Wayland Free Public Library
Needs Assessment for Programming and Planning

Highlights of a Survey of Wayland Households

Presentation to WFPL Trustees

June 17, 2015

UMASS

UMASS DONAHUE INSTITUTE

Project Goals

The Director and Trustees of the Library intended to:

- Gain a better understanding of the services and programs that Wayland residents expect from their library in the 21st century

- Assess Wayland residents' support for efforts to deal with the space limitations of the current facility, to include expansion or relocation

UMass Donahue Institute
Applied Research and Program Evaluation

Established in 1971, the UMass Donahue Institute (UMDI) is the public service outreach and economic development unit of the University of Massachusetts President's Office.

UMDI's Applied Research and Program Evaluation group

Regional leader known for:

- Rigorous and unbiased program evaluation and research services
- Expertise in an array of quantitative and qualitative methods
- Client-centered approach to identify and articulate organizational and program needs, outcomes, and opportunities for improvement

Research experience: Early education and care, K–12 education, higher education, public health, human services, economic and workforce development, and others.

Clients: Federal, state, and local agencies; school districts; quasi-public agencies; foundations; and not-for-profit organizations, including libraries.

UMASS DONAHUE INSTITUTE

Survey Method

March 2015

- Paper survey was mailed to every Wayland household address (5,320)
- Link provided option to complete the survey online
- Survey link was posted on WFPL's website
- Local press releases directed residents to the WFPL website

These approaches were employed to:

- Maximize participation
- Make survey completion easy
- Promote awareness of the survey

UMASS DONAHUE INSTITUTE

UMASS

Survey Method

April 2015

- Survey closed
- Data cleaned
- Analysis began

May 2015

- Initial technical report provided

June 2015

- Presentation to WFPL Trustees

Note: Analysis included number, frequency, and percentage for all questions, as well as tests for statistically significant differences between subgroups (by gender, age, household type, area of residence, and frequency of use).

Respondents

WFPL Survey 2015		
Paper	548	63%
Online (Qualtrics)	327	37%
Total received	**875**	**100%**
Response rate	**16.4%**	

The 875 responses well exceeded the 358 needed to meet the common survey research standard of a 95% confidence level, with a plus or minus five percentage point confidence interval.

UMASS DONAHUE INSTITUTE

Demographics

	Wayland Census 2010	WFPL Survey 2015
Average household size	2.69	2.84
Households with children under 18	38.6%	37.6%
Households with Seniors 65 and older	31.4%	**41.9%**
Female	51.7%	**70%**
Individual household members living alone	10.2%	12.0%

Bold indicates significant difference from census data

UMASS DONAHUE INSTITUTE

Demographics

|	Wayland Census 2010	WFPL Survey 2015
Age 19–30	5%*	1%
Age 31–39	8.5%*	10.1%
Age 40–54	26%	30.6%
Age 55–64	15.1%	20.0%
Age 65–74	8.4%	**23.3%**
Age 75+	8%	**13.9%**
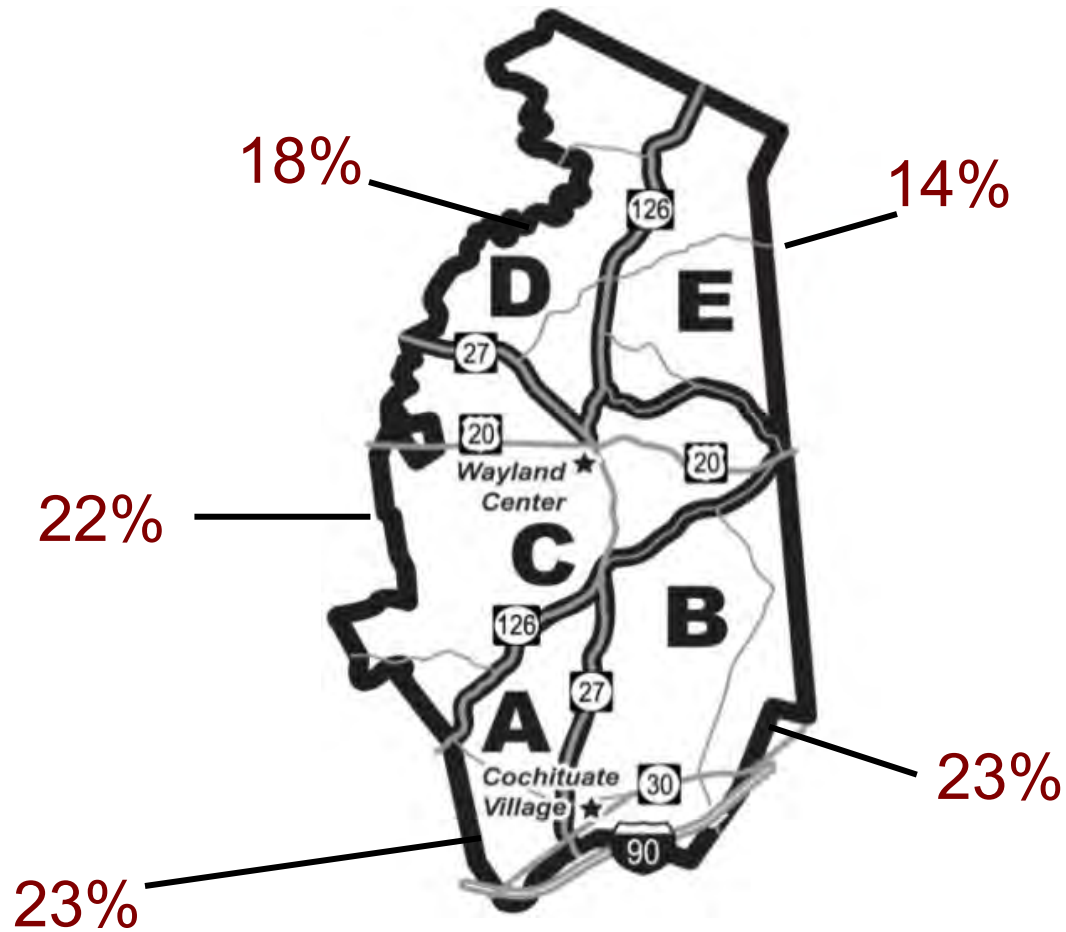
* Slightly different age range   **Bold** indicates significant difference from census data

UMASS DONAHUE INSTITUTE

Residence

What Can and Cannot be Learned from the Data

- Comparison with census data suggests respondents had similar distributions in age, gender, household size, and household type.

- Females and residents 65 and older were overrepresented.

- Geographic residence of respondents appears to be well distributed.*

- Only 2% of respondents were non-users, and 75% of respondents were frequent users.**

*Comparison population data was not available

Survey results **can** tell us about Wayland residents who are library patrons, particularly:

- Frequent users**
- Females
- Residents over 65

As a result, survey results **should not** be considered representative of the larger adult Wayland community, particularly non-library users.

**Daily, weekly, or monthly users

Survey Instrument

I. Frequency of Library use

II. WFPL Resources

- Collection
- Services
- Technology
- Programs
- Space

Importance of offering

Priorities for development

III. Satisfaction

IV. Community Support for a Building Project

V. Demographics

Highlights of Priorities

Collection

- Printed books
- Downloadable e-books

Services

- Interlibrary loan
- Finding general information
- Accessing the library though PEDs*

Download and Software Tools

- Book download service (audio and e-book)
- Microsoft Office
- Creative software

Programs for Adults

- Book discussion groups
- Special Topics
- Computer and technology

Child/Youth Programs

- Preschool pre-reading and literacy
- School-age reading and literacy

Space

- Children's story time, craft, and movement

* Personal electronic devices (e.g., smart phones or tablets)

More Important to Younger Patrons

Collection

- Downloadable audio and e-books
- Online subscriptions to magazines, journals, and newspapers*
- Online reference databases

Services

- Accessing the collection through PEDs

Download and Software Tools

- Book download service (audio or e-book)
- Video download and streaming service
- Creative software for designing/editing publications, videos, and photos

Child/Youth Programs

- All listed

Programs for Adults

- Technology programs (3-D design, "Maker" programs, animation, new media, computer programming)
- Art, music, author visits

Space

- Private meeting/study rooms (1–4)
- Read-aloud areas (parent-child)
- Dedicated spaces for children's story time, craft, movement
- Social space (for conversation)

Support for Building Project

Expansion and Modernization

73% likely to support – 19% are not

More support by:

- Under 65
- Frequent users
- Households with children

New Building and Location

50% likely to support – 38% are not

More support by:

- Under 65
- Females
- Households with children

UMASS DONAHUE INSTITUTE

I. Frequency of Library Use

	Number	Percent
Daily	33	4%
Weekly	399	47%
Monthly	225	27%
Every other month	60	7%
Quarterly	55	6%
Twice a year	31	4%
Once a year	25	3%
Never	19	2%
Total	847	100%

II. WFPL Resources

- Collection
- Services
- Technology
  - Technology tools
  - Download and Software tools
- Programs
  - Children and youth
  - Adults
- Space

Wording of Importance and Priority Questions

Importance

"How important is it that the Library has or offers…"
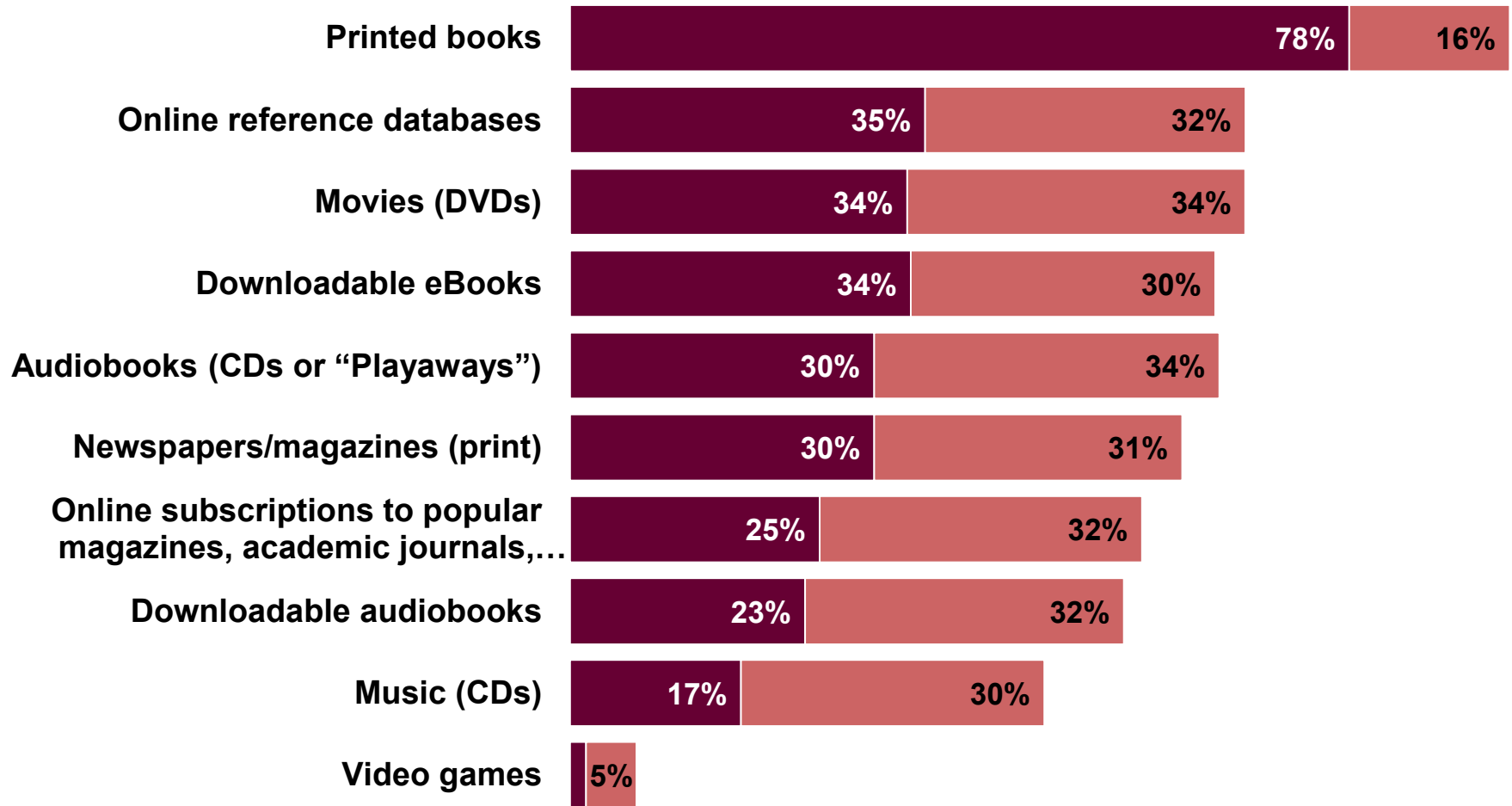
- Not important
- Somewhat important
- Important
- Essential
- Don't know

Priorities

"If the Library were to invest in developing or improving specific aspects of its (collection, services, technology, etc.) which of the above (list) would you recommend as the top three priorities?"

