

Community Survey Results for Peter White Public Library

Survey Dates: March 25 - May 10, 2024

Analyzed by: Kristin Fontichiaro, University of Michigan School of Information
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This survey was conducted by the Post-Pandemic Public Library Project of the University of Michigan School of Information and made possible in part by the Library of Michigan and Library Services and Technology Act Funds from the Institute of Museum and Library Services.



Executive Summary

This report contains the results of a survey conducted March 25 - May 10, 2024, with 149 responses, primarily from active patrons. Analysis was conducted by the Post-Pandemic Public Library Project at the University of Michigan School of Information.

Key findings include:

- Over 96% of respondents are somewhat or very satisfied with the library; almost all have library cards. The respondents are disproportionately over age 70, which may not match with actual local demographics.
- Respondents describe the library building as beautiful and a respite; they classify the atmosphere as friendly, comfortable, and helpful. Respondents score the building with a 4.7 average rating out of 5.
- Borrowing physical materials and attending adult programs top library usage for these respondents.
- The library staff is highly valued, earning an average 4.7 out of 5 quality ranking for customer service and 4.6 out of 5 for materials selection.
- Like many resort areas, respondents are concerned with their community's economic strain and access to affordable housing. They worry about diminishing community cohesion and are eager for more gathering places and activities to do together.
- Respondents praise library programs and are eager for more; they still love physical materials and their presence in libraries, though some are eager for more digital choices.
- Many mourn the loss of Sunday hours, even though some acknowledge the financial difficulty of expanded hours.

A detailed analysis follows. When reviewing the analysis, keep in mind that this survey had a small number of responses and that most respondents are active library patrons. This means that while the information gathered is valuable, we cannot assume that the respondents' perspectives are representative of sentiment in the broader community or service area.

For more information about this project, contact nextlevelleadership@umich.edu.

Methods

The survey was available to patrons in English or Spanish, both as an online survey via the Qualtrics.com platform and in paper format. All responses received were in English. Survey questions were designed by the University of Michigan School of Information (UMSI) team in consultation with similar surveys from other Michigan and U.S. public libraries. The survey was open from March 25 - May 10, 2024. A total of 149 responses were received, which is not a representative sample for the overall service population, so we encourage you to be cautious and not assume that the results represent the thinking of the broader community.

The library was charged with the distribution of the survey via the library's online presence and social media channels and making paper copies available to patrons visiting the physical library.

Paper survey data was manually added to Qualtrics.com platform. Analysis was conducted by the UMSI team from May to September, 2024. Analysis of quantitative data was completed automatically within the Qualtrics platform and are represented in Part I of this report. Four questions called for open-ended responses, known as qualitative data. These responses were imported into the Dedoose.com platform and analyzed first with thematic analysis to identify overarching patterns and then via content analysis to determine patterns or trends in responses and are represented in Part II of this report.

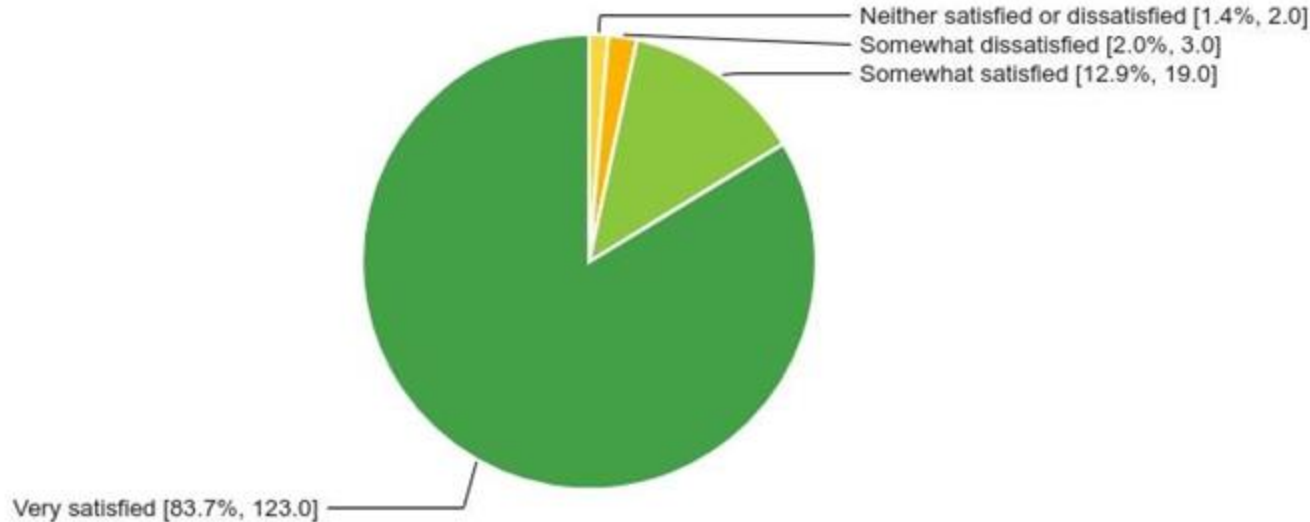
[A copy of the original data is available via Google Drive.](#)

Part I: Quantitative Analysis

High Overall Satisfaction with the Library

Responses to the question, “On a scale of 1 (not at all satisfied) to 5 (very satisfied), how satisfied are you with the library overall?”

