

**Analysis of the Online Survey “Inspiring Ideas”  
Conducted on Behalf of the  
South Pasadena Public Library**

November 2016



Prepared by

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## The Survey

A survey was developed to better understand what residents and users of the South Pasadena Public Library expect of their community and of the library itself. The online survey was available to potential respondents from October 1, 2016 to November 12, 2016 and a total of 650 individuals completed a majority of the survey questions (the survey was composed of a total of 39 questions – some of which were open-ended questions asking the respondent to enter as much text as they wished).

## The Analysis

Note that some 750 respondents ONLY responded to the first question. And while the number of responses for each question is more than adequate to get a fairly accurate picture of the views and opinions of the respondents, the fact that so many people dropped out is disquieting.

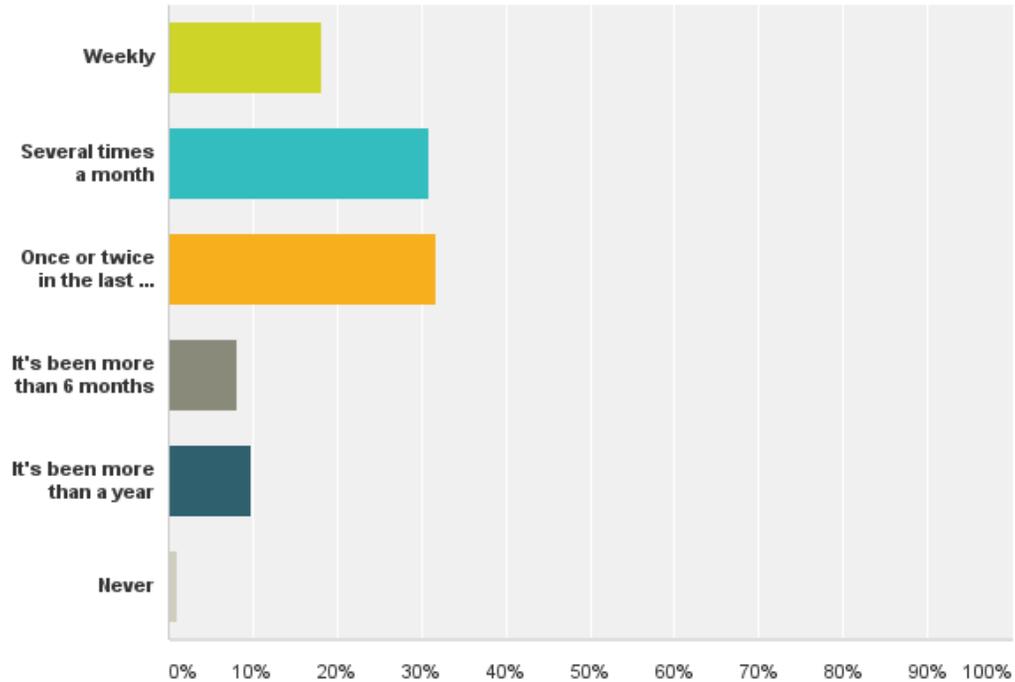
### Q1. Do you have a South Pasadena Public Library card?

	Percent	Responses
Yes	95.6%	1,316
No	4.4%	61

It is likely that the overall responses would have changed in some way if more members of the community who do not have a library card had participated in the survey. However, the survey does provide sufficient information as a foundation on which to create a strategic direction for the South Pasadena Public Library.

## Q2 How often do you visit the South Pasadena Public Library?

Answered: 629 Skipped: 751



A little more than 18% of the respondents use the library weekly, and slightly more than 30% use the library several times a month or once or twice in the last six months. Thus, more than 3/4ths of the respondents use the library over the course of six months and more than half use it monthly or more frequently.

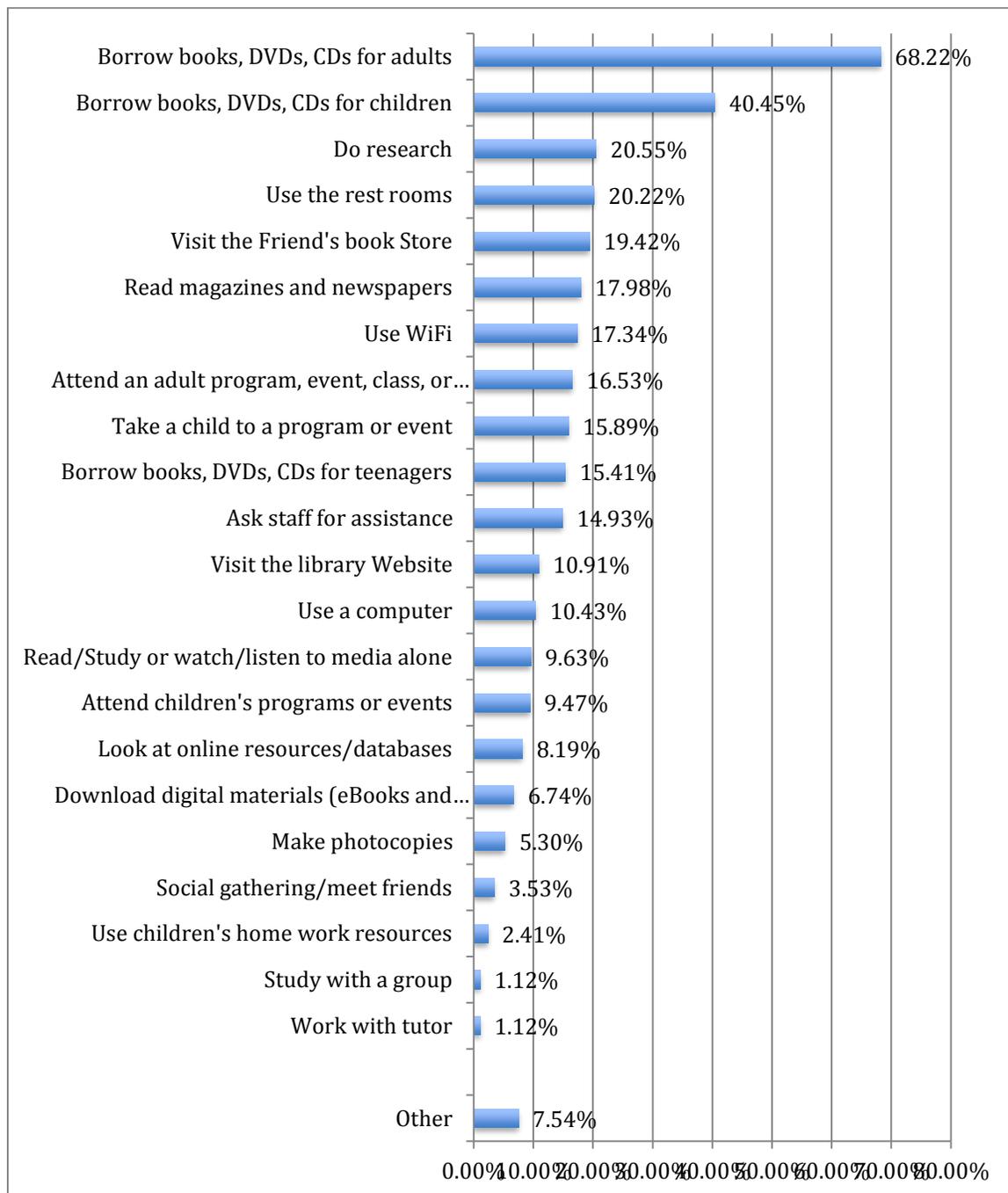
### Q3. When do you typically use the library?

