Index of Charts ................................................................. 3
Executive Summary ............................................................ 5
Mission & Vision ................................................................. 9
Programs ........................................................................... 35
Staff & Personnel ................................................................. 49
Financial ............................................................................ 53
Facilities ............................................................................ 63
Marketing & Communication ............................................ 69
Appendices ......................................................................... 75
Mission & Vision
- Visited Library in Past Year .............................................. 11
- Ever Visited Library ......................................................... 11
- Primary Reason for Visiting .............................................. 14
- Additional Reasons for Visiting ......................................... 15
- Satisfaction Ratings ........................................................ 17
- Satisfaction with Staff ..................................................... 18
- Satisfaction with Facilities ............................................... 19
- Satisfaction with Programs & Services ............................... 20
- Branches Used Most Often .............................................. 28
- Frequency of Library Visits ............................................... 31
- Current Hours of Operation ............................................. 32
- Items Checked Out ........................................................ 34

Programs
- Attended Programs ......................................................... 37
- Willing to Pay Admission .................................................. 41
- Use Computers and Internet ............................................. 44
- Access to the Internet ..................................................... 44
- Checked Out E-Books/E-Readers ..................................... 45
- Use of an Electronic Device ............................................. 45
- Prefer Printed or Electronic Materials ................................. 48

Staff & Personnel
- Require Personal Help ....................................................... 51

Financial
- Funding Priorities ........................................................... 55
- Importance of Items You Can Checkout ................................ 56
- Importance of Programs ................................................... 57
- Importance of Technology ............................................... 58
- Importance of Facilities ................................................... 59
- Importance of Electronic Materials .................................... 60
- Most Important Area ...................................................... 61

Facilities
- Hours vs. Location .......................................................... 65
- Consolidating Branches .................................................... 66

Marketing & Communication
- Hear About Rockford Public Library .................................. 71
- Prefer to Receive Information ............................................ 72
- Visited Web Site ............................................................. 73
- Found Information on Web Site ......................................... 73
Appendices

Age of Respondents ....................................................... 81
Gender of Respondents .................................................. 81
Ethnic Background of Respondents ................................. 82
Household Income of Respondents ................................. 82
Own or Rent Home ....................................................... 83
ZIP Code of Respondents .............................................. 83
Responsible for Children ............................................... 84
The Rockford Public Library 2012 Community Survey was completed by 420 residents of the city of Rockford in July and August 2012.

Mission and Vision. Almost half of all respondents indicated that they had visited Rockford Public Library, and/or accessed Rockford Public Library online, in the past year. Over two-thirds of respondents indicated the primary reason they, or their family, visited Rockford Public Library was to checkout materials or to read. The majority of respondents indicated they were either very satisfied or somewhat satisfied with Rockford Public Library’s staff, facilities, and programs and services. Over three-fourths of respondents who visited the library indicated they primarily used the main library or East library branches, and nearly half visited at least once a month. The majority of respondents had checked out books, while over one-third checked out DVDs, and one-fifth checked out CDs.

Recommendations:

☑️ Nearly two-thirds (62.6%) of residents surveyed have visited Rockford Public Library at some point in their life, with 49.0% doing so within the past year. The most common reasons were to checkout materials and to read; however, Rockford Public Library should also review how they meet residents’ computer and study needs.

☑️ Although 62.6% of residents have visited Rockford Public Library at some point in their life, this leaves over one-third of all residents who have not visited the library. Rockford Public Library will want to examine why residents said they have not visited the library to address issues of unawareness or misperceptions about Rockford Public Library that may be keeping people away.

☑️ The most commonly mentioned things Rockford Public Library does for the community are provide materials, provide access to information, and provide education and opportunities. Rockford Public Library may want to use these themes in their marketing and communication efforts and consider carefully the words and phrases used by residents to describe the library.

☑️ One-fourth of current patrons (26.1%) indicated current hours of operation did not meet their needs, with most wanting more hours. However, when non-users of the library were asked why they did not use Rockford Public Library, not a single person said it was because of the hours of operation. Rockford Public Library should carefully examine current usage of the library when setting hours of operation, as reducing hours may reduce the usage of the library, while adding hours will not necessarily increase usage of the library.
Executive Summary

Programs. Over two-thirds of respondents indicated they had never attended programs for adults and children held at Rockford Public Library. For those who had attended programs for adults and children, all but one were satisfied with their experience. Nearly one-half of respondents indicated they were willing to pay admission to programs that the Rockford Public Library budget cannot support.

Over half of respondents indicated they did not use the computers or Internet at Rockford Public Library, other than to search for materials. Three-fourths of respondents indicated they did have access to the Internet. One-fourth of respondents indicated they use an electronic device to read e-books. Only one out of every 12 respondents had checked out free e-books and e-readers from Rockford Public Library, and/or downloaded electronic materials from Rockford Public Library’s Web site. Three-fourths of respondents indicated they preferred printed materials over electronic materials.

Recommendations:

☑ Just under one-third (29.8%) of survey respondents who had visited Rockford Public Library had attended an event or class, with story time mentioned most frequently. When asked why they had not attended an event or class, some patrons indicated they did not know about them. Rockford Public Library may want to explore ways of communicating event and class information to reach additional patrons, and to reach those patrons who are requesting classes or events Rockford Public Library already offers or has offered in the past.

☑ Most community members have access to the Internet (74.0%) and, of those with access to the Internet, 75.6% preferred reading printed materials versus electronic materials. Nearly all residents age 65 and over preferred printed reading materials (88.6%), while only 62.1% of residents age 25-34 preferred printed reading materials. Rockford Public Library will want to carefully monitor what technology patrons are using in the future, to be sure that e-books and technology offered by Rockford Public Library are meeting the changing needs of the community.

Staff and Personnel. Over half of respondents said they rarely required or never required personal help at Rockford Public Library.

Recommendation:

☑ Just over one-third of Rockford Public Library patrons (38.0%) indicated that they never needed help at the library, which means the remaining two-thirds of all library patrons have required help. The most common requests for help were to find materials or books, and how to use computers or technology. Rockford Public Library will want to carefully consider how best to meet all patrons’ needs when staffing for personal assistance.
Financial. Nine out of 10 respondents felt items they can checkout were either very important or important, as a funding priority for Rockford Public Library. Two-thirds of respondents felt programs for adults and children, technology, and facilities were either very important or important. Half of respondents felt electronic materials were either very important or important. Almost three-fourths of respondents indicated the most important area of the five areas listed on the survey was items they can checkout.

Recommendation:

☑ People who have visited Rockford Public Library felt the top funding priority was items you can checkout from the library, ahead of programs, technology, facilities, and electronic materials. But, there are differences in what patrons value, as younger patrons more highly value facilities and technology. Rockford Public Library will need to carefully evaluate how resource allocations may result in some patrons being better served, while others are not served as well.

Facilities. When told that Rockford Public Library currently maintains six locations at reduced hours with no Sunday hours at any location, and that Rockford Public Library can either continue to operate all six locations at the current reduced hours of operation or operate fewer locations with expanded hours, half of the respondents indicated they would prefer all six locations to continue operating at reduced hours, while one-fourth would prefer fewer locations with expanded hours.

Approximately one-third of respondents were in favor of Rockford Public Library consolidating their three branches west of the river (Lewis Lemon, Montague, and Rockton Centre) into one larger and better location, one-third were opposed, and one-third were unsure.

Recommendation:

☑ Just over one-third (36.1%) of the residents surveyed indicated they did not want Rockford Public Library to consolidate their three branches west of the river into one larger and better location. Nearly an equal percentage (33.1%) of residents supported consolidating the three branches into one location, while 30.8% of residents were unsure. Due to the statistical accuracy of the survey, these results should be considered equal, although there were significant differences in opinion by age and ZIP code. Rockford Public Library should carefully examine the needs of residents west of the river, as some of the reasons why residents were opposed to consolidating the branches were issues outside of the direct control of the library, such as public transportation.
Executive Summary

**Marketing and Communication.** One-fourth of respondents indicated they heard about Rockford Public Library's programs and services by word-of-mouth, followed by one in five who found out through the local newspaper. Just over one-fifth of respondents indicated they would prefer to receive information about Rockford Public Library by e-mail, followed by nearly one-fifth who would prefer to receive information by mail. About one-third of respondents indicated they had visited Rockford Public Library's Web site.

Recommendation:

- There is not one method of communication that will reach all residents when communicating about Rockford Public Library. Rockford Public Library should continue to use multiple methods of communication, especially those that are more likely to reach and attract younger residents.
This section looks at what percentage of the community has visited Rockford Public Library, or accessed Rockford Public Library online, and their reasons for visiting the library. This section also outlines respondents' satisfaction with programs and services provided by Rockford Public Library, Rockford Public Library's facilities, and Rockford Public Library's staff. This section concludes with details on which branches library patrons use most often, and when they visit Rockford Public Library.

Visiting ........................................................................................................ 10
Performance ............................................................................................ 16
Usage ........................................................................................................... 27
Visiting

Recommendations:

☑️ Nearly two-thirds (62.6%) of residents surveyed have visited Rockford Public Library at some point in their life, with 49.0% doing so within the past year. The most common reasons were to checkout materials and to read; however, Rockford Public Library should also review how they meet residents’ computer and study needs.

☑️ Although 62.6% of residents have visited Rockford Public Library at some point in their life, this leaves over one-third of all residents who have not visited the library. Rockford Public Library will want to examine why residents said they have not visited the library to address issues of unawareness or misperceptions about Rockford Public Library that may be keeping people away.

Importance: Many residents visit the library each year, and do so for a variety of reasons. The library can meet a variety of needs, beyond just checking out a book or reading, which may not be obvious from merely observing patrons using the library. Understanding why people do not visit the library is just as important. Residents may be unaware of services or programs, or have misperceptions about the library, which are keeping them away. The survey provides important insight into why people use the library, as well as why people do not use the library.
Research: The 420 respondents who completed the Rockford Public Library 2012 Community Survey were asked if they had visited Rockford Public Library, or accessed Rockford Public Library online, within the past year. Almost half of respondents (49.1%) indicated that they had visited Rockford Public Library, and/or accessed Rockford Public Library online, in the past year.

Demographic categories with a significantly higher percentage of respondents who said they had not visited Rockford Public Library within the past year included: age 18-24 (65.4%) and age 65+ (60.8%).

Demographic categories with a significantly lower percentage of respondents who said they had not visited Rockford Public Library within the past year included: age 45-54 (36.4%), lived in ZIP code 61104 (34.5%), had child under age 5 (38.2%), had child age 5-11 (30.4%), and had child age 15-18 (29.4%).

The 214 respondents who indicated they had not visited Rockford Public Library, and/or accessed Rockford Public Library online, within the past year, or refused, were asked if they had ever visited Rockford Public Library, or accessed Rockford Public Library online. Almost three-fourths of the 214 respondents (72.9%) indicated they had never visited Rockford Public Library, or accessed Rockford Public Library online, while 26.6% indicated they had visited Rockford Public Library.

Demographic categories with a significantly higher percentage of respondents who said they had never visited Rockford Public Library, or accessed Rockford Public Library online, included: age 25-34 (88.9%).

Demographic categories with a significantly lower percentage of respondents who said they had never visited Rockford Public Library, or accessed Rockford Public Library online, included: age 45-54 (58.6%), African-American/black (62.2%).
Visiting

There were 157 respondents who indicated they had never visited Rockford Public Library, or accessed Rockford Public Library online. Respondents were asked to indicate the primary reason they had not visited Rockford Public Library, or accessed Rockford Public Library online. Twelve respondents were unsure. Other responses included:

**Busy/No Time**
Busy (12 respondents)
Busy, go to different one
Busy, no time to read
Busy, work all the time
Doesn’t have a computer, been busy
Doesn’t have time
Doesn’t really have much time to read because of work
Haven’t been there since high school because there is no time
No time
No time, have the Internet
No time, no need
No time, work a lot
No time, working
No time, works too much
Too busy working
Work
Work a lot, no time

**Doesn’t Read**
Doesn’t enjoy reading (3 respondents)
Doesn’t read (3 respondents)
Doesn’t read much (2 respondents)
Cannot read
Doesn’t like to read
Doesn’t read too much and doesn’t have time
Doesn’t read well
No computer, doesn’t read books
Not a reader

**Get Books/Information Elsewhere**
Buys books (5 respondents)
All online reading
Buys books at garage sales
Buys books at the Salvation Army
Doesn’t have things in stock, rather buy books
Easier way to get books
Get everything off the Internet
Has own library
I have a library at my school
Order books online and look up own information online
Other methods
Own reading supply
Use library at college
We get information from another place
Visiting

**Location**
No transportation (2 respondents)
Too far (2 respondents)
Accessibility
Another library is closer to home
Doesn’t care to go into town, live out in the country
Far away, use different library
Not close enough
Rockford is a bad place

**No Need/Not Interested**
No need (29 respondents)
Doesn’t want to (2 respondents)
Doesn’t have a library card, not interested in getting one either
Doesn’t really care about the library
Have no reason to go
I don’t like the library
Just doesn’t want to, does not need it
No desire
No need with the Internet

**Older**
Older (4 respondents)
No need, 84 years old
Older and sick, no need to go
Older, doesn’t get out much
Older, lives in senior home with its own library
Older, no need, uses computer to look up information
Older, unable to get there
Retired, doesn’t get out much

**Miscellaneous**
Internet (4 respondents)
Did not know you could go online (2 respondents)
Access online
Blind
Charge too much
Confusing
Disabled, does not get out a lot
Doesn’t drive
Doesn’t have a library card, no objection to it
Have the computer
Have their own computer and gets good Internet
Just got out of prison
Just moved to the area
Kids go
My wife visits sometimes, I never do
Never went to school
No computer
Not in school anymore, moved to Rockford a few years ago
When the kids were younger, we used to go to a library when we lived in Chicago
Would like to
The 245 respondents who had visited Rockford Public Library were asked to indicate the primary reason they, or their family, visited Rockford Public Library. Over two-thirds of respondents (70.2%) indicated the primary reason they, or their family, visited Rockford Public Library was to checkout materials (39.2%) or to read (31.0%).