147 Responses

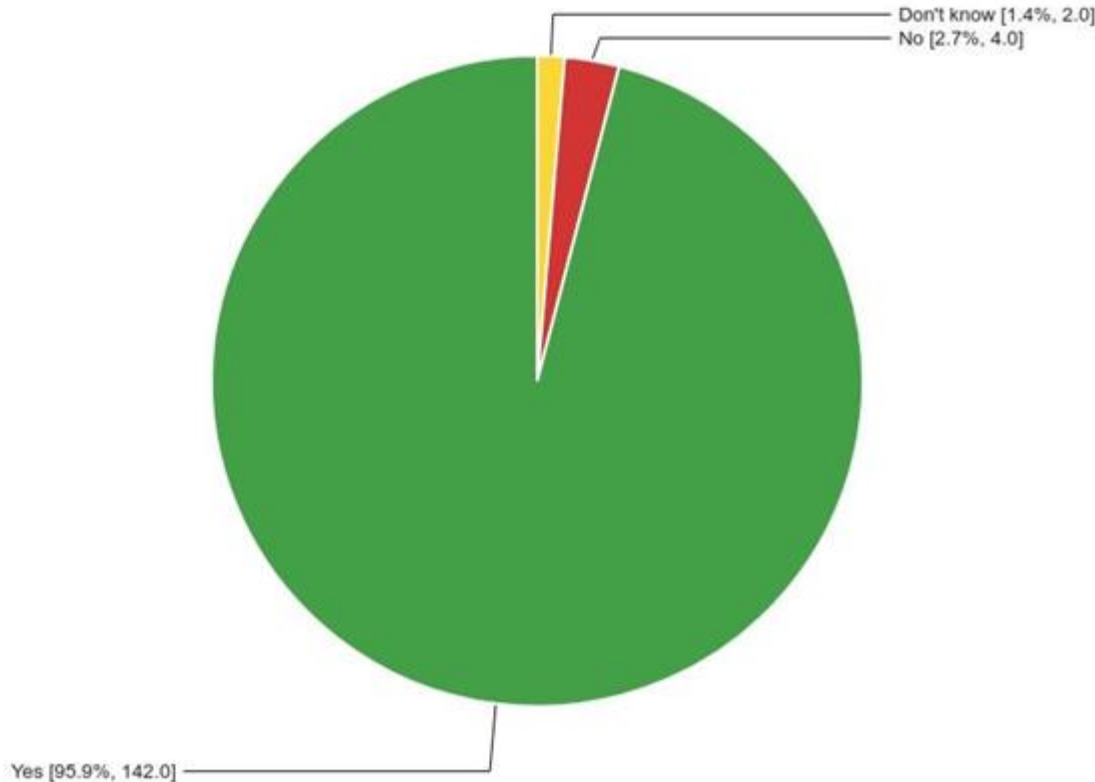


Observations:

- 96.6% of respondents are somewhat or very satisfied with the library.
- No one expressed dissatisfaction with the library.

Majority of Respondents Have Library Cards

Responses to the question, "Do you have a library card?"



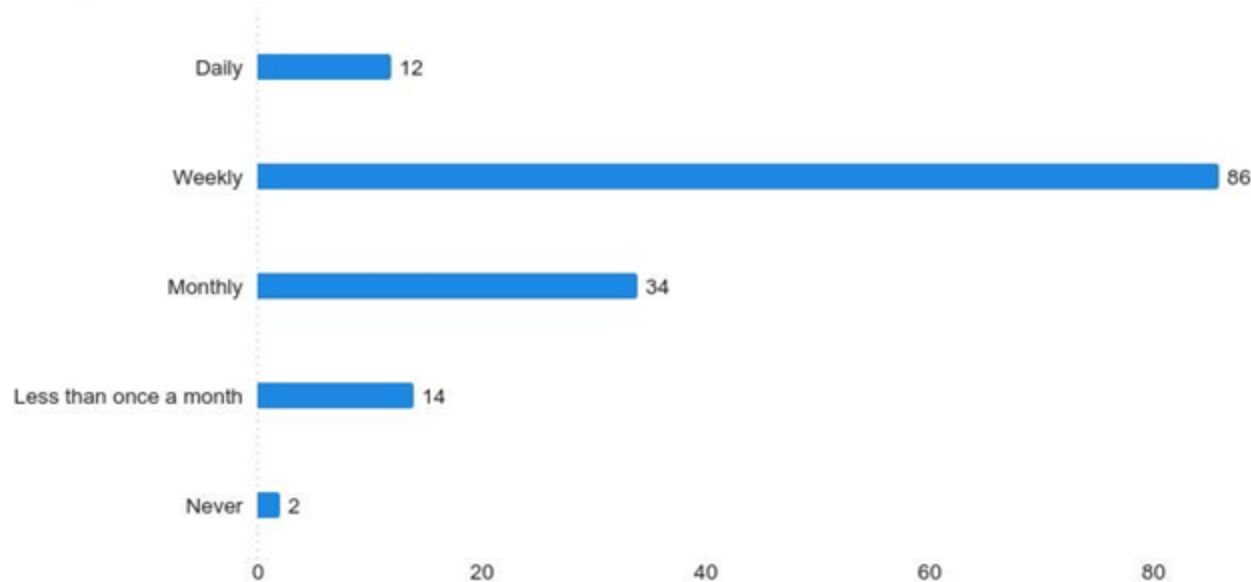
Observation:

- Note that nearly all who responded hold library cards. This means that survey data skews toward responses from those who already use the library.
- One should not assume that the responses presented here are representative of the broader community. More research is needed to uncover the views of those who do not currently use the library.

