

## Community Opinion Regarding the Southlake Public Library

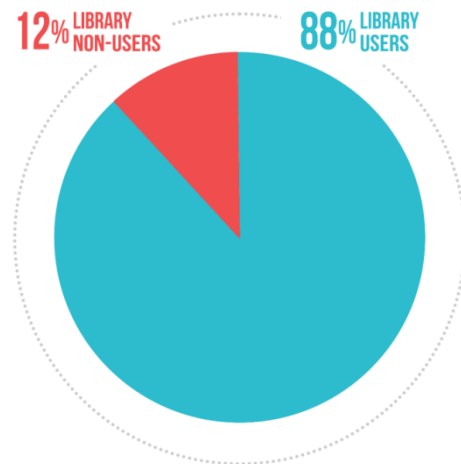
As part of the overall needs assessment process, the consultant team engaged the community to assess overall satisfaction, as well as current and future needs. Six focus group sessions were conducted as well as an online survey which resulted in **1,157 total participants, or 4.0% of the service population**. The focus group participants represented specific populations within the community, including parents of small children, library staff, library board, adult library users, and small business users. Topics of discussion focused on current library conditions and future expectations, and what services the Library might provide to address those outcomes / findings.

### Who Participated



#### Participant Snapshot

- 45% of participants had visited the library in person over the past 12 months
- 38% of participants had visited the library in person and online over the past 12 months
- 47% are 45 to 64 years old



### How the Participants Use the Library

- The majority of respondents check-out books/DVD's when they visit
- Twenty eight percent of respondents download books from the library.
- Half of the respondents believe their use of the Library will increase in the next five years.
- Over half the respondents read or browse the collection when visiting the Library.

### What the Participants Thought

- Respondents overwhelmingly find the staff helpful and pleasant.
- The majority of respondents noted the children's programming as a library strength
- Respondents often find the Library well-used which makes it noisy.
- A lack of seating space, a lack of social gathering space, and inefficient meeting space were all noted as areas of needed improvement.
- Respondents find parking inconvenient.

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## What the Participants Want

- Respondents overwhelmingly would like an expanded collection.
- The majority of respondents would like a dedicated children's program area
- Respondents would like more comfortable seating.
- Respondents would like the library to providing additional child or adult learning classes on science, art, and computers.
- Using the library as a small business resource for stay at home parents was suggested as a new service.

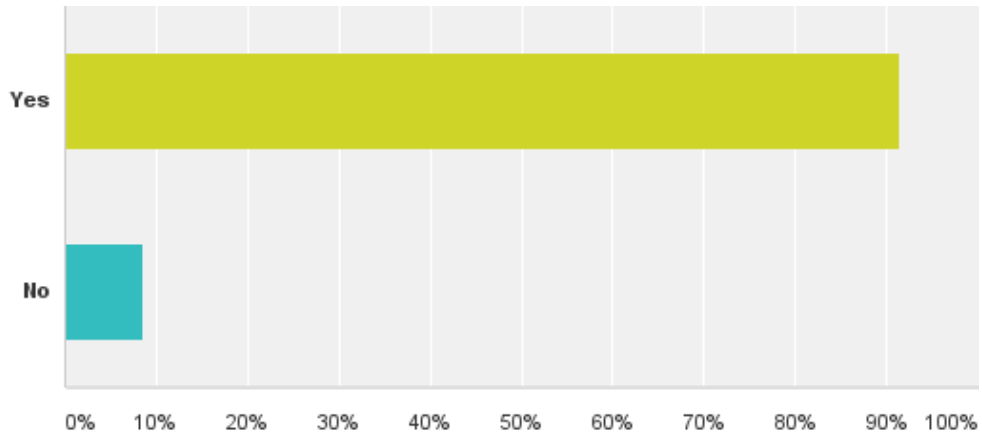
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Additional needs identified included:

Expanding the children's area to provide active learning zones for kids of various ages.  
Providing additional program spaces of varying size and configuration  
Access to more comfortable and welcoming spaces  
Improved cell phone service within the library  
Access to impromptu spaces for socialization