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Totals
Morning	27	26	25	25	37	102	26	268
Afternoon	41	47	77	73	57	132	118	545
Evening	35	40	60	60	47	16	13	271
Totals	103	113	162	158	141	250	157	1,084

Saturday is the most popular day of the week to visit the library (23.1%) followed by Sunday (14.9%), Wednesday (14.9%), and Friday (13%). Note the number of respondents (highlighted in green) who indicated they visited the library when it was actually closed in the evening. Half of the respondents visit the library in the afternoon with the remainder evenly split between mornings and evenings.

At the midpoint the survey was available, this question was adjusted to allow respondents to choose multiple days and/or multiple time periods. A total of 8 respondents entered data in two or more days/time periods.

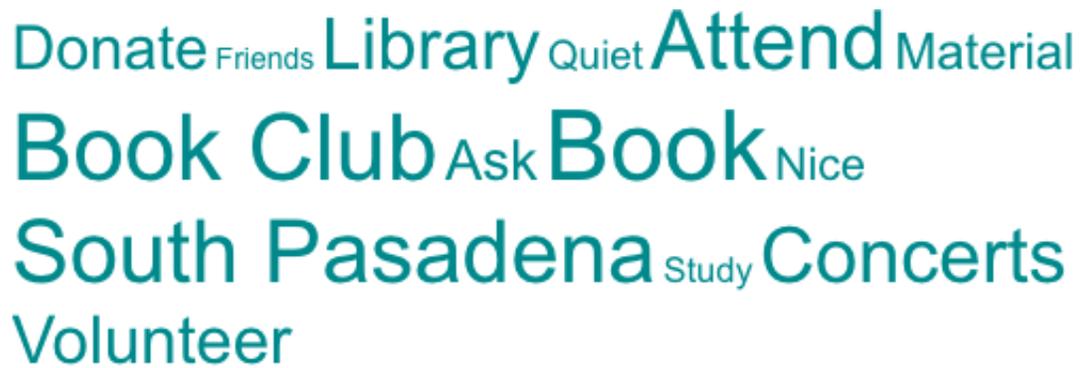
**Q4. How do you typically use the South Pasadena Public Library (check all that apply)?**



Not surprisingly, borrowing of materials for adults and children are the top two reasons for visiting the South Pasadena Public Library (SPPL). The next nine

reasons focus on individual activities, rest rooms, attending programs and using other services (Friend's book Store and asking staff for assistance).

The individual responses to the "Other" option may be found in the Appendix to this report. The word cloud shown next summarizes these comments.

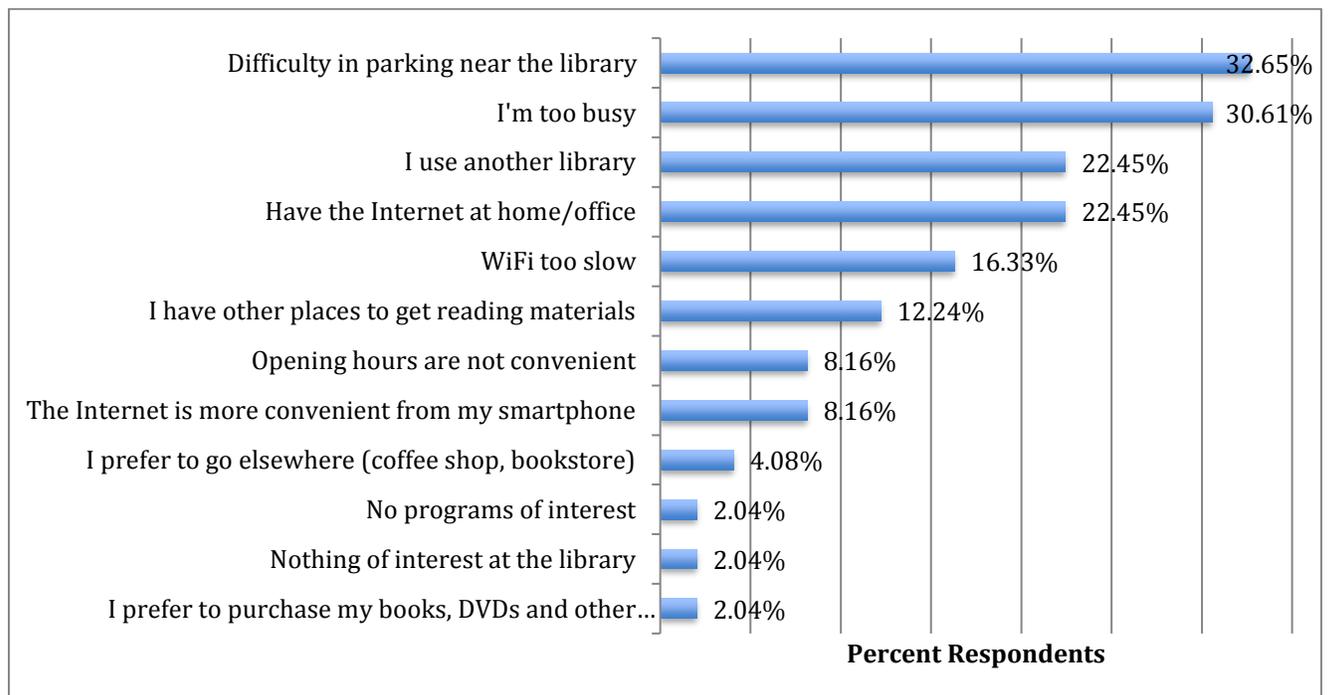


A word cloud of survey responses in teal text. The words are arranged in four lines. The first line contains 'Donate', 'Friends', 'Library', 'Quiet', 'Attend', and 'Material'. The second line contains 'Book Club', 'Ask', 'Book', and 'Nice'. The third line contains 'South Pasadena', 'Study', and 'Concerts'. The fourth line contains 'Volunteer'. The words 'Book', 'Concerts', 'Attend', and 'Library' are the largest, indicating they were the most frequently used words.

Some of the more frequently used words include: Book (18), Concerts (4), Donate (4), Book Club (4), Attend (4), and Library (4).

See the Appendix for a listing of all comments.

**Q5. What are your reasons for not using the South Pasadena Public Library?**



Parking, a busy lifestyle, use of another library, and easy access to information technology elsewhere are the principal reasons for not visiting the SPPL.

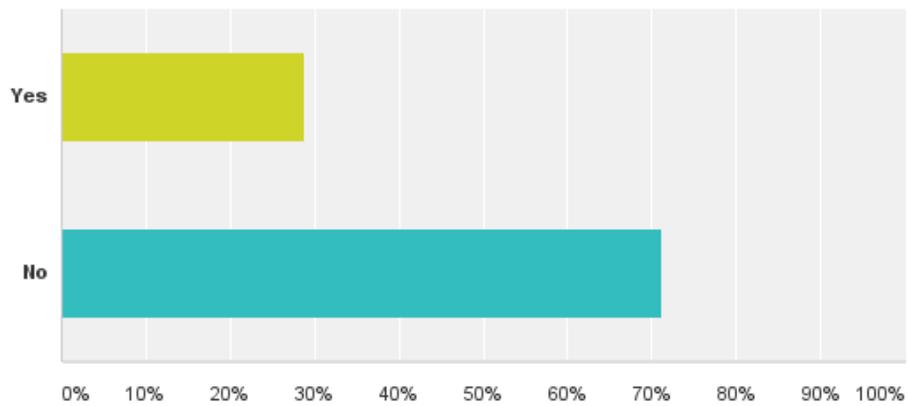
**Q6. How often do you visit the South Pasadena Public Library Website?**

	Percent	Responses
More than 13 times a year	20.2%	127
7 to 12 times a year	12.2%	77
4 to 6 times a year	14.9%	94
2 to 3 times a year	17.2%	108
Once a year	13.6%	84
Never	22.1%	139
Totals		629

About one-fourth of the respondents never use the library's Web site and the remaining respondents use ranges from infrequent to frequently returning again and again.

