



District of Columbia Public Library

Web Survey Report
October 2015



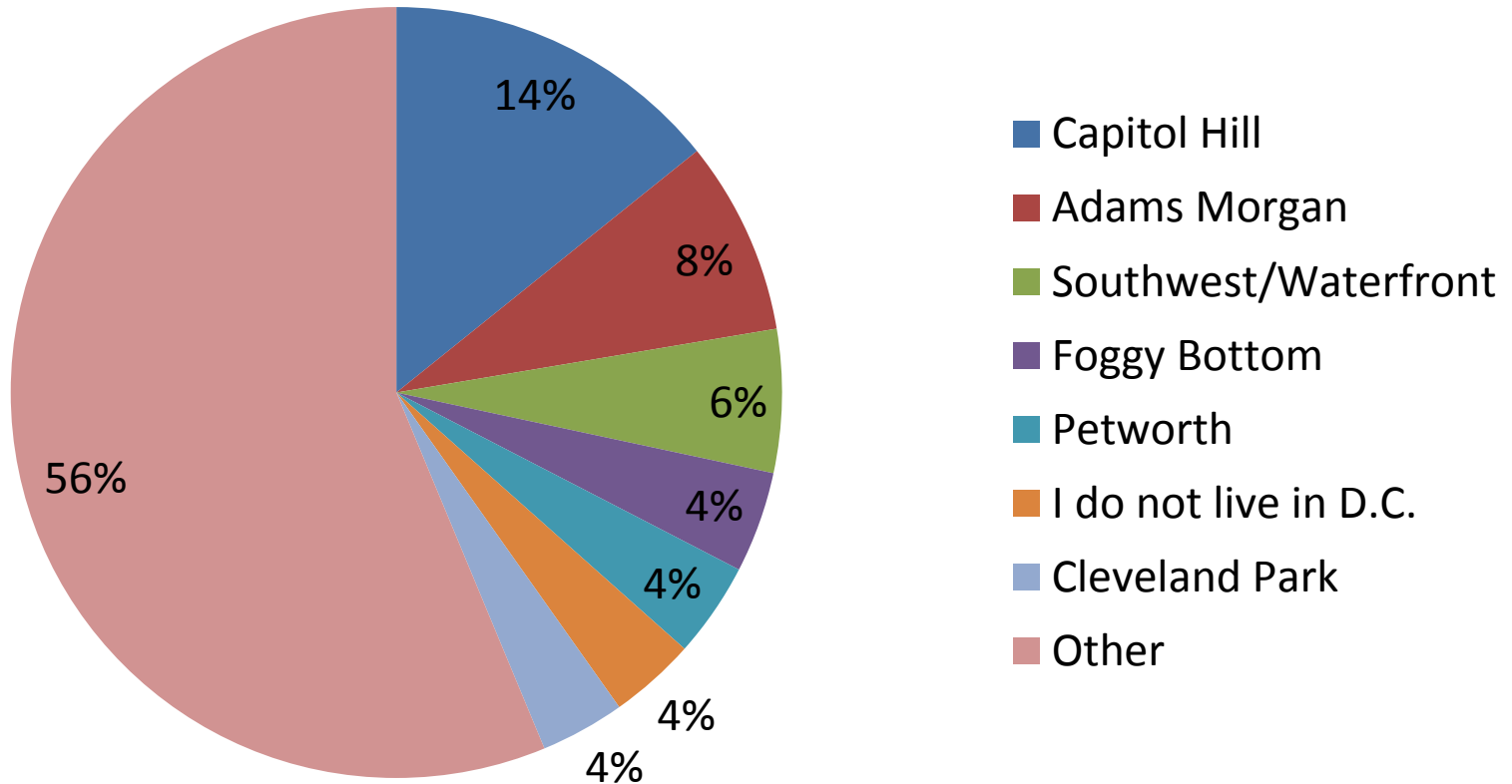
Overview

- To inform DC Public Library's strategic plan, Widmeyer Communications conducted a web survey of D.C. residents – both library users and non-users – to help prioritize and enhance the library's core programs and services over the next five years.
- The survey was open three weeks Sept. 23-Oct.14
- There were 1,526 total respondents
 - 1,412 users (93.21 percent)
 - 103 non-users (6.8 percent)
- This was not a statistically valid survey. Respondents were self-selected.
- D.C. residents could access the survey (in English or Spanish) directly on the library's website and on library computers. Input was also collected at library and community events, where respondents were given the option to complete a print version of the survey.
- The survey was publicized on flyers and bookmarks posted and shared in libraries and at community events, on social media and email, in local media outlets, and on the homepage of the library's website.