UMASS DONAHUE INSTITUTE
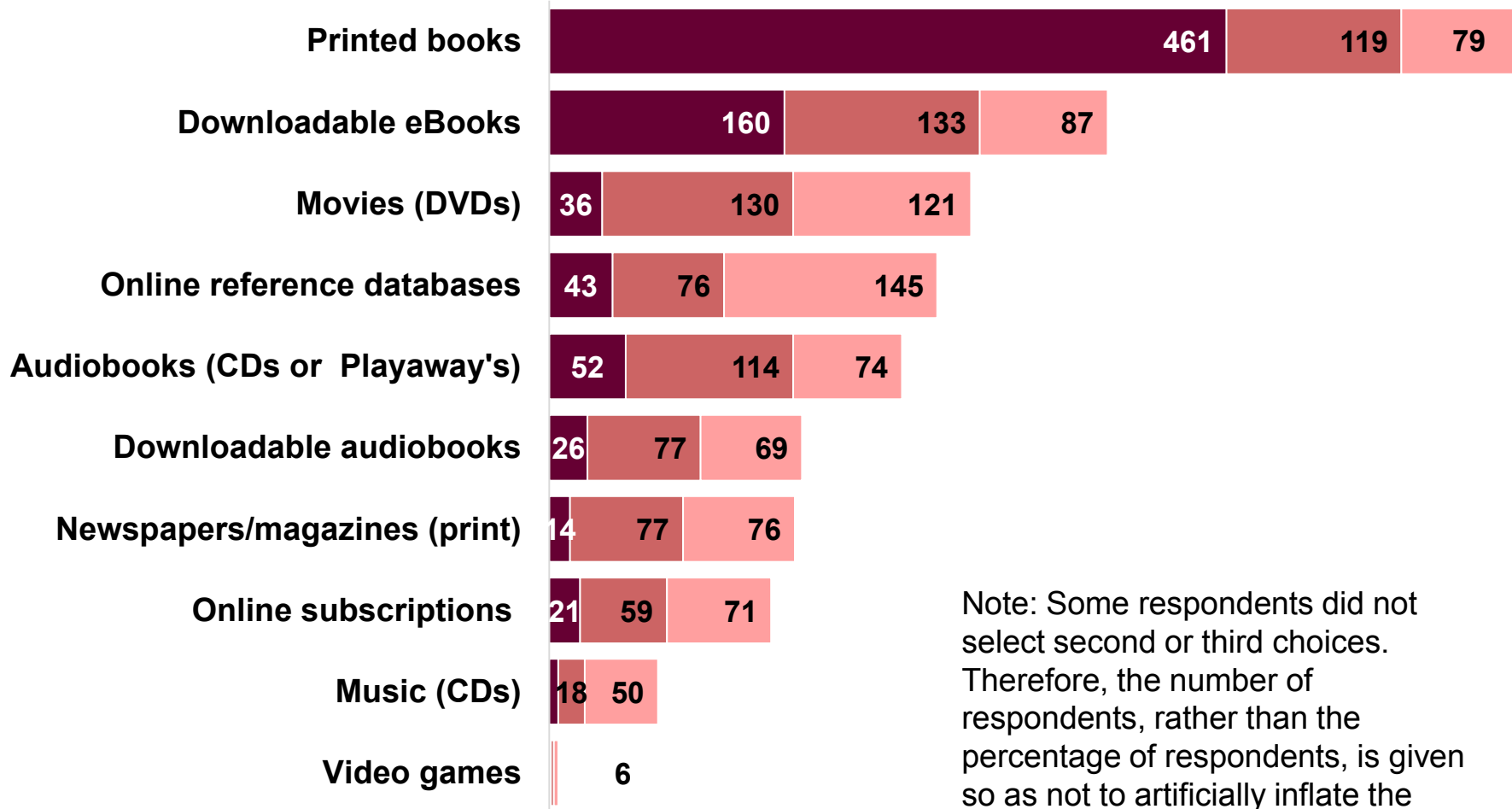
Collection – Importance

■ **Essential**   ■ **Important**

Category	Essential	Important
Printed books	78%	16%
Online reference databases	35%	32%
Movies (DVDs)	34%	34%
Downloadable eBooks	34%	30%
Audiobooks (CDs or "Playaways")	30%	34%
Newspapers/magazines (print)	30%	31%
Online subscriptions to popular magazines, academic journals,…	25%	32%
Downloadable audiobooks	23%	32%
Music (CDs)	17%	30%
Video games	5%	

Collection – Priorities

■ First Choice   **■ Second Choice**   **■ Third Choice**

Category	First Choice	Second Choice	Third Choice
Printed books	461	119	79
Downloadable eBooks	160	133	87
Movies (DVDs)	36	130	121
Online reference databases	43	76	145
Audiobooks (CDs or Playaway's)	52	114	74
Downloadable audiobooks	26	77	69
Newspapers/magazines (print)	14	77	76
Online subscriptions	21	59	71
Music (CDs)		18	50
Video games			6

Note: Some respondents did not select second or third choices. Therefore, the number of respondents, rather than the percentage of respondents, is given so as not to artificially inflate the relative priorities of those who made second and third choices.

Services – Importance

■ **Essential**   ■ **Important**

Service	Essential	Important
Interlibrary loan	66%	21%
Finding general information	49%	35%
Research advice & assistance	42%	38%
Library technology	39%	34%
Finding resources for school assignments	41%	31%
Finding books to read	32%	36%
Accessing the collection through PEDs *	35%	32%
Job search/résumé assistance	15%	30%
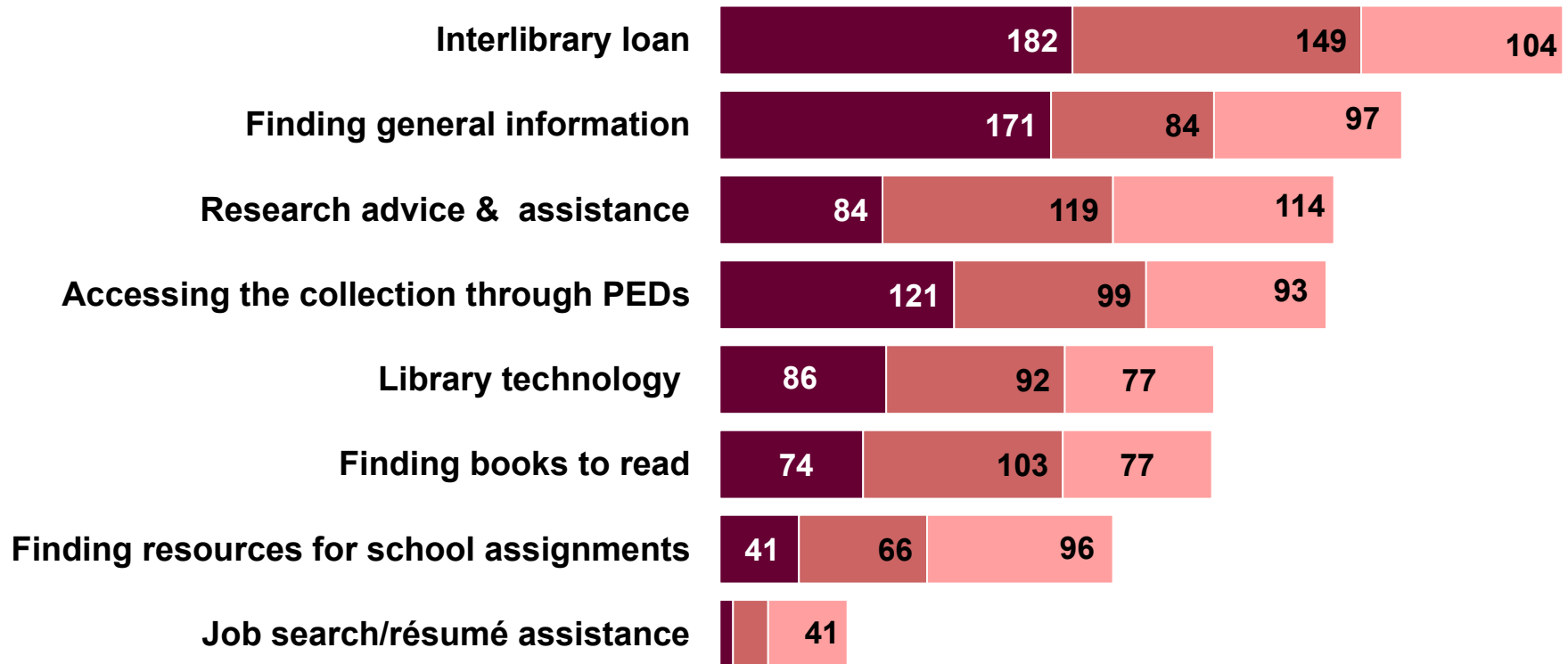
* Personal electronic devices (e.g., smart phones or tablets)
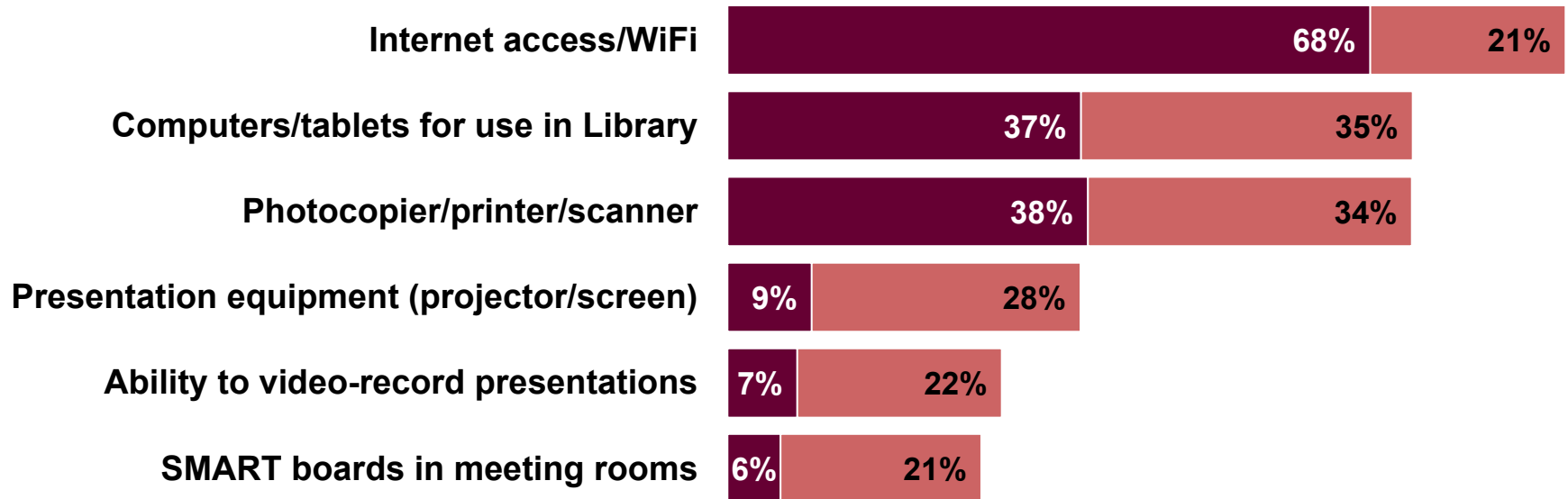
Services – Priorities
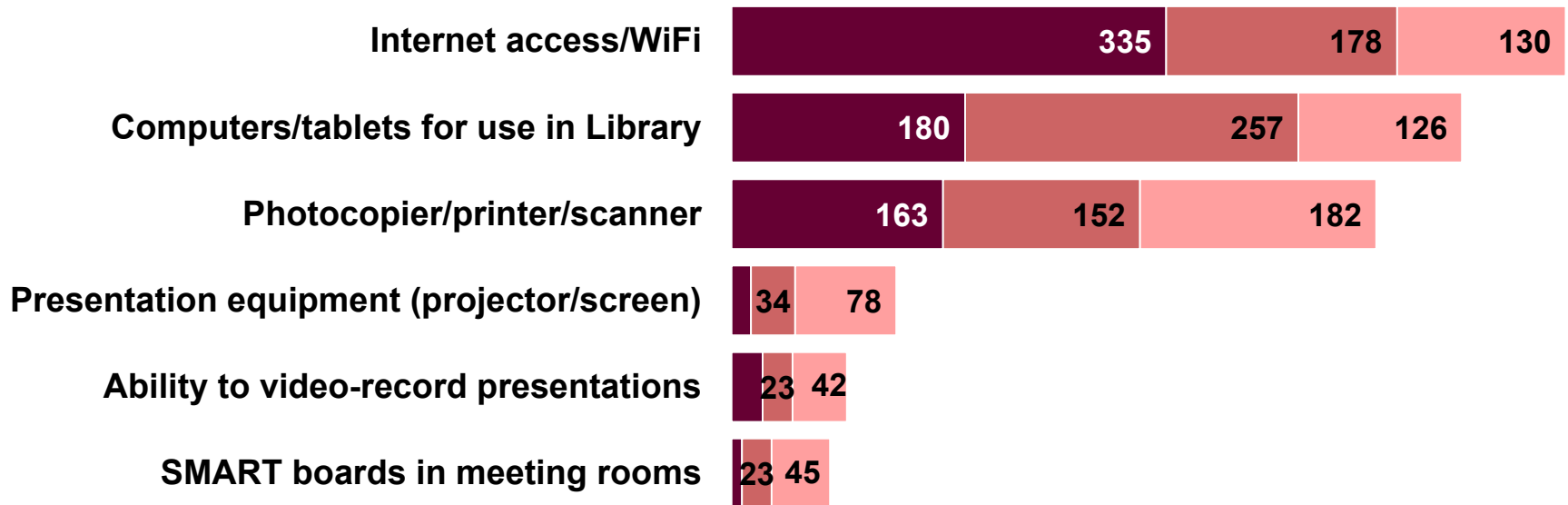
Technology Tools – Importance

