The Urbana Free Library Patron Survey

Final Report

CIRSS

Center for Informatics Research in Science and Scholarship
Graduate School of Library and Information Science
University of Illinois at Urbana-Champaign
501 East Daniel Street
Champaign, IL 61820

February 2009

EXECUTIVE SUMMARY

General findings from a survey of Urbana Free Library patrons are summarized below. A total of 367 patrons completed the survey yielding a response rate of 31.6%. Please note that * denotes a statistically significant finding that is discussed in greater detail in the body of the report.

Overall Library Evaluation

- *The majority of patrons rated the Urbana Free Library as excellent overall.* Over two-thirds (68.4%) rated the Urbana Free Library as a 1 (excellent) on a scale of 1 to 5 when asked to provide an overall evaluation. Written comments included:

  o "The Free Library is a huge asset to the Urbana community. The fact that it is always busy may be the best part. Keep up the great work. Thank you"

  o "We have access to so many books, movies, and magazines: Something we couldn't afford. And the staff in the library is extraordinarily nice. The library has a very welcoming, warm atmosphere. It's just great"

- *The quality of customer service was also considered excellent.* Nearly nine out of ten (87.7%) rated the customer service at the adult desk as 1 (excellent) or 2. Almost two-thirds (65.9%) of respondents felt the customer service at circulation was either a 1 or 2. No one rated the quality of customer service received at the archives, circulation, or service by phone as "poor" (rating of 5).

- *The library's adult book collection was also considered especially strong.* Over three-quarters (76.0%) rated the adult book collections as either a 1 or a 2 on a scale of 1 (excellent) to 5 (poor). The movie collection is also rated highly, with nearly half (49.3%) of respondents who rated the library's collection of movies as 1 or 2.

Library Publicity

- *Two out of five patrons want to be notified by email of library programs or services.* The most popular ways patrons wanted to be notified included email (40.7%), flyers and posters (19.5%), and library mailings (14.9%).

Library Visits

- *Three out of ten patrons wanted no change to library hours while another three out of ten patrons preferred having the library remain open longer on Friday evenings.*

  o More people who speak a language other than English at home preferred having the library remain open on Friday evenings, compared to those who spoke only English in their household (45.1% versus 26.4%).*

  o Preference for longer hours on Friday evenings was also mentioned in the open-ended comments: "One small change would be to remain open until 7pm instead of 6pm on Friday – one more hour to make it a bit more convenient to stop by after work."

- *Most patrons came to the library by car.* Four out of five patrons (82.1%) often or sometimes drive to the library, 40.8% often or sometimes walk to the library, 31.3% often or sometimes

ride their bike, and 14.7% often or sometimes take the bus to the library. More respondents from census tracts located nearest to the library walk or ride their bike to the library than those from other census tracts.*

- *Patrons' ability to find library parking was a concern.* Two-fifths (42.2%) of those arriving by car said they "sometimes" had trouble finding parking, while 11.7% said they "often" do. Comments included:

  "More parking would be nice."   "Have more space in the parking lot."

  "Additional parking (preferably free)."   "Get rid of parking meters. Improve parking layout."

- *Most patrons tolerated parking limitations, but it was a deterrent for one in five patrons.* Nearly two-thirds (63.2%) of respondents reported parking "someplace else nearby" when they drive to the library and cannot find a parking space. Almost one-third (28.1%) said they circle the lot until a space opens up.

  o 21.6% of respondents said they decided not to visit the library and left when they could not find parking.

  o Respondents in households with at least one African American or black member were less likely to park nearby when no parking was available than respondents who did not have African American members in their household, (65.4% versus 33.8%, respectively).*

Library Collections

- *More patrons used the Urbana Free Library to get books and audio books than other sources.*

  o Nearly two-thirds (63.8%) of patrons reported getting books from the Urbana Free Library "often" while 23.7% said they "often" get books at another library. One-third (33.5%) of respondents said they get books from another, non-library source "sometimes." Amazon.com, Barnes and Noble, Borders, and the local Pages for all Ages received frequent mentions in the write-in responses.

  o More respondents got audio books from the Urbana Free Library "often" or "sometimes" than another library or other source.

  o One-fifth (21.0%) of patrons said they "often" get music from the Urbana Free Library, while 6.3% often used another library and 15.8% often used some other source to get music. Both iTunes and Amazon.com were frequently mentioned in the write-in responses for this question.

  o Approximately one-third of respondents used the Urbana Free Library "often" (31.3%) or "sometimes" (33.2%) to get movies. Roughly one-fifth of respondents said they "often" (23.4%) or "sometimes" (20.7%) use a source other than libraries to get movies.

- *Most patrons were not interested in borrowing video games from the library.* Nearly three-quarters (72.0%) said they did not want to borrow video games. Wii was mentioned frequently in the open-ended comments along with most major gaming platforms.

Library Spaces / Services

- *At least one out of four patrons use the library's inside seating, computers, coffee shop, or wireless Internet.*

  o Most popular was the library's inside seating, with nearly three-fifths (58.3%) of respondents using it "often" or "sometimes," followed by library computers (38.4%), the coffee shop (35.9%), wireless Internet (28.4%), children's play areas (22.3%), outside seating (15.3%), study rooms (15.0%), and meeting rooms (10.9%).

  o Nearly half (46.4%) of respondents with an African American or black member in their household said they "often" use the library computers compared to 11.6% of those without African American members in their household.*

- *More patrons asked for help from library staff in locating items than for suggesting possible titles, researching information, or using the online catalog.* Two-thirds (68.4%) of respondents said they often or sometimes ask for help in locating items, while only 32.4% often or sometimes need help researching information, 25.9% need help using the online catalog, and 17.5% often or sometimes ask for suggestions.

  o More respondents with an African-American or black member in their household said they "often" or "sometimes" ask for assistance in researching information compared to those in households without African American members (22.7% versus 6.4%; 45.5% versus 28.2%, respectively).*

  o Over two-fifths of respondents with a 4-year college degree or less said they "never" ask for help researching information (45.5% of those with some college or less and 41.5% of those with a 4-year college degree) compared to 27.3% of those with postgraduate education.*

- *Patrons would like to see changes made to the library's checkout and drop-off procedures.* At checkout, 77.5% of respondents would like to have the due date stamped on each item, 58.7% of respondents want to receive a reminder before items are due, 40.4% would like to have self-checkout stations, and 35.4% would prefer to have a receipt listing all items checked-out.

Library Programs

- *The majority of patrons were interested in attending library programs.* Nearly two-thirds of respondents (63.9%) said they were interested in programs, while 36.1% were not.

  o Over half of those interested in library programs (base = 221) wanted to see more music programs (53.7%) and more author and artist visits (51.9%) at the library. More than two-fifths of respondents interested in library programs wished there were more programs dealing with international cultures (44.9%) and social issues (42.1%), programs for adults (42.1%), and book discussions (42.1%).

  o Only one-fifth (19.4%) of respondents with white or Caucasian members in their household wanted the library to have additional programming for school-age children, compared to two-fifths (41.2%) of those with no white members in their household.*

  o Almost three-quarters (72.5%) of those who speak a language other than English wanted the library to have more programming on international culture, compared to 39.1% of those who speak only English.*

- One-quarter (24.6%) of those who expressed interest in library programs (base = 221) would like children's programming on Monday through Friday between 9am and 1pm. Saturday afternoons between 1pm and 6pm were the second-most popular time (15.5%).

- One-third (33.2%) of those who expressed interest in library programs (base = 221) said Monday through Thursday evenings between 6pm and 9pm would be a good time for adult programs, while one-fifth (20.1%) preferred Sunday afternoons between 1pm and 5pm.

Library Website

- *The majority of patrons expected the library website to have a variety of features.*

  - The more popular features patrons expected to find on the library website included being able to search the online catalog (88.6%), renew library materials (86.8%), place hold requests on library materials (84.6%), find library hours and phone numbers (82.8%), find information on library programs and events (70.8%), view lists of library purchases (60.6%), and request holds for items on order (50.8%).

  - Nine out of ten patrons with postgraduate education expected to be able to use the library website to search the catalog and renew library materials, compared to smaller percentages of people with a 4-year college education or less.*

- *Frequency of website use varied by education level.* More than one-third (34.9%) of those with some college or less have "never" used the library website, compared to 15.3% of those who are college graduates, and 11.7% of those with postgraduate education.*

- *Many features of the library website were easy for patrons to perform.* Reading the screen was easiest, with 59.6% of patrons who said it was easy, followed by returning to the home page (51.7%), navigating website pages (40.1%), finding contact information (38.7%), and searching the online catalog (37.3%).

  - Smaller percentages of respondents said it was easy to find library programs (22.6%) or find online articles (11.3%) through the library website.

  - Slightly more than one-half (50.5%) of respondents in English-speaking households felt it was "easy" to search the library catalog, compared to less than one-third (30.2%) of those who speak a language other than English.*

Library Technology

- *The majority of patrons used email on a routine basis.*

  - Nearly all (98.8%) of respondents reported using email on a regular basis when asked about their technology habits. Over one-third of respondents also used text messaging on their cell phones (38.6%) and instant messenger services (34.6%).

  - More respondents in households with African American or black members routinely used instant messaging services and cell phone text messaging features, compared to other households.*

- *Portable media device ownership was common among patrons.* Nearly two-thirds (65.4%) said they owned a portable media player while 34.6% said they did not.

- o Over four-fifths (84.1%) of those in Asian or Pacific Islander households own a player compared to 62.5% in non-Asian households.*

- o Over 70% of those living in census tracts 51, 52, 59, and 60 (76.7%), tract 58 (76.7%), and tracts 53 and 54 (71.9%) owned a media player. Percentages for other census tracts were lower but still greater than 50%.*

- o Most patrons wanted to be able to download music at the library (87.9%), followed by audio books (64.4%), e-books (51.7%), and movies (48.9%).

- *Patrons expected to be able to do a variety of activities in the library computer lab.* Most wanted to be able to use a scanner (58.8%), save files to CD or DVD from library computers (44.6%), attend technology classes (41.2%), get technology assistance from staff (36.7%), submit online forms or applications (35.0%), and edit and save digital images (33.3%).

  - o Nearly half (48.9%) of respondents who spoke a language other than English wanted to be able to submit forms and applications at the library, compared to 30.8% of English-only speaking households.*

  - o Almost half (46.9%) of English-only households said they were interested in receiving technology assistance from library staff, compared to one-quarter (24.4%) of those who spoke another language.*

CONCLUSIONS

Overall, patrons of the Urbana Free Library are pleased with the library, its collections and especially the quality of service. It was clear from the written comments that people value the library and see it as a place where all members of the family can go to find materials of interest to them. Respondents generally rated the library collections they had used highly, and for many types of items, including books and audio books, the Urbana Free Library was a major source for those materials.

Suggestions for improving collections tended to emphasize the particular interests of a respondent. Having a greater selection for the audio book, music, and movie collections was echoed by a number of patrons in the written comments, and these collections also had higher percentages of respondents rating them as a 3, 4, or 5 (on a scale of 1 to 5, with 5 being "poor"). Some commented that it could be difficult to locate materials, and the concern is corroborated by the number of patrons who reported asking for help in finding items relative to other types of staff assistance.

Parking was a concern for many respondents. It featured prominently in the written comments, with complaints about the number of spaces available, the layout of the lot, and the fact that meters are enforced during the day. Most patrons often or sometimes come to the library by car, and over half reported having difficulty finding parking often or sometimes. Respondents with an African American or black member in their household are more likely to leave and do not visit the library if there is no parking available than those from households with no African American members. Given the Urbana Free Library's urban location, it may be difficult carve out

additional room for parking spaces. Attempts to increase awareness of additional parking options will continue to be important in the future.

The analysis by socioeconomic factors like ethnicity, language, and education indicated some of the differences in library use by different subpopulations. Respondents who spoke a language other than English in their household not only preferred having the library open later on Friday evenings, but also wanted the library to have more programming on international cultures and be able to submit forms and applications in the library computer lab. More respondents with African American or black members in their household used the library computer lab and reported asking for assistance in researching information than those in households without African American members. Education level was also associated with library website use and whether or not people asked for help when researching information. These variations suggest ways in which library services can be tailored to meet the needs of these subpopulations.

Nearly all respondents said they used email on a routine basis, and perhaps not so surprisingly, email was the most popular way people wanted to be notified of library services and programs. But email communications should not just be limited to this, as many patrons were also interested in receiving email reminders for when checked-out items were due. Although approximately one in ten library patrons used RSS on a regular basis, it was not a popular means for library announcements. Since RSS technology is relatively simple and inexpensive to implement, the library may want to consider incorporating it into their website at some point; however, there is a clear demand for library communications via email currently. Nevertheless, print options should still be available for those who wish it, since flyers and posters and library mailings were the second and third most popular choices for library announcements.

Ownership of portable media devices like iPods and other types of digital players was very high, with at least 50% of respondents from every census tract reporting owning one. Respondents showed moderate levels of interest in being able to download media from the library, particularly music, and the library may want to consider making this type of content available to patrons. Whether the library should have a video game collection was a polarizing issue. Although the majority of respondents did not feel it was necessary, others were interested in being able to borrow games. A number of respondents said the library should not do this in the open ended comments, suggesting that some may view it to be out of scope for a library traditionally focused on books. And this tension probably portends of more to come as Urbana takes steps to position itself to address changes in media and technology.

Some patrons expressed concern that the library would change too many things, presumably as a result of this survey, with comments ranging from "We love the Urbana Free! As it is," to "Don't change too much!" to "Quit trying to please everybody and be everything." These views suggest that new strategies or policies for the Urbana Free Library need not be implemented quickly and they also showed that diminishing existing services could prove to be controversial. Ultimately, the Urbana Free Library is in the best position to interpret the results from this survey and address the needs of their patrons.

OVERVIEW

Beginning in the fall of 2007, the Library Research Center (LRC) worked with the Urbana Free Library to develop a survey to assess library users' opinions about current and future library services. Respondents were asked a variety of questions pertaining to their use of library facilities and programs, their technology use, and their evaluation of Urbana Free Library services and collections. A total of 367 patrons completed the survey yielding a response rate of 31.6% at the close of the survey on October 22, 2008.

METHODS

Survey Administration

The population for this survey was active, adult library users in the Urbana Free Library's patron database who had checked out at least one library item since January 2007, and were 18 years of age or older. Using stratified random sampling, the LRC created a sample of 1,200 records from the patron database. The sample was limited to only one patron per household and approximated the composition of the patrons in the library database with respect to census tracts and gender.

Adjustments ensured sufficient sample size for all census tract strata, since tracts 51, 53, 59, and 60 had fewer patrons relative to other tracts. The following tables demonstrate the census tract distribution in the patron database population and how it was adjusted for the survey sampling frame:

Table 1 – Census Tract Distribution

Patron Database Population				Survey Sample		
Census Tract	**Frequency**	**Percent**		**Census Tract**	**Frequency**	**Percent**
51	71	1		51	71	6
52	582	7		52	84	7
53	504	6		53	84	7
54	670	8		54	85	7
55	974	12		55	124	10
56	1,377	16		56	175	15
57	1,808	22		57	230	19
58	1,410	17		58	179	15
59	540	6		59	84	7
60	460	5		60	84	7
Total	8,396	100		Total	1,200	100

The stratified random sample of 1,200 patrons included 677 female (56.4%) and 523 male (43.6%) adult patrons, which reflected gender proportions in the original patron database (58% and 42% for female and male) more accurately than a gender-balanced sample.

The survey instrument was mailed to 50 individuals and administered to 10 library patrons in person in order to pretest the survey. Feedback was largely positive, and the survey was deployed shortly thereafter. Respondents were mailed survey invitations, the survey instrument,

and a postage-paid return envelope. They could also fill out the survey online through a web portal.

The first mailing went out on May 12, 2008. Of these surveys, 269 surveys were returned for a response rate of 22.4%. A reminder mailing on July 7, 2008, spurred on an additional 73 responses. A third and final mailing, targeting specific census tracts to bolster response, was sent on September 29, 2008. At the close of the survey on October 22, 2008, 374 responses had been received, but after analyzing the returns, 7 were deemed unusable. The full disposition of responses is available in the following table.

Table 2 – Disposition of Survey Sample

Disposition	Frequency	Percent
Usable Questionnaire Returns	367	30.6
Unusable or Duplicated Returns	7	0.6
Unreturned Questionnaires	788	65.6
Undeliverable by Post Office	38	3.2
Total	1,200	100.0

In order to calculate the response rate for this survey, the number of useable returns was divided by the total number of surveys mailed out less those that were undeliverable:

$$367 / (1,200 - 38) = 367 / 1,162 = 0.316$$
$$0.316 \times 100 = 31.6\%$$

Data Analysis

As the initial step for analysis, frequency tables were produced showing the distribution of responses to each survey question. Further analyses were conducted to test whether the distributions of responses to survey questions were related to different "background" variables including demographics, census tract, and usage level. For each cross-tabulation (contingency) table, the chi-square test of independence assessed statistical significance of the association between the question and individual background variables. An association is reported only when differences in survey answers according to these "background" categories (demographics, census tract, usage level) cannot be attributed to chance fluctuation in sampling. In all significant cases, the probability is less than 5% ($p < 0.05$) that the result could have occurred by chance; that is, results of the reported cross-tabulation have less than a 5% chance of being accidental – or at least a 95% chance of being true in the population.

It is important to remember that the unit of analysis for this survey was the respondent's household. For each question, the respondent was instructed to answer on behalf of members in their household. This had implications for the interpretation of significant findings by demographic categories in this report.

9

Demographic categories used for analysis included:

- *Ethnicities that apply to the respondent's household*. Response options were: Caucasian/White, African American/Black, Asian/Pacific Islander, Hispanic/Latino, and other (specify). Crosstabs by ethnicity compared the following:

  o Respondents in households with at least one white or Caucasian member versus households without white or Caucasian members

  o Respondents in households with at least one black or African American member versus households without black or African American members

  o Respondents in households with at least one Asian or Pacific Islander member versus households without Asian or Pacific Islander members

  o Analysis by the Hispanic/Latino or "other" racial categories was not possible due to low incidence.

- *Language spoken in the respondent's household*. Respondents were asked to indicate whether a language other than English was spoken in the home. Response options were: Yes and No. The respondent was asked to specify the additional language if they said yes. Crosstabs by language compared respondents in households that spoke only English versus those in households that spoke another language in addition to English in the home.

- *The highest level of education completed by a member of the respondent's household*. Response options were: Some high school, High school graduate or GED, Some college or vocation school, College graduate, and Postgraduate. The variable was recoded into three categories due to low frequencies for certain categories: Some college or less, College graduate, and Postgraduate, and these categories were used in crosstabs by education.

- *The respondent's annual household income before taxes*. Response options were: Less than $15,000, $15,000-$24,999, $25,000-$49,999, $50,000-$100,000, and More than $100,000, and these categories were used in crosstabs by income.

Survey respondents came from ten census tracts, but these groups were too small to make statistical inferences. Therefore, census tracts were combined in consultation with the Urbana Free Library into the following groups to aid analysis:

Table 3 – Recoded Categories for Analysis by Census Tract

Group	Census Tracts	Frequency	Percent
1	51, 52, 59, 60	66	18.0
2	53, 54	37	10.1
3	55	48	13.1
4	56	50	13.7
5	57	101	27.6
6	58	64	17.5
		366*	100.0

One survey participant's survey ID did not link up to the patron database and therefore could not be assigned a census tract for analysis.

The library usage level of respondents was determined by calculating the average monthly number of check-outs for each respondent, using fields in the Urbana Free Library's patron database. The average number of monthly checkouts was calculated by dividing the number of total check-outs by the time (in months) the patron could check-out material – the amount of time between the creation date of their patron record (i.e., when they obtained a library card) and the cut-off date, January 15, 2008, when the library records were originally pulled for the survey sample. Because of changes to the Urbana Free patron database over time, the creation date for patrons added to the database prior to November 3, 1993, were not available as the database was migrated from one file system to another. For analysis, this pre-migration group was treated separately and is referred to within the report as "long-standing" patrons.

Table 4 – Categories for Analysis by Usage Level

Usage Level	Average Check-outs/Month	Frequency	Percent
Long-Standing	pre-migration	47	12.8
Low	0.00-2.00	142	38.8
Moderate	2.01-6.00	105	28.7
Heavy	6.01-59.00	72	19.7
		366*	100.0

One survey participant's survey ID did not link up to the patron database and therefore could not be assigned a usage level for analysis.

The detailed response frequencies for each survey question are provided in Appendix A. Narrative responses to survey questions are provided in Appendix B.

RESULTS

The results presented here reflect the responses of 367 survey returns that were useable and not duplicated, and the results are described in a number of ways. For each close-ended question, a statement about the percentage of respondents who answered that question is provided, with an accompanying chart when appropriate. Then, statistically significant differences between demographic subgroups are reported for survey questions. Because of the large number of significant findings by demographic variables, some of the tables that are not discussed in detail in the body of the report can be found in Appendix C. We expected to find similar results for our analyses by income and ethnicity; however, they were not closely associated, perhaps due to the way ethnicity was reported for each household. A discussion of the statistically significant findings by census tract and usage level then follows. Please note that the base provided for every chart or table can be multiplied by the response option percentages to obtain the actual number of respondents who selected a particular item.

Significant findings by census tract and usage level were not as numerous as those by the demographic categories, and notes are provided to indicate where calculations were not possible. For some comparisons the results were not significant (i.e., the variables are not statistically associated to one another) and in other cases analyses could not be performed since the answer distribution by census tract or usage level resulted in too few cases to run statistical comparisons. In the body of the report, we use the shorthand of "not significant" and "unable to determine" to indicate these two outcomes. The non-significant response distributions by census tract for each question can be found in Appendix D.

Library Visits

Preference for Additional Library Hours of Operation (Q1)

Respondents were asked if people in their household preferred having the library extend its hours to include Monday through Saturday mornings (8-9am), Monday through Thursday evenings (9-10pm), Friday evenings (6-9pm), Sunday afternoons (12-1pm) or Sunday late afternoons (5-6pm). As shown in Chart 1, more than one-third (34.6%) of respondents wanted no change to library hours, while 30.2% preferred having the library remain open on Friday evenings.

Chart 1

Preference for Additional Hours of Operation *(Base = 367)*

Category	Percentage
No change in hours	34.6
Friday evening	30.2
Sunday late afternoon	11.4
Sunday afternoon	8.7
Monday - Saturday mornings	7.1
Other	4.2
Monday - Thursday evenings	3.8
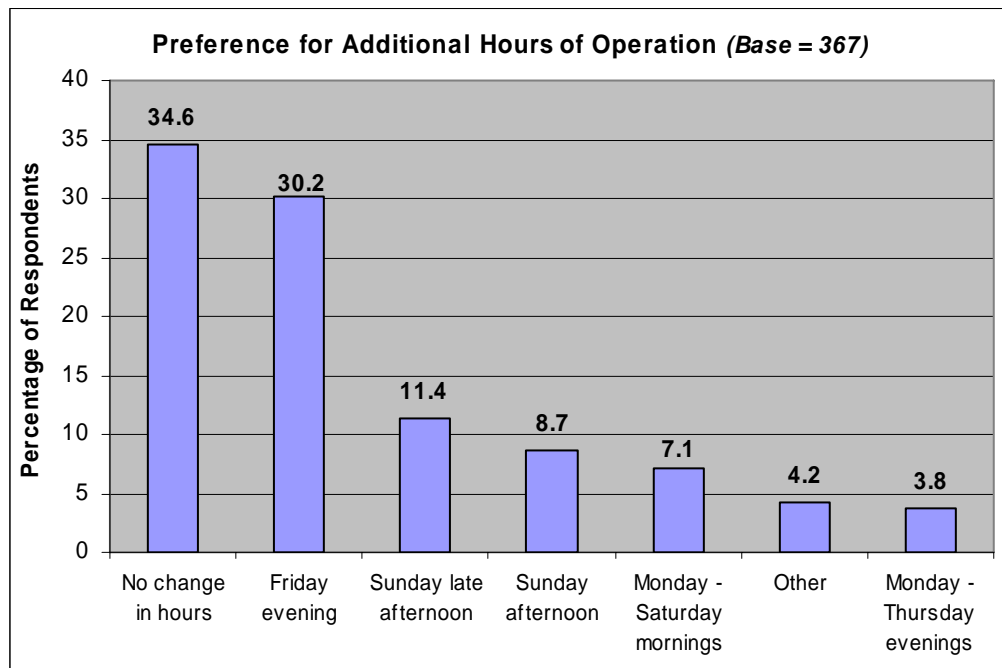
Analysis by Demographic Category

Whether respondents preferred additional hours of operation for the library was significant by language spoken in the home. More respondents from English-only speaking households felt the library should not change their hours compared to those who did speak another language (37.8% versus 19.7%). Over two-fifths (45.1%) of those who did speak a language other than English at home preferred having the library remain open on Friday evenings from 6 to 9pm, compared to one-quarter (26.4%) of those who spoke only English in their household (Table 5).

Table 5 – Preference for Additional Library Hours of Operation by Language (percentage)

Library Hours	Language Other Than English	
	Yes	No
No Change	19.7	37.8
Monday-Saturday mornings, 8-9am	9.9	6.6
Monday-Thursday evenings, 9-10pm	8.5	2.8
Friday evening, 6-9pm	45.1	26.4
Sunday afternoon, noon-1pm	4.2	10.1
Sunday afternoon, 5-6pm	7.0	12.8
Other (specify below)	5.6	3.5
Total	100.0	100.0
Base	71	288

Analysis by Census Tract – Unable to determine

Analysis by Usage Level – Unable to determine

Length of Library Stay (Q2)

When asked how long people in their households typically spent at the library, over half (53.4%) said they stayed for 30 minutes to an hour. More than one in four (28.7%) respondents reported their visits last less than 30 minutes, while 17.1% of respondents' visits lasted between one to three hours (Chart 2).

Chart 2
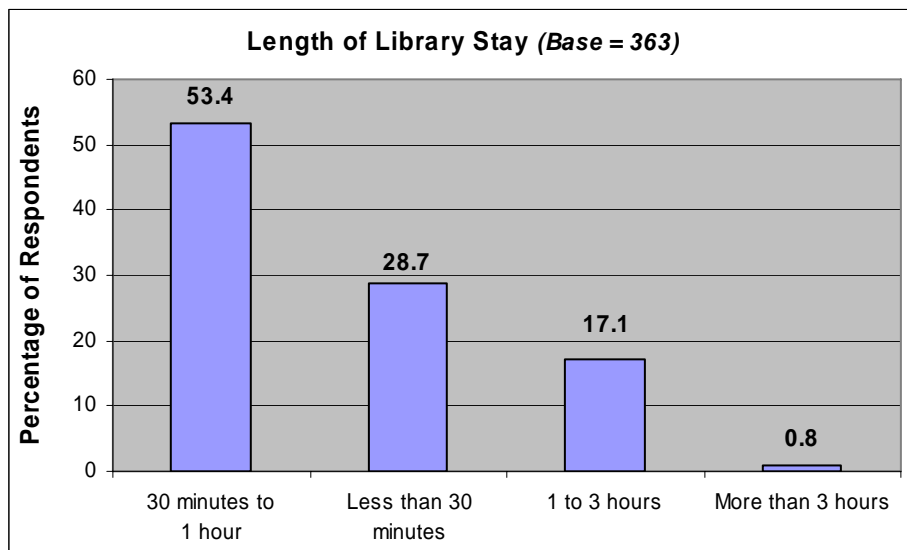
Analysis by Demographic Category – No significant findings

Analysis by Census Tract – Unable to determine

Analysis by Usage Level – Unable to determine

Library Transportation Methods (Q3)

Respondents were asked to indicate how often they arrived to the library by car, by bus, by bike, and by walking. Slightly less than two-thirds (64.9%) of respondents "often" come to the library by car, while one-fifth (21.5%) often walk. Another one-fifth "sometimes" bike (21.8%) or walk (19.3%) to the library. Over two-fifths (43.6%) "never" come to the library by bus, while approximately one-fourth of respondents never bike (28.6%) or walk (24.3%) to the library (Chart 3).

