Escondido Public Library
Strategic Plan 2022–2027

Escondido Public Library

Escondido Public Library Strategic Plan 2022

Introduction

The Escondido Public Library (EPL)

continues to grow in service to the community. Implementation of the 2018–2022 strategic plan was grounded in community feedback and resulted in significant service enhancements.

During the past year, *EPL engaged in an inclusive and thorough process of input from a diverse group of Escondido residents.* The goal of the strategic planning process was to evaluate EPL's current state, identify opportunities and challenges, and chart a course for a strong and vibrant future.

Demand for physical library materials (books, audiobooks, movies, etc.) and digital content (in the form of e-books, e-audiobooks, e-magazines, downloadable music and movies, etc.) continues. Importantly, the Library is increasingly a destination for educational programs, community events, and activities.

Thank you to all the residents, stakeholders, and staff who completed the survey, participated in focus groups or individual interviews, and shared their time and expertise to support the strategic planning process.

Strategic Planning Process

When the strategic planning process began in November 2021 the team set out to answer three key questions:

1. **What does the community want?**

2. **Where do we want to go, and how do we get there?**

3. **How can EPL innovate to meet current and changing community needs?**

In an effort to answer these questions, EPL reached out to people throughout the Escondido area. Through an online survey, focus groups, individual interviews and direct staff participation, ideas and feedback were gathered from nearly 747 people including business, education and nonprofit leaders, key stakeholders, Library staff and—most important of all—patrons and volunteers.

National best practices and local data about services and statistics, actual facility use, and service area demographics and projections were also an essential part of the analysis.

Through this process, residents' current and future needs, broad community influences, and EPL's crucial role in the community became apparent. These findings are the basis for the strategic goals in this plan.

Key Challenges

A few key challenges emerged from the research process:

(1) *Need for information about the community, government and other services as Escondido grows.*

(2) *Perception that EPL is a place to check out books. There is less understanding of EPL as a community hub and the variety of exciting and useful services available.*

(3) *Need for an updated facility and delivery of library services outside the primary building.*

(4) *Need for culturally responsive spaces and events.*

(5) *Need for support and resources for small businesses and entrepreneurs.*

Strategic Planning Goals & Objectives

During the community input process, desire for library services in four goal areas became clear.

① COMMUNITY HUB/CULTURAL CONNECTOR

Goal Statement: EPL will provide experiences that bring the community together, embrace the diversity of a dynamic and growing community, and be a hub for local information.

Strategy	Objective	Timeline
Leverage partnerships for visibility.	Create mutual value by supporting goals of four partner organizations while marketing EPL on partner websites and social media.	FY 2023–2027
	Increase EPL visibility by Library staff presenting at community events (city council meetings, local community service organizations, etc.) four times annually.	FY 2023–2027
	Build new partnerships by reaching out to one new community focused organization quarterly and inviting them to offer programs in the Library.	FY 2024–2027
Act as a local information hub.	Position Library and website as center for community information by sharing community information quarterly.	FY 2024–2027
Embrace diverse cultures.	Expand multicultural marketing efforts by researching most effective channels for specific communities and execute three campaigns annually.	FY 2024–2027
	Showcase Escondido diversity across age, gender, culture, race, orientation, or ethnicity by offering timely and relevant cultural events, resources and services. Offer one cultural celebration each year.	FY 2025–2027

Strategic Planning Goals & Objectives

2 EMBRACE EMERGING SERVICES

Goal Statement: EPL provides experiences that reveal the Library is more than a place for books and is the center for lifelong learning in Escondido.

Strategy	Objective	Timeline
Educate residents about modern library services.	Create understanding among residents that libraries are places to connect with the community, access exciting new technology, have fun, and enrich lives by leveraging social media and newsletter once a month.	FY 2023–2027
	Reach out to new community members by sending welcome newsletter. Gather email addresses during participation at four community events per year.	FY 2023–2027
Raise awareness of EPL services.	Leverage analytical data and strategic marketing channels to best reach users and nonusers with information about services. Identify three patron segmentation groups and launch a communication campaign.	FY 2024–2027
Encourage reading.	Adjust collection budget to meet specific community needs (bestsellers, eBooks) and shorten wait times by leveraging LibraryIQ analytics data.	FY 2023–2027
	Celebrate reading throughout the year by offering one reading challenge in addition to Summer Reading.	FY 2023–2027
	Provide personalized service by creating reading suggestion lists (available by request on website).	FY 2024–2027
	Improve offerings to Spanish speakers by reviewing Spanish language physical collection performance and making adjustments quarterly.	FY 2023–2027
Support early literacy and education.	Support parents as child's first teachers by offering three parent education programs.	FY 2024–2027
	Help prepare children for kindergarten by leveraging the 1000 Books Before Kindergarten program. Increase participation each year of plan.	FY 2025–2027
Introduce innovative services.	Increase availability of technology to boost digital literacy and bridge the digital divide. Identify and supply four technology/communication platforms.	FY 2025–2027
	Support adults and teens by providing four life skills programs (financial literacy, sewing and mending, etc.), affordable living classes (couponing, etc) annually.	FY 2025–2027

Strategic Planning Goals & Objectives

EMBRACE EMERGING SERVICES (continued)

Strategy	Objective	Timeline
Provide access to new and existing technology	Support tech adoption by providing one-on-one tech instruction two days each month, including help on how to download and stream content to personal devices.	FY 2026–2027
	Support equity by providing laptops and Wi-Fi hotspots for circulation beyond Library buildings. Plan for some loss in annual budget, as would happen for print collection.	FY 2026–2027
Offer services beyond Library walls.	Increase impact by taking reading programs out into the community. Partner with one educational institution per year in order to promote reading in a meaningful and measurable way.	FY 2024–2027
	Leverage efficiency by partnering with City Parks and Recreation to participate in four events.	FY 2023–2027
	Provide pickup of materials throughout the community to reduce travel distance for patrons. Pickup lockers can be located at parks and recreation sites, fire stations, etc. (Pending funding availability.)	FY 2024–2027

Strategic Planning Goals & Objectives

3 SUPPORT ESCONDIDO ECONOMY

Goal Statement: EPL offers materials, technology, programs, and spaces to support local businesses and for residents to learn, connect and have fun.