■ **Essential** ■ **Important**

Technology Tool	Essential	Important
Internet access/WiFi	68%	21%
Computers/tablets for use in Library	37%	35%
Photocopier/printer/scanner	38%	34%
Presentation equipment (projector/screen)	9%	28%
Ability to video-record presentations	7%	22%
SMART boards in meeting rooms	6%	21%
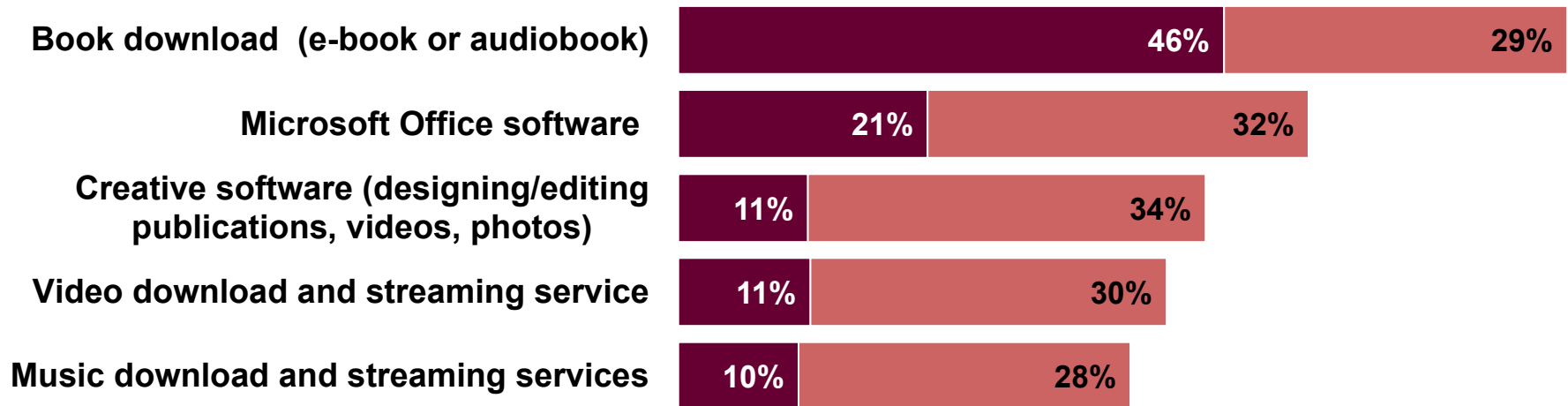
Technology Tools – Priorities

■ **First Choice** ■ **Second Choice** ■ **Third Choice**

Tool	First Choice	Second Choice	Third Choice
Internet access/WiFi	335	178	130
Computers/tablets for use in Library	180	257	126
Photocopier/printer/scanner	163	152	182
Presentation equipment (projector/screen)		34	78
Ability to video-record presentations		23	42
SMART boards in meeting rooms		23	45

Download and Software Tools – Importance

■ **Essential**   ■ **Important**

	Essential	Important
Book download (e-book or audiobook)	46%	29%
Microsoft Office software	21%	32%
Creative software (designing/editing publications, videos, photos)	11%	34%
Video download and streaming service	11%	30%
Music download and streaming services	10%	28%

Download and Software Tools – Priorities

Legend: ■ First Choice ■ Second Choice ■ Third Choice

Tool	First Choice	Second Choice	Third Choice
Book download (e-book or audiobook)	463	73	67
Microsoft Office software	101	159	88
Creative software (designing/editing publications, videos, photos)	60	127	149
Video download and streaming service		114	153
Music download and streaming services		114	77

Programs for Adults – Importance

■ Essential   **■ Important**

Program	Essential	Important
Special topic presentations (educational and cultural)	29%	48%
Book discussion groups	23%	45%
Author visits	19%	47%
Hands-on computer classes	23%	40%
Art displays	15%	42%
Technology programs	17%	37%
Creative writing and poetry workshops	13%	39%
Film programs	9%	40%
Music programs	10%	39%
Arts and crafts programs	8%	33%

26
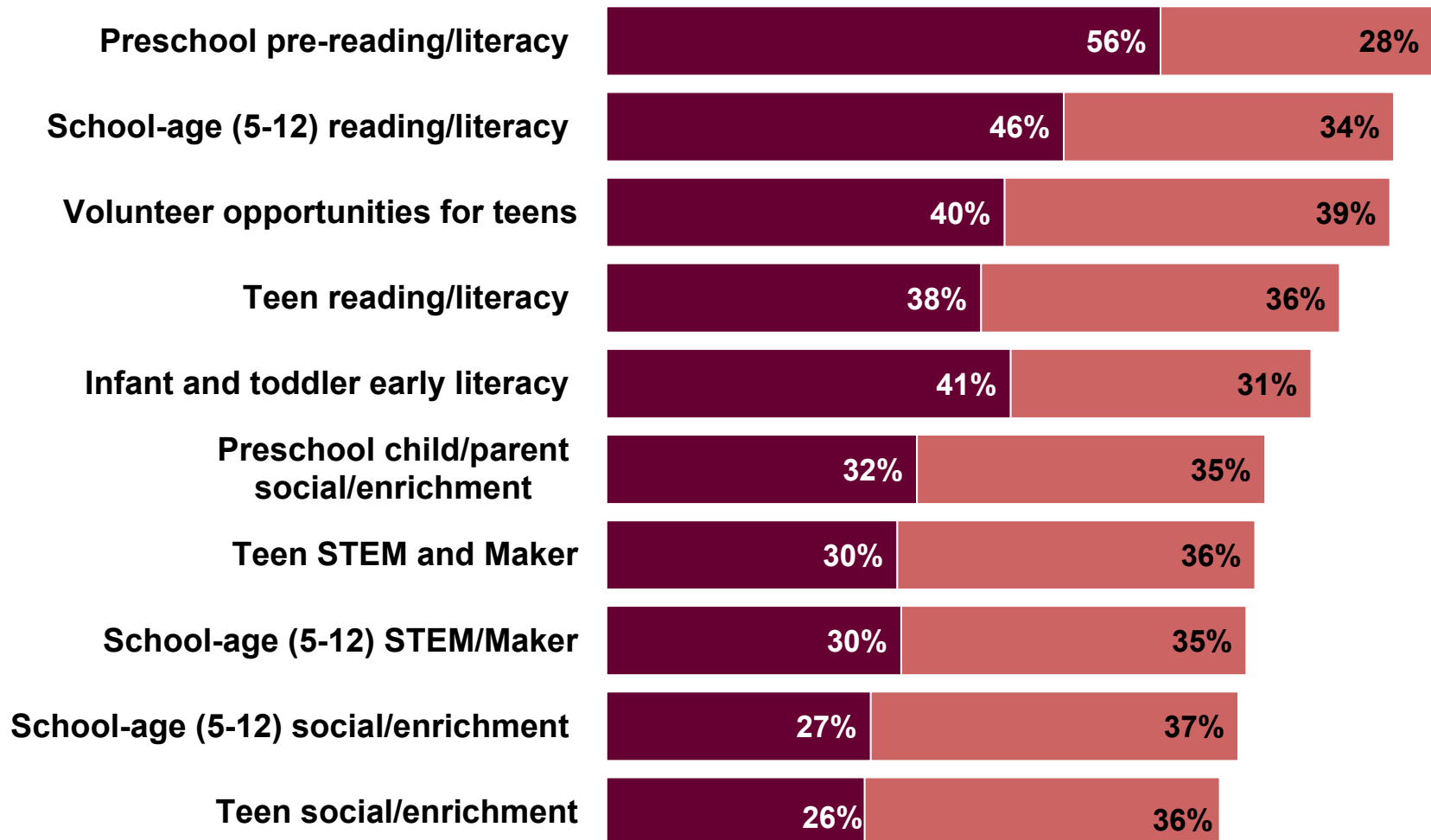
Programs for Adults – Priorities

Legend: ■ First Choice ■ Second Choice ■ Third Choice

Program	First Choice	Second Choice	Third Choice
Special topic presentations (educational and cultural)	117	107	137
Author visits	96	128	89
Book discussion groups	175	66	51
Hands-on computer classes	121	94	75
Technology programs	97	100	56
Art displays	32	41	51
Creative writing and poetry workshops	32	34	53
Film programs		31	51
Music programs		43	37
Arts and crafts programs		30	33

Programs for Children and Youth – Importance

■ **Essential**   ■ **Important**

Program	Essential	Important
Preschool pre-reading/literacy	56%	28%
School-age (5-12) reading/literacy	46%	34%
Volunteer opportunities for teens	40%	39%
Teen reading/literacy	38%	36%
Infant and toddler early literacy	41%	31%
Preschool child/parent social/enrichment	32%	35%
Teen STEM and Maker	30%	36%
School-age (5-12) STEM/Maker	30%	35%
School-age (5-12) social/enrichment	27%	37%
Teen social/enrichment	26%	36%

Programs for Children and Youth – Priorities

First Choice   **Second Choice**   **Third Choice**

Program	First Choice	Second Choice	Third Choice
Preschool pre-reading/literacy	175	126	57
School-age (5-12) reading/literacy	69	123	90
Teen reading/literacy	32	59	95
Volunteer opportunities for teens	83	28	72
Infant/toddler early literacy	87	36	35
Preschool child/parent social/enrichment	45	52	60
School-age (5-12) STEM/Maker	50	65	40
Teen STEM/Maker	53	46	55
Teen social/enrichment	25	42	46
School-age (5-12) social/enrichment		29	41

Dedicated Spaces – Importance

■ Essential ■ Important

Category	Essential	Important
Children's story time, craft, movement	39%	36%
Meeting rooms (10–20)	28%	36%
Read-aloud areas (parent-child)	26%	34%
Teen space	22%	37%
Business center	23%	35%
Private meeting/study rooms (1–4)	21%	36%
Large function room (50–100)	23%	23%
MakerSpace	14%	31%
Social space (for conversation)	12%	29%