Chart 3
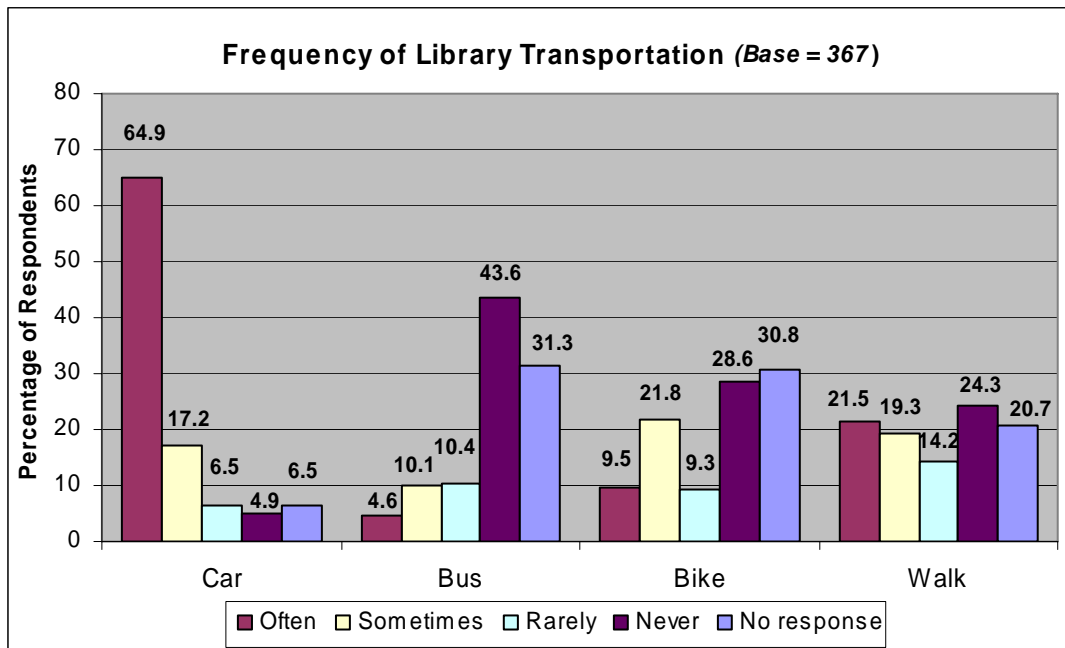
Analysis by Demographic Category

As shown in Table 6, how often people come to the library by bike was significant by ethnicity. Over two-thirds (68.2%) of respondents with a white or Caucasian member in their household said they "never" ride their bike to the library, compared to 37.8% of those who do not have white or Caucasian members in their household.

Table 6 – Frequency of Riding a Bike to Library by Caucasian / White Household Member (percentage)

Frequency	Caucasian / White Household Member	
	Yes	No
Often	3.3	24.3
Sometimes	12.3	27.0
Rarely	16.1	10.8
Never	68.2	37.8
Total	100.0	100.0
Base	211	37

14

Analysis by Census Tract

The frequency of patrons walking to the library was also significantly different by census tract (Table 7). Nearly half of patrons in tract 58 (48.3%) and tracts 51, 52, 59, 60 (45.9%) reported walking to the library "often." Not surprisingly, most of these census tracts are within easy walking distance of the library, with 51, 52, 58, 59, and 60 encompassing the primarily residential parts of Urbana bounded by University Avenue and Old Church Road.

Table 7 – Frequency of Walking to Library by Census Tract (percentage)

Frequency	Census Tract					
	51, 52, 59, 60	53, 54	55	56	57	58
Often	45.9	16.0	27.5	5.3	7.5	48.3
Sometimes	29.5	28.0	35.0	18.4	11.9	28.3
Rarely	9.8	8.0	17.5	34.2	22.4	15.0
Never	14.8	48.0	20.0	42.1	58.2	8.3
Total	100.0	100.0	100.0	100.0	100.0	100.0
Base	61	25	40	38	67	60

The frequency of patrons riding bikes to visit the library was also significantly different by census tracts. Over one-third (36.4%) of patrons living in tract 55 said they "often" ride their bikes to the library, followed by one-fifth (20.8%) of those living in tracts 53 and 54 (Table 8). Tract 55 is west of Vine and south of University Avenue, tract 54 is west of Broadway Avenue and north of University Avenue, and tract 53 is east of Broadway Avenue and north of University Avenue. More than two-fifths of those living in the nearby residential neighborhoods of Urbana "sometimes" ride their bike to the library: 40.0% of those in tracts 51, 52, 59, and 60; and 48.9% of those in tract 58.

Table 8 – Frequency of Riding Bike to Library by Census Tract (percentage)

Frequency	Census Tract					
	51, 52, 59, 60	53, 54	55	56	57	58
Often	6.7	20.8	36.4	7.9	6.0	17.0
Sometimes	40.0	12.5	21.2	21.1	31.3	48.9
Rarely	13.3	4.2	6.1	26.3	16.4	8.5
Never	40.0	62.5	36.4	44.7	46.3	25.5
Total	100.0	100.0	100.0	100.0	100.0	100.0
Base	45	24	33	38	67	47

Relationship between census tracts and arriving to the library by car – Unable to determine
Relationship between census tracts and arriving to the library by bus – Unable to determine

Analysis by Usage Level

As shown in Table 9, more heavy users, those checking out over six items per month on average, said they ride their bike to the library "often," compared to 16.1% of long-standing patrons, 15.4% of low use patrons, and 4.3% of moderate use patrons.

Table 9 – Frequency of Riding Bike to Library by Usage Level (percentage)

Frequency	Usage Level			
	Long-standing	Low	Moderate	Heavy
Often	16.1	15.4	4.3	22.4
Sometimes	29.0	29.8	42.9	20.4
Rarely	19.4	17.3	10.0	6.1
Never	35.5	37.5	42.9	51.0
Total	100.0	100.0	100.0	100.0
Base	31	104	70	49

Relationship between library usage level and walking to the library – Not significant
Relationship between library usage level and driving to the library – Unable to determine
Relationship between library usage level and taking the bus – Unable to determine

Difficulty Finding Parking (Q4)

Patrons were asked how frequently they had difficulty finding library parking. Two-fifths (42.2%) of those arriving by car said they "sometimes" had trouble finding parking, while one in ten (11.7%) say they "often" have trouble. One-fourth (26.4%) of bike riders say they "never" had trouble with parking. The full range of responses for this question is in Chart 4.

Chart 4
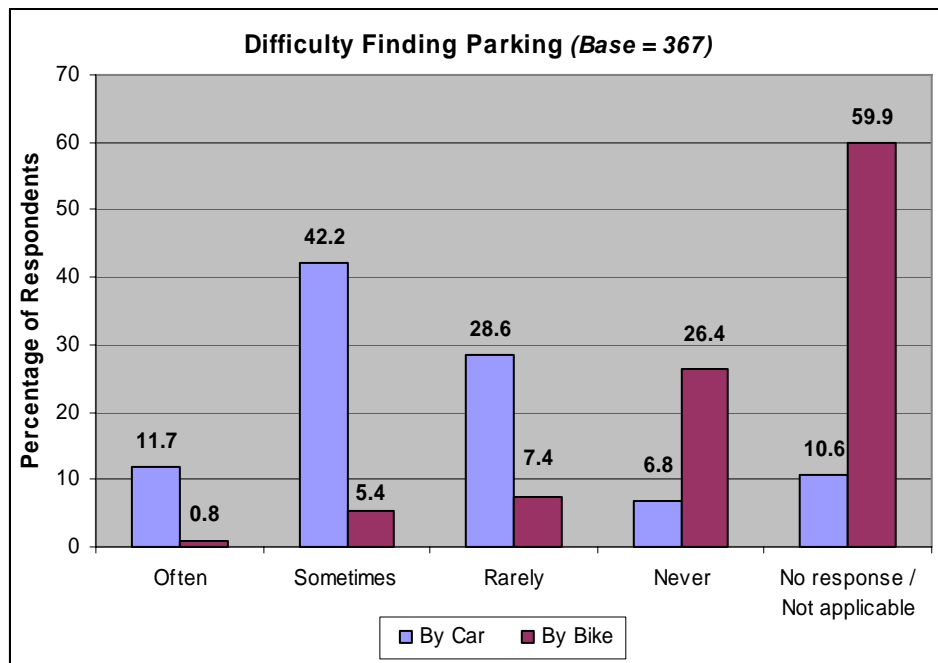
Analysis by Demographic Category – No significant findings

Analysis by Census Tract – Unable to determine

<u>Analysis by Usage Level</u>

As shown in Table 10, nearly one-fourth (23.8%) of heavy library users said they "often" have difficulty finding parking for their car, compared to moderate users (13.1%), low users (10.4%), and long-standing users (4.9%).

Table 10 – Difficulty Finding Car Parking by Usage Level (percentage)

Frequency	Usage Level			
	Long-standing	Low	Moderate	Heavy
Often	4.9	10.4	13.1	23.8
Sometimes	39.0	51.2	48.5	42.9
Rarely	41.5	28.8	31.3	33.3
Never	14.6	9.6	7.1	0.0
Total	100.0	100.0	100.0	100.0
Base	41	125	99	63

Relationship between usage level and difficulty finding parking for bicycles – Unable to determine

Strategies When No Parking Available (Q5)

Nearly two-thirds (63.2%) of respondents reported parking "someplace else nearby" when they drive to the library and cannot find a parking space. Almost one-third (28.1%) said they circle the lot until a space opens up, while one in five (21.6%) respondents decided to not visit the library and leave, as shown in Chart 5.

Chart 5
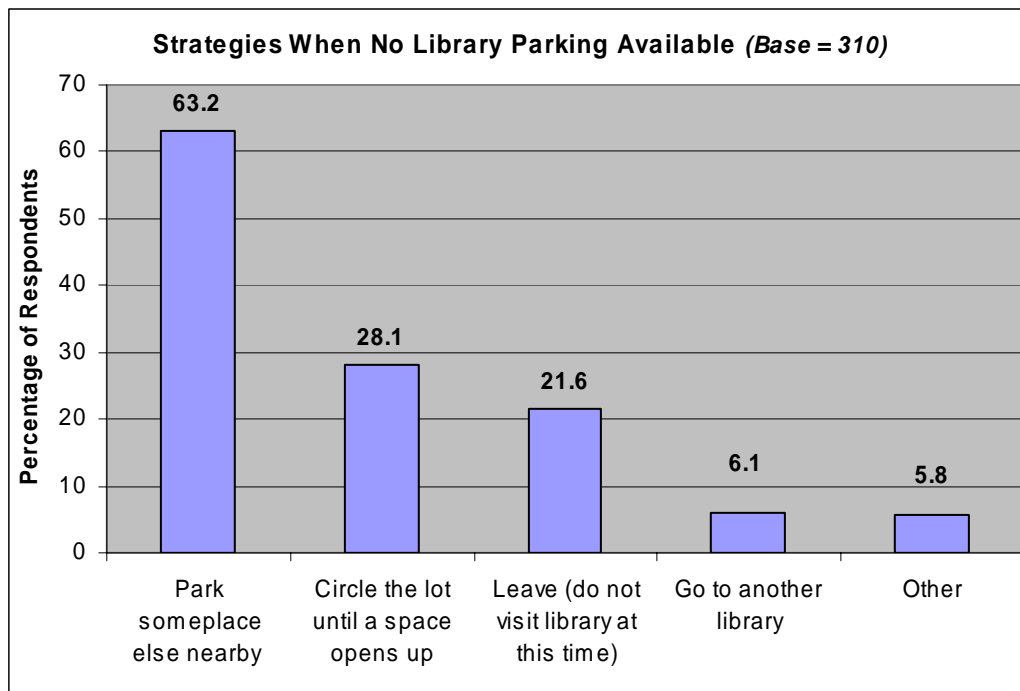
Strategies When No Library Parking Available *(Base = 310)*

Please note that percentages do not total 100% since respondents could check more than one answer.

Analysis by Demographic Category

As shown in Table 11, the respondents in households with at least one African American or black member were less likely to park nearby when no parking was available than respondents who did not have African American members in their household. Nearly two-thirds (65.4%) of respondents with an African American in their household said they do not park nearby when they cannot find parking at the library, compared to 33.8% of households without African Americans.

Table 11 – "Parking Nearby" when Lot Full by African American / Black Household Member (percentage)

When no library parking…	African American / Black Household Member	
	Yes	No
Park nearby	34.6	66.2
Don't park nearby / Do something else	65.4	33.8
Total	100.0	100.0
Base	26	281

Whether respondents park nearby when they cannot find parking at the library was also significant by education level, as shown in Table 1 in Appendix C.

Analysis by Census Tract

Census tract was significantly related to whether or not library patrons elected to "park nearby" when the library parking lots were full. As shown in Table 12, over 60% of patrons in census tracts 51, 52, 59, 60, and 55, 56, 57, and 58 said they try to park nearby when they cannot park in the library lot. In comparison, a little more than one-third (35.3%) of those living in census tracts 53 and 54 do so.

Table 12 – "Parking Nearby" when Lot Full by Census Tract (percentage)

When no library parking…	Census Tract					
	51, 52, 59, 60	53, 54	55	56	57	58
Park nearby	66.7	35.3	72.1	67.4	66.3	61.7
Don't park nearby / Do something else	33.3	64.7	27.9	32.6	33.7	38.3
Total	100.0	100.0	100.0	100.0	100.0	100.0
Base	51	34	43	43	92	47

Relationship between census tract and circling the lot – Not significant
Relationship between census tract and leaving the library – Not significant
Relationship between census tract and visiting another library – Unable to determine
Relationship between census tract and doing some "other" action when lot full – Unable to determine

Analysis by Usage Level

Relationship between usage level and parking nearby – Not significant
Relationship between usage level and circling the lot – Not significant
Relationship between usage level and leaving the library – Not significant
Relationship between usage level and visiting another library – Unable to determine
Relationship between usage level and doing some "other" action when lot full – Unable to determine

Library Collections

Length of Borrowing Period (Q6)

Respondents were asked how long they should be able to borrow library items like books, magazines, audio books, music, and movies. For books, roughly one-third of patrons favored a four-week borrowing period (34.9%) and a two-week period (32.2%), while one-fourth preferred three weeks (24.5%). For magazines, approximately one-third (31.6%) wanted to checkout magazines for two weeks, while one-quarter (24.8%) wanted to borrow magazines for one week. Nearly one-third (31.1%) of respondents wanted to borrow audio books for two weeks. Over two-fifths (43.6%) of respondents wanted to check out music for two weeks, with other borrowing periods less popular. The majority of respondents (56.9%) wanted to be able to check out movies for one week, while one-fourth (24.3%) preferred two weeks. The full range of responses for this question are in Chart 6.

Chart 6

Preference of Borrowing Period for Library Items *(Base = 367)*

Legend: ■ 1 week □ 2 weeks □ 3 weeks ■ 4 weeks ■ No response
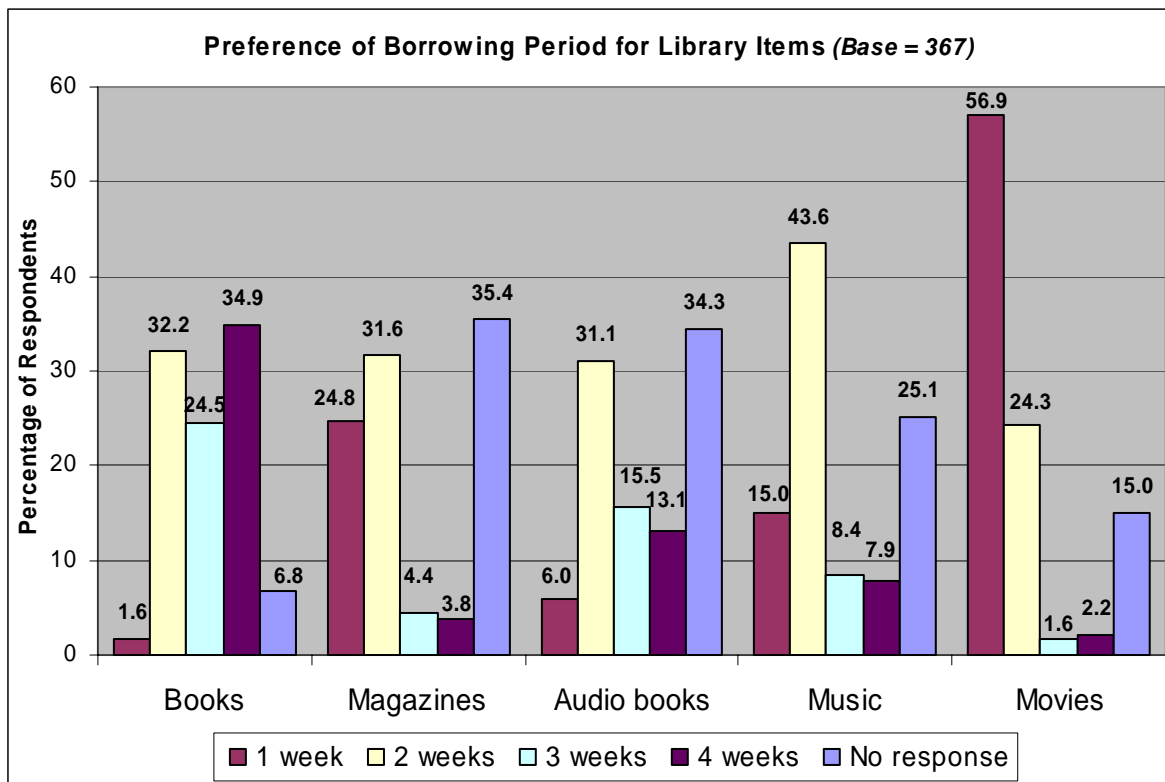
Analysis by Demographic Category

The borrowing period for music items was significant by language. More than three-quarters (75.5%) of respondents who speak a language other than English in their household preferred borrowing music items for two weeks, compared to just over half (53.9%) of those who do not speak another language in their household (Table 13).

Table 13 – Preference for Length of Borrowing Period for Music Items by Language Other Than English (percentage)

Length of Borrowing Period	Language Other Than English	
	Yes	No
1 week	17.0	20.3
2 weeks	75.5	53.9
3 weeks	5.7	12.9
4 weeks	1.9	12.9
Total	100.0	100.0
Base	53	217

Analysis by Census Tract – Unable to determine

Analysis by Usage Level

Usage level was associated with the amount of time patrons wanted to be able to borrow music items from the library. For all types of library users, a two-week borrowing period was preferred by well over 50% of respondents (Table 14)

Table 14 – Preference for Length of Borrowing Period for Music Items by Usage Level (percentage)

Length of Borrowing Period	Usage Level			
	Long-standing	Low	Moderate	Heavy
1 week	22.2	20.4	13.8	27.5
2 weeks	72.2	58.3	52.5	56.9
3 weeks	5.6	10.2	15.0	11.8
4 weeks	0.0	11.1	18.8	3.9
Total	100.0	100.0	100.0	100.0
Base	36	108	80	51

Relationship between usage level and borrowing period for audio books – Not significant
Relationship between usage level and borrowing period for books – Unable to determine
Relationship between usage level and borrowing period for magazines – Unable to determine
Relationship between usage level and borrowing period for movies – Unable to determine

Locations for Getting Books (Q7)

Nearly two-thirds (63.8%) of patrons reported getting books from the Urbana Free Library "often" while one-fourth (26.4%) said they get them there "sometimes," as shown in Chart 7. Although one in ten respondents said they "never" use another library for books, 28.9% said they "sometimes" get books at another library, and 23.7% said they "often" get books at another library. One-third (33.5%) of respondents said they get books from another, non-library source "sometimes." Amazon.com, Barnes and Noble, Borders, and the local Pages for all Ages received frequent mentions in the write-in responses, which are in Appendix B.

Chart 7

Locations for Obtaining Books *(Base = 367)*

Analysis by Demographic Category – No significant findings

Analysis by Census Tract

Relationship between census tract and obtaining books from another library – Not significant
Relationship between census tract and obtaining books from the Urbana Free Library – Unable to determine
Relationship between census tract and obtaining books from "other" sources – Unable to determine

Analysis by Usage Level

Relationship between usage level and obtaining books from another library – Not significant
Relationship between usage level and obtaining books from the Urbana Free Library – Unable to determine
Relationship between usage level and obtaining books from "other" sources – Unable to determine

Locations for Getting Audio Books (Q8)

As shown in Chart 8, more respondents got audio books from the Urbana Free Library "often" or "sometimes" than from another library or other source. In particular, one in ten (11.4%) respondents has "often" picked up audio books from the Urbana Free Library while one-fifth (19.9%) got audio books from the library "sometimes." Fewer respondents used other types of audio book outlets.

Chart 8
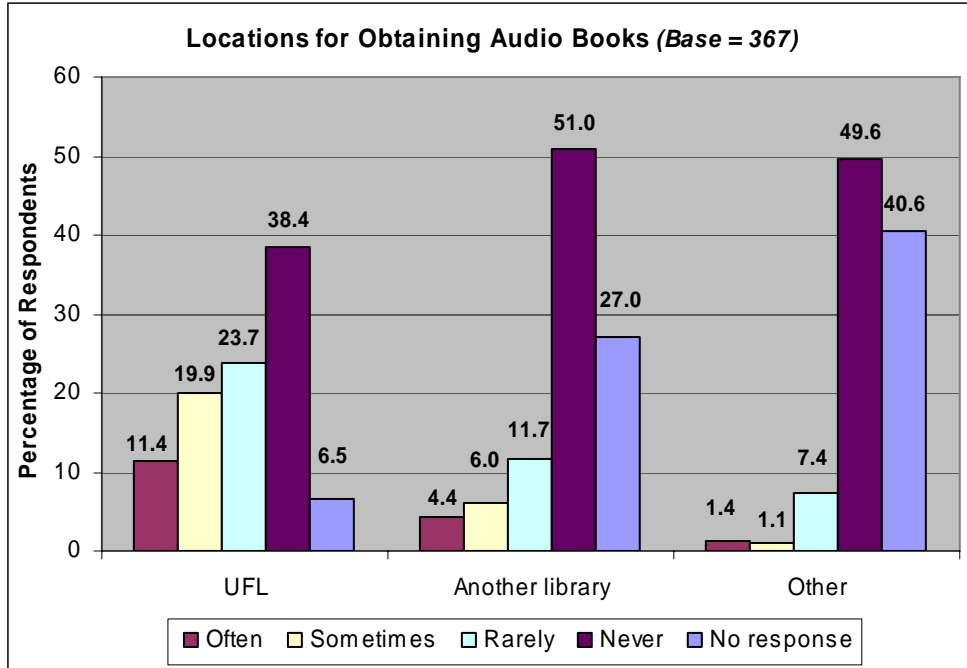
Analysis by Demographic Category

How often people obtained audio books from the Urbana Free Library was significant by ethnicity. In particular, more than two-fifths (42.9%) of respondents who did not have an African American or black member in their household "never" got audio books from the library, compared to 21.4% of households with African American members (Table 15).

Table 15 – Frequency of Obtaining Audio Books from UFL by African American / Black Household Member (percentage)

Frequency	African American / Black Household Member	
	Yes	No
Often	21.4	11.3
Sometimes	10.7	22.3
Rarely	46.4	23.5
Never	21.4	42.9
Total	100.0	100.0
Base	28	310

The relationship between obtaining audio books from the Urbana Free Library and whether the household had at least one Caucasian member was also significant (see Table 2 in Appendix C).

Analysis by Census Tract

Relationship between census tract and obtaining audio books from UFL – Not significant
Relationship between census tract and obtaining audio books from another library – Unable to determine
Relationship between census tract and obtaining audio books from "other" sources – Unable to determine

Analysis by Usage Level

Relationship between usage level and obtaining audio books from UFL – Not significant
Relationship between usage level and obtaining audio books from another library – Unable to determine
Relationship between usage level and obtaining audio books from "other" sources – Unable to determine

Locations for Getting Music (Q9)

One-fifth (21.0%) of patrons said they "often" get music from the Urbana Free Library, while 6.3% often used another library and 15.8% often used some other source to get music. Over one-fourth (28.6%) got music from the Urbana Free Library "sometimes," while one-fifth (22.3%) used other sources for their music "sometimes." Both iTunes and Amazon.com were frequently mentioned in the write-in responses for this question, which can be found in Appendix B. Chart 9 has the full range of responses for this question.

Chart 9

Chart 9. Locations for Obtaining Music (Base = 367)
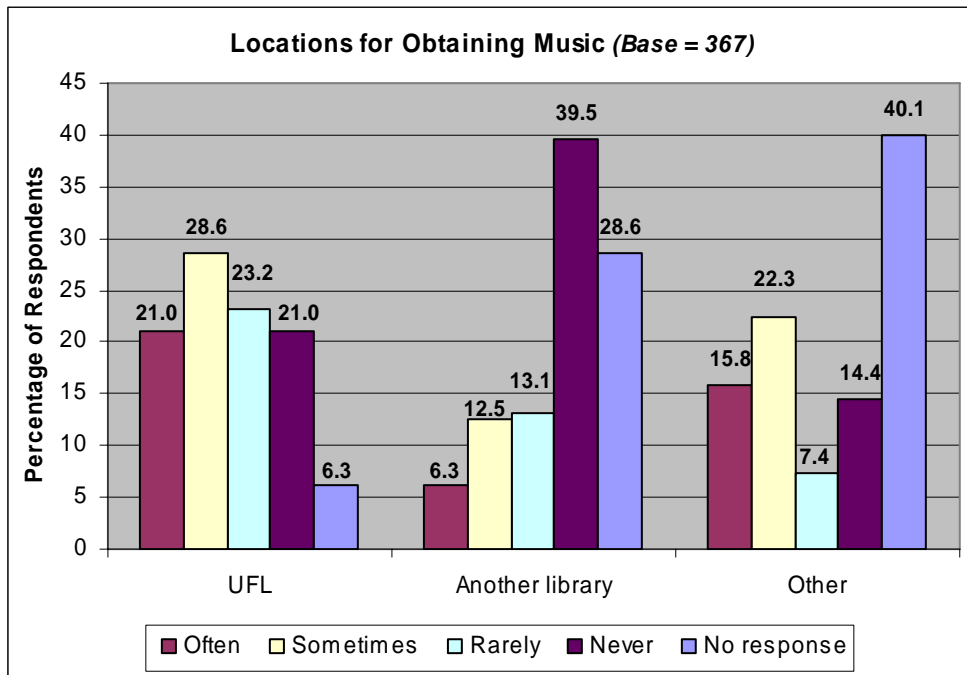
Analysis by Demographic Category

As shown in Table 16, how often respondents got music from the Urbana Free Library was significant by ethnicity. One-fifth (19.0%) of respondents with white or Caucasian members in their household said they "often" use the Urbana Free Library to get music, compared to 42.0% of those without white or Caucasian members in their household.

Table 16 – Frequency of Obtaining Music from UFL by Caucasian / White Household Member (percentage)

Frequency	Caucasian / White Household Member	
	Yes	No
Often	19.0	42.0
Sometimes	30.4	28.0
Rarely	26.6	14.0
Never	23.9	16.0
Total	100.0	100.0
Base	289	50

Analysis by Census Tract

Relationship between census tract and obtaining music from UFL – Not significant
Relationship between census tract and obtaining music from "other" sources – Not significant
Relationship between census tract and obtaining music from another library – Unable to determine

Analysis by Usage Level – Not significant

Locations for Getting Movies (Q10)

Approximately one-third of respondents used the Urbana Free Library "often" (31.3%) or "sometimes" (33.2%) to get movies. Roughly one-fifth of respondents said they "often" (23.4%) or "sometimes" (20.7%) use a source other than libraries to get movies. The full range of responses for this question are presented in Chart 10.

Chart 10

Locations for Obtaining Movies *(Base = 367)*
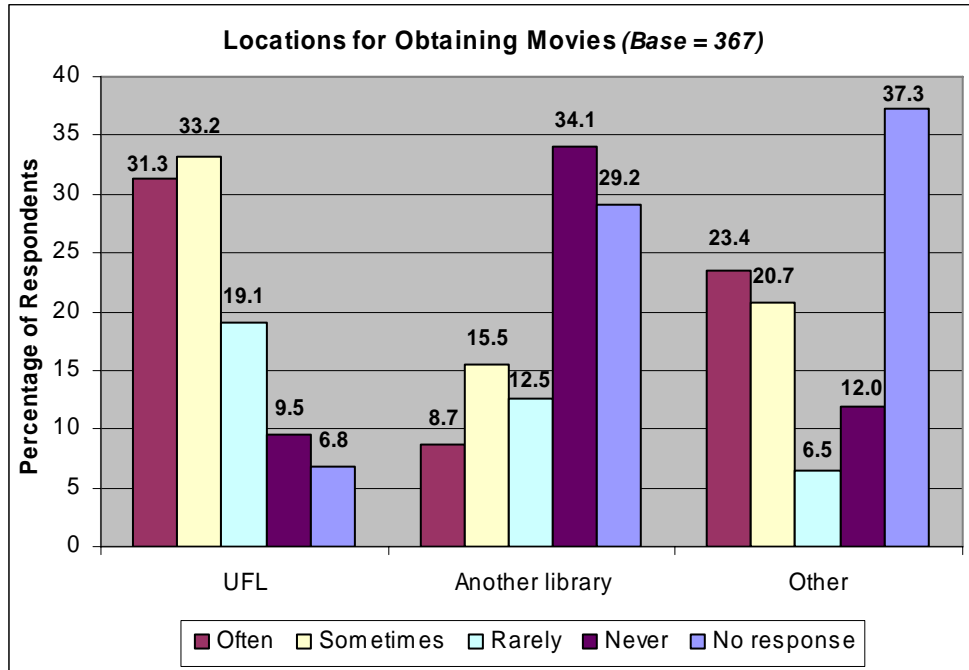
Analysis by Demographic Category

The frequency of obtaining movies from the Urbana Free Library was significantly different by language. As shown in Table 17, nearly one-half (48.5%) of those who speak a language other than English in their household said they "often" get movies from the library, compared to 30.6% of those who speak only English.