Strategy	Objective	Timeline
Support employment.	Bring job seekers and employers together by hosting or co-hosting one job fair.	FY 2023–2027
Enhance technology training and access.	Increase patron online safety by offering three social media safety and best practices classes.	FY 2024–2027
Modify the current facility. *(Objectives in this category depend on infrastructure grant or other capital funding.)*	Increase digital equity by offering two quiet, private spaces for technology use or study.	FY 2024–2027
	Improve amenities by offering a high quality coffee bar with snacks. Release an RFP for private operation with contractual obligations for hours of operation and products.	FY 2025–2027
	Attract new users by providing space for maker equipment and/or a library of things.	FY 2026–2027
	Engage elementary and middle grade students by offering a STEAM area for coding, robotics, etc.	FY 2026–2027
	Create more welcoming spaces by making one improvement to the facility annually as funding permits.	FY 2024–2027
Provide off site services.	Investigate collaboration with business by considering pop-up services in local retail and government spaces. Identify one space for a pilot project.	FY 2025–2027

Strategic Planning Goals & Objectives

4 RESILIENCE

Goal Statement: EPL will make the best use of resources by operating efficiently and will be a good neighbor and community member.

| Strategy	Objective	Timeline
Reduce waste.	Review and suggest best practices by scheduling two meetings per year with the City Recycling Division to review and suggest best practices.	FY 2024–2027
	Continue to ensure proper disposal by verifying reuse and recycling of materials that have been withdrawn from the collection and technology that has reached end of life.	FY 2024–2027
	Educate residents about responsible consumption by partnering with the City Recycling Division to offer two Library programs such as composting.	FY 2025–2027
	Shorten travel distance and reach a larger audience by providing programs in three different spaces throughout the service area.	FY 2025–2027
Encourage healthy living.	Increase awareness by offering resources for home gardening such as a seed or succulent swap and three programs on organic gardening, etc.	FY 2025–2027
Encourage wellness.	Provide alternatives to screen time for children and tweens by offering four non-screen focused programs.	FY 2024–2027
	Support mindfulness by inviting a local yoga studio to offer one series of free classes.	FY 2025–2027

Appendix I: ENVIRONMENTAL SCAN

Built in 1981 and over 54,000 square feet, the Main Library building houses a 6,000 square foot children's room, the Turrentine Room for events, a teen area, a Spanish section and a computer lab featuring a popular Business Center. The Literacy Center provides essential literacy services and The Pioneer Room, established in 1992 with a bequest from historian Frances Beven Ryan, is the primary historical research center for the City of Escondido.

DEMOGRAPHICS

New jobs, new cultural amenities, new entertainment venues, new choices for residential living, and a new vision for Escondido's future are on the horizon.

Situated in North San Diego County, Escondido, California has...
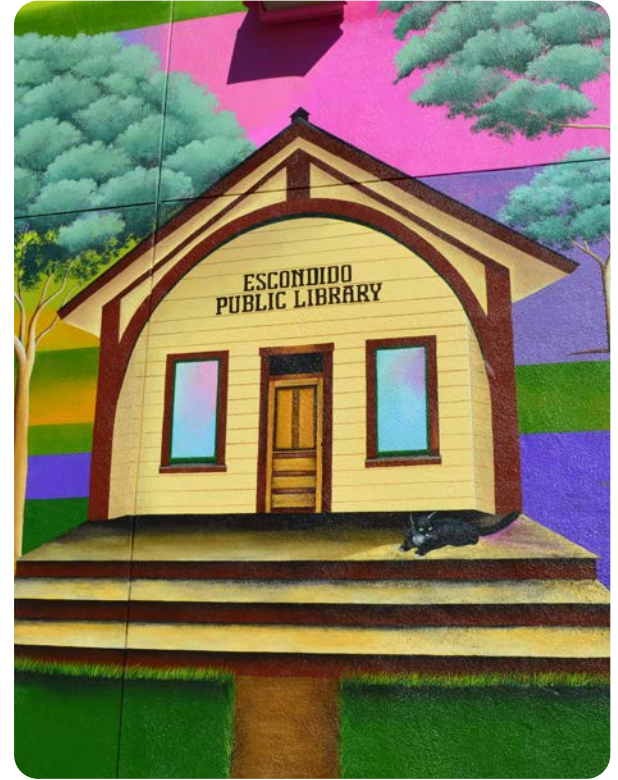
Total population	*150,396*
Median age	*35 years*
Population under 18 years	*24%*
...18–44 years	*38.4%*
...45–64 years	*24.6%*
...65 years & older	*13.1%*
Number of households	*48,724*
Average household size[1]	*3.04 people*

[1] US Census American Community Survey. https://www.census.gov/acs/www/data/data-tables-and-tools/narrative-profiles/2020/report.php?geotype=place&state=06&place=22804 Accessed 4-22-2022.

Appendix I: ENVIRONMENTAL SCAN

Race and Hispanic Origin

65.8 percent of the population is White alone. 2.3 percent is Black or African American alone. 1.0 percent is American Indian or Alaska Native alone and 6.1 percent is Asian alone. 0.4 percent is Native Hawaiian and other Pacific Islander alone. 10.5 percent of the population is two or more races and 51.9 percent is Hispanic or Latino.[2]

Population five years and over who Speak a Language other than English:

	Percent
Spanish	36.5
Other Indo-European languages	1.9
Asian and Pacific Islander languages	4.0
Other languages	0.3

Appendix I: ENVIRONMENTAL SCAN

Education

In 2016–2020, 79.7 percent of people 25 years and over had at least graduated from high school and 24.6 percent had a bachelor's degree or higher. An estimated 20.3 percent did not complete high school. Total school enrollment was 38,621 in 2016–2020. Nursery school enrollment was 2,402 and kindergarten through 12th grade enrollment was 25,424. College or graduate school enrollment was 10,795.

Educational Attainment:

	Percent
Less than high school diploma	20.3
High school diploma or equivalency	23.4
Some college, no degree	24.5
Associate's degree	7.2
Bachelor's degree	16.4
Graduate or professional degree	8.2

Appendix I: ENVIRONMENTAL SCAN

Economics

The median income of households was $65,326. An estimated 6.4 percent of households had income below $10,000 a year and 7.2 percent had income over $200,000 or more.[3]

Household Income:

	Percent
Less than $10,000	6.4
$10,000 to $14,999	3.7
$15,000 to $24,999	8.7
$25,000 to $34,999	7.8
$35,000 to $49,999	12.0
$50,000 to $74,999	17.9
$75,000 to $99,999	12.4
$100,000 to $149,999	14.7
$150,000 to $199,999	9.3
$200,000 or more	7.2

61.5 percent of the population 16 and over were employed; 35.2 percent were not currently in the labor force. An estimated 82.7 percent of the people employed were private wage and salary workers; 9.3 percent were federal, state, or local government workers; and 7.8 percent were self-employed in their own (not incorporated) business.[4]

[3] US Census American Community Survey. https://www.census.gov/acs/www/data/data-tables-and-tools/narrative-profiles/2020/report.php?geotype=place&state=06&place=22804 Accessed 4-22-2022.