Dedicated Spaces – Priorities

Importance of Collection by Age
## Selected Data
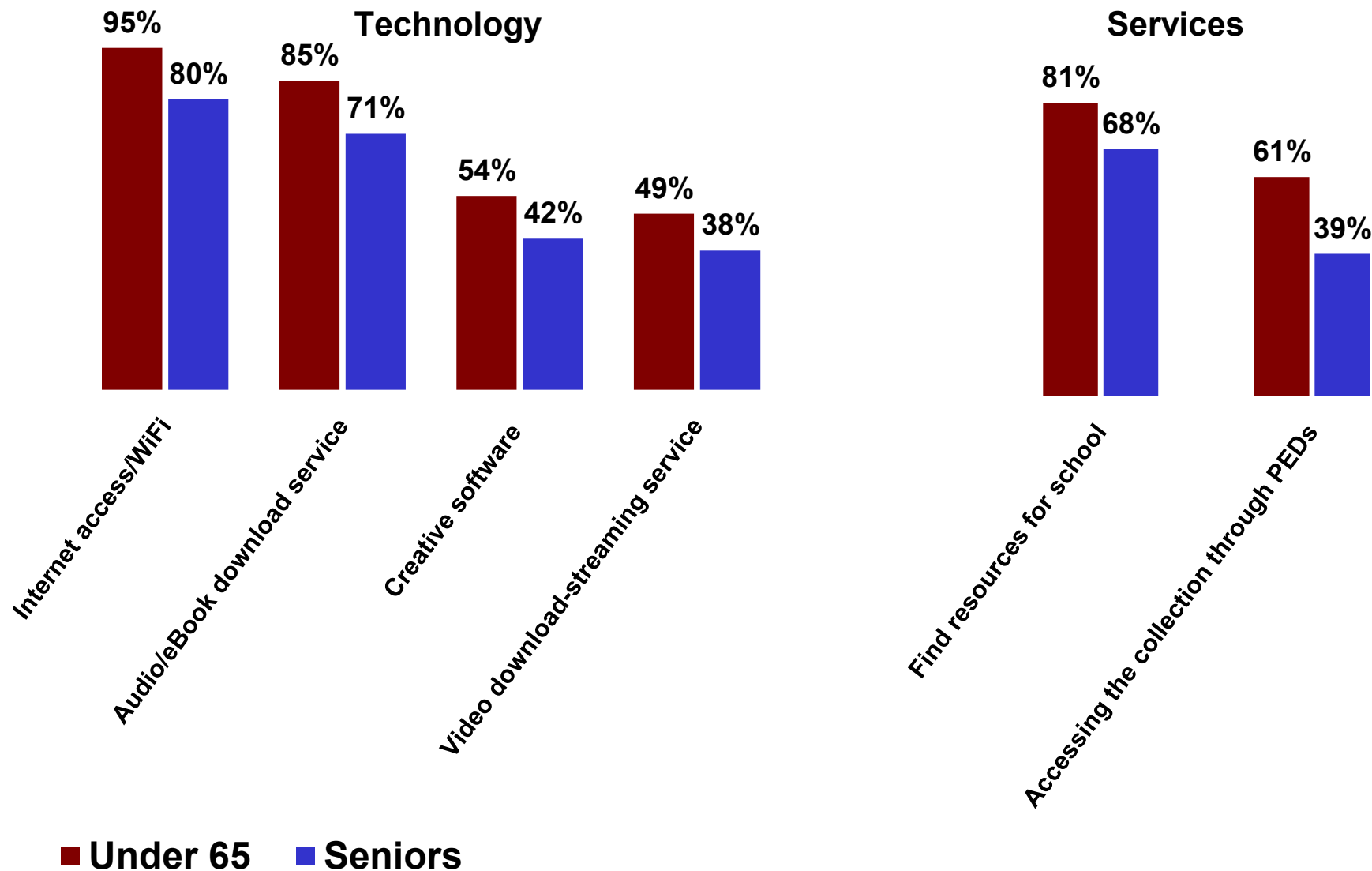
Under 65 **Seniors**

Note: Percentages reflect resources rated "essential" or "very important."
Responses of "Don't Know" were removed prior to analysis.
***** Denotes statistically significant difference (p<.05)

32
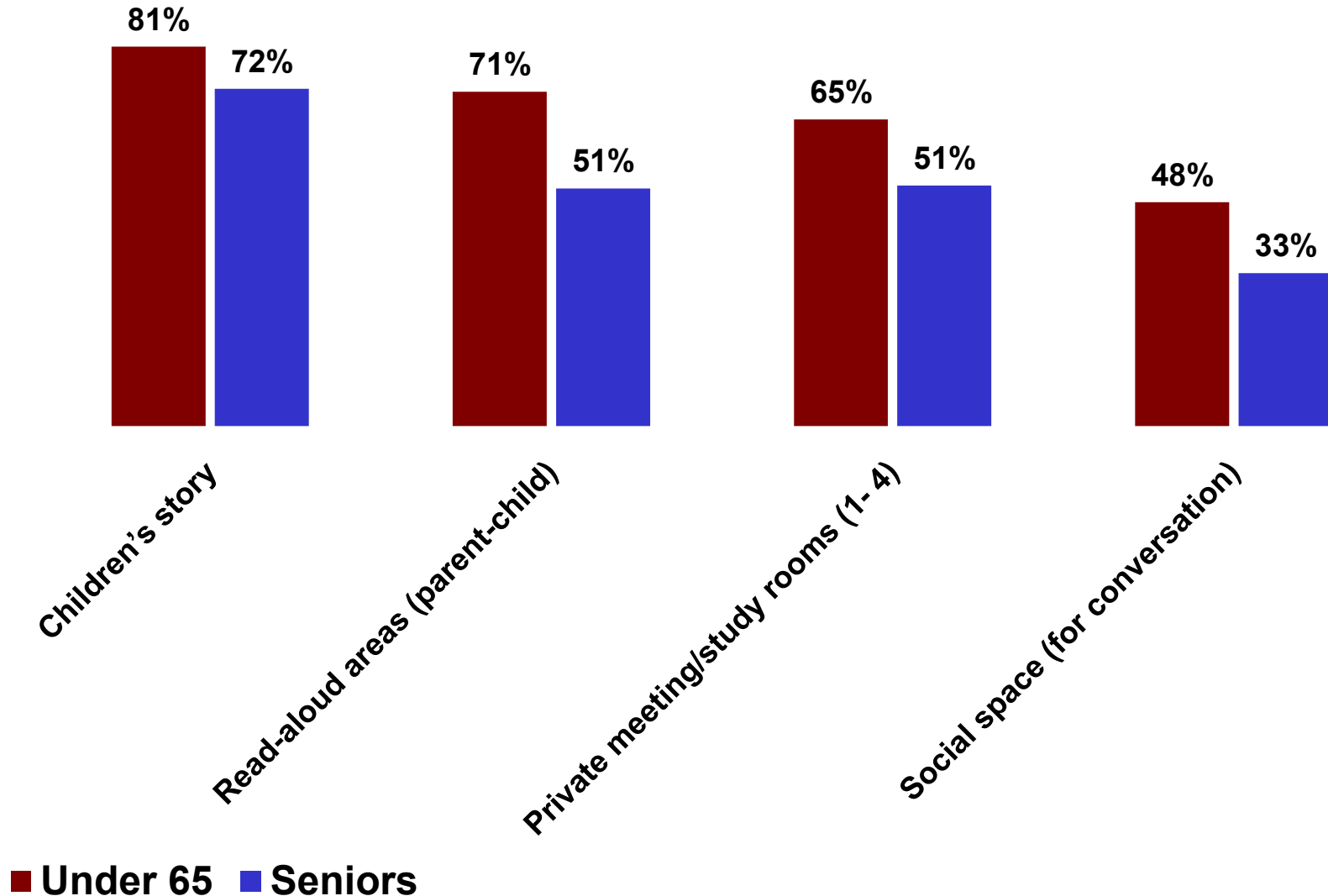
# Importance of Technology and Services by Age
Significant Differences

Technology

- Internet access/WiFi: 95% / 80%
- Audio/eBook download service: 85% / 71%
- Creative software: 54% / 42%
- Video download-streaming service: 49% / 38%

Services

- Find resources for school: 81% / 68%
- Accessing the collection through PEDs: 61% / 39%
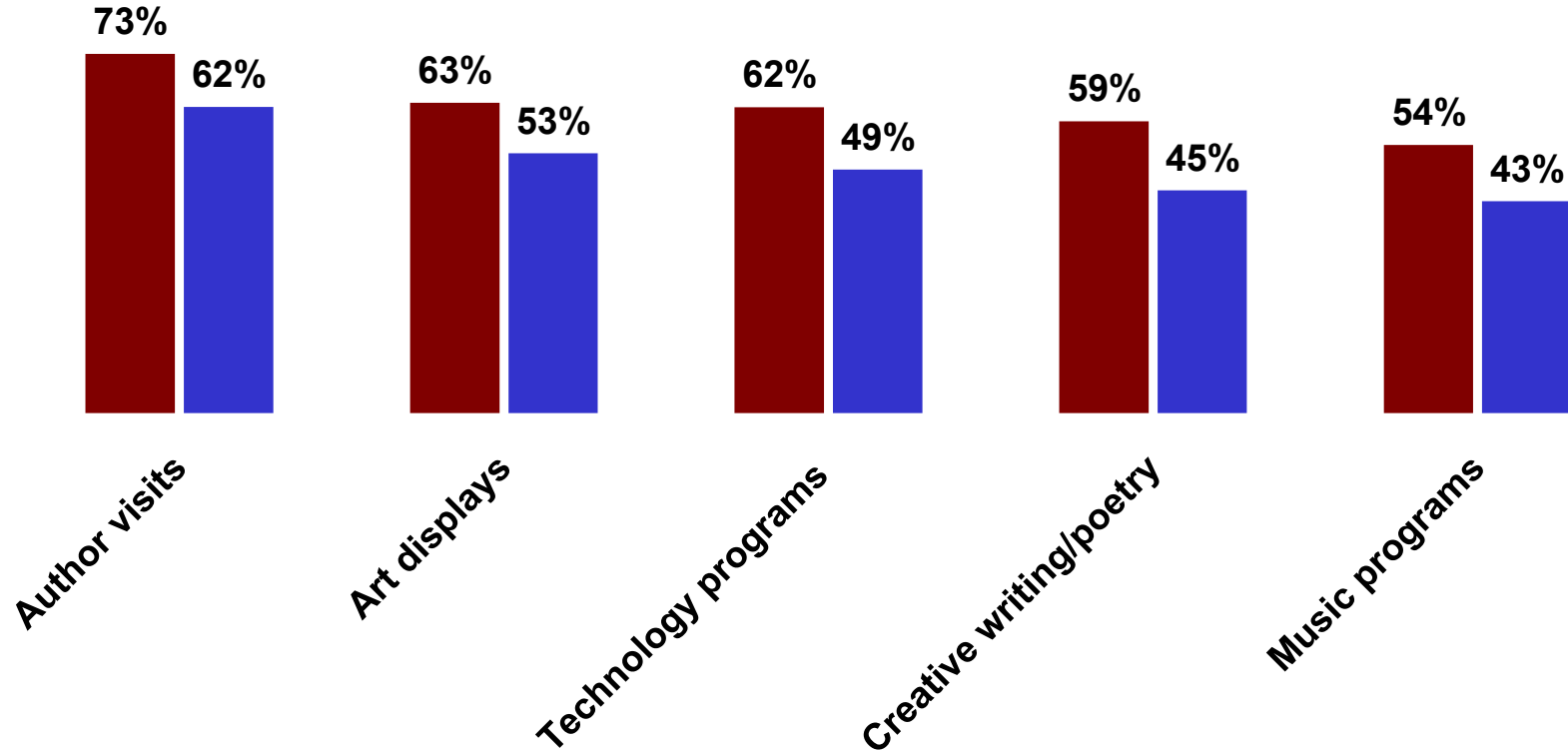
■ **Under 65** ■ **Seniors**

Importance of Dedicated Spaces by Age
Significant Differences

81% Children's story (Under 65)
72% Children's story (Seniors)
71% Read-aloud areas (parent-child) (Under 65)
51% Read-aloud areas (parent-child) (Seniors)
65% Private meeting/study rooms (1-4) (Under 65)
51% Private meeting/study rooms (1-4) (Seniors)
48% Social space (for conversation) (Under 65)
33% Social space (for conversation) (Seniors)