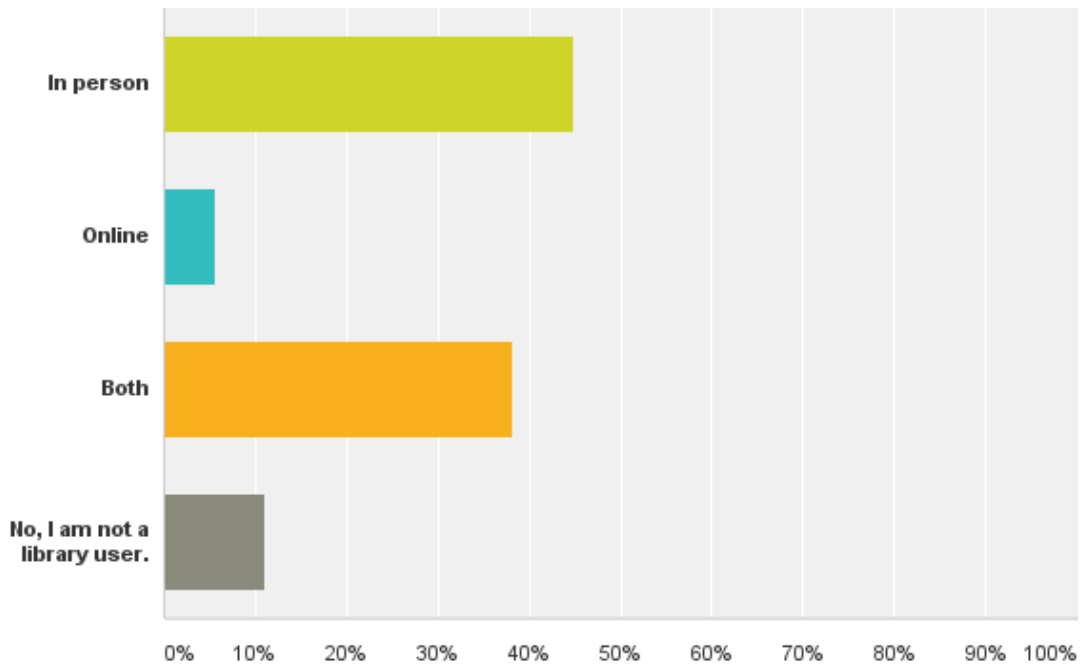
**Q1: Do you have a library card?**

Answered: 1,149 Skipped: 8



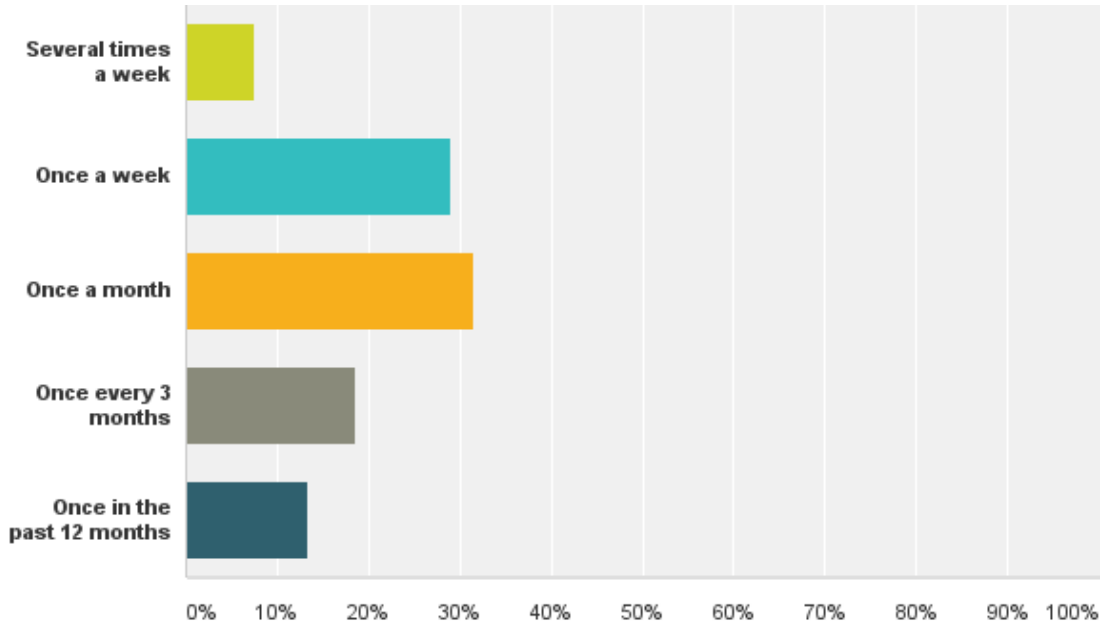
**Q2: Have you used the Southlake Public Library in the past 12 months, in person or online?**

