

Key Items from the Survey

Completed Surveys: 230

- 87% of respondents are library users
- 86% have a library card
- They Live: 42% in Petoskey; 31% in Bear Creek; 10% in Resort Township; 17% in other townships / areas
- Use of the Library: 40% once a week; 26% twice a month; 14% once a month; 10% once every 6 months; 4% in past 12 months; 6% not at all
- Top 6 reasons why patrons visit the Library: Check-out books; Pick up materials on hold; Check out DVDs or music; Use the computers; Browse Friends book sales; Enjoy a quiet space
- Top 3 reasons why the Library is not used: Lack of time; Get materials elsewhere; Library is not open convenient hours
- Top 5 services: 1) Reading, Viewing, and Listening for Pleasure; 2) Support for student assignments and research; 2) Lifelong learning, books and classes to explore various topics (tie); 3) Meeting space; 3) Reference materials and assistance (tie); 4) Genealogy and/or local history; 5) Use copier
- 85% find the hours the Library is open at convenient times
- All days are heavily used, with Sunday the least preferred; afternoon hours are preferred by 45%
- 79% use the Library website
- 49% are aware the Library provides free access to electronic books; 35% are aware but do not use it; 16% were not aware of the service

- Top ways respondents learn about PDL services and programs: 1) Newspaper ads or articles; 2) Library website; 3) Posters, bookmarks or pamphlets in the Library; 4) Library eNews; 5) Other people; 6) Posters around town; 7) Facebook; 8) Chamber e-Newsletter; 9) Twitter; 10) Other websites
- 94% of the respondents are aware of the Library's Interlibrary Loan capability
- 50% rate PDL's responsiveness to the needs of the community as Excellent; 35% as Good; 11% As Expected; and 4% as Less than Expected
- 97% feel the Library adds to the quality of life in the Petoskey area
- Asked to place a dollar value on the resources, programs, and services that the Library provides, respondents stated:
 - ❖ \$50.00 a month – 21%
 - ❖ \$20.00 a month – 16%
 - ❖ \$10.00 a month – 16%
 - ❖ \$ 5.00 a month – 16%
 - ❖ \$25.00 a month – 12%
 - ❖ \$15.00 a month – 6%
 - ❖ \$ 2.50 a month – 6%
 - ❖ \$35.00 a month – 4%
- 40% of respondents believe the community is not aware of the library and what it offers
- Main reasons why some people do not use the library: 1) They don't know what the library offers; 2) They use other sources; 3) Lack of parking; 4) They find the library intimidating; 5) Inconvenient hours
- Households with children 17 or younger:
 - ❖ 0 – 106 households
 - ❖ 1 – 29 households
 - ❖ 2 – 42 households
 - ❖ 3 – 9 households
 - ❖ 4 – 7 households

- Total number of individuals living in a household:
 - ❖ 22 – 1 individual
 - ❖ 79 – 2 individuals
 - ❖ 34 – 3 individuals
 - ❖ 35 – 4 individuals
 - ❖ 10 – 5 individuals
 - ❖ 7 – 6 individuals
 - ❖ 2 – 7 individuals

- 73% of the respondents were female; 27% were male

- Ages represented:
 - ❖ 17 or younger - 4
 - ❖ 18-20 - 1
 - ❖ 21-29 - 6
 - ❖ 30-39 - 30
 - ❖ 40-49 - 42
 - ❖ 50-59 - 58
 - ❖ 60-69 - 43
 - ❖ 70+ - 17

SELECTIVE COMMENTS

- I love the Petoskey Library, I go there constantly!! The people there are so helpful, they seem to remember exactly the type of book you like and are always ready with a suggestion...:)
- Always in there. First name basis. I love it. Your people are always so friendly.
- Used to use the library until the Township stopped paying for our library card. We use HS library now but miss your wonderful library.
- Hours of operation have been an issue - they have felt "unpredictable" even though they didn't change from week to week, I could never remember when they were open. Also, I have never spent the time to see if I can reserve items online - this I think would cause me to use the library more rather than walk down to the bookstore.
- Really enjoy the changing art exhibitions on the first and second floor. Would love to see more.
- Its (*hours*) gotten better, but it would be nice to just be open some constant hours all week (9 - 9?) with different hours on the weekend (10-5 Saturday, Noon-5 Sunday).