■ Under 65 ■ Seniors

Importance of Programs for Adults by Age
Significant Differences

Author visits: Under 65 73%, Seniors 62%
Art displays: Under 65 63%, Seniors 53%
Technology programs: Under 65 62%, Seniors 49%
Creative writing/poetry: Under 65 59%, Seniors 45%
Music programs: Under 65 54%, Seniors 43%
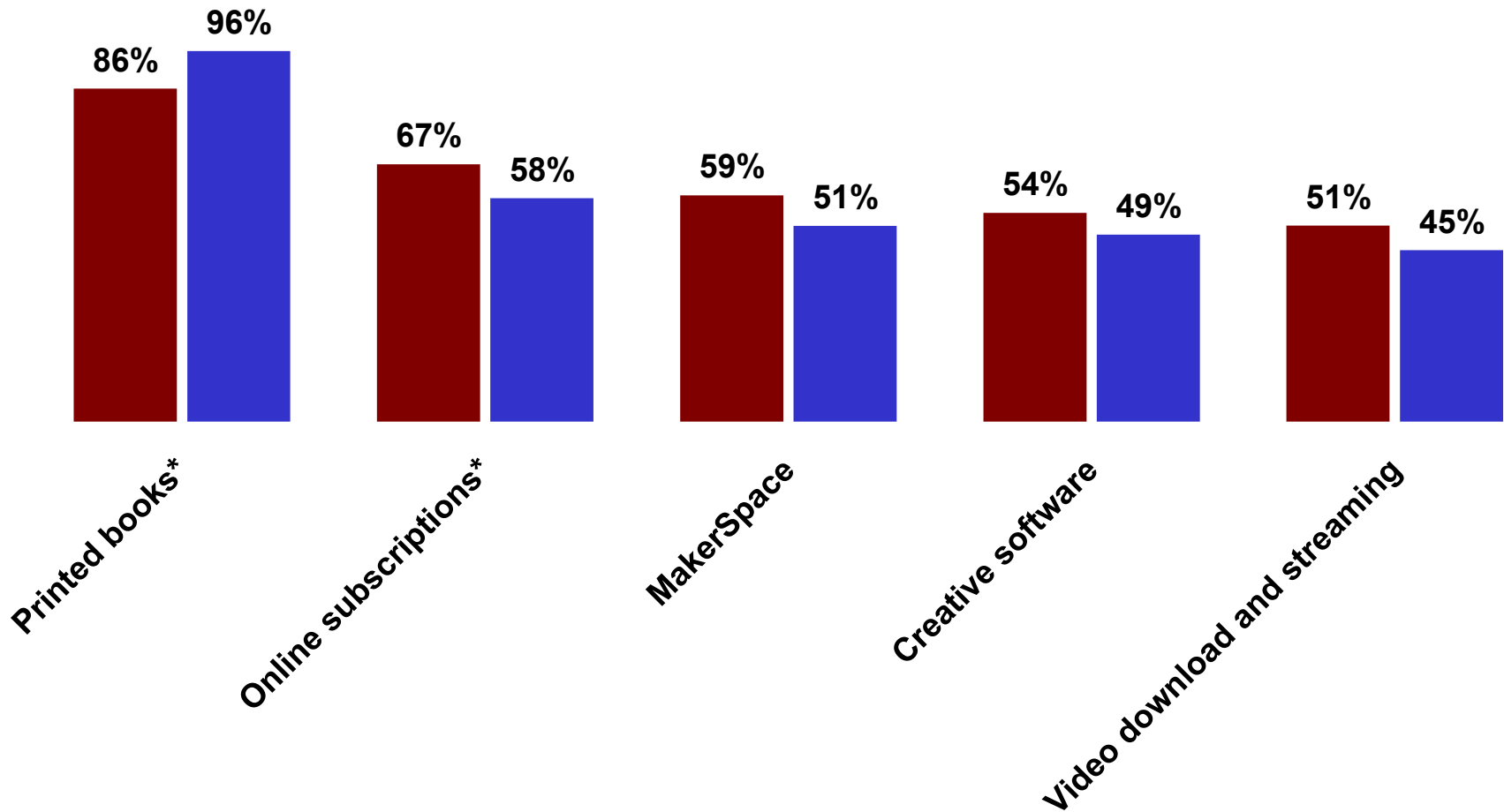
■ **Under 65** ■ **Seniors**

Importance by Frequency of Use
Selected Differences

Printed books*: Infrequent Users 86%, Frequent Users 96%
Online subscriptions*: Infrequent Users 67%, Frequent Users 58%
MakerSpace: Infrequent Users 59%, Frequent Users 51%
Creative software: Infrequent Users 54%, Frequent Users 49%
Video download and streaming: Infrequent Users 51%, Frequent Users 45%
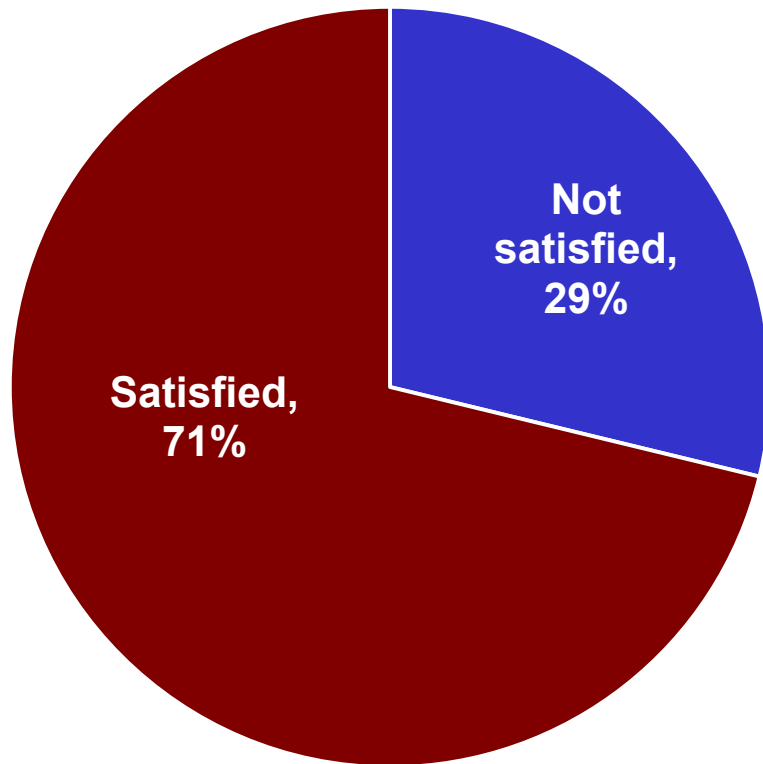
■ **Infrequent Users**   ■ **Frequent Users**   * Denotes statistically significant difference (p<.05)
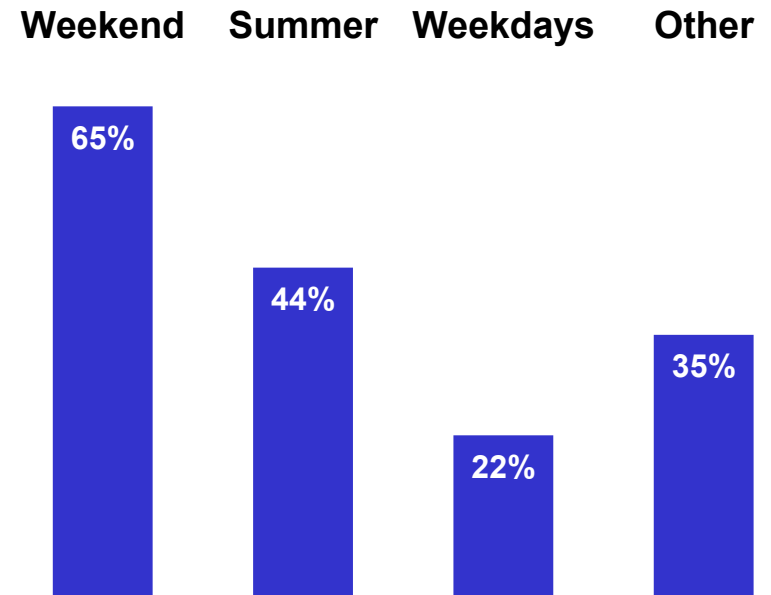
III. Satisfaction
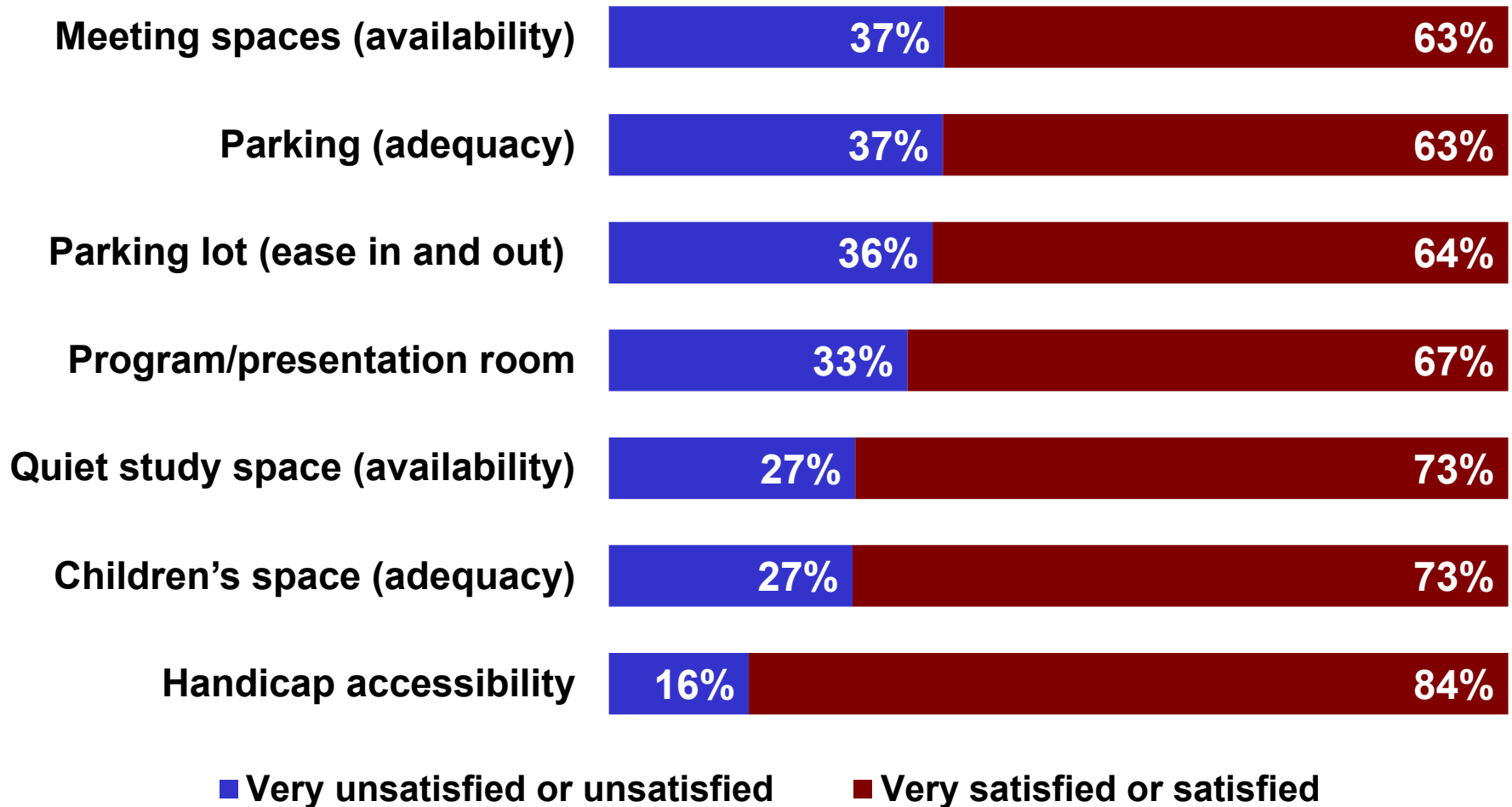
WFPL Hours of Operation
(N=799)

