

Key Findings from the 2024 Community Survey

Santa Clara County Library District | January 2025

The Santa Clara County Library District (SCCLD) administered a Community Survey designed to better understand the demographic characteristics of library patrons as well as how patrons use the library. The survey also assessed overall satisfaction with library services and elicited input about collections, programs and facilities.

This report highlights key findings from the survey, which was available in paper and online format from October 28 through December 1, 2024. This survey succeeds the 2016 & 2019 Patron Satisfaction Surveys, with questions that reflect new and different ways patrons engage the Library. The last page provides recommendations based on survey findings.

Highlights from the Report



Patrons have a high satisfaction level when engaging with Library staff and materials. 92% rated staff members as friendly and approachable. 90% rated collections as organized, with materials that look and feel clean.



Patrons are engaged in the varied, diverse set of Library programs. The Library offers many types of programs to fit a wide range of interests. The most popular offerings are art & crafts programs, entertainment & cultural celebrations, and book centered activities.



Patrons are highly connected to SCCLD's Online Library. 48% of patrons visit the Online Library at least once every two to three weeks. 40% used the Online Library for nearly all of their streaming or downloading of premium digital content.

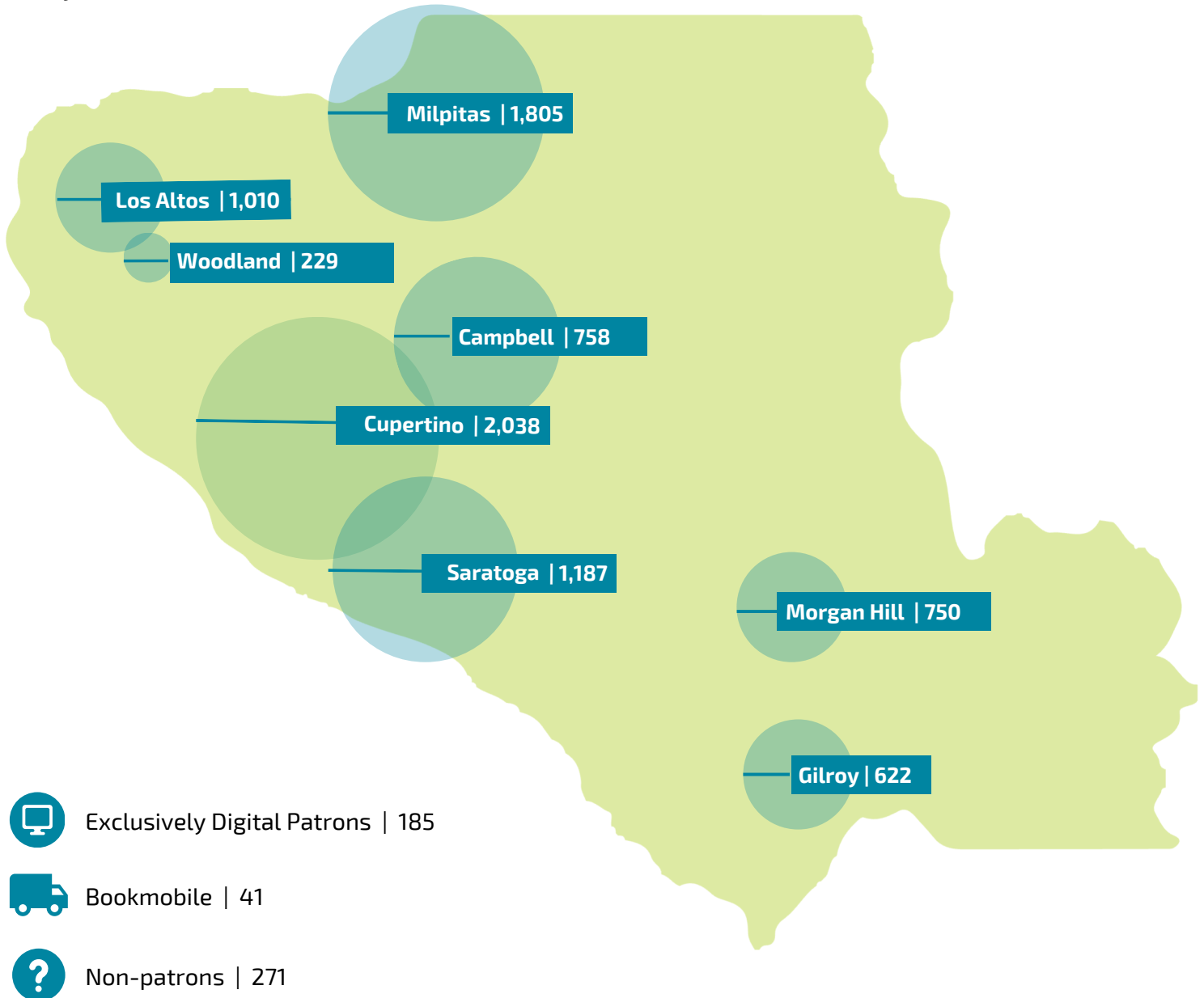


The 2024 Community Survey incorporates the feedback of 10,128 patrons. The survey was available to patrons in four languages (English, Spanish, Chinese and Vietnamese). Significant efforts on the part of library staff led to incredibly high levels of participation throughout SCCLD communities.

