Appendix:
Selected Survey Results
Age

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-24</td>
<td>15%</td>
<td>10%</td>
</tr>
<tr>
<td>25-34</td>
<td>20%</td>
<td>15%</td>
</tr>
<tr>
<td>35-44</td>
<td>25%</td>
<td>20%</td>
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<tr>
<td>45-54</td>
<td>35%</td>
<td>30%</td>
</tr>
<tr>
<td>55-64</td>
<td>20%</td>
<td>15%</td>
</tr>
<tr>
<td>65+</td>
<td>15%</td>
<td>10%</td>
</tr>
</tbody>
</table>
Other Key Demographics

- 41% have children living in the home
- 55% are employed full or part time
- 91% travel to work by car
- 61% have bachelors degree or higher
- 40% have lived in Santa Clara County more than 25 years
Library Visitation

- Never
- Within last 12 months
- 1-2 years
- 3-5 years
- 6-10 years
- More than 10 years

- Have Card
- Don't Have Card
Visitation – Reading Relationship

Trend line is same for all visitation, but stronger with more recent visitors
Information Consumption

- 90% of respondents read at least 1 book in the past twelve months
  - 41% read more than 10 books in the past year
- 53% of respondents purchased books at a retail store or bookstore
Information Consumption

• 39% of respondents obtained music through the internet
  – 28% purchased at a retail store or bookstore
• 46% of respondents accessed movies through some form of rental
Results Highlights
Presence of Library Card
Features Likely to Increase Visitation

- Access to Current Materials
- Job Search Assistance
- Free Wireless Internet
- No Overdue Fines
- Access to Subject Matter Experts
- Access to Healthy Living Resources
- Homework Help Centers
- Friendly, Approachable Staff
- Adequate Parking
- Reserve Items from Cell Phone
- Access to Public computers
- Ability to check out materials at grocery/store
- Contact staff via text or chat

- Have Card - Any
- No Card - Some Likelihood
- No Card - Not Likely
Features Likely to Increase Visitation

- Access Current Materials
- Access Children's Activities
- Job Search Assistance
- Free Wireless Internet
- No Overdue Fines
- Up to Date, Well Kept Facilities
- Access to Healthy Living Resources
- Friendly, Approachable Staff
- Adequate Parking
- Reserve items from Cell Phone
- Access to Public computers
- Ability to check out materials at grocery/store
- Contact staff via text or chat

Have Card - SCCL
Have Card - Other
SCCL Cardholders vs. Other Cardholders

• Statistically Significant Differences
  – Newsletter readership (SCCL higher)
  – Interest in Job Search Assistance (Other library card higher)
  – Employment Status (SCCL has higher employment)
  – Ethnicity (SCCL has fewer White, higher Asian, higher multi-racial)
  – Voting (Other library card higher)
Results Highlights
Age
Most Recent Visit to a Library

[Bar chart showing the percentage of recent library visits by age group and time since last visit.]

- 0-2 Years
- 3-5 Years
- 6 Years or More
Books Read in the Last Year

Non-User Analysis and Insights
Santa Clara County Library
Information Trends by Age

- Internet access in the home remains above 90% for all age groups except 65 and older (80%)
- Book access for library non-users was not influenced by age
- Music consumption was driven by age –
  - 59% of respondents under the age of 35 obtained music from the Internet
  - Less than 35% of respondents over 45
Features Likely to Increase Visitation

- Access Current Materials
- Job Search Assistance
- Free Wireless Internet
- No Overdue Fines
- Up to Date, Well Kept Facilities
- Access to Healthy Living Resources
- Friendly, Approachable Staff
- Reserve Items from Cell Phone
- Access to Public Computers
- Ability to Check out Materials at Grocery/Store
- Contact Staff via Text or Chat

Non-User Analysis and Insights  Santa Clara County Library
Library Visitation Trends

• 75% of cardholders have visited a public library in the past two years
• Facilities, staff and parking are key drivers to entice visitation
• Overall, service-oriented features like alternate ways to access the library did not score highly
Lifestyle Trends

- Residents in service area have strong ties to county, with 40% living in community more than 25 years, and 74% owning their homes.
- Presence of children impacts features that impact visitation.
- Internet prevalent in most households (90%).
- High civic engagement (74% voted).
Services and Features Trends