Key Findings

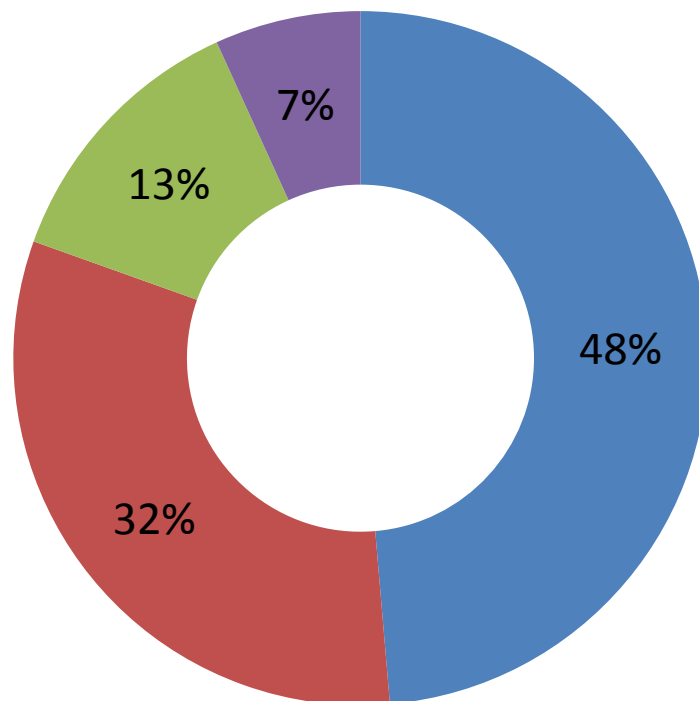
- The survey received the most response from residents in Ward 6. There was not a significant response from residents in Ward 7 and Ward 8.
- Frequent users of the library were most likely to respond, while non-users (who responded that they use the library 'rarely/never') only represent 7 percent of respondents.
- Both users and non-users state that they use or would be most likely to use the library in a traditional way, such as checking out books and materials and reserving meeting rooms and study space. Non-users especially showed interest in increased cultural programming, such as arts, music, film and dance.
- All respondents indicated that time and awareness about the library's offerings are the two factors that prevent them from using the library more frequently.
- Along with books, users of the library indicated that they wished the library would offer more programming for adults and children. Non-users said they were likely to use the library more often if there was more cultural programming, continuing education classes, and a greater selection books, video and audiobook material.

Question 1: What is the name of the neighborhood you live in? (All)