- They could be open later...7:00 is kind of early to close if you are looking for a quiet place to study. Also, families are usually in town early on Saturday mornings running to soccer or some other activity...12 noon is kind of late to open.
- Not even sure what the current hours are. They seem to change.
- I don't know how to download books to my computer or I-Pod.
- This is my main use (*downloading of books*) of the library in the winter months.
- I don't hear that much about the library anywhere.
- Feels unwelcoming. Would love to see our library become a center for activities like Boyne City. There is always something happening there as well as Charlevoix. Both Boyne & Charlevoix have a comfortable feel...Petoskey is totally opposite. I feel like an intruder when I come in. Part of it is contributed to the massiveness of the entry, but there must be ways to make it welcoming.
- Perhaps a little more service mindedness, a little better attitude towards the clientele. Certain folks make you feel like you're imposing on them, or worse, that you're a misfit. On the other hand, many of the staff are delightful, and always willing to help.
- The library has enriched my life in many ways by providing access to a wonderful selection of books, magazines, new artists to listen to, books on tape to help on my 10+ hours of driving a week, research resources, and DVDs for entertainment. I feel that my children's success in school is directly related to the hundreds of children's books checked out throughout their childhood.
- There (*the library*) is a beautiful place to congregate with friends and the garden is such a relaxing place to re-energize when you have had a bad day. The staff is friendly and make you want to come back just to say hi.
- PDL is among the more positive cultural institutions in our area.
- I can't put a dollar value on our wonderful library. It is priceless!
- We check out more than \$100 worth of books, CDs, and DVDs a month, and our yearly property taxes for the City of Petoskey are about that amount. What a deal.
- I think there is a limited demographic that utilizes or is motivated to find out what the library offers. There seems to be a greater community awareness of sports, recreational activities, shopping, dining. There may be ways to widen the demographic to people who may not be as involved in reading, exploring resources. All libraries are facing competing demands for patrons' time
- I think that a select community is aware of the library and its services. However, there is an unreached (perhaps unreachable) community unaware of the library and its services

What ONE THING could the Petoskey District Library do to become more useful to you?

It would be great if they could be open earlier on Fridays and Saturdays.

Offer more classes, as Charlevoix Library does. I'd like to take Excel, and some of the other courses they offer. I don't know if Community Schools is still doing much of it or not, but I don't see anything about their classes anymore. But there is usually a charge for their classes.

Family programs for families of young kids; increased children's DVD selection.

Sell coffee. I say this jokingly, but something like a coffee cart would let me use the library as a meeting space for one-on-one meetings and would cause me to stop in more often. There are a lot of great services offered, but sometimes just getting me in the door is the hardest part.

The only thing I can think of is that I like to explore new musical artists but I'm really picking blind a lot and I get in the car and quickly find that maybe the music really wasn't what I was hoping for. Maybe the library could set up a listening center with headphones where one could preview the music before checking it out.

Later hours.

Have more audio inspirational books and audiobooks.

Larger collection of books.

Keep providing up to date, new children and teen books.

Way better parking!! By the time you find a parking spot in Petoskey its 5 blocks away and the tickets are extremely expensive!! At 4 minutes for a quarter, where can you go in four minutes? The Library is in a very popular part of town so parking spots are hard to find. Summer's not so bad cause you can enjoy the walk but winter will make you think twice.

Perhaps a better choice of DVDs.

I hate having to use my library card number to log onto the website. Like almost every other site, it would get used more if I could use my own, easily remembered login/password instead of the random number assigned to me.

Reduce the cost of single-member library card or provide senior rate.

Reduce overdue fines.

Remove the 1.81410 operating mills from my tax bill!!

More adult programming.

Provide interactions and creative outlets for adults.

Frankly, I LOVE this library--you are preaching to the choir. Anyone filling out this survey already has a vested interest in using the services and having it continue to improve.

How about a program to rent Kindles?

Really push the availability of a summer reading program for K-12 students.

Add more night hours

Kids events - a reason to put it on my calendar to do regular things at the library - like maybe a kids book exchange or book sale aimed at children's books.

Offer Friday and Saturday morning hours.

A designated free parking area.

Make a library card available for those who don't live in the city of Petoskey at a cheaper rate. I know it covers the cost of things...but I would like to be able to use the library and check out books but simply can't afford to pay that amount for a library card simply because I don't live in the city limits or a specific township.