Satisfied, 71%

Not satisfied, 29%

Among those not satisfied…
Desired schedule expansion

Weekend	Summer	Weekdays	Other
65%	44%	22%	35%

UMASS DONAHUE INSTITUTE
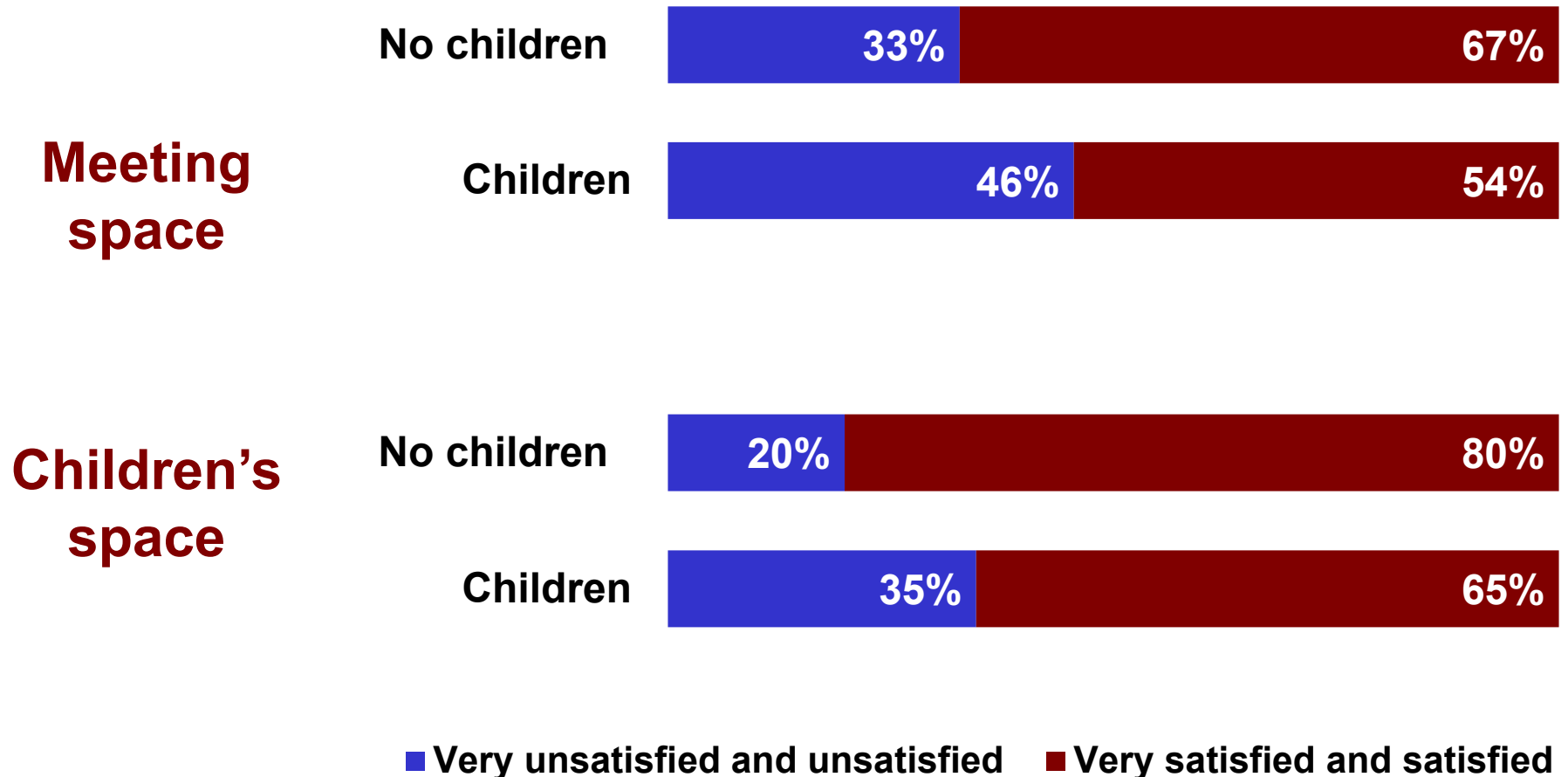
Satisfaction with Library Building

	Very unsatisfied or unsatisfied	Very satisfied or satisfied
Meeting spaces (availability)	37%	63%
Parking (adequacy)	37%	63%
Parking lot (ease in and out)	36%	64%
Program/presentation room	33%	67%
Quiet study space (availability)	27%	73%
Children's space (adequacy)	27%	73%
Handicap accessibility	16%	84%

■ **Very unsatisfied or unsatisfied**   ■ **Very satisfied or satisfied**

Note: Total raw N ranged from 798 to 823 for each item listed, including don't know respondents. Don't know responses were removed prior to calculating the percentages above.
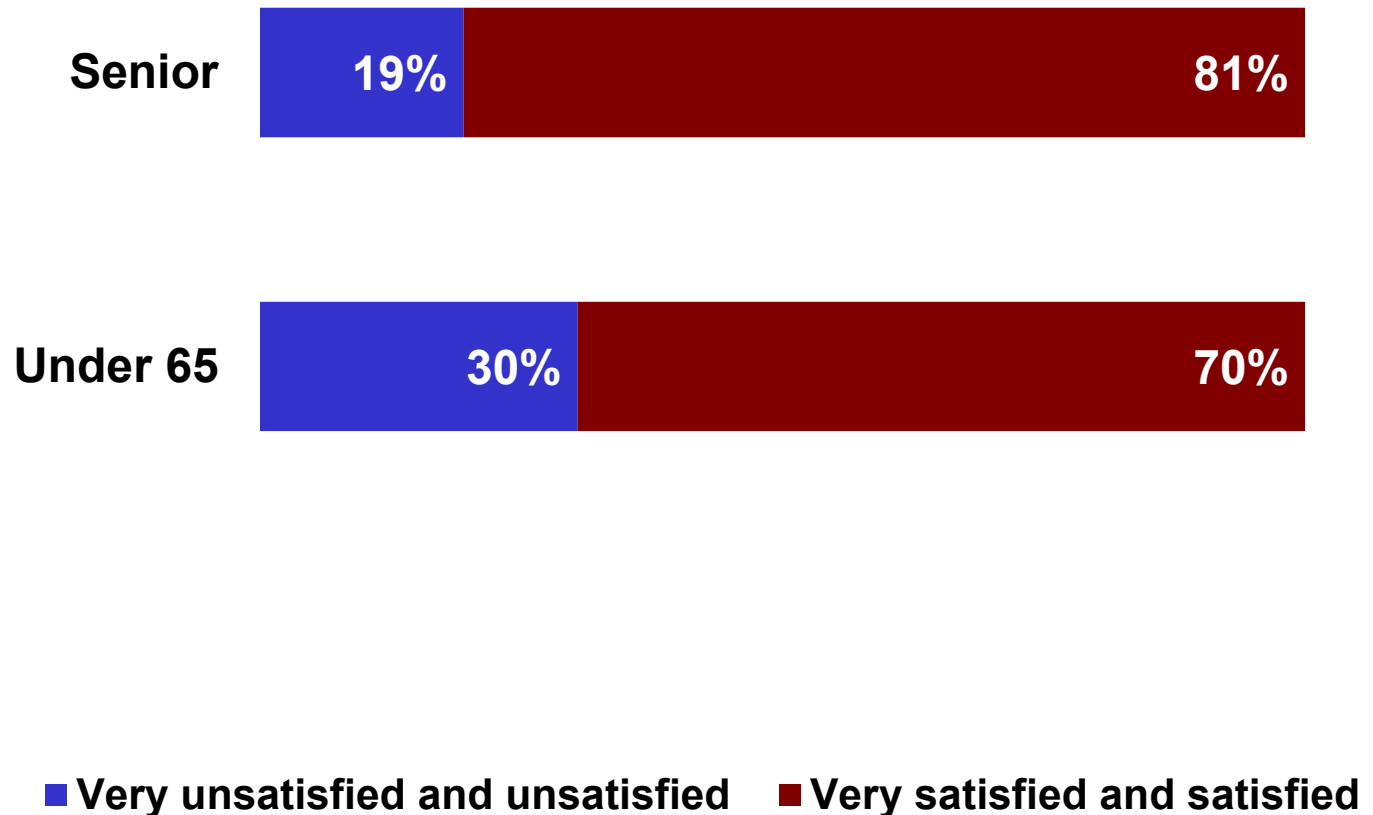
Satisfaction by Household Type

Meeting space

No children | **33%** | **67%**

Children | **46%** | **54%**

Children's space

No children | **20%** | **80%**

Children | **35%** | **65%**

■ **Very unsatisfied and unsatisfied**   ■ **Very satisfied and satisfied**

Note: Don't know responses were removed prior to calculating the percentages above.
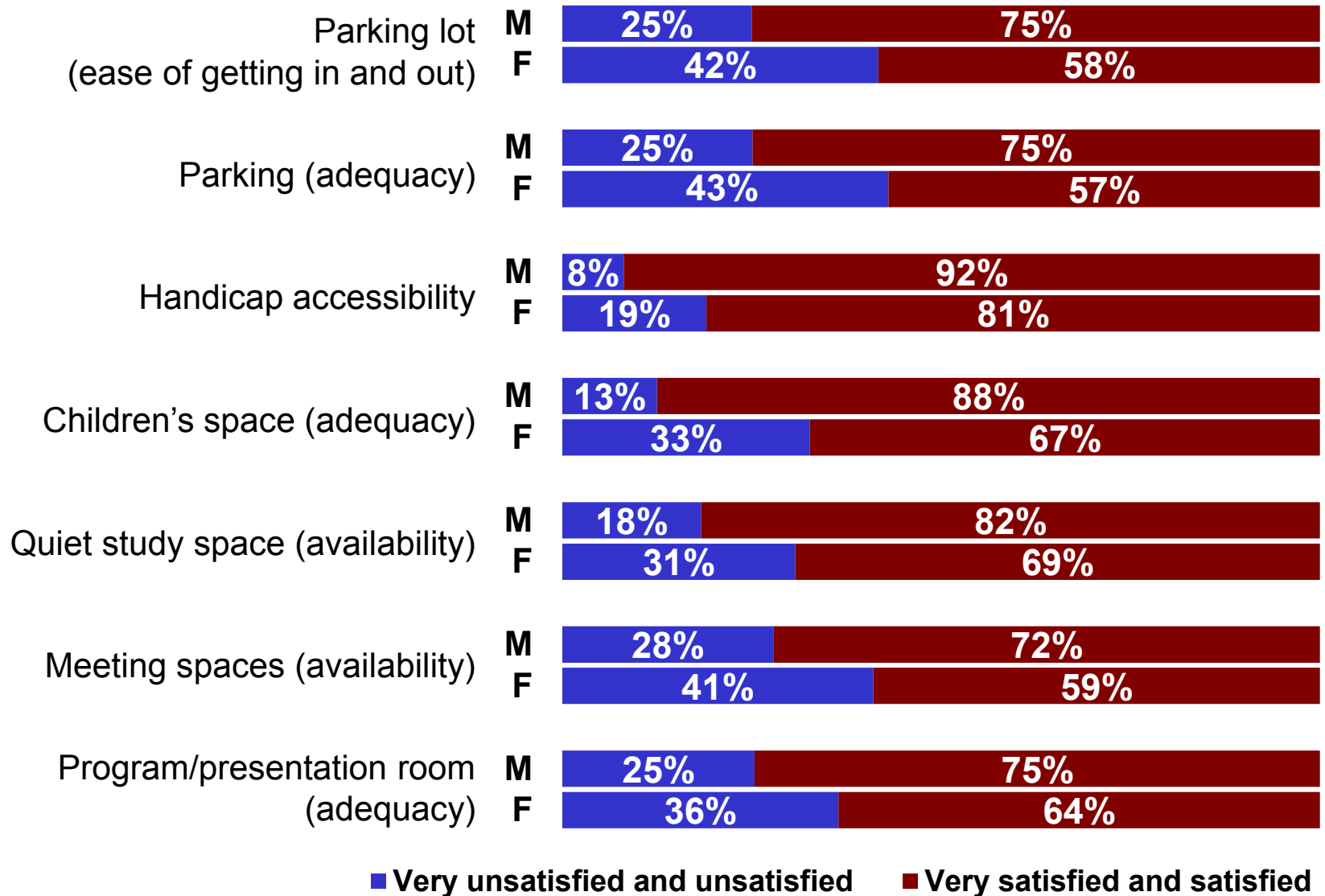
Satisfaction by Age

Children's space

Senior: 19% | 81%

Under 65: 30% | 70%

■ Very unsatisfied and unsatisfied   ■ Very satisfied and satisfied

Note: Don't know responses were removed prior to calculating the percentages above.

Satisfaction by Gender

		Very unsatisfied and unsatisfied	Very satisfied and satisfied
Parking lot (ease of getting in and out)	M	25%	75%
	F	42%	58%
Parking (adequacy)	M	25%	75%
	F	43%	57%
Handicap accessibility	M	8%	92%
	F	19%	81%
Children's space (adequacy)	M	13%	88%
	F	33%	67%
Quiet study space (availability)	M	18%	82%
	F	31%	69%
Meeting spaces (availability)	M	28%	72%
	F	41%	59%
Program/presentation room (adequacy)	M	25%	75%
	F	36%	64%

■ **Very unsatisfied and unsatisfied**　　■ **Very satisfied and satisfied**

Note: Don't know responses were removed prior to calculating the percentages above.