Table 17 – Frequency of Obtaining Movies from UFL by Language Other Than English
(percentage)

Frequency	Language Other Than English	
	Yes	No
Often	48.5	30.6
Sometimes	33.8	35.4
Rarely	8.8	23.1
Never	8.8	10.8
Total	100.0	100.0
Base	68	268

The frequency of obtaining movies from the Urbana Free Library and from other libraries was significant by whether a white or Caucasian person was a member of the respondent's household (see Tables 3 and 4 in Appendix C).

Analysis by Census Tract

Census tract was significantly related to how frequently patrons obtained movies from the Urbana Free Library. More than half (54.2%) of respondents from census tracts 51, 52, 59, and 60 said they "often" get movies from the library, followed by tracts 53 and 54 (39.4%), 55 (36.2%), 58 (32.8%), and 57 (20.2%) (Table 18).

Table 18 – Frequency of Obtaining Movies from UFL by Census Tract (percentage)

Frequency	Census Tract					
	51, 52, 59, 60	53, 54	55	56	57	58
Often	54.2	39.4	36.2	29.2	20.2	32.8
Sometimes	27.1	27.3	38.3	31.3	42.6	39.3
Rarely	10.2	21.2	17.0	27.1	23.4	23.0
Never	8.5	12.1	8.5	12.5	13.8	4.9
Total	100.0	100.0	100.0	100.0	100.0	100.0
Base	59	33	47	48	94	61

Relationship between census tract and obtaining movies from another library – Not significant
Relationship between census tract and obtaining movies from "other" sources – Unable to determine

Analysis by Usage Level – Not significant

Desire to Borrow Video Games from Library (Q11)

Respondents were asked whether they were interested in being able to borrow video games from the library. Nearly three-quarters (72.0%) said they did not want to borrow video games, compared to 28.0% who did (base = 354). Wii was mentioned frequently in the open-ended comments along with most major gaming platforms. But there were also three write-in comments where respondents said that the library should not lend video games.

Analysis by Demographic Category – No significant findings

Analysis by Census Tract – Not significant

Analysis by Usage Level – Not significant

Library Spaces / Services

Usage of Library Facilities (Q13)

Respondents indicated how often they used certain facilities at the library. The responses for this question are in the following table.

Table 19 – Frequency of Use of Library Facilities (response frequencies)

Library Facility	Often	Sometimes	Rarely	Never	No Response
	%	**%**	**%**	**%**	**%**
Library computers	13.6	24.8	24.3	30.5	6.8
Wireless Internet	10.1	18.3	14.9	45.5	11.2
Coffee shop	7.3	28.6	24.0	30.8	9.3
Meeting rooms	1.1	9.8	14.7	61.9	12.5
Study rooms	2.7	12.3	16.1	57.5	11.4
Children's play areas	12.8	9.5	6.3	61.0	10.4
Inside seating	22.6	35.7	15.5	17.5	8.7
Outside seating	3.3	12.0	24.2	46.6	13.9

(Base = 367)   <------------- Row percents sum to 100.0 ------------->

More than half of respondents said members of their family "never" use meeting rooms (61.9%), children's play areas (61.0%), or study rooms (57.5%). When asked about the library's wireless Internet in particular, close to one-half (45.5%) had never used it, compared to 10.1% who said the use it often, 18.3% who use it sometimes, and 14.9% who use it rarely.

Analysis by Demographic Category

Use of the library's computers was significant by ethnicity. Nearly half (46.4%) of respondents with an African American or black member in their household said they "often" use the library computers compared to 11.6% of those without African American members in their household (Table 20). Whether respondents used the library's computers was also significant if they had white or Caucasian members in their household (Table 5 in Appendix C).

Table 20 – Frequency of Library Computer Use by African American / Black Household Member (percentage)

Frequency	African American / Black Household Member	
	Yes	**No**
Often	46.4	11.6
Sometimes	10.7	28.3
Rarely	21.4	26.4
Never	21.4	33.8
Total	100.0	100.0
Base	28	311

Use of the library's wireless internet was significant by ethnicity. In particular, nearly one-quarter (23.3%) of those with Asian or Pacific Islander members in their household used the library's wireless internet "often," compared to only 8.9% of non-Asian households (Table 21).

Table 21 – Frequency of Wireless Internet Use at Library by Asian / Pacific Islander Household Member (percentage)

Frequency	Asian / Pacific Islander Household Member	
	Yes	No
Often	23.3	8.9
Sometimes	25.6	19.6
Rarely	11.6	17.9
Never	39.5	53.6
Total	100.0	100.0
Base	43	280

Use of the library's wireless internet was also significant by whether respondents had white or Caucasian members in their household (Table 6 in Appendix C) and by language (Table 7 in Appendix C). In addition, use of the library's study rooms or the children's play areas were also significant whether respondents had white or Caucasian members in their household (Tables 8 and 9 in Appendix C).

Analysis by Census Tract

Depicted in Table 22, the relationship between census tract and how frequently patrons used the library's wireless internet was significant. Approximately one-fifth of patrons living in tracts 51, 52, 59, and 60 (19.7%) and tracts 53 and 54 (22.6%) used the library's wireless internet "often," while those in other tracts used it less frequently. In fact, over half of respondents from tracts 55, 56, 57, and 58 said they have "never" used the library's wireless internet.

Table 22 – Frequency of Wireless Internet Use at Library by Census Tract (percentage)

Frequency	Census Tract					
	51, 52, 59, 60	53, 54	55	56	57	58
Often	19.7	22.6	4.4	11.6	6.9	8.5
Sometimes	29.5	16.1	22.2	16.3	12.6	27.1
Rarely	14.8	19.4	13.3	18.6	20.7	13.6
Never	36.1	41.9	60.0	53.5	59.8	50.8
Total	100.0	100.0	100.0	100.0	100.0	100.0
Base	61	31	45	43	87	59

Relationship between census tract and use of the library computers – Not significant
Relationship between census tract and use of the coffee shop – Not significant
Relationship between census tract and use of inside seating – Not significant
Relationship between census tracts and use of meeting rooms– Unable to determine
Relationship between census tracts and use of study rooms – Unable to determine
Relationship between census tracts and use of children's play areas – Unable to determine
Relationship between census tracts and use of outside seating – Unable to determine

Analysis by Usage Level

The use of the library's inside seating varied significantly by usage level. As depicted in Table 23, over one-fourth of moderate (27.4%) and heavy (26.9%) library users used the inside seating at the library "often," while approximately only one-fifth of more infrequent (23.1%) library users and long-standing patrons (20.9%). At the same time, one-fourth (25.4%) of heavy users said they "never" use the library's inside seating, compared to 23.3% of long-standing patrons, 17.9% of moderate library users, and 15.4% of infrequent library users.

Table 23 – Frequency of Inside Seating Use at Library by Usage Level (percentage)

Frequency	Usage Level			
	Long-standing	Low	Moderate	Heavy
Often	20.9	23.1	27.4	26.9
Sometimes	48.8	43.8	28.4	38.8
Rarely	7.0	17.7	26.3	9.0
Never	23.3	15.4	17.9	25.4
Total	100.0	100.0	100.0	100.0
Base	43	130	95	67

Relationship between usage level and use of library computers – Not significant
Relationship between usage level and use of wireless internet – Not significant
Relationship between usage level and use of the coffee shop – Not significant
Relationship between usage level and use of children's play areas – Not significant
Relationships between usage level and use of meeting rooms – Unable to determine
Relationships between usage level and use of study rooms – Unable to determine
Relationships between usage level and use of outside seating – Unable to determine

Use of Staff Assistance (Q14)

Respondents were instructed to indicate how frequently they asked for different types of staff assistance, particularly assistance with locating items, researching information, suggesting titles, and using the online catalog. As shown in Chart 11, over one-half (51.8%) of respondents said they "sometimes" ask for help in locating items, while one-fifth (21.5%) "rarely" asked for help locating materials, 16.6% "often" asked for help, and 6.8% never asked for help locating items. Approximately two-fifths of respondents said they "never" ask for suggestions (44.4%) or for help in using the online catalog (39.0%).

Chart 11

Use of Staff Assistance *(Base = 367)*
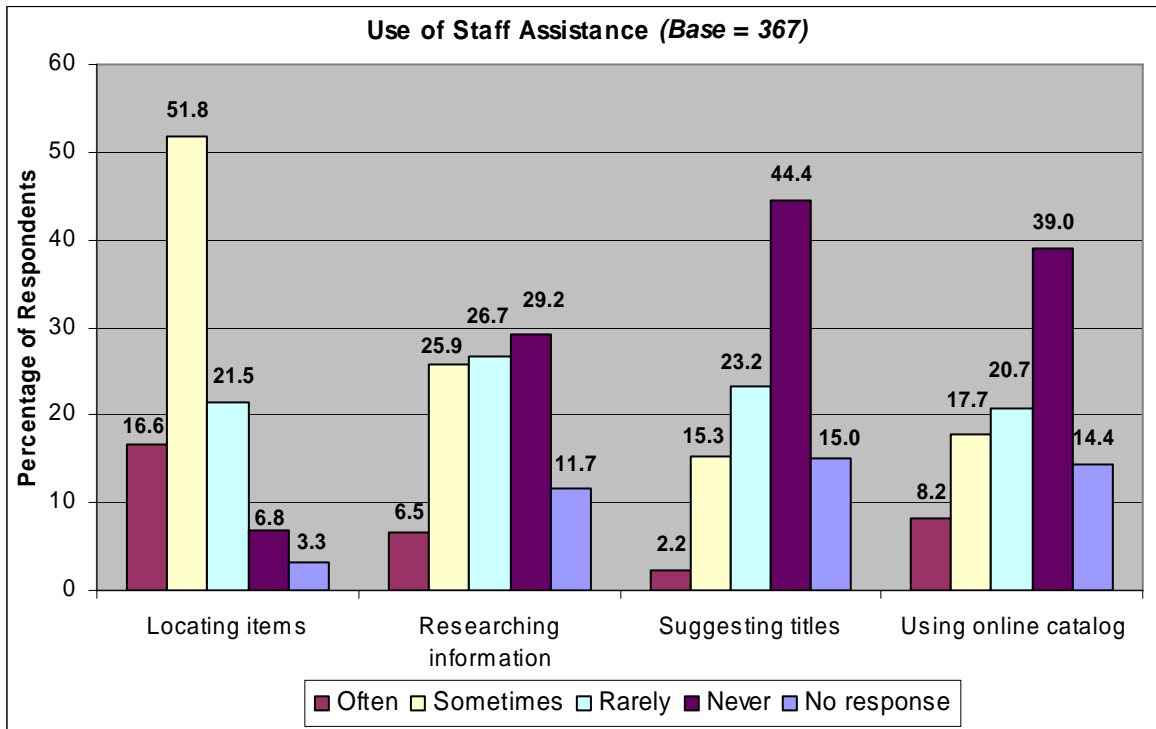
Analysis by Demographic Category

Asking staff for assistance in researching information was significant by ethnicity and by education level. As shown in Table 24, more respondents with an African-American or black member in their household said they "often" or "sometimes" ask for assistance in researching information compared to those in non-African American households (22.7% versus 6.4%; 45.5% versus 28.2%, respectively).

Table 24 – Frequency of Using Staff Assistance for Researching Information by African American / Black Household Member (percentage)

Frequency	African American / Black Household Member	
	Yes	No
Often	22.7	6.4
Sometimes	45.5	28.2
Rarely	18.2	31.2
Never	13.6	34.2
Total	100.0	100.0
Base	22	298

Interestingly, over two-fifths of respondents with a 4-year college degree or less said they "never" ask for help researching information (45.5% of those with some college or less and 41.5% of those with a 4-year college degree), compared to 27.3% of those with postgraduate education (Table 25).

Table 25 – Frequency of Using Staff Assistance for Researching Information by Education
(percentage)

Frequency	Education		
	Some college or less	College graduate	Postgraduate
Often	7.3	9.1	6.9
Sometimes	34.1	24.2	30.1
Rarely	17.1	21.2	35.6
Never	41.5	45.5	27.3
Total	100.0	100.0	100.0
Base	41	66	216

Whether respondents ask for assistance in locating items at the library was significant by language, and using staff to get suggestions for titles was significant whether respondents had white or Caucasian members in their household. This information can be found in Tables 10 and 11 in Appendix C.

Analysis by Census Tract

Relationship between census tract and staff assistance to use the online catalog – Not significant
Relationship between census tract and staff assistance to locate items – Unable to determine
Relationship between census tract and staff assistance to research information – Unable to determine
Relationship between census tract and staff assistance to suggest titles – Unable to determine

Analysis by Usage Level

Relationships between usage level and staff assistance to use the online catalog – Not significant
Relationships between usage level and staff assistance to locate items – Not significant
Relationships between usage level and staff assistance to research information – Not significant
Relationship between usage level and staff assistance to suggest titles – Unable to determine

Preferences When Borrowing Materials (Q15)

Respondents were asked if they were interested in additional services and features when checking out materials, when receiving overdue or hold notices, or when picking-up or returning library items. At checkout, three-quarters (77.5%) of respondents would like to have the due date stamped on each item. Two-fifths (40.4%) would like to have self-checkout stations, over one-third (35.4%) would prefer to have a receipt listing all items checked-out, and over one-fourth (27.8%) would like to pay for library charges by credit or debit card. Almost three-fifths (58.7%) of respondents want to receive a reminder before items are due, while one-fourth (25.6%) want to receive a family's overdue items on one notice. For pick-ups and returns, over one-fourth (26.1%) would like the library to have after-hours pick up from the lobby. The full range of responses for this question can be found in Chart 12.

Chart 12

Preferences When Borrowing Materials *(Base = 356)*

Category	%
At Checkout:	
Have the due date stamped on each item	77.5
Have self-checkout stations	40.4
Have a receipt that lists all items checked out	35.4
Pay library charges by credit/debit card	27.8
Other	0.8
For Overdue or Hold Notices:	
Receive a reminder before items are due	58.7
Receive a family's items together on one notice	25.6
Other	3.1
For Pick-up and Returns:	
Have after-hours pick-up from lobby boxes	26.1
Have off-site return bins at other locations	13.2

Percentage of Respondents

Please note that percentages do not total 100% since respondents could check more than one answer.

Analysis by Demographic Category

As shown in Tables 26 and 27, the desire to pay library charges by credit or debit cards was significant by ethnicity and by income. Over two-fifths (41.7%) of respondents with Asian or Pacific Islanders in their household wanted to be able to pay library charged by credit or debit cards compared to one-quarter (25.7%) of non-Asian households (Table 26). This relationship was also significant whether respondents had white or Caucasian members in their household (Table 12 in Appendix C).

Table 26 – Preference for Paying Library Charges by Credit/Debit Card by Asian / Pacific Islander (percentage)

Pay Library Charges by Credit/ Debit Card	Asian / Pacific Islander Household Member	
	Yes	No
Yes	41.7	25.7
Not selected	58.3	74.3
Total	100.0	100.0
Base	48	304

Exactly half (50.0%) of those earning less than $15,000 in annual income wanted to be able to pay library charges with credit or debit cards, compared to 32.7% of those earning $15,000-$24,999; 31.9% of those earning $25,000-$49,999; 24.4% of those earning $50,000-100,000; and 17.5% of those earning over $100,000 (Table 27).

Table 27 – Preference for Paying Library Charges by Credit/Debit Card by Income (percentage)

Pay Library Charges by Credit/ Debit Card	Income				
	Less than $15,000	$15,000 - $24,999	$25,000 - $49,999	$50,000 - $100,000	More than $100,000
Yes	50.0	32.7	31.9	24.4	17.5
Not selected	50.0	67.3	68.1	75.6	82.5
Total	100.0	100.0	100.0	100.0	100.0
Base	28	49	72	119	57

More than two-fifths (41.7%) of respondents with Asian or Pacific Islanders in their household wanted to receive a notice with all family member's items on it, compared to 23.4% of non-Asian households (Table 28). This response option was also significant whether respondents had white or Caucasian members in their household (Table 13 in Appendix C).

Table 28 – Preference for Family Notice by Asian / Pacific Islander (percentage)

Family Notice	Asian / Pacific Islander Household Member	
	Yes	No
Yes	41.7	23.4
Not selected	58.3	76.6
Total	100.0	100.0
Base	48	304

The relationships between preference for self-checkout stations, receiving a reminder when items are due, and having after-hours pick-up boxes were all significant when respondents had white or Caucasian members in their household (Table 14, 15, and 16 in Appendix C). The preference for having after-hours pick-up boxes was also significant by income and when respondents had Asian or Pacific Islander members of their household (Tables 17 and 18 in Appendix C).

Analysis by Census Tract

Over two-thirds of respondents in each census tract preferred having the due date stamped on each item they checkout from the library (Table 29), and the relationship between census tract and preference for having the due date stamped on each item was significant. Census tract 55 had the greatest percentage of respondents, with more than nine out of ten (91.3%) preferring to have the due date stamped on items at checkout.

Table 29 – Preference for Having the Due Date Stamped on Each Item at Checkout
by Census Tract (percentage)

Have the Due Date Stamped on Each Item	Census Tract					
	51, 52, 59, 60	53, 54	55	56	57	58
Yes	68.2	71.4	91.3	86.0	72.2	82.3
Not selected	31.8	28.6	8.7	14.0	27.8	17.7
Total	100.0	100.0	100.0	100.0	100.0	100.0
Base	66	35	46	50	97	62

Patrons' preference for paying library charges by credit or debit cards also varied significantly by census tract. As shown in Table 30, well over two-fifths (45.7%) of patrons living in tracts 53 and 54 wanted to be able to pay library charges with credit or debit cards, compared to 37.0% of those living in tract 55; 31.8% living in tracts 51, 52, 59, and 60; 27.4% of those living in tract 58; 26.0% of those in tract 56; and 15.5% of those living in tract 57.

Table 30 – Preference for Paying Library Charges by Credit/Debit Card by Census Tract
(percentage)

Pay Library Charges by Credit/ Debit Card	Census Tract					
	51, 52, 59, 60	53, 54	55	56	57	58
Yes	31.8	45.7	37.0	26.0	15.5	27.4
Not selected	68.2	54.3	63.0	74.0	84.5	72.6
Total	100.0	100.0	100.0	100.0	100.0	100.0
Base	66	35	46	50	97	62

The relationship between census tract and patrons' preference for having off-site return bins at locations other than the library was significant as well. One-fifth of those living in census tracts 51, 52, 59, and 60 (22.7%) and those in 53 and 54 (20.0%) said they would like to have off-site return bins, compared to only 16.0% of those living in tract 56, 12.4% of those in tract 57, 6.5% of those in tract 58, and only 2.2% of those in tract 55 (Table 31).

Table 31 – Preference for Having Off-site Return Bins at Other Locations by Census Tract
(percentage)

Have Off-site Return Bins at Other Locations	Census Tract					
	51, 52, 59, 60	53, 54	55	56	57	58
Yes	22.7	20.0	2.2	16.0	12.4	6.5
Not selected	77.3	80.0	97.8	84.0	87.6	93.5
Total	100.0	100.0	100.0	100.0	100.0	100.0
Base	66	35	46	50	97	62

Relationship between census tracts and having receipt that lists all checked-out items – Not significant
Relationship between census tracts and having self-checkout stations – Not significant
Relationship between census tracts and having reminders before items are due – Not significant
Relationship between census tracts and receiving one notice for all family items – Not significant
Relationship between census tracts and having after-hour pick up boxes in the lobby – Not significant
Relationship between census tracts and "other" services at checkout – Unable to determine
Relationship between census tracts and "other" services for hold/overdue notices – Unable to determine

Analysis by Usage Level

Relationship between usage level and having receipt that lists all checked-out items – Not significant
Relationship between usage level and having self-checkout stations – Not significant
Relationship between usage level and having reminders before items are due – Not significant
Relationship between usage level and receiving one notice for all family items – Not significant
Relationship between usage level and having after-hour pick up boxes in the lobby – Not significant
Relationship between usage level and "other" services at checkout – Unable to determine
Relationship between usage level and "other" services for hold/overdue notices – Unable to determine

Library Programs

Interest in Library Programs (Q16)

Respondents were asked whether they agreed with the statement "People in my household would be interested in attending library programs." Nearly two-thirds of respondents (63.9%) said they were interested in programs, while 36.1% were not (base = 346). Those who said no were asked to skip Q17, Q18, and Q19.

Analysis by Demographic Category – No significant findings

Analysis by Census Tract – Not significant

Analysis by Usage Level – Not significant

Preferences for Additional Library Programs (Q17)

Respondents who said people in their household were interested in attending library programs (base = 221) were asked to indicate what types of library programs they wanted more of at the Urbana Free Library.

Over half of those interested in library programs wanted to see more music programs (53.7%) and more author and artist visits (51.9%) at the library. More than two-fifths of respondents interested in library programs wished there were more programs dealing with international cultures (44.9%) and social issues (42.1%), programs for adults (42.1%), and book discussions (42.1%). Approximately one-fifth wanted to see additional programming for school-aged children (22.7%) and preschoolers (19.9%). The full range of responses for this question is in Chart 13.

Chart 13

Preferences for Additional Library Programs *(Base = 216)*

Program	Percentage
Music programs	53.7
Author / artist visits	51.9
International cultures programs	44.9
Social issues programs	42.1
Programs for adults	42.1
Book discussions	42.1
Programs for school-age children	22.7
Programs for preschoolers	19.9
Archives programs	17.1
Programs for seniors	15.3
Programs for teen girls	9.7
Programs for babies	9.3
Programs for teen boys	7.4
Other	3.7

Percentage of Respondents Interested in Library Programs

Please note that percentages do not total 100% since respondents could check more than one answer.
The number of eligible respondents for this question was 221.

Analysis by Demographic Category

The relationship between preferring additional library programs for school-age children was significant for respondents with a white or Caucasian member in their household. As shown in Table 32, only one-fifth (19.4%) of respondents with white or Caucasian members in their household wanted the library to have additional programming for school-age children, compared to two-fifths (41.2%) of those with no white or Caucasian members in their household.

Table 32 – Preference for Additional Library Programs for School-age Children by Caucasian / White Household Member (percentage)

Additional Library Programs for School-age Children	Caucasian / White Household Member	
	Yes	No
Yes	19.4	41.2
Not selected	80.6	58.8
Total	100.0	100.0
Base	191	34

The preference for more library programs on international cultures was significant by language. Almost three-quarters (72.5%) of those who speak a language other than English wanted the library to have more programming on international culture, compared to 39.1% of those who speak only English (Table 33).

Table 33 – Preference for Additional Library Programs on International Cultures by Language Other Than English (percentage)

Additional Library Programs on International Cultures	Language Other Than English	
	Yes	No
Yes	72.5	39.1
Not selected	27.5	60.9
Total	100.0	100.0
Base	40	184

Interest in additional programs on international cultures was significant if respondents had Asian or Pacific Islander members in their household (Table 19 in Appendix C). Preference for additional library programs on international cultures and additional author/artist visits at the library were significant by education level (Tables 20 and 21 in Appendix C).

Analysis by Census Tract

The preference for additional adult programs at the library varied significantly by census tract. The majority of respondents from tracts 53 and 54 (70.8%) and from tracts 51, 52, 59, and 60 (56.4%) wanted additional adult programs. As shown in Table 34, the other tracts had smaller percentages of patrons supporting more adult programming at the library.

Table 34 – Preference for Additional Adult Library Programs by Census Tract (percentage)

Additional Adult Library Programs	Census Tract					
	51, 52, 59, 60	53, 54	55	56	57	58
Yes	56.4	70.8	32.4	48.6	28.8	37.8
Not selected	43.6	29.2	67.6	51.4	71.2	62.2
Total	100.0	100.0	100.0	100.0	100.0	100.0
Base	39	24	34	35	59	37

Table 35 shows the significant relationship between census tract and patrons' preference for additional programs emphasizing international cultures. Three-quarters (74.4%) of respondents living in tracts 51, 52, 59, and 60 wanted more library programming on international cultures,

and nearly half of those living in tract 56 (48.6%) and tract 58 (45.9%) wanted more international cultures programs. Approximately one-third of patrons in the remaining tracts were interested in additional library programming of this type.

Table 35 – Preference for Additional Library Programs on International Cultures by Census Tract (percentage)

Additional Library Programs on International Cultures	Census Tract					
	51, 52, 59, 60	53, 54	55	56	57	58
Yes	74.4	37.5	32.4	48.6	33.9	45.9
Not selected	25.6	62.5	67.6	51.4	66.1	54.1
Total	100.0	100.0	100.0	100.0	100.0	100.0
Base	39	24	34	35	59	37

Relationship between census tract and more programs for babies – Unable to determine
Relationship between census tract and more programs for teen girls – Unable to determine
Relationship between census tract and more programs for teen boys – Unable to determine
Relationship between census tract and more "other" types of programs – Unable to determine
All other relationships between census tract and remaining program options – Not significant

Analysis by Usage Level

Although few respondents indicated they wanted to see more library programs for seniors overall, the preference varied significantly by usage level. As shown in Table 36, one-fifth (22.7%) of moderate library users wanted to see more senior programming, compared to only 15.6% of infrequent library users, 9.3% of heavy users, and 0% of long-standing patrons.

Table 36 – Preference for Additional Library Programs for Seniors by Usage Level (percentage)

Additional Library Programs for Seniors	Usage Level			
	Long-standing	Low	Moderate	Heavy
Yes	0.0	15.6	22.7	9.3
Not selected	100.0	84.4	77.3	90.7
Total	100.0	100.0	100.0	100.0
Base	23	96	66	43

Relationship between usage level and more programs for babies – Cannot be determined
Relationship between usage level and more programs for teen girls – Cannot be determined
Relationship between usage level and more programs for teen boys – Cannot be determined
Relationship between usage level and more "other" types of programs – Cannot be determined
All other relationships between usage level and remaining program options – Not significant

Preferences for Children's Program Times (Q18)

Those who expressed interest in library programs (base = 221) were also asked what times they would like to be able to attend children's programming. As Chart 14 demonstrates, one-quarter (24.6%) of respondents would like children's programming on Monday through Friday between 9am and 1pm. Saturday afternoons were the second-most popular time; 15.5% of those interested

in library programs indicated they would prefer to come to the library between 1pm and 6pm on Saturdays to attend children's programming.

Chart 14
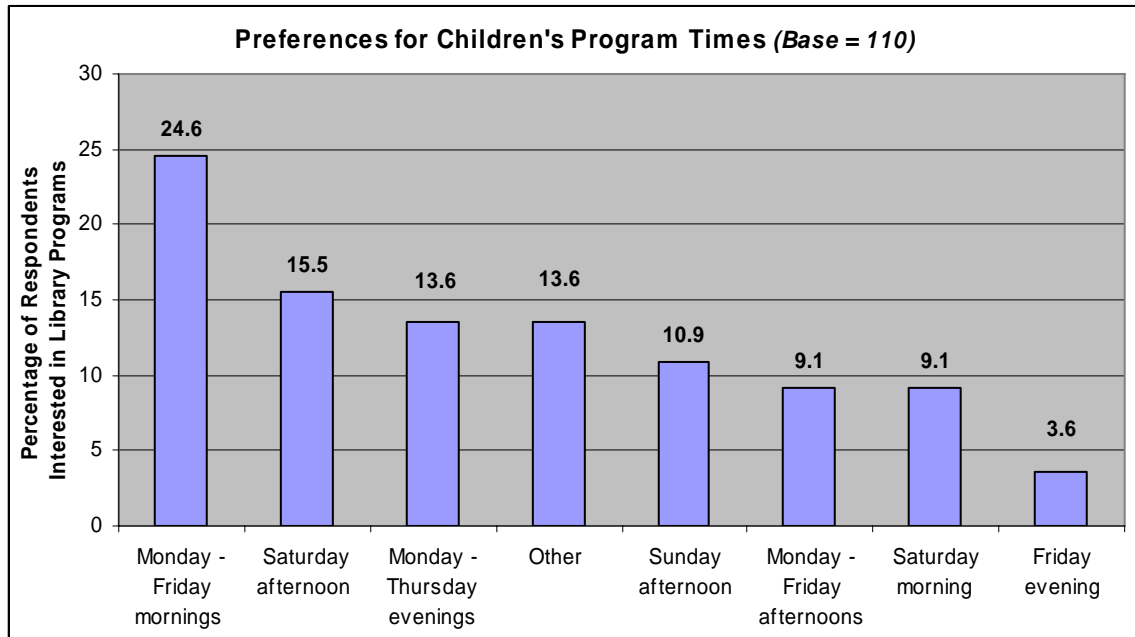
Preferences for Children's Program Times *(Base = 110)*

The number of eligible respondents for this question was 221.

Analysis by Demographic Category – No significant findings

Analysis by Census Tract – Unable to determine

Analysis by Usage Level – Unable to determine

Preferences for Adult Program Times (Q19)

Those who expressed interest in library programs (base = 221) were asked to indicate what times they preferred to attend adult programs as well. One-third (33.2%) said Monday through Thursday evenings between 6pm and 9pm would be a good time for adult programs, while one-fifth (20.1%) preferred Sunday afternoons between 1pm and 5pm. Chart 15 shows the full range of responses for this question.