**Q7 In the last 12 months have you used your cell phone to visit the South Pasadena Public Library's Web site?**

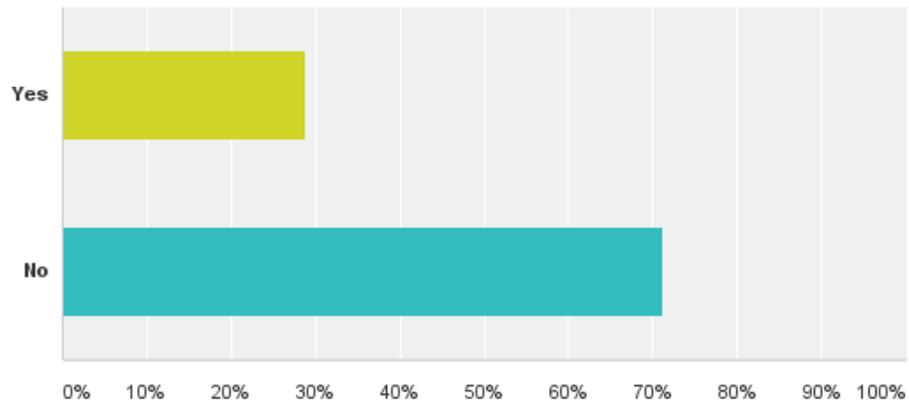
Answered: 627 Skipped: 753



Almost 3/4ths of the respondents use their smartphones while visiting the library's Web site.

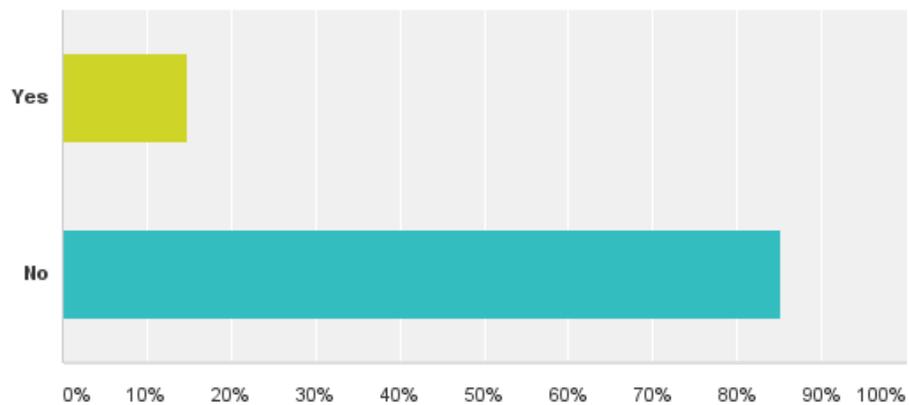
**Q7 In the last 12 months have you used your cell phone to visit the South Pasadena Public Library's Web site?**