Increase inventory of more recent movie DVDs.

I believe the library could be open a little later on the weekends.

Have a larger selection of books on CD.

Infant program!

Allow other outlying areas an opportunity to be members.

I liked oneclick and miss it.

Have more research material in genealogy and historical material available for use.

Give a senior discount.

More books, more books, more books. New fiction, award winners, YA, audio, cookbooks....more, more, more!!

The library card could be free for Harbor Springs residents. Our library is not as good!

Be open on Friday morning so I can bring my toddler there on my day off. He naps in the afternoon so there is no way to get there between 12-5.

More new materials: fiction and non-fiction books.

Better technology.

The children's area is hard to use with two active kids. They run different directions, behind shelves and it's a huge game of chase. Lower bookshelves so I could see where they are in the children's area would be great. Or maybe separate young children's from older children's and give the young kids area more of a barrier so they're contained. Also - and this may not be the common way of thinking, but I'd love the computers to be buried in the big kids section because I don't think screen time is beneficial to young kids (~8 and under) and it's distracting to have them so prominently visible.

Explain to me how I can borrow books on Kindle.

Promote programs for children within the school systems. Partner up with Petoskey Schools.

I'd be interested in more tech try-out times.

Offer more in-library learning opportunities re: computers, e-books, digital cameras, etc.

The library should try to adjust its operating hours to better match the community needs.

Private study rooms, earlier hours Fridays, better computer access.

Hold programs to provide info for people on various topics related to their lives.

Keep a Parking Lot available!

More morning hours.

Make it more comfortable to sit and read the newspapers and magazines like the Charlevoix Library.

Extended hours.

Have a branch in Harbor Springs.

Purchase more bestsellers.

Work with the Emmet County Genealogical Society better.

Increase number of nonfiction books.

More and consistent hours.

Have more books in new releases.

I sometimes come to use my computer there. Not enough outlets. Not enough tables close to the few outlets you do have. Tables and chairs keep moving. We need to be able to come in and use our computers at a table. More private areas to use our computers. There are no private areas.

Help me find engaging books for my reluctant readers.

Be more inviting and welcoming.

Larger fiction selection.

Consistent extended hours and weekends.

Access materials online through the Internet.

More spots for kids to hide and read like the Charlevoix library.

I would prefer that the library had more of the older, classic children's books.

More children's activities.

Assistance in teaching customers how to look up/find a certain book on the computer (instead of asking staff each time).

Better website. Little things like having to log in repeatedly to search the catalog are irritating. I would use the library more if I were able to use the website more effectively to get the materials I want.

Expand collection of print materials.

More eBooks.

Show me how to check out books on my iPad.

Move to the north end of Bear Creek Township, closer to where I live!

Make more new-release book titles available for e-book loan.

Reach out to students at Petoskey High School.

Consistent hours of operation daily and lengthen hours open.

Larger offering of audiobook titles in CD format.

Include Friendship Township as part of its service area.

Have more new books.

Allow Harbor/Little Trav Township residents to check out books.

Online access to newspapers and journals via the library website.

Be more attractive and comfortable...it is a very cold atmosphere.

They offer so much to all ages. Maybe some one hour craft/hobby/special interest demonstrations by staff or public would be nice.

Have a new program for the computers at least for card holders since it is so FRUSTRATING to be turned off in the middle of something as an application, letter, or using word. AURGH!!!! Change this PLEASE!

Later hours. Programs for younger kids that are for working parents and not in the middle of the day.

Change the downstairs area so it is inviting, interactive, engaging and something that catches my interest.

Make the hours later.

Assistance with eBook ordering

More classes like Charlevoix does (Excel, computers, etc.).

Have a drive-thru pickup window for books you have placed on hold.

Bring in AUTHORS!

Have book clubs for parents with an associated child activity for the kids.

More hours of operation Fri, Sat, Sun

Hire motivated staff, especially in the children's section, with relevant, up-to-date skill sets, work ethics and customer service attitudes.

More adult programs, book discussion groups.

Upgrade services/collection based on what community wants. Allow every member of household to have library card instead of just one for home owner.

ADDITIONAL COMMENTS

It's a beautiful library and you guys are doing a great job. I especially love MELCAT, but almost nobody knows about it.