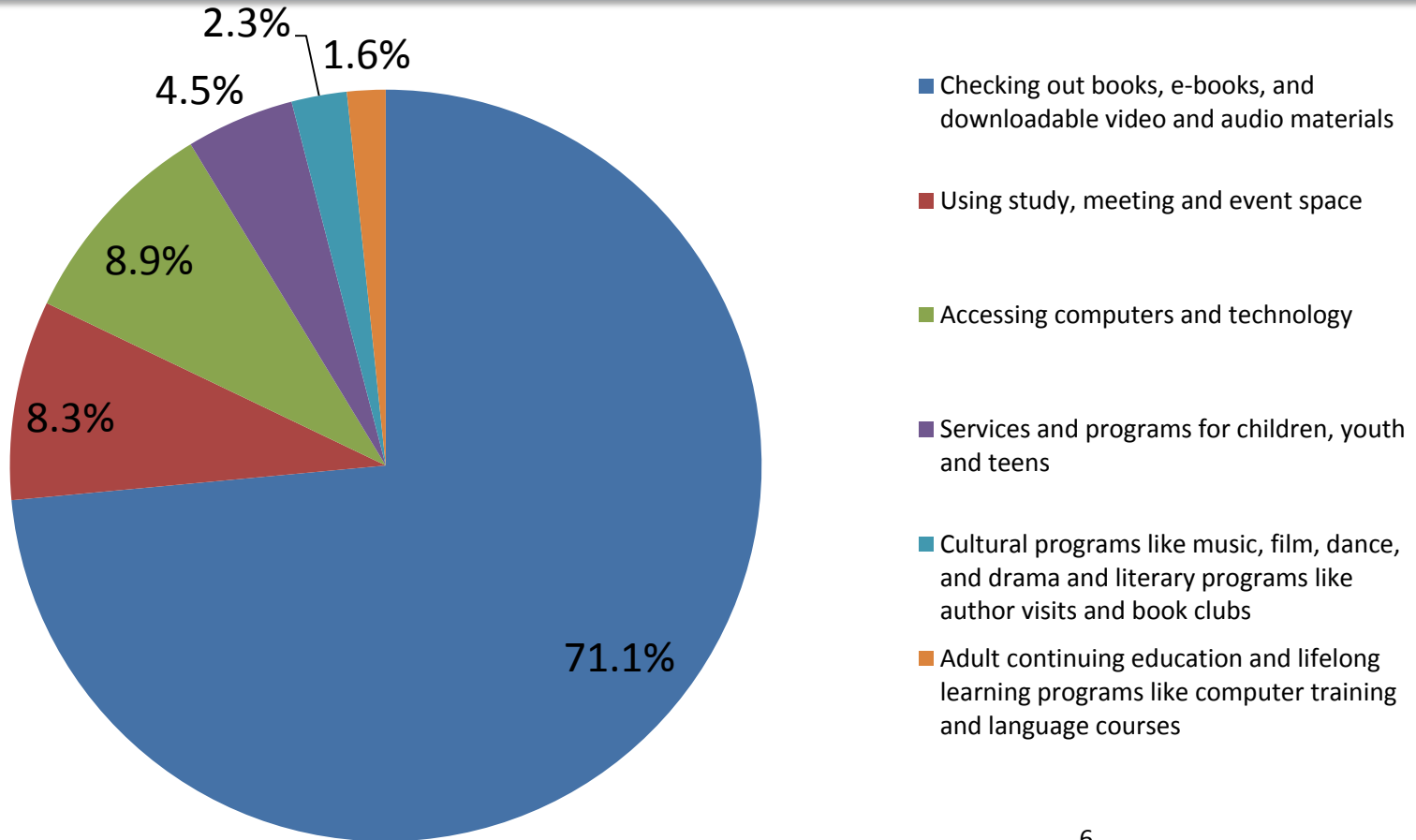


Question 2: How often do you use the library? (All)