Answered: 627 Skipped: 753

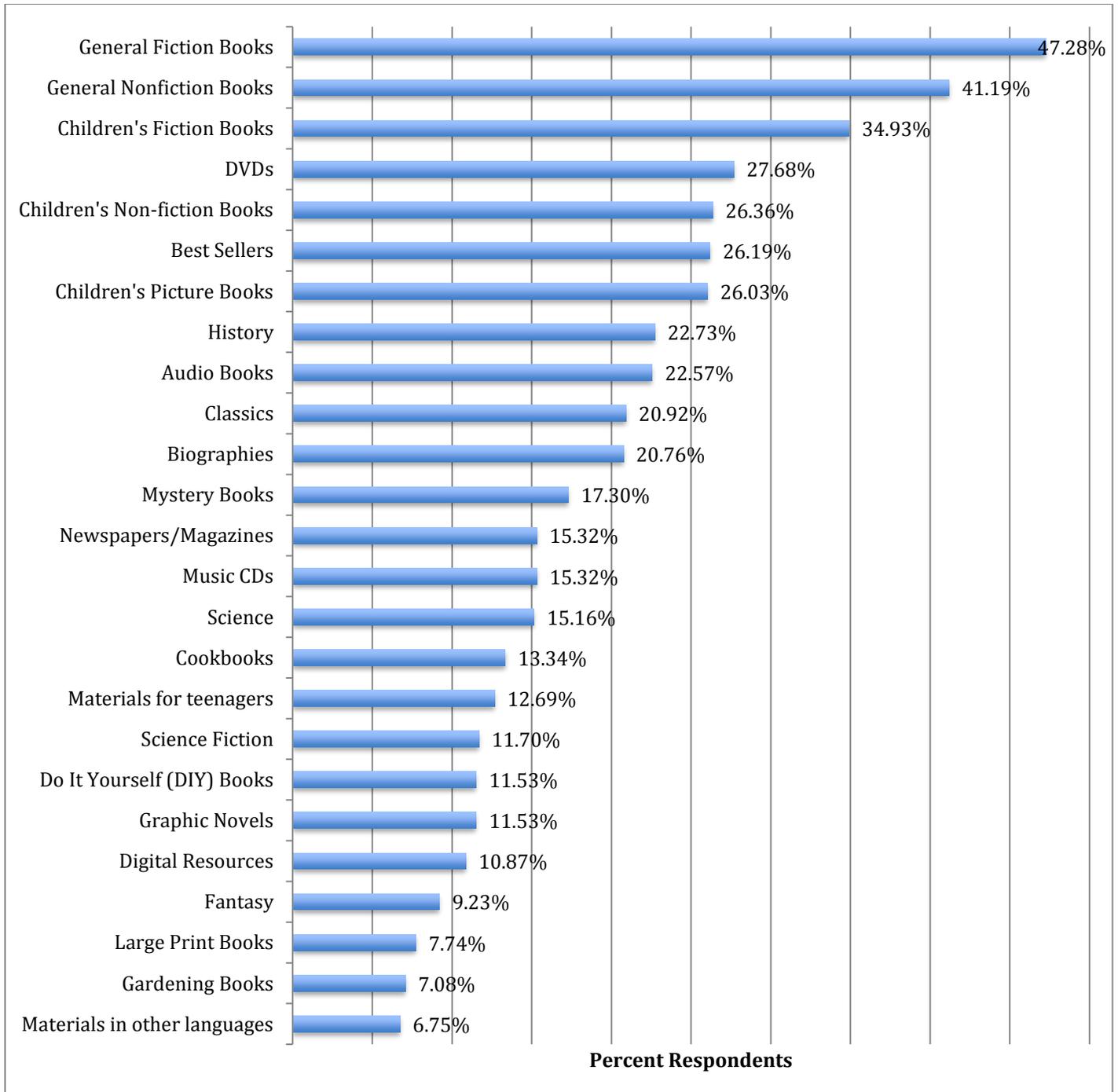


**Q8 Have you tried to download or borrow an eBook from the South Pasadena Public Library?**

Answered: 627 Skipped: 753



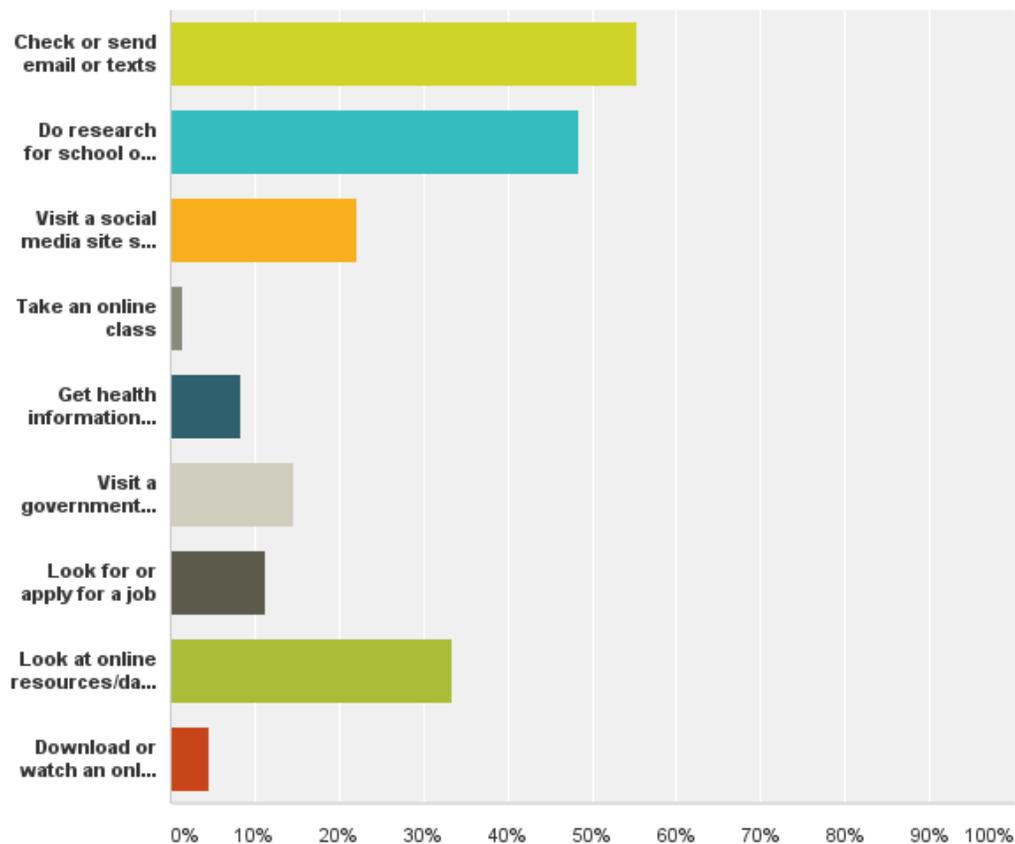
**Q9. What are the most important Library resources for you?  
Check all that apply**



Clearly books have and will continue to have real appeal for the coming 4-5 years based on the response to this question. Only DVDs and Audio Books were able to crack the top 10 responses. The responses to this question, combined with an analysis of borrowing statistics should guide the collection development decisions in the coming years.

### Q10 In the past 12 months, have you used the library's computers or WiFi to connect to:

Answered: 213 Skipped: 1,167



**Q11. Do you think the South Pasadena Public Library has done a good job of keeping up with new technologies?**

	Percent	Responses
Yes	75.0%	413
No	25.0%	138
Total		551

**Q12. What could the library do to improve its technology services?**  
231 responses

Say Tablets Stations Notify Upgrade Longer  
 Services Develop Email Basic Library  
 Payment System **Wifi** User Friendly **Books**  
 Audiobooks **Ebooks** Parking Internet Issue  
 Offer more **Computers** Newer **Research** Qualified  
 Self Check

Some of the more frequently used words include: WiFi (67), email (20), eBooks (13), Internet, offer more computers (7), services (8), research (6), and upgrade (6).

See the Appendix for a listing of all comments.

**Q13. How effective is the South Pasadena Public Library at promoting literacy and a love of reading to people?**

Percent Responses

	Very effective	Some-what effective	Not too effective	Not effective	Don't know
For children	62.5%	9.4%	1.6%	3.1%	23.4%
For teens	18.0%	36.0%	2.0%	2.0%	42.0%
For adults	42.4%	18.6%	11.9%	1.7%	25.4%

N = 65 respondents

Number of responses

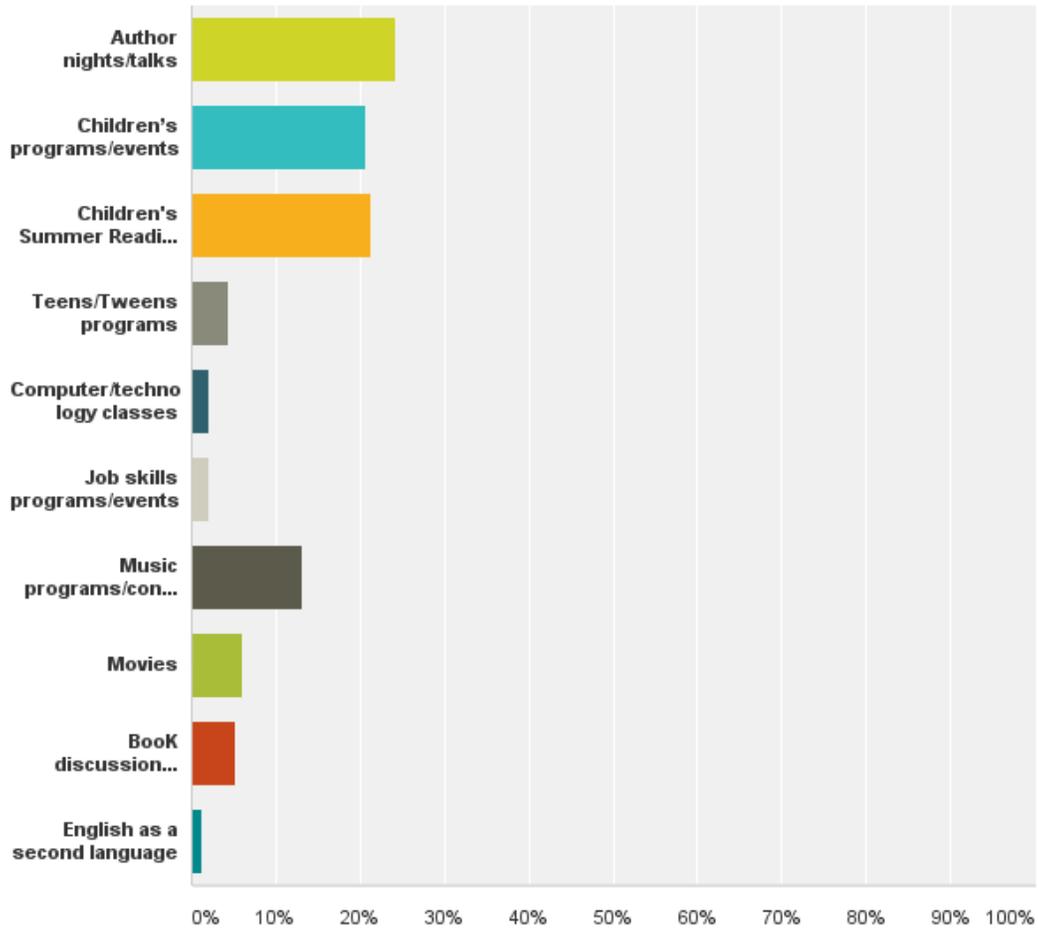
	Very effective	Some-what effective	Not too effective	Not effective	Don't know
For children	40	6	1	2	15
For teens	9	18	1	1	21
For adults	25	11	7	1	15

N = 65 respondents

Overall, the community believes the library is doing a good job of promoting literacy for children and needs improvement for teens and adults. The total number of respondents for this question is quite small. And a fair number of respondents chose the “Don’t know” option.