Answered: 1,150 Skipped: 7



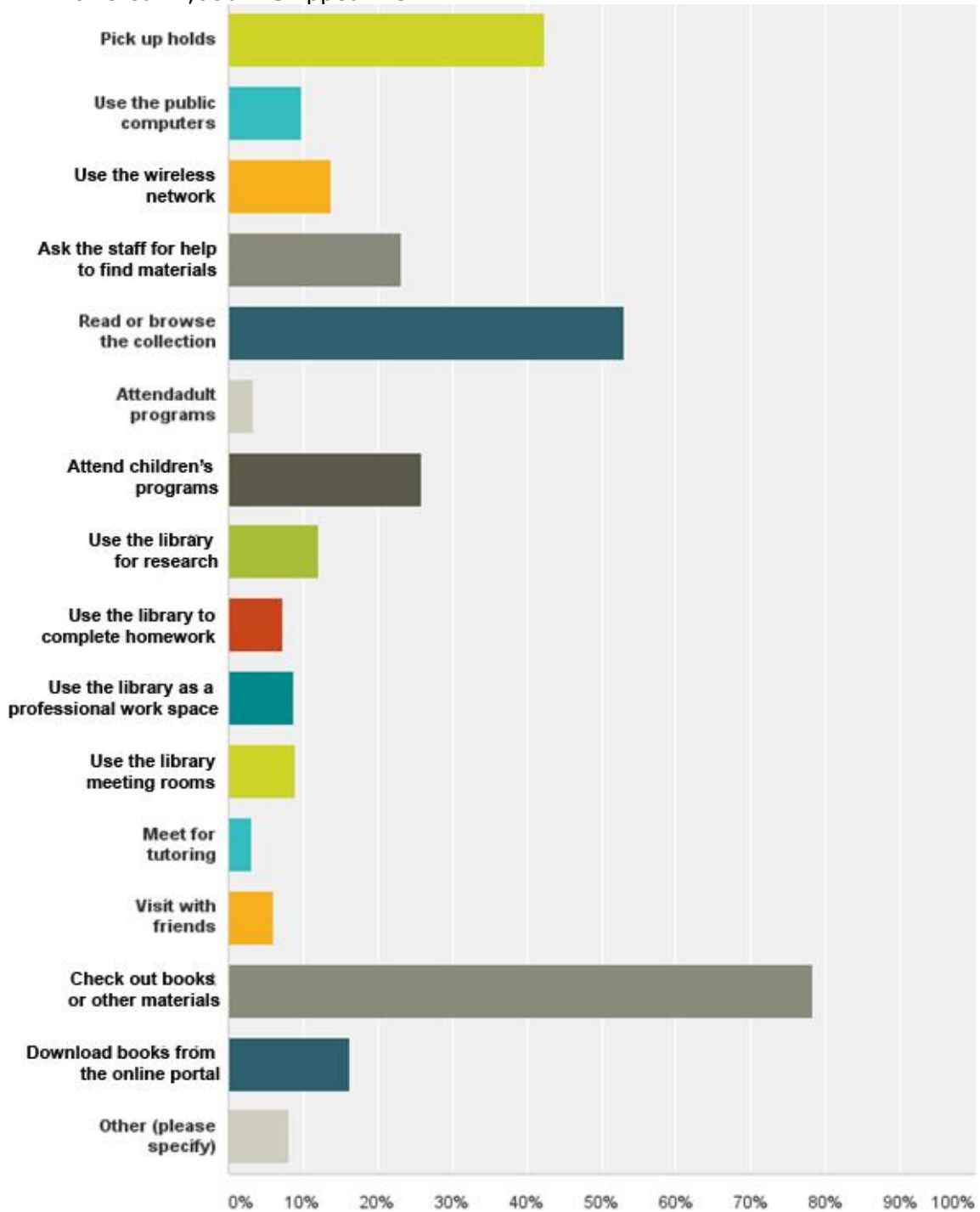
**Q3: How often do you or a family member visit the Southlake Public Library?**