[4] US Census American Community Survey. https://www.census.gov/acs/www/data/data-tables-and-tools/narrative-profiles/2020/report.php?geotype=place&state=06&place=22804 Accessed 5-25-2022.

Appendix I: ENVIRONMENTAL SCAN

Percent of Employment by Industry

	Percent
Agriculture, forestry, fishing and hunting, and mining	2.5
Construction	9.3
Manufacturing	9.2
Wholesale trade	2.6
Retail trade	12.5
Transportation and warehousing, and utilities	3.9
Information	1.8
Finance and insurance, and real estate and rental and leasing	4.2
Professional, scientific, and management, and administrative and waste management services	14.4
Educational services, and health care and social assistance	18.5
Arts, entertainment, and recreation, and accommodation, and food services	12.3
Other Services, except public administration	6.2
Public administration	2.5

In 2016–2020, 13.6 percent of people were in poverty. An estimated 18.2 percent of children under 18 were below the poverty level, compared with 10.9 percent of people 65 years old and over. An estimated 12.3 percent of people 18 to 64 years were below the poverty level. 10.1 percent of households received SNAP (the Supplemental Nutrition Assistance Program).

Appendix I: ENVIRONMENTAL SCAN

Digital Access & Technology

In 2016–2020, 94.5 percent of households had a computer, and 90.6 percent had a broadband internet subscription. An estimated 81.6 percent of households had a desktop or laptop, 88.0 percent had a smartphone, 65.6 percent had a tablet or other portable wireless computer, and 3.2 percent had some other type of computer.

Types of Computers:

	Percent
Desktop or laptop	81.6
Smartphone	88.0
Tablet or other portable wireless computer	65.6
Other computer	3.2

In 2016–2020, 94.5 percent of households in Escondido city, California had a computer, and 90.6 percent had a broadband internet subscription. Among all households, 80.8 percent had a cellular data plan; 74.8 percent had a broadband subscription such as cable, fiber optic, or DSL; 9.3 percent had a satellite internet subscription; 0.1 percent had dial-up alone; and 0.0 percent had some other service alone.[5]

[5] US Census American Community Survey. https://www.census.gov/acs/www/data/data-tables-and-tools/narrative-profiles/2020/report.php?geotype=place&state=06&place=22804 Accessed 4-22-2022.

Appendix II: PUBLIC INPUT SUMMARY

Through a robust process, community desire for library services was obtained through analysis of a public survey, personal stakeholder interviews, and focus groups. Specific feedback and requests that recurred through the research process are listed below.

FACILITY

- Renovate first floor (continuation from previous plan)

- Wayfinding (children's room easier to find, ask here for bilingual staff sign)

- Create living room feel

- Front entrance

- Reset furniture

- Fresh paint

- Café

- Co-working (small space to plug in and work for a few hours. Does not have to be quiet.)

- Better lighting

- Display for local artists

- Safe space for teens

- Tutoring space

- More murals

- Leverage Grand Ave. renovation

- Need quiet space to work

Appendix II: PUBLIC INPUT SUMMARY

PROGRAMS

- Alternative to screen time for kids

- *Multi generational programming*

- Social services resources—more than just phone numbers

- Promote local authors/grow writers group

- Services for very elderly—opportunity to socialize

- Parent education for emergent literacy

- Bilingual programs outside of building in parks etc.

- Parent education

INNOVATION

- 24/7 book kiosk

- More mobile services

- Greeter at entrance/someone to point out technology

- Community college classes at Library

- Better merchandising of print collection and electronic on website

- Marketplace

- Legal aid workshops

- *Redeploy staff to outreach*

- Leverage volunteers

- Book delivery and return through mail or delivery service

TECHNOLOGY

- Replace chromebooks with windows laptops/laptop station

- More tech training and space for tech use

- One- on- one tutoring for adults/seniors (MS Office, apply for job, etc.)

- How to use your own device classes (especially for seniors)

Appendix II: PUBLIC INPUT SUMMARY

COLLECTION

- Consider a library of things with hand tools and kitchen equipment

- Consider a makerspace

- ***Electronic resources can be tools for equity/access***

- Consider Zip books to get requested titles to patrons quickly

- Print and electronic formats are both important

- Varied collection is important

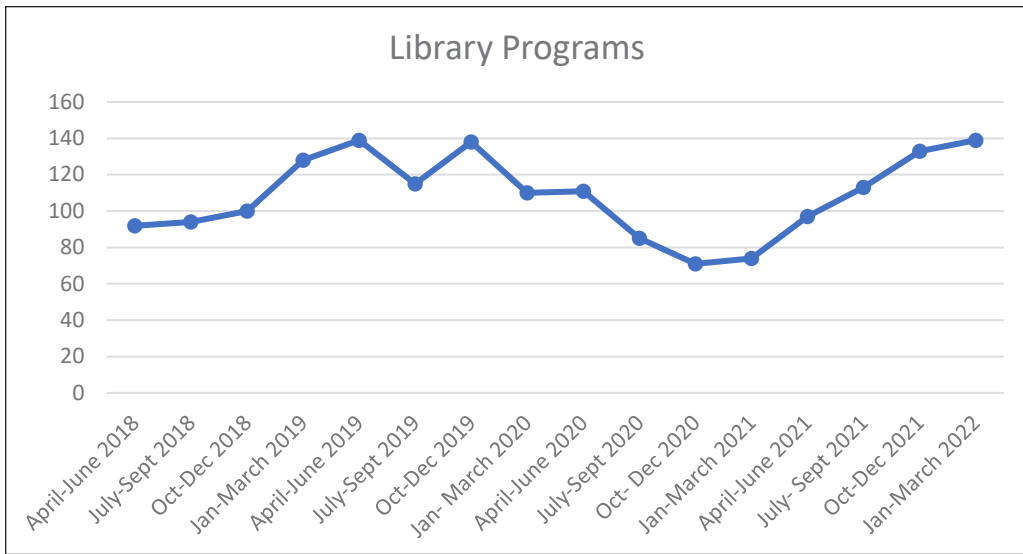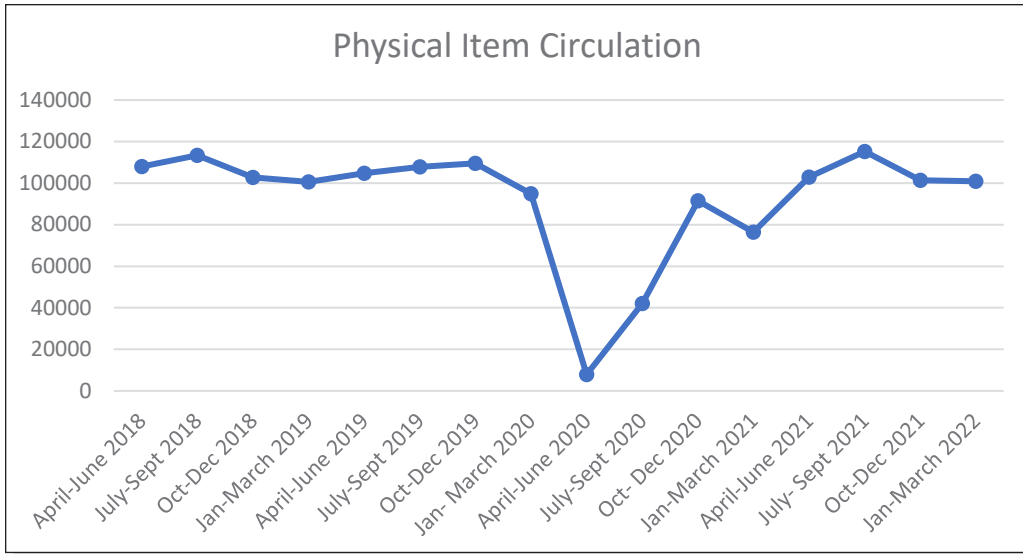## FEEDBACK FROM EDUCATION COMPACT TEEN PARTICIPANTS