Satisfaction

Themes

- Invest in the collection
- Invest in the children's space
- Invest in e-books and digital resources
- A bigger new facility is needed
- Increase hours
- Expand or improve parking
- More meeting and private study rooms
- We love the library as is. Don't change a thing
- We can't afford more taxes

UMASS DONAHUE INSTITUTE

Satisfaction
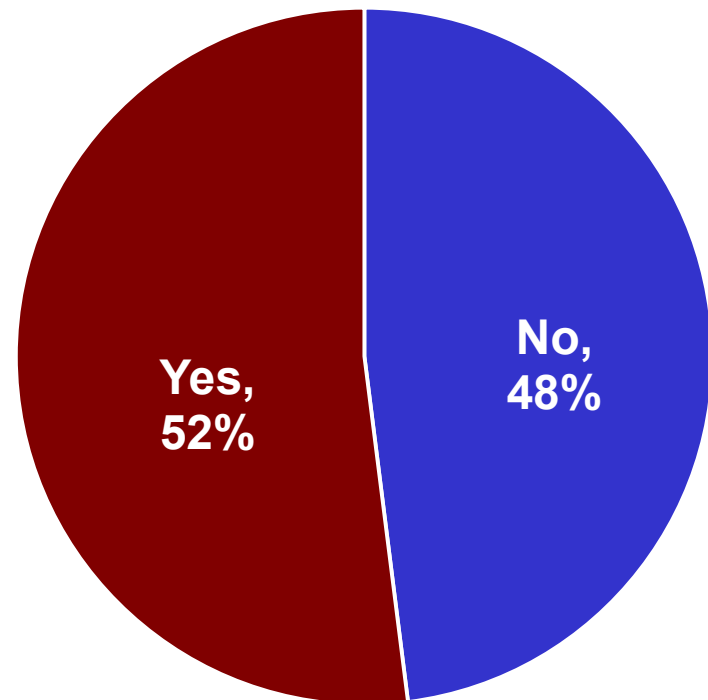
- *It feels like living in a pair of shoes that are too small. We need more room to have a state-of-the-art facility which can serve the needs of our community.*

- *Don't build a new library. Invest the money in books. Open up Friday, Saturday, Sunday nights, and Sundays in the summer.*

- *Larger, more open children's space with natural light. Larger meeting rooms for events and more parking to attend them. More availability of technology—computers, iPad, etc.*

- *Renovations are needed, if not a whole new building. Children's section in particular is cramped, dark, and dingy and doesn't really entice kids to stay there.*

- *I would like new books ordered more quickly and more books available for express books.*

- *Enhance digital technologies. There are not enough licenses on current digital books. Especially popular titles. Downloadable audio books, take-aways, video streaming.*

Regular Use of Other Libraries

Do you regularly use other towns' libraries?

Reasons

- Better, larger collection
- More pleasant space
- Programming
- Hours
- Parking
- Quiet study space
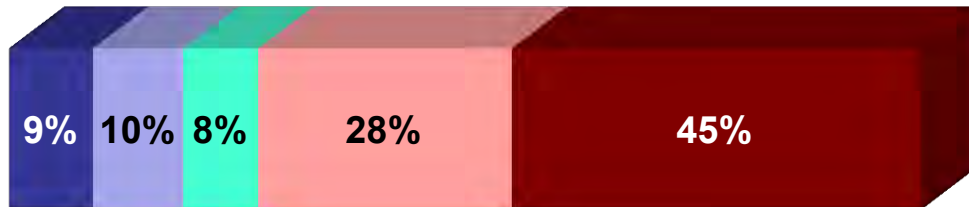
Note: 40% of infrequent users answered yes

Pie chart: Yes, 52%; No, 48%

UMASS DONAHUE INSTITUTE

Reasons for Using Other Towns' Libraries
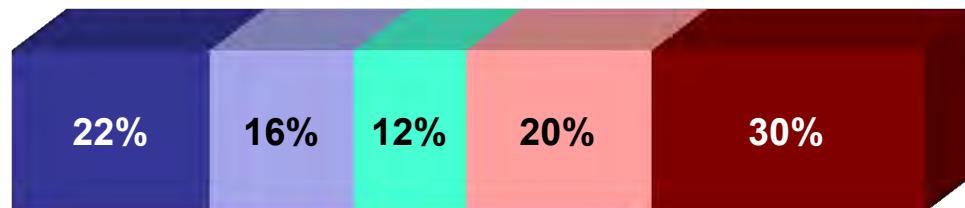
- *Better facilities. Larger collections of bestsellers. Better parking. Lack of dangerous traffic intersection.*

- *The lobby is open and airy. Atmosphere is important, it didn't feel cluttered or crowded.*

- *Larger facilities with greater resources and programs for my children.*

- *Other libraries have better spaces—more open, spacious, bright. [Their] children's rooms have bigger book collections and have better book choices for my elementary age children.*

- *Music programs (Weston, Wellesley), educational cultural programs (Framingham, Wellesley), computer classes (Wellesley), meeting space for workshops/meetings (Waltham, Wellesley, Natick).*

- *Unfortunately, I've found the lack of parking and lack of dedicated space for children at Wayland library too much of a deterrent to go there with my toddler.*

UMASS DONAHUE INSTITUTE

IV. Community Support for Building Project

Expansion and Modernization

| 9% | 10% | 8% | 28% | 45% |

New facility and location

| 22% | 16% | 12% | 20% | 30% |
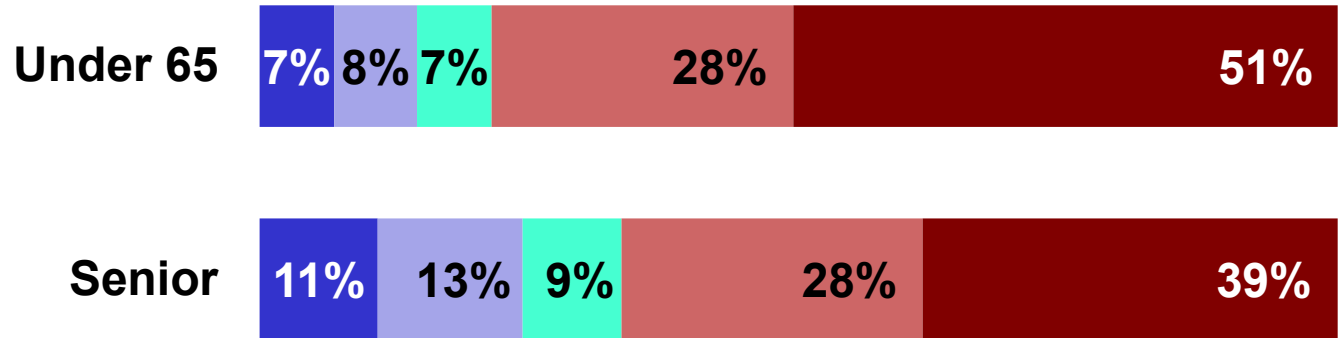
■ Very Unlikely ■ Unlikely ■ Uncertain ■ Likely ■ Very Likely

Comments on Building Project
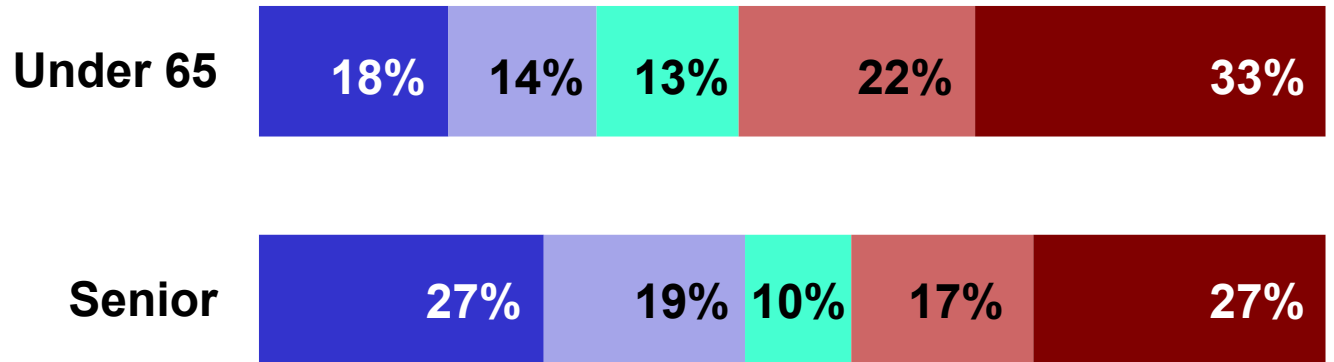
- *I am torn. I would love a new library with lots of light but I can't afford higher taxes.*

- *I like the building that the library is in … but the parking lot is cramped, and the building is too small for today's library needs.*

- *A future use for that building is a key element in a new facility.*

- *Any investment should be in technology, not capital improvements.*

- *I love my Wayland library—I would miss the historic building and setting, but would favor a new, larger facility.*

- *It all depends if they plan on raising taxes. Our tax rate is already too high! I won't support anything that raises our taxes.*

- *Please don't build a new library. We can already go to Sudbury, Wellesley, or Newton if we want to visit a newer large library. Why pay for something we can borrow? That's why I GO to the library!*

- *I love this old building! Modernize please!*

UMASS DONAHUE INSTITUTE

Building Project Support by Age

Renovation or Expansion
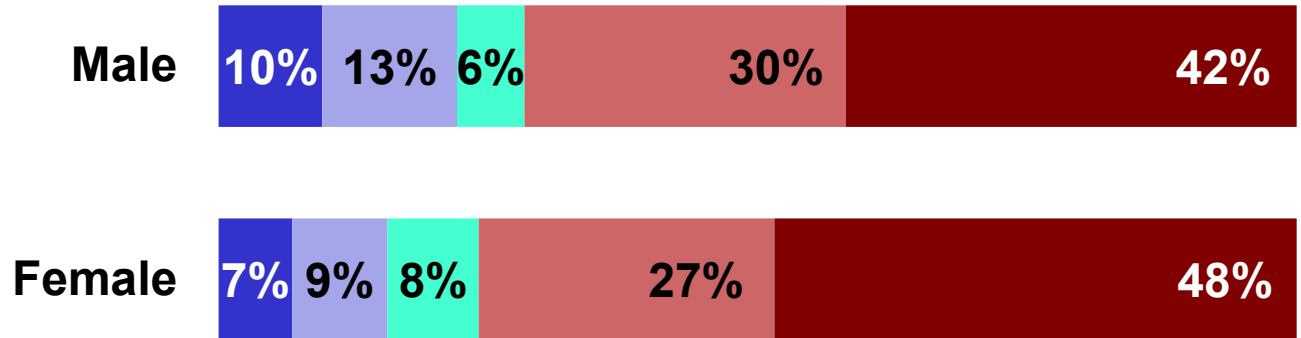
Under 65: Very unlikely 7%, Unlikely 8%, Uncertain 7%, Likely 28%, Very likely 51%

Senior: Very unlikely 11%, Unlikely 13%, Uncertain 9%, Likely 28%, Very likely 39%

New Building

Under 65: Very unlikely 18%, Unlikely 14%, Uncertain 13%, Likely 22%, Very likely 33%

Senior: Very unlikely 27%, Unlikely 19%, Uncertain 10%, Likely 17%, Very likely 27%
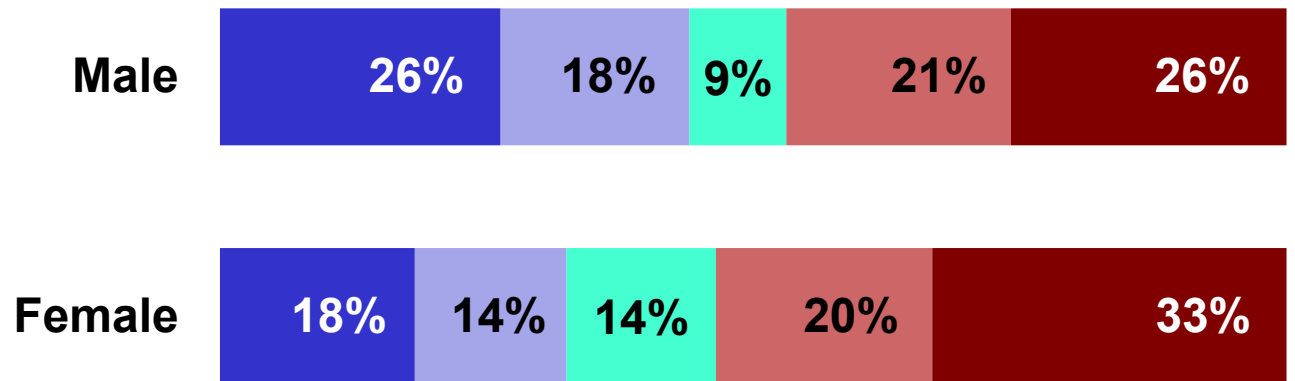
Legend: ■ Very unlikely ■ Unlikely ■ Uncertain ■ Likely ■ Very likely