Answered: 1,004 Skipped: 153



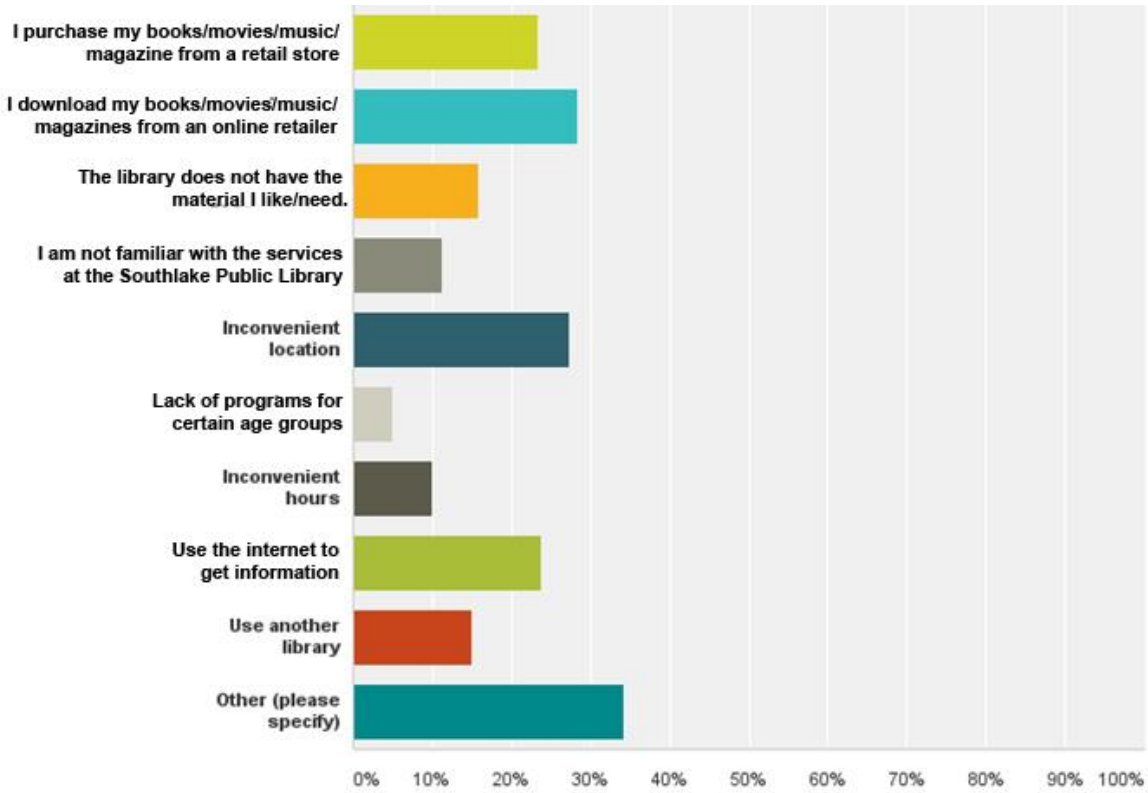
**Q4: What do you typically do when you visit a public library?  
(Southlake or another library)(Select all that apply)**

Answered: 1,006 Skipped: 151



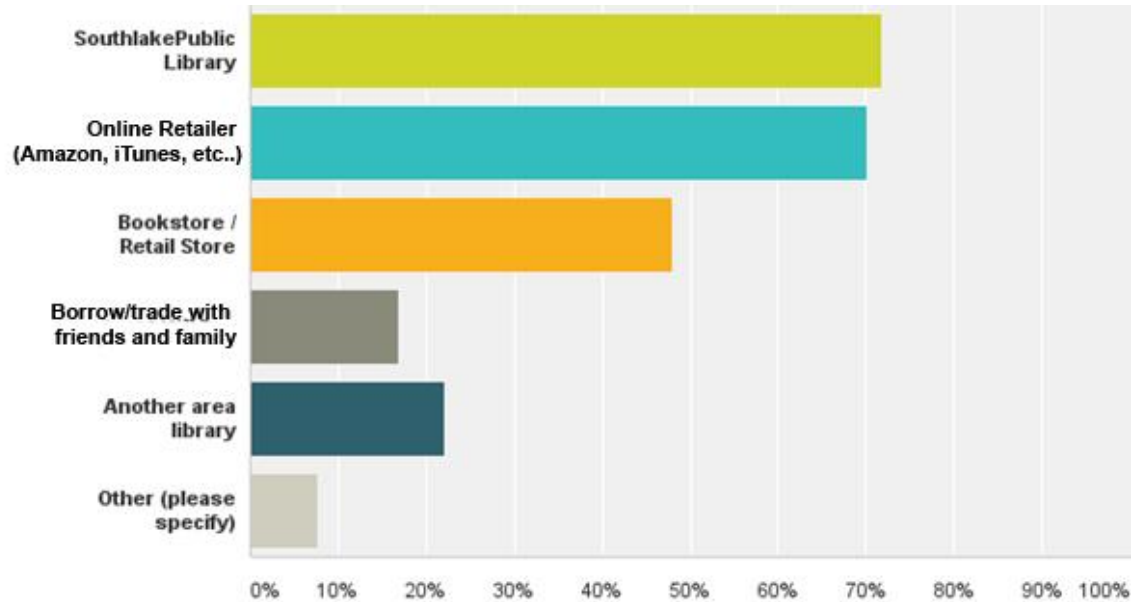
**Q5: If you have not used the Southlake Public Library in a while, please tell us why? (Select all that apply)**