- A place to relax is desired at the Library

- Some come to do schoolwork, use wifi

- Some don't like to read and don't think there is anything there except reading

- Transportation can be a barrier

- Some teens don't know Library has a website

- Those who have Library card have it from childhood

- Want manga/anime materials, art table and materials

- Tutoring in English and math on weekends

- Some don't have laptop or computer, more than half know someone who does not have internet beyond phone

- They want better tech at Library

- Area to eat would be welcome

- ***They feel safe at Library***

- Want author programs

- Want community service opportunities

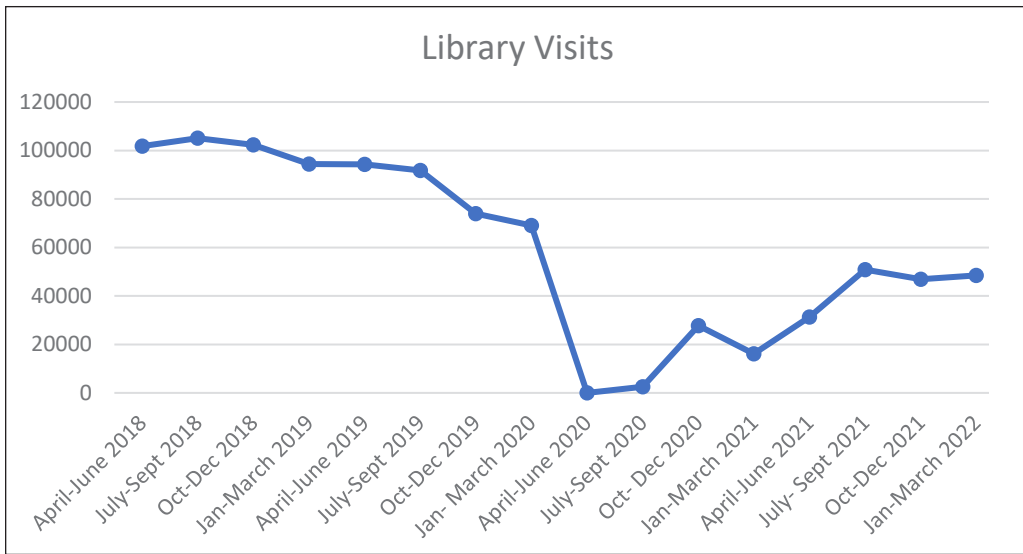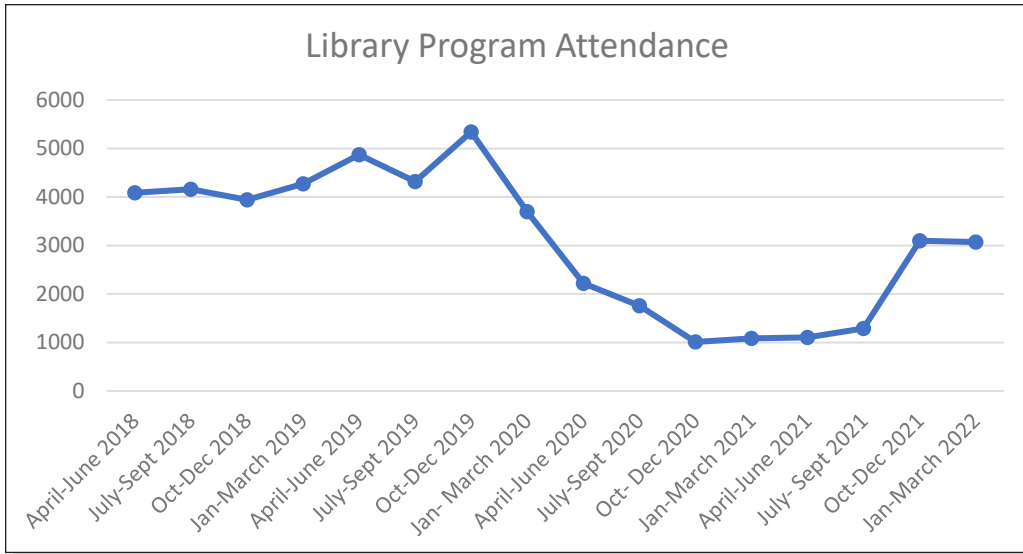# *Appendix III: FORECAST OF LIBRARY MAINTENANCE & GROWTH*