<table>
<thead>
<tr>
<th>Primary Reason for Visiting</th>
<th>% Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Checkout materials</td>
<td>39.2%</td>
</tr>
<tr>
<td>Read</td>
<td>31.0%</td>
</tr>
<tr>
<td>Seeking information</td>
<td>5.7%</td>
</tr>
<tr>
<td>Use a computer</td>
<td>5.7%</td>
</tr>
<tr>
<td>Study</td>
<td>4.9%</td>
</tr>
<tr>
<td>Programs</td>
<td>0.8%</td>
</tr>
<tr>
<td>Job search</td>
<td>0.4%</td>
</tr>
<tr>
<td>Meetings</td>
<td>0.4%</td>
</tr>
<tr>
<td>Other</td>
<td>10.2%</td>
</tr>
<tr>
<td>Unsure</td>
<td>1.6%</td>
</tr>
</tbody>
</table>

Source: Rockford Public Library 2012 Community Survey, question 6

There were 25 respondents who gave other responses not listed in the chart. Responses included:

Research (7 respondents)
Take grandkids (3 respondents)
Family time (2 respondents)
Books on tape
Browse
Convenience
DVDs
For child
Genealogy material
Goes with her niece
Pleasure
Printing
Read paper
Recreation
Sell/Donate books
Time-killer

Demographic categories with a significantly higher percentage of respondents who said the primary reason they, or their family, visited Rockford Public Library was to checkout materials included: household income $50,000-$74,999 (50.0%).

Demographic categories with a significantly lower percentage of respondents who said the primary reason they, or their family, visited Rockford Public Library was to checkout materials included: lived in ZIP code 61101 (27.6%) and household income below $35,000 (27.7%).
The 245 respondents who had visited Rockford Public Library were asked to indicate any other reasons they, or their family, visited Rockford Public Library. Over half of respondents (53.4%) indicated other reasons they, or their family, visited Rockford Public Library were to checkout materials (21.6%), read (20.4%), or use a computer (11.4%). The chart totals more than 100%, as respondents could give more than one response.

There were 54 respondents who gave other responses not listed in the chart. Respondents could give more than one response. Fifteen respondents indicated they had no additional reasons for visiting Rockford Public Library. Other responses included:

- DVDs (8 respondents)
- Research (4 respondents)
- Movies (3 respondents)
- Copier (2 respondents)
- Homework (2 respondents)
- School (2 respondents)
- Tax papers (2 respondents)
- Travel information (2 respondents)
- Book tapes
- Café
- Children’s books
- E-books
- Friends
- Job
- Kids play and to look
- Magazines
- Pleasure
- Reference books
- Relaxing
- Rockford Noon
- Story time
- Summer reading program for kids
- They pay for it in taxes
- Used book sale
- Wall Street Journal

### Additional Reasons for Visiting

<table>
<thead>
<tr>
<th>Reason</th>
<th>% Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Checkout materials</td>
<td>21.6%</td>
</tr>
<tr>
<td>Read</td>
<td>20.4%</td>
</tr>
<tr>
<td>Use a computer</td>
<td>11.4%</td>
</tr>
<tr>
<td>Seeking information</td>
<td>7.8%</td>
</tr>
<tr>
<td>Study</td>
<td>5.3%</td>
</tr>
<tr>
<td>Programs</td>
<td>3.7%</td>
</tr>
<tr>
<td>Job search</td>
<td>1.6%</td>
</tr>
<tr>
<td>Work</td>
<td>1.6%</td>
</tr>
<tr>
<td>View exhibits</td>
<td>1.2%</td>
</tr>
<tr>
<td>Interact with others</td>
<td>0.8%</td>
</tr>
<tr>
<td>Play video games</td>
<td>0.8%</td>
</tr>
<tr>
<td>Other</td>
<td>22.0%</td>
</tr>
<tr>
<td>Unsure</td>
<td>28.6%</td>
</tr>
</tbody>
</table>

Source: Rockford Public Library 2012 Community Survey, question 7

*Chart totals more than 100%, as respondents could give more than one response.*
Performance

Recommendation:

☑️ The most commonly mentioned things Rockford Public Library does for the community are provide materials, provide access to information, and provide education and opportunities. Rockford Public Library may want to use these themes in their marketing and communication efforts and consider carefully the words and phrases used by residents to describe the library.

Importance: The library serves many different purposes for residents. A young mother and her children have different needs than a young adult using the computers to find a job. Depending on who you ask, the most important thing the library does for the community will vary. But, it is important to understand why people value the library, and to listen to the community describe the library in their own words.

Ratings for library staff, facilities, and programs and services can help to identify strengths and opportunities at the library. When people are not satisfied with the staff, facilities, or programs and services, knowing and addressing their concerns can help improve the patron experience.
Research: The 263 respondents who indicated that they had visited Rockford Public Library, and/or accessed Rockford Public Library online, were asked to rate their satisfaction with programs and services provided by Rockford Public Library, Rockford Public Library’s facilities, and Rockford Public Library’s staff. For comparison purposes, the responses were assigned a value from 1 to 5, where 1 indicated very satisfied and 5 indicated very dissatisfied. A weighted average was calculated for each statement. If every respondent indicated they were very satisfied, the weighted average would be 1.00, while if every respondent indicated they were very dissatisfied, the weighted average would be 5.00.

Given the statistical accuracy of the study (+/- 5.0%), care needs to be taken when interpreting the data. Any two weighted averages within 0.40 of each other are considered to be statistically equal. For example, staff (1.45) and facilities (1.57) have weighted averages within the 0.40 margin of error, and should be considered statistically equal. If the survey was executed again, it is possible that the order of these responses would be different.

<table>
<thead>
<tr>
<th>Satisfaction Ratings</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Weighted Averages</strong></td>
</tr>
<tr>
<td>Staff</td>
</tr>
<tr>
<td>Facilities</td>
</tr>
<tr>
<td>Programs &amp; Services</td>
</tr>
</tbody>
</table>

Source: Rockford Public Library 2012 Community Survey, questions 26-28
The 263 respondents who had visited Rockford Public Library, and/or accessed Rockford Public Library online, were asked to indicate whether they were very satisfied, somewhat satisfied, neither satisfied nor dissatisfied, somewhat dissatisfied, or very dissatisfied with Rockford Public Library’s staff. The majority of respondents (92.0%) indicated they were either very satisfied or somewhat satisfied with Rockford Public Library’s staff.

The four respondents who were somewhat dissatisfied with Rockford Public Library’s staff were asked to indicate why. Responses included:

- Cannot help a lot
- Does not keep place quiet, book carts are too loud
- Library card, had trouble with address change and new card
- Where the computers are when somebody comes in and doesn’t know how to use them, the staff is loud

Demographic categories with a significantly lower weighted average indicating they were more satisfied with the staff included: age 45-54 (1.30), lived in ZIP code 61104 (1.25), and household income $75,000-$99,999 (1.17).

There were no demographic categories with a significantly higher weighted average indicating they were less satisfied with the staff.

There was a strong correlation among respondents between the satisfaction with Rockford Public Library’s staff and the following areas:

- Satisfaction with programs and services provided by Rockford Public Library
- Satisfaction with Rockford Public Library’s facilities

The more respondents were satisfied with Rockford Public Library’s staff, the more likely they were to be satisfied with the areas listed above.

There was a moderate correlation among respondents between the satisfaction with Rockford Public Library’s staff and the importance of items that could be checked out. The more satisfied respondents were with Rockford Public Library’s staff, the more likely they were to feel items that could be checked out were important.
Rate satisfaction with Rockford Public Library’s facilities
(263 respondents — 1.57 weighted average)

The 263 respondents who had visited Rockford Public Library, and/or accessed Rockford Public Library online, were asked to indicate whether they were very satisfied, somewhat satisfied, neither satisfied nor dissatisfied, somewhat dissatisfied, or very dissatisfied with Rockford Public Library’s facilities. The majority of respondents (91.3%) indicated they were either very satisfied or somewhat satisfied with Rockford Public Library’s facilities.

The eight respondents who were somewhat dissatisfied with Rockford Public Library’s facilities were asked to indicate why. Responses included:

- Cannot run the computers
- More private areas
- Need handicapped clerks
- Need more study rooms
- Not quiet enough
- Not the best facilities
- Parking, fix the change machine
- Too loud, no quiet areas

Demographic categories with a significantly lower weighted average indicating they were more satisfied with the facilities included: household income $50,000-$74,999 (1.39).

There were no demographic categories with a significantly higher weighted average indicating they were less satisfied with the facilities.

There was a strong correlation among respondents between the satisfaction with Rockford Public Library’s facilities and the satisfaction with Rockford Public Library’s staff. The more respondents were satisfied with Rockford Public Library’s facilities, the more likely they were to be satisfied with Rockford Public Library’s staff.

There was a moderate correlation among respondents between the satisfaction with Rockford Public Library’s facilities and the satisfaction with the programs and services provided by Rockford Public Library. The more respondents were satisfied with Rockford Public Library’s facilities, the more likely they were to be satisfied with the programs and services provided by Rockford Public Library.
Rate satisfaction with programs and services provided by Rockford Public Library
(263 respondents — 1.65 weighted average)

The 263 respondents who had visited Rockford Public Library, and/or accessed Rockford Public Library online, were asked to indicate whether they were very satisfied, somewhat satisfied, neither satisfied nor dissatisfied, somewhat dissatisfied, or very dissatisfied with programs and services provided by Rockford Public Library. The majority of respondents (87.0%) indicated they were either very satisfied or somewhat satisfied with programs and services provided by Rockford Public Library.

The two respondents who were somewhat dissatisfied with programs and services provided by Rockford Public Library were asked to indicate why. Responses included:

Availability
Does not provide programs for different ethnic groups

There were no demographic categories with a significantly lower weighted average indicating they were more satisfied with the programs and services.

Demographic categories with a significantly higher weighted average indicating they were less satisfied with the programs and services included: household income $150,000 and over (2.25).

There was a strong correlation among respondents between the satisfaction with the programs and services provided by Rockford Public Library and the satisfaction with Rockford Public Library’s staff. The more respondents were satisfied with the programs and services provided by Rockford Public Library, the more likely they were to be satisfied with Rockford Public Library’s staff.