Most Respondents Visit Weekly

Responses to the question, “How often do you visit the library, check out materials, use its online resources, or attend library events?”

148 Responses



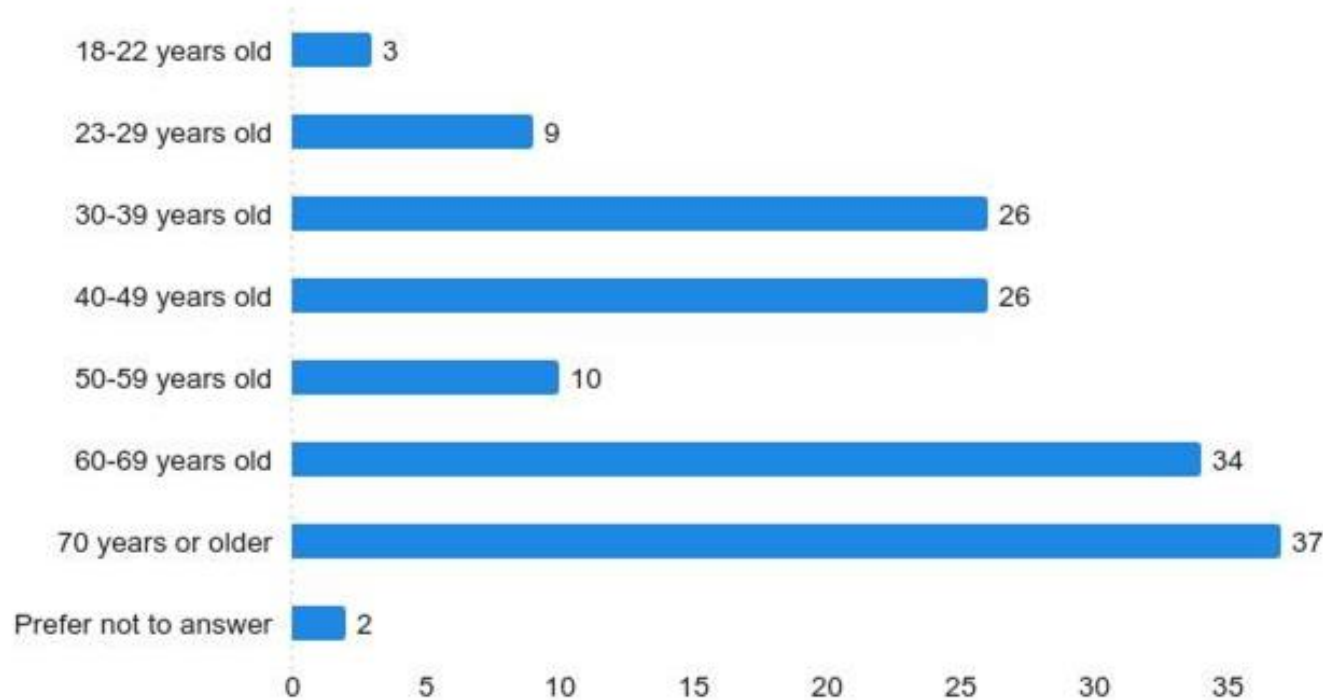
Observation:

- Note that the majority of your respondents are weekly visitors, so the perspectives of less-regular or seasonal visitors may be underrepresented in these findings.

Respondents May Skew Older Than Local Demographics

Responses to the question, "What is your age?"

147 Responses

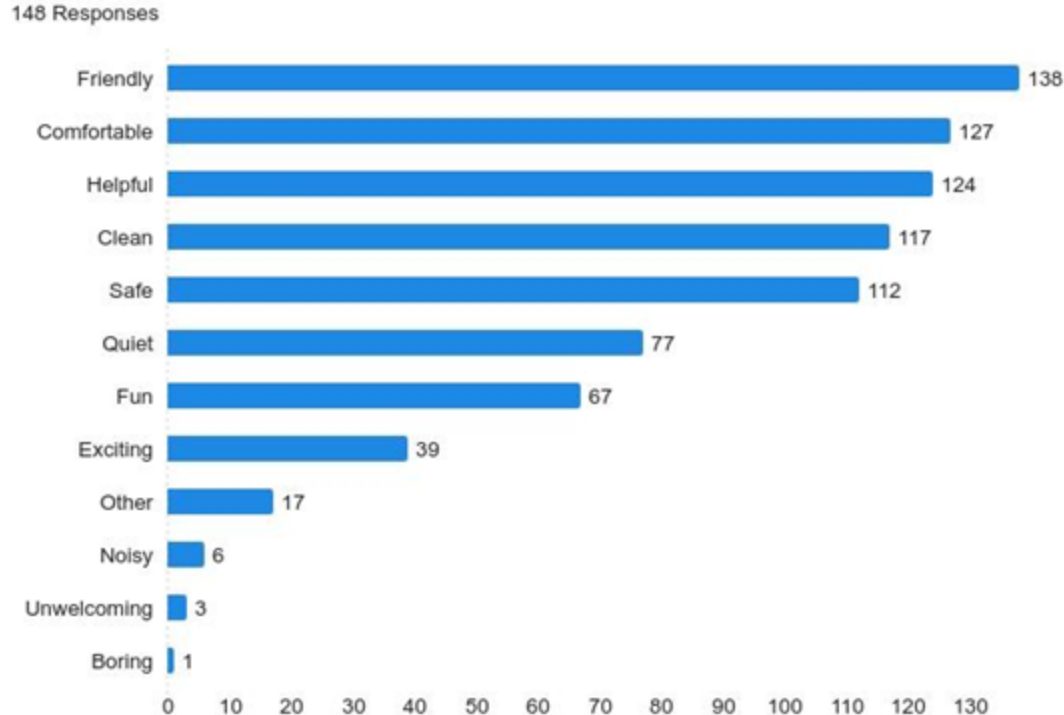


Observations:

- The survey was only to be taken by those 18 years of age or older.
- Just shy of half of respondents are over age 60, which may be disproportionate to the demographics in your community.