The data herein informs the strategic plan and helps illuminate EPL's future path. The statistics below reflect the effects of the COVID-19 pandemic. The Library building was closed intermittently March 16–September 19, 2020 and December 7, 2020–January 31, 2021 and returned to full hours on June 16, 2021.
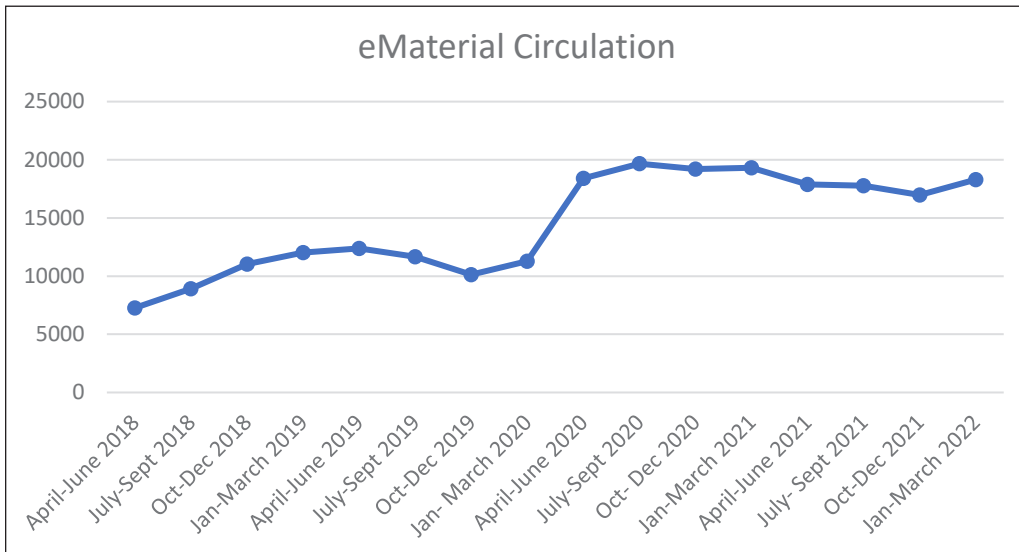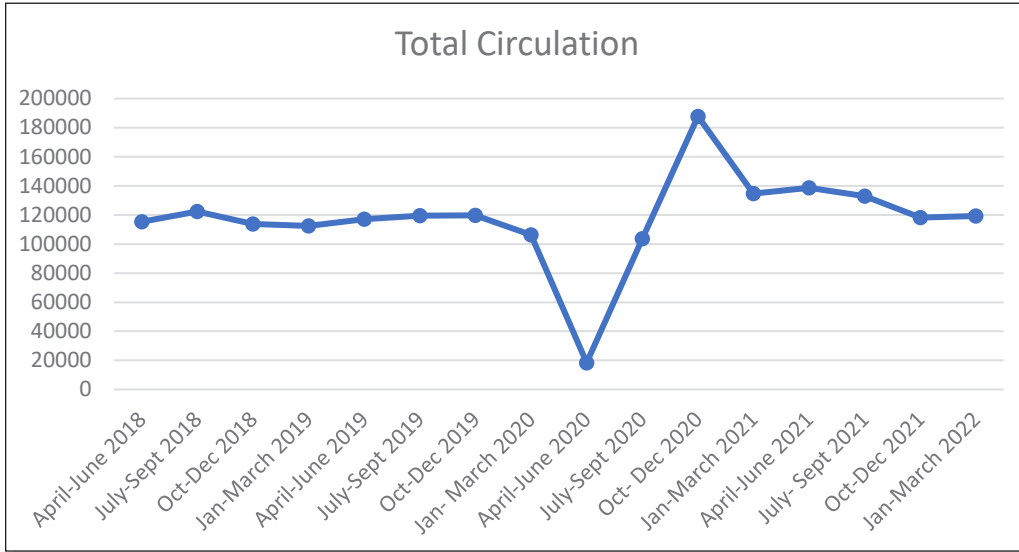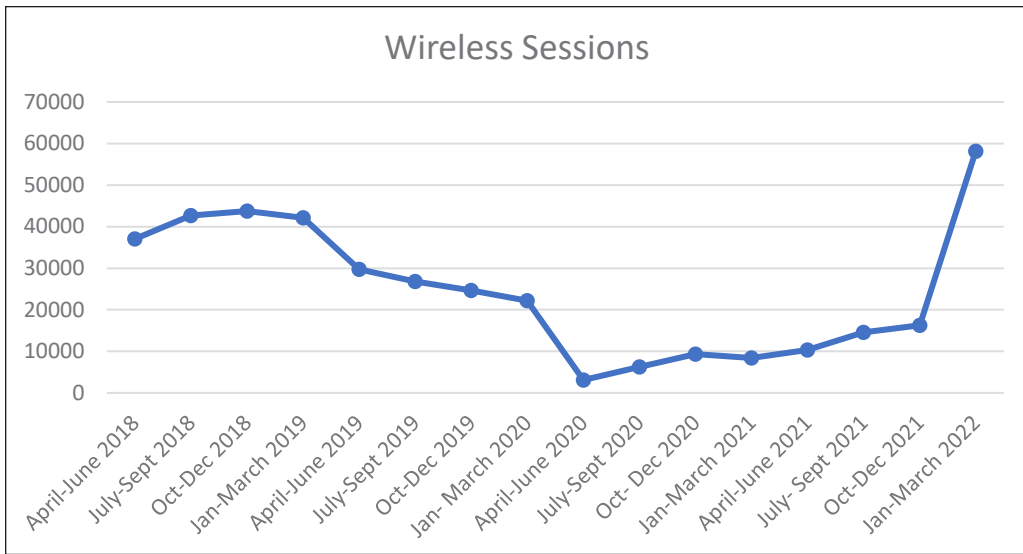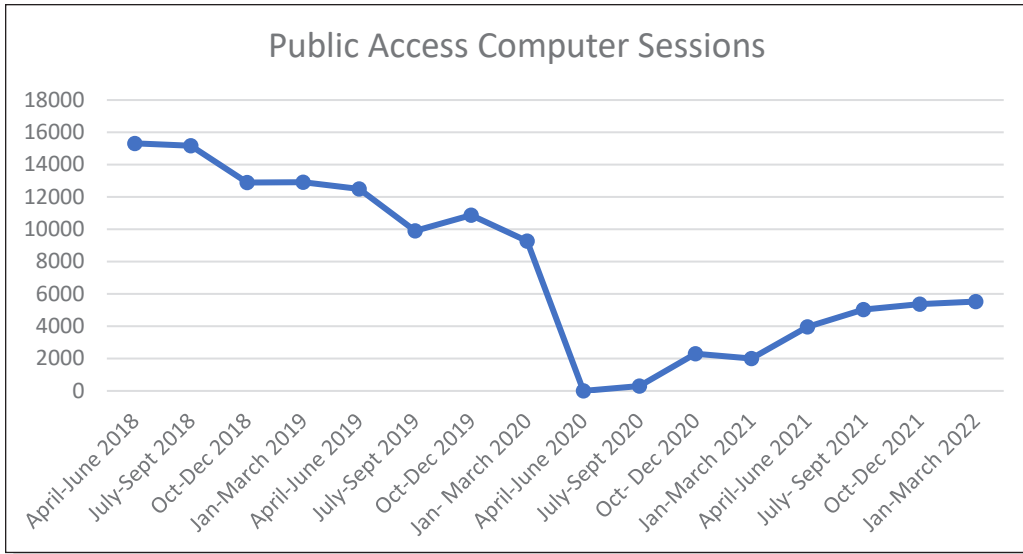

Total Circulation

eMaterial Circulation

Appendix III: FORECAST OF LIBRARY MAINTENANCE & GROWTH

Physical Item Circulation

Library Programs

Appendix III: FORECAST OF LIBRARY MAINTENANCE & GROWTH

Library Program Attendance

Library Visits

Appendix III: FORECAST OF LIBRARY MAINTENANCE & GROWTH

Public Access Computer Sessions

Wireless Sessions

Appendix IV: PATRON SEGMENTATION ANALYSIS

Data from the LibraryIQ analytics platform provides insight into EPL patron needs and interests. The chart below includes information about EPL patrons who checked out physical materials during 2021. Anonymized patron information was mapped to Claritas® consumer information to provide a deep understanding of patron needs and interests by household. This data will assist EPL in allocating budget for resources, services, and collection development. A deep understanding of demographics, lifestyle, and behaviors can be used to create effective marketing strategies, engagement efforts, programs, and outreach.

