

Ely Public Library Survey Data

Total number of participants 290
53 hard copy surveys / 237 online

Participant's Library Habits and Locations

Questions 1 and 2

18% visit the library weekly.

24.65% visit monthly

41.67% visit a few times a year

15.63% never visit the library.

88.89% live in City of Ely

7.29% live in Rural Linn County

3.82% live in and around Cedar Rapids and Rural Johnson County

This data gives us an indication that most of the survey participants have used the library's services. However, 41% of Ely residents use the library weekly and monthly while over 42% use the library a few times a year or never; that number increased to 52% of Rural Linn County residents. 72% of residents in the other category used the library weekly/monthly.

Services Used and Would Like to See at the Library

Questions 3 and 4

Of the participants who visited the library weekly or monthly, most of the services were used to a great degree. Of the services, studying/tutoring/test proctoring and attend programs for teens received the lowest percentage points. On the flip side of that, tutoring rooms and teen spaces were 27% and 19%, respectively, of people who currently use the library.

Across all participants, 50% wish that a rental space with a Kitchen was provided in the community. 36% want a large meeting room (over 40 people).

Missing in the list, which was mentioned multiple times in the other category, was recreation/gym space. Which also was reinforced in the comments in a later question.

Accessibility

Question 5

56% of all participants did not know that the building is not fully accessible and does not meet national standards. In our opinion that number is not surprising. A good number of able-bodied individuals do not understand the ADA laws and almost all individuals except those in the library industry would know the standard sizes for library buildings today. Weekly and Monthly users were more knowledgeable, with 52% answering yes.

Participation in Workshops

Question 6

75% of all survey participants said that they did not attend any of the virtual workshops. Across all demographics of users and locations, most participants did not attend the virtual workshops. While this information is disappointing, it is not surprising considering this was around the time people started experiencing Zoom fatigue during the pandemic. The survey did reach 218 more individuals.

Site Locations

Question 7

This question focuses on the 9 site locations and which of these locations survey participants liked the best.

39% of all participants like Option A, which was the existing site. 69 participants who never visit the library or visit a few times a year chose this option; 36 participants who most use the library chose this option.

However, 42 participants or 37% of frequent users chose Option D Main Street by the fire station as their number one option. Option D was the second highest of all survey participants, including those who never or rarely visit the library.

Note: This question has a 9% skip rate, meaning those 25 people who skipped this question didn't feel educated enough to answer.

Community Rooms

Question 8

63% of 230 participants who answered this question said YES to the library having a larger suite of community rooms. Over 90 positive comments mentioned using the space for community groups/clubs and organization meetings; parties (graduation, birthdays, Christmas, baby/bridal showers); programming; and city presentations etc. Nine (9) positives mentioned smaller conference rooms, tutoring rooms, six (6) positive comments mentioned a kitchen, three (3) mentioned a gym space.

36% of the 230 participants who answered question eight (8) said 'no' and elaborated with 20 people saying "no" or "no need". Eighteen (18) people mentioned a larger need for a recreation center or a community center/having a community center for this function. Twelve (12) people mentioned the American Legion, saying "the legion offers this", "we have the legion and city hall for that" and someone commented that a legion representative offered their facility for gatherings. Twelve (12) people also mentioned leaving the library as it is, and that large community space is not a function of the library.

Of the lowest number of people who wrote a comment in the no field and elaborated - eight (8) people mentioned cost as their reason for saying no to a larger suite of community rooms.

When looking at this answer from a user standpoint, those who come to the library weekly or monthly responded with 86% of that subgroup people answering YES to the library having a larger suite of community rooms, 15% saying NO. Inversely, people who responded to the survey who visit the library a few times a year or never visit the library responded with 47% YES and 52% saying no.

Ely residents' vs rural county residents' responses were virtually the same at 62% YES and 38% NO.

Choosing Options

Question 9

This question addresses the two top options that came out of the SPARK Session, which was held virtually. We asked the public which option they preferred. Of 247 people who answered this question (43 skipped) 30% or 75 people chose option A4 – the existing library site – two story addition and renovation; 55% or 137 people chose option D3 – Main Street by the fire station; and 21% or 52 people chose the 'Other' option.

Breaking this out by usage, individuals who visit weekly or monthly chose option D3 Main Street with 71% over the existing library option A4 with only 27% support.

Those individuals who visit few times a year or never also chose option D3 Main Street, with slimmer margins of 43% to 32% choosing the existing library option A4.

Levels of Financial Support

Question 10 and 11

245 individuals responded to the question on what level of investment they would support. This question asked participants to slide a scale to their investment number. The dollar amount ranged from \$0 to \$400 on a yearly investment.

The average dollar amount was \$88.00 per \$100,000 of property value for all participants who took the survey.

Of participants who visit the library a few times a year or never, that number drops to \$53.00 a year. Of survey participants who visit the library weekly or monthly, the dollar amount went up to \$137.00 a year.

For Ely residents the amount was \$85.00 and **for rural Linn County the number was \$148.00.**

Note: This question has a 15% skip rate, meaning those 45 people who skipped this question didn't feel educated enough to answer.

When asked about donating to a capital campaign: 144 participants put \$0- \$99, 74 participants \$100 -\$999 and 18 participants put \$1,000-\$9,999.

We can come up with these hypothetical scenarios:

If all 144 individuals gave \$99 dollars you would get \$14,256

If 74 individuals gave the lowest amount in the category at \$100 this would equate to \$7,400. The highest amount would be \$73,926.

If 18 individuals gave the lowest amount in their category at \$1,000 this would equate to \$18,000. The highest amount would be \$179,982.

Your hypothetical donation dollar amount (if every participant gave the lowest and the highest in the categories they chose) would range from \$25,400 to \$268,164.

Note: This question has a 18% skip rate, 54 survey participants chose not to answer this question.