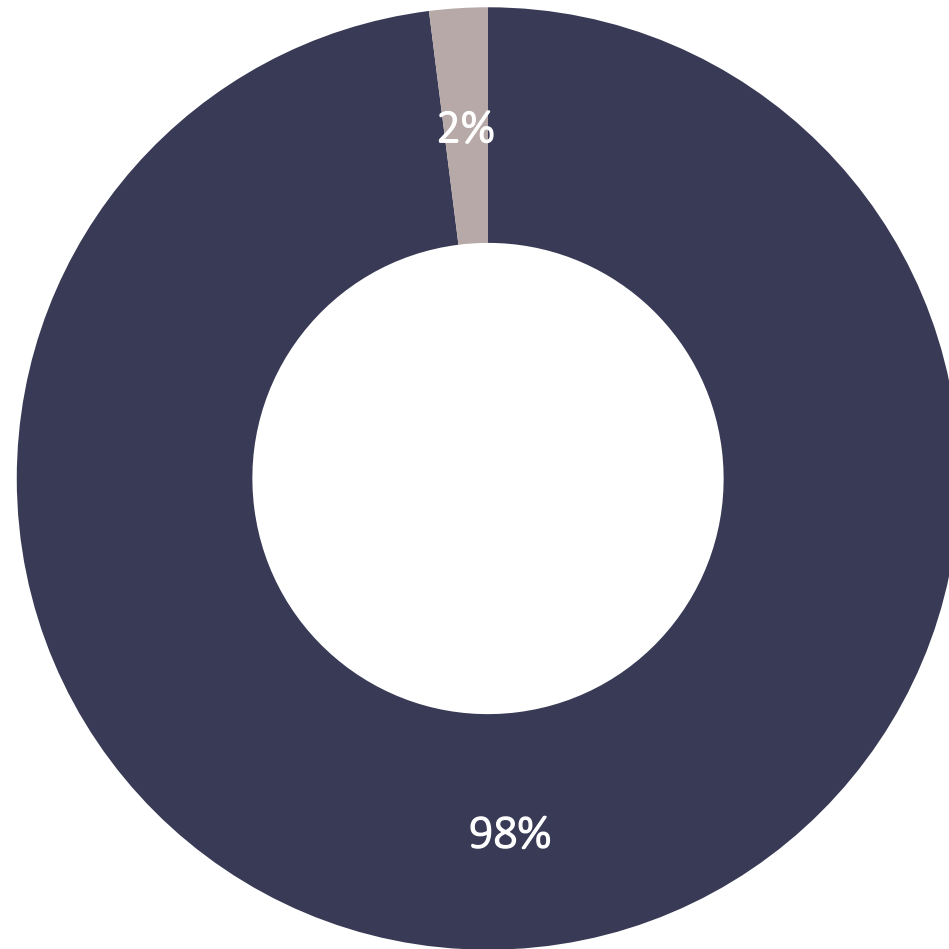# What is your age?

What is your gender?

- 15%
- 85%
- Female
- Male

What is your race? (Check all.)