Answered: 399 Skipped: 758



**Q6: When you are looking for books, movies, or music, where do you go? (Select all that apply)**

Answered: 1,115 Skipped: 42



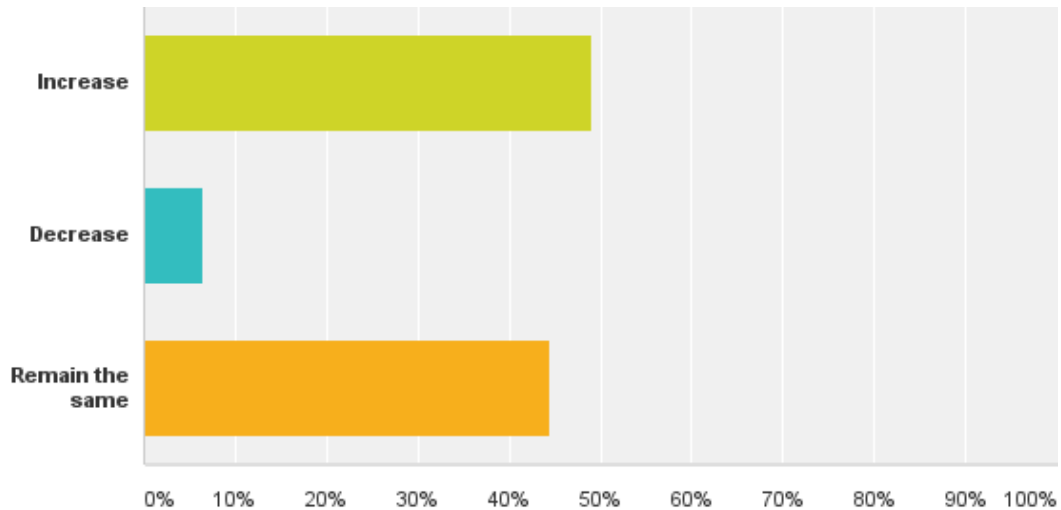
**Q7: If you use another library in the area, what draws you to that specific library?**

**Top Responses Included:**

- Expanse of the collection
- Facility size – Larger library with more room for seating and collection
- Parking convenience
- Children’s activity stations
- Lack of natural light

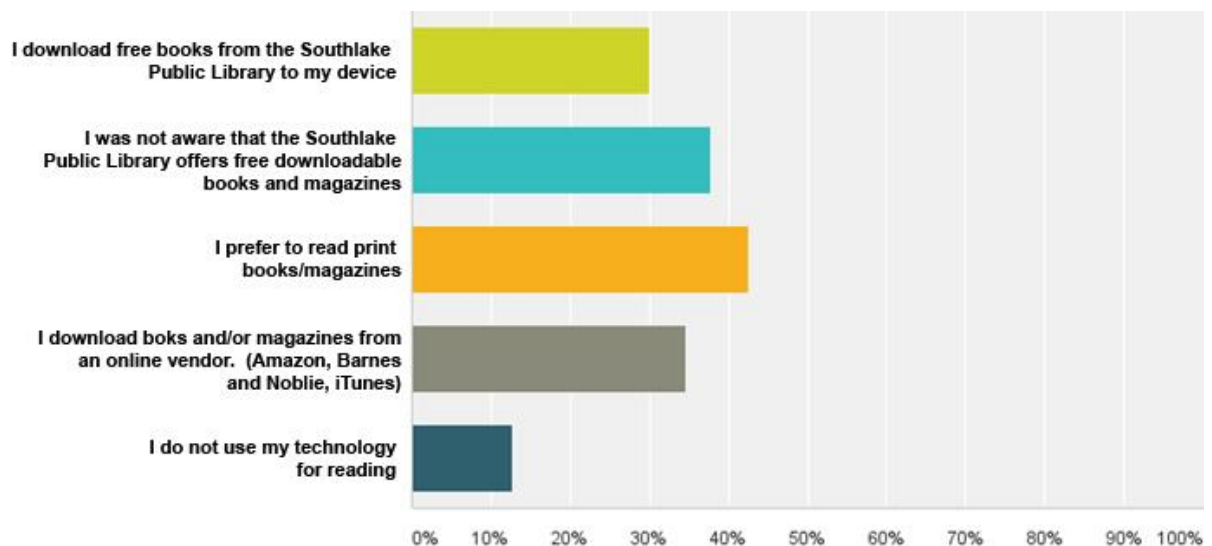
**Q8: Over the next five years, do you expect your use of the Southlake Public Library to increase, decrease, or remain the same?**