There was a moderate correlation among respondents between the satisfaction with the programs and services provided by Rockford Public Library and the following areas:

- Importance of programs for adults and children
- Satisfaction with Rockford Public Library’s facilities

The more respondents were satisfied with the programs and services provided by Rockford Public Library, the more likely they were to feel programs for adults and children were important, and the more likely they were to be satisfied with Rockford Public Library’s facilities.
All 420 respondents were asked to indicate the most important thing that Rockford Public Library does for the community. Eighty-one respondents were unsure. Other responses included:

**Children**
- Books for children (4 respondents)
- Programs for children (3 respondents)
- Good for kids (2 respondents)
- Good place for kids to go (2 respondents)
- Provides a place for children (2 respondents)
- A place for children, shelter for homeless
- Available activities for children
- Children aspect
- Children reading
- For kids, looking up things and studying
- Gives kids a place to go and stay off the streets
- Gives my kid a place to go
- Gives our kids books
- Gives the kids somewhere to go study, use computers, and rent movies
- Gives younger people any material to learn
- Good for school-aged students
- Keep kids off the streets
- Kick-off for summer and awards for kids
- Kids’ materials for people who can’t afford
- Kids’ programs
- Knowledge learning for children
- Offers opportunity for children
- Opportunities for children to read
- Provide services for children
- Provides easy access for children
- Provides fantastic programs for children
- Provides materials for kids
- Reading for the children helps students
- Reading, kids, games
- Services for kids
- Student supplies
- Supply books for children
- Wonderful programs for children, challenged-minds knowledge

**Computers/Internet**
- Computer access to technology
- Computers
- Computers for kids to help with homework, people have access to things
- For the underprivileged who do not have a computer
- Information, computers, books
- Internet and printing things off computers
- Internet, books
- It gives us the opportunity to checkout materials and use computers
- Lots of locations, Internet access
- Provide access to computers
- Use Internet, use books, free for everyone, it’s a good thing
**Free Access**
Access to information (5 respondents)
Gives books (4 respondents)
Free books (3 respondents)
Access for all citizens
Access to books
Access to books and resources
Access to books, good for the kids
Access to books, information, Internet, free for everyone
Access to computers
Access to educational materials
Access to history and knowledge
Access to information for everybody
Access to lots of information and books
Accessibility
Allows access to many
Allows anyone to have access to books
Allows everyone to checkout books
Allows people who cannot afford things to checkout things
Available to everyone
Being available
Being open
Free
Free information and tools to anyone who needs them
Free stuff for everyone
Give books for knowledge
Gives access to books and media that some people otherwise wouldn’t have
Gives community free books
Gives out good books
Gives people books
Gives people place to read and information
Gives people resources, technology
It is free and available for everyone
Let's children read for free
Letting us borrow books
Offering free services
People can go for free to look for books
People have access to books without having to buy them
Personal reference
Provide access to information
Provide access to information for free
Provides access for reading materials
Provides access to a lot of books and information, service for community
Provides access to resources
Provides accessible resources to everyone
Provides free access
Provide free services and facilities

**Helpful**
Go look for jobs, schooling, college
Good for the young people, and older people like to get books too
Good place to read
Good resource for everyone
Helpful - continued
Great for information, mostly for students and younger generation
Great place to research
Great resource
Great resource for the community, invaluable
Having an available library, keep branches
Having books available
Having material available and it’s free
Help kids with school
Help people in the community learn
Help people learn
Help us find books, movies, stuff like that
Helps community a lot
Helps educate children
Helps kids with literacy
Helps older and people without computers, references
Helps provide education for young and old
Helps students, gives children a place to read
Helps to teach the community
Helps with research
I think it helps the students for a place to study
Keeps classes going, children read
Keeps historical value of written books
Keeps kids off the streets, great resource for the public
Keeps people out of trouble, use the facility to study and learn
Learning materials available for all ages
Lets me use the things I don’t have
Make information available
Makes information accessible

Opportunities
Provide books (4 respondents)
Provide information (4 respondents)
Offer a lot of programs
Offer books
Offer reading materials for those who can’t afford it
Offer resources for research
Offers a lot of services
Offers access to lots of information
Offers books for reading
Offers people a place to hang out
Offers people the ability to loan items
Offers reading materials
Offers source for knowledge
Opportunities for those who cannot afford to buy books
Place of culture, people can grow
Provide books and education
Provide education
Provide great family time, enjoy reading
Provide location to obtain materials
Provide places for people to access knowledge
Provide services to community
Provide the services of the library
Provides a tactile experience for the community
Opportunities - continued
Provides access for community and participates in local events
Provides periodicals, music
Provides place for materials/information
Provides source of research for population
Provides things for people who cannot afford it
Reading center for community

Programs
Have good programs for people
Participate in events of all kinds
Programs
Programs for adults and children
Programs for business
Programs for community, beneficial, good for college students
Programs for everyone
Puts on events, programs
Reading programs
Reading programs for youth
Youth programs

Provides Education
Access to knowledge (2 respondents)
Provides free knowledge (2 respondents)
Educate people, allow access to materials
Educate youth
Educated people
Educates kids to be interested in books
Educates people
Education center for learning
Education for kids
Education materials people couldn’t get otherwise
Education, reading, some children can’t afford to buy books
Place to read and learn
Place to study for students
Provides a place for children to study
Provides a place for learning and imagination
Provides a place to gain knowledge
Provides a place to learn
Provides a place to study
Provides a resource of knowledge
Provides a source for personal knowledge
Provides a source for reading and learning
Provides alternative learning
Provides an educational outlet
Provides education
Provides education and services for those who cannot afford it
Provides educational options for many citizens, place to be
Provides, so they can learn
Provides opportunities for education
Provides Materials
Provides materials (10 respondents)
Provides books (9 respondents)
Books (8 respondents)
Provides reading materials (7 respondents)
Books to checkout (4 respondents)
Provides information (4 respondents)
Provides free materials (2 respondents)
Provides information to everyone (2 respondents)
Provides materials for everyone (2 respondents)
Books and research
Books and services
Books for people
Materials and books
Materials available
Provide materials and references
Provide materials for citizens of Rockford
Provide opportunity to access materials
Provides books and research materials
Provides books and videos for everybody
Provides books for reading
Provides books people don’t have
Provides free reference material and variety of books
Provides free research and information to everyone
Provides good reading material
Provides goods
Provides literature and opportunity
Provides materials for community for free
Provides materials for kids and adults
Provides valuable materials
Providing current information
Providing educational materials and opportunities
Providing information
Rent books for school
Research and books to checkout
Research materials
Supplies with reading material, those without computer with access
Supply people with books

Resources
Information (4 respondents)
Provides resources (4 respondents)
Resources (4 respondents)
Provides resources for people (2 respondents)
Collect and store information, archive, keep records
Community resource center
Provides good resources
Provides resources for kids and students
Research access
Research opportunities
Resource and provides a resource for my brother who has special needs
Resource for education
Resources - continued
Resource for people
Resource for students, books, materials
Resource of knowledge and receive help
Resources for underprivileged kids
Resources for young people
Resources from books and Internet use
Resources wouldn’t otherwise have

Miscellaneous
Brings families a place to be together
Center for knowledge available for everyone
Clean
Community service
Draws parents and children together
Engaging, books, study
For people to read
Hours are good
I don’t know what our community would be like without the library
Important to read to grow
Just be there
Just go there, sit and read and spend time with yourself
Many different types of books
Quality library
Really important
Take his tax money, not a positive thing
Their availability
Things for people to look up
Recommendation:

- One-fourth of current patrons (26.1%) indicated current hours of operation did not meet their needs, with most wanting more hours. However, when non-users of the library were asked why they did not use Rockford Public Library, not a single person said it was because of the hours of operation. Rockford Public Library should carefully examine current usage of the library when setting hours of operation, as reducing hours may reduce the usage of the library, while adding hours will not necessarily increase usage of the library.

Importance: The frequency and time of visits to the library can differ significantly, as some patrons may only visit once a year, while others may visit more frequently, perhaps for a monthly program or meeting. It is important to understand not only when and how frequently patrons visit, but also what they checkout at the library. By using this information, it is possible to segment and analyze the use and needs of patrons, so that the library is opened and staffed appropriately.
Research: The 263 respondents who had visited Rockford Public Library, and/or accessed Rockford Public Library online, were asked which Rockford Public Library branches they used most often. Over three-fourths of respondents (83.6%) indicated they used the main library (55.5%) or the East library (28.1%). The chart totals more than 100%, as respondents could give more than one response.

The 260 respondents who indicated which Rockford Public Library branches they used most often were then asked to indicate why they used those branches most often. Respondents could give more than one response. Responses included:

- **East**
  - Closest (45 respondents)
  - Convenient (8 respondents)
  - Unsure (3 respondents)
  - Class goes there
  - Clean
  - Close to home
  - Easier to get to
  - Familiar with it
  - Has books
  - It’s the handiest
  - Knows the librarians
  - Like layout
  - Live close by, church on 11th
  - Location

- **Lewis Lemon**
  - Closest
  - Right across the street

- **Main Library**
  - Closest (65 respondents)
  - Convenient (32 respondents)
  - Close to home (8 respondents)
  - Biggest (6 respondents)
  - Unsure (5 respondents)
  - Big selection (4 respondents)
  - Close to work (2 respondents)
  - Genealogy research (2 respondents)

---

### Branches Used Most Often

<table>
<thead>
<tr>
<th>Branch</th>
<th>% Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Main library</td>
<td>55.5%</td>
</tr>
<tr>
<td>East</td>
<td>28.1%</td>
</tr>
<tr>
<td>Rockton Centre</td>
<td>12.5%</td>
</tr>
<tr>
<td>Rock River</td>
<td>5.3%</td>
</tr>
<tr>
<td>Montague</td>
<td>4.6%</td>
</tr>
<tr>
<td>Lewis Lemon</td>
<td>1.1%</td>
</tr>
<tr>
<td>Online access</td>
<td>0.8%</td>
</tr>
<tr>
<td>Refused</td>
<td>1.1%</td>
</tr>
</tbody>
</table>

Source: Rockford Public Library 2012 Community Survey, question 3

*Chart totals more than 100%, as respondents could give more than one response*
Main Library - continued
Size (2 respondents)
Better hours
Bigger
Can’t tell you why, just decided to go to that location
Close by and has books
Close to shops and church
Convenient, live on 6th street, very close
Favorite branch
Goes that direction
Good variety
Greater variety
Has best materials for research
Has more to offer
It’s pretty
Kids attend study time
Know how to get there
Large, kids like it
Like it better
Like the bigger downtown location
Location
More resources
Most familiar with
They have CDs
Usually near there
Volume of books
Volunteered there and parents did go there
Where they got card

Montague
Closest (4 respondents)
Close to home (3 respondents)
Convenient
Family employee
Just like it better
Place of employment

Online Access
Internet

Rock River
Closest (9 respondents)
Close to home (2 respondents)
Convenient
Neighborhood

Rockton Centre
Closest (19 respondents)
Convenient (4 respondents)
Unsure (2 respondents)
Close to work
Doesn’t matter, same, go to both Rockton and East
Goes there when main library does not have what they want
Rockton Centre - continued
Love it, computers and nice facility
Offers summer reading for kids
Right around the corner
Takes granddaughter there because it is bigger

Demographic categories with a significantly higher percentage of respondents who said they used the main library most often included: lived in ZIP code 61102 (80.8%) and African-American/black (73.2%).

Demographic categories with a significantly lower percentage of respondents who said they used the main library most often included: lived in ZIP code 61107 (43.8%) and lived in ZIP code 61108 (35.9%).
The 263 respondents who had visited Rockford Public Library, and/or accessed Rockford Public Library online, were asked how often they visited Rockford Public Library. Over half of respondents (52.5%) indicated they visited Rockford Public Library several times a year (2-11 times) (26.6%) or monthly (25.9%).

Demographic categories with a significantly higher percentage of respondents who said they visited the library several times a year included: had child age 15-18 (38.5%) and age 45-54 (36.7%).

Demographic categories with a significantly lower percentage of respondents who said they visited the library several times a year included: age 25-34 (32.6%).

<table>
<thead>
<tr>
<th>Frequency of Library Visits</th>
<th>% Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daily</td>
<td>1.5%</td>
</tr>
<tr>
<td>Weekly</td>
<td>19.0%</td>
</tr>
<tr>
<td>Monthly</td>
<td>25.9%</td>
</tr>
<tr>
<td>Several times a year (2-11 times)</td>
<td>26.6%</td>
</tr>
<tr>
<td>Once a year</td>
<td>11.4%</td>
</tr>
<tr>
<td>Less than once a year</td>
<td>7.6%</td>
</tr>
<tr>
<td>Never/Only use online access</td>
<td>6.8%</td>
</tr>
<tr>
<td>Unsure</td>
<td>1.1%</td>
</tr>
</tbody>
</table>

Source: Rockford Public Library 2012 Community Survey, question 4
The 245 respondents who had visited Rockford Public Library were asked if Rockford Public Library’s current hours of operation met their needs. Two-thirds of respondents (66.9%) indicated Rockford Public Library’s current hours of operation did meet their needs, while 26.1% of respondents indicated Rockford Public Library’s current hours of operation did not meet their needs.

The 64 respondents who indicated Rockford Public Library’s current hours of operation did not meet their needs were asked what days and/or hours would be better for them. Respondents could give more than one response. Three respondents were unsure. Other responses included:

**More Hours**
- Longer hours (6 respondents)
- Open more (3 respondents)
- All week
- Every day

**Open Early**
- Open earlier (15 respondents)
- Mornings (5 respondents)
- 7:30 a.m., Monday through Friday
- Early hours, 10 a.m. is best
- If East would open before noon
- Monday mornings

**Weekdays**
- Monday hours (2 respondents)
- 9 a.m. to 6 p.m., Monday through Friday
- Monday through Friday, 7 a.m. to 9 p.m.
- Monday through Friday, 9 a.m. - all day
- Weekdays
**Weekends**

Sunday hours (13 respondents)
Weekend hours (4 respondents)
Open Saturday
Open Sunday

**Miscellaneous**

Open later (3 respondents)
Can’t go to the library anyway
Can’t leave the house, so it doesn’t matter
Closed on Mondays
Have more consistent hours
Sometimes close at 12 p.m.
Too old for the library

Demographic categories with a significantly higher percentage of respondents who said Rockford Public Library’s current hours of operation met their needs included: lived in ZIP code 61101 (82.8%).

