

# Somers Library Long Range Plan Survey

QUALITATIVE TREND OVERVIEW

## **Foreword:**

This brief overview of the qualitative data received during the active months of the survey is broken down into three separate age groups. The first is ages 12 to 17, followed by 18 to 49, and finally 50 years and older.

Contained within this short report is a record of general ideas, thoughts, and suggestions that appeared frequently within the datasets. This does not rank submissions by viability and is not to be taken as a direct recommendation for action moving forward.

Due to the nature of this type of analysis the more specific and unique answers have been largely ignored in favor of repeating trends among the replies. This style has its pros and cons, but is designed to give the reader an idea about the desires of the majority. Listed below are themes that re-occurred with regularity, and the rough percentage of responders that contributed to the trend.

Most sections combined add up to below 100% due to the high number of one off and miscellaneous responses. However, in the 50 and older section the percentage rises above 100% as a large number of patrons recorded multiple aspects of the library they value in a single answer.

**Age 12 through 17: 387 Total Responses**

**What do you value most about the library?**

<b><i>Trend Description</i></b>	<b><i>Percent Response</i></b>
Resources (Books, Movies, etc.)	45.1%
Teen and Study Rooms	14.6%
Technology (Computers, Printers, Wifi)	8.8%
Ability to Visit Afterschool	7.7%
The Atmosphere	6.9%

**What, if anything, makes it difficult to access the library's offerings?**

<b><i>Trend Description</i></b>	<b><i>Percent Response</i></b>
Nothing makes it difficult	49.0%
Library Hours	9.2%
Library Cards and Late Fees	5.9%
Transportation Difficulties	3.3%
Other Patrons	1.4%

**What ideas and suggestions do you have that could improve the library?**

<b><i>Trend Description</i></b>	<b><i>Percent Response</i></b>
More Teen Centric Events	13.0%
Advertise More in Schools	8.6%
Allow Food	7.8%

**How likely is it that you would recommend the Somers Public Library to a friend or family member?**

**Net Promoter Score on Scale From -100 to 100: -43 (Unlikely)**

**Age 18 through 49: 117 Total Responses**

**What do you value most about the library?**

<b><i>Trend Description</i></b>	<b><i>Percent Response</i></b>
Programs for Children	46.1%
Resources (Books, Movies, etc.)	29.4%
Staff	16.7%
Community Programs	7.8%
Location	7.8%

**What, if anything, makes it difficult to access the library's offerings?**

<b><i>Trend Description</i></b>	<b><i>Percent Response</i></b>
Library Hours	46.3%
Nothing makes it difficult	32.5%
Other Patrons	3.8%

**What ideas and suggestions do you have that could improve the library?**

<b><i>Trend Description</i></b>	<b><i>Percent Response</i></b>
Crafts for Children	13.2%
Better Advertising	9.4%
More Adult Activities	7.5%
Dedicated Quiet Locations	3.8%

**How likely is it that you would recommend the Somers Public Library to a friend or family member?**

**Net Promoter Score on Scale From -100 to 100: 72 (Likely)**

**Age 50 and Older:** 88 Total Responses

**What do you value most about the library?**

<i><b>Trend Description</b></i>	<i><b>Percent Response</b></i>
Resources (Books, Movies, etc.)	51.7%
Staff	26.4%
Online Services and ILL	17.2%
Offered Programs	9.2%

**What, if anything, makes it difficult to access the library's offerings?**

<i><b>Trend Description</b></i>	<i><b>Percent Response</b></i>
Nothing makes it difficult	55.1%
Library Hours	11.6%
Difficulty with Technology	5.8%

**What ideas and suggestions do you have that could improve the library?**

<i><b>Trend Description</b></i>	<i><b>Percent Response</b></i>
More Adult Educational Programs	23.5%
More Public Movies	5.9%
Reopen on Sundays	3.9%

**How likely is it that you would recommend the Somers Public Library to a friend or family member?**

**Net Promoter Score on Scale From -100 to 100: 62 (Likely)**