### Q14 What type of programs/classes do you attend the most?

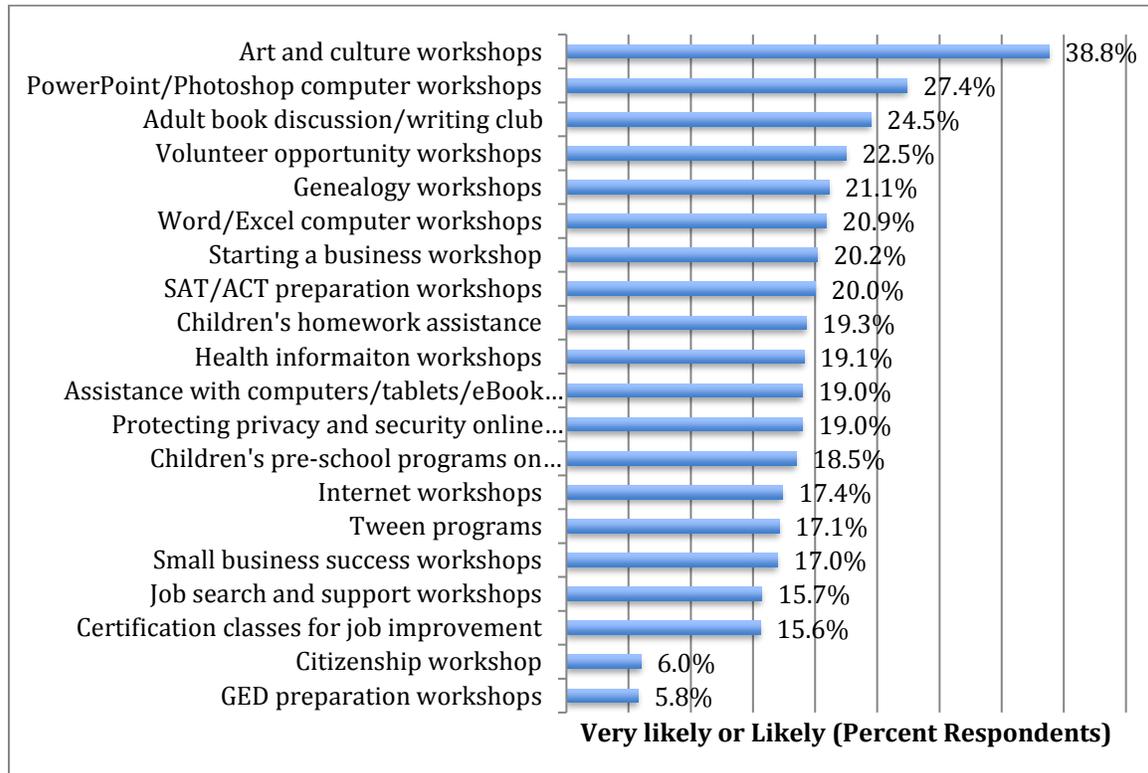
Answered: 348 Skipped: 1,032



Almost one-fourth of the respondents preferred the Author talks/nights closely followed by the Children's Summer Reading program and the Children's programs/events.

**Q15. How likely are you or a member of your family to attend any of the following? Please indicate "How Likely" for no more than your top seven choices.**

559 responses See additional comments in the Appendix



**Q16. What can the library do to improve its programs/events?**

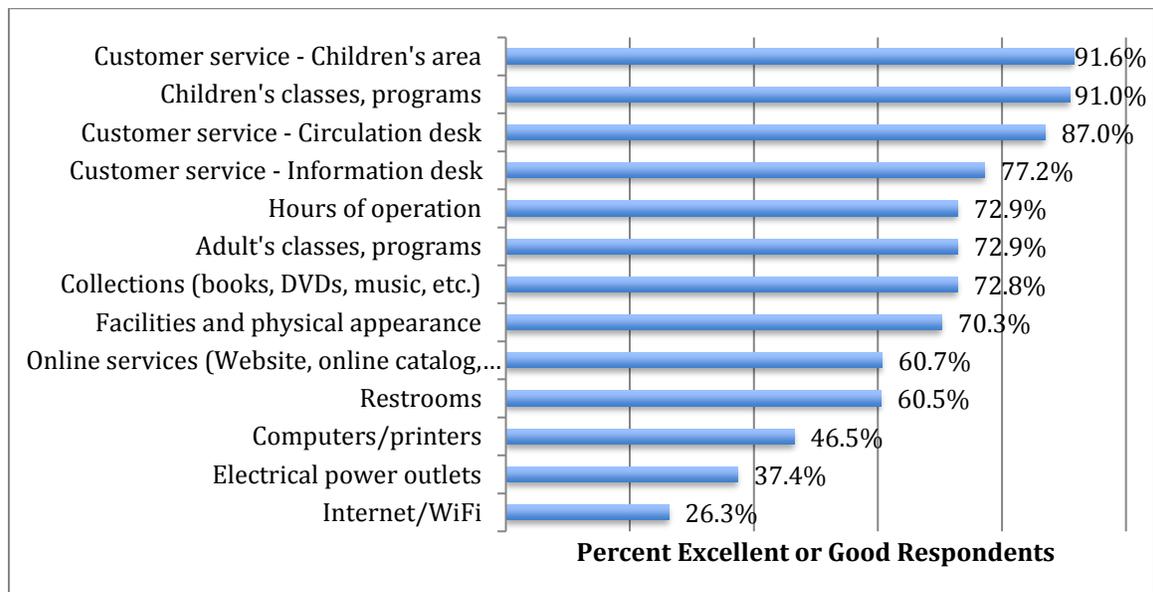
138 responses – See Appendix for a listing of all comments.

Variety Flyers Social Media Bring Parking Residents  
 Staff Expand Doing Reach Library Think  
 Events Offer Programs Better Promotion  
 E-mail Start Books Live Advertise Word  
 Publicize Coffee Increase Space Local Moment

Some of the more frequently used words include: Programs (24), events (23), email (13), advertise (8), staff (5), books (8), and parking (7).

See the Appendix for a listing of all comments.

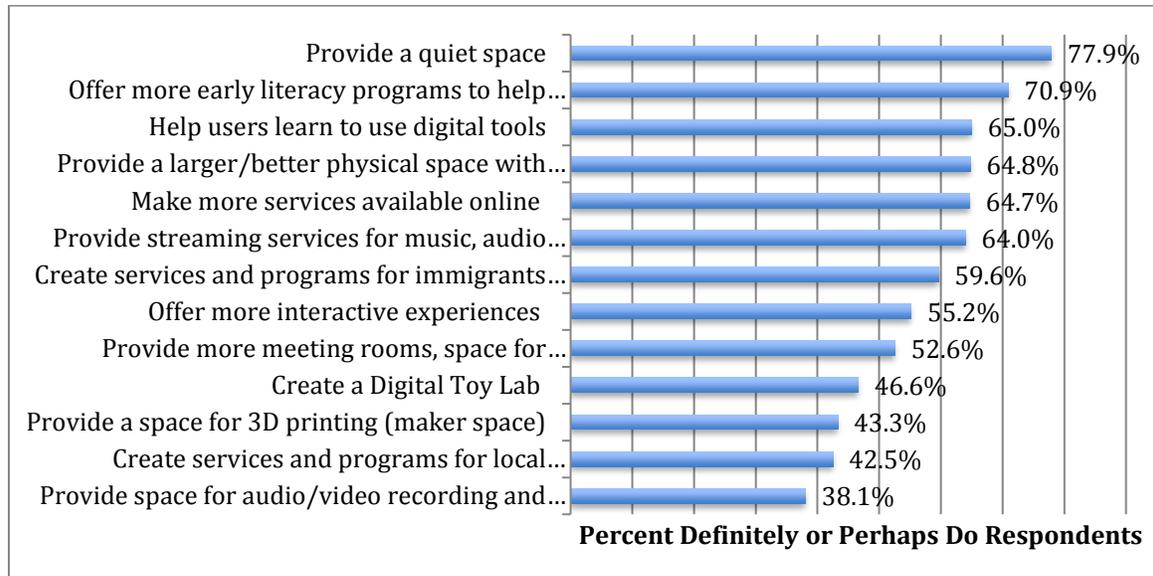
**Q17. How would you rate each of the following library services?**  
555 responses



The areas of the library needing the most improvement include the Internet/WiFi, electrical power outlets (not enough), computers/printers, the restrooms, and the library's online services (the web site, online catalog, and electronic resources).

**Q18. Should the library**

535 responses



Survey respondents are concerned about preserving “traditional” library space while moving to embrace new digital technology.

Book Tables Programs Parking Space Children  
Library Pasadena Quiet Technology

39 respondents provided comments.