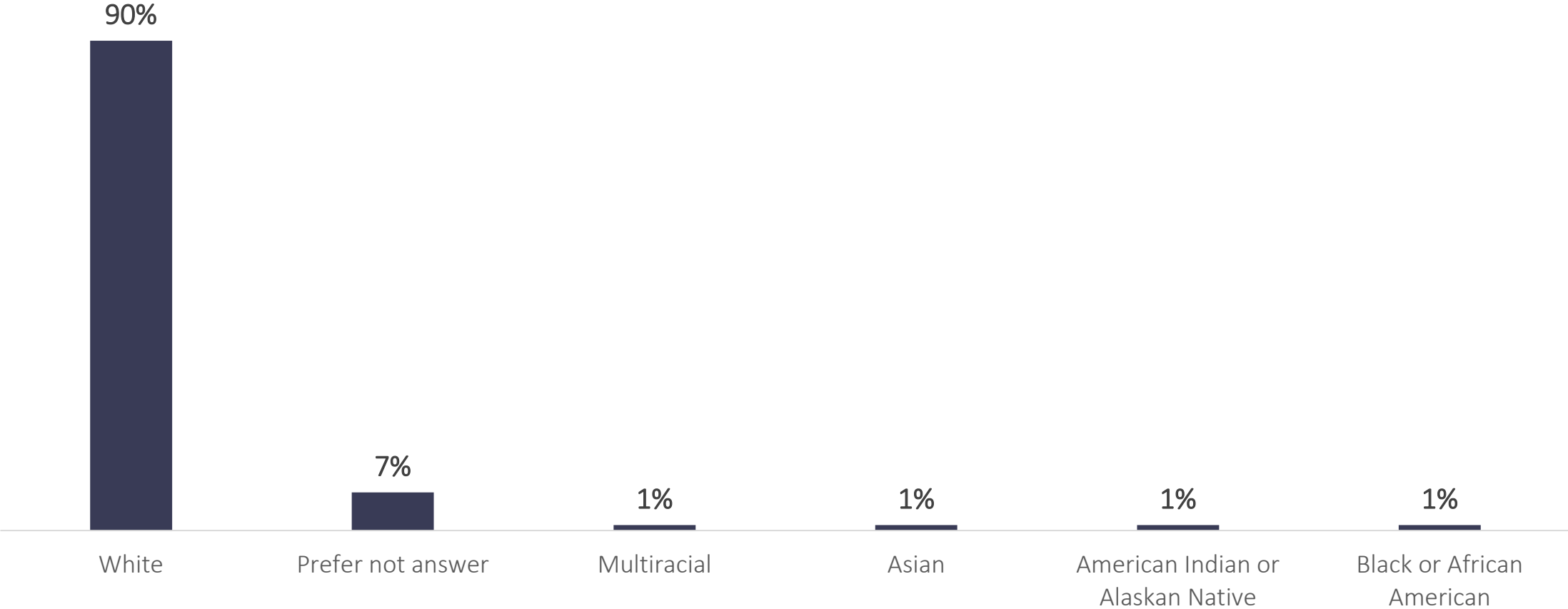
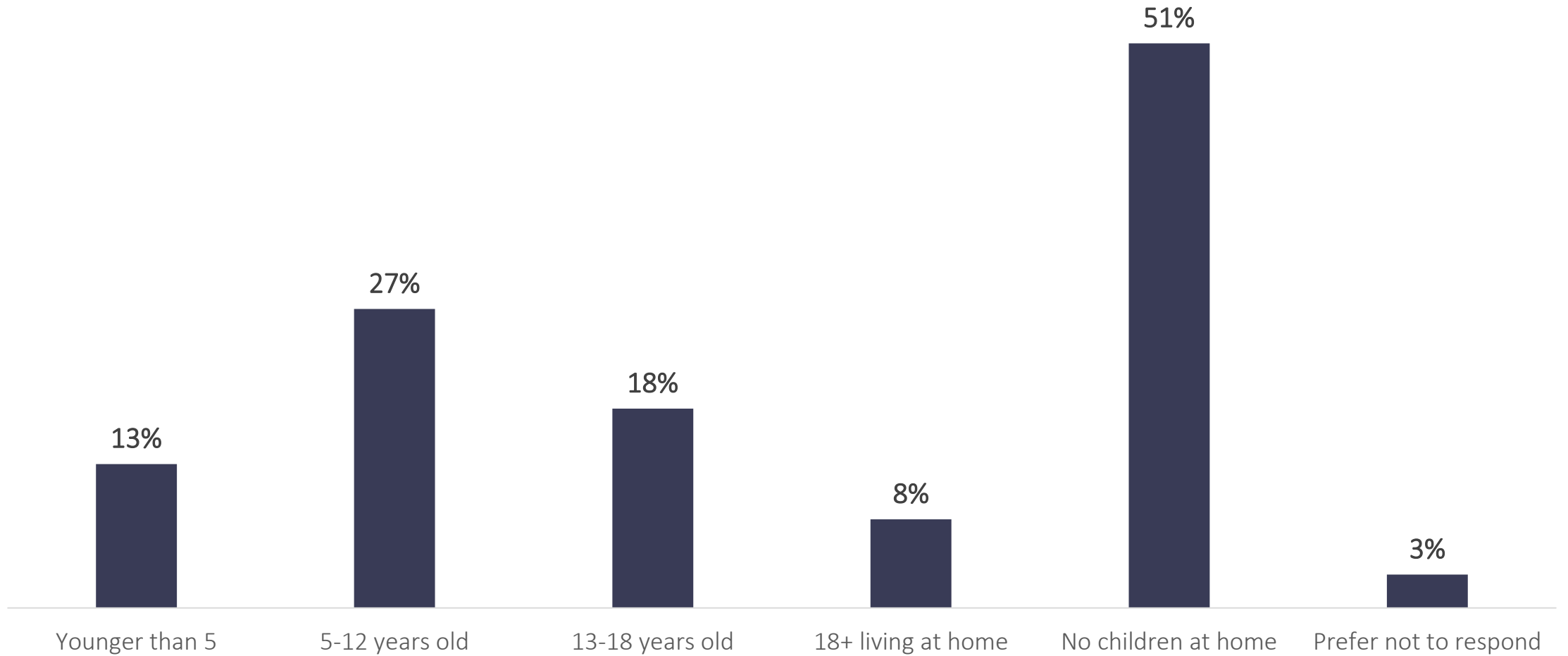# Are you of Hispanic, Latino, or Spanish origin?