Segment Name	Household Income	Household Technology	Household Age Range	% of Total Escondido Households	% of Total Escondido Households That Are EPL Patrons	% of Total EPL Print Checkouts
Accumulated Wealth	Upscale	Average to High	35–55	13.07%	14.68%	18.35%
Affluent Empty Nests	Upscale	Average	55+	14.01%	12.12%	15.54%
Striving Singles	Lower Income	Average to High	Age <55	19.04%	19.30%	14.19%
Cautious Couples	Lower Midscale	Low	65+	14.70%	10.06%	11.58%
Conservative Classics	Upscale	Low to Average	55+	9.36%	9.14%	11.48%
Mainstream Families	Upper Midscale	Low to Average	25–50	7.11%	12.12%	9.71%
Midlife Success	Lower Midscale	Low	65+	6.81%	7.44%	7.36%
Young Achievers	Lower Income	Average to High	Age <55	6.88%	5.99%	4.36%
Young Accumulators	Upper Midscale	Average	Age <55	3.70%	4,89%	4.01%
Sustaining Seniors	Downscale	Low	55+	2.94%	2.01%	2.13%
Sustaining Families	Lower Income	Average	Age <55	2.38%	2.25%	1.28%

Appendix IV: PATRON SEGMENTATION ANALYSIS

ACCUMULATED WEALTH

- Has highest volume of print materials checkouts

- Comes from a suburban environment w/emphasis on families with children

- Educated parents with high-salary professional careers

- Above average use of technology, great for STEAM related programs and activities

- Young Accumulators

- Lives in mid-size homes w/interest in home improvement/projects

- Mix of professional and managerial jobs

- Strong inclination to use the Internet for shopping and researching products, reads book reviews

- Enjoys outdoor activities (hunting, fishing, baseball) and owns bounty of sports equipment

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PRIZM® PREMIER LIFESTAGE

F1 – Accumulated Wealth

02 Networked Neighbors	11 Fast-Track Families
05 Country Squires	14 Kids & Cul-de-Sacs
06 Winner's Circle	15 New Homesteaders
10 Executive Suites	16 Beltway Boomers

11% U.S. HHs

DEMOGRAPHICS

HOUSEHOLD AGE

- 18-24: 3%
- 25-34: 18%
- 35-44: 31%
- 45-54: 31%
- 55-64: 13%
- 65-74: 3%
- 75+: 1%

KIDS <18

56% with Kids
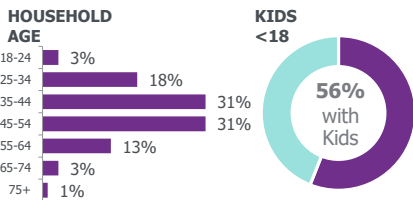
89% Home Owners

77% Married

Median Household Income: $ 110,950

INCOME PRODUCING ASSETS

- 23%
- 11%
- 25%
- 16%
- 12%
- 13%

- < $50K
- $50K - $99K
- $100K - $249K
- $250K - $499K
- $500K - $999K
- $1 Million+
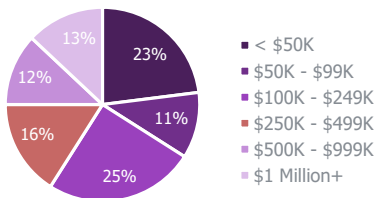
MEDIA CONSUMPTION

ONLINE/SOCIAL
- LinkedIn
- ESPN
- HBO NOW
- NHL team site
- Event tickets

TELEVISION
- NFL Draft
- Peyton's Place
- Top Chef
- Comedy Central
- Southern Charm

ABOUT ME

- Highly educated, with high salary professional careers
- Lifestyle is centered around their children
- Owns the latest, greatest technological gadgets
- Watches sporting events on Big Ten Sports Network
- Uses the Internet to purchase vacation packages, sporting goods, and home improvement items

TECH USAGE

No-Tech — Low-Tech — Mid-Tech — High-Tech

LIFESTYLE

- Uses social networks for exclusive offers and coupons and to review products/services
- Loves to travel and eat out at restaurants like Chipotle
- Prefers shopping at Crate & Barrel to furnish their houses, and Anthropologie or Old Navy for attire
- Segments in this life stage own a wide range of vehicles from Audi to Acura to Volvo
- Enjoys playing a variety of sports, such as skiing, snowboarding, running, and tennis
- Stays at short-term rentals, such as an Airbnb, and Westin and Hilton hotels