Some of the more frequently used words include: Quiet (7), space (10), programs (5), and technology (4).

See the Appendix for a listing of all comments.

**Q19. How would you describe an "amazing library"? Think in terms of materials, programs, physical spaces, services, and expertise.**  
218 responses

South Pasadena Library Sound Bright Individual  
 Environment E-books Services  
 Open Longer Hours Physical Space  
 Maker Space Staff Alhambra Library Quiet  
 Marino Library Books Good Example Place  
 Power Outlets Amazing Library Budget  
 Friendly Content Ages Slow Public Library Strong  
 Natural Light Comfortable Reading Areas

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Some of the more frequently used words include: books (70), place (26), amazing library (25), physical space (13), environment (9), bright (), friendly (7), and natural light (6).

See the Appendix for a listing of all comments.

**Q20. What do you like best about the South Pasadena Public Library?**  
319 responses

Customer Service DVD Selection Environment Story  
 Children's Section Classic Atmosphere Cozy  
 Community Garden Library Reading  
 Location Local Books Small Town Staff  
 Magazines Librarians People who Work  
 Beautiful Intimate Convenient Proximity to Home  
 Resources Easy Access Architecture

Some of the more frequently used words include: location (68), books (71), staff (51), librarians (21), convenient (12), resources (11), children's section (11), atmosphere (12), and customer service (9).

See the Appendix for a listing of all comments.

**Q21. What is the most important improvement the library should make – Policies, collections, services, hours, programs?**  
265 responses

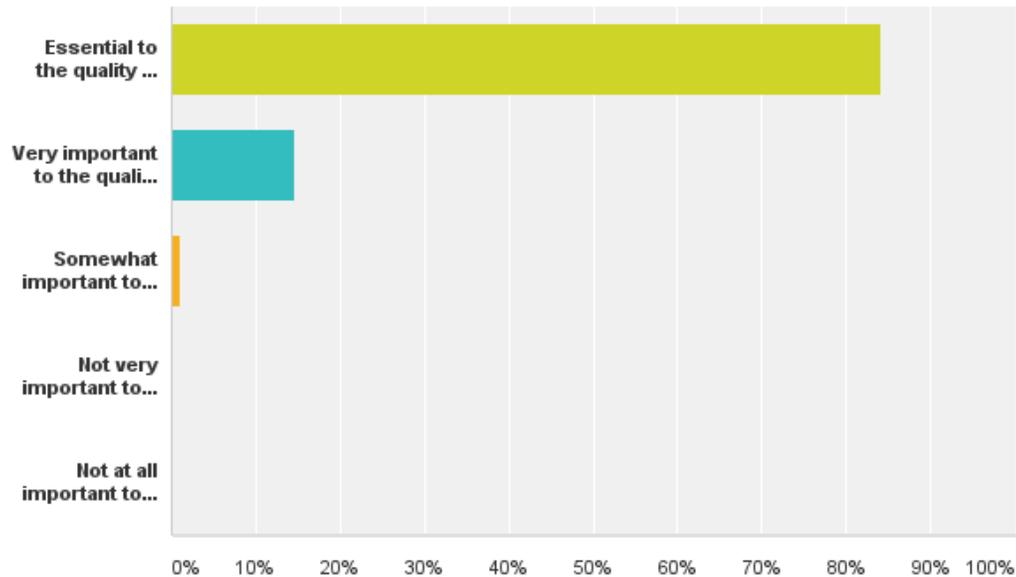
Seating Children's Area Technology Coffee Lighting  
 Hours of Operation Weekend Hours Internet Wifi  
 Instead Space Morning Library  
 Hours and Services Books Expand Hours  
 Collections Offer Programs Email Reminders  
 Improve Doing Parking Friendly Staff School Kids  
 Open Earlier Earlier Hours

Some of the more frequently used words include: collections (31), books (48), space (27), WiFi (18), lighting (14), technology (9), weekend hours (12), seating (7), parking (15), programs (24), and earlier hours (7).

See the Appendix for a listing of all comments.

## Q22 Public libraries are:

Answered: 545 Skipped: 835

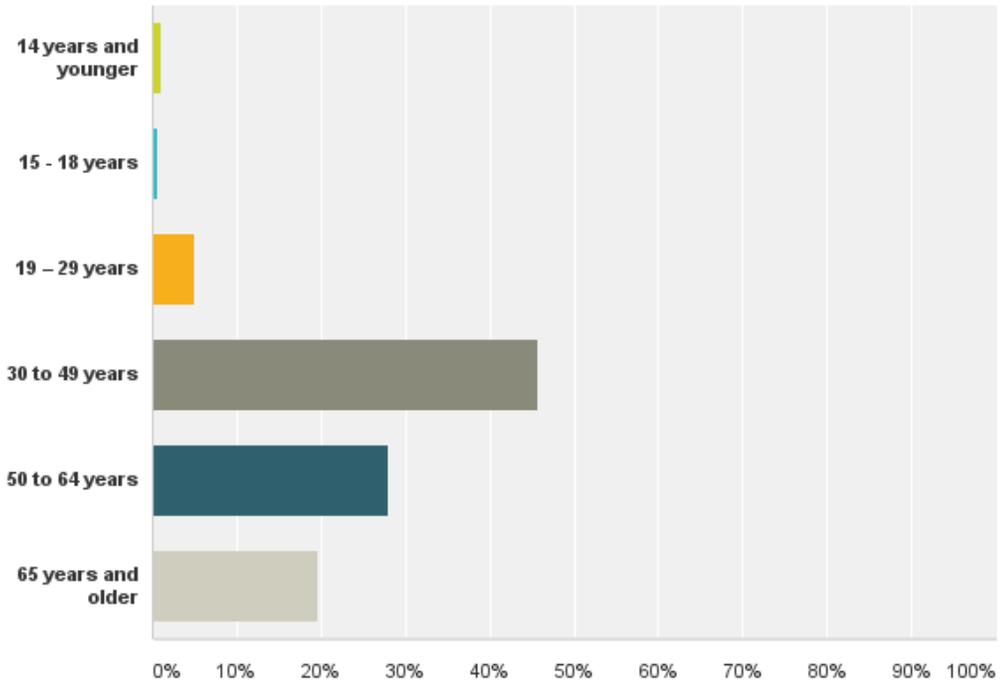


Almost every respondent feels that public libraries are either essential or very important to the quality of life.