Demographic categories with a significantly lower percentage of respondents who said Rockford Public Library’s current hours of operation met their needs included: had child age 15-18 (56.0%) and lived in ZIP code 61108 (56.4%).
The 263 respondents who had visited Rockford Public Library, and/or accessed Rockford Public Library online, were asked which items they, or anyone in their family, had ever checked out or downloaded from Rockford Public Library. The majority of respondents (87.1%) had checked out books. Three-fourths of the respondents (77.6%) had checked out DVDs (38.4%), CDs (21.3%), or audio books (17.9%). The chart totals more than 100%, as respondents could give more than one response.

There were no demographic categories with a significantly higher or lower percentage of respondents who had checked out books from Rockford Public Library.

<table>
<thead>
<tr>
<th>Items Checked Out</th>
<th>% Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Books</td>
<td>87.1%</td>
</tr>
<tr>
<td>DVDs</td>
<td>38.4%</td>
</tr>
<tr>
<td>CDs</td>
<td>21.3%</td>
</tr>
<tr>
<td>Audio books</td>
<td>17.9%</td>
</tr>
<tr>
<td>Downloadable audio books</td>
<td>2.3%</td>
</tr>
<tr>
<td>Downloadable books</td>
<td>1.5%</td>
</tr>
<tr>
<td>Kindles/E-readers</td>
<td>1.1%</td>
</tr>
<tr>
<td>Playaways</td>
<td>1.1%</td>
</tr>
<tr>
<td>Downloadable music</td>
<td>0.8%</td>
</tr>
<tr>
<td>Downloadable videos</td>
<td>0.0%</td>
</tr>
<tr>
<td>None</td>
<td>9.1%</td>
</tr>
</tbody>
</table>

Source: Rockford Public Library 2012 Community Survey, question 15

*Chart totals more than 100%, as respondents could give more than one response*
This section of the report outlines the programs respondents attended at Rockford Public Library, what additional programs, or improvements, they would like Rockford Public Library to offer, and whether or not respondents would be willing to pay admission to programs. This section concludes with information on respondents’ use of technology, and whether they prefer printed or electronic materials.

Events & Programs ........................................................................ 36

Technology .................................................................................. 43
Recommendation:

Just under one-third (29.8%) of survey respondents who had visited Rockford Public Library had attended an event or class, with story time mentioned most frequently. When asked why they had not attended an event or class, some patrons indicated they did not know about them. Rockford Public Library may want to explore ways of communicating event and class information to reach additional patrons, and to reach those patrons who are requesting classes or events Rockford Public Library already offers or has offered in the past.

Importance: Events, classes, and programs are an important part of the services a library offers to the community, and some patrons come to the library just for events, classes, and programs. It is important to understand what patrons expect from events, classes, and programs at the library, and what events, classes and programs they may want the library to offer. There may also be community members who are unaware that the library offers events, classes, and programs, in which case increasing awareness of current events, classes, and programs may be more important than adding new events, classes, and programs.
Research: The 245 respondents who had visited Rockford Public Library were asked if they had ever attended programs for adults and children, such as: story time, book discussions, instructional programs, or free family entertainment. Over two-thirds of respondents (68.2%) indicated they had never attended programs for adults and children.

The 73 respondents who indicated they had attended programs for adults and children were asked what programs they attended. Respondents could give more than one response. Four respondents were unsure. Other responses included:

- Story time (32 respondents)
- Computer class (5 respondents)
- Children’s programs (3 respondents)
- Book discussions (2 respondents)
- Crafts (2 respondents)
- For the kids (2 respondents)
- Reading (2 respondents)
- Summer reading (2 respondents)
- Arthritis seminar
- Board meetings
- Books and Buddies
- Castle making
- Comedy shows
- Cooking
- Cooking for children
- Coupon seminar
- Digital photography
- Discussions, restaurant program, lectures
- English
- Everything
- Excel computer class
- Kids are older
- Kids’ programs
- Kids’ reading program
- Learning
- Lecture
- Many
- Read so many books, get tickets/points
- Reading
- Sit in and read, Harry Potter
- Summer reading for kids
- Teen programs
- Women League of Voters

Source: Rockford Public Library 2012 Community Survey, question 11
The 167 respondents who indicated they had never attended programs for adults and children were asked why. Respondents could give more than one response. Seventy respondents were unsure. Other responses included:

- Not interested (25 respondents)
- No time (20 respondents)
- Didn’t know about them (8 respondents)
- Doesn’t have children (4 respondents)
- Doesn’t care to (3 respondents)
- Kids are older (3 respondents)
- No reason (3 respondents)
- Doesn’t go anymore (2 respondents)
- Doesn’t go very often (2 respondents)
- Doesn’t need to (2 respondents)
- A long time ago
- Children are older and grandchildren live far away
- Didn’t use it
- Doesn’t have young kids
- Doesn’t meet needs
- Get books online
- Haven’t heard of anything
- Interested
- It’s been awhile since her kids were younger
- Just go and check books out
- Just haven’t
- Like personal time
- Never thought about it
- Never tried it
- Not recently
- Not yet
- Nothing appeals to me
- Old, does not participate in those
- Older, does not get out much
- Retired
- Senior citizen
- Son can’t sit still
- Son lives out of town
- The kids may, but not her
- Will in the future

Demographic categories with a significantly higher percentage of respondents who had never attended programs for adults and children included: rented home (78.8%), lived in ZIP code 61108 (79.5%), and male (78.2%).

Demographic categories with a significantly lower percentage of respondents who had never attended programs for adults and children included: had child age 5-11 (50.0%) and had child age 15-18 (56.0%).
The 73 respondents who indicated they had attended programs for adults and children were asked if they were satisfied with their program experience. The majority of respondents (98.6%) indicated they were satisfied with their program experience. One respondent was unsure.

There were no demographic categories with a significantly higher or lower percentage of respondents who were satisfied with their program experience.

The 245 respondents who had visited Rockford Public Library were asked what new programs, or improvements, they would like Rockford Public Library to offer. Over two-thirds of respondents (69.0%) indicated they were unsure. Respondents could give more than one response. Other responses included:

**Books**
- E-books (2 respondents)
- More books (2 respondents)
- Audio books
- Books that are not for teens, more in-depth books
- E-books, live out of area
- More current audio books
- More current selection
- More organized books
- More volume of bestselling books

**Computers**
- Longer computer time to fill-out job applications and homework
- Make the computer lab quieter
- More computers

**Don’t Close**
- Don’t close other branches
- Hope it doesn’t close
- Keep it open
- Stay open

Source: Rockford Public Library 2012 Community Survey, question 12
Events & Programs

**Hours of Operation**
- Longer hours (8 respondents)
- More hours (4 respondents)
- Open Sundays (3 respondents)
- Better hours
- Earlier hours
- Hours of operation
- Regular hours

**Programs**
- Computer classes - One Note, Word, programming (3 respondents)
- Adult comp in English
- Authors come to discuss works
- Book club
- Book nights
- Comedy shows
- Computer classes
- Eating healthy programs
- Family-focused book discussion
- For teens
- Informational programs
- More about books discussions
- More activities for younger kids
- More children’s programs
- More lectures
- More programs for kids
- More story time
- More youth programs
- Rockford historical events
- Spanish classes are good, they do a good job
- Video programs

**Satisfied/No Additions or Changes**
- Think they do a good job (2 respondents)
- Not really, good as is
- Very satisfied

**Miscellaneous**
- Advertising more
- Atmosphere, homeless people hang out there
- Auditorium used more often, let homeless people in
- Better lights in parking lot
- Don’t throw VCR tapes away
- Historical things
- Inter-library loans
- Like the used bookstore
- Like to change zoning for card
- Maintenance-efficient building
- More help
- Music
- Not so digital
- Offer as many services as possible for lower-income families
- Research database online
The 245 respondents who had visited Rockford Public Library were asked if they would be willing to pay admission to programs that the Rockford Public Library budget cannot support. Over two-thirds of respondents (70.6%) indicated they were either willing to pay admission (43.3%) or unsure (27.3%).

The 106 respondents who indicated they would be willing to pay admission to programs that the Rockford Public Library budget cannot support were asked to indicate what programs. Respondents could give more than one response. Thirty-one respondents were unsure. Other responses included:

- It depends (14 respondents)
- If interested (8 respondents)
- Any (7 respondents)
- Anything interesting (6 respondents)
- Computer classes (5 respondents)
- For children (4 respondents)
- Depends on price (3 respondents)
- Kids’ programs (2 respondents)
- Nominal if any interest (2 respondents)
- Story time (2 respondents)
- Any lecture
- Anything, authors, plays, etc.
- Author or movie
- Authors’ discussions
- Book help
- But kids are older and I don’t use these things anymore
- Canoeing or kayaking
- Classes
- If it was a small fee
- If they can have the classes
- If they’re good
- Interesting ones
- Longer hours
- Money is kind of slow in the community
- More hours
- Motivates children for education
- Movie night
- One book tour
- Possibly
- Programs for children
- Reading programs for kids/summer program
- Speakers for Black History Month, Women’s History Month, Veterans Day, Memorial Day
- Taking out books
- Tutoring

Source: Rockford Public Library 2012 Community Survey, question 14
Events & Programs

The 72 respondents who indicated they would not be willing to pay admission to programs that the Rockford Public Library budget cannot support were asked why. Respondents could give more than one response. Twenty-three respondents were unsure. Other responses included:

- Doesn’t go to programs (31 respondents)
- Pay taxes (8 respondents)
- Already pay too much in taxes
- Already pays her taxes
- Budget
- Don’t care
- He couldn’t leave the house to get to them (disabled)
- Library should be free
- No need
- Not interested in them
- Not used enough
- Retired, unlikely
- Should be free

Demographic categories with a significantly higher percentage of respondents who were willing to pay admission to programs that the Rockford Public Library budget cannot support included: African-American/black (66.7%), age 55-64 (54.1%), lived in ZIP code 61101 (55.2%), and had child age 5-11 (56.8%).

There were no demographic categories with a significantly lower percentage of respondents who were willing to pay admission to programs that the Rockford Public Library budget cannot support.
Recommendation:

Most community members have access to the Internet (74.0%) and, of those with access to the Internet, 75.6% preferred reading printed materials versus electronic materials. Nearly all residents age 65 and over preferred printed reading materials (88.6%), while only 62.1% of residents age 25-34 preferred printed reading materials. Rockford Public Library will want to carefully monitor what technology patrons are using in the future, to be sure that e-books and technology offered by Rockford Public Library are meeting the changing needs of the community.

Importance: Libraries are faced with the challenge of keeping up with rapidly-changing technology when it comes to books and media. Understanding what technology community members have and use, and what technology they want the library to provide, is essential to allocate limited resources appropriately. Technology requires not only appropriate facilities and space for the technology, but also knowledgeable staff to help patrons use the technology.
**Research:** The 245 respondents who had visited Rockford Public Library were asked if they, or their family, use the computers or Internet when they visit Rockford Public Library, other than to search for materials. Over half of respondents (60.4%) indicated they did not use the computers or Internet, other than to search for materials.

Demographic categories with a significantly higher percentage of respondents who said they, or their family, did not use the computers or Internet when they visited Rockford Public Library, other than to search for materials, included: age 65+ (75.0%), lived in ZIP code 61108 (71.8%), and lived in ZIP code 61103 (78.6%).

Demographic categories with a significantly lower percentage of respondents who said they, or their family, did not use the computers or Internet when they visited Rockford Public Library, other than to search for materials, included: African-American/black (25.5%), age 25-34 (50.0%), had child age 5-11 (45.5%), rented home (46.2%), and lived in ZIP code 61101 (41.4%).

All 420 respondents were asked if they had access to the Internet. Three-fourths of respondents (74.0%) indicated they did have access to the Internet, while 26.0% did not.

Demographic categories with a significantly higher percentage of respondents who had access to the Internet included: age 18-24 (90.4%), age 25-34 (88.0%), lived in ZIP code 61109 (87.5%), had child age 15-18 (88.2%), and household income $75,000-$99,999 (94.4%).

Demographic categories with a significantly lower percentage of respondents who had access to the Internet included: age 65+ (44.3%), lived in ZIP code 61101 (60.7%), lived in ZIP code 61104 (51.7%), and household income below $35,000 (60.0%).
The 311 respondents who had access to the Internet were asked if they use an electronic device to read e-books. One-fourth of respondents (25.7%) indicated they did use an electronic device to read e-books, while 74.3% did not.