Chart 15
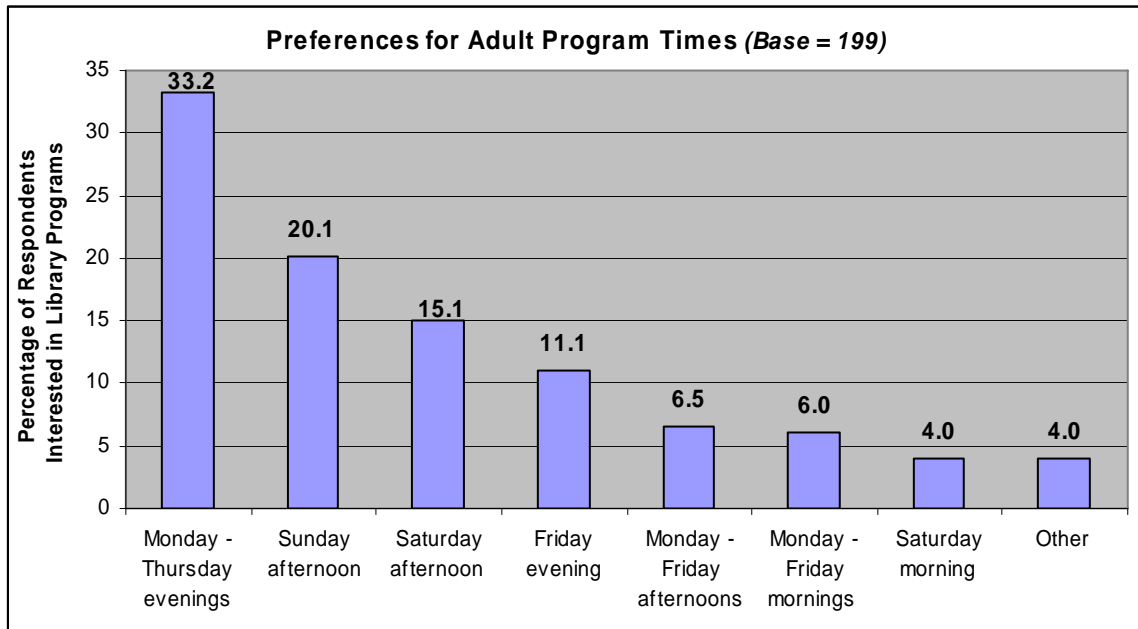
Preferences for Adult Program Times *(Base = 199)*

Percentage of Respondents Interested in Library Programs

- Monday - Thursday evenings: 33.2
- Sunday afternoon: 20.1
- Saturday afternoon: 15.1
- Friday evening: 11.1
- Monday - Friday afternoons: 6.5
- Monday - Friday mornings: 6.0
- Saturday morning: 4.0
- Other: 4.0

The number of eligible respondents for this question was 221.

Analysis by Demographic Category – No significant findings

Analysis by Census Tract – Unable to determine

Analysis by Usage Level – Unable to determine

Library Website

Expectations for Library Website (Q20)

Survey respondents were asked what types of features they wanted to be able to access on the Urbana Free Library website. The more popular features included being able to search the online catalog (88.6%), renew library materials (86.8%), place hold requests on library materials (84.6%), find library hours and phone numbers (82.8%), find information on library programs and events (70.8%), view lists of library purchases (60.6%), and request holds for items on order (50.8%). Least common were using online tutoring (11.4%) and accessing kid and/or teen web pages (15.4%) (Chart 16).

Chart 16

Expectations for Library Website *(Base = 325)*

Category	Percentage
Search the online catalog	88.6
Renew library materials	86.8
Place hold requests on library materials	84.6
Find library hours and phone numbers	82.8
Find information on library programs/events	70.8
View lists of library purchases	60.6
Request holds for items on order	50.8
Find community information	48.3
View staff recommendations/lists	44.3
Find online articles or research information	43.1
Ask staff a question	38.8
Find links to recommended websites	35.7
Offer a comment or suggestion	33.8
Access Local History Online	28.9
View or submit library user reviews	22.5
Access kid and/or teen pages	15.4
Use online tutoring	11.4
Other	3.4

Percentage of Respondents

Please note that percentages do not total 100% since respondents could check more than one answer.

Analysis by Demographic Category

Whether patrons expect to be able to use the Urbana Free Library's website to search the library catalog is significant by ethnicity and by income (Tables 22 and 23 in Appendix C), and also by education level (Table 37). The vast majority (93.1%) of those with postgraduate education expected to use the library website to search the library catalog, compared to 84.7% of those who are college graduates, and 68.6% of those with some college or less.

41

Table 37 – Expectation to Use Library Website to Search Catalog by Education (percentage)

Use Library Website to Search Catalog	Education		
	Some college or less	College graduate	Postgraduate
Yes	68.6	84.7	93.1
Not selected	31.4	15.3	6.9
Total	100.0	100.0	100.0
Base	35	72	218

The expectation to be able to use the library website to renew materials was significant by education level (Table 38). Again, more respondents with postgraduate educations expected to be able to use the library website to renew materials (89.9%), compared to college graduates (86.1%), and those with some college or less (68.6%). The expectation to renew materials on the library website was also significant by language, income level, and whether the respondent had a white or Caucasian member in their household (Tables 24-26 in Appendix C).

Table 38 – Expectation to Use Library Website to Renew Materials by Education (percentage)

Use Library Website to Renew Materials	Education		
	Some college or less	College graduate	Postgraduate
Yes	68.6	86.1	89.9
Not selected	31.4	13.9	10.1
Total	100.0	100.0	100.0
Base	35	72	218

The expectation to use the library website in order to place hold requests for library items was significant by education, income, and whether the respondent had a white or Caucasian member in their household (Tables 27-29 in Appendix C). Income was significant when it came to the expectation to be able to place holds on "on order" items through the library website (Table 30 in Appendix C). Whether respondents had white or Caucasian members in their household was significantly associated with the expectation of being able to view staff recommendations on the library website (Table 31 in Appendix C).

Analysis by Census Tract

Although only a small number of respondents expected to be able to access kid and teen pages on the UFL website overall, this expectation varied significantly by census tract. As shown in Table 39, more than one-quarter (27.3%) of respondents living in census tract 56 expected to be able to access kid and teen pages on the library website, and 22.6% of those in tracts 53 and 54 expected to be able to do this. A greater percentage of respondents from other census tracts did not expect this feature.

Table 39 – Expectation to Use Library Website to Access Kid/Teen Pages by Census Tract (percentage)

Use Library Website to Access Kid/Teen Pages	Census Tract					
	51, 52, 59, 60	53, 54	55	56	57	58
Yes	6.5	22.6	15.0	27.3	17.2	9.8
Not selected	93.5	77.4	85.0	72.7	82.8	90.2
Total	100.0	100.0	100.0	100.0	100.0	100.0
Base	62	31	40	44	87	61

Relationship between census tract and using the website for "other" purposes – Unable to determine
All other relationships between census tract and remaining website options – Not significant

Analysis by Usage Level

Relationship between usage level and using the website for "other" purposes – Unable to determine
All other relationships between usage level and remaining website options – Not significant

Frequency of Library Website Use (Q21)

Respondents were asked how frequently they access the Urbana Free Library website. As shown in Chart 17, nearly one-third (31.6%) said they use the web site once or twice a month, while approximately one-quarter of respondents use the website several times a year (25.5%) or once or twice a week (22.0%). Those who have never used the library website, 15.4% of respondents, were asked to skip Q22.

Chart 17
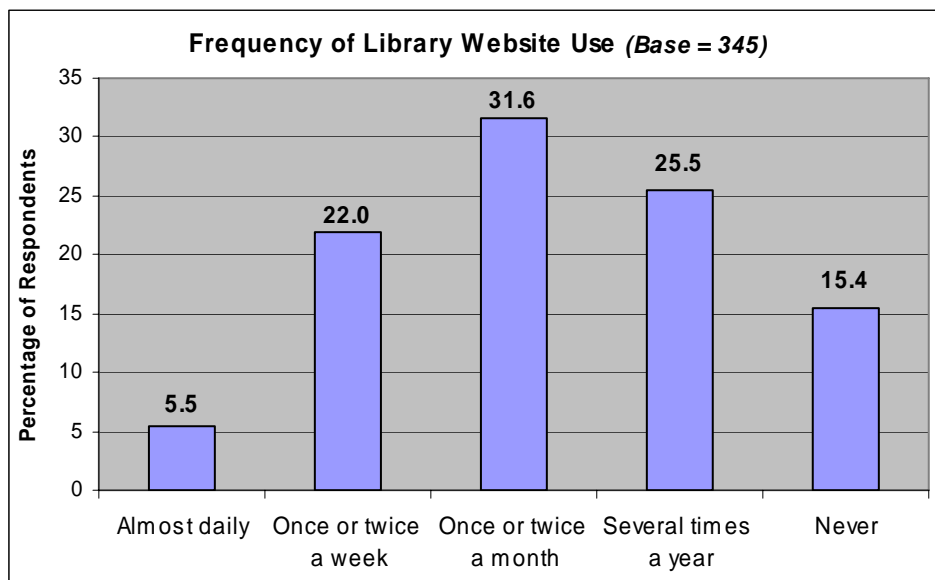
Analysis by Demographic Category

As shown in Table 40, the frequency of library website use is significant by education level. More than one-third (34.9%) of those with some college or less have "never" used the library website, compared to 15.3% of those who are college graduates, and 11.7% of those with postgraduate education. This question was also significant by ethnicity and language (Tables 32 and 33 in Appendix C).

43

Table 40 – Frequency of library website use by Education (percentage)

Frequency	Education		
	Some college or less	College graduate	Postgraduate
Almost daily	11.6	8.3	3.5
Once or twice a week	16.3	27.8	21.3
Once or twice a month	14.0	30.6	35.2
Several times a year	23.3	18.1	28.3
Never	34.9	15.3	11.7
Total	100.0	100.0	100.0
Base	43	72	230

Analysis by Census Tract – Not significant

Analysis by Usage Level – Not significant

Website Ease of Use (Q22)

Respondents who had used the Urbana Free Library website were asked how easy it was to do certain actions on the website like reading the screen, returning to the homepage, navigating to different pages, finding contact information, finding information on library programs, finding online articles, searching the online catalog, and searching the website. The responses for this question can be found in Table 41 below. Over half of respondents felt it was easy to read the screen of the website (59.6%) and found it easy to return to the home page (51.7%). Finding online articles through the library website was rated the lowest on ease of use (11.3%).

Table 41 – Ease of Performing UFL Website Functions by Website Users (response frequencies)

Website Function	Easy	Okay	Difficult	No Response
	%	**%**	**%**	**%**
Read the screen	59.6	25.3	0.4	14.7
Return to the home page	51.7	28.8	2.0	17.5
Navigate the pages	40.1	38.0	5.8	16.1
Find contact information	38.7	34.2	4.1	23.0
Find library programs	22.6	37.7	5.5	34.2
Find online articles	11.3	37.0	9.6	42.1
Search the online catalog	37.3	34.6	9.3	18.8
Search the website	25.3	36.0	4.1	34.6

Base = 292   <-------- Row percents sum to 100.0-------->

Analysis by Demographic Category

How easy respondents felt it was to search the catalog on the library website was significant by ethnicity (Table 34 in Appendix C) and by language (Table 42). Slightly more than one-half (50.5%) of respondents in English-speaking households feel it is "easy" to search the library

catalog, compared to less than one-third (30.2%) of those who speak a language other than English.

Table 42 – Ease of Catalog Search on Library Website by Language Other Than English (percentage)

Ease of Catalog Search	Language Other Than English	
	Yes	No
Easy	30.2	50.5
Okay	54.7	39.1
Difficult	15.1	10.3
Total	100.0	100.0
Base	53	184

Analysis by Census Tract

Relationship between census tract and searching the online catalog – Not significant
All other relationships between census tract and remaining website functions – Unable to determine

Analysis by Usage Level

Relationship between usage level and searching the website –Not significant
All other relationships between usage level and remaining website functions – Unable to determine

Library Technology

Routine Technology Use (Q24)

As shown in Chart 18, nearly all (98.8%) respondents reported using email on a regular basis when asked about their technology habits. Over one-third of respondents also used text messaging on their cell phones (38.6%) and instant messenger services (34.6%).

Chart 18
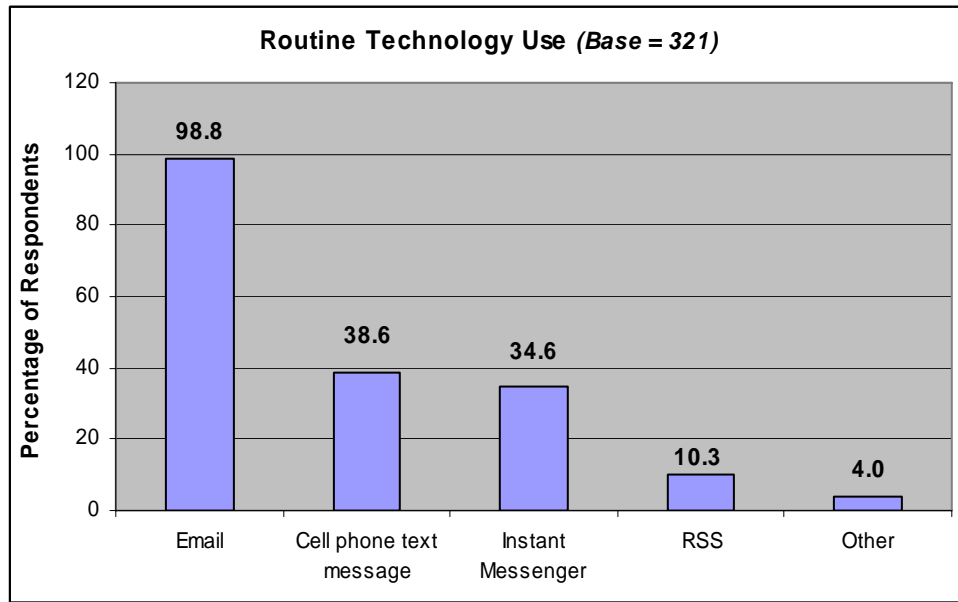
Routine Technology Use *(Base = 321)*

Please note that percentages do not total 100% since respondents could check more than one answer.

Analysis by Demographic Category

Routine use of Instant Messenger was significant by language and whether respondents had a white or Caucasian member of their household (Tables 35 and 36 in <u>Appendix C</u>). It was also significant whether respondents had an African American or black member in their household, as shown in Table 43. More than half (54.5%) of households with African American or black members used Instant Messenger routinely, compared to one-third (33.2%) of non-African American households.

Table 43 – Routine Use of Instant Messenger by African American / Black Household Member (percentage)

Use of Instant Messenger	African American / Black Household Member	
	Yes	**No**
Yes	54.5	33.2
Not selected	45.5	66.8
Total	100.0	100.0
Base	22	295

The routine use of cell phone text messaging was significant by ethnicity and education level (Tables 44 and 45). In particular, nearly three-fifths (59.1%) of respondents in African American or black households routinely sent and received text messages on their cell phones, compared to 36.9% of those in non-African American households.

Table 44 – Routine Use of Cell Phone Text Message by African American / Black Household Member (percentage)

Use of Cell Phone Text Message	African American / Black Household Member	
	Yes	No
Yes	59.1	36.9
Not selected	40.9	63.1
Total	100.0	100.0
Base	22	295

Almost three-fifths (57.6%) of those with some college or less education often send and receive text messages on their cell phones, compared to 43.7% of college graduates, and 34.1% of those with postgraduate education. This finding may be also be affected by age, as younger respondents, typically with less education, are generally more likely to text message, compared to older adults who have had more educational opportunities. However, age was not a variable included in the analysis.

Table 45 – Routine Use of Cell Phone Text Message by Education (percentage)

Use of Cell Phone Text Message	Education		
	Some college or less	College graduate	Postgraduate
Yes	57.6	43.7	34.1
Not selected	42.4	56.3	65.9
Total	100.0	100.0	100.0
Base	33	71	217

Analysis by Census Tract

Relationship between census tract and use of Instant Messenger – Not Significant
Relationship between census tract and use of cell phone text messaging – Not Significant
Relationship between census tract and use of email – Unable to determine
Relationship between census tract and the use of RSS feeds – Unable to determine
Relationship between census tract and the use of "other" types of technology – Unable to determine

Analysis by Usage Level

Relationship between usage level and use of Instant Messenger – Not Significant
Relationship between usage level and use of cell phone text messaging – Not Significant
Relationship between usage level and the use of RSS feeds – Not Significant
Relationship between usage level and use of email – Unable to determine
Relationship between usage level and the use of "other" types of technology – Unable to determine

Portable Media Device Ownership (Q25)

When respondents were asked whether members of their family owned a portable media device like an iPod or other kinds of MP3 players, nearly two-thirds (65.4%) said they owned one while 34.6% said they did not (base = 335).

Analysis by Demographic Category

Ownership of a portable media player was significant by ethnicity. As shown in Table 46, over four-fifths (84.1%) of those with Asian or Pacific Islanders members in their household own a player compared to 62.5% in non-Asian households. Whether respondents had white or Caucasian members in their household was also significantly related to ownership of portable media devices (Table 37 in Appendix C).

Table 46 – Ownership of Portable Media Players by Asian / Pacific Islander Household Member (percentage)

Own Portable Media Players	Asian / Pacific Islander Household Member	
	Yes	No
Yes	84.1	62.5
No	15.9	37.5
Total	100.0	100.0
Base	44	288

Analysis by Census Tract

Whether patrons owned portable media players like iPods varied significantly by census tract, as depicted in Table 47. Over 70% of those living in census tracts 51, 52, 59, and 60 (76.7%), tract 58 (76.7%), and tracts 53 and 54 (71.9%) owned a media player. Percentages for other census tracts were lower but still greater than 50%.

Table 47 – Ownership of Portable Media Players by Census Tract (percentage)

Own Portable Media Players	Census Tract					
	51, 52, 59, 60	53, 54	55	56	57	58
Yes	76.7	71.9	57.1	60.9	54.7	76.7
No	23.3	28.1	42.9	39.1	45.3	23.3
Total	100.0	100.0	100.0	100.0	100.0	100.0
Base	60	32	42	46	95	60

Analysis by Usage Level – Not significant

Media Download Interests (Q26)

Respondents were asked what type of materials they would like to be able to download to a portable media device from library computer stations. Music was most popular, with 87.9% of respondents, followed by audio books (64.4%), e-books (51.7%), and movies (48.9%) (Chart 19).

Chart 19
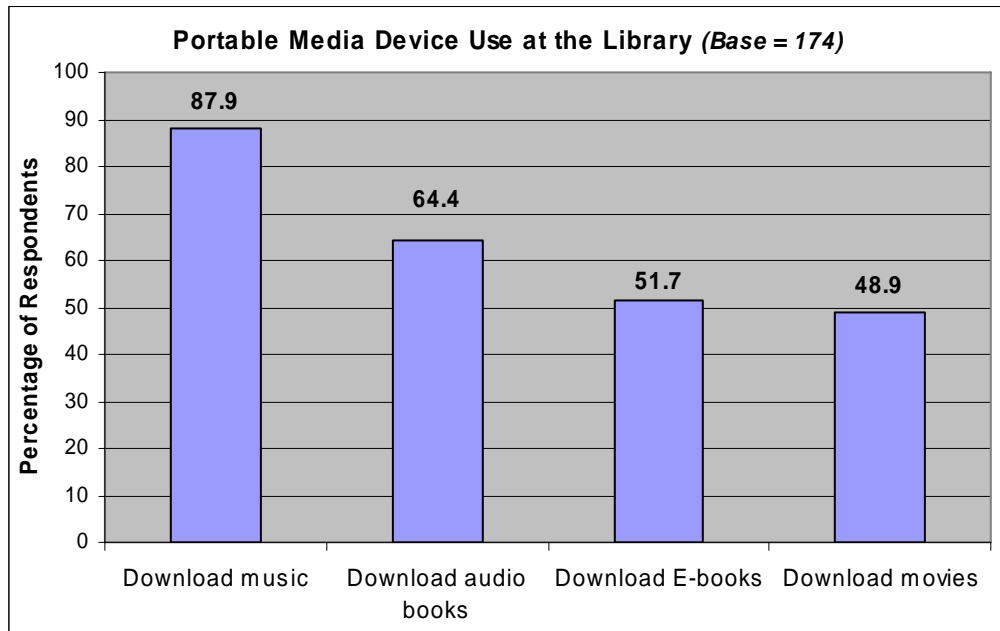
Portable Media Device Use at the Library *(Base = 174)*

Please note that percentages do not total 100% since respondents could check more than one answer.

Analysis by Demographic Category

Wanting to be able to download audio books from the library was significant by whether respondents had white or Caucasian members in their household (Table 48) or Asian/Pacific Islander members in their household (Table 38 in Appendix C). Nearly three-quarters (72.4%) of respondents in white or Caucasian households wanted to be able to download audio books from the library, compared to 35.1% of those in non-white or Caucasian households.

Table 48 – Preference for Library Stations to Download Audio Books by Caucasian / White Household Member (percentage)

Download Station for Audio Books	Caucasian / White Household Member	
	Yes	No
Yes	72.4	35.1
Not selected	27.6	64.9
Total	100.0	100.0
Base	134	37

Analysis by Census Tract

Relationships between census tract and using library stations to download e-books – Not significant
Relationships between census tract and using library stations to download audio books – Not significant
Relationships between census tract and using library stations to download movies – Not significant
Relationship between census tract and using library stations to download music – Cannot be determined

49

Relationships between usage level and using library stations to download e-books – Not significant
Relationships between usage level and using library stations to download audio books – Not significant
Relationships between usage level and using library stations to download movies were – Not significant
Relationship between usage level and using library stations to download music – Cannot be determined

Preference for Technology Activities Supported by Library (Q27)

When at the library, respondents most commonly said they wanted to be able to use a scanner (58.8%), save files to CD or DVD from library computers (44.6%), attend technology classes (41.2%), get technology assistance from staff (36.7%), submit online forms or applications (35.0%), and edit and save digital images (33.3%). Least popular are being able to create movies (14.1%) or create digital music (14.1%) at the library (Chart 20).

Chart 20
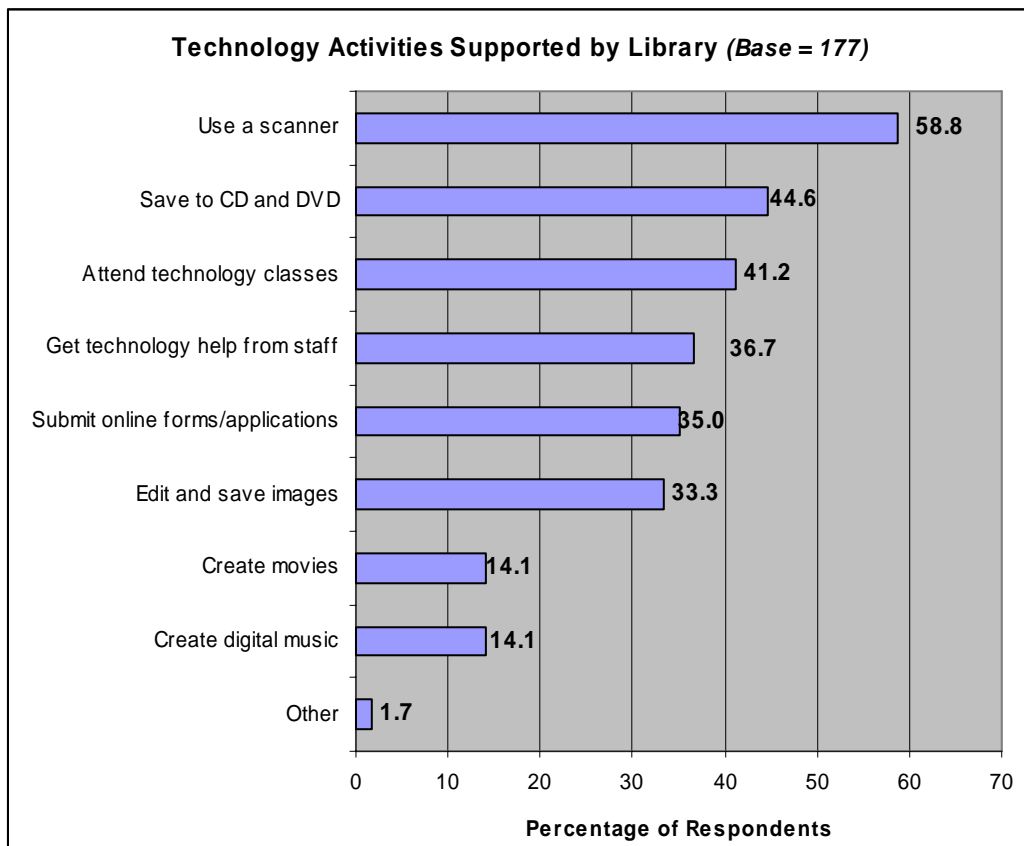
Technology Activities Supported by Library *(Base = 177)*

Activity	Percentage
Use a scanner	58.8
Save to CD and DVD	44.6
Attend technology classes	41.2
Get technology help from staff	36.7
Submit online forms/applications	35.0
Edit and save images	33.3
Create movies	14.1
Create digital music	14.1
Other	1.7

Percentage of Respondents

Please note that percentages do not total 100% since respondents could check more than one answer.

Analysis by Demographic Category

The desire to be able to submit online forms and applications at the library and to get technology help from library staff was significant by language (Table 49) and whether respondents had a white or Caucasian member in their household (Table 39 in Appendix C). Nearly half (48.9%) of respondents who spoke a language other than English wanted to be able to submit forms and applications at the library, compared to 30.8% of English-only speaking households.

Table 49 – Desire to Submit Online Forms or Applications by Language Other Than English (percentage)

Online Forms or Applications	Language Other Than English	
	Yes	No
Yes	48.9	30.8
Not selected	51.1	69.2
Total	100.0	100.0
Base	45	130

Almost half (46.9%) of English-only households said they were interested in receiving technology assistance from library staff, compared to one-quarter (24.4%) of those who spoke another language (Table 50).

Table 50 – Desire to Get Technology Help from Staff by Language Other Than English (percentage)

Technology Help from Staff	Language Other Than English	
	Yes	No
Yes	24.4	46.9
Not selected	75.6	53.1
Total	100.0	100.0
Base	45	130

The desire to attend technology classes at the library was also significant if respondents had a white or Caucasian member in their household (Table 40 in Appendix C).

Analysis by Census Tract

Relationship between census tract and creating digital music – Unable to determine
Relationship between census tract and creating movies – Unable to determine
Relationship between census tract and doing "other" technology activities – Unable to determine
All other relationships between census tract and remaining technology activities – Not significant

Analysis by Usage Level

Relationship between usage level and doing "other" technology activities – Cannot be determined
All other relationships between usage level and remaining technology activities – Not significant

Frequency of Library Computer Lab Use (Q28)

Respondents were asked how frequently they used the Urbana Free Library computer lab. One-fifth (20.6%) of respondents reported using the lab several times a year. However, as Chart 21 shows, more than three-fifths (62.6%) have never used the computer lab at the library.

Chart 21
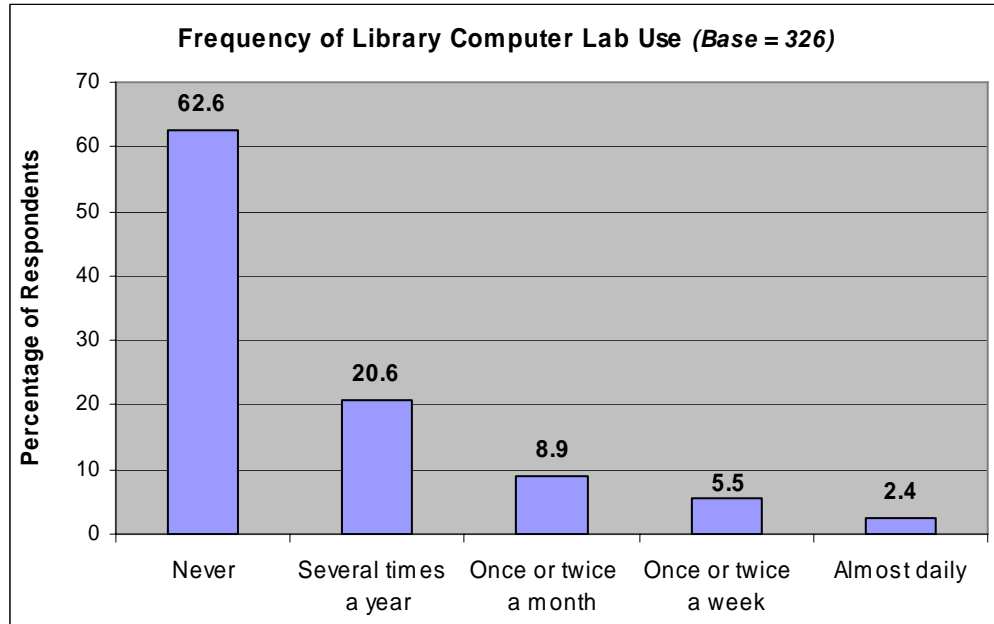
Analysis by Demographic Category – No significant findings

Analysis by Census Tract – Unable to determine

Analysis by Usage Level – Unable to determine

Library Publicity

Preference for Library Announcements (Q30)

Respondents were asked to indicate the best way to notify people in their household of library programs or services. The most common response, email, was selected by two-fifths (40.7%) of respondents. Television (0%), RSS feeds (0.3%), and social networking sites like MySpace or Facebook (1.7%) were least popular. Since that question forced respondents to choose only one way to be notified, email was probably selected in favor of more technically advanced services like RSS, MySpace or Facebook. The full range of responses for this question are found in Chart 22.