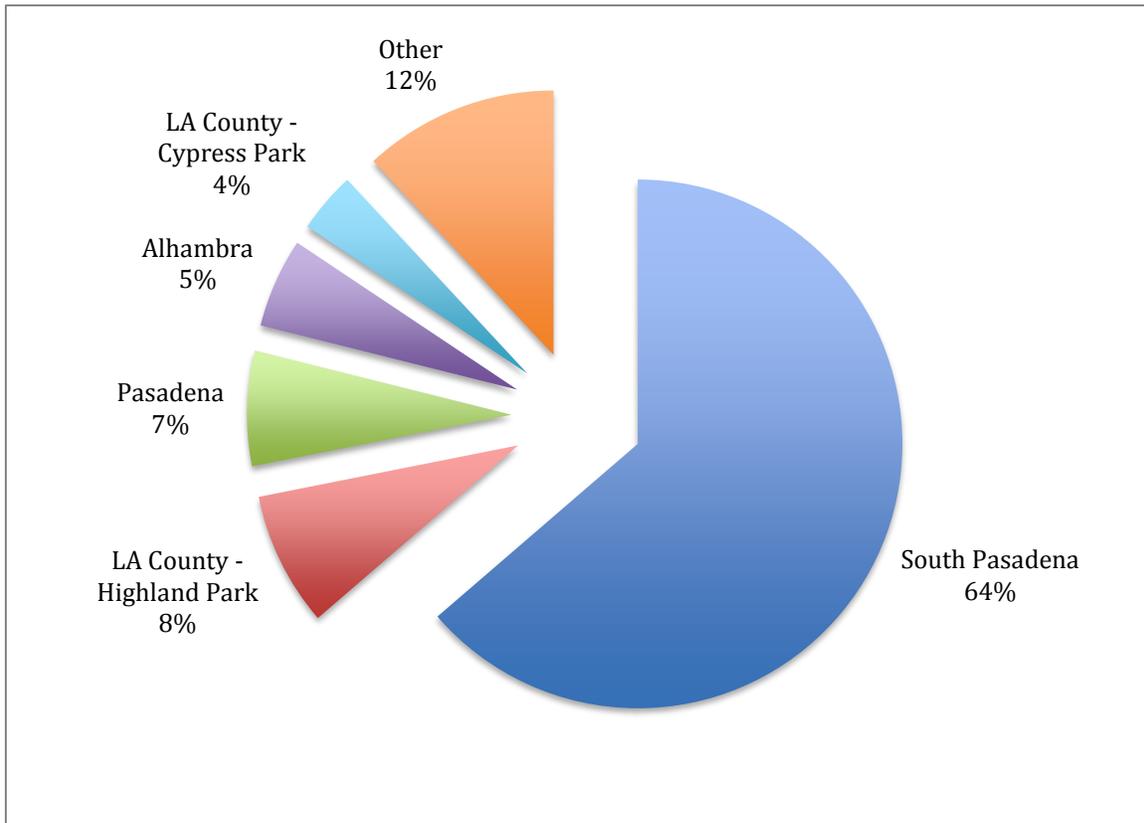
Responses to questions 23 to 27 – the community-related questions – may be found in a separate report, “Analysis of the Online Survey “Inspiring Ideas” Conducted on Behalf of the South Pasadena Public Library - Analysis of the Community-Related Questions.”

### Q28 What is your age group?

Answered: 550 Skipped: 830



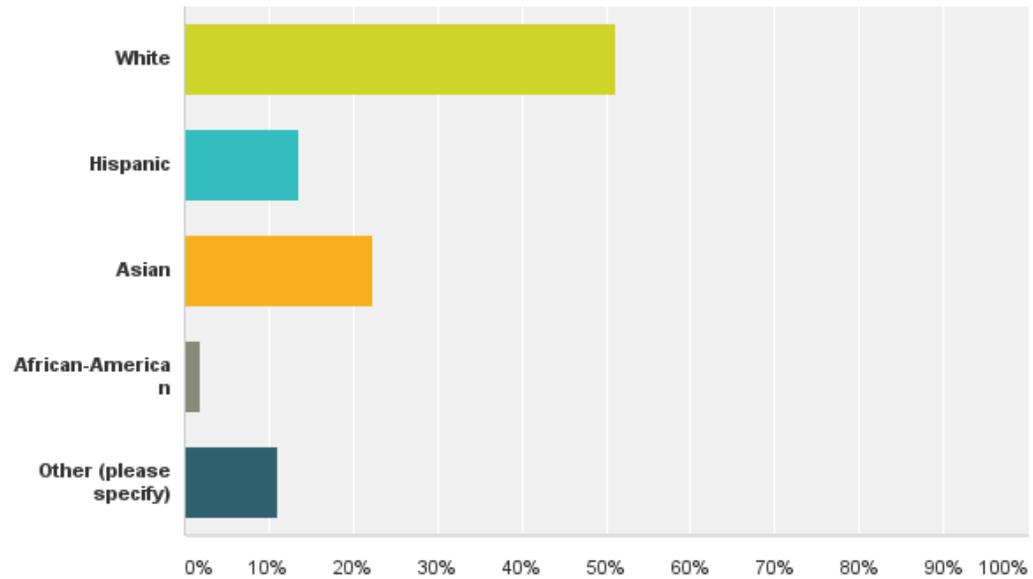
**Q29. What is the Zip code of your home?**  
517 responses



A majority of respondents are from South Pasadena with the remaining respondents distributed fairly evenly from nearby communities.

### Q30 What is your race/ethnicity?

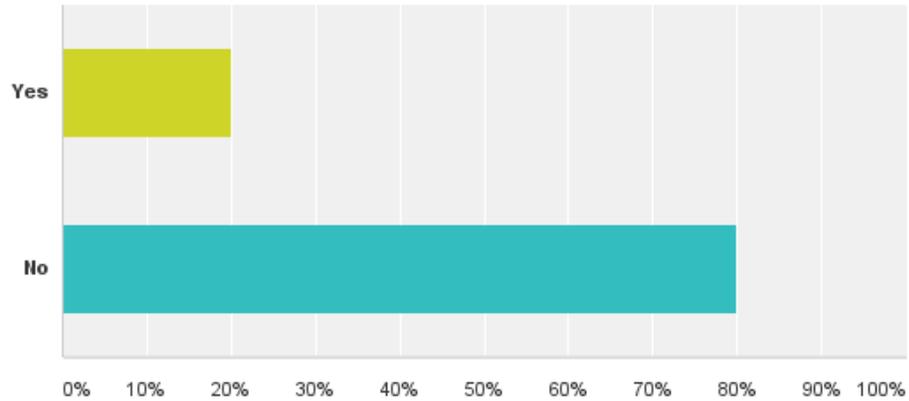
Answered: 532 Skipped: 848



The survey respondents are representative of the South Pasadena ethnic population.

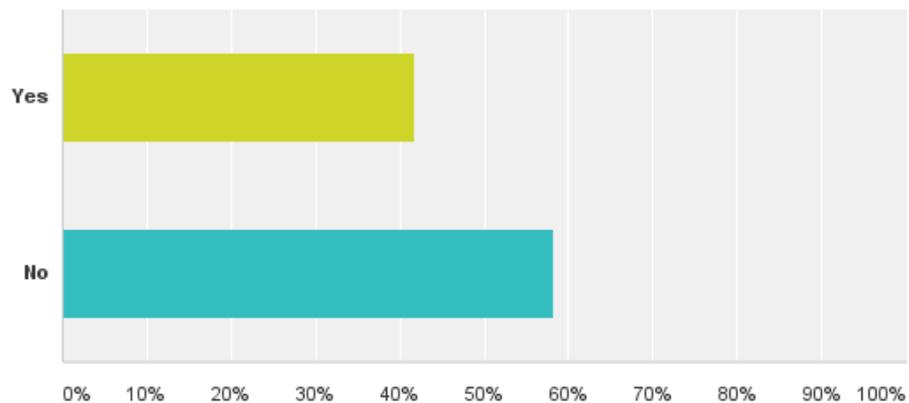
### Q31 Do children ages 5 years or younger live in this household?

Answered: 538 Skipped: 842



### Q32 Do children 6 to 17 live in this household?

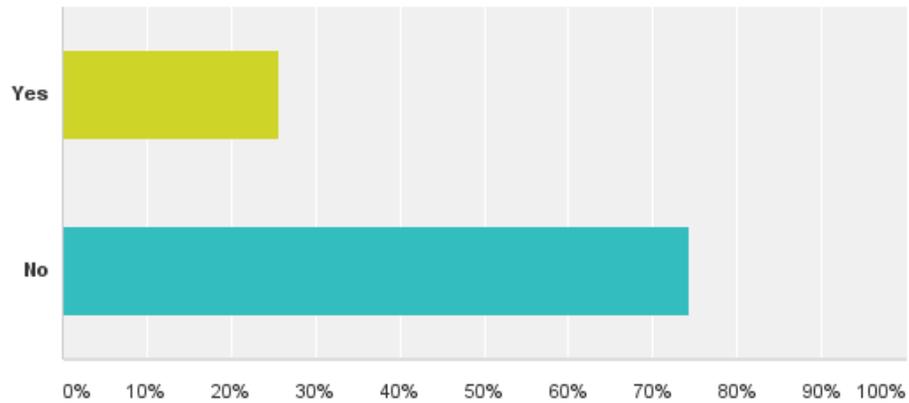
Answered: 543 Skipped: 837



Children under 5 live in 20% of the respondents households and 40% of respondent households have children 6 to 17 present.