Respondent Characteristics

A strong majority (90%) of Survey Participants reported having used the library in person in the last year. The map below displays the Library location survey participants visited most in the past 12 months. 2% of patron respondents are exclusively Online Library users, and 3% have been marked as non-patrons since they do not visit the Library in person or online.

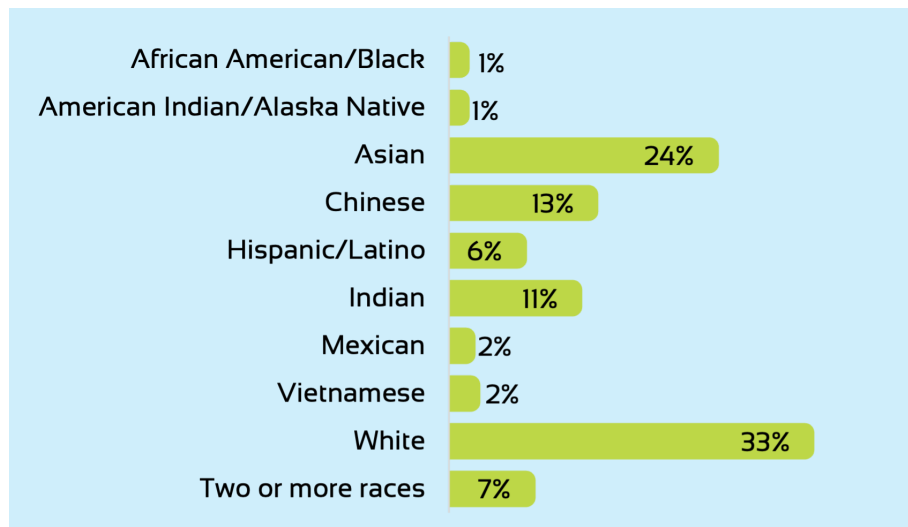
Survey Participants (n=9,990)



Survey Participants (n=9,968)

The typical U.S. Census response options for race and ethnicity were expanded to reflect the diversity of SCCLD communities. The most common responses are white (32%) or Asian (24%). Following these are Chinese (13%), Indian (11%), Hispanic/Latino (8%), and Two or more races (7%).

Progress since 2019. The 2024 survey reflects a revised approach to collecting race and ethnicity information providing a more detailed understanding of participants' race and ethnicity. 2024 data indicates that survey participants are more racially and ethnically diverse as a group, compared to 2019.



Age (n=10,081)



Age	%
Up to 23 years	6%
24 - 44 years	42%
45 - 59 years	34%
60 - 79 years	17%
80+ years	1%

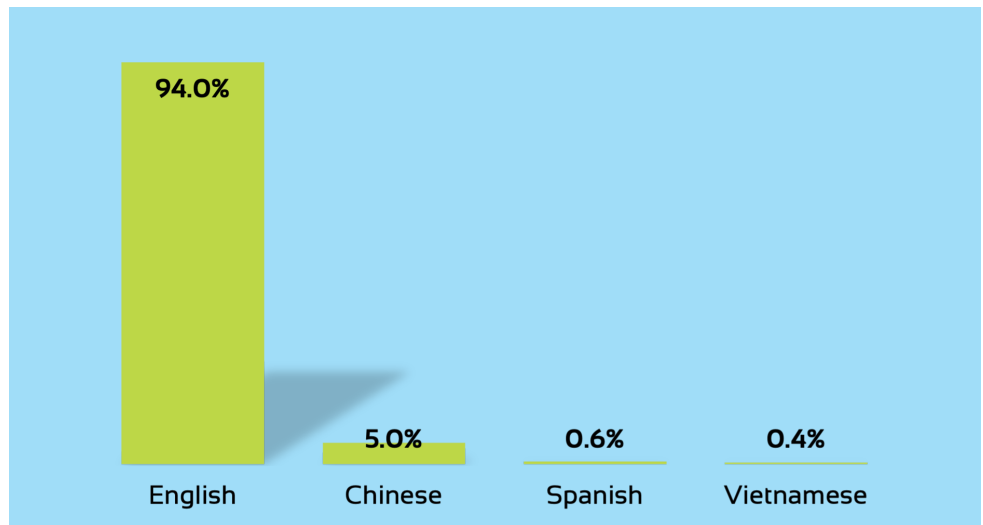
Age groupings are based on prevailing definitions of U.S. generations, such as Millennials (20-44 years), Generation X (45-59 years), and Baby Boomers (60-79 years).

The most common responses are Millennials (42%) and Generation X (34%). Fewer responses are from Baby Boomers (17%) and Generation Z (6%).

Progress since 2019. Survey participation by age is consistent compared to 2019. With a revised approach to age groupings, SCCLD can now consider this data in relation to research about each generation.