Chart 22
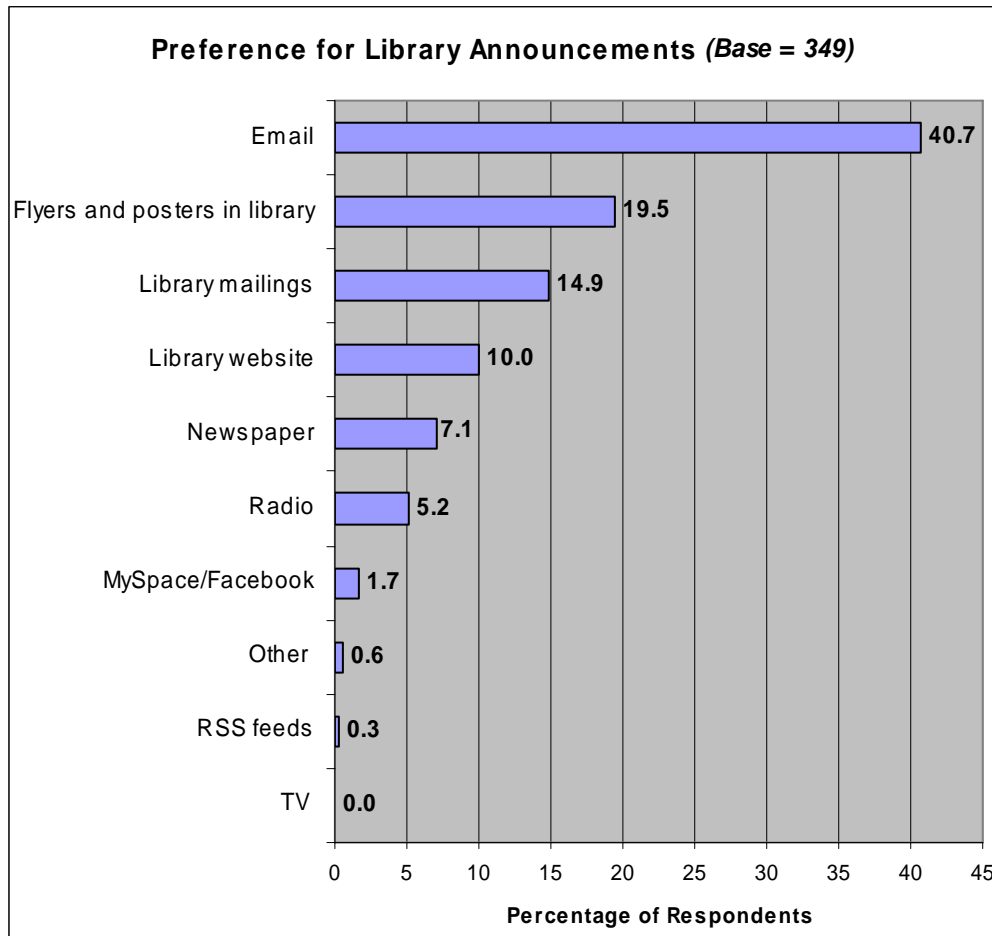
Preference for Library Announcements *(Base = 349)*

Medium	Percentage
Email	40.7
Flyers and posters in library	19.5
Library mailings	14.9
Library website	10.0
Newspaper	7.1
Radio	5.2
MySpace/Facebook	1.7
Other	0.6
RSS feeds	0.3
TV	0.0

Percentage of Respondents

Analysis by Demographic Category – No significant findings

Analysis by Census Tract – Unable to determine

Analysis by Usage Level – Unable to determine

Library Evaluation

Library Collections Ratings (Q37)

Respondents were asked to rate how strong they thought the Urbana Free Library's collections were on a scale of 1 to 5, with 1 being "Excellent" and 5 being "Poor." The results in Table 51 include non-response in addition to those who said the collections were "not applicable," in order to make comparisons across collections. Please note that the relatively high non-response rates for some collections impacts the ratings for that item. Over three-quarters (76.0%) rated the adult book collection as either a 1 or a 2. Nearly half (49.3%) of respondents also rated the library's

collection of movies as 1 or 2. Approximately two-fifths of respondents rated the library's magazine collection (43.9%) and music collection (39.2%) as a 1 or a 2 as well.

Table 51 – Library Collection Ratings (percentage of respondents, base = 367)

Adult books				Audio books		
Excellent - 1	36.5	} 76.0		Excellent - 1	5.4	} 18.3
2	39.5			2	12.8	
3	10.1			3	17.7	
4	1.1			4	3.8	
Poor - 5	0.3			Poor - 5	0.3	
No response / Not applicable	12.5			No response / Not applicable	59.9	
Total	100.0			Total	100.0	
Teen books				**Music**		
Excellent - 1	8.7	} 16.6		Excellent - 1	15.0	} 39.2
2	7.9			2	24.3	
3	5.2			3	16.3	
4	1.1			4	5.2	
Poor - 5	0.5			Poor - 5	0.8	
No response / Not applicable	76.6			No response / Not applicable	38.4	
Total	100.0			Total	100.0	
Child books				**Movies**		
Excellent - 1	18.3	} 32.4		Excellent - 1	22.1	} 49.3
2	14.2			2	27.2	
3	2.7			3	22.1	
4	0.3			4	4.9	
Poor - 5	0.0			Poor - 5	0.8	
No response / Not applicable	64.6			No response / Not applicable	22.9	
Total	100.0			Total	100.0	
Magazines				**Archives**		
Excellent - 1	21.3	} 43.9		Excellent - 1	10.1	} 18.3
2	22.6			2	8.2	
3	9.3			3	3.8	
4	1.1			4	0.8	
Poor - 5	0.3			Poor - 5	0.0	
No response / Not applicable	45.5			No response / Not applicable	77.1	
Total	100.0			Total	100.0	

Analysis by Demographic Category – No significant findings

Analysis by Census Tract – Unable to determine

Analysis by Usage Level – Unable to determine

Customer Service Ratings (Q38)

As with collections, respondents were asked to rate the quality of customer service they experienced at the library. Table 52 shows the responses for this question, including non-response in addition to those who said the collections were "not applicable," in order to make comparisons across services. Please note that the relatively high non-response rates for some service types impacts the ratings for that item. Nearly nine out of ten (87.7%) rated the customer service at the adult desk as 1 (excellent) or 2. Almost two-thirds (65.9%) of respondents felt the customer service at circulation was either a 1 or 2. Notably, no one rated the quality of customer service received at the archives, circulation, or service by phone as "poor."

Table 52 – Library Customer Service Ratings (percentage of respondents, base = 367)

Adult desk			Archives			Coffee shop		
Excellent - 1	68.1	} 87.7	Excellent - 1	15.3	} 21.3	Excellent - 1	27.0	} 39.5
2	19.6		2	6.0		2	12.5	
3	4.9		3	1.4		3	5.2	
4	0.8		4	0.0		4	1.6	
Poor - 5	0.3		Poor - 5	0.0		Poor - 5	0.3	
No response / Not applicable	6.3		No response / Not applicable	77.4		No response / Not applicable	53.4	
Total	100.0		Total	100.0		Total	100.0	
Child desk			**Circulation**			**By phone**		
Excellent - 1	29.7	} 36.0	Excellent - 1	51.0	} 65.9	Excellent - 1	37.3	} 50.7
2	6.3		2	15.0		2	13.4	
3	1.6		3	6.3		3	2.7	
4	0.0		4	0.3		4	0.0	
Poor - 5	0.3		Poor - 5	0.0		Poor - 5	0.0	
No response / Not applicable	62.1		No response / Not applicable	27.5		No response / Not applicable	46.6	
Total	100.0		Total	100.0		Total	100.0	

Analysis by Demographic Category – No significant findings

Analysis by Census Tract – Unable to determine

Analysis by Usage Level – Unable to determine

Library Evaluation Overall (Q39)

The majority of respondents (68.4%) rated the Urbana Free Library as "excellent" when asked to provide an overall evaluation on a scale of 1 to 5 (with 1 being excellent). One-quarter (26.6%) gave the library a 2. No respondents rated the library as "poor" (rating of 5), and only one respondent gave the library a 4 (Chart 23).

Chart 23
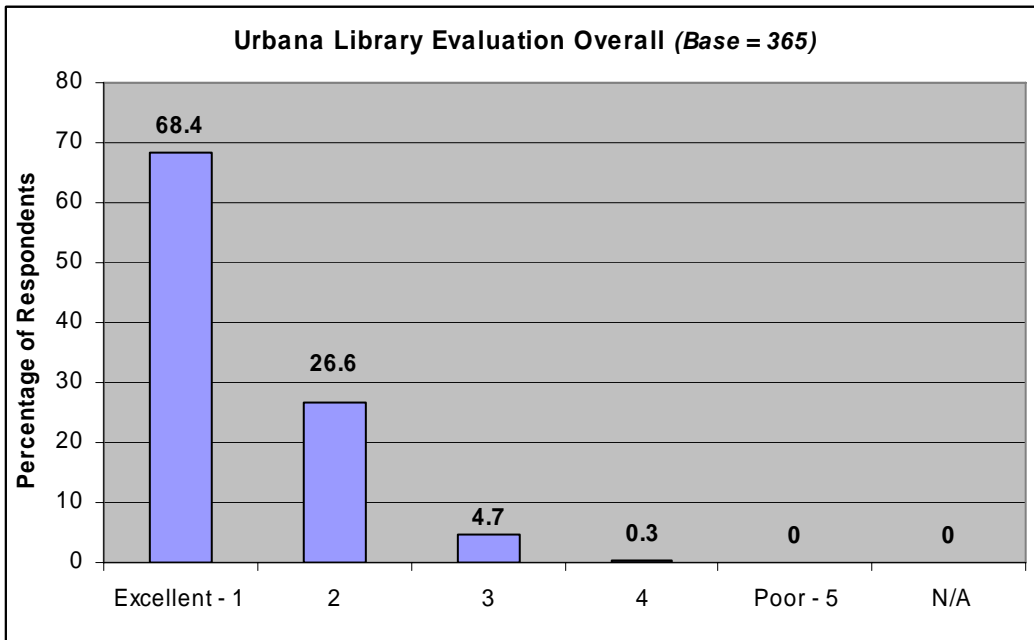
Urbana Library Evaluation Overall *(Base = 365)*

Analysis by Demographic Category – No significant findings

Analysis by Census Tract – Unable to determine

Analysis by Usage Level – Unable to determine

Appendix A – Urbana Free Library Survey Response Frequencies

The survey results presented here reflect the responses of the 367 survey returns that were useable, and not duplicated. The full disposition of responses is available in the following table.

Disposition	Frequency	Percent
Usable Questionnaire Returns	367	30.6
Unusable or Duplicated Returns	7	0.6
Unreturned Questionnaires	788	65.6
Undeliverable by Post Office	38	3.2
Total	1,200	100.0

In order to calculate the response rate for this survey, we divided the number of useable returns by the total number of surveys mailed out less those that were undeliverable:

$$367 / (1,200 - 38) = 367 / 1,162 = 0.316$$
$$0.316 \times 100 = 31.6\%$$

In general, the response frequencies reflect the percentage of people who chose a response item based on those who answered that particular question. For questions where the base does not equal the total number of survey respondents (N=367), the difference reflects the number of respondents who did not answer that question.

Because of the survey's skip pattern, Q17, 18, 19, and 22 were not asked of the entire survey population. Again, the response frequencies reflect the percentage of people who chose a response item based on those who answered the question. However, we have included the number of respondents who were *eligible* to answer the skipped questions, and you can assume the difference between the number of eligible respondents and the actual base for these four questions reflects the number of respondents who did not answer the question but were eligible to do so.

LIBRARY VISITS

1. If the library could be open additional hours, the people in my household would prefer . . . (select one)

	%
No change in hours (Current: M - Th 9 - 9, F - Sa 9 - 6, Su 1 - 5)	34.6
Monday - Saturday mornings, 8:00 a.m. - 9:00 a.m	7.1
Monday - Thursday evenings, 9:00 p.m. - 10:00 p.m.	3.8
Friday evening, 6:00 p.m. - 9:00 p.m.	30.2
Sunday afternoon, noon - 1:00 p.m.	8.7
Sunday afternoon, 5:00 p.m. - 6:00 p.m	11.4
Other (*Refer to Appendix B to see open-ended responses*)	4.2
Total	100.0

Base = 367

2. On visits to the library, people in my household usually stay... (select one)

	%
Less than 30 minutes	28.7
30 minutes to 1 hour	53.4
1 to 3 hours	17.1
More than 3 hours	0.8
Total	100.0

Base = 363

3. People in my household arrive at the library by...

Transportation Method	Often	Sometimes	Rarely	Never
	%	**%**	**%**	**%**
Car *(Base = 343)*	69.4	18.4	7.0	5.2
Bus *(Base = 252)*	6.7	14.7	15.1	63.5
Bike *(Base = 254)*	13.8	31.5	13.4	41.3
Walking *(Base = 291)*	27.1	24.4	17.9	30.6

<------- Row percents sum to 100.0 ----->

4. People in my household have trouble finding a parking space in the library lot when arriving...

Transportation Method	Often	Sometimes	Rarely	Never	N/A
	%	**%**	**%**	**%**	**%**
By Car *(Base = 355)*	12.1	43.7	29.6	7.0	7.6
By Bike *(Base = 247)*	1.2	8.1	10.9	39.3	40.5

<------------- Row percents sum to 100.0 ------------->

5. If we don't find a parking space in the library lot, people in my household most often...(check all that apply) *Please note that percentages do not total 100% since respondents could check more than one answer.*

	%
Park someplace else nearby	63.2
Circle the lot until a space opens up	28.1
Leave (do not visit library at this time)	21.6
Go to an other library	6.1
Other (*Refer to Appendix B to see open-ended responses*)	5.8

Base = 310

LIBRARY COLLECTIONS

6. People in my household would like to borrow the following items for this amount of time...

Type of Material	1 week	2 weeks	3 weeks	4 weeks
	%	**%**	**%**	**%**
Books *(Base = 342)*	1.8	34.5	26.3	37.4
Magazines *(Base =237)*	38.4	48.9	6.8	5.9
Audio books *(Base = 241)*	9.1	47.3	23.7	19.9
Music *(Base = 275)*	20.0	58.2	11.3	10.5
Movies *(Base = 312)*	67.0	28.5	1.9	2.6

<------- Row percents sum to 100.0 -------->

7. People in my household get books from...

Location	Often	Sometimes	Rarely	Never
	%	**%**	**%**	**%**
Urbana Free Library *(Base = 356)*	65.7	27.3	5.9	1.1
Another library *(Base = 301)*	28.9	35.2	22.3	13.6
Other *(Base = 234) (Refer to Appendix B to see open-ended responses)*	25.2	52.6	14.9	7.3

<------- Row percents sum to 100.0 ------->

8. People in my household get audio books from...

Location	Often	Sometimes	Rarely	Never
	%	**%**	**%**	**%**
Urbana Free Library *(Base = 343)*	12.2	21.3	25.4	41.1
Another library *(Base = 268)*	6.0	8.2	16.0	69.8
Other *(Base = 218) (Refer to Appendix B to see open-ended responses)*	2.3	1.8	12.4	83.5

<------- Row percents sum to 100.0 ------->

9. People in my household get music from...

Location	Often	Sometimes	Rarely	Never
	%	**%**	**%**	**%**
Urbana Free Library *(Base = 344)*	22.4	30.5	24.7	22.4
Another library *(Base = 262)*	8.8	17.6	18.3	55.3
Other *(Base = 220) (Refer to Appendix B to see open-ended responses)*	26.3	37.3	12.3	24.1

<------- Row percents sum to 100.0 ------->

10. People in my household get movies from...

Location	Often	Sometimes	Rarely	Never
	%	**%**	**%**	**%**
Urbana Free Library *(Base = 342)*	33.6	35.7	20.5	10.2
Another library *(Base = 260)*	12.3	21.9	17.7	48.1
Other *(Base = 230) (Refer to Appendix B to see open-ended responses)*	37.4	33.1	10.4	19.1

<------- Row percents sum to 100.0 ------->

11. People in my household would like to borrow video games. (select one)

	%
Yes	28.0
No	72.0
Total	100.0

Base = 354

If yes, specify: *(Refer to Appendix B to see open-ended responses)*

12. People in my household would like the library collection to have new ? or more ? (Ex: in-house laptops, more westerns, etc.): *(Refer to Appendix B to see open-ended responses)*

LIBRARY SPACES / SERVICES

13. People in my household use the following…

Library Facility	Often	Sometimes	Rarely	Never
	%	**%**	**%**	**%**
Library computers *(Base = 342)*	14.6	26.6	26.0	32.8
Wireless Internet *(Base = 326)*	11.3	20.6	16.9	51.2
Coffee shop *(Base = 333)*	8.1	31.5	26.5	33.9
Meeting rooms *(Base = 321)*	1.3	11.2	16.8	70.7
Study rooms *(Base = 325)*	3.1	13.8	18.2	64.9
Children's play areas *(Base = 329)*	14.3	10.6	7.0	68.1
Inside seating *(Base = 335)*	24.8	39.1	17.0	19.1
Outside seating *(Base = 316)*	3.8	13.9	28.2	54.1

<------- Row percents sum to 100.0 ------->

14. People in my household ask for staff assistance to...

Type of Assistance	Often	Sometimes	Rarely	Never
	%	**%**	**%**	**%**
Locate items *(Base = 355)*	17.2	53.5	22.3	7.0
Research information *(Base = 324)*	7.4	29.3	30.3	33.0
Suggest titles *(Base = 312)*	2.6	18.0	27.2	52.2
Use the online catalog *(Base = 314)*	9.6	20.7	24.2	45.5

<------- Row percents sum to 100.0 ------->

15. When borrowing library materials, people in my household would like to... (check all that apply)   *Please note that percentages do not total 100% since respondents could check more than one answer.*

	%
At checkout:	
Have the due date stamped on each item	77.5
Have a receipt that lists all items checked out	35.4
Pay library charges by credit/debit card	27.8
Have self-checkout stations	40.4
Other *(Refer to Appendix B to see open-ended responses)*	0.8
For overdue or hold notices:	
Receive a reminder before items are due	58.7
Receive a family's items together on one notice	25.6
Other *(Refer to Appendix B to see open-ended responses)*	3.1
For pick-up and returns:	
Have after-hours pick-up from lobby boxes	26.1
Have off-site return bins at other locations	13.2

Base = 356

LIBRARY PROGRAMS

16. People in my household would be interested in attending library programs.

	%
Yes	63.9
No *(If no, skip to Q20)*	36.1
Total	100.0

Base = 346

17. People in my household would like the library to have more...(check all that apply)
Please note that percentages do not total 100% since respondents could check more than one answer.

	%
Programs for babies	9.3
Programs for preschoolers	19.9
Programs for school-age children	22.7
Programs for teen girls	9.7
Programs for teen boys	7.4
Programs for adults	42.1
Programs for seniors	15.3
Music programs	53.7
Book discussions	42.1
Author / artist visits	51.9
International cultures programs	44.9
Social issues programs	42.1
Archives programs	17.1
Other *(Refer to Appendix B to see open-ended responses)*	3.7

Base = 216*

*The number of eligible respondents for this question was 221.

18. The best time for people in my household to attend children's programs would be...(select one)

	%
Monday - Friday mornings (9:00 a.m. - 1:00 p.m.)	24.6
Monday - Friday afternoons (1:00 p.m. - 6:00 p.m.)	9.1
Monday - Thursday evenings (6:00 p.m. - 9:00 p.m.)	13.6
Friday evening (6:00 p.m. - 9:00 p.m.)	3.6
Saturday morning (9:00 a.m. - 1:00 p.m.)	9.1
Saturday afternoon (1:00 p.m. - 6:00 p.m.)	15.5
Sunday afternoon (1:00 p.m. - 5:00 p.m.)	10.9
Other *(Refer to Appendix B to see open-ended responses)*	13.6
Total	100.0

Base = 110*

*The number of eligible respondents for this question was 221.

19. The best time for people in my household to attend adult's programs would be… (select one)

	%
Monday - Friday mornings (9:00 a.m. - 1:00 p.m.)	6.0
Monday - Friday afternoons (1:00 p.m. - 6:00 p.m.)	6.5
Monday - Thursday evenings (6:00 p.m. - 9:00 p.m.)	33.2
Friday evening (6:00 p.m. - 9:00 p.m.)	11.1
Saturday morning (9:00 a.m. - 1:00 p.m.)	4.0
Saturday afternoon (1:00 p.m. - 6:00 p.m.)	15.1
Sunday afternoon (1:00 p.m. - 5:00 p.m.)	20.1
Other *(Refer to Appendix B to see open-ended responses)*	4.0
Total	100.0

Base = 199*

*The number of eligible respondents for this question was 221.

LIBRARY WEBSITE

20. On the library website, people in my household would like to...(check all that apply)
Please note that percentages do not total 100% since respondents could check more than one answer.

	%
Find library hours and phone numbers	82.8
Find information on library programs/events	70.8
Ask staff a question	38.8
Offer a comment or suggestion	33.8
Search the online catalog	88.6
View lists of library purchases	60.6
Renew library materials	86.8
Place hold requests on library materials	84.6
Request holds for items on order	50.8
Access kid and/or teen pages	15.4
Access Local History Online	28.9
Use online tutoring	11.4
Find online articles or research information	43.1
Find community information	48.3
Find links to recommended websites	35.7
View staff recommendations/lists	44.3
View or submit library user reviews	22.5
Other *(Refer to Appendix B to see open-ended responses)*	3.4

Base = 325

21. People in my household use the library's website... (select one)

	%
Almost daily	5.5
Once or twice a week	22.0
Once or twice a month	31.6
Several times a year	25.5
Never *(skip the next question)*	15.4
Total	100.0

Base = 345

22. When using the library website, people in my household think that the following actions are...

Website Function	Easy	Okay	Difficult
	%	**%**	**%**
Read the screen *(Base = 249*)*	69.9	29.7	0.4
Return to the home page *(Base = 241*)*	62.7	34.8	2.5
Navigate the pages *(Base = 245*)*	47.8	45.3	6.9
Find contact information *(Base = 225*)*	50.2	44.5	5.3
Find library programs *(Base = 192*)*	34.4	57.3	8.3
Find online articles *(Base = 169*)*	19.5	63.9	16.6
Search the online catalog *(Base = 237*)*	46.0	42.6	11.4
Search the website *(Base = 191*)*	38.7	55.0	6.3
Other *(Base = 38*) (Refer to Appendix B to see open-ended responses)*	15.8	47.4	36.8

<-- Row percents sum to 100.0 -->

*The number of eligible respondents for this question was 292.

23. Other library website comments...: *(Refer to Appendix B to see open-ended responses)*

LIBRARY TECHNOLOGY

24. People in my household routinely use the following technologies: (check all that apply)
Please note that percentages do not total 100% since respondents could check more than one answer.

	%
Email	98.8
Instant Messenger	34.6
Cell phone text message	38.6
RSS	10.3
Other *(Refer to Appendix B to see open-ended responses)*	4.0

Base = 321

25. People in my household own portable media players. (Ex: iPod, MP3, etc.) (select one)

	%
Yes	65.4
No	34.6
Total	100.0

Base = 335

26. People in my household would like to bring a portable media player and use a station in the library to . . . (check all that apply) *Please note that percentages do not total 100% since respondents could check more than one answer.*

	%
Download E-books	51.7
Download audio books	64.4
Download music	87.9
Download movies	48.9

Base = 174

27. At the library, people in my household would like to... (check all that apply) *Please note that percentages do not total 100% since respondents could check more than one answer.*

	%
Use a scanner	58.8
Edit and save images	33.3
Create digital music	14.1
Create movies	14.1
Save to CD and DVD	44.6
Submit online forms/applications	35.0
Get technology help from staff	36.7
Attend technology classes	41.2
Other *(Refer to Appendix B to see open-ended responses)*	1.7

Base = 177

28. People in my household use the library computer lab... (select one)

	%
Almost daily	2.4
Once or twice a week	5.5
Once or twice a month	8.9
Several times a year	20.6
Never	62.6
Total	100.0

Base = 326

29. Please install the following software / applications on library computers...: *(Refer to Appendix B to see open-ended responses)*

LIBRARY PUBLICITY

30. The best way to notify people in my household about library programs or services is...(select one)

	%
Flyers and posters in library	19.5
Library website	10.0
Library mailings	14.9
Email	40.7
RSS feeds	0.3
MySpace/Facebook	1.7
Radio *(Refer to Appendix B to see open-ended responses)*	5.2
TV *(Refer to Appendix B to see open-ended responses)*	0.0
Newspaper *(Refer to Appendix B to see open-ended responses)*	7.1
Other *(Refer to Appendix B to see open-ended responses)*	0.6
Total	100.0

Base = 349

DEMOGRAPHICS

31. Select your gender.*

	%
Male	35.7
Female	64.3
Total	100.0

Base = 361

* The ratio of gender in the sampling frame was 38.8% (male) to 61.2% (female) for the same 361 respondents.