Demographic categories with a significantly higher percentage of respondents who did not use an electronic device to read e-books included: age 65+ (91.4%).

Demographic categories with a significantly lower percentage of respondents who did not use an electronic device to read e-books included: age 25-34 (62.1%).

The 311 respondents who had access to the Internet were also asked if they had checked out free e-books and e-readers from Rockford Public Library, or downloaded electronic materials from Rockford Public Library’s Web site. Under one-tenth of respondents (6.2%) had checked out free e-books and e-readers from Rockford Public Library, and/or downloaded electronic materials from Rockford Public Library’s Web site.

### Use of an Electronic Device

<table>
<thead>
<tr>
<th></th>
<th>% Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>25.7%</td>
</tr>
<tr>
<td>No</td>
<td>74.3%</td>
</tr>
</tbody>
</table>

Source: Rockford Public Library 2012 Community Survey, question 33

### Checked Out E-Books/E-Readers

<table>
<thead>
<tr>
<th></th>
<th>% Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes, checked out from RPL</td>
<td>2.6%</td>
</tr>
<tr>
<td>Yes, downloaded from RPL’s Web site</td>
<td>2.3%</td>
</tr>
<tr>
<td>Both</td>
<td>1.3%</td>
</tr>
<tr>
<td>No</td>
<td>92.0%</td>
</tr>
<tr>
<td>Refused</td>
<td>1.9%</td>
</tr>
</tbody>
</table>

Source: Rockford Public Library 2012 Community Survey, question 34
The 286 respondents who indicated they had not checked out free e-books or e-readers from Rockford Public Library, or downloaded electronic materials from Rockford Public Library’s Web site, were asked why. Respondents could give more than one response. Ninety-seven respondents were unsure. Other responses included:

- Doesn’t have an electronic device (29 respondents)
- Didn’t know about it (27 respondents)
- No need (21 respondents)
- Doesn’t have an e-reader (9 respondents)
- Likes printed materials (9 respondents)
- Not interested (6 respondents)
- Doesn’t know how to (5 respondents)
- Doesn’t use e-books (5 respondents)
- Doesn’t use one (5 respondents)
- Not yet (4 respondents)
- Doesn’t care to (3 respondents)
- Doesn’t need it (3 respondents)
- Doesn’t want to (3 respondents)
- Get them elsewhere (3 respondents)
- No time (3 respondents)
- Plan on it (3 respondents)
- Can’t afford it (2 respondents)
- Doesn’t like e-books (2 respondents)
- Haven’t yet (2 respondents)
- Not that advanced yet (2 respondents)
- Only read books (2 respondents)
- Amazon
- Bad eyesight
- Book readers
- Busy year
- Can’t figure it out
- Didn’t know about it
- Do not care to
- Do not use them
- Doesn’t ever read, I’m ignorant
- Doesn’t go to library
- Doesn’t have much time
- Doesn’t like reading like that
- Doesn’t own device, but wants to get one
- Doesn’t read
- Doesn’t read electronically
- Doesn’t read for pleasure
- Doesn’t read much, just research
- Doesn’t use the library
- Doesn’t use Web site
- Doesn’t want to
- Get apps from home
- Go to library to use books, can get electronic books from home
- Going to try it soon
- Has her own
- Has own Internet
- Have not been there
- Have their own
Responses - continued
In wheelchair
Just doesn’t use library stuff ever
Just hasn’t had time yet
Just never tried it
Like paper books
Location won’t let her
Never accessed or used tools
Never has, but will in the future
Never have used before
Old, usually just take kids to library
Older
On iPad
Only two-week checkout periods
Plan on it in the future
Preoccupied
Read books still
Sister has a Kindle, but does not like to read personally
Use iPhone
Use other sites

There were no demographic categories with a significantly higher or lower percentage of respondents who had not checked out free e-books and e-readers from Rockford Public Library, or downloaded electronic materials from Rockford Public Library’s Web site.
The 311 respondents who had access to the Internet were asked if they preferred using printed materials or electronic materials for reading. Three-fourths of respondents (75.6%) indicated they preferred printed materials, while 11.9% preferred electronic materials.

Demographic categories with a significantly higher percentage of respondents who preferred using printed materials for reading included: age 65+ (88.6%), lived in ZIP code 61102 (86.2%), and lived in ZIP code 61109 (85.7%).

Demographic categories with a significantly lower percentage of respondents who preferred using printed materials for reading included: age 25-34 (62.1%).

Source: Rockford Public Library 2012 Community Survey, question 35
This section of the report outlines how much staff assistance, and what type of assistance, community members and library patrons need at Rockford Public Library.

Staff Assistance ................................................................. 50
Staff Assistance

Recommendation:

Just over one-third of Rockford Public Library patrons (38.0%) indicated that they never needed help at the library, which means the remaining two-thirds of all library patrons have required help. The most common requests for help were to find materials or books, and how to use computers or technology. Rockford Public Library will want to carefully consider how best to meet all patrons’ needs when staffing for personal assistance.

Importance: It is common for library patrons to require assistance while searching for books or movies, or while using the many types of technology available at a library. Understanding how often personal assistance is needed from library patrons, as well as what type of assistance is required, is important for staffing the library to meet patrons’ needs.
**Research:** The 245 respondents who had visited Rockford Public Library were asked how often they required personal help when they visited Rockford Public Library. Over half of respondents (58.4%) rarely required or never required help at Rockford Public Library.

Demographic categories with a significantly higher percentage of respondents who said they never required personal help when they visited Rockford Public Library included: had child age 5-11 (52.3%) and rented home (50.0%).

Demographic categories with a significantly lower percentage of respondents who said they never required personal help when they visited Rockford Public Library included: lived in ZIP code 61101 (24.1%) and age 45-54 (27.3%).

The 145 respondents who required personal help at Rockford Public Library every time, most times, sometimes, or rarely, were asked to indicate what reasons they required personal help at the library. Respondents could give more than one response. Ten respondents were unsure. Other responses included:

- Finding materials (57 respondents)
- Finding books (36 respondents)
- Computer help (7 respondents)
- If I can’t find something (3 respondents)
- Printing (3 respondents)
- Find something specific (2 respondents)
- Genealogy research (2 respondents)
- Internet (2 respondents)
- Ask about computers or DVDs
- Because he’s dumb
- Can’t find something on computers
- CDs
- Everything
- Finding information
- Finding locations
- Finding periodical
- Forget password
- Forgetting library card
- Height of the bookshelves
- Help with research
- Holiday items
- How to search for records
- If a book is unavailable

### Require Personal Help

<table>
<thead>
<tr>
<th>% Respondents</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Every time</td>
<td>10.6%</td>
</tr>
<tr>
<td>Most times</td>
<td>6.1%</td>
</tr>
<tr>
<td>Sometimes</td>
<td>22.0%</td>
</tr>
<tr>
<td>Rarely</td>
<td>20.4%</td>
</tr>
<tr>
<td>Never</td>
<td>38.0%</td>
</tr>
<tr>
<td>Unsure</td>
<td>2.9%</td>
</tr>
</tbody>
</table>

Source: Rockford Public Library 2012 Community Survey, question 9
Responses - continued
If they needed something
Learning
Literature locations
Locating things
Locating things or getting help using things
Locating topics
Looking for a special book
Looking for day care information, movies
Need help, especially on the computer
No time
References
Reserving materials
Search tips
Showed me how to use a Kindle
Tax time help and materials
Various reasons
One of the challenges every organization faces is staying within budget and funding for additional programs and events. This section of the report outlines respondents’ opinions on the importance of different areas, when it comes to funding priorities for Rockford Public Library.
**Recommendation:**

People who have visited Rockford Public Library felt the top funding priority was items you can checkout from the library, ahead of programs, technology, facilities, and electronic materials. But, there are differences in what patrons value, as younger patrons more highly value facilities and technology. Rockford Public Library will need to carefully evaluate how resource allocations may result in some patrons being better served, while others are not served as well.

**Importance:** Maintaining sufficient funding is a challenge for any library. Determining how to allocate limited resources and plan for the future is easier when the community is asked about their priorities. The importance of items that can be checked out, programs, technology, facilities, and electronic materials differs among users, which makes information about priorities essential to be able to best meet the needs of patrons in a variety of different demographic categories.
Research: The 263 respondents who had visited Rockford Public Library, and/or accessed Rockford Public Library online, were asked to rate the importance of different areas, when it comes to funding priorities for Rockford Public Library. For comparison purposes, the responses were assigned a value from 1 to 5, where 1 indicated very important and 5 indicated very unimportant. A weighted average was calculated for each statement. If every respondent indicated the area was very important, the weighted average would be 1.00, while if every respondent indicated the area was very unimportant, the weighted average would be 5.00.

Given the statistical accuracy of the study (+/- 5.0%), care needs to be taken when interpreting the data. Any two weighted averages within 0.40 of each other are considered to be statistically equal. For example, programs for adults and children (2.21) and facilities (2.25) have weighted averages within the 0.40 margin of error, and should be considered statistically equal. If the survey was executed again, it is possible that the order of these responses would be different.

<table>
<thead>
<tr>
<th>Funding Priorities</th>
<th>Weighted Averages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Items you can checkout</td>
<td>1.45</td>
</tr>
<tr>
<td>Programs for adults and children</td>
<td>2.21</td>
</tr>
<tr>
<td>Technology</td>
<td>2.21</td>
</tr>
<tr>
<td>Facilities</td>
<td>2.25</td>
</tr>
<tr>
<td>Electronic materials</td>
<td>2.68</td>
</tr>
</tbody>
</table>

Source: Rockford Public Library 2012 Community Survey, questions 18-22
Budget & Funding

Items you can checkout, such as: books, audio books, CDs, and DVDs
(260 respondents — 1.45 weighted average)

The 263 respondents who had visited Rockford Public Library, and/or accessed Rockford Public Library online, were asked when it comes to funding priorities whether they thought items they can checkout were very important, important, neither important nor unimportant, unimportant, or very unimportant. The majority of respondents (93.1%) felt items they can checkout were either very important or important.

There were no demographic categories with a significantly higher or lower weighted average.

There was a moderate correlation among respondents between the importance of items that could be checked out and the following areas:

- Importance of programs for adults and children
- Importance of technology
- Satisfaction with Rockford Public Library’s staff

The more respondents felt items that could be checked out were important, the more likely they were to feel programs for adults and children were important, and the more likely they were to feel technology was important. The more respondents felt items that could be checked out were important, the more likely they were to be satisfied with Rockford Public Library’s staff.

<table>
<thead>
<tr>
<th>Importance of Items You Can Checkout</th>
<th>% Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very important</td>
<td>62.7%</td>
</tr>
<tr>
<td>Important</td>
<td>30.4%</td>
</tr>
<tr>
<td>Neither important nor unimportant</td>
<td>3.8%</td>
</tr>
<tr>
<td>Unimportant</td>
<td>1.5%</td>
</tr>
<tr>
<td>Very unimportant</td>
<td>0.4%</td>
</tr>
<tr>
<td>Unsure</td>
<td>1.1%</td>
</tr>
</tbody>
</table>

Source: Rockford Public Library 2012 Community Survey, question 18
Programs for adults and children, such as: story time, book discussions, instructional programs, or free family entertainment
(260 respondents — 2.21 weighted average)

The 263 respondents who had visited Rockford Public Library, and/or accessed Rockford Public Library online, were asked when it comes to funding priorities whether they thought programs for adults and children were very important, important, neither important nor unimportant, unimportant, or very unimportant. Two-thirds of respondents (67.3%) felt programs for adults and children were either very important or important.

Demographic categories with a significantly lower weighted average indicating they rated programs as more important included: age 35-44 (1.94) and household income $50,000-$74,999 (1.92).

Demographic categories with a significantly higher weighted average indicating they rated programs as less important included: age 65+ (2.72) and male (2.45).

There was a strong correlation among respondents between the importance of programs for adults and children and the importance of technology. The more respondents felt programs for adults and children were important, the more likely they were to feel technology was important.

There was a moderate correlation among respondents between the importance of programs for adults and children and the following areas:

- Importance of items that could be checked out
- Importance of electronic materials
- Importance of facilities
- Satisfaction with programs and services provided by Rockford Public Library

The more respondents felt programs for adults and children were important, the more likely they were to feel items that could be checked out were important, the more likely they were to feel electronic materials were important, and the more likely they were to feel facilities were important. The more respondents felt programs for adults and children were important, the more likely they were to be satisfied with programs and services provided by Rockford Public Library.