Primary or Preferred Language (n=10,032)

The majority of survey respondents reported their primary or preferred language to be English. 5% prefer Chinese, and less than 1% preferred Spanish or Vietnamese. The library continues to reach a linguistically diverse population. Among survey participants, 47% are familiar with the Library's materials that are offered in languages other than English.



How Patrons Use the Library

Library Usage - In Person (n=9,082)

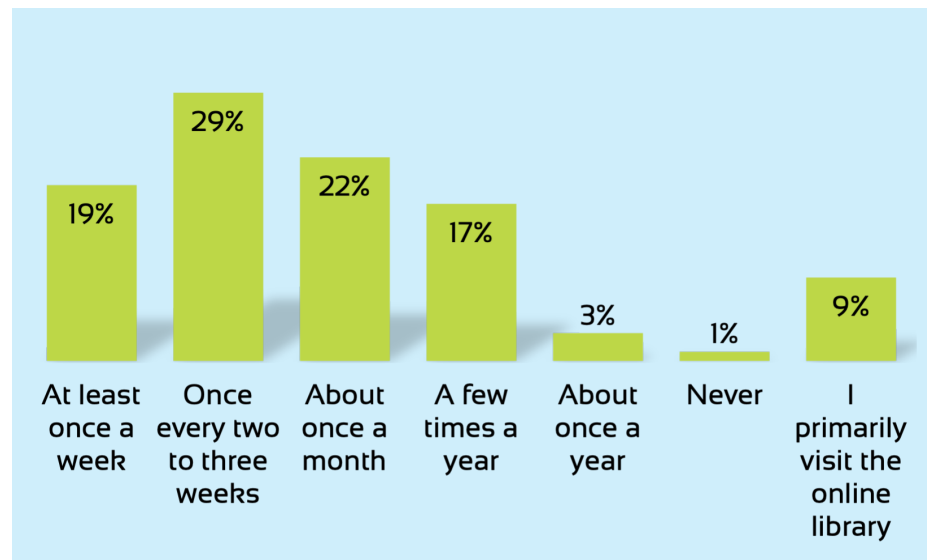


70%

of survey respondents **visited the Library in the past month**

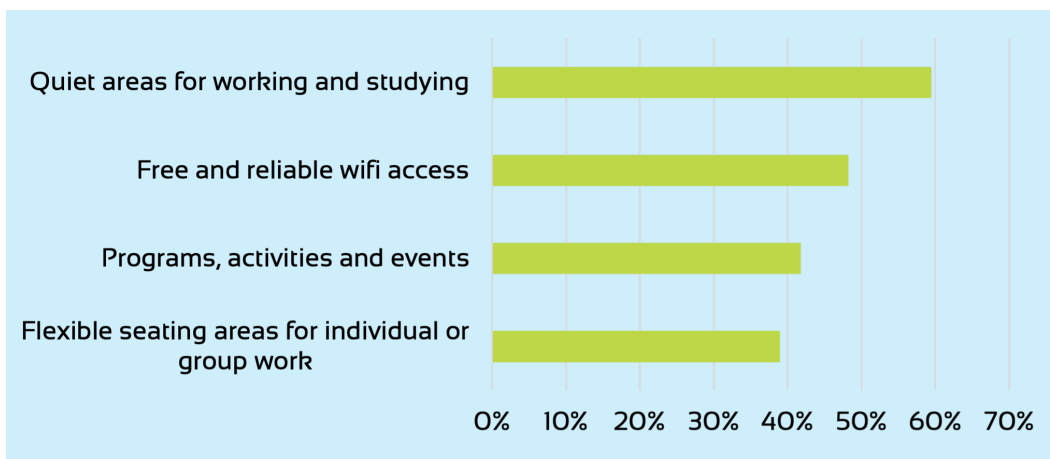
70% of survey respondents visit the Library at least once per month with 19% of those visiting the Library weekly.

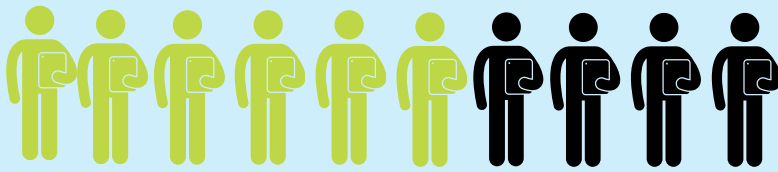
Progress since 2019. Compared to the 2019 survey, there is more representation of Library patrons whose visits in person are more occasional by nature. There is a 34% increase in the 2024 responses for those who visit the Library monthly or a few times a year which is important to also reach less frequent library users. This increase was achieved through planned outreach efforts and timing of the survey release.