32. Check all races / ethnicities of your household. *Please note that percentages do not total 100% since respondents could check more than one answer.*

	%
Caucasian/White	84.2
African American/Black	8.6
Asian/Pacific Islander	13.3
Hispanic/Latino	3.3
Other *(Refer to Appendix B to see open-ended responses)*	1.9

Base = 360

33. Is there a language other than English spoken in your household? (select one)

	%
Yes	19.8
No	80.2
Total	100.0

Base = 359

If yes, specify: *(Refer to Appendix B to see open-ended responses)*

34. Indicate the number of people in your household.

Age Range	Base	Mean	Median	Mode	Minimum	Maximum	Standard Deviation
Preschool	46	1.4	1	1	0	11	1.53
Grade school	48	1.3	1	1	0	3	0.58
Middle school	28	1.4	1	1	0	11	1.93
High school	29	1.0	1	1	0	2	0.38
Adults age 18-25	78	1.6	1	1	0	7	1.05
Adults age 26-40	134	1.5	2	2	0	4	0.56
Adults age 41-60	135	1.5	2	2	0	2	0.53
Adult over age 60	106	1.5	1	1	0	6	0.71

35. Select the highest level of education completed by a member of your household.

	%
Some high school	0.5
High school graduate or GED	2.2
Some college or vocational school	11.3
College graduate	22.0
Postgraduate	64.0
Total	100.0

Base = 364

36. Select your annual household income before taxes

	%
Less than $15,000	9.0
$15,000 - $24,999	15.1
$25,000 - $49,999	22.3
$50,000 - $100,000	36.4
More than $100,000	17.2
Total	100.0

Base = 332

LIBRARY EVALUATION

37. People in my household would rate the library collections...

Collection	Excellent – 1	2	3	4	Poor – 5	N/A
	%	**%**	**%**	**%**	**%**	**%**
Adult books *(Base = 342)*	39.2	42.4	10.8	1.2	0.3	6.1
Teen books *(Base = 276)*	11.6	10.5	6.9	1.5	0.7	68.8
Child books *(Base = 286)*	23.4	18.2	3.5	0.4	0.0	54.5
Magazines *(Base = 302)*	25.8	27.5	11.3	1.3	0.3	33.8
Audio books *(Base = 280)*	7.1	16.8	23.2	5.0	0.4	47.5
Music *(Base = 292)*	18.8	30.5	20.6	6.5	1.0	22.6
Movies *(Base = 320)*	25.3	31.3	25.3	5.6	0.9	11.6
Archives *(Base = 270)*	13.7	11.1	5.2	1.1	0.0	68.9

<--------------- Row percents sum to 100.0 --------------->

38. People in my household would rate the quality of customer service...

Service	Excellent – 1	2	3	4	Poor – 5	N/A
	%	**%**	**%**	**%**	**%**	**%**
Adult desk *(Base = 353)*	70.8	20.4	5.1	0.9	0.3	2.5
Child desk *(Base = 287)*	38.0	8.0	2.1	0.0	0.3	51.6
Archives *(Base = 274)*	20.5	8.0	1.8	0.0	0.0	69.7
Circulation *(Base = 313)*	59.7	17.6	7.4	0.3	0.0	15.0
Coffee Shop *(Base = 286)*	34.6	16.1	6.7	2.1	0.3	40.2
By phone *(Base = 309)*	44.3	15.9	3.2	0.0	0.0	36.6

<--------------- Row percents sum to 100.0 --------------->

39. Overall, people in my household would rate The Urbana Free Library...:

	%
Excellent - 1	68.4
2	26.6
3	4.7
4	0.3
Poor - 5	0.0
N/A	0.0
Total	100.0

Base = 365

68

40. What people in my household like best about The Urbana Free Library is...*(Refer to Appendix B to see open-ended responses)*

41. If people in my household could make one change or add something new at the library, it would be…*(Refer to Appendix B to see open-ended responses)*

42. Additional comments or suggestions from people in my household...*(Refer to Appendix B to see open-ended responses)*

LIBRARY VISITS

1. If the library could be open additional hours, the people in my household would prefer . . .

Open until 10pm every day
Sat 6-8
Archives should be open the same hours as the rest of the library
open earlier on weekdays and Sunday, later closing on Fridays
Longer hours on Sunday and Friday
Sunday 1-5pm
Saturday-Sunday afternoon 5pm-6pm
M-Th 8-8, F.S - 9-6, Sun 12-6
Sunday 1-9 p.m.
Friday and Saturday 6-10pm
Saturday evenings. 6:00 p.m.-9:00 p.m.
add Fri 6-9 and Sun 5-6
Sunday 6-9
Later on Sat + Sun nights until 9pm
Friday evening 6 pm-7 pm

5. If we don't find a parking space in the library lot, people in my household most often... Park someplace else nearby:

Street parking or park at the Lincoln square mall	Bicycle racks at Lincoln Square
Bank	On the street. Not a big issue!
Another metered spot or in the Urbana city parking garage.	Street across Busey Bank
parking deck	Street Parking
Downtown Urbana	Elm Street
closest available legal space	Across the road lot on weekend
on Elm Street or in the Busey Bank lot if it is after 4 pm	Urbana lot across from Lincoln Manor
lock bike to railing	One of the side streets
Across the street	South lot of Lincoln Square
Park on the street	In the bank lot
Lincoln Square or parking garage	Street north of library. Busey lot at night or weekends
Street	Street, Busey Bank on weekends
Use the lot across the street.	Lincoln Square Mall
West of library	Nearby street
Street near library	across the street in the township lot
Lot south of Green Street	City lot across Green street (or is that library parking as well?)
County assessor's office	across Green street
Lincoln Square	Lincoln square lot across the street
Lincoln Square	Bank lot
The street	Across the street
Elm street	Lincoln square

CONTINUED – 5. If we don't find a parking space in the library lot, people in my household most often... Park someplace else nearby:

Jumers	Urbana parking garage, but it only happened once
West side of building	Across Green street
street	street
Street	Jumer's lot for quick visit, Lincoln Square for longer
Lincoln Square Mall or Busey Bank after bank hours	street
At Lincoln Hotel	Across the street on Green street
Street near bank	street
on Green Street by law office	across the street
Lincoln Square	Hotel across the street
Across Green Street	Lot across the street
Lincoln Square Mall	Street
along street or in place of other business	across the street
bank lot	on the street
Bank	Parking deck
Green Street, other nearby street parking	street
other side of library	Lot on Green Street across from the library.
Lincoln Square	along the road, the big parking building across the corner
Parking Garage	Busey Bank Park on Weekends
Lincoln Square parking area	On street (Elm)
Green Street a few blocks west of the library	lot next door
On Elm Street	street
Lincoln Square	Bank or garage
Urbana parking deck	Lincoln Square mall
Across Green Street in city lot	Across the street
On the street	Metered place on the street
On street nearby, Busey bank lot	City lot on Green Street
On the street	Street
Street	Along the side of the library
City lot	Wherever we can find one
Busey when it's closed	Lincoln square
City garage	North side of building
On the street	North or west street lot
Lot east of the library	Lincoln Square Mall Parking
Lincoln Square	street
Lincoln Square	Busey bank, Elm Street
Bank parking lot Sat, Sun	Elm Street
restaurant	Street Parking
street or Lincoln Square Village	Lincoln square
On Elm Street to the North of library	Across the street, but it took a while to learn it was there
on Elm Street	Parking lot across the street (I think it is Green St)
across the street	Busey Bank (on weekends) or at hotel across the street
after 4 Busey Bank on street	Green Street Lincoln Square
in lot across the street	Busey, Lincoln Square
on street around corner	street parking
Street	Township Parking lot

CONTINUED – 5. If we don't find a parking space in the library lot, people in my household most often... Park someplace else nearby:

Busey Bank
Lincoln Square; Street parking
Busey parking lot or city parking garage
Try to find a meter on the street
North side of the library
North side of the library
Street
Street or Busey Bank
Lincoln Square
Lincoln Square, Busey, on the street
Lincoln Square
Street
Busey or Township lot
Lincoln Square
I am Disabled
township lot, Busey
Near Lincoln Square
Across the street
City lot across the street, Elm Street

Lincoln Square parking lot
Next building, Lincoln Mall
Lincoln square lot
Next building, Lincoln Mall
Street
Busey Lot
Street. Busey Bank (after hours)
Lincoln Square
Any street in the neighborhood
Meters on street
Lincoln mall
Across the street
Street. Lincoln Square
nearby court
nearby Busey Bank or Lincoln Square
Busey Bank lot
A.M. - after exercise @ Phillips Rec. leave car there + walk; P.M. - on Elm or High + walk

5. If we don't find a parking space in the library lot, people in my household most often...Other:

come back another time
One person goes in and other waits in the car
Usually my husband and I can use the handicapped hang tag
Parallel on Elm Street peters
Call and have books held for pick up
Park illegally
Always find parking in lot
home- then walk in
Cunningham Township lot on weekends; Busy Bank lot on Sundays
have not had that problem but would probably leave
In case of bike it is possible to ark doppelt
Come back later
Wait
Run errands and come back
Need more parking space
Don't have a car
We have no problem finding parking
Lincoln Mall
get a ticket
Also walk from home about 1/2 times of visit

LIBRARY COLLECTIONS

7. People in my household get books from...

Store	bookstore, Amazon
bookstores	Borders
Champaign- 4wk books	Amazon, Borders
Online	Barnes and Noble, Pages for all Ages
Pages for All Ages, Amazon	store
Pages, Borders, Amazon	bookstores
Amazon	bookstores, Amazon
Amazon, Barnes and Noble	Amazon, Barnes and Noble, borders
Amazon	Amazon
Amazon, Pages for All Ages, Berean	Amazon, Barnes and Noble if on short notice
Priceless books, local bookstores, Amazon, E-bay	Amazon, local book stores – esp. children's books -- school book fairs (my kids)
some bookstores and websites (Amazon, Borders, Barnes & Noble, Pages for all ages, foreign bookstores)	Amazon, Pages
textbooks- online	Amazon, Pages
Borders, Amazon	Amazon
Champaign public library	Amazon
Amazon, bookstore	Pages, Borders, Barnes and Noble
Amazon	Local book stores
Amazon	Pages for all Ages
Stores and book clubs	Amazon, borders, Illini Union bookstore
Pages for All Ages, Amazon	Amazon, Pages
Amazon, bookstore	Amazon
Store(s)	Amazon, Pages for all Ages, Borders
Pages for All Ages, Amazon, Barnes and Noble, Borders	UFL bookstore
Illini Union Bookstore, Amazon	book stores
Amazon, Pages	Amazon, used book stores
Borders, Pages for all Ages	Pages and Amazon
Amazon	Amazon, Borders, Barnes and Noble
Book store	Pages for all Ages
Amazon	Local bookstores
Priceless books	Pages for all Ages
Store	store, scholastic school book orders
Amazon	Amazon and store (Pages for all Ages, Borders)
Store	Used book store, eBay
Amazon	Pages
Amazon	store
Borders, Barnes and Noble	Borders, online (used book) shopping
if purchasing - bookstore or online	bookstore
Amazon	Pages, Borders, Barnes and Noble
Pages for all Ages mostly as gifts	Bookstore, University library
Store, Amazon	online 2nd hand booksellers
As gifts, store	University of Illinois Library
Champaign Library	Barnes and Noble
Store, Amazon	Amazon, Bargain Books, Book Clubs, etc.

CONTINUED – 7. People in my household get books from...

Amazon	local book stores pages for all ages, Borders, Barnes and Noble
various used book stores, Book Mooch, Amazon, library sales	Amazon, Pages for all Ages
stores, Amazon	Borders
Amazon, bookstores	Store
Borders	Barnes and Noble, Borders
Store	Amazon, store
Amazon	Borders
Barnes and Noble, Pager for all ages, Amazon	Store (Barnes and Noble, Pages for all Ages, Amazon, etc,)
Amazon	Pages
Pages, Amazon	Paperbackswap.com, Borders
Borders, Amazon	Amazon, Labyrinth, stores
Local bookstores	Amazon, overstock page, Champaign public library
online, half.com	U of I library, Abebooks.com, Amazon
Borders	Store, online
Store	Store, Amazon, Border's, Barnes and Noble, Powell's (Chicago), Pages for all Ages
University of Illinois Library	store, online
Store	Amazon
Store, Amazon	Local bookstores (Pages, Borders)
stores (online and physical)	Amazon
Amazon, bookstores	Friends
Store	Thrift stores, garage sales
Amazon	Amazon
Amazon	Amazon, Barnes and Noble
Borders, Barnes and Noble, Amazon, etc.	Store, Barnes and Noble
Amazon, Borders, Pages for all Ages	Amazon, Borders.com
Store	Internet, bookstores
Amazon	Amazon
stores	Half.com
Pages for all Ages, Amazon	Independent book store (Pages for all Ages) and also Amazon
Barnes and Noble, Amazon	Friends
Barnes and Noble	Abebooks.com
bookstore	Amazon
Pages, UIUC library, online	Stores
Amazon	Pages, Borders, Barnes and Noble
Bookstores	Borders
Internet book sellers	Pages for all Ages
stores	Family members
Amazon, Pages for all Ages	Amazon, Borders
Pages	Borders, Amazon
Store	Pages for All Ages, Barnes and Noble, Borders, Amazon, paperbackbookswap,com, My employer (John Wiley & Sons), library conferences
store	Bookstores, Amazon
Barnes and Noble	Amazon
Amazon & other book stores	Amazon
Amazon	Amazon, Borders
Amazon	
Champaign	

CONTINUED – 7. People in my household get books from...

Amazon, Barnes and Noble	Pages for all Ages
Amazon, local bookstore	Local book stores
Amazon, Barnes and Noble	Amazon, used book store
Bookstore	bookstore
store, online	book club, U of I Library
Used bookstores, online-used	UIUC and related institutions, Champaign public library
used book store, garage sales, half.com, Pages for all Ages, rarely for Amazon, Barnes and Noble, or Borders	Amazon, Borders
Amazon, bookstore	Amazon, Pages for All Ages, Friends
borders, Barnes and Noble, Amazon	Purchase online
Store	Store
Champaign & Douglass Branch	Store
Store	Store
Store, loan from friends or family members	Univ of Ill, Champaign Library, Other libraries in IL
Amazon	School library, local bookstore
Barnes and Noble, Amazon	Store
Amazon, used book stores	Store, Online
Abebooks, Amazon, Borders	Barnes and Noble
Amazon, stores	UIUC Library System
Pages for all Ages	Pages for all ages, Amazon, Daedelus books
Retail store, Amazon, gifts from family members	Academic bookstores, borders, Amazon, Barnes and Noble, etc.
Pages, Borders, Barnes and Noble, Amazon, Used books	Store
Local bookstores	Borders and Amazon
Amazon, Pages for All Ages	Amazon
Bookstore - rarely	Amazon
Amazon or local bookstore	Borders or Amazon
Borders, Amazon	Pages for All Ages
UofI Campus bookstores	Main Library at UIUC
Store, garage sales	online, mostly half.com
Amazon, Pages	Amazon, abcbooks.com
Stores, Online	Insight bookstore

8. People in my household get audio books from...

Store	Borrow from a friend
Champaign public library	stores
Pages for all Ages	Libra Vox
Bookstore, Amazon	State low vision
Gifts	Store (Barnes and Noble. Pages)
Audible.com	Cracker Barrel
Family members. friends	Store
Amazon	Don't listen to them. maybe I should
iTunes	Sam's Club
Illini Union Bookstore	bookstores
Cracker barrel	website

CONTINUED – 8. People in my household get audio books from...

Borders	Friends
Amazon	Audible.com
Focus on the Family	Store
Store	Store
Don't check out audio books	Might like to sometimes but haven't done it yet
Retail store	truck stops on Hwy
Gifts	

9. People in my household get music from...

iTunes. store	store, Amazon, iTunes
Store	Amazon; Christian bookstores
iTunes	Amazon, target
Amazon	iTunes, Amazon
iTunes	Store
Napster	Store
iTunes	Store, iTunes
Amazon	local stores
Gifts, iTunes	Store - several
radio and cds	Amazon
iTunes	iTunes, Amazon
iTunes	Amazon
Champaign public library	Amazon
Amazon	Wal-Mart
Amazon. iTunes	Store
Stores - music clubs, Amazon	CDs purchased at live music shows
Pages for All Ages	store
Amazon. iTunes	iTunes
store	Parasol Exile on Main
Store	Store & iTunes (almost never)
Borders	Wal-mart
Amazon	BMG, Target
Best Buy	store, iTunes
Amazon	iTunes
Store	Internet
Amazonmp3.com, iTunes	Amazon, download from computer
Amazon	Store
iTunes	Internet websites, Youtube
iTunes, other online sources via artist websites	Amazon, Best Buy
Internet, Amazon	Online/Wal-Mart
iTunes, store	Borders, Best Buy, online
music store	store
iTunes	Store
Best Buy, Barnes and Noble, etc.	Amazon, iTunes
store and iTunes	Purchase various outlets

CONTINUED – 9. People in my household get music from...

iTunes	iTunes
Music stores, iTunes, etc.	iTunes
online, iTunes	Amazon, Borders
Amazon, iTunes	Amazon, iTunes, Best Buy
Red box	Amazon, iTunes, Borders
Amazon, iTunes, Barnes and Noble	Store, Amazon
Circuit City	iTunes
iTunes, elderly instruments	Store, iTunes
online	iTunes, Amazon, Wal-Mart
iTunes	Store
Amazon	iTunes
iTunes	iTunes
iTunes	iTunes
various purchases Best Buy	Used CD stores in Chicago
Various online retailers, concerts, iTunes	store, Amazon, realplayer, free downloads (not pirates)
local bookstores, borders, Barnes and Noble, primary source is music CDs	Amazon
computer	Best Buy
Amazon, iTunes	iTunes, store
Store, iTunes	Champaign & Douglass Branch
Napster	Borders
Store, Amazon	iTunes
Buy these	Store, Amazon
Stores, iTunes	iTunes
iTunes	iTunes and the like
Amazon, stores	online, peer to peer sharing
iTunes, Borders	Retail store
iTunes	Champaign
store	Store
Store	Book/audio stores rarely
University of Illinois library	iTunes, Amazon
various stores	Store, Amazon
Amazon	Store, Amazon
Usually I get my music from the radio station I work with	Amazon, stores
iTunes	Store
Computer	iTunes, store
Amazon, iTunes, Strictly Discs	iTunes
Amazon, iTunes	Stores, iTunes, Other on-line teacher resources
internet, bookstores	Bittorrent download
Amazon, iTunes	Best Buy
online, radio	Store
various online	Amazon, ioffer
Amazon, iTunes	Local book stores
Internet	iTunes
Amazon	Store
	Store
	Store

CONTINUED – 9. People in my household get music from...

Used music store
Store, iTunes
Store
Best Buy, Target
Exile on Main Street, Amazon, iTunes
Stores
Wal-Mart downloads
Amazon
Amazon
Amazon
Amazon
iTunes, ruckus.com
Store
Amazon, iTunes, local music stores
iTunes
Exile on Main
Store, iTunes

10. People in my household get movies from...

Blockbuster, That's Rentertainment	Simpsons are never available
video store	Video store
Netflix	Blockbuster
Netflix	Video store
Blockbuster	Netflix, That's Rentertainment
video store	Video store
Netflix, That's Rentertainment, Blockbuster	iTunes/Apple TV
Amazon, video store	Video Store
Family Video, Blockbuster	Netflix, movie rental store
That's Rentertainment, Blockbuster	video store
video store	Best Buy
video store	Blockbuster Online, Blockbuster
That's Rentertainment	video store
UIUC	That's Rentertainment
Netflix	Netflix
Amazon, That's Rentertainment	Blockbuster
Netflix	store, blockbuster
Video Stores	video rental store
Amazon	Blockbuster, Family Video, Amazon
video store	Blockbuster
That's Rentertainment	Netflix - Often; Family Video, Blockbuster - Sometimes/Rarely
Blockbuster	Netflix
Netflix	Video store
Borders, Blockbuster	Video rental store

CONTINUED – 10. People in my household get movies from...

Video store	Video store
Video Store	Red Box
local rental stores	Family Video
Netflix	Circuit City
Apples TV (iTunes)	That's Rentertainment
Blockbuster	That's Rentertainment
Video store	Blockbuster
Video store	iTunes
video store	Blockbuster
That's Rentertainment	Netflix, Video Store
video store	Netflix, Blockbuster
Family video	video store
Blockbuster, University library	Netflix
That's Rentertainment	Netflix
Blockbuster, That's Rentertainment	video store
video stores	video store, locally & Netflix
Family Video	blockbuster
That's Rentertainment	Netflix
video store	Blockbuster, online
Netflix, Blockbuster	Netflix
That's Rentertainment	video store, Netflix
Netflix	Video store
Family video, Blockbuster, Best Buy	Stream online
video store, Netflix	video store
Rental (movies were scratched both times we tried the library)	Netflix, video store, Wal-Mart
Video store	video store
Video Store	Blockbuster
Amazon	Netflix, That's Rentertainment
Video store	video store
That's Rentertainment, Blockbuster, Amazon	Netflix
Family Video	Amazon, DVD planet
Blockbuster online	Netflix, Blockbuster
Borders	blockbuster
cinema, store	Blockbuster, online purchase
Video store	video store, Amazon
video store	video store
Netflix	That's Rentertainment
Video store	Netflix
video store	Netflix
Netflix	Video store
video store, Redbox, etc,	Netflix
That's Rentertainment	Video store
Store, Family Video	blockbuster
Blockbuster	Netflix, video store
Video store, Amazon	That's Rentertainment
	online, TV

CONTINUED – 10. People in my household get movies from...

That's Rentertainment	Amazon
Blockbuster	Amazon
Video store	Video store
That's Rentertainment	Video store
Borders, Wal-Mart	Video store
video store	Video store
Blockbuster	Video store
Video store	Family Video
Best Buy, Amazon, video store	Blockbuster
Netflix	Family Video
Video rental, electronics store, Amazon	Video store
Video store	Bittorrent
Video store	Blockbuster
Blockbuster, the dollar box in Schnucks	video store
Netflix, video store	That's Rentertainment
Netflix	Store
Video store	Video store (rental)
Video store	Purchase
Netflix	Video store
Video store	Store
video store, garage sales, Amazon or other on-line store	Video store
Video store	Movie rental stores, Family Video, Blockbuster
Best Buy	Video store
Blockbuster, That's Rentertainment	video store, That's Rentertainment
Champaign & Douglass Branch	That's Rentertainment
Video store	Video Store
Borders	Satellite
Netflix	Blockbuster
Blockbuster Online	Blockbuster, Family Video
That's Rentertainment	Netflix, That's Rentertainment
Netflix, video store	video store
Blockbuster	Video Store
That's Rentertainment	Netflix, That's Rentertainment, Red Box
Retail store, Ebay	renters
Champaign other rental	renters
Netflix	Blockbuster, That's Rentertainment
video store	video store, Blockbuster
Netflix, Blockbuster	Netflix, Blockbuster

11. People in my household would like to borrow video games. If yes, specify:

Wii	Wii, GameCube
Xbox 360	Wii
PS2. Nintendo DS	Xbox, PC (Windows/Mac)
Wii	Please don't do this.
PC, PS2	DO NOT WASTE MONEY ON THIS PLEASE!!
Xbox and Nintendo DS	Wii
Nintendo DS, Playstation 2, PC	Wii would be great!
Please don't spend money on video games	Xbox, PS
Wii	Xbox 360, PS2, Nintendo, Sega, old school
Nintendo	Wii, Nintendo 64
X-box	Wii
GameCube, PS2	Wii, PS2
Wii	PS2
Nintendo DS	WII, DS, Xbox (not 360)
Wii	PS2
Wii, DS, GameCube	Playstation
Wii	PS2
Wii, xbox360.PC	Wii, Xbox, Playstation
Playstation, Gameboy Advance	Xbox
Xbox	Wii, Xbox, Ps2, psp
Wii!	PC/Mac
Wii	Nintendo DS
Xbox	Xbox, Playstation
Wii	PS3
Wii. GameCube	Xbox
Xbox	PC Wii
Xbox 360	Wii
Playstation 3; Nintendo-Original	Xbox, Playstation
Wii, Xbox	Game Cube
Playstation 3, XBox	Wii, Gameboy
Xbox, PS3	Xbox 360
Wii	GameCube, Nintendo DS
Nintendo DS	PSP
PS2, Nintendo DS	Xbox, Wii, Ps2
Xbox 360	undetermined
Wii DS	Wii, Playstation 2, Xbox 360
game boy	Wii
Playstation 2, Wii	Xbox
PS2	Wii
Wii, PS2, Game cube (Nintendo)	Wii
Playstation. Wii	Wii
N64, Game Cube, Playstation 2	Wii
Nintendo 64, Super Nintendo, Sega	Wii
Playstation 2	Xbox, Wii
Gameboy, Nintendo DS	
Xbox 360	

12. People in my household would like the library collection to have new ? or more ? (Ex: in-house laptops, more westerns, etc.)

More copies of new movies
More copies of popular new books
Graphic novels - some things your library needs: Neil Gaiman- Death. The High Cost of Living (note: not in big collection recently acquired); Neil Gaiman- Death, The Time of your life(note: not in big collection recently acquired); Sanami Matoh- Fake volumes 1-7
more foreign movies (South-American, especially, but also European)
Sci-fi/fantasy audiobooks
more copies of new movies available.
I'm happy with the available selections.
Current or rare movies, music
Progressive material in larger quantity; Perhaps a progressive material grouping – Books, movies, DVD's, magazines, etc.
Sci-fi, Fantasy
more European and Latin American films
More computers
More Simpsons DVD's
More movies
More spy and intrigue
More DVDs - the selection is usually quite slim because of popularity of program and only old movies there when we go.
A lot of the movies at Urbana Free are foreign movies or art flicks. There should really be more horror movies and mainstream movies.
Indie music
More sci-fi movies
Graphic novels, Foreign films with subtitles.
more recent movies
More classics
Comic Books (Marvel)
In-house laptops
2 Wall Street
More copies of new books, videos, music
I think the library's collections are outstanding!
Spanish books for Children.
toys for in-library use.
More laptops
Television series DVDs
more copies of best seller novels
more old television series videos
Books on disc - have ratings for the book on disc. Online, you can read the Publisher's Weekly rating, but have nothing to go on for the Books on Disc. You don't need to do it for everything, but for new books, it's good.
Nature videos for adults (like the Planet Earth Series, which you do have -- along those lines -- what you have is usually checked out.) We're pretty happy with the collection overall. It would be nice to be able to check out magazines -- I was just thinking about that today. Or can you already? I need to check that out.
Audio books on CDs
Books on addiction; self-help; science magazines for adults; classic videos for children; science videos for children; art related videos for children; more exercise videos for adults and children; videos of classic fairy tales (Aesop's fables. etc.); Lights on tables for studying!!!
Music scores/sheet music/music collections esp. for pro
more comic books and graphic novels

CONTINUED – 12. People in my household would like the library collection to have new ? or more ? (Ex: in-house laptops, more westerns, etc.)

movies
Audio books and non fiction
Higher speed internet service, longer (than the current 30 minute) computer sessions.
More available DVDs - Easily solved by reducing borrowing time back to 2 days.
Indie films, zines, current craft books (knitting, design)
more copies of current best sellers
More computers in the children's library.
Books!
More young adult selection, more copies of newer movies, more musicals
I think the collection is excellent.
More religious education materials for parents to use with kids.
New books on green building, sustainable living practices, More sitcom DVDs - more recent.
Sure laptops would be neat. More large hardback visual arts books. More art films, i.e. performance art, modern dance, with works by modern artists and concept artists.
biographies
Popular cd's (music)
More current DVDs
Audio books
more recent movies and some of the old ones
More recent travel videos.
Novels for 10 year olds
In house laptops and African American braid videos.
More architecture books
more cooking books, magazines
More copies of new popular movies.
Laptops
More Music, more documentaries, more musicals
more TV shows on DVDs
TV Series (e.g. MI-5. House…)
books
jazz selections
preteen/teen area
Books about sustainable/alternative farming (those by Joel Salatin, etc.)
International and progressive newspapers; Online music and documentary access; Places to sit and meet
Newspapers, large print books
UFL very responsive to my requests for new books.
study areas
More indie films ala 'boardmans'
Children's series
International movies
more audio books
New Movies
more copies of TV series (Lost, Weeds, One Tree Hill, etc)
family-friendly movies
continue current balance-really appreciate the gardening, biology, environmental, natural history collection

CONTINUED – 12. People in my household would like the library collection to have new ? or more ? (Ex: in-house laptops, more westerns, etc.)

More baby board books. more activities for 2 yr olds
music & movies in general
in-house laptops could be nice
More time on computers
CD's and DVDs but you have an excellent collection now
Computers
Art related materials
graphic novels (young teen), science fiction movies, classical music
Additional copies of best seller audio (CD); Books - wait list can be long.
Collection of Masterpiece Theatre productions and BBC series
New releases of DVDs
More science fiction
classic DVDs, foreign DVDs
audio books
Quick e-mail stations, without having to use the labs
gospel/Christian items
Copies of TV series, e.g. The Wire, Grey's Anatomy
Bigger and better music and film collection
more history
More music CDs (all genres)
More business non-fiction audio books and books.
More movies, better book search software
More digital library materials (online library for audio book/video) audio books
in-house laptops and extended use time for it
Listening stations (for cd's, tapes, radio)
More Jazz and Blues music
More audio books, mysteries
music
More fiction
More audio books -> Classic literature
Have not been in library
More children's books on CD, adult books on CD, DVDs, seasons of TV shows on DVD.
E-book readers for checkout
Recently published books. The earlier books by authors who became better known later in life.
Books, CDs, DVDs
I think you're doing great
More classic movies
Expand young adult section. Tamora Pierce books are never together.
Books on CD
More mysteries
More historical fiction, best sellers, and paperback. I find more of what I want in the New Books at the Champaign Library.
Pimsleur French language CDs or tapes
better coverage of wireless in the building; sometimes it's hard to get a signal more TV series on dvd, or cataloged separately from movies
Personal growth, alternative medicine

CONTINUED – 12. People in my household would like the library collection to have new ? or more ? (Ex: in-house laptops, more westerns, etc.)

Children's Programs (reading time, music, etc); Movies- movies we want are often checked out
More copies of new movies
Independent films; LGBT films/ documentaries; music- female jazz artists such and more underrepresented artists & more box sets
More educational videos
The library has everything - AMAZING!
More audio books, more foreign films
More TV series
Craft books - especially Christmas craft books
foreign language section (books), computer books (more linux)
Manga, Gay Romance
in-house laptops; more copies of bestsellers
Music, DVDs, nonfiction books
Mysteries, historical novels
Think it's fine just as it is!
Working copies of DVDs, more copies of new books
Toys
Toys
Old movies (pre-1960)
Serious fiction books on art
TV Shows
OK as is
Spaces to study
More Anita Blake and Chuck Palahniuk books
More computers and computer games for children
Very happy with selections
Sci-Fi/ Fantasy
More Charlie Bone books
Diverse movies- Top 100 Most Popular, Newer Movies, more copies
No
Up-to-date
laptops
More in-house laptops
Jazz and classical CD's
More and new Christian books adult and children and Christian music
Longer borrowing times
Hispanic, Spanish
Hispanic, Spanish
Subscribe to "DAEDALUS"
Pop music
Best sellers - more copies. Oprah books - would like to be able to renew these once too.
New
More exercise DVD's
More educational programs

CONTINUED – 12. People in my household would like the library collection to have new ? or more ? (Ex: in-house laptops, more westerns, etc.)

Mystery Movies, dedicated Sci-Fi Movie section, oldies, and recent
I have small kids and simple study toys to loan would be great (little ones get sick of their own toys and brief injections of new toys would be so nice.)
more audiobooks
classical music and movies
classical music and movies
don't know
Game titles
up to date books and DVDs. best seller
More European movies (current ones)
Educational videos for teachers, craft/scrapbooking books
in house laptops
Laptop, portable CD player
More in-house laptops sounds good to me

LIBRARY SPACES / SERVICES

15. When borrowing library materials, people in my household would like to...

At Checkout:

Current is great! I would use self-checkout if available, but really have no opinion.
I love the personal service. one stop for all circulation needs-I can't stand the new system at CPL
Be able to renew after 4 weeks if there are no holds on the item.
Please don't have self-checkout stations. The whole point of a library is seeing people and interacting with real people.
I hate to add paper, but we check out a lot of kids' books at once. So an optional receipt would help us make sure we don't forget to return anything.
4 Weeks so I don't have to ask for vacation check out every time
e-mailed receipts? I like the idea but would rather not have the paper problem.
Used Book Store & free trade in books- children & adult sections

For overdue or hold notices:

Mail or e-mail	receive notices by e-mail
Current is fine.	How is "family" being defined?
via email would suffice	Reminder by e-mail
E-mail reminder	Reminder by e-mail
E-mail parents for kids' overdues	As needed
E-mail reminder	Reminder by e-mail
Encourage more e-mail notification	By email
online notice (e-mail)	
Send items are due email timely!!!	

