

Key Takeaways

Key Demographic info

- 2198 respondents started the survey and 69% completed it. We needed 382 responses for a statistically significant result at a 95% confidence level. Our result exceeded that level for the NPL population served.
- 91% of respondents live in the City of Novi, 2% in Northville, 1% in Farmington Hills and 1% in Northville Township. Numerous other nearby areas were represented as well as some who previously lived in Novi.
- Most age groups were well represented though the responses were skewed toward the older age groups - 28% were 66 years or older, 20% were 36-45, 19% were 56-65, 18% were 46-55, 10% were 26-35, 2% were under 19, and 2% were 19-25.
- Racial diversity was present in the respondents. The Asian population was slightly underrepresented but at 19% was a better response than we typically see from a minority population. The Black and Hispanic population was also somewhat underrepresented in the survey results. All racial groups found in Novi were represented and the results overall were typical of what we see in terms of diversity in our surveys.
- Respondents indicated that there were a wide variety of languages other than English spoken in their homes though 96% spoke English in the home.

Library Activity

- 63% of respondents visit the library once a month or more often, 28% visit weekly or more often.
- Of those who don't visit the physical building, over 26% use their own technology, 24% never think of the library as an option, 17% are virtual users, 16% prefer to buy and own their own material, and 13% say their children are grown.
- 91% have a library card, of those who don't, most live somewhere other than Novi but use the Novi library. Many would prefer that cards not be required to be renewed annually.
- Respondents were heavily focused on using the library for materials with 89% using the Library to find a book and 36% finding DVDs, CDs, and videos.
- Other primary uses were just enjoying spending time at the library (31%), attending a library program (29%), studying, or reading alone (18%), and visiting the Friends' Book Nook (18%).
- Of those who offered Other Reasons for visiting many cited picking up materials on hold, using the equipment in the iSpace, bringing their children/grandchildren to use the children's area, having a nice place to study, read or hang out in, and attending book clubs or other programs.

How people describe the Novi Public Library

- 96% (agreed) felt the Library is an important part of the community, 97% found the Library to be a clean and well-maintained place, 93% found the library a welcoming and safe place, and 93% saw it as a physically comfortable place to visit.
- The area people agreed less strongly with was the Library having adequate space for the needs of the community with a 69% approval (26% didn't know or had no opinion on the subject and 5% disagreed), the library having up-to-date technology with a 73% approval (24% didn't know or had no opinion on the subject and 3% disagreed), and my library seems easily accessible had an approval of 68% (30% didn't know or had no opinion on the subject and 2% disagreed). Of the 13 areas 11 had over 70% agreed with the statements on the different aspects of the Library.
- There were numerous comments regarding different aspects of the facility and suggestions for improvements. Some of the other comments have to do with thoughts about the safety of the parking lot,

collection, comments regarding staff, hours of operation, and desire for a good library app, among other comments.

- When it comes to library collections, 44% of respondents felt the collection meets their needs. The biggest area of dissatisfaction was with the digital materials with 14% feeling they didn't meet their needs followed by adult materials 8%, International materials 8%, large print materials 7%, and magazines and newspapers 7%. Specific suggestions were included in the comments for most areas.

What are the most important issues facing the community?

- Community infrastructure was often mentioned especially in terms of adequate resources for supporting community growth and the need for road improvements and repairs. It was noted that safe walking and bike routes are a concern and there is not adequate public transportation. Increasing levels of traffic were often mentioned.
- There was some concern around diversity, equity, and inclusion issues with many supporting that more efforts need to be made particularly as the community grows in diversity.
- There were a wide variety of thoughts around different aspects of the Library. Several comments were concerned with maintaining an adequate selection of books, suggestions for services, and thoughts about programs.
- As with many other communities, concerns were also raised around the economy and community funding. Rising taxes and inflation were often mentioned.
- Maintaining a quality educational system was an additional concern.