Friendly and Comfortable Atmosphere

Responses to the prompt, “Check all that describe the library’s atmosphere.”



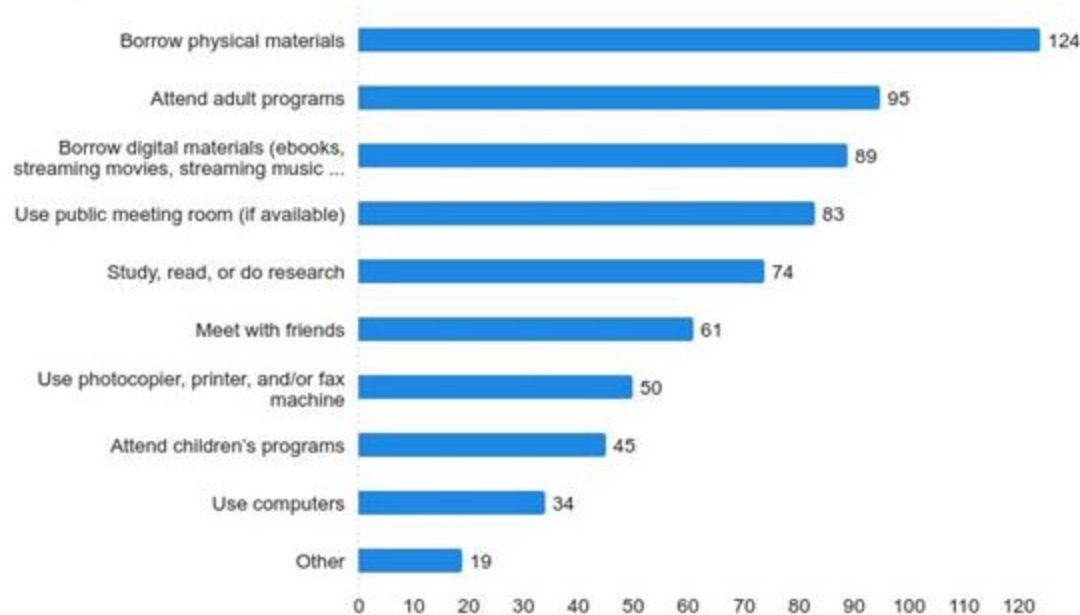
17 people marked “Other,” adding these comments:

- “Welcoming for families and children”
- “Something for every age”
- “Online”
- “I love the friends of Peter White book store.”
- “[A] community center”
- “[I]nteract w/ others, learn”
- “I love that it is a historical building still being used for its original purpose”
- “[H]osts educational programs”
- “[O]utstanding snow removal”
- “Beautiful and awesome!”
- “Diverse”
- “Community oriented”
- “Good parking”
- “Not enough shelves and books “
- “[H]appy place”
- “Welcoming”

Borrowing Physical Items and Adult Programs Top Library Use

Responses to the question, “What do you, or would you like to, use the library for?”

147 Responses



19 people marked “Other,” adding these comments:

- “Visit our library art galleries”
- “View art displays”
- “Visit gallery exhibits”
- “Visit Art gallery and exhibits”
- “[A]rt shows and theater and concerts”
- “Arts and culture room and auditorium for community events.”
- “Let the kids play”
- “Take grandkids”
- “Geneology (sic) research, events, view displays, accessibility at west entrance”
- “Staff as resource”
- “Digitally reading the New York Times”
- “Work”
- “Children play area”
- “Storytime”
- “Browse for book (that is, search for materials to borrow by browsing, not just going straight in to borrow something known to be wanted)”
- “Memory lab”
- “Online”
- “Local bulletins and the ‘free’ table”
- “Shop the Friends bookstore, attend booksales”

High Marks for the Quality of the Physical Collection

Responses to, “On a scale of 1 (poor) to 5 (excellent), how do you rate the quality of the following library services: Physical library collections (books, movies, video games, etc.).”

4.5

Average Score Out of 5

	1 = poor	2 = fair	3 = good	4 = very good	5 = Excellent
Percent	2.0%	2.0%	3.4%	26.5%	66.0%
Number Count (out of 147)	3	3	5	39	97

Observations:

- 92.5% of respondents described the quality of the physical collection as “very good” or “excellent.”
- 95.9% rated the quality of the digital collection as “good” or better.

Very Good Marks for the Quality of the Digital Collection

Responses to, “On a scale of 1 (poor) to 5 (excellent), how do you rate the quality of the following library services: Digital library collections (eBooks, streaming video, streaming music, etc.)”

4.2

Average Score Out of 5

	1 = poor	2 = fair	3 = good	4 = very good	5 = Excellent
Percent	2.3%	3.1%	11.6%	36.4%	46.5%
Number Count (out of 129)	3	4	15	47	60

Observations:

- 82.9% gave scores of 4/“very good” or 5/“excellent” to the digital collections, whereas 92.5% gave physical collections those scores. 18 fewer respondents answered this question.
- For future research, consider asking more questions about digital materials preferences, needs, use, and barriers to adoption.