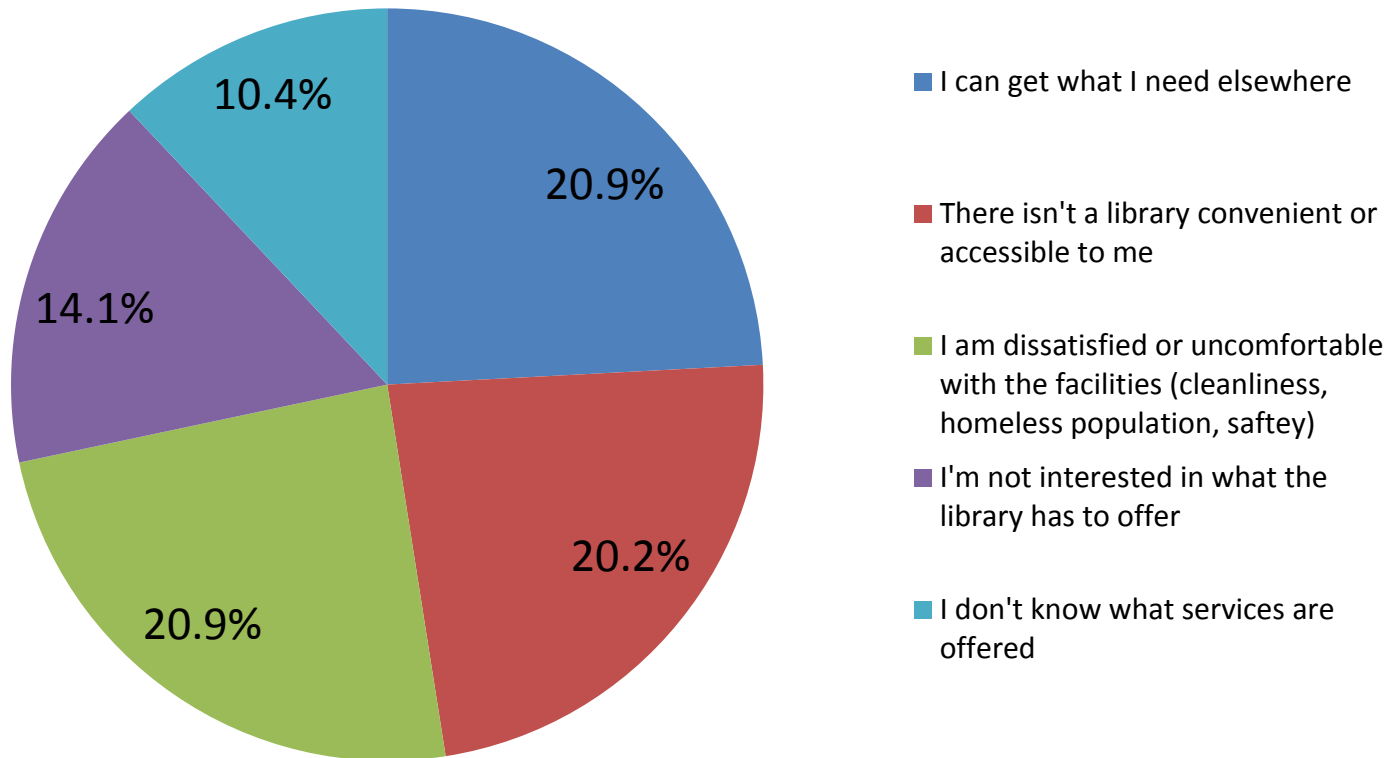
■ Very often ■ Somewhat often ■ Not too often ■ Rarely/never



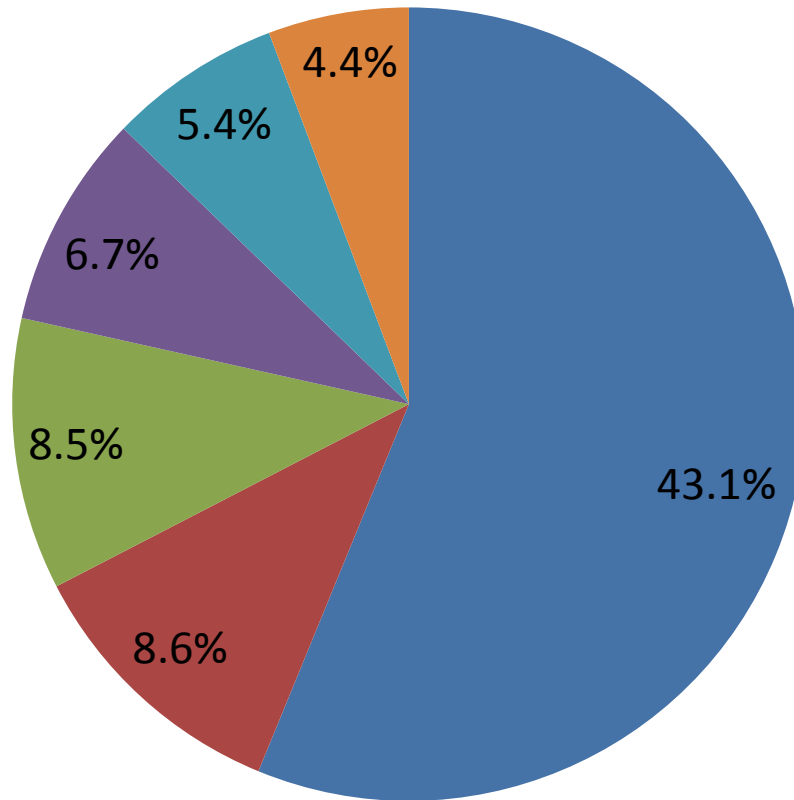
*Question 3: What are the one or two main things you typically use the DC Public Library for, either at a branch or online? (Users)