ACTIVITIES

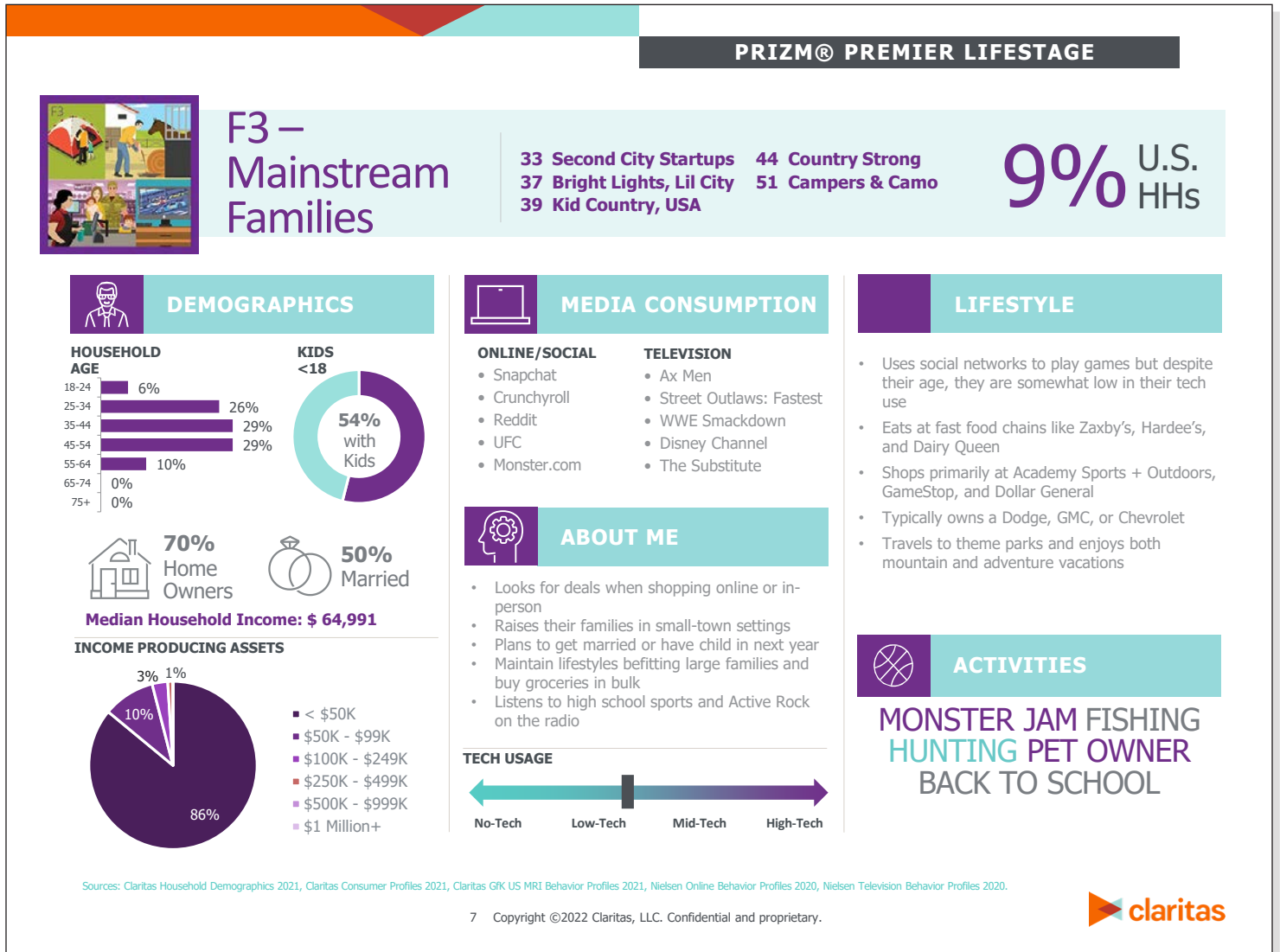**SKIING SOCCER TENNIS MARATHONS TRAVEL COLLEGE SPORTS**

Sources: Claritas Household Demographics 2021, Claritas Consumer Profiles 2021, Claritas GfK US MRI Behavior Profiles 2021, Nielsen Online Behavior Profiles 2020, Nielsen Television Behavior Profiles 2020.

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Appendix IV: PATRON SEGMENTATION ANALYSIS

MAINSTREAM FAMILIES

- Partakes in outdoor-related vacations

- Heavy focus on children and family-friendly activities

- Emphasis on maintaining active family lifestyle, promote sports and love of the outdoors

- Interested in social networking and online gaming

PRIZM® PREMIER LIFESTAGE

F3 — Mainstream Families

33 Second City Startups	44 Country Strong
37 Bright Lights, Lil City	51 Campers & Camo
39 Kid Country, USA	

9% U.S. HHs

DEMOGRAPHICS

HOUSEHOLD AGE

18-24	6%
25-34	26%
35-44	29%
45-54	29%
55-64	10%
65-74	0%
75+	0%

KIDS <18

54% with Kids

70% Home Owners

50% Married

Median Household Income: $ 64,991

INCOME PRODUCING ASSETS

- 86%
- 10%
- 3%
- 1%

- ■ < $50K
- ■ $50K - $99K
- ■ $100K - $249K
- ■ $250K - $499K
- ■ $500K - $999K
- ■ $1 Million+

MEDIA CONSUMPTION

ONLINE/SOCIAL
- Snapchat
- Crunchyroll
- Reddit
- UFC
- Monster.com

TELEVISION
- Ax Men
- Street Outlaws: Fastest
- WWE Smackdown
- Disney Channel
- The Substitute

ABOUT ME

- Looks for deals when shopping online or in-person
- Raises their families in small-town settings
- Plans to get married or have child in next year
- Maintain lifestyles befitting large families and buy groceries in bulk
- Listens to high school sports and Active Rock on the radio

TECH USAGE

No-Tech — Low-Tech — Mid-Tech — High-Tech

LIFESTYLE

- Uses social networks to play games but despite their age, they are somewhat low in their tech use
- Eats at fast food chains like Zaxby's, Hardee's, and Dairy Queen
- Shops primarily at Academy Sports + Outdoors, GameStop, and Dollar General
- Typically owns a Dodge, GMC, or Chevrolet
- Travels to theme parks and enjoys both mountain and adventure vacations

ACTIVITIES

MONSTER JAM FISHING HUNTING PET OWNER BACK TO SCHOOL

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SUSTAINING FAMILIES

- Segment with the lowest number of Library checkouts and least amount of households within EPL's service area

- Group lives in multi-generation households

- Uses job-seeking websites and weighs back to school possibilities

- Opportunities for outreach to this group as well as evaluation of EPL's current service areas

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PRIZM® PREMIER LIFESTAGE

F4 – Sustaining Families

42	Multi-Culti Mosaic	61	Second City Generations
45	Urban Modern Mix	68	Bedrock America
56	Multi-Culti Families		

7% U.S. HHs

DEMOGRAPHICS

HOUSEHOLD AGE
- 18-24: 8%
- 25-34: 23%
- 35-44: 24%
- 45-54: 21%
- 55-64: 15%
- 65-74: 8%
- 75+: 2%

KIDS <18
45% with Kids
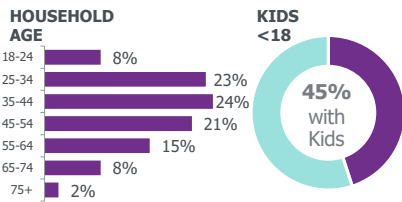
45% Home Owners

35% Married

Median Household Income: $ 40,730

INCOME PRODUCING ASSETS
- 89%
- 7%
- 2%
- 1%
- 1%
- 1%

- < $50K
- $50K - $99K
- $100K - $249K
- $250K - $499K
- $500K - $999K
- $1 Million+
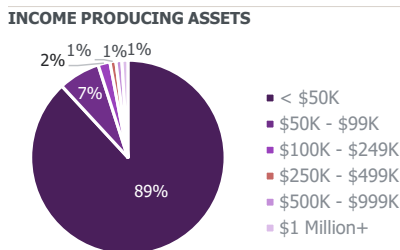
MEDIA CONSUMPTION