• Access to public computers was influenced by home internet access
  – 50% of those without home internet access found this feature to be very appealing versus 30% of other respondents
  – 48% of Milpitas respondents found this feature very appealing versus only 26% of Los Altos respondents
• Child-focused services continued to offer opportunities for growth in communities with higher percentages of families with children 35% of Milpitas and Gilroy respondents rated Homework Help Centers as very appealing
  – Los Altos, with only 29% of residents having children in the home, rated this the lowest (19% found this appealing)
Services and Features Trends

• Select features resonated more strongly with respondents under age of 45
  – 53% found no overdue fines appealing
  – 52% highly rated access to subject-matter experts
  – 46% highly rated access to public computers and free wireless internet access (54% of respondents 18-24)
Variances by Region
Internet Access

Baseline: 90.9% of respondents have Internet access
Ideal Visitation Time

- 5AM - 7:59AM: 5%
- 8AM - 9:59AM: 10%
- 10AM - 11:59AM: 15%
- 12PM - 1:59PM: 15%
- 2PM - 3:59PM: 25%
- 4PM - 5:59PM: 20%
- 6PM - 7:59PM: 10%
- 8PM - 9:59PM: 5%
- 10PM - Midnight: 0%
Ideal Visitation Time

The graph shows the ideal visitation time for different areas such as Campbell, Cupertino, Gilroy, Los Altos, Milpitas, Monte Sereno, and Morgan Hill. The y-axis represents the percentage of visitation, ranging from 0% to 40%, while the x-axis represents different times of the day starting from Early morning to Late evening.

Campbell has a peak in visitation during the Late afternoon, followed by a significant drop in the evening. Cupertino shows a steady increase from the morning to mid-afternoon, peaking around 25% and then decreasing in the evening. Gilroy has a similar pattern but peaks slightly lower than Cupertino. Los Altos also follows a similar trend with a peak in the late afternoon. Milpitas, Monte Sereno, and Morgan Hill have lower visitation rates compared to the other areas, with Milpitas having its peak during the evening.
Ideal Visitation Time

Hours of Operation

• Ideal hours of operation did not vary significantly by region

• Less than 5% of respondents selected hours not currently maintained by SCCL libraries
Ideal Day of Week

- Monday: 0%
- Tuesday: 5%
- Wednesday: 10%
- Thursday: 15%
- Friday: 20%
- Saturday: 15%
- Sunday: 10%
Ideal Day of Week

Days of Operation

- For every region, Monday outperformed Sunday (Monday ranked the 3rd highest day overall)
- Saturday, while selected most frequently overall, held statistically significant differences
  - Monte Sereno, Milpitas, and Cupertino showed higher preferences for Saturday
  - Gilroy respondents were least interested in weekend days
- Sunday overall was selected least but held differences
  - Gilroy, Campbell, Morgan Hill lower than other communities
  - Cupertino, Monte Sereno, Los Altos ranked Sunday comparably with Tuesday, Thursday, and Friday
Percentage of Residents Who Have Lived in Service Area for Less Than 5 Years

Cupertino: 0%
Monte Sereno: 5%
Morgan Hill: 10%
Los Altos: 15%
Gilroy: 20%
Campbell: 25%
Milpitas: 25%
Home Ownership

Rent vs. Own

- Campbell
- Cupertino
- Gilroy
- Los Altos
- Milpitas
- Monte Sereno
- Morgan Hill
Home Ownership

- Over 80% of Los Altos and Monte Sereno residents owned their homes
- Only 40% and 30% of Milpitas and Cupertino respondents were renters
- Approximately 75% of residents in Morgan Hill, Gilroy, and Campbell owned homes
## Selected Service Enhancement Opportunities by Community

<table>
<thead>
<tr>
<th></th>
<th>Job Search Assistance</th>
<th>Free Wireless Internet Access</th>
<th>Children’s Activities</th>
<th>Homework Help Centers</th>
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<tbody>
<tr>
<td>Campbell</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cupertino</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gilroy</td>
<td>✓</td>
<td></td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Los Altos/ Los Altos Hills</td>
<td>✓</td>
<td></td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Milpitas</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Monte Sereno/ Saratoga</td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Morgan Hill</td>
<td></td>
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<td></td>
<td></td>
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</table>
Profile of Respondents Who Were Unsure of the Cost of a Library Card
Percent of Population

- Campbell
- Cupertino
- Gilroy
- Los Altos
- Milpitas
- Monte Sereno
- Morgan Hill
Age