Technology is Appreciated

Responses to, “On a scale of 1 (poor) to 5 (excellent), how do you rate the quality of the following library services: Technology (computers, printers, scan, and fax).”

4.3

Average Score Out of 5

	1 = poor	2 = fair	3 = good	4 = very good	5 = Excellent
Percent	1.6%	0.8%	16.1%	28.2%	53.2%
Number Count (out of 124)	2	1	20	35	66

Observations:

- 81.4% of respondents gave scores of 4/“very good” or 5/“excellent” to technology. It is notable that over 15% rated technology only “good.”
- In further surveys or patron conversations, it may be useful to further delve into how scores could be improved and satisfaction raised.

Library Programs and Events are Highly-Rated

Responses to, “On a scale of 1 (poor) to 5 (excellent), how do you rate the quality of the following library services: Library events & programs.”

4.5

Average Score Out of 5

	1 = poor	2 = fair	3 = good	4 = very good	5 = Excellent
Percent	1.4%	2.7%	9.6%	17.8%	68.5%
Number Count (out of 146)	2	4	14	26	100

Observations:

- 86.5% of respondents gave scores of 4/“very good” or 5/“excellent” to library programs and events.
- In future research or conversations with patrons, it may be useful to gather more information about perceived programming needs, availability, hours, and topics.

Staff's Customer Service is Outstanding

Responses to, "On a scale of 1 (poor) to 5 (excellent), how do you rate the quality of the following library services: Staff's customer service."

4.7

Average Score Out of 5

	1 = poor	2 = fair	3 = good	4 = very good	5 = Excellent
Percent	4.8%	0.7%	1.4%	9.0%	84.1%
Number Count (out of 145)	7	1	2	13	122

Observations:

- 93.1% of respondents scored customer service as "excellent."
- This is tied with Facilities as your highest-ranked category, a sign that investments in staff training and retention pay off for your patrons!

High Trust in Staff's Selection of Materials

Responses to, "On a scale of 1 (poor) to 5 (excellent), how do you rate the quality of the following library services: Staff's ability to select materials to include in the library collection."

4.6

Average Score Out of 5

	1 = poor	2 = fair	3 = good	4 = very good	5 = Excellent
Percent	0.7%	2.9%	0.7%	25.7%	69.9%
Number Count (out of 136)	1	4	1	35	95

Observations:

- At a time when library collections have been criticized at a national level, an average score of 4.6 out of 5 should be seen as a sign that the library's collection decision-making correlates strongly with respondents' wants and needs. Additionally, this is your second-ranked category.
- 95.6% of respondents reported that the staff's ability to select materials was "very good" or "excellent."
- Nearly 70% of respondents described the staff's ability to select materials as "excellent."

Building Facility Is Excellent

Responses to, “On a scale of 1 (poor) to 5 (excellent), how do you rate the quality of the following library services: Building facility and maintenance.”

4.7

Average Score Out of 5

	1 = poor	2 = fair	3 = good	4 = very good	5 = Excellent
Percent	2.1%	0.7%	2.7%	17.8%	76.7%
Number Count (out of 146)	3	1	4	26	112

Observations:

- This score ties with Customer Service as your top-ranked category, a sign of the value respondents place on your historic and well-maintained building.
- 94.5% ranked the building quality as “very good” or “excellent.”

Part II: Qualitative Analysis

Goals of Open-Ended Questions

The survey asked four open-ended questions (see Appendix A). The first two open-ended questions focused on community needs and desires:

- Complete the sentence: The biggest challenge my community is facing right now is...
- Complete the sentence: One thing that would make my community an even more amazing place to live would be...

These questions, while not specifically focused on the library, were designed to elicit responses to help the library inform its collections, services, and programs. The responses in the following pages should not be seen as a library's to-do list; the library leadership and board may find that some articulated needs are outside the scope, mission, budget, or capability of the institution. However, there may be some community wishes or needs that can be addressed, at least in part, by making changes to library collections, services, or programs.

The second pair of questions did focus directly on libraries:

- What is the best thing about your community's library?
- If you could change one thing about your community's library, what would it be?

These questions were intended to surface the everyday positives that occur in Michigan's libraries. Positive responses can be excerpted in social media posts, shared with staff and board at meetings to boost morale, and as an acknowledgement of the overall good work of the institution. The final question gives patrons a chance to suggest a change that would improve the library for them.

Major themes are shared, with accompanying quotes, in the pages that follow. Space precludes us from listing every response in this report; thus, a complete set of all open-ended responses can be found in the full spreadsheet linked at the end of this document.

Community Challenges: Major Themes

The survey received 112 responses to, “Complete the sentence: The biggest challenge my community is facing right now is...” The top three themes are listed here, with representative quotes added below.