*Question 3: What is the main reason that you do not use the DC Public Library? (Non-users)

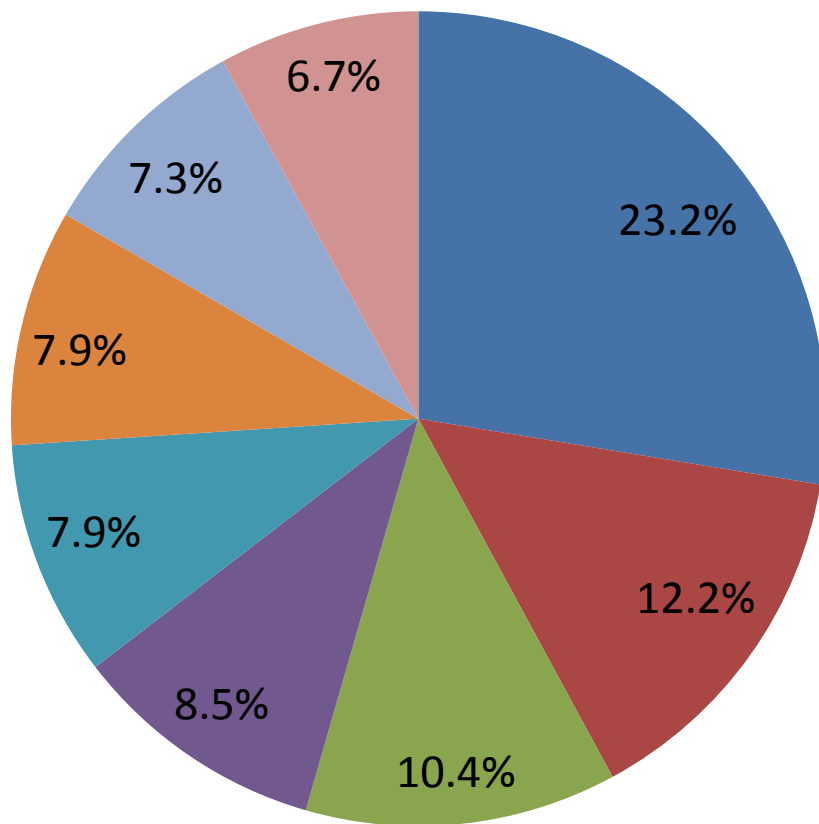


*Question 4: What do you wish the library offered more of? (Users)