78% of individuals over age of 45
Likelihood of Obtaining a Card in the Next 12 Months

50% of respondents without a card who responded that a card cost nothing selected "Very Unlikely"
Other Key Characteristics

- 64% of this group had not visited a library in the past two years versus 44% of all respondents
- 27% of this group had read less than 3 books in the past year versus 22% of total respondents
- Group was less likely to have children, internet in the home (age a likely driver)
- Group was slightly less likely to vote (71%) than other respondents (75%)
- Length of residence comparable to other respondents
Cluster Demographic & Behavioral Characteristics
Cluster Age

The chart shows the age distribution of different clusters of non-users for Santa Clara County Library. The clusters are:

- External Enthusiasts
- Free Agents
- The Borrowers
- Those Who Read Together
- Kids' Sake
- Resourceful Readers
- Do Not Disturbs

The age categories are 18-24, 25-34, 35-44, 45-54, 55-64, and 65+. The percentages for each age category are shown for each cluster.
Cluster Education

Exogenous Enthusiasts  Free Agents  The Borrowers  Those Who Read Together  Kids' Sake  Resourceful Readers  Do Not Disturb

- Some High School
- High School Graduate
- Vocational School
- Some College
- College Graduate
- College Post Graduate
Cluster Length of Residence

Bar chart showing the percentage distribution of residence lengths for various groups:

- External Enthusiasts
- Free Agents
- The Borrowers
- Those Who Read Together
- Kids' Sake
- Resourceful Readers
- Do Not Disturbs

Groups are categorized by residence length:

- 1 to 5
- 6 to 10
- 11 to 15
- 16 to 20
- 21 to 25
- 26+
Key Features to Entice Card Acquisition

- Access to Current Materials
- Access to Children's Activities
- Search Assistance
- Access to Wireless Internet
- No Overdue Fines
- Access to Subject Matter Experts
- Healthy Living Resources
- Homework Help Centers
- Friendly, Approachable Staff
- Adequate Parking
- Reserve Items from Cell Phone
- Access to Public Computers
- Ability to check out materials at grocery/store
- Contact staff via text or chat

Categories:
- External Enthusiasts
- Free Agents
- The Borrowers
- Those Who Read Together
- Kids' Sake

Non-User Analysis and Insights
Santa Clara County Library

OrangeBoy
## Cluster Household Distribution

<table>
<thead>
<tr>
<th></th>
<th>Available Households</th>
<th>External Enthusiasts</th>
<th>Free Agents</th>
<th>The Borrowers</th>
<th>Those Who Read Together</th>
<th>Kids' Sake</th>
<th>Resourceful Readers</th>
<th>Do Not Disturbs</th>
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</thead>
<tbody>
<tr>
<td>Campbell</td>
<td>17,308</td>
<td>2,682</td>
<td>1,585</td>
<td>3,413</td>
<td>366</td>
<td>1,950</td>
<td>1,463</td>
<td>5,851</td>
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<tr>
<td>Cupertino</td>
<td>15,663</td>
<td>3,861</td>
<td>1,213</td>
<td>2,427</td>
<td>993</td>
<td>1,655</td>
<td>993</td>
<td>4,522</td>
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<tr>
<td>Gilroy</td>
<td>12,242</td>
<td>1,749</td>
<td>1,749</td>
<td>2,561</td>
<td>625</td>
<td>562</td>
<td>1,187</td>
<td>3,810</td>
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<tr>
<td>Los Altos/Los Altos Hills</td>
<td>8,184</td>
<td>2,728</td>
<td>694</td>
<td>992</td>
<td>149</td>
<td>446</td>
<td>942</td>
<td>2,232</td>
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<tr>
<td>Morgan Hill</td>
<td>9,633</td>
<td>1,398</td>
<td>777</td>
<td>2,020</td>
<td>699</td>
<td>621</td>
<td>544</td>
<td>3,574</td>
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<tr>
<td>Milpitas</td>
<td>13,486</td>
<td>3,981</td>
<td>1,056</td>
<td>2,600</td>
<td>731</td>
<td>1,137</td>
<td>569</td>
<td>3,412</td>
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<tr>
<td>Saratoga/Monte Sereno</td>
<td>11,769</td>
<td>3,138</td>
<td>1,569</td>
<td>2,256</td>
<td>687</td>
<td>490</td>
<td>785</td>
<td>2,844</td>
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