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### Importance of Programs

<table>
<thead>
<tr>
<th>% Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very important</td>
</tr>
<tr>
<td>Important</td>
</tr>
<tr>
<td>Neither important nor unimportant</td>
</tr>
<tr>
<td>Unimportant</td>
</tr>
<tr>
<td>Very unimportant</td>
</tr>
<tr>
<td>Unsure</td>
</tr>
</tbody>
</table>

Source: Rockford Public Library 2012 Community Survey, question 20
Technology, such as: access to computers and the Internet, Playaways, Kindles/e-readers, and online access to Rockford Public Library
(260 respondents — 2.21 weighted average)

The 263 respondents who had visited Rockford Public Library, and/or accessed Rockford Public Library online, were asked when it comes to funding priorities whether they thought technology was very important, important, neither important nor unimportant, unimportant, or very unimportant. Two-thirds of respondents (68.1%) felt technology was either very important or important.

Demographic categories with a significantly lower weighted average indicating they rated technology as more important included: age 18-24 (1.70) and household income $50,000-$74,999 (1.92).

There were no demographic categories with a significantly higher weighted average indicating they rated technology as less important.

There was a strong correlation among respondents between the importance of technology and the importance of programs for adults and children. The more respondents felt technology was important, the more likely they were to feel programs for adults and children were important.

There was a moderate correlation among respondents between the importance of technology and the following areas:

- Importance of items that could be checked out
- Importance of electronic materials
- Importance of facilities

The more respondents felt technology was important, the more likely they were to feel the areas listed above were important.

<table>
<thead>
<tr>
<th>Importance of Technology</th>
<th>% Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very important</td>
<td>30.8%</td>
</tr>
<tr>
<td>Important</td>
<td>37.3%</td>
</tr>
<tr>
<td>Neither important nor unimportant</td>
<td>10.3%</td>
</tr>
<tr>
<td>Unimportant</td>
<td>20.2%</td>
</tr>
<tr>
<td>Very unimportant</td>
<td>0.4%</td>
</tr>
<tr>
<td>Unsure</td>
<td>1.1%</td>
</tr>
</tbody>
</table>

Source: Rockford Public Library 2012 Community Survey, question 21
Facilities, such as: study rooms, seating areas, meeting rooms, café, and signage
(259 respondents — 2.25 weighted average)

The 263 respondents who had visited Rockford Public Library, and/or accessed Rockford Public Library online, were asked were asked when it comes to funding priorities whether they thought facilities were very important, important, neither important nor unimportant, unimportant, or very unimportant. Two-thirds of respondents (66.6%) felt facilities were either very important or important.

Demographic categories with a significantly lower weighted average indicating they rated facilities as more important included: age 18-24 (1.44), lived with parent (1.50), and African-American/black (1.91).

Demographic categories with a significantly higher weighted average indicating they rated facilities as less important included: age 65+ (2.79).

There was a moderate correlation among respondents between the importance of facilities and the following areas:

- Importance of electronic materials
- Importance of programs for adults and children
- Importance of technology
- Age

The more respondents felt facilities were important, the more likely they were to feel electronic materials were important, the more likely they were to feel programs for adults and children were important, and the more likely they were to feel technology was important. The more respondents felt facilities were important, the more likely they were to be older in age.

<table>
<thead>
<tr>
<th>Importance of Facilities</th>
<th>% Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very important</td>
<td>23.6%</td>
</tr>
<tr>
<td>Important</td>
<td>43.0%</td>
</tr>
<tr>
<td>Neither important nor unimportant</td>
<td>16.7%</td>
</tr>
<tr>
<td>Unimportant</td>
<td>13.7%</td>
</tr>
<tr>
<td>Very unimportant</td>
<td>1.5%</td>
</tr>
<tr>
<td>Unsure</td>
<td>1.5%</td>
</tr>
</tbody>
</table>

Source: Rockford Public Library 2012 Community Survey, question 22
Electronic materials, such as: downloadable books, downloadable audio books, downloadable music, and downloadable videos  
(259 respondents — 2.68 weighted average)

The 263 respondents who had visited Rockford Public Library, and/or accessed Rockford Public Library online, were asked whether they thought electronic materials were very important, important, neither important nor unimportant, unimportant, or very unimportant. Half of respondents (52.1%) felt electronic materials were either very important or important.

Demographic categories with a significantly lower weighted average indicating they rated electronic materials as more important included: lived with parent (2.00) and Hispanic (1.78).

Demographic categories with a significantly higher weighted average indicating they rated electronic materials as less important included: age 65+ (3.40).

There was a moderate correlation among respondents between the importance of electronic materials and the following areas:

- Importance of programs for adults and children
- Importance of technology
- Importance of facilities

The more respondents felt electronic materials were important, the more likely they were to feel the areas listed above were important.

### Importance of Electronic Materials

<table>
<thead>
<tr>
<th>% Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very important</td>
</tr>
<tr>
<td>Important</td>
</tr>
<tr>
<td>Neither important nor unimportant</td>
</tr>
<tr>
<td>Unimportant</td>
</tr>
<tr>
<td>Very unimportant</td>
</tr>
<tr>
<td>Unsure</td>
</tr>
</tbody>
</table>

Source: Rockford Public Library 2012 Community Survey, question 19
The 263 respondents who had visited Rockford Public Library, and/or accessed Rockford Public Library online, were asked which of the five areas were most important to them: items they can checkout, electronic materials, programs, technology, or facilities. Almost three-fourths of respondents (73.4%) indicated the most important area to them was items they can checkout.

<table>
<thead>
<tr>
<th>Most Important Area</th>
<th>% Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Items you can checkout</td>
<td>73.4%</td>
</tr>
<tr>
<td>Facilities</td>
<td>7.2%</td>
</tr>
<tr>
<td>Technology</td>
<td>6.8%</td>
</tr>
<tr>
<td>Electronic materials</td>
<td>5.7%</td>
</tr>
<tr>
<td>Programs</td>
<td>1.5%</td>
</tr>
<tr>
<td>Unsure</td>
<td>5.3%</td>
</tr>
</tbody>
</table>

Source: Rockford Public Library 2012 Community Survey, question 23
This section of the report outlines the results for two questions about Rockford Public Library’s locations. The section begins with survey respondents’ preference for the number of locations versus the hours of operation, followed by whether or not they would be in favor of Rockford Public Library consolidating their three branches west of the river into one larger and better location.
Recommendation:

Just over one-third (36.1%) of the residents surveyed indicated they did not want Rockford Public Library to consolidate their three branches west of the river into one larger and better location. Nearly an equal percentage (33.1%) of residents supported consolidating the three branches into one location, while 30.8% of residents were unsure. Due to the statistical accuracy of the survey, these results should be considered equal, although there were significant differences in opinion by age and ZIP code. Rockford Public Library should carefully examine the needs of residents west of the river, as some of the reasons why residents were opposed to consolidating the branches were issues outside of the direct control of the library, such as public transportation.

Importance: Financial constraints make it necessary for libraries to make decisions and trade-offs related to customer service, such as the hours of operation or the number of locations. Each decision impacts the community, although not all members of the community will be impacted equally. To make the best decisions possible, libraries must consider the needs and desires of their residents.
Research: The 263 respondents who had visited Rockford Public Library, and/or accessed Rockford Public Library online, were told that Rockford Public Library currently maintains six locations at reduced hours with no Sunday hours at any location. Rockford Public Library can either continue to operate all six locations at the current reduced hours of operation or operate fewer locations with expanded hours. The respondents were then asked which they would prefer. Half of the respondents (53.2%) indicated they would prefer all six locations to continue operating at reduced hours, while 26.2% would prefer fewer locations with expanded hours.

There were no demographic categories with a significantly higher or lower percentage of respondents who would prefer that Rockford Public Library continue to operate all six locations at the current reduced hours of operation.
Consolidating Branches

The 263 respondents who had visited Rockford Public Library, and/or accessed Rockford Public Library online, were asked if they would be in favor of Rockford Public Library consolidating their three branches west of the river (Lewis Lemon, Montague, and Rockton Centre) into one larger and better location. Over one-third of respondents (36.1%) indicated they were not in favor of consolidating the three branches west of the river.

The 95 respondents who indicated they were not in favor of consolidating the three branches west of the river were asked to indicate why. Nine respondents were unsure. Other responses included:

**Accessibility/Transportation**
- Cuts down transportation (2 respondents)
- People have limited transportation (2 respondents)
- Too far away (2 respondents)
- Availability, too far apart
- Better to spread them out, so more people can go
- Different people may be unable to access it
- Everyone couldn’t access the library then
- Hard to get to one not in your neighborhood
- I don’t like the location, don’t want to travel really far for no reason
- It would be less accessible
- It would hurt the people in those neighborhoods
- Keep all locations, better to have more locations, it’s better access for kids
- Kids, transportation
- Less people would be able to go to the library
- Live near branches and there is no way to get public transportation elsewhere
- Locations need to be widespread for kids that do not have transportation
- More locations are better because more people have access
- Not very close to her house
- Numerous locations are better, not everyone has a car, and it’s more convenient
- People can’t get to anything, many people have poor transportation
- People in all areas need access to libraries
- People in different locations, easier access to more locations
- People in those areas may not have transportation to the new location
- People might not get to the new one
- People need access

Source: Rockford Public Library 2012 Community Survey, question 25
Accessibility/Transportation - continued
People need access to all locations, they are convenient for many neighborhoods
People who use those would stop going or wouldn’t be able to go anymore
Some people don’t have transportation
Someone would lose access to information
That area needs them, people can’t get to centralized location
Those neighborhoods deserve a library, since there is a lack of transportation
Transportation issues for poor people

Depends on Location
Depends on location (3 respondents)
Could be further away, depending on location
Like Rockton Centre and that location may be eliminated

Keep All Locations
All libraries get used
Better if there are more
Better to spread them out
Each location is important
Keep all the locations
Keep as many open with the longest hours possible, library funding should NOT be cut
Keep them all
Keep them open
Like them as is
More locations is best
Need locations
Need those to stay in the neighborhoods
Needs different locations
People need those
People use every branch
Shouldn’t be closing down anything
Those locations provide resources to people
Three branches for a reason

Miscellaneous
Inconvenient (4 respondents)
Unproductive (2 respondents)
Community needs space
Convenience for people
Definitely not
Different regions on West
Don’t bother, have problems
Give them a chance
I am a teacher and want children to have books all over
Inconvenient, less workers
Inconvenient, safe
More convenient hours
New remodeling
Not fair to these people
Not too sure if closing down locations is the answer
Opportunity for everyone
Other people have to get to it
Separate facilities
Miscellaneous - continued

The locations
Those are the people who need it most
Too busy
Too cluttered
Unnecessary
Want people to use these services

Demographic categories with a significantly higher percentage of respondents who would not be in favor of Rockford Public Library consolidating their three branches west of the river (Lewis Lemon, Montague, and Rockton Centre) into one larger and better location included: did not have children (62.7%), age 55-64 (52.5%), lived in ZIP code 61102 (53.8%), lived in ZIP code 61103 (51.2%), and household income $75,000-$99,999 (47.8%).

Demographic categories with a significantly lower percentage of respondents who would not be in favor of Rockford Public Library consolidating their three branches west of the river (Lewis Lemon, Montague, and Rockton Centre) into one larger and better location included: age 25-34 (20.9%), age 35-44 (26.0%), and had child age 5-11 (24.4%).
This section of the report outlines how respondents heard about Rockford Public Library’s programs and services, and how they would prefer to receive information from Rockford Public Library. Also outlined in this section is information on whether or not respondents visited Rockford Public Library’s Web site and if they found what they were looking for on the Web site.

Communication Methods .......................................................... 70
Recommendation:

There is not one method of communication that will reach all residents when communicating about Rockford Public Library. Rockford Public Library should continue to use multiple methods of communication, especially those that are more likely to reach and attract younger residents.

Importance: Libraries use a variety of methods to communicate with the community, from traditional media to social media. There is not one communication method, however, that will reach everyone in the community. Many residents still learn about the library from the local newspaper, but more and more often, what people know about the library comes from what their friends, neighbors, and co-workers tell them. Therefore, it is important for libraries to understand where and how people are seeing their message currently, and their preferred methods for receiving information from the library.
Research: The 263 respondents who had visited Rockford Public Library, and/or accessed Rockford Public Library online, were asked to indicate how they heard about Rockford Public Library’s programs and services. One-fourth of respondents (24.7%) indicated they heard about Rockford Public Library’s programs and services by word-of-mouth, followed by 19.4% who found out through the local newspaper. The chart totals more than 100%, as respondents could give more than one response.