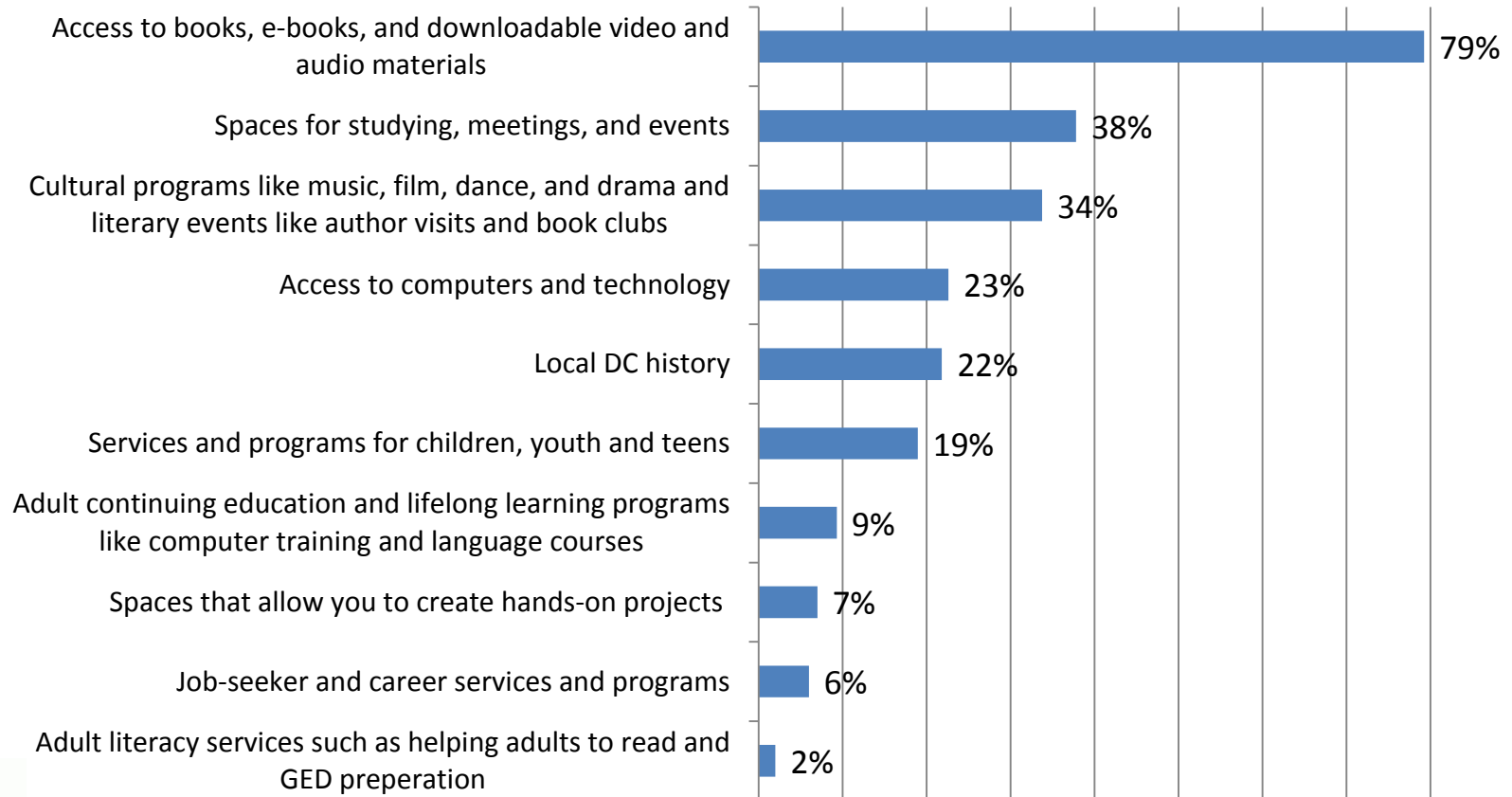
- Wider selection of books, e-books, and downloadable video and audio materials
- Services and programs for children, youth and teens
- Cultural programs like music, film, dance, and drama and literary events like author visits and book clubs
- Adult continuing education and lifelong learning programs like computer training and language courses
- More quiet spaces for studying, meeting, and events
- Access to more computers and technology

*Question 4: What one thing could the library offer that would make you use it more often? (Non-users)