Building Project Support by Gender
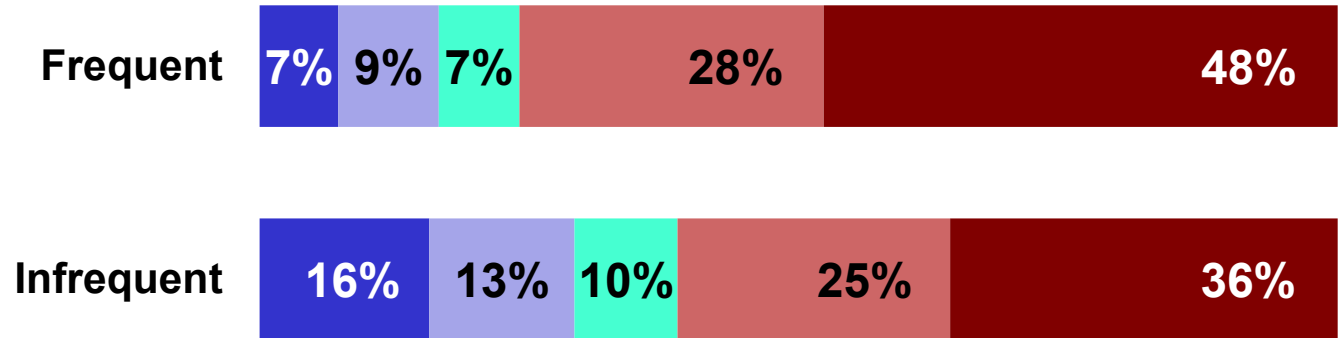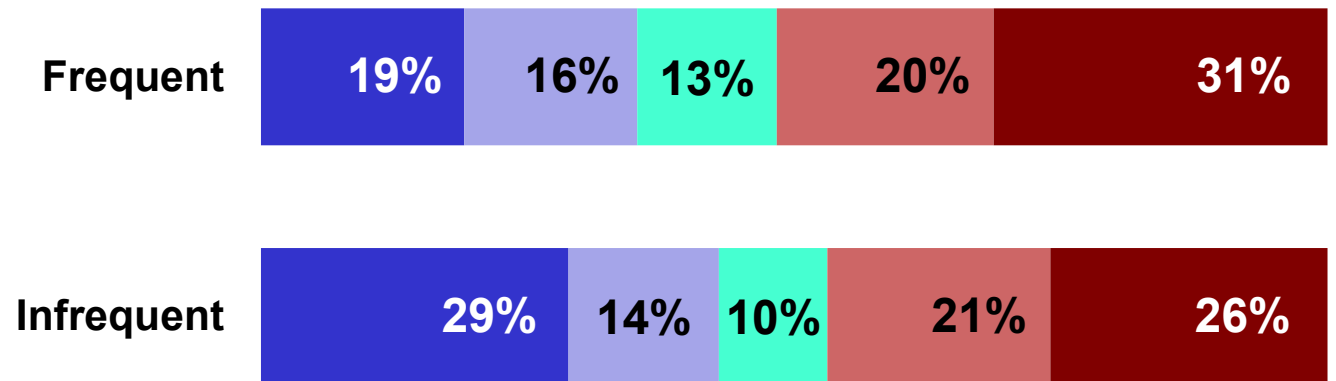
Building Project Support by Frequency of Use

Renovation or Expansion
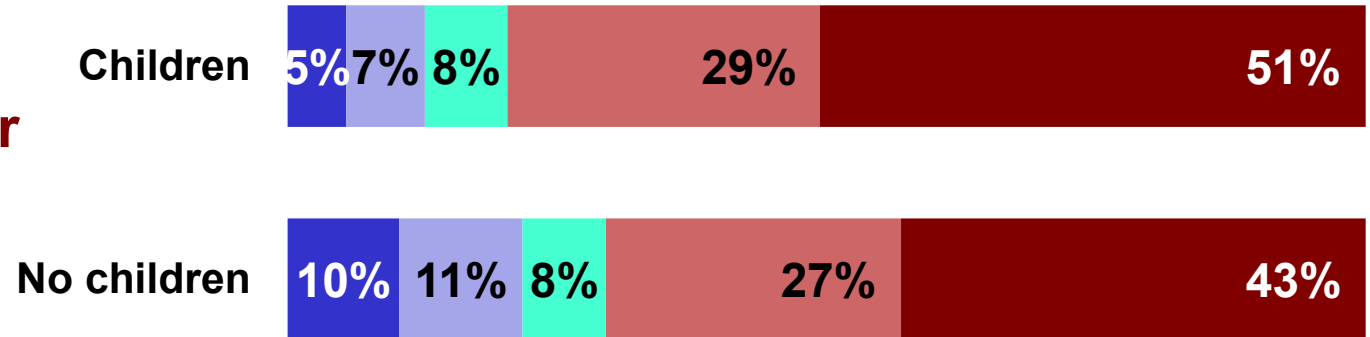
Frequent
| 7% | 9% | 7% | 28% | 48% |

Infrequent
| 16% | 13% | 10% | 25% | 36% |

New Building

Frequent
| 19% | 16% | 13% | 20% | 31% |

Infrequent
| 29% | 14% | 10% | 21% | 26% |
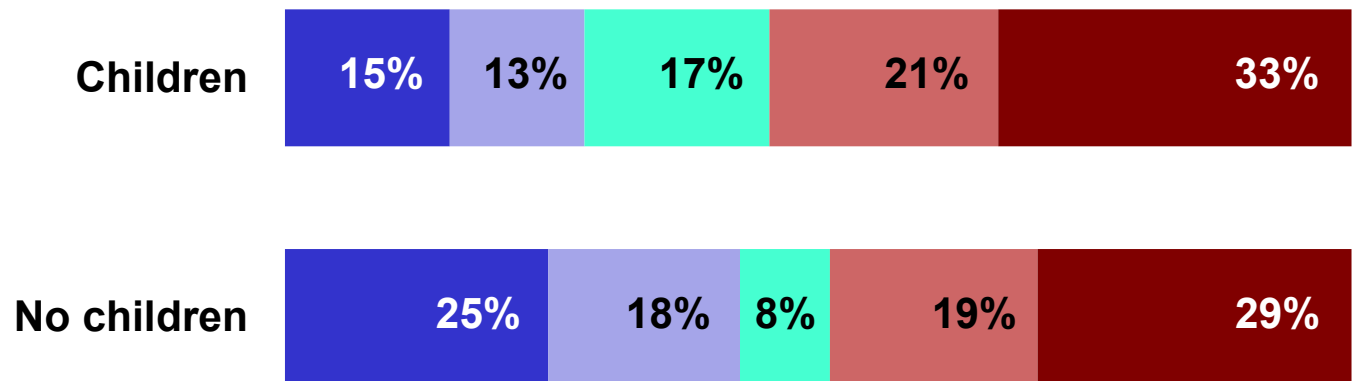
■ Very unlikely　■ Unlikely　■ Uncertain　■ Likely　■ Very likely

Building Project Support by Household type

Support for Renovation by Area of Residence

Area	Very unlikely	Unlikely	Uncertain	Likely	Very likely
A	7%	8%	8%	30%	47%
B	8%	12%	15%	28%	37%
C	9%	11%	5%	30%	45%
D	8%	8%	6%	29%	48%
E	11%	10%	5%	22%	53%
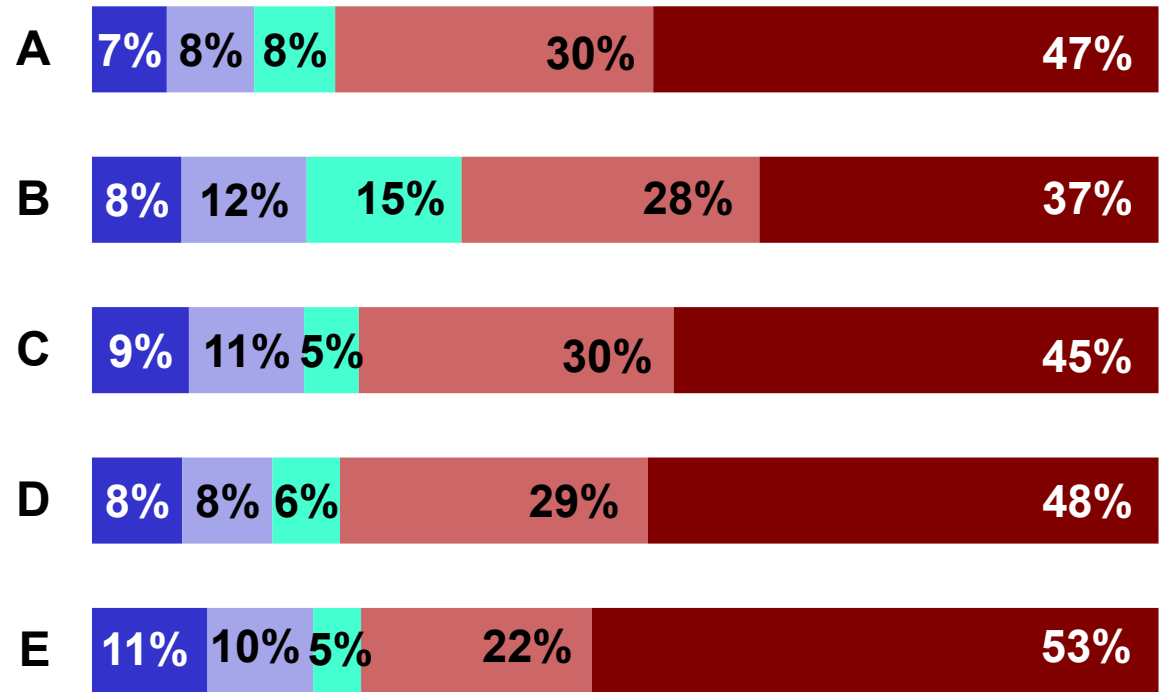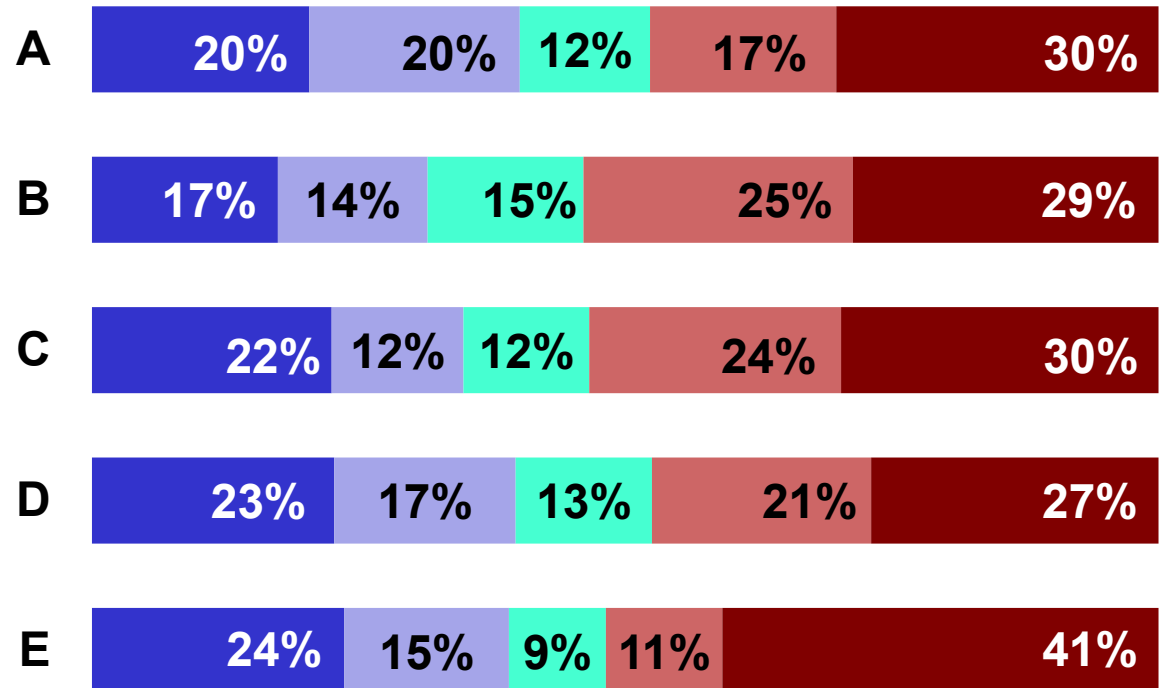
■ **Very unlikely**　■ **Unlikely**　■ **Uncertain**　■ **Likely**　■ **Very likely**

Support for New Building by Area of Residence

Area	Very unlikely	Unlikely	Uncertain	Likely	Very likely
A	20%	20%	12%	17%	30%
B	17%	14%	15%	25%	29%
C	22%	12%	12%	24%	30%
D	23%	17%	13%	21%	27%
E	24%	15%	9%	11%	41%

■ Very unlikely   ■ Unlikely   ■ Uncertain   ■ Likely   ■ Very likely