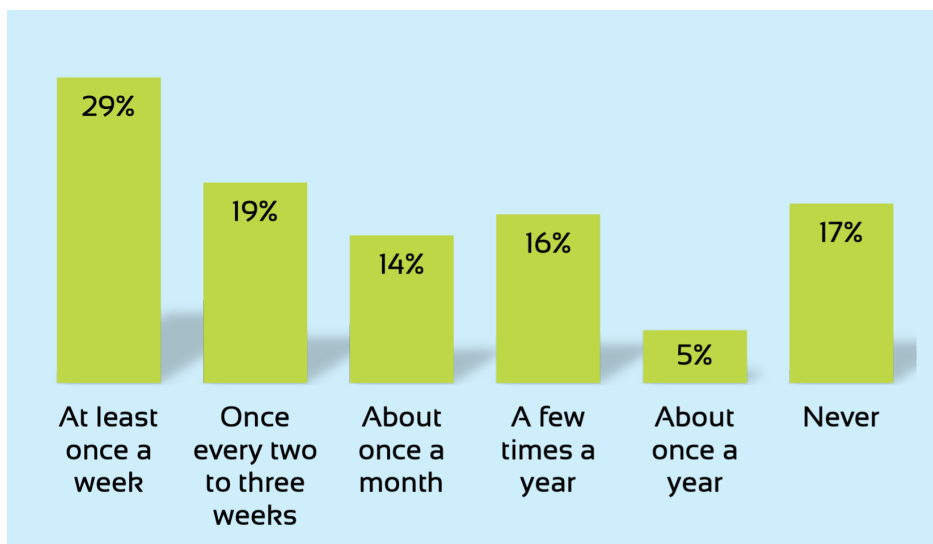
Reasons People Spend Time at the Library in Person (n=8,959)

In addition to accessing physical collections, there are a broad range of options for in-person visitors to spend time at the Library. Adult survey respondents indicated a wide variety of Library features that are reasons for them to spend time at the Library. The chart below represents the top four reasons.

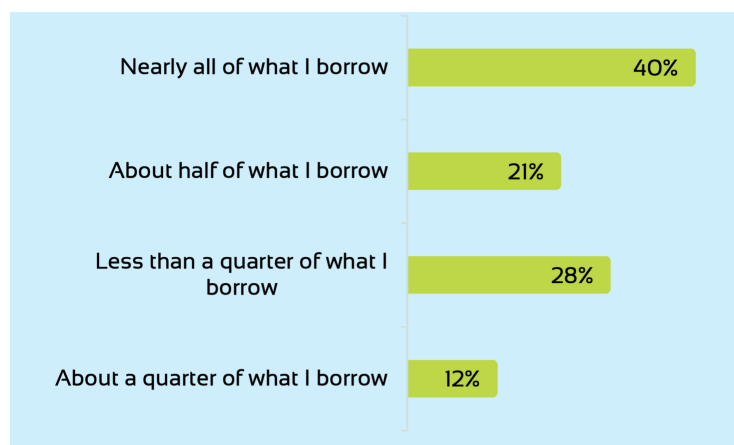


Library Usage - Online Library (n=9,061)**62%**of survey respondents **visited the Online Library in the past month**

The 2024 Survey is the first time SCCLD has tracked frequency of use of the Online Library. This question reflects that an ever-growing segment of residents stream and download many eBooks, audiobooks, movies and music through the Library. 29% of respondents use the Online Library at least once weekly, and 19% use it once every two to three weeks.

**The Online Library as Part of Patrons' Digital Media Experience (n=9,335)**

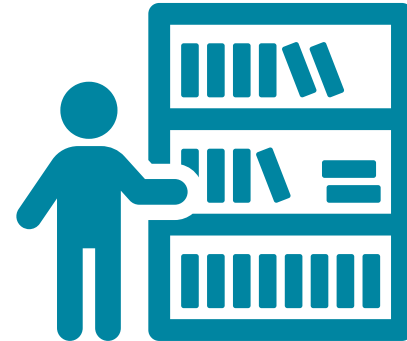
Survey respondents were asked to reflect on how much of their overall downloading or streaming of eBooks, audiobooks, movies and music happens through the Library. For those patrons who do use the Online Library, access to premium content is a significant part of their overall digital media experience.