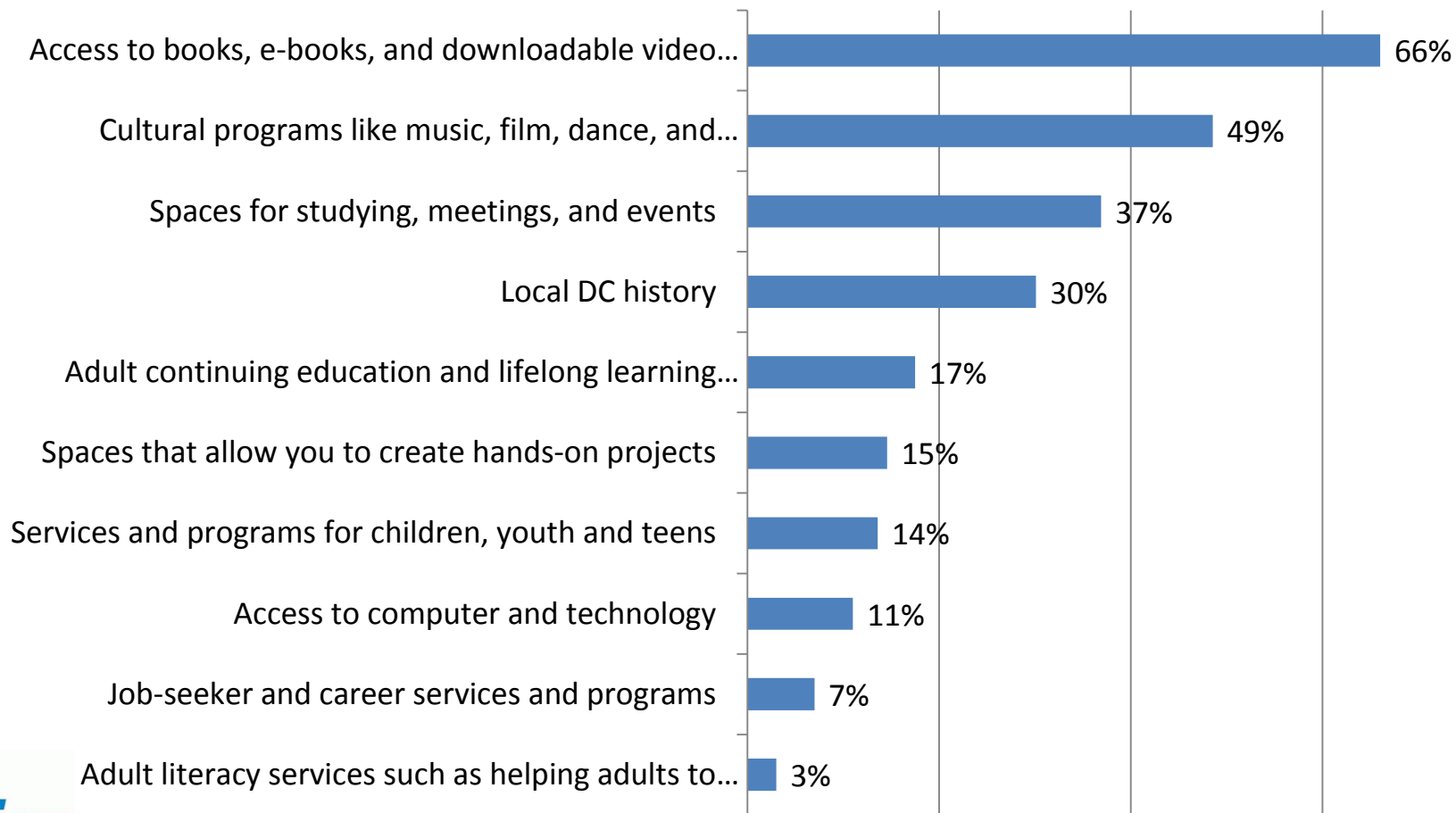


- Wider selection of books, e-books, and downloadable video and audio materials
- Nothing
- Cultural programs like music, film, dance and drama and literary events like author visits and book clubs
- Cozier spaces, café ambiance
- Adult continuing education and lifelong learning programs like computer training and language courses
- More spaces for studying, meetings, and events
- Services and programs for children, youth, and teens
- Extended hours 9

Question 5: Which of the following services do you use? Select up to three. (Users)

