

Pinal County Library District Community Survey Findings Review

Pinal County Board of Supervisors

Select Key District-wide Findings

- 97% reported using English as their main language at home.
- 26% of users reported preferring to visit the library weekday mornings; 25% prefer weekday afternoons; 34% no preferred time.
 - Users that visited at least once a week tended to report they preferred to visit in the mornings more than less frequent visitors.
- 61% reported having another adult in household that use the library; 16% have a tween.
- Highest usage - Borrowing books (81%); borrowing media such as videos, music, or audio books (55%); Also - using a library computer (33%); ask a librarian a question (26%).
- Highest use of on-line media - eBooks (42%), eAudiobooks (23%).
- Library computer use - web searches (27%), printing (26%), social media or e-mail (22%); 48% do not use.
- 59% of users do not participate in library programs.
- 51% of users prefer to receive information about library programs by e-mail.
- 62% of users view the library as being very useful for senior citizens; 54% think it is for school-age children; 50% think so for families with young children under 5.
- 76% rate customer service as being excellent, 19% rate it as good.
- The most recommended materials to increase at the library were adult books and media (32%).
- Reasons for non-use - lack of free time (29%), too far from house (15%).
- Reasons to reengage - more eBooks and more bestsellers.



Suggestions for Utilization of Affiliate Findings

- Understanding findings as generalizable vs. descriptive
- Thorough review and identification of any unexpected findings - types of users
- Consideration of open-ended responses – gripes, groups, and gems
- Consideration of recommendations
- Sharing with community and key community stakeholders – validating participation and getting buy-in
- Translating data to action – cost, energy, acknowledging community input