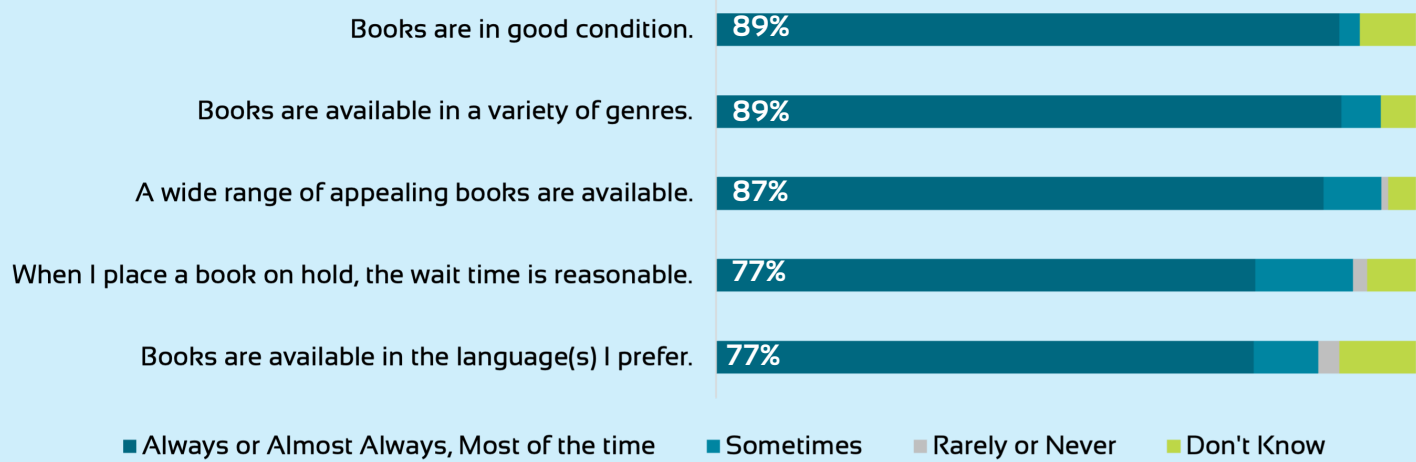
Library Collections

Satisfaction with Book Collections (n=9,313)

Patrons shared that their experiences with the book collections are very positive, demonstrating an overall high level of satisfaction when they borrow books from the Library.

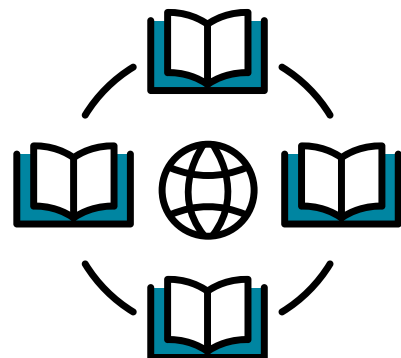


Percentages indicate participants who selected "Most of the time" or "Always or almost always."



Library Usage - Online Library (n=9,023)

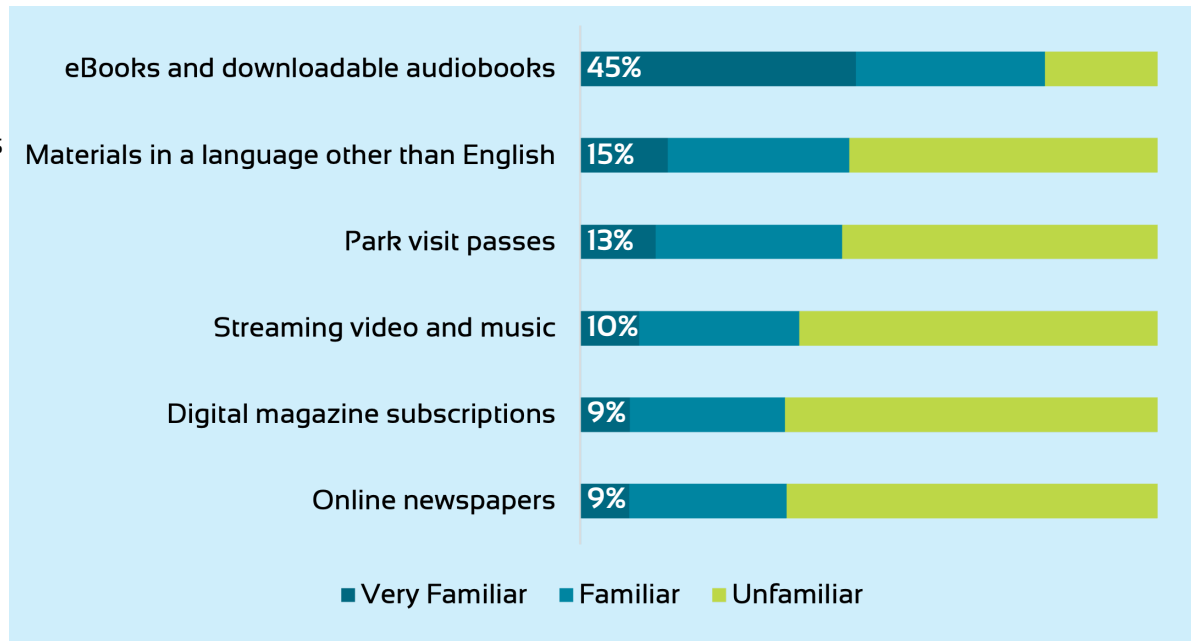
53% use the online library content more now than before the pandemic



Familiarity with Resources (n=9,329)