### Q33 Are there any household members age 65+?

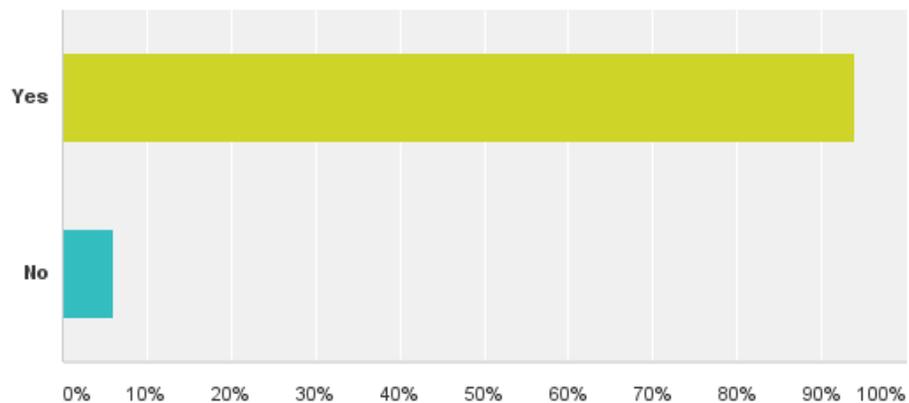
Answered: 546 Skipped: 834



About 25% of the respondents have household members age 65+.

### Q34 Do you own a smartphone?

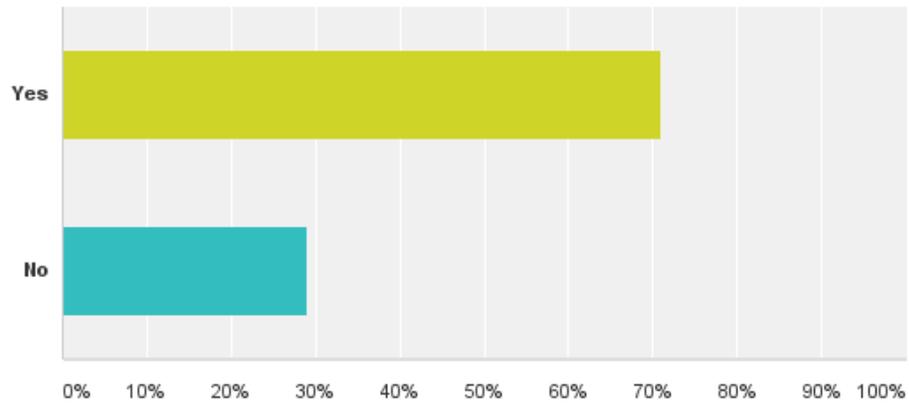
Answered: 553 Skipped: 827



94% of the respondents own smartphones!

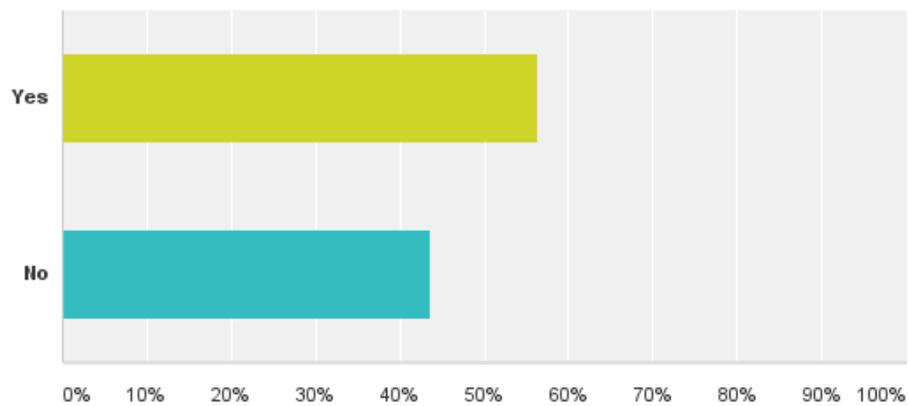
### Q35 Do you own an eBook reader (Kindle, Nook, iPad, etc.)?

Answered: 552 Skipped: 828



### Q36 Do you download eBooks from Amazon, iTunes, or other Websites?

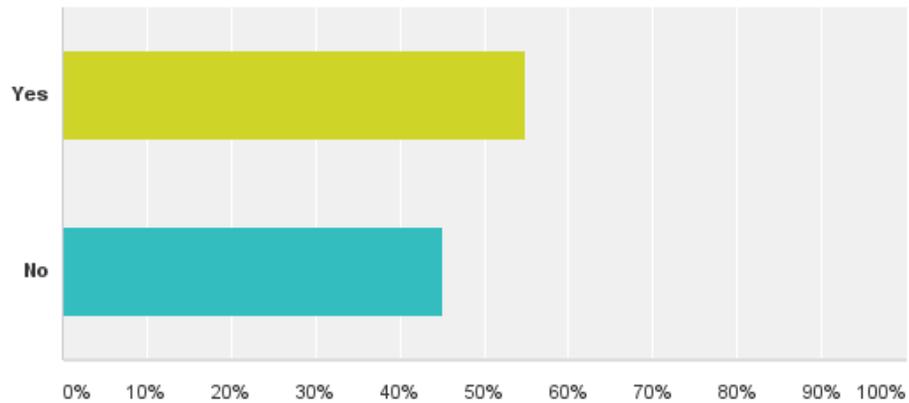
Answered: 548 Skipped: 832



70% of the respondents own an eBook reader and they download content!

**Q37 Would you like to receive the library newsletter and other library-related information periodically via email?**

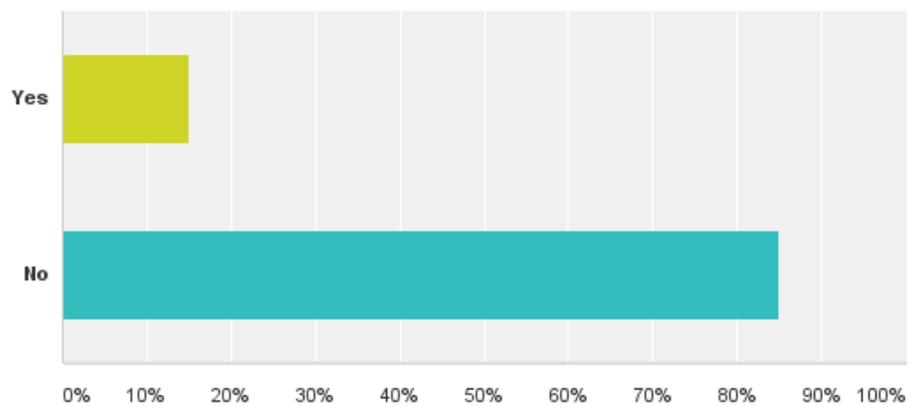
Answered: 516 Skipped: 864



A list of those interested in the newsletter have been provided to the library.

**Q38 Would you like to learn more about or become a volunteer with the Friends of the Library?**

Answered: 481 Skipped: 899



**Q39. Anything else you would like to tell us?**  
60 responses

Friendly Events Asking Programs  
 South Pasadena Job Staff Homeless  
 Community Great Resource Love Limited  
 Questions Excellent Books Good Work  
 Survey Email due Date Reminders Children  
 Input Services Options Think Enjoyed  
 Public Library Luck Place DVDs

Some of the more frequently used words include: love (10), questions (13), books (17), community (7), services (6), staff (6), think (6), place (6) and children (7).

See the Appendix for a listing of all comments.