Theme #1: Need for Affordable Housing (49 responses)

- “Affordable housing”
- “Housing affordability”
- “Housing shortage”
- “Housing problems”
- “Housing instability”
- “[Development pressures”

Theme #2: Economic Strain (34 responses)

- “It’s getting harder to live in Marquette (expenses are ever growing)”
- “[L]ack of city tax base”
- “Lack of affordable housing, low earning potential”
- “[F]unding public services because of Big Box tax evasion”
- “Lack of childcare and good paying jobs”

Theme #3: Concerns About Community Division; Desire for Civility and Acceptance (11 responses)

- “[B]ook banning & violations of intellectual freedom”
- “Lack of community feeling”
- “Dissolution of partnerships and family instability”
- “[P]olitical divisiveness” (x2)
- “2024 presidential election”
- “Loving and accepting each other”

Theme #4: Library Funding Concerns (7 responses)

- “Funding for public entities”
- “Funding”
- “[M]oney to afford adequate staffing”
- “[F]unding for extended hours”

Observations:

- We defined a theme as comprising at least 5% of the 112 received (5.6 responses). For all responses, see the linked dataset on the final page.
- We hypothesize that some respondents interpreted the question as being about the library, not the community.
- Some of the challenges are outside the mission of the library to address.
- Keep in mind that the responses may not be representative of the sentiments of the broader service population.

Wishes for the Community: Major Themes

The survey received 97 responses to, “Complete the sentence: One thing that would make my community an even more amazing place to live would be ... ” The top seven themes are listed here and on the following page, accompanied by representative quotes.

Theme #1: Affordable Housing (21 responses)

- “[M]ore affordable housing”
- “Outside of library's control - but homes for people to buy, to raise tax revenue, to pay for more events!”
- “Solving the housing issue for those in need”
- “[M]ore affordable housing for locals”
- “Reducing homelessness, fewer Airbnb's, more affordable long-term housing options for residents”

Theme #2: More Things to Do (20 responses)

- “More free education”
- “More cultural events from outside talent”
- “More free social activities for adults”
- “More homeschool opportunities for preK-5th grade”
- “Senior outreach”
- “More concerts at Mattson park in the summer”
- “More cultural amenities”

Theme #3 (tie): Gathering Places (11 responses)

- “Free outdoor community spaces with children’s activities”
- “More on-the-water opportunities (sic)”
- “Free outdoor community spaces with children’s activities”
- “Pool”
- “[M]ore indoor places for the winter activities- adult and children!”
- “Not charge people to use our public beaches!!!”
- “Better coordination about activities and offerings going on in the city - it would be nice to have a hub where City Arts& Culture, Downtown Development, Chamber, library etc could be accessed in a centralized way with links to topics, events, etc. maybe a MQT All Community Activities”

Continued on Next Page

Observations:

- Please see the next page.

Wishes for the Community: Major Themes

Continued from Previous Page

Theme #3 (tie): Improved Local Economy That Is Less Reliant on Tourism (11 responses)

- “More equity when it comes to resources”
- “Improved economic conditions for local business that would allow for better wages and attract more competitive employees”
- “[N]ot being a tourist attraction”
- “More ways to feed hungry people”
- “Fewer tourists and an emphasis on tourism rather than attracting well-paying employers in a variety of industries”

Theme #5: Improved Transportation and Road Infrastructure (8 responses)

- “[I]mproved public transportation and safer traffic routes for many forms of transportation, autos, bikes of all kinds, pedestrians”
- “Increasing the walkability of our communities and public transportation”
- “Better crosswalks”
- “Better Transportation that runs later in the day”
- “More bicycle safe streets”

Theme #6: More Businesses (6 Responses)

- “[M]ore ethnic restaurants”
- “More vegetarian restaurants”
- “Indian restaurant”
- “Better Shopping, Trader Joes, Sam's Club.....Shopping!”
- “A music venue”

Theme #7: Protection of Natural Environment (5 responses)

- “[P]reservation of the shoreline”
- “More green space, less tall development along shoreline”
- “Less winter”
- “Shorter [w]inters”
- “To not develop the lake superior shore anymore. Leave it be.”

Observations:

- To be included on this list, a theme had to have at least 5 responses or 5% of the 97 total responses.
- Take care not to assume that responses here indicate the sentiments of the entire community.

Library Appreciation: Major Themes

The survey received 120 responses to, “What is the best thing about your community’s library?” The top seven themes are listed on this and the following pages, with representative quotes added below.

Theme #1: Library Services and Programs (49 responses)

- “Children’s programming and spaces”
- “It helped me get a job, upgrade computer skills and learn new craft making”
- “The programs are amazing as well as the people who run them”
- “Great programming and events and the people who plan and put them on!”
- “The adult programs are outstanding, including the monthly meeting of the Marquette Poets Circle!”
- “It isn’t just a library. There is community involvement, community events that service the needs of the people.”
- “The uplifting and inclusive teen area and programs.”
- “There is always something going on! Such a fun time always!”
- “Omg how to choose: the children’s programs for our family have been amazing.”
- “ Love the art exhibits”
- “It’s the “third place” for the whole community, gathering place with amazing resources and programs”

Theme #2 (tie): Library Staff (34 responses)

- “The friendliness and willingness of the staff to go above and beyond requests!”
- “The children’s department”
- “[S]taff that is very helpful, accommodating, and cordial”
- “Very friendly and helpful”
- “The workers”
- “The check out desk staff is pretty amazing. The friends of the library does a great job also.”
- “Wonderful staff”
- “The employees want to help you if you need it.”
- “Staff and community orientation”

Continued on Next Page

Observations:

- Please see next page

Library Appreciation: Major Themes

Continued From Previous Page

Theme #2 (tie): Library Facilities and Location (34 responses)