Thirty-nine respondents gave other responses not listed in the chart. Respondents could give more than one response. Responses included:

- Does not hear about them (6 respondents)
- Flyer (4 respondents)
- Posters (4 respondents)
- School (4 respondents)
- Just know (3 respondents)
- Brother goes all the time
- Church
- Commercials
- Day care
- Employed
- Grandchildren
- In mail for day care
- Kids’ schools
- Know people who work there
- Library app on Xbox
- Library guide
- Library posters
- Local media
- NPR
- School district
- School paper
- Stuff they send home with kids
- Through school
- Wife
- Work in school

<table>
<thead>
<tr>
<th>Hear About Rockford Public Library</th>
<th>% Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Word-of-mouth</td>
<td>24.7%</td>
</tr>
<tr>
<td>Local newspaper</td>
<td>19.4%</td>
</tr>
<tr>
<td>At the Library</td>
<td>15.2%</td>
</tr>
<tr>
<td>Mail</td>
<td>5.7%</td>
</tr>
<tr>
<td>Web site</td>
<td>5.3%</td>
</tr>
<tr>
<td>Television</td>
<td>4.9%</td>
</tr>
<tr>
<td>E-mail</td>
<td>2.7%</td>
</tr>
<tr>
<td>PSAs</td>
<td>2.7%</td>
</tr>
<tr>
<td>Facebook page</td>
<td>1.1%</td>
</tr>
<tr>
<td>Phone call</td>
<td>0.8%</td>
</tr>
<tr>
<td>Explorer e-newsletter</td>
<td>0.4%</td>
</tr>
<tr>
<td>Other</td>
<td>14.8%</td>
</tr>
<tr>
<td>Unsure</td>
<td>14.8%</td>
</tr>
</tbody>
</table>

Source: Rockford Public Library 2012 Community Survey, question 16

*Chart totals more than 100%, as respondents could give more than one response
Demographic categories with a significantly higher percentage of respondents who heard about Rockford Public Library’s programs and services through word-of-mouth included: African-American/black (35.7%) and lived in ZIP code 61101 (35.3%).

Demographic categories with a significantly lower percentage of respondents who heard about Rockford Public Library’s programs and services through word-of-mouth included: age 45-54 (15.0%), age 65+ (18.6%), lived in ZIP code 61103 (18.6%), and lived in ZIP code 61107 (14.6%).

The 263 respondents who had visited Rockford Public Library, and/or accessed Rockford Public Library online, were asked how they would prefer to receive information from Rockford Public Library. One-fifth of respondents (20.5%) indicated they would prefer to receive information by e-mail, followed by 18.3% who would prefer to receive information by mail.

Twenty-three respondents (8.7%) gave other responses not listed in the chart. Responses included:

- Being at the library (8 respondents)
- Doesn’t want information (6 respondents)
- TV (3 respondents)
- Going to the library
- Library billboards
- Library bulletin board
- Local TV
- Radio
- School

Demographic categories with a significantly higher percentage of respondents who would prefer to receive information from Rockford Public Library by e-mail included: had child age 15-18 (34.6%) and age 18-24 (40.7%).

There were no demographic categories with a significantly lower percentage of respondents who would prefer to receive information from Rockford Public Library by e-mail.

<table>
<thead>
<tr>
<th>Prefer to Receive Information</th>
<th>% Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>E-mail</td>
<td>20.5%</td>
</tr>
<tr>
<td>Mail</td>
<td>18.3%</td>
</tr>
<tr>
<td>Local newspaper</td>
<td>15.6%</td>
</tr>
<tr>
<td>Web site</td>
<td>10.3%</td>
</tr>
<tr>
<td>Word-of-mouth</td>
<td>6.8%</td>
</tr>
<tr>
<td>Facebook page</td>
<td>1.5%</td>
</tr>
<tr>
<td>Phone call</td>
<td>1.5%</td>
</tr>
<tr>
<td>PSAs</td>
<td>0.8%</td>
</tr>
<tr>
<td>Text message</td>
<td>0.8%</td>
</tr>
<tr>
<td>Explorer e-newsletter</td>
<td>0.4%</td>
</tr>
<tr>
<td>Other</td>
<td>8.7%</td>
</tr>
<tr>
<td>Unsure</td>
<td>14.8%</td>
</tr>
</tbody>
</table>

Source: Rockford Public Library 2012 Community Survey, question 17
The 311 respondents who indicated they had access to the Internet were asked if they had visited Rockford Public Library's Web site. Over two-thirds of respondents (70.1%) indicated they were either unsure or had never visited Rockford Public Library's Web site, while about one-third of respondents (29.9%) indicated they had visited Rockford Public Library's Web site.

Demographic categories with a significantly higher percentage of respondents who had not visited Rockford Public Library's Web site included: age 18-24 (78.7%) and lived in ZIP code 61101 (83.8%).

There were no demographic categories with a significantly lower percentage of respondents who had not visited Rockford Public Library's Web site.

The 93 respondents who indicated they had visited Rockford Public Library’s Web site were then asked if they found what they were looking for. The majority of respondents (91.4%) indicated they did find what they were looking for when they visited Rockford Public Library’s Web site, while 8.6% were either unsure or did not find what they were looking for.

The seven respondents who indicated they did not find what they were looking for were asked to indicate why. Two respondents were unsure. Other responses included:

- Hard to get into the music section
- Login is confusing
- Make it easier to renew a book
- Not typing it in right
- Search engine is bad

There were no demographic categories with a significantly higher or lower percentage of respondents who found what they were looking for on Rockford Public Library’s Web site.
<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Project Overview</td>
<td>77</td>
</tr>
<tr>
<td>Survey Methodology</td>
<td>79</td>
</tr>
<tr>
<td>Respondent Profile</td>
<td>81</td>
</tr>
<tr>
<td>2012 Community Survey</td>
<td>85</td>
</tr>
<tr>
<td>Perspectives Consulting Group, Inc.</td>
<td>89</td>
</tr>
</tbody>
</table>
Rockford Public Library requested that Perspectives Consulting Group, Inc. assist them in gaining an understanding of how the community perceives their services, as well as measuring the awareness of their programs and services. They plan on using the information collected from the 2012 Community Survey to provide their community with desired programs and services, and to modernize their operations.

The 2012 Community Survey results provide Rockford Public Library with the knowledge and understanding necessary to answer these questions:

- How many people are aware of Rockford Public Library and their programs and services?
- Who uses Rockford Public Library, and why do they use Rockford Public Library?
- What programs and services do Rockford Public Library patrons use?
- Who does not use Rockford Public Library, and why don’t they use Rockford Public Library?
- What programs and services do patrons and community members desire from Rockford Public Library?
- What information is the community looking for from Rockford Public Library?
- Do Rockford Public Library’s branches or hours of operation meet community needs?
Rockford Public Library requested that Perspectives Consulting Group, Inc. develop a survey of community members in the Rockford, Illinois area. This survey provided an understanding of the opinions and perceptions of Rockford Public Library among community members. Based on the ideas and concerns of the board and management of Rockford Public Library, Perspectives Consulting Group, Inc. created a community survey instrument to meet accepted survey practices.

The Rockford Public Library 2012 Community Survey included 43 questions about the needs facing library patrons; library usage; programs and technology; staff assistance; budgets and funding; facilities; marketing and communication; and demographics of the community members who completed the survey. The question formats included: yes/no, open-ended, fill-in-the-blanks, and pre-defined questions. The survey was developed based on input from Rockford Public Library. Perspectives Consulting Group, Inc. assembled and ordered the survey questions.

The population surveyed was specifically limited to residents who lived in Rockford, Illinois and were over the age of 18. The survey interviewing took place in July and August 2012 during evening hours between 6 p.m. and 9 p.m. A survey pretest was completed with no difficulties or problems noted. A total of 6,818 telephone calls were made in order to obtain the 420 completions.

Based on the total number of survey completions, a confidence level and confidence interval can be calculated. In statistical terms, the confidence level is the likelihood that, if the survey were replicated, the results would be the same. The confidence level for this survey is 95.0%, meaning that 95 times out of 100 this survey would produce substantially the same results as achieved this time.

The confidence interval is the range that any answer could vary from the actual value. This is the “±/− xxx percent” margin of error value that pollsters reference. In this case, the Rockford Public Library 2012 Community Survey had a confidence interval of ±/− 5.0%. Therefore, the answers provided are within plus or minus 5.0% of the actual value. When comparing the responses from any two questions, any difference of less than 10.0% needs to be examined carefully, since statistically the difference could be considered negligible.
Research: Of the 420 respondents surveyed, 52.4% were female and 47.6% were male.

Gender of Respondents

![Gender Pie Chart]

Source: Rockford Public Library 2012 Community Survey, question 43

Age of Respondents

<table>
<thead>
<tr>
<th>Age Range</th>
<th>% Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>18 to 24</td>
<td>12.4%</td>
</tr>
<tr>
<td>25 to 34</td>
<td>17.9%</td>
</tr>
<tr>
<td>35 to 44</td>
<td>17.6%</td>
</tr>
<tr>
<td>45 to 54</td>
<td>18.3%</td>
</tr>
<tr>
<td>55 to 64</td>
<td>15.0%</td>
</tr>
<tr>
<td>65 and over</td>
<td>18.8%</td>
</tr>
</tbody>
</table>

Source: Rockford Public Library 2012 Community Survey, question 38

All 420 respondents were asked to indicate their age. The ages were pretty evenly distributed among respondents, with the highest age range being age 65 and over at 18.8%. The lowest age range was 18 to 24 at 12.4%.
The 420 respondents were asked to indicate their primary ethnic background. Over two-thirds of respondents (69.0%) indicated they were Caucasian/white. Eighteen percent (18.8%) indicated they were African-American/black, while 8.3% indicated they were Hispanic or Asian. Four respondents (1.0%) gave other responses, which included:

- Italian
- Mixed
- Native American
- Non-Hispanic

All 420 respondents were asked to indicate the range that best represents their total household income before taxes. Close to two-thirds of respondents (63.8%) indicated their household income was under $75,000. Of those respondents, 26.2% indicated their household income was under $35,000. One-fifth of respondents (21.4%) refused to provide their household income.
All 420 respondents were asked to indicate whether they rent or own their home. Over two-thirds of respondents (70.5%) indicated they owned their home, while one-fifth of respondents (21.9%) indicated they rented their home. Three percent of respondents (3.6%) indicated they lived with a parent. Six respondents (1.4%) gave other responses, which included:

- Just moved into a new house
- Live with boyfriend
- Neither
- Parsonage
- Personal
- Senior home

The 420 respondents were also asked what ZIP code they live in. Close to two-thirds of respondents (63.7%) indicated they lived in one of the following four ZIP codes: 61107 (17.1%), 61103 (16.9%), 61108 (15.2%), and 61101 (14.5%). Four other ZIP codes were named including: 61105, 61106, 61125, and 61126.

### Own or Rent Home

<table>
<thead>
<tr>
<th></th>
<th>% Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Own</td>
<td>70.5%</td>
</tr>
<tr>
<td>Rent</td>
<td>21.9%</td>
</tr>
<tr>
<td>Live with parent</td>
<td>3.6%</td>
</tr>
<tr>
<td>Other</td>
<td>1.4%</td>
</tr>
<tr>
<td>Unsure</td>
<td>2.6%</td>
</tr>
</tbody>
</table>

Source: Rockford Public Library 2012 Community Survey, question 39

### ZIP Code of Respondents

<table>
<thead>
<tr>
<th>ZIP Code</th>
<th>% Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>61101</td>
<td>14.5%</td>
</tr>
<tr>
<td>61102</td>
<td>9.0%</td>
</tr>
<tr>
<td>61103</td>
<td>16.9%</td>
</tr>
<tr>
<td>61104</td>
<td>6.9%</td>
</tr>
<tr>
<td>61107</td>
<td>17.1%</td>
</tr>
<tr>
<td>61108</td>
<td>15.2%</td>
</tr>
<tr>
<td>61109</td>
<td>7.6%</td>
</tr>
<tr>
<td>61114</td>
<td>4.3%</td>
</tr>
<tr>
<td>Other</td>
<td>4.7%</td>
</tr>
<tr>
<td>Refused</td>
<td>3.6%</td>
</tr>
</tbody>
</table>

Source: Rockford Public Library 2012 Community Survey, question 40
The 420 respondents were asked if they had, or were responsible for, any children 18 years of age or younger. Three-fourths of respondents (74.0%) indicated they did not have children. Of the respondents who indicated they had, or were responsible for, children 18 years of age or younger, 13.3% had children age 5 to 11. The chart totals more than 100%, as respondents could have, or be responsible for, more than one child.

<table>
<thead>
<tr>
<th>Responsible for Children</th>
<th>% Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>No, do not have children</td>
<td>74.0%</td>
</tr>
<tr>
<td>Preschool or younger (under 5 years old)</td>
<td>8.1%</td>
</tr>
<tr>
<td>Kindergarten through 5th grade (age 5 to 11)</td>
<td>13.3%</td>
</tr>
<tr>
<td>6th grade through 8th grade (age 12 to 14)</td>
<td>7.1%</td>
</tr>
<tr>
<td>9th grade through 12th grade (age 15 to 18)</td>
<td>8.1%</td>
</tr>
</tbody>
</table>

Source: Rockford Public Library 2012 Community Survey, question 37

*Chart totals more than 100%, as respondents could give more than one response
Good afternoon/evening, my name is ______________________. I am calling on behalf of Rockford Public Library for the library's 2012 Community Survey. This brief survey will become an important part of Rockford Public Library's planning efforts in the future.