Answered: 1,111 Skipped: 46



**Q9: If you use technology in your everyday life, such as a smartphone, tablet, e-reader, or computer, please select the following statements that apply:**

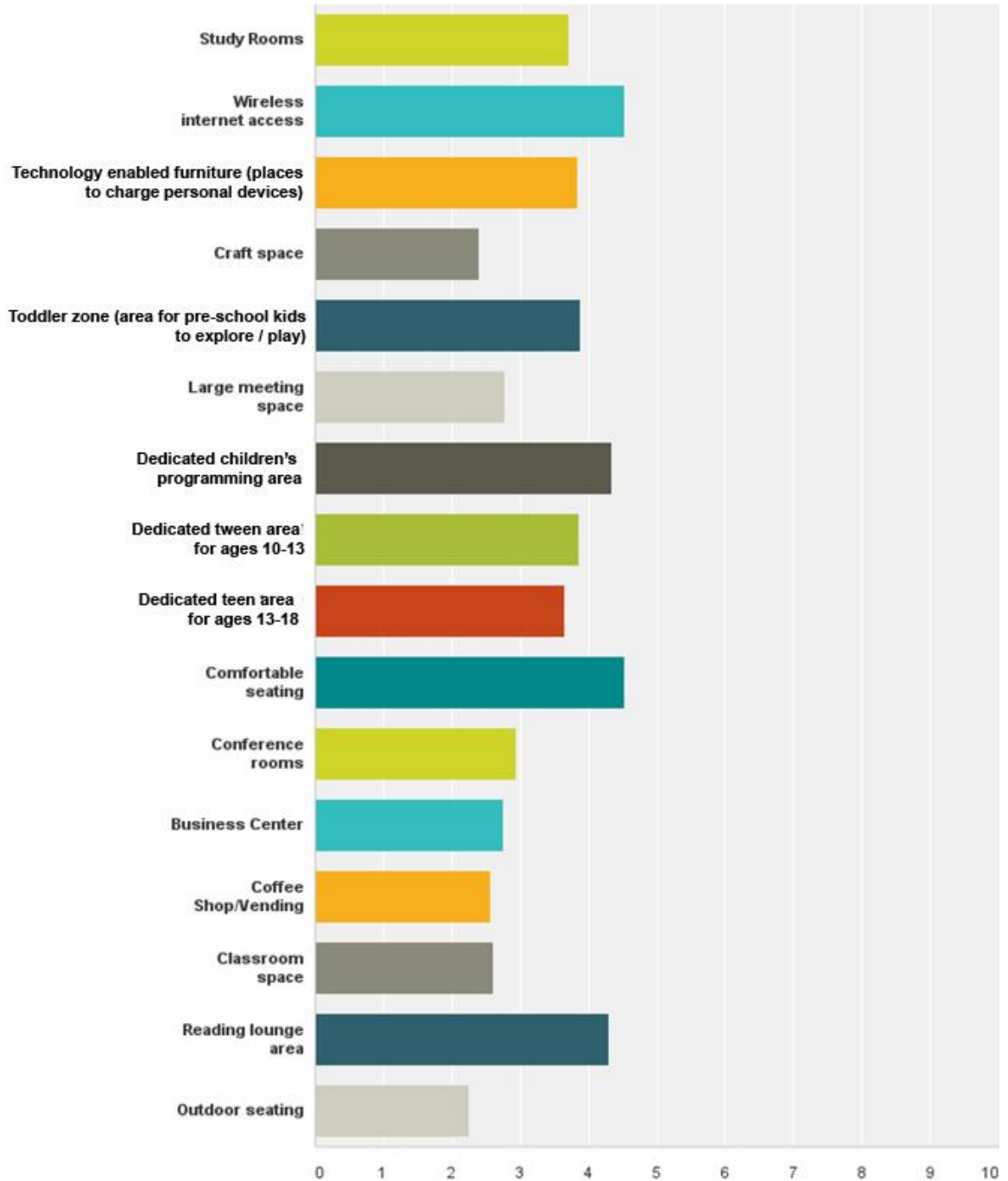