I love your summer reading program for kids. We did it with my son last year (between 1st and 2nd grade) and took him from a struggling reader to one of the best in his class. He now loves to read! There are few things more important to an education than that.

It used to be that the staff wasn't very friendly at the library...but the other day I was helped by a very nice woman in the children's section.

You're doing a great job!

AIR CONDITIONING PLEASE!!!!

Technology, technology, technology. You need up to date computers, tablets, e-readers, etc., and staff who can help people navigate those technologies.

Since moving here 10 years ago; the Petoskey Library has struggled with a big move/capital improvement, huge funding deficits (now abated) a struggle to get support for a District Library (like we had in my former community). Our family has looked at how much has been accomplished by such a hard working director, staff, Board and Friends. One cannot compare what the Petoskey Library has accomplished with that of other libraries that have enjoyed better, stable funding levels over the years.

Keep promoting the value that a vibrant library offers a community.

I enjoyed the book sale at the Library - I got some great books, supported the library, and reminded myself that it's a great space I should be using more often.

I was wondering about a dog reading program for the kids and then maybe have volunteers go to nursing homes and take books to them as well.

The staff does a wonderful job, but they could greet people when they first come in. It doesn't look like a library when you first walk in.

Have presentations outside, to let people know about the importance of the programs, at the low income apartment complexes where families live. Leave the fliers and posters at the second hand stores.

This is a great library and I think it is great for community service.

I would like story hour for preschool and elementary age in the afternoon.

Add/expand outdoor seating.

I love the library the way it is.

Become more active in responding to community needs: classes, cultural events, activities in the library for all ages. Update computers. Hire professional librarians that understand how libraries can make a difference in a community. Become more customer friendly. Wow us!

The Readers Theater Program is Excellent. A huge asset to your library!

Offer more staff training and benefits to show that long time employees are valued for their contributions to the operation of the library.

Improve the new book selection. Also, the main entrance seems cold and uninviting. Patrons enter, and see: no one, just a big atrium, with granite/marble floors and spookiness.

Teach people how to use electronic media devices and how to make them useful.

The Library has too much unused space! Looks more like a Museum without directions!

Need to be more patron friendly and welcoming

Fill the library with books. Have a cafe to get a cup of coffee or take a break.

More funding results in more available materials.

I really like our library and the people working there are helpful. I have not had to use the reference librarians, or the children's room. I have contact with the people at the front desk and they've helped me many times. I don't like the parking situation, but I can find parking available. I just don't like paying for it.

Petoskey is missing a children's/science museum. It is a stretch for something like that to be connected to the library, but maybe it is someplace to start.

Thanks for all you do!

The staff seems to be annoyed when you check out books close to closing time. I think they should take the extra 5 minutes to turn out the light. It would make people feel more welcome, and not like they're bothering the staff by checking out books at 5 minutes before closing time. If it were a business, like a restaurant, they wouldn't behave that way if they wanted repeat customers.

I like the friendly staff. BUT, please create a section of the library with no books, just quiet spaces for those who want quiet. I dislike the uncomfortableness of libraries. If they weren't so stuffy I think more people would come in and browse around. Having people glare at you while you're perusing the shelves for a book is not very inviting. I'm not fond of the morgue-like environment of libraries. Basically, I would like a "quiet" section for those that go there all the time to read or surf, so I don't have to constantly worry about making a sound.

I really love that I can place holds/reserves for books online and come pick them up in the library -- I don't always have tons of time to browse through the shelves (though I wish I did!) and it's so convenient to be able to just drop in, grab my reserved books and go. Also I am so grateful for the drive-by drop box.

Wish that the Petoskey library district included townships north of Petoskey and Harbor Springs. Library service is woefully lacking in these areas.

I teach first grade and try to promote the library. But the children's section and children's coordinator are not very inviting. I would definitely make changes in this area.

The staff is always great. The building is in great shape.

Glad to see you're doing tech classes w/ Verizon & AT&T. I'd like to attend but haven't been able to get over there. Also, maybe adding Legos themed activities for kids

Think of ways to make the general atmosphere feel warmer, and more of a community feel. Toss around the idea of selling coffee?! The Charlevoix Library has that feeling the minute you walk in. This could be staff, it could be design, but I would love to have it feel the same here.

You do have an eager public, please consider making these changes. I would love to make the library our study & reading home away from home.