1. Have you visited Rockford Public Library, or accessed Rockford Public Library online, within the past year?
   [ 1 ] Yes – skip to Q. 3
   [ 3 ] Both – skip to Q. 3
   [ 4 ] No – Refused

2. Have you ever visited Rockford Public Library, or accessed Rockford Public Library online?
   [ 1 ] Yes, visited Rockford Public Library
   [ 2 ] Yes, accessed Rockford Public Library online
   [ 3 ] Both
   [ 4 ] No – Refused
   [ 5 ] Refused

3. Which Rockford Public Library branches do you use most often? (Check ALL that apply)
   AND WHY? ______________________________________
   __________________________________________________
   __________________________________________________
   __________________________________________________

4. How often do you visit Rockford Public Library? (Read choices/Check only ONE)
   [ 1 ] Daily
   [ 4 ] Several times a year (2-11 times)
   [ 5 ] Once a year
   [ 6 ] Less than once a year
   [ 7 ] Never
   [ 8 ] Unsure

5. Do Rockford Public Library’s current hours of operation meet your needs?
   [ 1 ] Yes
   [ 2 ] No, what days and/or hours would be better for you? _____
   [ 3 ] Unsure

6. What is the primary reason you or your family visit Rockford Public Library? (Do not read choices/Check only ONE)
   [ 1 ] Read
   [ 2 ] Checkout materials
   [ 3 ] Use a computer
   [ 6 ] View exhibits
   [ 7 ] Interact with others
   [ 8 ] Meetings
   [ 9 ] Programs
   [ 10 ] Seeking information
   [ 12 ] Study
   [ 13 ] Other: ___________________
   [ 14 ] Unsure

7. Are there any other reasons you or your family visit Rockford Public Library? (Do not read choices/Check ALL that apply)
   [ 1 ] Read
   [ 2 ] Checkout materials
   [ 3 ] Use a computer
   [ 6 ] View exhibits
   [ 7 ] Interact with others
   [ 8 ] Meetings
   [ 9 ] Programs
   [ 10 ] Seeking information
   [ 12 ] Study
   [ 13 ] Other: ___________________
   [ 14 ] Unsure

8. Other than to search for materials, do you or your family use the computers or Internet when you visit Rockford Public Library?
   [ 1 ] Yes
   [ 2 ] No
   [ 3 ] Unsure

9. How often do you require personal help when you visit Rockford Public Library – every time, most times, sometimes, rarely, or never?
   [ 1 ] Every time
   [ 2 ] Most times
   [ 3 ] Sometimes
   [ 4 ] Rarely
   [ 6 ] Unsure – skip to Q. 11

10. For what reasons do you need personal help at the library?
    [ 1 ] Yes, what programs?
    [ 2 ] No, why not? _____________________
    [ 3 ] Unsure – skip to Q. 11

11. Have you ever attended programs for adults and children, such as: story time, book discussions, instructional programs, or free family entertainment?
    [ 1 ] Yes
    [ 2 ] No, why not?
    [ 3 ] Unsure

12. Were you satisfied with your program experience?
    [ 1 ] Yes
    [ 2 ] No
    [ 3 ] Unsure

Are you an adult over the age of 18? [ ] Yes – Continue survey
   [ ] No – Ask if an adult is available and repeat opening

Tel. Number: __________________________
Interviewer: ___________________________
Date/Time: ___________________________
### 2012 Community Survey

#### 13. What new programs, or improvements, would you like Rockford Public Library to offer?

<table>
<thead>
<tr>
<th></th>
<th>Very important</th>
<th></th>
<th>Important</th>
<th></th>
<th>Neither important nor unimportant</th>
<th></th>
<th>Unimportant</th>
<th></th>
<th>Very unimportant</th>
<th></th>
<th>Unsure</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Yes, what programs?</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<td></td>
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<tr>
<td>2</td>
<td>No, why not?</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>3</td>
<td>Unsure</td>
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</tbody>
</table>

#### 14. Would you be willing to pay admission to programs that the Rockford Public Library budget cannot support?

<table>
<thead>
<tr>
<th></th>
<th>Very important</th>
<th></th>
<th>Important</th>
<th></th>
<th>Neither important nor unimportant</th>
<th></th>
<th>Unimportant</th>
<th></th>
<th>Very unimportant</th>
<th></th>
<th>Unsure</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Yes</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>2</td>
<td>No, why not?</td>
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<td>Unsure</td>
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</tbody>
</table>

#### 15. Which of the following items have you, or anyone in your family, ever checked out or downloaded from Rockford Public Library: (Read choices/Check ALL that apply)

<table>
<thead>
<tr>
<th></th>
<th>Books</th>
<th></th>
<th>Downloadable books</th>
<th></th>
<th>Audio books</th>
<th></th>
<th>Downloadable audio books</th>
<th></th>
<th>CDs</th>
<th></th>
<th>Downloadable music</th>
<th></th>
<th>DVDs</th>
<th></th>
<th>Downloadable videos</th>
<th></th>
<th>Playaways</th>
<th></th>
<th>Kindles/E-readers</th>
<th></th>
<th>None</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Yes</td>
<td></td>
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<td></td>
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<tr>
<td>2</td>
<td>No, why not?</td>
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<td>Unsure</td>
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</tbody>
</table>

#### 16. How do you hear about Rockford Public Library’s programs and services? (Read choices if necessary/Check ALL that apply)

<table>
<thead>
<tr>
<th></th>
<th>Word-of-mouth</th>
<th></th>
<th>E-mail</th>
<th></th>
<th>Phone call</th>
<th></th>
<th>Mail</th>
<th></th>
<th>Other:</th>
<th></th>
<th>Unsure</th>
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<tbody>
<tr>
<td>1</td>
<td>Yes</td>
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<td>No, why not?</td>
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</tbody>
</table>

#### 17. How would you prefer to receive information from Rockford Public Library? (Read choices if necessary/Check only ONE)

<table>
<thead>
<tr>
<th></th>
<th>Word-of-mouth</th>
<th></th>
<th>E-mail</th>
<th></th>
<th>Phone call</th>
<th></th>
<th>Mail</th>
<th></th>
<th>Other:</th>
<th></th>
<th>Unsure</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Yes</td>
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<td>2</td>
<td>No, why not?</td>
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<td>3</td>
<td>Unsure</td>
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</tbody>
</table>

When it comes to funding priorities for Rockford Public Library, how important are each of the following to you – very important, important, neither important nor unimportant, unimportant, or very unimportant:

#### 18. Items you can checkout, such as: books, audio books, CDs, and DVDs

<table>
<thead>
<tr>
<th></th>
<th>Very important</th>
<th></th>
<th>Important</th>
<th></th>
<th>Neither important nor unimportant</th>
<th></th>
<th>Unimportant</th>
<th></th>
<th>Very unimportant</th>
<th></th>
<th>Unsure</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Yes</td>
<td></td>
<td></td>
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<tr>
<td>2</td>
<td>No, why not?</td>
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</tbody>
</table>

#### 19. Electronic materials, such as: downloadable books, downloadable audio books, downloadable music, and downloadable videos

<table>
<thead>
<tr>
<th></th>
<th>Very important</th>
<th></th>
<th>Important</th>
<th></th>
<th>Neither important nor unimportant</th>
<th></th>
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#### 20. Programs for adults and children, such as: story time, book discussions, instructional programs, or free family entertainment

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#### 21. Technology, such as: access to computers and the Internet, Playaways, Kindles/E-readers, and online access to Rockford Public Library

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#### 22. Facilities, such as: study rooms, seating areas, meeting rooms, café, and signage

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#### 23. Of the five things I just read to you, which is most important to you: items you can checkout, electronic materials, programs, technology, or facilities? (Check only ONE)

<table>
<thead>
<tr>
<th></th>
<th>Items you can checkout</th>
<th></th>
<th>Electronic materials</th>
<th></th>
<th>Technology</th>
<th></th>
<th>Facilities</th>
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#### 24. Due to budget and financial constraints, Rockford Public Library currently maintains six locations at reduced hours with no Sunday hours at any location. Rockford Public Library can either continue to operate all six locations at the current reduced hours of operation OR operate fewer locations with expanded hours. Which would you prefer: (Read choices)

<table>
<thead>
<tr>
<th></th>
<th>Continue to operate all six locations at reduced hours</th>
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<th>Operate fewer locations with expanded hours</th>
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<th>Unsure</th>
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<td>Yes</td>
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#### 25. Would you be in favor of Rockford Public Library consolidating their three branches west of the river (Lewis Lemon, Montague, and Rockton Centre) into one larger and better location?

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<th></th>
<th>Yes</th>
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<th>No, why not?</th>
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For each of the following, please indicate whether you are very satisfied, somewhat satisfied, neither satisfied nor dissatisfied, somewhat dissatisfied, or very dissatisfied:

#### 26. Programs and services provided by Rockford Public Library

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<tr>
<th></th>
<th>Very satisfied</th>
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<th>Somewhat satisfied</th>
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<th>Neither satisfied nor dissatisfied</th>
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<th>Somewhat dissatisfied</th>
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<td>Somewhat dissatisfied, why?</td>
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<td>Very dissatisfied, why?</td>
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</table>
2012 Community Survey

27. Rockford Public Library’s facilities
[3] Neither satisfied nor dissatisfied

28. Rockford Public Library’s staff
[3] Neither satisfied nor dissatisfied

29. What is the primary reason you have NOT visited Rockford Public Library, or accessed Rockford Public Library online?

30. Do you have access to the Internet?

31. Have you visited Rockford Public Library’s Web site?
[3] Unsure – skip to Q. 33

32. If they visited the Web site - Did you find what you were looking for?
[3] Unsure

33. Do you use an electronic device to read e-books?
[3] Refused

34. Have you checked out free e-books and e-readers from Rockford Public Library OR downloaded electronic materials from Rockford Public Library’s Web site? (Read choices)
[1] Yes, checked out from RPL
[2] Yes, downloaded from RPL’s Web site
[3] Both
[4] No, why not?
[5] Refused

35. Do you prefer using printed materials or electronic materials for reading?
[3] Unsure

36. What is the most important thing Rockford Public Library does for the community?

In order to use this information, we need to know a little bit about you,....

37. Do you have, or are you responsible for, any children 18 years of age or younger? (Check ALL that apply)
[1] No, do not have children
[2] Preschool or younger (under 5 yrs. old)
[4] 6th-8th grade (age 12-14)
[5] 9th-12th grade (age 15-18)
[6] Refused

38. What is your age? (Read choices)
[7] Refused

39. Do you own or rent your home?
[4] Unsure

40. What is your ZIP code?

41. What is your primary ethnic background? (If they hesitate, read choices)
[5] Other:
[6] Refused

42. Which range best represents your total household income before taxes? (Read choices)
[5] $100,000 to $149,999  [6] $150,000 and over
[7] Refused

This concludes our survey. Thank you very much for your time and participation. Have a good evening.

43. (Determine by voice) Gender of respondent
2012 Community Survey
Rockford Public Library
May 21, 2012 - August 22, 2012

Project Consultant: Gary M. Goscenski
Project Coordinator: Kasey McGill
Interviewing Manager: Meagan Hummel
Project Team Members: Hannah Brown, Ashley Gallagher, Kirsten Koefoed, Alex Malezewski, Katie McDonald, Phil McElfan, Emily Munerance, Kristin Robarge, Nathan Sabo, Raven Smith, Samantha Smith, Ashley Whitman, Jaclyn Young

Founded in 1987, Perspectives Consulting Group, Inc. provides market research and strategic planning to empower your mission and focus your vision. Using market research techniques, such as: e-mail/mail/telephone surveys, focus groups, and interviews, Perspectives Consulting Group, Inc. obtains the information necessary to make efficient and effective decisions, and plan for the future. Perspectives Consulting Group, Inc. also offers a full range of planning services, including strategic planning and feasibility studies, that are essential to succeed in today's marketplace.

Our primary focus is on meeting the needs of community foundations, educational organizations, faith-based organizations, nonprofit organizations, and United Ways.

We firmly believe and practice the following guiding philosophies:

- To provide the client with what they need, when they need it.
- To follow the simple process of listening, planning, researching, analyzing, evaluating, and reporting for each client and project.
- To treat each client’s situation as unique and individual, providing the best combination of services to meet the client’s needs.
- To maintain a state of involvement that allows clear, unbiased objectivity that ensures and protects the confidentiality of the client’s situation.

If you have questions or comments about this project, contact:

Project Consultant: Gary M. Goscenski
Phone: (269) 657-5400
E-mail: ggoscenski@perspec.com

Project Coordinator: Kasey McGill
Phone: (269) 657-5400
E-mail: kmcgill@perspec.com

Perspectives Consulting Group
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P.O. Box 496
Paw Paw, MI 49079