Answered: 1,115 Skipped: 42





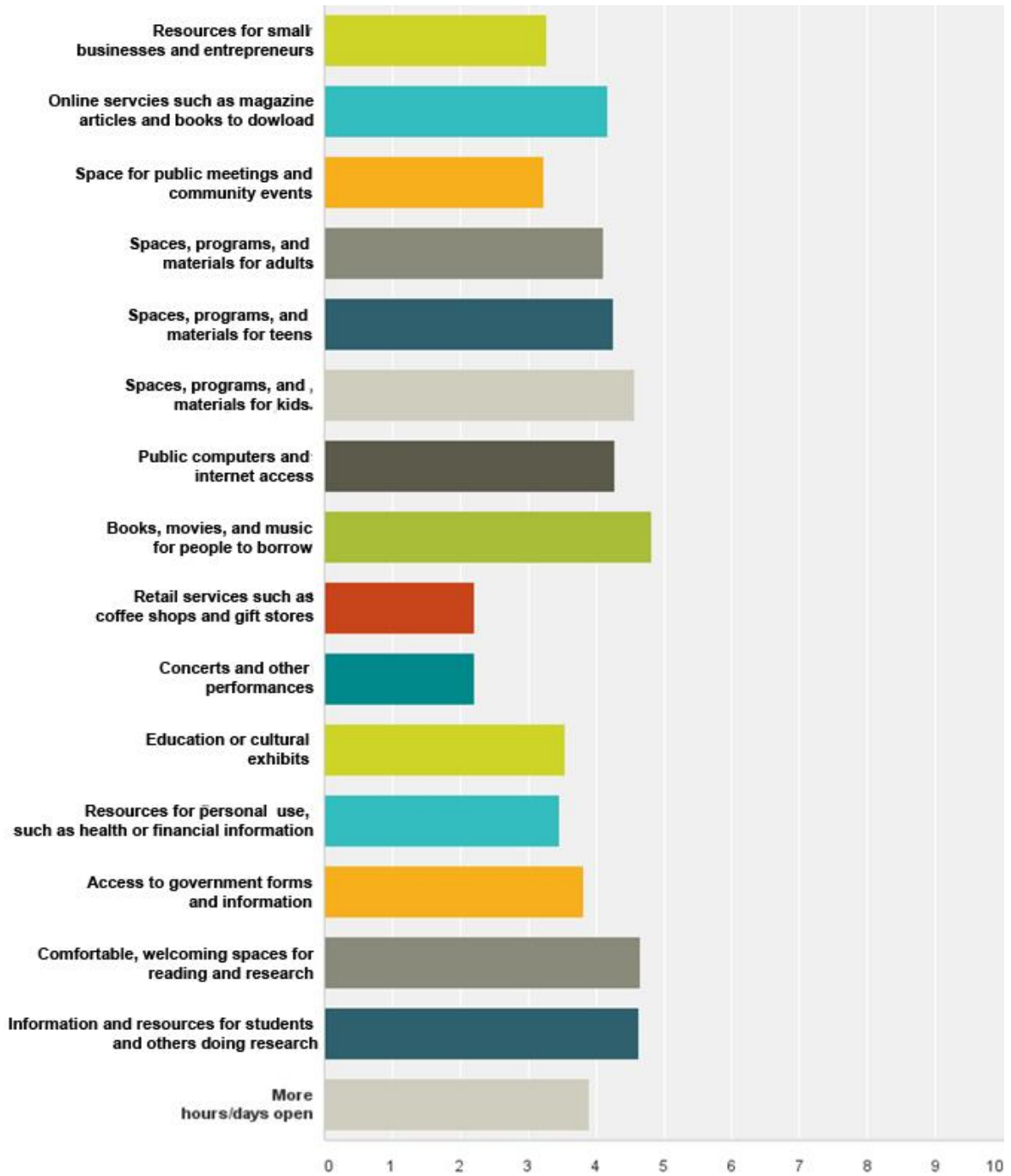
**Q10: How important do you feel it is that public libraries provide the following amenities?**