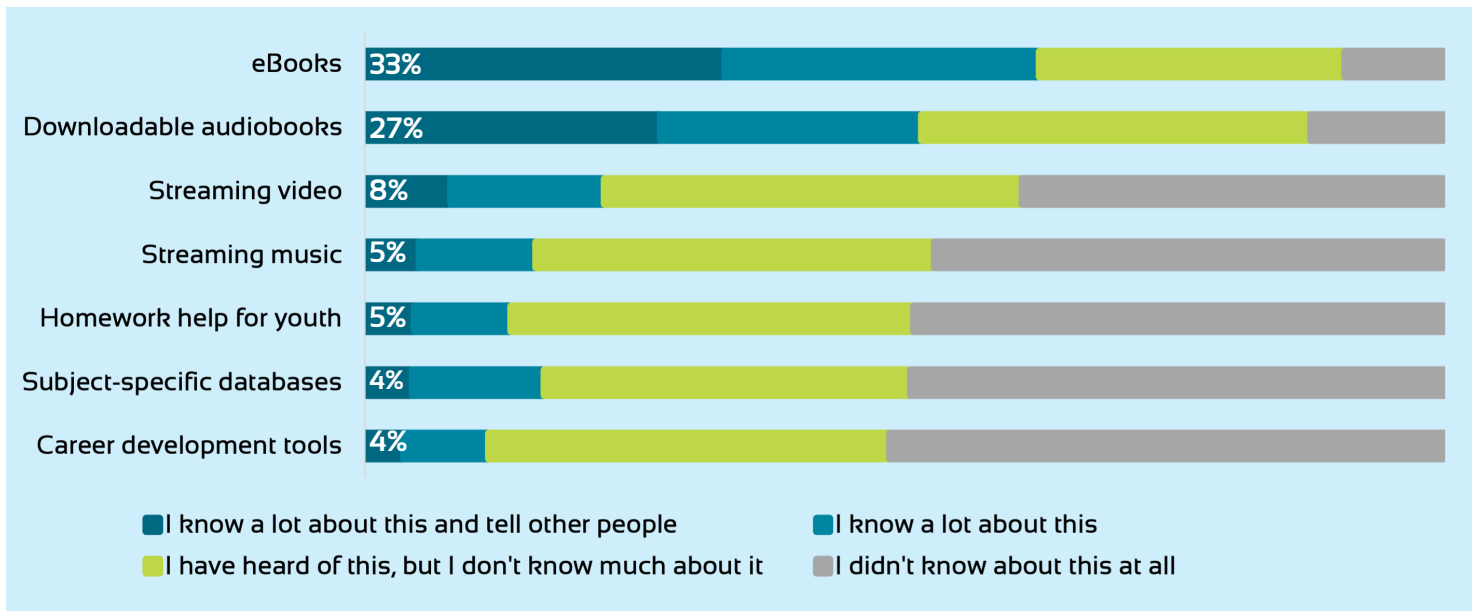
Survey participants indicated their familiarity with a range of Library collections.

The responses to this question will help the Library in its marketing of these collections.



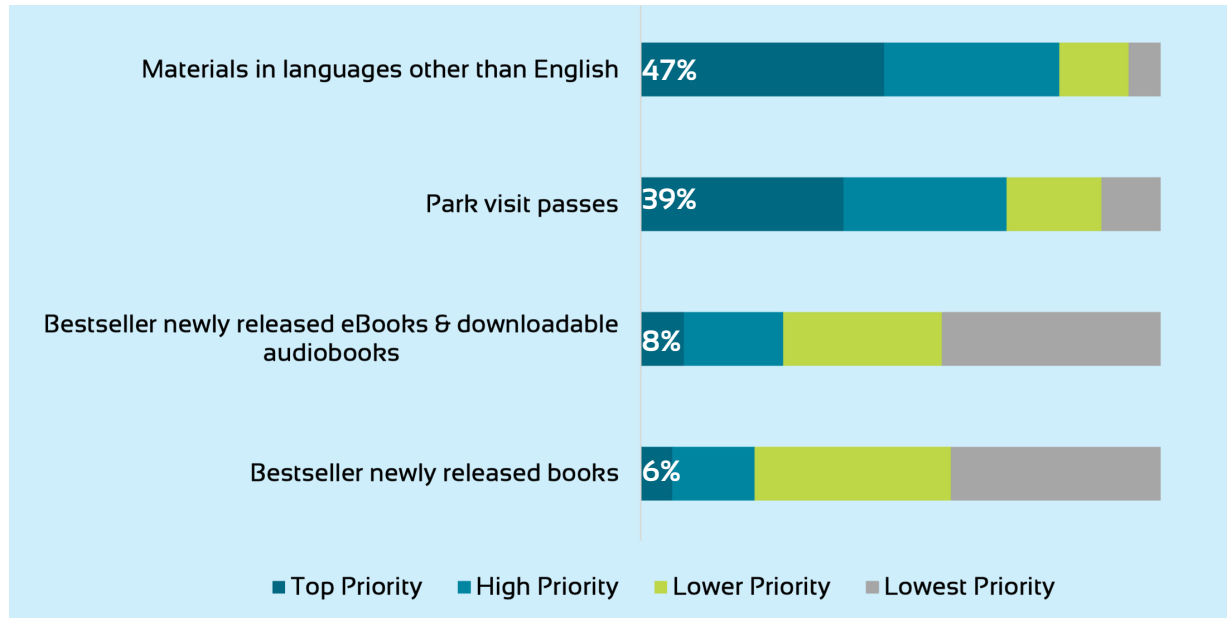
Familiarity with Online Resources (n=9,313)

Survey participants indicated their familiarity with a range of Library collections. The responses to this question will help the Library prioritize how it will increase awareness of these collections.