Do you have dependent children living at home?
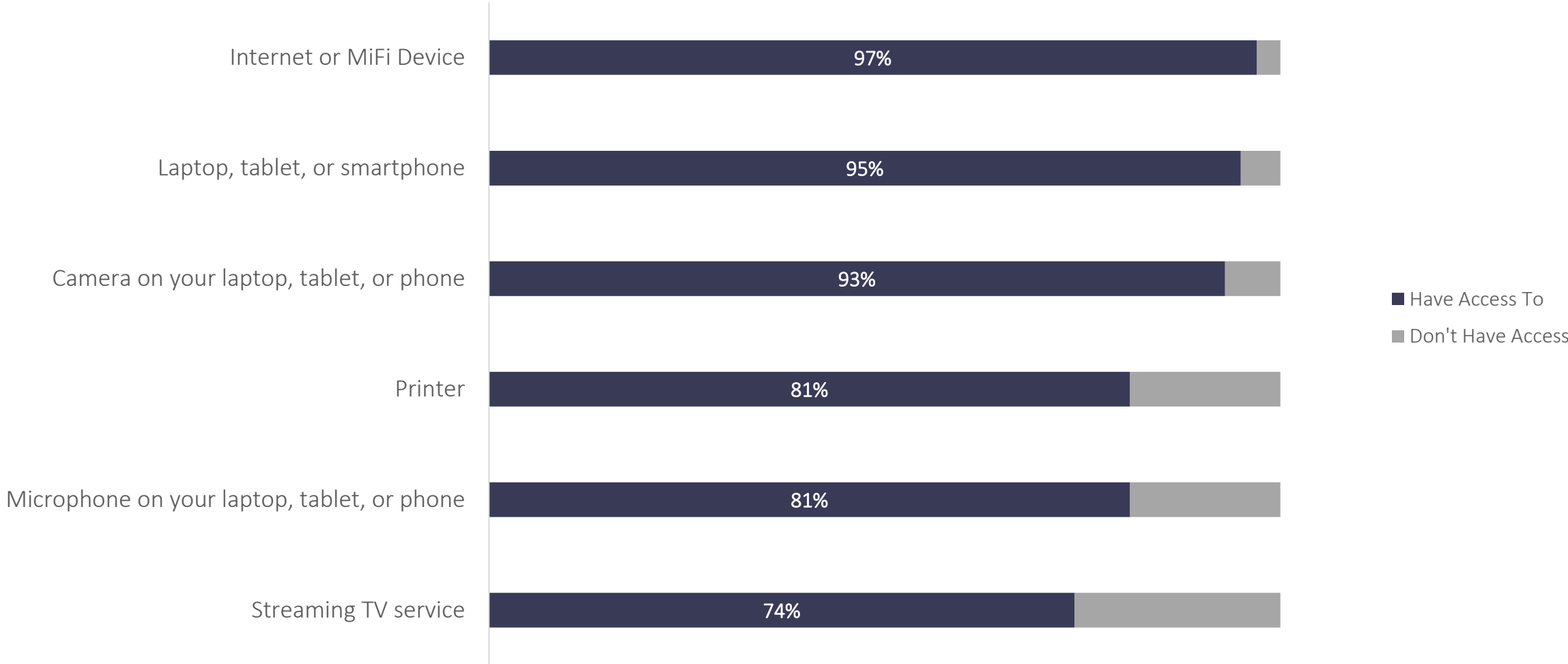## (Check all that apply.)