Answered: 1,083 Skipped: 74



**Q11: How important do you feel it is that public libraries provide the following services?**

Answered: 1,084 Skipped: 73



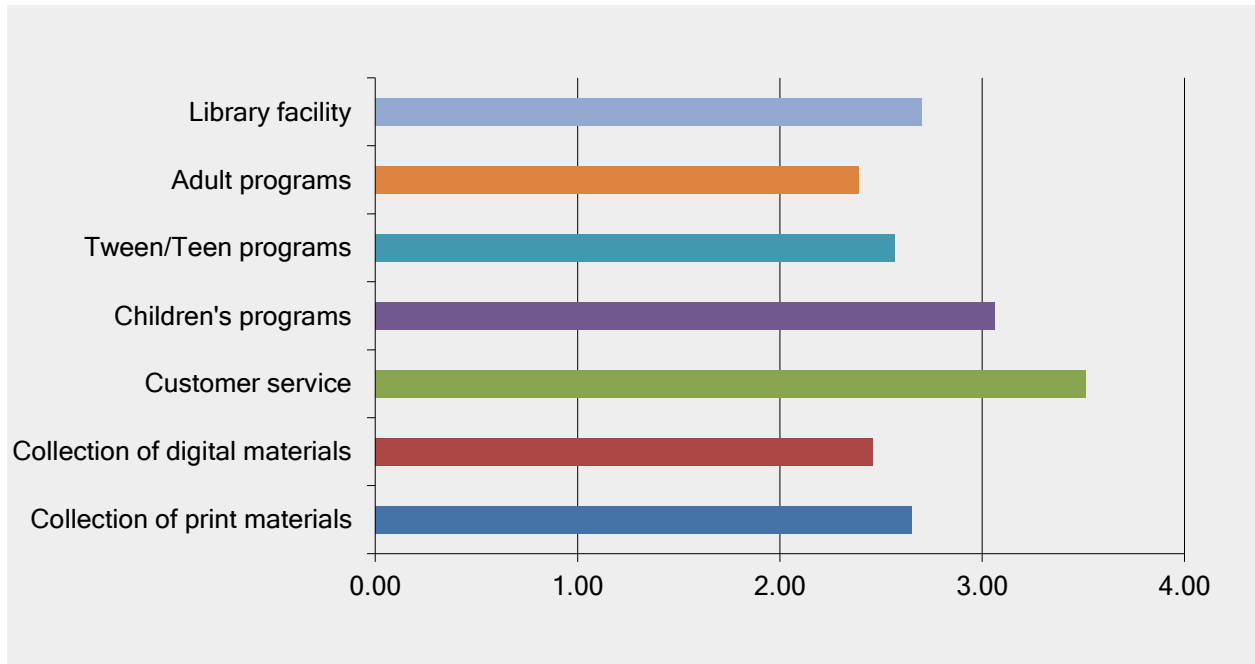
**Q12: Which of the following new programs and services would you like to see the Southlake Library offer?**

Answered: 1,069 Skipped: 88

	<b>I would not use this program/service</b>	<b>I would use this program/service</b>	<b>Total</b>
Access to a 3D printer	<b>65.46%</b> 688	<b>34.54%</b> 363	1,051
A digital lab where the public can access audio and video equipment to create music and videos.	<b>70.42%</b> 738	<b>29.58%</b> 310	1,048
Collaborative learning spaces. Rooms equipped with popular media equipment and movable furniture to enable flexible arrangements.	<b>55.46%</b> 584	<b>44.54%</b> 469	1,053
Access to video conferencing equipment.	<b>71.55%</b> 752	<b>28.45%</b> 299	1,051
Access to specialized software (i.e. Graphic Editing Software(Adobe Creative Suite), Video Editing Software, 3D Modeling Software, etc...)	<b>56.40%</b> 595	<b>43.60%</b> 460	1,055
Access to technology "petting zoos" to try out new devices	<b>49.76%</b> 522	<b>50.24%</b> 527	1,049
"Maker Fair", where community members teach each other skills (sewing, painting, stained glass, pottery, etc...)	<b>36.03%</b> 379	<b>63.97%</b> 673	1,052
Robotics for kids & teens	<b>46.20%</b> 486	<b>53.80%</b> 566	1,052
Learning and discovery spaces for preschoolers	<b>51.91%</b> 544	<b>48.09%</b> 504	1,048
Child or adult learning classes on science, art, computers, etc...	<b>22.74%</b> 239	<b>77.26%</b> 812	1,051

**Q13: How would you rate the library's current services?**

Answered: 1,047 Skipped: 110



**Q14: What category does your age fall into?**

Answered: 1,067 Skipped: 90