- “[T]he building is beautiful”
- “[A]wesome facility”
- “Comfortable places to work with beautiful views”
- “A nice place to be”
- “[W]orkspaces”
- “[S]pacious children’s section”
- “It is a multigenerational gathering spot”
- “It is a BEAUTIFUL space”
- “Facility is incredible”
- “Historic roots, beauty and structure of old and new combined architecture”

Observations:

- Please see next page

Theme #4: Library Collection (29 responses)

- “[A]mazing resources”
- “The diverse collection of books, that they continue to keep / maintain and acquire a large collection of books! From fiction to reference to non-fiction and all levels, children to adult.”
- “[L]ots of options available (in what can be checked out, what is offered, and what is available to community members)”
- “[G]ood holdings”
- “Multi library lending”
- “[A]ccess to much material in house and interlibra[r]y loan”

Theme #5: Library Atmosphere (25 responses)

- “[N]ice atmosphere”
- “Friendliness”
- “It’s a welcoming place to pass the time or meet with friends”
- “Welcoming and inclusive environment”
- “[A]n open and accepting place”
- “Family friendly”
- “It’s always safe and warm and reliable ... I think it can be summed up as this library cares deeply for its community and you can feel that in everything they do.”

Library Appreciation: Major Themes

Continued From Previous Page

Theme #6 Library Access (12 responses)

- “[S]o available”
- “Accessibility” (x2)
- “Ease of use”
- “[E]ase of getting information, books and other items”

Theme #7: The Library is Generally Great! (10 responses)

- “EVERYTHING. We love it so much.”
- “Always open to making good-for-the-community things happen”
- “PWPL is a wonderful and important part of our community. Programs of all types for all ages. Love the art exhibits. Excellent resources and wonderful staff! A shining star!”
- “It’s a 10 star!”
- “It’s a gem!”

Observations:

- Responses to this question match the enthusiasm seen in the ranking scores in Part I of the report and in the descriptions of the library atmosphere there.
- Staff members figure prominently into what makes this library successful for those who use it. In Part I, their materials selection and customer service skills were highlighted, and here, their skill in hosting programs and providing assistance further amplifies the value of training and retaining staff members.
- It is notable how often respondents use the word “welcoming” to describe the library and how they feel in the space itself.

Desired Library Change: Major Themes

The survey received 107 responses to, “If you could change one thing about your community’s library, what would it be?” The top six themes are listed below, with representative quotes added below.

Theme #1: Additional Library Services and Programs (28 responses)

- “More senior education in the evenings”
- “[A]ctivities to help patrons know how to use all of the resources and to find things that expand our knowledge of every thing that is available”
- “Incorporation or more in person book clubs or social activities for younger adults (20s, 30s, 40s)”
- “Have more events or get your events out there more”
- “More programs for adults.
- “Better selection on movies shown in house ... There used to be more current movies shown”
- “Add more community programs for minorities in the community”
- “More options for homeschooled children in the preK-5th grade age. Weekly, if possible.”
- “Add a cafe or coffee shop on the lower level. There used to be an amazing cafe there!”
- “Treating the homeschooled kids as positively as the traditionally schooled kids”
- “Return of food and drink availability (sic) and a place to consume it and visit where it doesn't disturb the other patrons.”

Theme #2: Increase Hours of Service (24 responses)

19 respondents specifically requested the return of Sunday hours or availability 7 days a week, with comments like these:

- “[T]hat we would have extended hours again, including Sundays. (Open at 9:00 a.m. instead of 9:30 weekdays. Bring back Sundays)”
- “Open it on Sundays. Maybe shorten the hours on the other days to open up on Sunday afternoons.”
- “Open Sundays. It’s simply the day I most often have time to go to the library. We make it work w current schedule”

The other 5 respondents had comments like these:

- “[M]ore hours”
- “[Stay] open later”
- “[M]aybe [give the library] more money so they could be open more hours.”

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Observations:

- Please see page 29.

Desired Library Change: Major Themes

Continued from Previous Page

Theme #3: Grow the Collection (19 responses)

- “[M]ore new audiobooks :)”
- “They would buy more electronic books”
- “[B]etter selection of contemporary adult fiction (recent publications)”
- “Add a few more books- or make it easier for requisitions... some major books aren't available”
- “Have more books! I realize it's a community center, but it should be a library, first.”
- “More variety of ebooks available (I understand this is expensive because of publishers)”
- “Add a tool lending library”
- “Increase Kindle books”

Observations:

- Please see page 29.

Theme #4: Tweak Facilities (16 responses)

- “A place with comfortable chairs for reading”
- “A bigger outdoor space”
- “ If the pride/transgender flag is still there on the main floor, it should be taken down. It's offensive to people who have loved ones who have suffered under the false promises of that ideology.”
- “ It can be a bit ... stuffy (HVAC issues)”
- “Better parking lot”
- “Make bathrooms more kid friendly- tiny toilet in kids area with small seat and low sink, step stools in the other bathrooms and one toilet with fold down small seat”
- “More private study rooms”
- “Return of food and drink availability and a place to consume it and visit where it doesn't disturb the other patrons”
- “More space for more materials”
- “Add more semi private seating spaces”
- “Have teen programming in meeting rooms. They create a lot of noise when they are gaming in the teen area that we can hear even on the second floor”

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Desired Library Change: Major Themes

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Theme #5: Don't Change a Thing! (15 responses)

- “[C]an't think of anything they haven't thought of!”
- “Can't think of anything right now. You seem to have all the bases covered.”
- “Love everything about my library”
- “Happy with things as they are!”