Category	Percentage
Younger than 5	13%
5-12 years old	27%
13-18 years old	18%
18+ living at home	8%
No children at home	51%
Prefer not to respond	3%

Which best describes your employment status?

Full-time	37%
Retired	28%
Part-time	15%
Stay-at-home parent	7%
Self-employed	6%
Telecommute	2%
Student	2%
Prefer not respond	2%
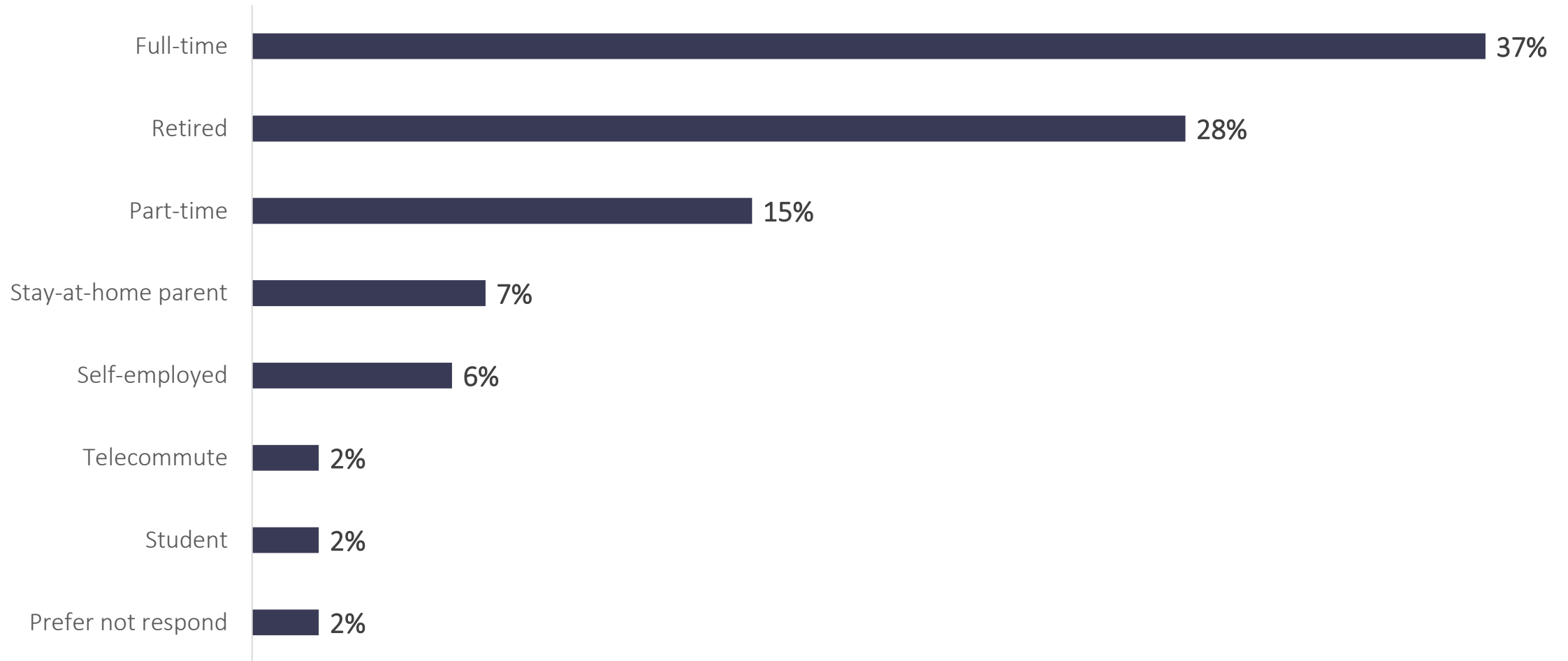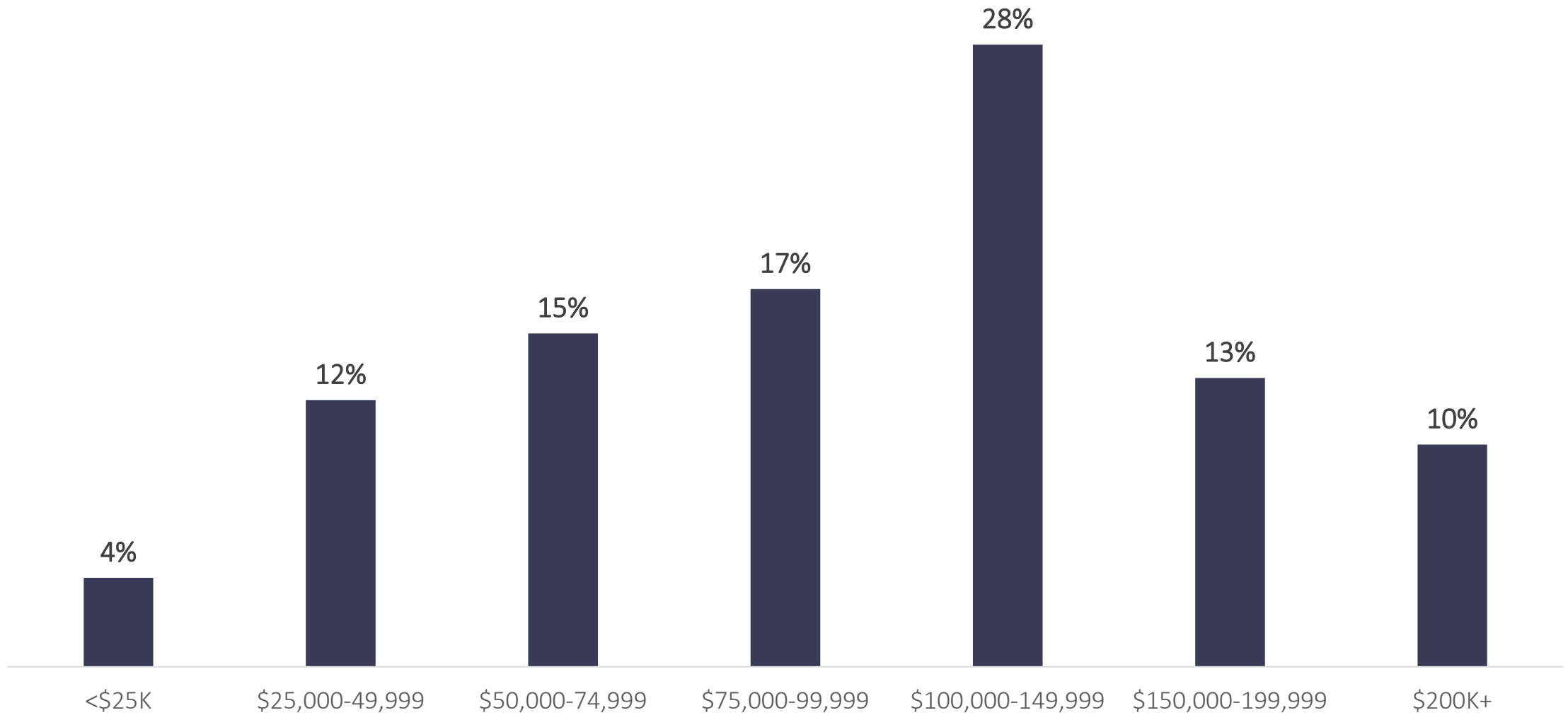
Which of these do you have easy access to?
(Check all that apply.)

This presentation was created in partnership with WiLS. To learn more about WiLS' consulting services, visit us on the web at www.wils.org.