Library's role in the community

- 13 of the 19 areas had at least 70% or more of the respondents r Agreeing that these items were part of the Library's role in the community.
- It's very clear that the community sees the library taking a major role in Promoting the Value of Reading, Youth Education Support, and Services, Enrichment and Entertainment for Children and Youth, Providing Access to General Technology, with Teen and Young Adults and Providing Work, Meeting, and/or Study Space not falling far behind.
- Areas with less interest were Offering Programs and Services Outside of the Library which scored 38%, Health and Wellness Activities and Support which scored 48%, Services and Programs for Local Businesses and Entrepreneurs, and Providing Space to Hang Out and Socialize which scored 50% and 56% respectively.

Library Hours

- 94% of respondents felt the hours were good or excellent but even so there were an extensive number of comments suggesting changes to the hours or asking for alternative services.
- Many comments focused on at least having the returns available outside of regular library hours. Many other comments were seeking longer hours on the weekends.
- Best times to visit the library were pretty consistent on weekdays. The biggest shift occurred on Saturday where there were more people wanting to visit from 10 AM -12 PM and from 12 PM-6 PM. Sunday from 12 PM-6 PM was also a very popular time.

Important Library Services

- 22 of the 22 services on the list had 70% or more of the respondents who felt that they were services considered Must Have or things that would be Nice to Have.
- Access to Physical Materials for Browsing and Checkout was considered the most important service offered, followed by Access to Wi-Fi and Children's Programs.
- Services seen as less important were Materials by Mail Service, Lakeshore Lending Library, Non-traditional Items to Checkout, and Access to Area Amenities.
- Other services mentioned most often as potentially missing: several comments around the collection and being sure to continue to focus on the books and other physical materials, as well as being sure to keep up

with e-materials, ideas for additional services, many specific program suggestions, quite few comments on the spaces, ideas on outreach and partnerships.

Library Programs

- 33% of respondents indicated that they have attended adult programs at the library, 22% attended children's programs, 13% older adult programs, 9% multi-generational programs, and 7% teen programs.
- Most commonly reported reasons for not attending programs: 18% of those who didn't attend programs indicated they were Unaware of the programs available, 16% were Too Busy to attend, 16% indicated they were not interested in or just didn't attend programs.
- 81% of respondents indicated program times worked for them. Other suggestions were evenings and weekends for working adults and kids with working parents and daytime programs for seniors and homeschool students.
- Most requested programs are Book Clubs/Discussion Groups, Summer Reading, Storytimes, Programs for Older Adults, Technology Classes, Concerts, How -to Classes/Workshops, and Arts & Crafts Programs; and least requested on the survey were Anime/Manga Club, Comic-con & Fandom Programs, Video gaming/ E-sports/ E-tournaments, Social Media Apps, Small Business/Start-ups/Entrepreneurship, Teen Advisory Group, and Parenting Workshops & Programs.

Equity, Diversity, and Inclusion

- This was a topic that many people didn't feel they were very informed on so there were large percentages of Neutral and Don't Know Responses.
- The Library seems to be doing the best with Materials where 54% agreed that they were being addressed. The Facility was similar with 54% agreeing it was being addressed.
- Areas with the lowest levels of agreement were Diversity of Staff with 33%, Community Partnerships with 38%, and Outreach with 38%.
- Feelings were that the Library's main roles in equity, diversity, and inclusion issues are Materials that address EDISJ, Education, and a Place for Community Engagement.
- 14% of respondents felt that the Library doesn't have a role in these issues.

What ways do you finding out about prefer to find out about library or community news and events and how do you currently do so?

- The most preferred methods for finding out about library news and events include the Library Website, Email Updates from the Library, and the Library Monthly e-newsletter, or Engage Magazine Mailed to Their Homes.
- Library Podcast and Television/Cable were the least preferred information channels.

Other Comments

- There were many very positive comments about the staff, the Library and how they are appreciated as a community resource. The community appreciate that the Library has so much to offer.
- Library facilities and spaces were a hot topic. Having adequate quiet study spaces and appropriate spaces for children and teens was often mentioned along with many specific furniture suggestions. The safety of the parking area was also a major concern.
- Numerous comments were made about the collection of materials the library offers. Some were very satisfied with the collection while others wanted to see more books and other materials. There were also suggestions regarding the addition of non-traditional materials.
- There were specific program suggestions for both children's/family programs and general programs
- There are some concerns about the frequency of library card renewals, library hours, additional service suggestions and a few comments on the spaces.