CONTINUED – 15. When borrowing library materials, people in my household would like to...

Have off-site return bins at other locations (where?):

Campus, Schnucks
Local grocery stores, banks, or pharmacy
other libraries; continue Lincoln Trails returns
Somewhere near campus. maybe corner of Wright and Green?
Current is fine.
around town- maybe Wal-Mart? Meijer?
On UIUC campus, around the Union
Urbana Meijer, University South Research Park
Grainger library or Illini Union
Illini Union or campus location
New Meijer
Grocery stores of Urbana
Lincoln Square parking lot
Anywhere that you use bins designed to be able to actually put books in from the car (unlike those available at the library!)
Stores like County Market
UIUC South campus research park, Urbana Meijer
Sunnycrest Mall
By Sunnycrest
Grocery store
on campus somewhere near the union or Green Street
Sunnycrest Mall
Southeast Urbana, Southwest Urbana, Northwest Urbana, Northeast Urbana
MTD Terminal
Lincoln Square
by mail boxes by former post office
The outside bins are NOT easily accessible. I always get out of the car to deposit books because I can't reach slot
As a librarian at another LTLS library. I would be very worried by the idea of after-hours pick-up. (i.e. the safety of our items)
maybe other libraries
Don't get carried away! Why not drop laundry off at library too! BAD IDEA
University library, grocery store
Independent media cts/ Post Office
Post office, gas stations, groceries
Town and Country apts, bus stops (like by the courthouse or transit center on campus) Wright Street
Stone Creek area
YES. Meijer on Prospect, Marketplace Mall, U of I campus Union, Neil and Kirby, Netflix system mails to me I mail back. My books are constantly overdue. No due dates…
Campus, Schnucks
Schnucks and schools
Grocery store
Stores like County Market
Northside, Eastside, Westside and Southside of Town. Perhaps a shopping Plaza- (i.e. Sunnycrest)

CONTINUED – 15. When borrowing library materials, people in my household would like to...

Have off-site return bins at other locations (where?):

Orchard Downs
Grocery stores?
Post office, nearby: Lincoln Square parking lot
Next to the bus stop at Race Street
Next to the bus stop at Race Street
24 Hour Walgreens or grocery store?
Downtown Urbana
UIUC Campus
Lincoln and Illinois Streets

LIBRARY PROGRAMS

17. People in my household would like the library to have more...

We're too busy but these sound good
Spanish language
Ecology, nature
arts related for adults and children
New book or DVDs introduction to readers
Mostly these are specific age-oriented programs and kids/grandkids grow up. So all are fine and interesting as I experienced.
Bookgroup for 20-something women. Not college students, but working and educated
We attend when able. No specific suggestions as needing more of anything. We often are interested but have other obligations.
Whole family programs
Storytelling, finance, seminars, self-help talks, gardening
Book Sales

18. The best time for people in my household to attend children's programs would be...

No children in household--probably would not attend.
no children in my household
N/A
No specific time
School's out days or summer later afternoons 3-6pm
Test when they set the hours
N/A
not interested in children's programs
not applicable
No children
Preschool program M-F 10-12. School age M-F 6-8pm Sat 9a-close
Children grown
M-Thu 3-8 pm. weekends
N/A

19. The best time for people in my household to attend adult's programs would be…

No specific time
M-F between 9-2
Seems like it would be best to provide a variety of times - one time frame will not work for all potential attendees
Weekend afternoons
Friday and Saturday evenings 6-10pm
Sat 5-9pm
All of the above
Anytime
C - summer. g - winter

LIBRARY WEBSITE

20. On the library website, people in my household would like to...

Make it easier to get to magazine and newspaper articles
Rules about overdue materials and fines (after-hours drop box. dropping off at Champaign. etc.)
Easier navigation and viewing of book lists/archives. Also- easier way to search for media
Find book reviews
I want to be able to request items to be added to the collection
Watch documentaries and listen to music. learn more about Urbana
Home page with direct link to catalog
I haven't been to the website as of yet. I will check it out in the future though
Propose new material
Let kids downstairs get on myspace and email address
I have no computer
Make a suggestion for a new item/acquisition
You can already do some of these things and I don't want to lose these features
No computer as of now

22. When using the library website, people in my household think that the following actions are...

Difficulty Level	Other (specify)
Okay	Default font size on catalogue is tiny
Okay	Placing hold requests
Okay	Takes too long to get to the online catalog
Okay	Default font size on catalogue is tiny
Difficult	I access the catalog from the Champaign Public library's site because yours is often down or very slow
Difficult	you've moved the "renew" option. and it is difficult to find
Difficult	Finding the page to log into an account and renew materials is very confusing! not user friendly!!
Difficult	Hard to tell sometimes if the book is at Urbana or a different library.
Difficult	Difficult to just search audio books
Difficult	Not very clear or easy to search catalog. Site is 'busy'. needs to be cleaned up and more user friendly

CONTINUED – 22. When using the library website, people in my household think that the following actions are...

Difficulty Level	Other (specify)
Difficult	Finding the renewal links
Difficult	I think the catalog is very awkward to search, especially music or movies.
Difficult	Sometimes the menus on the left don't show properly in IE7
Difficult	The online catalog takes forever to find.
Difficult	Trouble renewing books
Difficult	Getting to online catalog should be on home page
Difficult	Difficult to find where the renew function is
	Easier navigation for search functions and viewing lots of search results
	Hard to read children's activity calendar, too small
	mostly have used to renew materials
	Haven't been to the website for awhile. The last time I visited, I was disappointed
	Use only with a friend's computer
	I liked it better before the new format! It seemed easier to get to the online catalog

23. Other library website comments...:

Using current site is more tedious than in the past
The renew option/my account is very difficult to find.
paging through a list of sorted books with a large number of entries is often difficult
I go there to check out the hours -> it'd be great if these were found on the home page.
Search function is unfriendly - too much information and if select a title on multiple page, it goes back to 1st page. Also difficult to search media by keyword or song title/artist (esp. artist)
I don't trust/understand the hold policies. They vary from library to library and I can't tell where I "really" am in the queue
Online catalog, request and renewal are outstanding features
I really like the media mall feature!
Some of the headings are a bit misleading; under borrow, I would expect to find a place to do my renewals. or at least a link to get to that page; under online account, add a link to allow me to log into my account
The male member of our household uses the library website to reserve books; I've used it to look for books -- but I always have him reserve them for some reason, which must mean I think it's not as user-friendly as it could be. It's a great service, though. When I want to look for book recommendations or read reviews of books, i usually go to Amazon to get that information, then check and see if it's at the library, then go in person to get it.
Needing entire card number and being unable to save it is a pain!
Sometimes it is slow and the interface is not that attractive
Love being able to manage my account via the web.
The card catalog search engine could be better. Seems like it often brings up totally unrelated items to what I'm searching for.
I love being able to find and 'order' books online
Everytime I visited it there was a useless page, and then a real homepage. has that been resolved? I also remember picture and bar-style links to the same places and thought it was excessive
Confusing and navigating pages are VERY difficult.
Don't like opening another browser for the catalog
There should be a link to the local history online from the archives page.
"Did you know?" - rotating Urbana social/cultural history; Put events on homepage.   Allow people to subscribe to events via iCal or Google Calendar. Urbana is lovely. The website is kind of dull. Maybe change themes with the 4 seasons?
Left panel links on UFL home page not visible today - 5/23/08 (using IE7)

CONTINUED – 23. Other library website comments...:

difficult to search for items only at the Urbana Free Library; also have difficulty identifying DVD titles, excluding video or other media.
Catalog kick you out to soon
it would be nice to have "lost password" or "lost account name" help
why does access to the catalog now open up a new mini-browser?
I LOVE Urbana Free Library. thanks for all your hard work!
Don't use it much but i'm glad it's available and easy to use
Make more prominent which library the items are at
With the lack of information, Typically I visit the Champaign Public Library site.
The quality of book search is not very good
Please use easy to get to online catalog
Figuring the various ??? for searching in the drop downs is confusing
Very useful!
Love the children's events calendar!
I also use website and library computers from printing when our own computer is on the blink. See also Q 29 answer.
Don't like the fonts on the home page (hard to read)
It should be easier to figure out how to search the catalog from the homepage. A big button would be nice.
After placing item on hold it's hard to get back to original search. Would also like to search Urbana Free Library only before getting results
Can I have a user name and password instead of having to type in my barcode to renew
it's very easy to use. I don't use it to find articles b/c I have fallen in love with google scholar. Could see that function, or recommendations for sites to search, as good for middle/high school students. I don't think I've ever needed to search the website.
Not always clear which items are at Urbana. Also, very difficult to access Lincoln Trails or other book sites to see about requesting an item from another library.
It is sometimes not clear which items are available at Urbana
better design
Have only used it once
Works well
Good Library- I personally like an use ILL in catalog. I also like ??? online rather than look on shelf- its confusing the shelving
awesome
The link to the catalog doesn't always come up
The site rarely comes up complete. I get error messages A LOT
For "simple design" "full use"
It would be much better if our library contains a lot visuals and contents as to make visitors feel friendly
The main page navigation rectangular buttons is often not visible. what I see is just a line until I move my cursor around it.
Sometimes I'm lucky to quickly find what I'm looking for - but sometimes I "give up" in frustration, without knowing quite why. Might there be an announced allocated time for specific instruction in the use of library technology, perhaps once or twice a month when we didn't have to feel we were imposing individually by asking for help from out wonderfully patient reference librarians?

LIBRARY TECHNOLOGY

24. People in my household routinely use the following technologies:

social networking websites
Telephone
Blogs, web 2.0 w/ customizable content
internet search
Skype, gmail chat
Podcasts
Podcasts, blogs
land telephone
Telephone requests
Web searches
Refrigeration, internal combustion engine, phone, electricity
None
No computer
Internet

27. At the library, people in my household would like to...

Have a temporary save area. to collect documents to email yourself so you do not need to bring a disk
The applications used in Urbana are ancient so it was difficult for me to print off a file I had
We can do many of these things at home, but would encourage the library to make these accessible for those who don't

29. Please install the following software / applications on library computers...

quicker Internet access! Pagemaker, photoshop, dreamweaver, imageready	Scanning software, Image editing software
AutoCAD or like software	www.bookglutton.com
Windows 07	Firefox3, Adobe Acrobat 9, Flash plugin
Firefox	web browser, catalog software
My older child loves playing games on the library computers. The adults don't use them at this time because we have home computers. I'm glad they are there, though.	open office, MS Publisher, Firefox
More Harry Potter games in the children department and more computers.	Software: Word Perfect (I know it is outdated but I have diskettes with it)
iTunes, AIM	Firefox, Gimp
Word 2007	n/a
Scanner, Photoshop	As parent we find the computers in the children's' area distracting and an overall negative in the children's' department.
A good clip art selection	Photoshop
Dreamweaver	Photoshop
Audacity - simple. open source audio editing; Photoshop full or LE	No
OKasis	MS Office Prof 2007, Firefox Browser
Cannot think of anything	Typing programs, Photo imaging, scanning
Adobe Shockwave, Flash	N/A
	Adobe Photoshop

LIBRARY PUBLICITY

30. The best way to notify people in my household about library programs or services is...

Radio:

WILL
WILL
WILL
WILL
WBGL 91.7
AM 580 FM 107.1
WILL AM 580
WRFU; WEFT
WILL WEFT
WPGU 107.1

WILL AM550
97.5
WDWS, WILL
WEFT, WRFU
WCIA
WILL 580AM
WILL
WILL 580

TV:

WDWS

Newspaper:

News Gazette	News Gazette
News Gazette, Daily Illini	News Gazette
News Gazette	News-Gazette
News Gazette	News Gazette
Daily Illini	News Gazette
News Gazette	News Gazette
News-Gazette	news gazette
News Gazette	News Gazette
News-Gazette	News-Gazette
News-Gazette calendar listings -- we check those for things to do each weekend we're in town.	

Other:

WUNA website
you're doing fine

DEMOGRAPHICS

32. Check all races / ethnicities of your household.

Siberian
Prefer not to answer
Mixed
Middle Eastern
Eurasian

33. Is there a language other than English spoken in your household? If yes, specify:

Spanish	Chinese
Infant	Bangali
Turkish	Indonesian, French, Javanese
Portuguese	French, German, and Italian
Spanish	Chinese
Turkish	Chinese
French, German, Italian, Spanish	Spanish
French, Wolof	Dutch, Spanish
Spanish	Tagalog
Korean, Chinese	Danish
Chinese	German
Filipino/Tagalog	Spanish
Italian	Spanish
Spanish. Dutch	Urdu
Chinese	Polish
Spanish	Korean
Spanish, French	Korean
But I read novels in Spanish and German	French, German, Spanish
French	Hindi, Punjabi
German	Swahili
German	Swahili, Kikuyu
Chinese	Spanish
Hindi	Spanish and sign language
Chinese	Spanish
Hindi, Malayalam	Spanish
French, Arabic	Spanish
German	Filipino
Spanish	Spanish, German
Chinese	Korean
Taiwanese, Danish, Vietnamese	Marathi
Croatian	Korean, Japanese
French	Korean
Korean	Filipino
Turkish	

LIBRARY EVALUATION

40. What people in my household like best about The Urbana Free Library is...

Great selection & variety, quiet & comforting atmosphere
Ease of use; Children's Dept. computers; Periodicals section
Excellent customer service
Being able to read the free books!
Staff, holdings, everything… It's a first-rate library.
Circulation, hours open, knowledgeable staff
The personal and friendly service for patrons from all staff members
Very competent staff.
Borrowing books and movies is free! It is conveniently located!
Movies, and it's a nice building/place
It's a very friendly atmosphere and it's easy to find what you're looking for.
Requesting items from different libraries and being able to pick them up in Urbana
Using the website to request the selections we want to read and find which library has the selection we want.
Convenient - not far from my house. Friendly staff. Selection of books, CD's and movies. Prairie Net
It's busy and a welcome place to read and study. A place that allows book lovers to love books.
We just love the history, the location, and the "urbana-ness" of it
Accessible building, friendly staff.
Friendly atmosphere.
searching for movies, drinking tea, reading magazines
Magazines
Free access to books. Circulation is awesome
Excellent fiction collection. staff service
The always courteous and helpful staff
Movies
Help from reference desk
The movies
Its convenience
Free wireless internet
It is convenient and free
Friendly and helpful personnel!
Very cozy and homey space; Very comfortable
Close by, convenient, good selection, great atmosphere - friendly warm and welcoming.
Movies, coffee shop
Great movies (DVD + VHS), great music collection, great gay literature collection
The children's question desk librarians and computers
Homey Feel
Location
Wireless internet
Good lighting, new and clean.
its "character"
Excellent collections; excellent, friendly helpful staff. Excellent children's resources; online request and account management, ability to request items from other libraries; excellent space and facility.
Location, DVD rentals, Media mall, online hold requests.
Kid's programs. Adult selection. Adult music programs. Video and music selection

CONTINUED – 40. What people in my household like best about The Urbana Free Library is...

It's a centrally located place where I can go to learn what's going on in the community, as well as check out books
Since the renovation, we just love coming there to hang out -- with our kids we spend time playing in the kids' section and pick out great fiction and nonfiction books as well as kids' movies. Sometimes the grown-ups browse magazines, get a cup of coffee, or browse the stacks for art books, YA fiction, or comic book/graphic novels for grown-ups. We really enjoy the library and appreciate that it's such a good resource for the community.
The large mystery collection, access to movies and audio books, helpful information people and its location
Location; size; books!! Staff is great. Summer reading program and intro to it are superb! Love connection to Champaign Public Library i.e. that I can go there and get what UFL does not
Accessibility, atmosphere
Easy to get to; Lots of books I want to read
We like the selection of movies/books and the atmosphere
How resourceful the staff seems to be when we request help!
Present hours of service; helpful, polite staff
Superb staff (helpful, knowledgeable, friendly), wide range of quality services (books. music. computers), and clean well-maintained environment
The people, the atmosphere, the friendliness!
large selection
Rapid acquisition of all the best new fiction.
Location, front porch, coffee shop, magazines
Friendly staff
Small, friendly, easy to use
The children department
Location. Good selection of books
Friendly atmosphere, welcoming
Availability of contemporary fiction and non-fiction
The books!
It is in Urbana
It's a treasure. I love the collection, the building, the coffee shop.
We love books! My husband is very happy about the coffee shop
So many books, friendly helpful people, great hours
The bright open space of the building. The helpful staff. Special events like the Fairy Tale Ball at the central location
That it always has the latest books and movies. ALWAYS. It also has a lot of foreign language books.
Close to home
Overall I get the feeling that it is an optimistic, forward-thinking environment. The floorplan is great! Also the variety of available materials is good.
The service
Close to our home and has received accolades for its collection and remodel.
Easy access
it is fun just to be there and browse
Comfortable space, good selection
It's an awesome library. love it!!!
So many great books, audio books, CDs
Appearance, comfort great place to come to study and do work on my laptop
Location, atmosphere, staff, name
Free, clean, awesome =)
The train table, free movies, 'how to' books
Convenient location, friendly staff
That it exists

CONTINUED – 40. What people in my household like best about The Urbana Free Library is...

Homey atmosphere, centralized location, friendly staff, near bus routes
The atmosphere (physical/people)is conducive to seriousness, completing a task and not one of frivolous actions and a lot of noise to interrupt train of thought
Easy to use, courteous staff
movie collection
Location. Collection of obscure independent and foreign films
The great children's area I love how it is set up in its own area & there are play areas for kids
Its media collection
The wonderful collection. Also your library is relatively spacious.
Organization - quiet
It is close to home.
Free internet, free books, video borrowing
Accessibility, service, management, community atmosphere
Easy to use
Service, friendliness
Large collections
Location (2 blocks from me); Great selections; Staff helpful/knowledgeable; Coffee in magazine section!
Excellent assistance in obtaining desired books from other locations
Foreign movie collection
everything (good books, fast service, good cookies, quiet areas)
It's a nice place to go
How close it is. It is welcoming. Friendly staff. Growing # of events. Meeting space
We all love the comfortable familiar surroundings.
Convenience
Coffee shop, ambiance, helpful reference desk staff
Accessible; Number of books
People, atmosphere, no rentals
Close to my house, helpful staff, good diverse collection
knowledgeable staff
The home town feel
requesting books online and picking up at desk
I can walk to it
Comfortable friendly place
Near my house - comfortable environment
Friendly attitude, willing to help, competent
the location
Everyone is always ready to serve and they are excellent people. they always display a positive attitude
Free, easy to use
Location; overall, good collection
The music and movie collections are fantastic.
New Books-Fiction
Everything! The Free Library is a huge asset to the Urbana community. The fact that it is always busy may be the best part. Keep up the great work Thank You
Nice facilities, lots of movies, convenient location, friendly staff
Its dedication to excellence
Staff was helpful about ordering a book for me. Like the variety of books from different cultures. Good amount of literary books (not your popular fiction)

Excellent staff who are knowledgeable and friendly. Beautiful building that creates a feeling of warmth & calm. Excellent selection of books. music & magazines
Wide selection of materials
Great kid's books
Selection, children's dept, and activities
music and movies are available for free
the kindness of the staff, free-charge, many kinds of materials
We have access to so many books, movies, and magazines: Something we couldn't afford. And the staff in the library is extraordinarily nice. The library has a very welcoming, warm atmosphere. It's just great :-)
Easy to use. atmosphere is very comfortable
Everything - the quality of the books, the helpfulness of the librarians. We are very fortunate to have such a superb library.
The children's area.
Locations, reasonable hours, friendly involved staff
The materials
Program offerings, connection to the community
Location, staff, nice place to study
Children's department
homey feeling (interior decor). staff friendly
The children's play area - the kids love it (good for rainy days and we get to read to them to boot!)
It provides the community with entertainment and information for free.
Convenient, friendly, good magazines, books, music, video
Staff are friendly, knowledgeable and helpful. Community resource!
Friendliness/ serious novels
That you can borrow so many things other than books, i.e. movies, music, and audiobooks. And that it is right in our neighborhood.
space- easy to get to
The children's area!!! I'm a teacher and you have a great book and audio selection. How about story/literary activity bags for checkout? Also - "Big Books"
the location
Friendly people on staff, concert series, big windows-lots of light. architecture
Proximity to home, easy to use.
Many things; Convenient location, wonderful space, friendly staff, good collection
Location, layout, collection
nice building, good hours
Location, Size now that it has been expanded.
Accessible, good location, décor, archives
What it used to be.
Availability of the newest books published. Also the speed with which books from other libraries come in when requested.
Friendliness, children's programs on Tuesday mornings
Book selection/availability, online accessibility, quick when borrowing from other libraries
New building extension and layout AND location.
It's in Urbana!
The online renew functionality. Adult books
Wonderful staff and great collection
a lot of old time movies and many newspapers and magazines from different countries
Vast selection of books, easy access to book not available by requesting from another library
The CD and Movie Collections

CONTINUED – 40. What people in my household like best about The Urbana Free Library is...

The staff is very helpful. Good with children.
It's close and definitely worth walking to! :-)
Competent, helpful, friendly staff. Wonderful atmosphere. Fantastic children's department and programs. Helpfulness of staff to get books from other libraries.
friendly helpers
Good study spot (free wireless, not too crowded, cafe)
We live close to it. Services and book collections, and being able to check out audio books for vacations.
A lot of choice, nice atmosphere
Location
The staff
Great children's floor - wonderful librarians - great programs (concerts. etc.)
Using the website to search for books before going to the library.
Ability to browse online catalog and reserve books and media online (place hold)
I would like to come check it out sometime
An ambiance of a library except for coffee shop
Then children's programs and play area
Friendly and knowledgeable staff
Fantastic collection, great staff, a really terrific library all in all
Access; Space; Ambiance; Helpfulness
Convenient to borrow books and music; Ability to request items from other libraries
Great part of community, wonderful resource
small town feel
It is only 2 blocks from our house
Free books and movies, Ability to renew books online
New addition is a big help
Children's department, website
Within walking distance of home
Its location, which is nearby; its resources which are many and the fine staff that assists and greets us.
Close to home, convenient
The good DVD and CD collection. book collection is also good. Staff are very helpful
from the 6 year old: the summer reading program & getting a prize. from the adults: seating areas, coffee shop, location, author events, interaction with middle school teachers (Carol Inskeep)
Friendly, helpful staff; Large holdings; Beautiful building; Good location
Children's area- we love that it's a contained area with lots of choices for exploration & learning
Great selection & variety. quiet & comforting atmosphere
Location & staff
Good movie selection
Excellent collection, good hours, beautiful building
The overall atmosphere
Atmosphere - quiet busyness. Excellent service at circulation desk and at reference desk.
The variety of materials
Excellent service and collection; Very attractive facility
Have all information you needed
location
Adult Reference
Friendly. easy to use

Its nearby location and its pleasant atmosphere.
The space and collections interest in the neighborhood
Friendly
The ability to request items online
I never have a problem getting a book I'm interested in reading. I especially like the new books/best seller racks
Help finding books/music in UFL or via inter-library loan
Proximity to my house and collection reflects community it serves
Size, proximity, friendliness, great staff
Spaciousness, friendliness, helpfulness
Large selection of CDs and DVDs; many different book genres available. Good location (nice neighborhood)
Good solid books collection
Variety of media (movies, audiobooks, etc.)
Large selection
Friendly helpful staff
Great collection of obscure films. Quite comfortable place to be at
Beauty; Nearness; Big-spacious; Book selection
They have books, great mystery section
The books and computers
wonderful space, excellent resources
It's Free. It's Friendly
audio books
Quality- Facility and materials
everyone is very friendly and most helpful
It's a good place to get materials
Everything
Clean, respect
The children's area is above and beyond the greatness i'd expect! =)
Easy drop off
The atmosphere, the ease of use, helpfulness of the staff
Close to home
User friendly - attractive
The friendly service, wide selection of materials
Location
it is close by
Children's department, computers, toys, adult selection of books
The freedom to be there all the time I want is great
Convenient access
location in town
The freedom to be there all the time I want is great
Upgrade
Excellent collections, convenient location
Excellent selection and pleasant staff
The ambience - love the old windows + architecture of the building - the staff are very helpful and friendly. the coffee shop gives it a great aroma!
Centrally located, user friendly
The children's section

CONTINUED – 40. What people in my household like best about The Urbana Free Library is...

Free DVDs - reserving books online! I was able to request a book to be bought and it was - I was first to get to check it out! Great.
It's an excellent place to go and find what you need in every category
Very comfortable and friendly
study facilities
Beautiful and Friendly. like the coffee shop & New book browsing shelves. great archives & staff
Children's department, music programs, presence of a café, quiet reading room, friendly staff
The beautiful building, the friendly staff, the good lighting, the comfortable chairs, the peaceful atmosphere. Also the good selection of movies and magazines
Transfers from other Librarians
convenience
Every type of book, music, and movie. Outstanding friendly service.
not too big, friendly
Magazine Section, Movies Section
Location
movie collection, international in scope
You can borrow DVDs for free and it provides good study environment, and jazz concerts
kind and professional service
Research, computers, movies
Friendly children section, staff. Cozy nooks!
The staff attitude and accessibility - 5 stars!