Theme #6: Improve Library Funding (7 responses)

- “Bigger budget”
- “I wish I could give it more money”
- “Give them more money to repair the front steps”
- “I wish the library had more funding so staff could keep it open more often”
- “I'd like it to have more funding so it could be open 7 days a week.”

Observations:

- A common theme in these suggested changes is that most people are asking for refinements on what the library is already doing, not requesting major changes in library policies or practices.
- While not a significant theme on its own, we notice both for your library and statewide a number of voices asking for more programs outside of regular working hours. Now that the library is a few years out from the pandemic, it may be useful to review post-pandemic event attendance patterns and gain additional community input about preferred event times.

Quotables

Survey responses that might be useful to include in social media posts, newsletters, board reports, grant proposals, or other library documentation

- “It is the heart of the community for all ages.”
- “In many ways it's the heartbeat of the community.”
- “[A] ‘third place’ for the whole community, gathering place with amazing resources and programs”
- “It offers so much to the community, I love PWPL!”
- “It isn't just a library. There is community involvement, community events that service the needs of the people.”
- “It is absolutely beloved and supported by the community”
- “Always open to making good-for-the-community things happen”
- “It meets a huge variety of needs and is always looking for ways to stay relevant.”
- “All my life it has been here for me to use [whether] its to pass my classes or place to rest and read love the books and the atmosphere”
- “The high quality it continues to maintain! I've been using it before I started Kindergarten and absolutely think it is the best library I've ever seen!”
- “Love everything about my library”
- “[I]t is geared for the community and everyone in it, based on age, based on the need for education on all topics.”
- “[O]ffers everything”
- “It helped me get a job, upgrade computer skills and learn new craft making”

Limitations of Study

This study describes some useful patterns and themes that can help the library celebrate its strengths and accomplishments while providing a fresh opportunity to calibrate its programs and collections to current community wants and needs.

All studies have limitations, and professional research acknowledges those limitations. That is, no single survey can answer every question about libraries. In this case, the response rate was low relative to the overall service population of the library and consisted almost completely of feedback from existing library patrons. Perspectives of seasonal residents or non-users might surface different and/or distinct results.

Possible Next Steps

The library may find it useful to gain deeper community insight via 1:1 interviews. The University of Michigan School of Information may be able to help as part of its students' class-based real-world community needs practice. Learn more at <https://www.si.umich.edu/employers/client-opportunities> or email umsi.client.engagement@umich.edu.

Appendix A: Survey Questions as Formatted for Print Survey

This survey – for adults over age 18 only – is being conducted to help your public library make better-informed decisions. Participation in this survey is voluntary. You may skip questions you do not feel comfortable answering. Return your survey to your library or mail to K. Fontichiaro, U-M School of Information, 4427 North Quad, 105 S. State St., Ann Arbor, MI 48109-1285. Questions: nextlevelleadership@umich.edu.

What library (system) do you most often use?

Some libraries have more than one location (branch). If this is the case, which branch do you visit most regularly?

How often do you visit the library, check out materials, use its online resources, or attend library events? *(Please cross one)*

- ☐ Daily
 ☐ Weekly
 ☐ Monthly
 ☐ Less than once a month
 ☐ Never

Do you have a library card?

- ☐ Yes
 ☐ No
 ☐ Don't know

What is your age?

- ☐ 18-22 years old
 ☐ 23-29 years old
 ☐ 30-39 years old
☐ 40-49 years old
 ☐ 50-59 years old
 ☐ 60-69 years old
☐ 70 years or older
 ☐ Prefer not to answer

On a scale of 1 (not at all satisfied) to 5 (very satisfied), how satisfied are you with the library overall? *(Please cross one)*

- ☐ 1
 ☐ 2
 ☐ 3
 ☐ 4
 ☐ 5

Check all that describe the library's atmosphere.

- ☐ Friendly
 ☐ Noisy
 ☐ Safe
 ☐ Comfortable
 ☐ Unwelcoming
☐ Fun
 ☐ Helpful
 ☐ Quiet
 ☐ Boring
 ☐ Exciting
☐ Clean
 Other

What do you, or would you like to, use the library for?

- ☐ Borrow physical materials
 ☐ Borrow digital materials (ebooks, streaming movies, streaming music etc.)
☐ Use public meeting room (if available)
 ☐ Meet with friends
☐ Study, read, or do research
 ☐ Use computers
☐ Attend adult programs
 ☐ Attend children's programs
☐ Use photocopier, printer, and/or fax machine
 ☐ None of the above

Other

On a scale of 1 (poor) to 5 (excellent), how do you rate the quality of the following library services?

	1 (poor)	2	3	4	5 (excellent)
Physical library collections (books, movies, video games, etc.)	☐	☐	☐	☐	☐
Digital library collections (eBooks, streaming video, streaming music, etc.)	☐	☐	☐	☐	☐
Technology (computers, printers, scan, & fax)	☐	☐	☐	☐	☐
Library events & programs	☐	☐	☐	☐	☐
Staff's customer service	☐	☐	☐	☐	☐
Staff's ability to select materials to include in the library collection	☐	☐	☐	☐	☐
Building facility and maintenance	☐	☐	☐	☐	☐

Complete the sentence: The biggest challenge my community is facing right now is...

Complete the sentence: One thing that would make my community an even more amazing place to live would be...

What is the best thing about your community's library?

If you could change one thing about your community's library, what would it be?



To respond ☐ or ☐



To respond ☐ or ☐



Appendix B:

Original Dataset Is [Available Online](#)