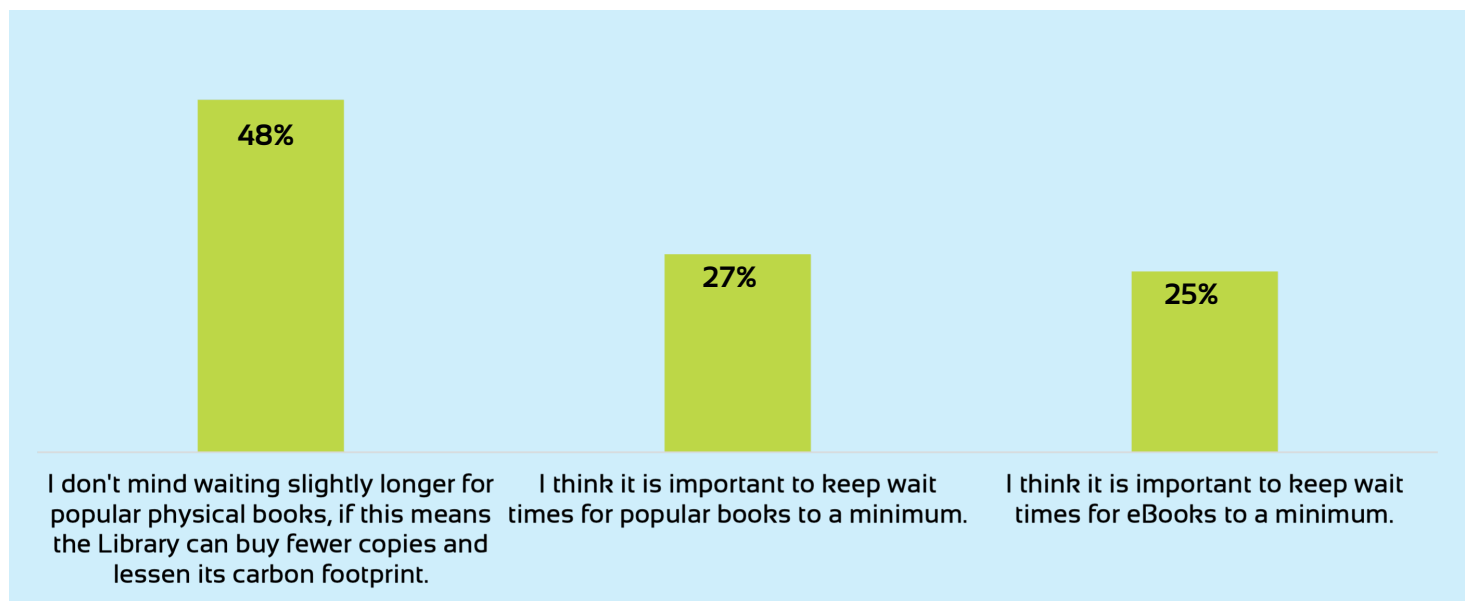
Purchasing Patterns (n=8,673)

Respondents indicated how they would prioritize increases in purchasing across these collections. There is strong interest in directing any additional available funds towards materials in languages other than English, followed by park visit passes.



Balancing Library Collection Investments (n=9,257)

Respondents considered how the Library balances purchasing decisions with environmental impacts and wait times. There is considerable support for an approach that values environmental sustainability.



The Patron Experience

Survey results show there to be a high level of satisfaction with Library facilities. For instance, most patrons indicate they feel like the shelves are organized.

A great majority of patrons agree that Library materials look and feel clean.

The Library is a community destination. As such, people see it as a place where they will find comfortable and inviting seating areas, along with clean restrooms.