41. If people in my household could make one change or add something new at the library, it would be…

Catalogue & reservation system is not very user-friendly
More programs for children ages 7-12 yrs old. Reading area for children older than 7 yrs old. an auditorium for performances or presentations.
Books out for 4 weeks. Movies 1 week
Longer hours during the summer on Fridays and weekends.
Longer loan periods for books (more copies of new books and DVDs would also be nice).
Please keep the reading areas quiet.
Improve graphic novel collection. Improve science fiction collection. Renovate the library (preserving its historic features) to better compete with Champaign.
Let us borrow movies for longer like the Champaign library- they do 1 week.
More sci/fi fantasy books and audiobooks. Also, the workstations to download e-books and audiobooks sound like they would be really cool!
Check out books for four weeks
have more available copies of new movies.
Parking without meters.
I'd let people use credit/debit cards for fines.
Be able to renew books beyond the 4 week limit (i.e. currently allowed one renew) if no holds on the items to be renewed.
classifying movies by country
More recent computer software books
ability to download audio books to an MP3 player.
It is not a big deal, but more parking would be nice.
More movies

CONTINUED – 41. If people in my household could make one change or add something new at the library, it would be…

Remove the LOUD coffee machine from the reading area!
Longer hours on Sunday
Streamline electronic communication - auto emails, consolidate for overdue notices, and incorporate text alert ability for overdue resources and longer rental time for movies.
self-checkout stations
more current popular movies.
Better adult reading suggestions.
More children books with CDs
longer hours on Friday, Sat and Sunday nights
More parking
More study areas
Parking
We are very happy with library service and facility; maybe one small change would be to remain open until 7PM instead of 6PM on Friday - one more hour to make it a bit more convenient to stop by after work.
programs for children after school - puppet shows, etc.
Later Fri hours or earlier Sun hours
More newer books.
add more old TV videos
I would really like to check out books for a longer period of time. Maybe you could keep the two week limit on your "new" books but materials shelved in the regular areas would be four weeks.
I hate to say it, but it's such a bummer that the library doesn't open until 1 on Sunday. I know folks need a day off... it's just that we work full-time. so the weekends are when we want to take our kids. and naptime ideally starts at 1... so that really narrows the window when we could come to the library.
To provide drop boxes that allow people to actually insert books without pulling muscles in their backs and arms!!
Better entertainment video collection for children - better educational videos for children. Too many cartoons. Would like children's videos relating to Olympics, China, Egypt, Greece, Mesopotamia, Middle Ages, Electrons, Health and Exercise
More printed music and more classical world music audio
Longer hours. I work 80 hours/week, starting well before the library opens and often ending after it closes. Earlier hours on the weekends would be great.
We like the library how it is. good job librarians!
Wider range of DVDs
Enhancement of computer services (e.g. higher speed internet service, longer computer sessions, quiet work areas.)
So few DVDs available to choose from since the change to a week [long] check out. Go back to 2 days!
New furniture (or cleaning) in magazine area. They are getting pretty dirty.
Longer archives hours.
More computers in the children department
Return book containers outside are too high!
More YA selection
Additional parking (preferably free).
Arrange DVDs/videos by category
Pay librarians more
Transform the west wall of Megan's room to look like the facade of a stage with curtains that can open and close. Provide a trunk of dress up clothes to inspire children to act out well known stories or make up new ones. This performing area could be used by your story tellers too.
To have more space in the parking lot.
Enforce the quiet in the library rule. Kick out hoodlums when they run around and harass the patrons.
Bring the wood benches back to the front porch, please! We miss them!!
Self-checkout

CONTINUED – 41. If people in my household could make one change or add something new at the library, it would be…

Extend the hours on weekday nights and weekend nights to promote students (esp college and graduate students) to study there.
More parking/Free parking
Make it easier to use audio books (like Champaign library)
More books on disc
More movies
free parking
More parking!
Free parking
More African American Books and help videos. Also hire more African Americans. (At least one for the AM shift)
Weekend activities for kids
Get rid of parking meters. Improve parking layout and circulation
I am not sure about the Urbana Library (recently moved from Champaign) but at Champaign Library it seemed that most books were somewhere else.(especially non-fiction books)
more copies of popular movies, more foreign language movies
A circulation workroom so it doesn't feel like customers are being ignored when staff members are doing other tasks at the front desk.
more parking & parking would be free
Have more people of color working in the library.
Increased music selection - older music, artists, soundtracks.
Expand parking and reward staff better
None
borrow video games
more movies on DVD so we can quit Netflix! :)
More off-movies from the US; more international movies
add a preteen / teen area; more food options
Maybe more products and more things to do
Become more of a modern multimedia center and community center
More inside comfortable seating
Larger parking lot
Easier way to display the movies
Better online catalog. I often put in correct title and get many unrelated hits and sometimes not the title although I can get it up
Please BAN cell phone usage and maintain a quiet environment
A stage rental area for kids' productions
free parking
Friday nights
More good magazines
Extended time for library hours
upgrade the "catalog search" computers
longer checkout period for books. 2 weeks is too short!
Try to replicate good bookstores: highlight new work (purchase a lot of it). make recommendations and make them visible. make the space inviting to lounge in.
More Parking
Extend business hours! Don't close early on Fridays. open earlier on weekends
more audio books
ability to rent entire season of TV shows
add more large print novels

CONTINUED – 41. If people in my household could make one change or add something new at the library, it would be…

Since behavior can be a problem. concern having a "code of conduct" to sign at the time of card renewal may help staff when it comes to reminding patrons- but the library has always been orderly when we've gone
Instructions on how to find by reference numbers
longer check outs for DVDs & VHS tapes
extended hrs: Mon-Thurs (8am-10pm); Fri-Sat (9am-7pm); Sun (11am-6pm)
Free Parking
more popular materials, such as 007 James Bond series, Godfather etc.
List of newly acquired books strikes me as a particularly good idea.
Self checkout
Give me a day or two and I might be able to think of something.
Extending hrs on Friday but it's great as is
Fri or Sat evening hours.
open more hours
Increased number of high demand items.
A collection of Masterpiece theatre productions and BBC dramas plus more documentaries
More teen girl titles.
More Hindi movies
Alphabetize foreign-language DVDs by English title or at least have cross-referencing place-holders
I can't think of anything except that parking has gotten a little tight. It reminds me to walk or ride my bike!
more audio books
Please change the way the videos/DVDs are stored! It's SO cumbersome flipping through all those 'catalogs' !!! Also. length of DVD/video check-out is too short.
earlier hours
More use of outdoor space. More chairs and tables on walk way. Some outdoor events.
Conservative Christian books and music
More hours open on Friday
more tables and chairs
Expand the music collection. Get more copies of the music and keep the CD's polished. Same goes for the DVD's
Needs more history texts, books, articles. European and American history are weak in ???
Get rid of coffee shop and vending machines.
Absolutely HATE the reserves on movies! It used to be fun to go to the library several times a week hoping to stumble on a new or newer release if none found. would take a few more books home to read. Actually discovered a few new great authors this way. The turnaround on movies is now way too long. Used to go to the library often, now we don't.
More music
music listening stations
Free parking!
More parking
Add more movies. Lots of movies are almost always rented out.
more DVDs
I would like to see a larger audio book collection (through purchase or by joining more online digital library like MyMediaMall.net)
More books, CDs, DVDs, and magazines from different countries
customers should be able to put suggestions in for new book titles/authors so the library can purchase these.
Listening Stations. Storytelling for adults
Free parking! It's the Urbana FREE library, get it?
Employees

CONTINUED – 41. If people in my household could make one change or add something new at the library, it would be…

The checkout time is too short. It needs to be longer, especially for older materials.
Longer hours, more pre-schooler programs during the day on Tues and Thurs
More audio books.
Check out books a little longer
Never been
Program for the 1-2 yr olds with lots of chance for singing and moving. A program for children who are not a baby, but are too young for toddler time.
More meeting space
The outside book drops seem geared to SUVs - a real pain for those of us not driving gas guzzlers.
Can't think of a thing
Enlarge the collections
More items from good Christian publishers like Focus on the Family - their audio classic books are excellent.
Check out TV series DVDs one DVD at a time.
More books - Young adult fantasy and sci-fi
Self-check out
Make browsing adult fiction browsing less claustrophobic - densely packed shelves that are high when you can only see everything, it's hard to see anything.
Nothing comes to mind
Borrow books for 4 weeks. I live in Urbana, but I usually go to Champaign because of the longer lending period.
Limit DVD loan period to 3 days and not permit reserving DVDs
more copies & titles of educational videos/dvd's
More opportunities to share information about 'good reads'
Catalogue & reservation system is not very user-friendly
More sheet music, Tracy Chapman, Song-Book, more graphic novels, small press books, AK press, writings of women of color; Barbara Smith etc
Motivating people to read more instead of just getting movies
Extend length of time for borrowing movies, books, and CDs
Cherry alley has too much concrete - digup concrete and replace with woodchip path - concrete reflects too much sunlight, so it is unpleasant.
Audio book downloads. Great idea!
Better notifications of overdue items
Try to increase parking
No need to make a change
3-4 day checkout for movies; circulation would be higher. Also, a drop-off bin at regular car height (instead of SUV height)
Remove computers from the children's area.
More parking
Faster internet connection.
A few more parking spaces
Better/more parking for "handicapped" vehicles, especially when there are more patrons, ex. music programs
Improve customer service! Most adult ref. librarians are unapproachable, haughty, and unhelpful. Also, one or two of circulation staff have no business working with the public! Champaign is doing a much better job on this front.
Move reading area at the children department
Move reading area at the children department
cell phone ban
More books, so that it becomes a serious resource
More non-fiction books
Extend borrowing time to match Champaign Library

CONTINUED – 41. If people in my household could make one change or add something new at the library, it would be…

Get a couple of those old ladies off their rear ends more that is, when a little effort is required on their part.
More than 1 copy of popular movies
More soft seating like sofas
More Sci-Fi and fantasy
Make Sunday and Friday hours longer
Movie/video policy is awful. Patrons are allowed to check out too many items for way too long. The recent policy change has resulted in a high percentage of the inventory being checked out at any given time.
Better selections of audio tapes
Newer movies, diverse variety, and longer loan periods for movies
more book-News books published
More workers in the library
Give us online catalog info about the magazines in circulation; i.e.: is the May issue of "Gourmet" checked out? Are there holds for it?
More space
More programs for 2-3 yr olds
More or better availability of audio books (present method is antiquated)
Bigger parking lot
A "deeper" collection - often can't find books I've read reviews of
Extended hours
Longer Friday evening hours
NOTHING
better parking
NOTHING
Remove the word "Free" from the library name
parking and book drop boxes
Make more study/reading space. Now that the coffee shop is next to the quiet reading room, it is no longer quiet.
Additional magazines maybe
don't know
Longer check outs
Longer hours
More time to find any and everything you need
Ability to work more than 1/2 hour on the computers. More computers.
More African-American books, and Urban books at Urbana Library
extend hours from 7 am to 10 pm
A real coffee shop in a separate room with round tables & occasional music events
toys to loan, more shaded outdoor seating
Move the coffee shop. The espresso machine is very noisy and distracting. Enforce the silence policy in the reading areas.
More parking/ free parking
expanded hours
Open later in evening or weekend.
let checkout the magazines
hold more XBox titles
free parking
I want more DVDs and up to date. Make or enlarge coffee shop rather than unnecessary study room next to coffee shop.
better update book collection

CONTINUED – 41. If people in my household could make one change or add something new at the library, it would be…

Mini movie room, music room with many earphones available. loungy sofas to sleep!! Bigger parking lot.
Nametags (at least first or last name) worn by all staff who are comfortable wearing them - so that we can thank them and remember them by name.

42. Additional comments or suggestions from people in my household...

Great library! One of my favorite "assets" of the Champaign-Urbana area!
Thanks for your service to the community.
Overall, excellent staff, very nice and helpful people. Always willing to help and always have good advice.
We like the selection of self help, healthy living, and organic gardening/farming books.
We love the library! Thanks for asking.
Great library. Thanks for your service to our community
French language resources - there are many ESL books, etc. for Spanish speakers learning English, but none for French.
Beautiful facilities. Excellent, courteous personnel, large selection. A 'jewel in downtown Urbana'
It is the one single thing that makes me glad I live in Urbana.
like coffee shop and plans to engender library as hangout spot - there is a lack of good coffee shops in Urbana and having access to good coffee and excellent reading material is very nice!
Very good
I love the library. I check out tons of books for my class and for myself as well. I have been to the new Champaign library and while I think it is great, I love the comforting homelike atmosphere of the Urbana Free Library much more. The library was great when my kids were babies and it's still wonderful now that they are teens.
Add more parking
I think the coffee price is too high. Small cup $1.00-1.75
We love the library!! :)
The Urbana Free Library is a civic treasure and is one of the best things about life in Champaign-Urbana. If we ever relocate, the UFL is one of the things we will miss most about this community.
great work! keep it up!
We think the library is great!
Additional hours- Fri 6-9. Eg and Sunday 1-6 would help a lot.
How do you share reviews. book lists. best of the best..?
this is a great library!
RE: Q15. after hours pick-up piqued my interest I'm not sure how that would work, but it might be nice.
Multiple copies of DVDs
Overall a superior facility and staff! Congratulations and please continue the excellent work.
foreign language classes for children.
buy books!!
My favorite place in the winter is the library on a Sunday afternoon. Lots of people, kids, coffee, music, it's great!!!
My kids think you should add an indoor playscape like McDonalds has. They know I prefer taking them to the library, but they get in trouble for being too active in Megan's room. They love the idea of a play stage.
NONE.
Remodel for more daylighting. The Champaign library was so great to read at because of the lighting.
Love the UF library!
Longer weekend hours.
Thank you! We enjoy the library
Please add more security. Sometimes there are strange people lurking or sitting outside and that's frightening.
Worth every penny of my property taxes!

CONTINUED – 42. Additional comments or suggestions from people in my household...

Grade A+ library. So grateful we have such a great library in our town. Can't say enough good things about the library and staff.
More materials for learning. More books. No computer games
I am very pleased to finally possess a Urbana Library card; plus I only live two blocks away.
If there was some way to change the online catalog so that it was more navigable, that would save time.
Thank you for all you do!
love this library!
doing a great job
reduce the borrow time for movies to 3 days to increase turnover. have movie nights/evenings with discussions
Thank you for asking.
Don't change too much!
More books for kids
More art magazines. Your staff is A+++
Put in an author search
It seems so LOUD and busy at UFL at times almost mall-like. I come to relax and not be bombarded by loud teens and loud people.
Some library employees could improve appearance, hair, make-up, etc.
appreciate the security cameras surveying the parking area. my bicycle was vandalized while locked to the bicycle rack and the culprit was caught because of the camera.
Return bins (outside) are too high (can't reach from my car)
it is distracting to have teens who are noisy
We go to the library to get books, music, magazines, but enjoy the sense of community and opportunity to greet others we know that the UFL affords. Thank you to the staff for a job well done
I really like the library has pretty good selection on music movies-i think adding hours, music, movies, & always books would make it better (most important)
Even if the item is rated as NC-17, that is allowed to be in a library, though is public
Keep up the great work. you are undoubtedly one of the best things about Urbana!
This is a wonderful resource for people of all ages in the CU community.
keep up the good work staff and volunteers. Great programs and services.
I love the library & am there weekly
not enough good DVDs- it seems as though everything good is always out
I think UFL is one of our most prizing city resources and I love it.
Great overall collections - sometimes upkeep could be better. Wear and tear definitely shows. Sometimes difficult to find items - There's been many times I search for an item but it is missing from its location although the catalog says it's "in shelf".
We preferred it when the DVD movies were checked out for only 3 days. These days it is difficult to find a movie that is not checked out and reserving them in advance is not some thing we like to do.
Please keep video games out of library!
The place looks nice. The people are friendly and helpful. Thanks!
Quit trying to please everybody and be everything. Don't compete with bars and restaurants.
we really like the facility, staff and atmosphere. the coffee shop was a good addition
Extending book loan times to 3 or 4 weeks would be very nice.
Have book suggestions online.
overall it is a good library and rich information source. We can find more old movies, music, Cd's and books than Champaign library. We love to visit it.
Great library! Keep it up!
FREE PARKING!
Thanks!
You do a great job!
Could you provide a place to watch DVDs or videos on the library? A place for teens to play computer games?
I'm a librarian, now working for a publisher. I visit public libraries all over the U.S. and UFL is truly one of the BEST!

CONTINUED – 42. Additional comments or suggestions from people in my household...

More comfortable seating for browsing
Card catalog system confusing. -All books in Urbana should be on Top of list not searched for
more classic books on tape; we love the teaching company videos!
New book section is generally pathetic and uninspiring. Wish you were open late on Friday and Saturday so we could hang out and look at books at the library instead of Barnes and Noble.
Keep up the good work!
we love the library (and are sure you've heard lots of comments like this in this box!)
UFL is a treasure - THANK YOU for being such a gift to the community!
Great library! One of my favorite "assets" of the Champaign-Urbana area!
More books, and music by women of color
Make sure it is a place where high school kids can research
Overall one of the best libraries I have visited.
We like the book sales
Appreciated e-mail notice just prior to due date
It's all well. Good library
get better coffee for latte da
Great availability of meeting rooms
DVDs and CDs are sometimes badly damaged. It would be nice if these damaged items could be periodically inspected and replaced.
Keep up the good work!
General noise level seems to be escalating. Having the 'quiet room' seems to imply that it's ok to be noisy everywhere else.
Some libraries have a small shop for discarded library items and recycled books, all year round
How do you share reviews, book lists, best of the best..?
Longer renewal periods for books. I can't read that quickly if it's a long book
Thank you; it's a wonderful library.
someone in my family has used your services since at least the 1920's Thank You for a job well done
That you can return the books whenever you want
Good Job. Great Atmosphere
If book is part of a series would like it if you had the whole set.
I love the library
Also let me out a hold on a specific issue of a magazine, online. Please!
You guys need to have Iceberg Slim books in stock
More play area for kids
Urbana has a beautiful new library - needs to update audio book section and improve selection.
We love the Urbana Free! As it is.
You're doing a great job!
longer borrowing times
None
I love the charm of the Urbana Branch + love to make a day of the library + market combo on sats too! Thank you for all your hard work in making this library so wonderful to come to!
Grew up here - have always enjoyed the library
I was refused a library card even though I'm president of an organization that pays several thousands to the library.
I enjoy the library. Thanks
Thank you for the opportunity to survey the Library!
Would like a medium sized public meeting room for 20-30 people
love the quiet reading room, but the front door is loud when people enter/exit. Makes the quiet reading room much less quiet than it could be.

CONTINUED – 42. Additional comments or suggestions from people in my household...

Open the library on Friday evenings!
Better prices at Cafe. I would never pay these prices
longer check out
I just don't like car traffic so close to the South entrance.
We just moved into the library district in July 2008. Haven't gotten a card yet. Used library when we lived in Ogden
Thank you for your services
thank you
A bit long wait to check out books. Too short time for borrowing new DVD movies. Too few copies of new movies (I waited forever for my movie to come).
Thank you for the extended period for our responses - and for the opportunity to articulate our views on this community treasure!

Appendix C – Additional Significant Relationships by Demographic Variables

Table 1 – "Parking Nearby" when Lot Full by Education (percentage)

When no library parking…	Education		
	Some college or less	College graduate	Postgraduate
Park nearby	51.2%	53.7%	69.2%
Don't park nearby / Do something else	48.8%	46.3%	30.8%
Total	100.0%	100.0%	100.0%
Base	41	67	201

Table 2 – Frequency of Obtaining Audio Books from UFL by Caucasian / White Household Member (percentage)

Frequency	Caucasian / White Household Member	
	Yes	No
Often	9.4%	26.9%
Sometimes	21.3%	21.2%
Rarely	26.9%	17.3%
Never	42.3%	34.6%
Total	100.0%	100.0%
Base	286	52

Table 3 – Frequency of Obtaining Movies from UFL by Caucasian / White Household Member (percentage)

Frequency	Caucasian / White Household Member	
	Yes	No
Often	30.2%	51.9%
Sometimes	37.2%	28.8%
Rarely	21.4%	13.5%
Never	11.2%	5.8%
Total	100.0%	100.0%
Base	285	52

Table 4 – Frequency of Obtaining Movies from Another Library by Caucasian / White Household Member (percentage)

Frequency	Caucasian / White Household Member	
	Yes	No
Often	10.3%	26.5%
Sometimes	21.4%	26.5%
Rarely	17.4%	20.6%
Never	50.9%	26.5%
Total	100.0%	100.0%
Base	224	34

Table 5 – Frequency of Computer Use at Library by Caucasian / White Household Member (percentage)

Frequency	Caucasian / White Household Member	
	Yes	No
Often	10.1%	38.5%
Sometimes	27.5%	23.1%
Rarely	27.5%	17.3%
Never	34.8%	21.2%
Total	100.0%	100.0%
Base	287	52

Table 6 – Frequency of Wireless Internet Use at Library by Caucasian / White Household Member (percentage)

Frequency	Caucasian / White Household Member	
	Yes	No
Often	8.7%	23.4%
Sometimes	19.2%	27.7%
Rarely	18.8%	6.4%
Never	53.3%	42.6%
Total	100.0%	100.0%
Base	276	47

Table 7 – Frequency of Wireless Internet Use at Library by Language Other Than English (percentage)

Frequency	Language Other Than English	
	Yes	No
Often	15.6%	10.1%
Sometimes	34.4%	16.7%
Rarely	10.9%	18.6%
Never	39.1%	54.7%
Total	100.0%	100.0%
Base	64	258

Table 8 – Frequency of Library Study Room Use by Caucasian / White Household Member (percentage)

Frequency	Caucasian / White Household Member	
	Yes	No
Often	1.1%	12.8%
Sometimes	13.1%	19.1%
Rarely	17.8%	19.1%
Never	68.0%	48.9%
Total	100.0%	100.0%
Base	275	47

Table 9 – Frequency of Children's Play Area Use at Library by Caucasian / White Household Member (percentage)

Frequency	Caucasian / White Household Member	
	Yes	No
Often	12.9%	21.3%
Sometimes	10.0%	14.9%
Rarely	5.4%	14.9%
Never	71.8%	48.9%
Total	100.0%	100.0%
Base	280	47

Table 10 – Frequency of Using Staff Assistance for Locating Items by Language Other Than English (percentage)

Frequency	Language Other Than English	
	Yes	No
Often	26.1%	14.9%
Sometimes	44.9%	55.9%
Rarely	17.4%	23.8%
Never	11.6%	5.3%
Total	100.0%	100.0%
Base	69	281

Table 11 – Frequency of Using Staff Assistance for Suggesting Titles by Caucasian / White Household Member (percentage)

Frequency	Caucasian / White Household Member	
	Yes	No
Often	1.5%	8.9%
Sometimes	15.6%	31.1%
Rarely	27.0%	28.9%
Never	55.9%	31.1%
Total	100.0%	100.0%
Base	263	45

Table 12 – Preference for Paying Library Charges by Credit/Debit Card by Caucasian / White Household Member (percentage)

Pay Library Charges by Credit/ Debit Card	Caucasian / White Household Member	
	Yes	No
Yes	25.7%	39.3%
Not selected	74.3%	60.7%
Total	100.0%	100.0%
Base	296	56

Table 13 – Preference for Family Notice by Caucasian / White Household Member (percentage)

Family Notice	Caucasian / White Household Member	
	Yes	No
Yes	23.0%	41.1%
Not selected	77.0%	58.9%
Total	100.0%	100.0%
Base	296	56

Table 14 – Preference for Self-Checkout Stations by Caucasian / White Household Member (percentage)

Self-Checkout Stations	Caucasian / White Household Member	
	Yes	No
Yes	36.8%	58.9%
Not selected	63.2%	41.1%
Total	100.0%	100.0%
Base	296	56

Table 15 – Preference for Due Reminder by Caucasian / White Household Member (percentage)

Reminder for Items Due	Caucasian / White Household Member	
	Yes	No
Yes	55.1%	76.8%
Not selected	44.9%	23.2%
Total	100.0%	100.0%
Base	296	56

Table 16 – Preference for After-hours Pick-up Boxes by Caucasian / White Household Member (percentage)

After-hours Pick-up Boxes	Caucasian / White Household Member	
	Yes	No
Yes	23.6%	41.1%
Not selected	76.4%	58.9%
Total	100.0%	100.0%
Base	296	56

Table 17 – Preference for After-hours Pick-up Boxes by Asian / Pacific Islander Household Member (percentage)

After-hours Pick-up Boxes	Asian / Pacific Islander Household Member	
	Yes	No
Yes	39.6%	24.3%
Not selected	60.4%	75.7%
Total	100.0%	100.0%
Base	48	304

Table 18 – Preference for After-hours Pick-up Boxes by Income (percentage)

After-hours Pick-up Boxes	Income				
	Less than $15,000	$15,000 - $24,999	$25,000 - $49,999	$50,000 - $100,000	More than $100,000
Yes	25.0%	46.9%	29.2%	19.3%	22.8%
Not selected	75.0%	53.1%	70.8%	80.7%	77.2%
Total	100.0%	100.0%	100.0%	100.0%	100.0%
Base	28	49	72	119	57

Table 19 – Preference for Additional Library Programs on International Cultures by Asian / Pacific Islander Household Member (percentage)

Additional Library Programs on International Cultures	Asian / Pacific Islander Household Member	
	Yes	No
Yes	76.9%	41.7%
Not selected	23.1%	58.3%
Total	100.0%	100.0%
Base	26	199

Table 20 – Preference for Additional Library Programs on International Cultures by Education (percentage)

Additional Library Programs on International Cultures	Education		
	Some college or less	College graduate	Postgraduate
Yes	16.1%	48.0%	50.7%
Not selected	83.9%	52.0%	49.3%
Total	100.0%	100.0%	100.0%
Base	31	50	146

Table 21 – Preference for Additional Author/artist visits by Education (percentage)

Additional Author/artist visits	Education		
	Some college or less	College graduate	Postgraduate
Yes	29.0%	54.0%	56.8%
Not selected	71.0%	46.0%	43.2%
Total	100.0%	100.0%	100.0%
Base	29.0%	54.0%	56.8%

Table 22 – Expectation to Use Library Website to Search Catalog by Caucasian / White Household Member (percentage)

Use Library Website to Search Catalog	Caucasian / White Household Member	
	Yes	No
Yes	91.5%	74.0%
Not selected	8.5%	26.0%
Total	100.0%	100.0%
Base	271	50

115

Table 23 – Expectation to Use Library Website to Search Catalog by Income (percentage)

Use Library Website to Search Catalog	Income				
	Less than $15,000	$15,000 - $24,999	$25,000 - $49,999	$50,000 - $100,000	More than $100,000
Yes	76.0%	77.3%	87.7%	90.9%	96.3%
Not selected	24.0%	22.7%	12.3%	9.1%	3.7%
Total	100.0%	100.0%	100.0%	100.0%	100.0%
Base	25	44	65	110	54

Table 24 – Expectation to Use Library Website to Renew Materials by Caucasian / White Household Member (percentage)

Use Library Website to Renew Materials	Caucasian / White Household Member	
	Yes	No
Yes	90.0%	68.0%
Not selected	10.0%	32.0%
Total	100.0%	100.0%
Base	271	50

Table 25 – Expectation to Use Library Website to Renew Materials by Language Other Than English (percentage)

Use Library Website to Renew Materials	Language Other Than English	
	Yes	No
Yes	79.1%	89.0%
Not selected	20.9%	11.0%
Total	100.0%	100.0%
Base	67	255

Table 26 – Expectation to Use Library Website to Renew Materials by Income (percentage)

Use Library Website to Renew Materials	Income				
	Less than $15,000	$15,000 - $24,999	$25,000 - $49,999	$50,000 - $100,000	More than $100,000
Yes	68.0%	84.1%	84.6%	89.1%	94.4%
Not selected	32.0%	15.9%	15.4%	10.9%	5.6%
Total	100.0%	100.0%	100.0%	100.0%	100.0%
Base	25	44	65	110	54

Table 27 – Expectation to Use Library Website to Place Hold Requests on Library Materials by Caucasian / White Household Member (percentage)

Use Library Website to Place Hold Requests on Materials	Caucasian / White Household Member	
	Yes	No
Yes	87.5%	72.0%
Not selected	12.5%	28.0%
Total	100.0%	100.0%
Base	271	50

Table 28 – Expectation to Use Library Website to Place Hold Requests on Library Materials by Education (percentage)

Use Library Website to Place Hold Requests on Materials	Education		
	Some college or less	College graduate	Postgraduate
Yes	62.9%	87.5%	87.2%
Not selected	37.1%	12.5%	12.8%
Total	100.0%	100.0%	100.0%
Base	35	72	218

Table 29 – Expectation to Use Library Website to Place Hold Requests on Library Materials by Income (percentage)

Use Library Website to Place Hold Requests on Materials	Income				
	Less than $15,000	$15,000 - $24,999	$25,000 - $49,999	$50,000 - $100,000	More than $100,000
Yes	64.0%	77.3%	86.2%	88.2%	90.7%
Not selected	36.0%	22.7%	13.8%	11.8%	9.3%
Total	100.0%	100.0%	100.0%	100.0%	100.0%
Base	25	44	65	110	54

Table 30 – Expectation to Use Library Website to Request Holds for "On Order" Items by Income (percentage)

Use Library Website to Request Holds for "On Order" Items	Income				
	Less than $15,000	$15,000 - $24,999	$25,000 - $49,999	$50,000 - $100,000	More than $100,000
Yes	40.0%	36.4%	52.3%	50.0%	66.7%
Not selected	60.0%	63.6%	47.7%	50.0%	33.3%
Total	100.0%	100.0%	100.0%	100.0%	100.0%
Base	25	44	65	110	54

Table 31 – Expectation to Use Library Website to View Staff Recommendations / Lists by Caucasian / White Household Member (percentage)

Use Library Website to View Staff Recommendations / Lists	Caucasian / White Household Member	
	Yes	No
Yes	48.0%	24.0%
Not selected	52.0%	76.0%
Total	100.0%	100.0%
Base	271	50

Table 32 – Frequency of Library Website Use by Asian / Pacific Islander Household Member (percentage)

Frequency	Asian / Pacific Islander Household Member	
	Yes	No
Almost daily	2.2%	6.1%
Once or twice a week	43.5%	18.6%
Once or twice a month	26.1%	32.5%
Several times a year	26.1%	25.1%
Never	2.2%	17.6%
Total	100.0%	100.0%
Base	46	295

Table 33 – Frequency of Library Website Use by Language Other Than English (percentage)

Frequency	Language Other Than English	
	Yes	No
Almost daily	0.0%	7.0%
Once or twice a week	31.9%	19.1%
Once or twice a month	30.4%	32.0%
Several times a year	27.5%	25.4%
Never	10.1%	16.5%
Total	100.0%	100.0%
Base	69	272

Table 34 – Ease of Catalog Search on Library Website by Caucasian / White Household Member (percentage)

Ease of Catalog Search	Caucasian / White Household Member	
	Yes	No
Easy	49.8%	21.2%
Okay	40.3%	57.6%
Difficult	10.0%	21.2%
Total	100.0%	100.0%
Base	201	33

Table 35 – Routine Use of Instant Messenger by Caucasian / White Household Member (percentage)

Use of Instant Messenger	Caucasian / White Household Member	
	Yes	No
Yes	31.7%	52.2%
Not selected	68.3%	47.8%
Total	100.0%	100.0%
Base	271	46

Table 36 – Routine Use of Instant Messenger by Language Other Than English (percentage)

Use of Instant Messenger	Language Other Than English	
	Yes	No
Yes	48.5%	31.3%
Not selected	51.5%	68.7%
Total	100.0%	100.0%
Base	66	252

Table 37 – Ownership of Portable Media Players by Caucasian / White Household Member (percentage)

Own Portable Media Players	Caucasian / White Household Member	
	Yes	No
Yes	62.7%	81.3%
No	37.3%	18.8%
Total	100.0%	100.0%
Base	284	48

Table 38 – Preference for Library Stations to Download Audio Books by Asian / Pacific Islander Household Member (percentage)

Download Station for Audio Books	Asian / Pacific Islander Household Member	
	Yes	No
Yes	45.5%	68.8%
Not selected	54.5%	31.2%
Total	100.0%	100.0%
Base	33	138

Table 39 – Desire to Submit Online Forms or Applications by Caucasian / White Household Member (percentage)

Online Forms or Applications	Caucasian / White Household Member	
	Yes	No
Yes	29.0%	55.6%
Not selected	71.0%	44.4%
Total	100.0%	100.0%
Base	138	36

Table 40 – Desire to Attend Technology Classes from Staff by Caucasian / White Household Member (percentage)

Attend Technology Classes	Caucasian / White Household Member	
	Yes	No
Yes	45.7%	22.2%
Not selected	54.3%	77.8%
Total	100.0%	100.0%
Base	138	36