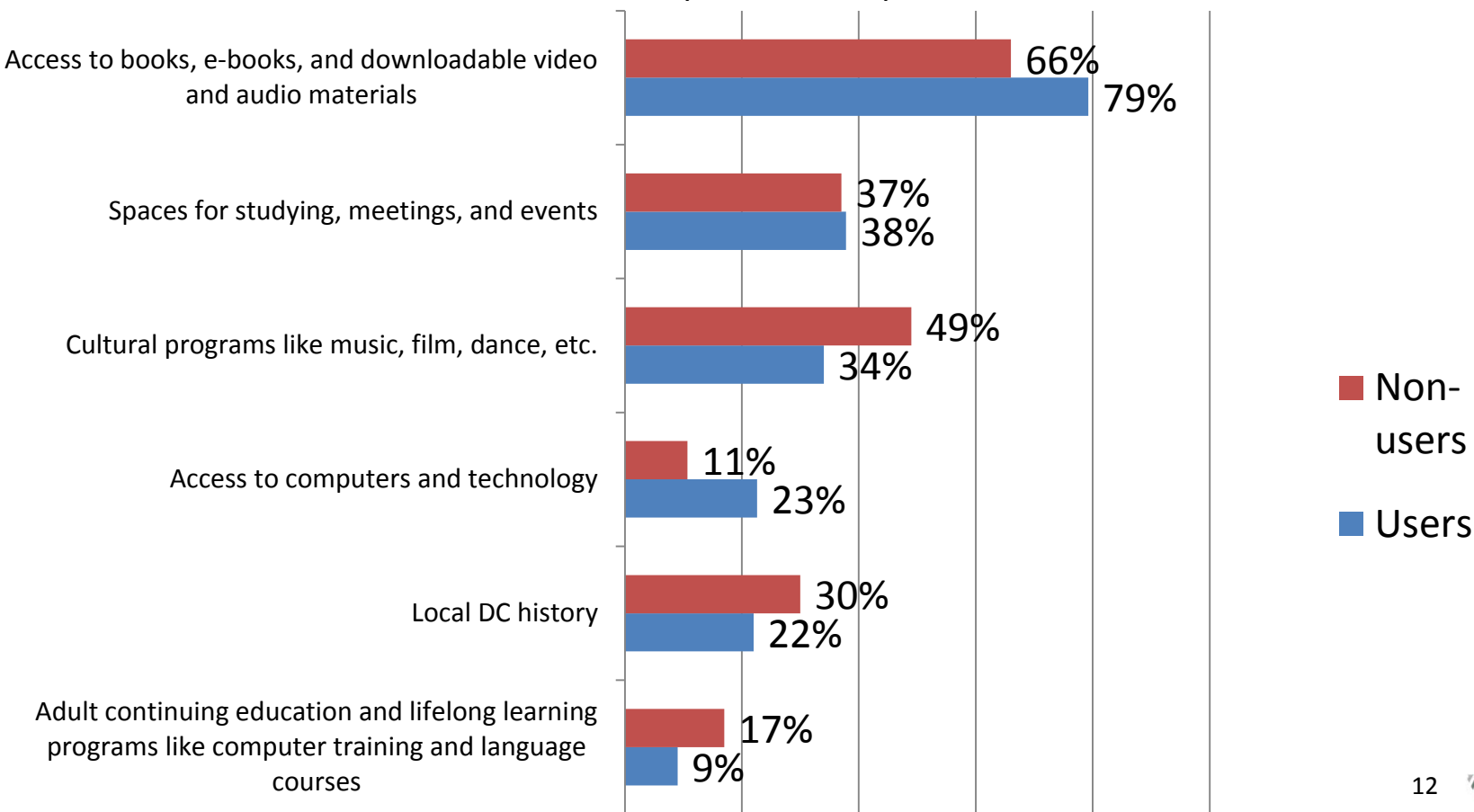


Question 5: Which of the following services would you be most likely to use? Select up to three. (Non-users)



Question 5: Which of the following services do you use/would you be most likely to use? Select up to three. (All)

User/non-user comparison of top choices



Question 6: Thinking about reasons you may not use the DC Public Library more often, which of the following statements do you agree with? Select all that apply. (All)

Choices	Percentage
1. I would love to go to the library but I am too busy and it isn't a priority	26%
2. I don't feel like I know what services are offered	24%
3. Other	18%
4. I can get anything I need from the library elsewhere, like online or at a book store	12%
5. I can never find what I want when I go to the library	9%
6. There isn't a library that is convenient for me to attend	7%
7. I'm just not interested in what the library has to offer	2%