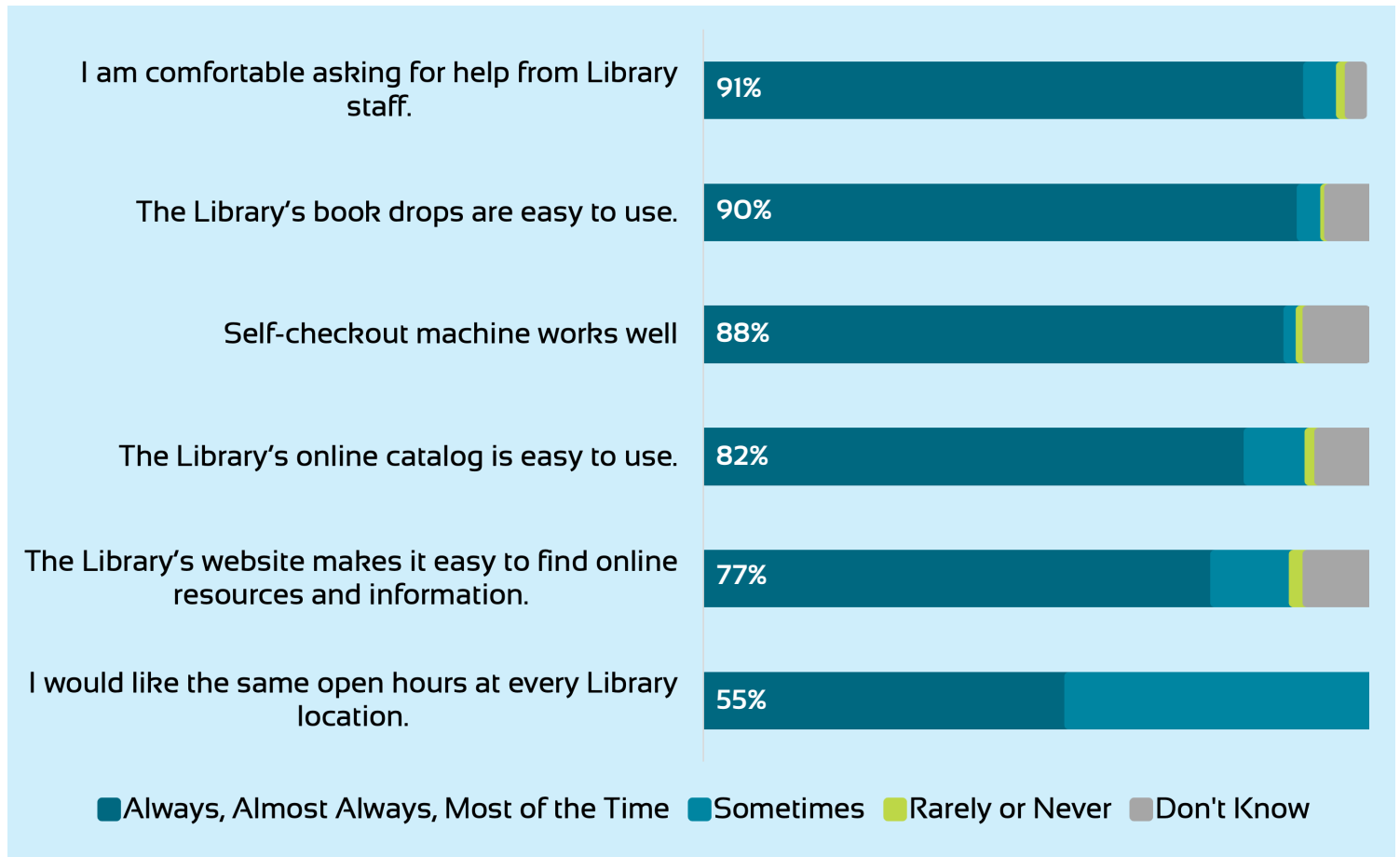


Library Facilities (n=9,025)



Library Features (n=9,323)

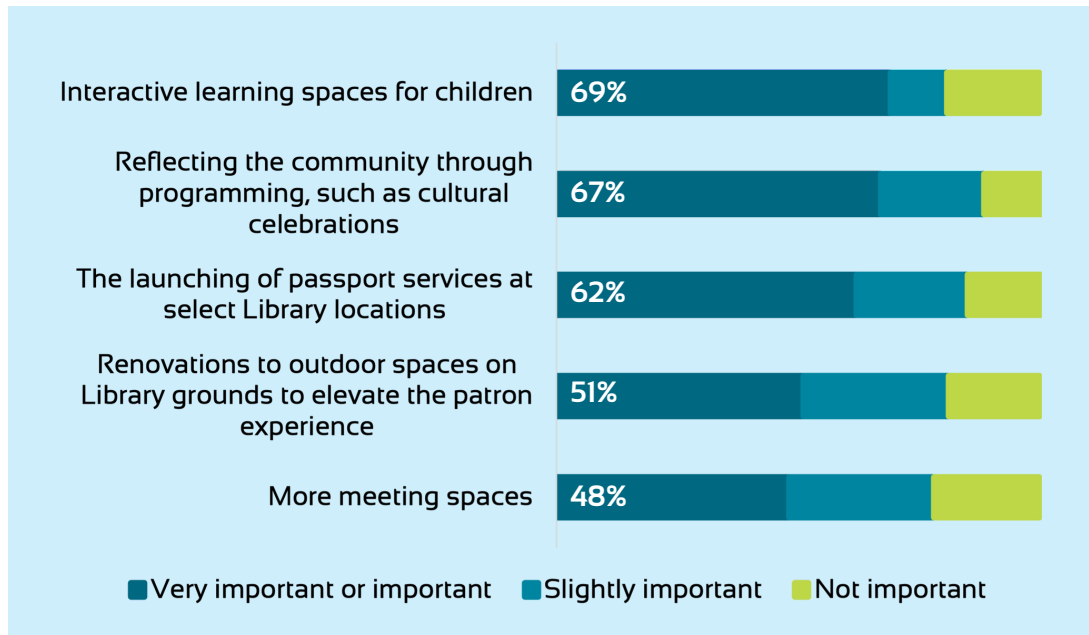
Survey participants responded to a range of statements about Library features. There continues to be consistently positive feedback about the Library staff. Responses show 91% of participants feel comfortable asking for help from Library staff.



Strategic Plan

Reflection on Steps Being Taken to Activate the Plan (n=8,768)

Survey respondents shared their outlooks on the steps the Library is taking to activate its strategic plan. There is significant support for interactive children's learning spaces and cultural celebration programs.



Library Mission Statement (n=8,779)

Responses show that components of the Library's mission statement has widespread resonance for community members.