ONLINE/SOCIAL
- fuboTV
- CareerBuilder
- Coupons.com
- NBA League Pass
- MeetUp

TELEVISION
- Telemundo
- Black Ink Crew
- Univision
- Love & Hip Hop Miami
- BET

ABOUT ME

- Lives in ethnically diverse neighborhoods
- Often first-generation Americans
- Many families live with grandparents, parents and children under one roof
- Modestly educated and struggle to make ends meet
- Listens to Spanish adult hits and Mexican regional music

TECH USAGE

No-Tech — Low-Tech — Mid-Tech — High-Tech
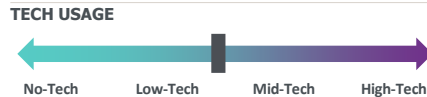
LIFESTYLE

- Eats at fast food restaurants like Chuck E Cheese, Wingstop, and Jack in the Box
- Shops at discount retailers like Burlington, Family Dollar, and Ross Dress for Less
- Owns a Nissan, Chrysler, or Mazda automobile
- Often goes to soccer matches and WWE events
- Enjoys going to see a movie on opening weekend
- Spends 5+ hours a day on social networking sites

ACTIVITIES

SOCCER PRO BOXING
WWE BACK TO SCHOOL
LOTTERY ESPORTS

Sources: Claritas Household Demographics 2021, Claritas Consumer Profiles 2021, Claritas GfK US MRI Behavior Profiles 2021, Nielsen Online Behavior Profiles 2020, Nielsen Television Behavior Profiles 2020.
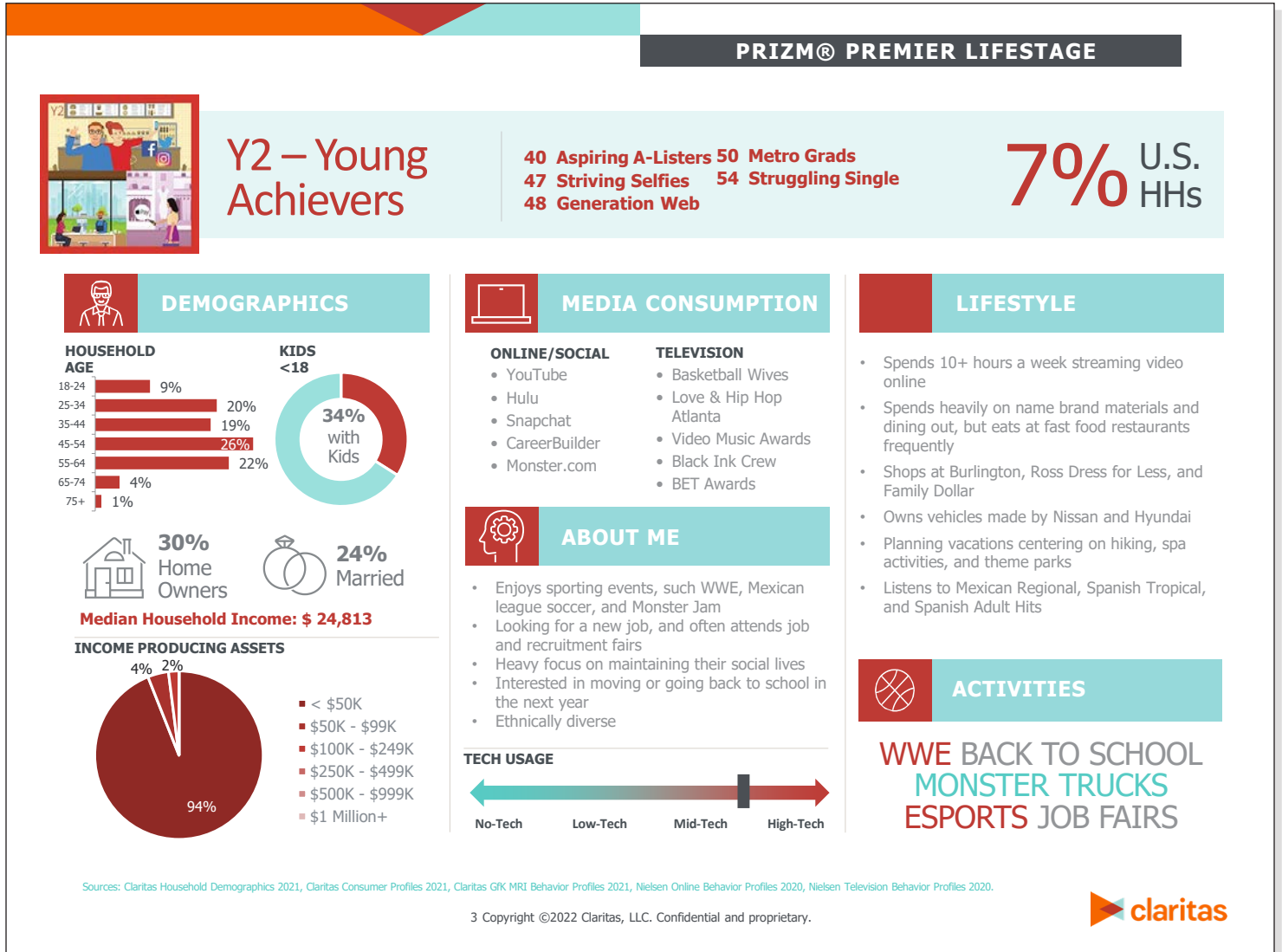
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MIDLIFE SUCCESS

- Children-oriented families require wide selection of children's material
- Interested in travel and outdoor activities/sports
- Engaged in technology and its many offerings
- Interested in adult fiction and nonfiction

PRIZM® PREMIER LIFESTAGE

Y1 – Midlife Success

04	Young Digerati	31	Connected Bohemians
13	Upward Bound	34	Young and Influential
21	The Cosmopolitans	35	Urban Achievers
25	Up-and-Comers		

9% U.S. HHs

DEMOGRAPHICS

HOUSEHOLD AGE

- 18-24: 7%
- 25-34: 31%
- 35-44: 30%
- 45-54: 17%
- 55-64: 7%
- 65-74: 7%
- 75+: 1%

KIDS <18

47% with Kids
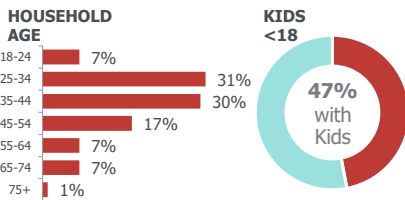
59% Home Owners

55% Married

Median Household Income: $ 73,911

INCOME PRODUCING ASSETS

- < $50K: 49%
- $50K - $99K: 12%
- $100K - $249K: 14%
- $250K - $499K: 11%
- $500K - $999K: 7%
- $1 Million+: 7%
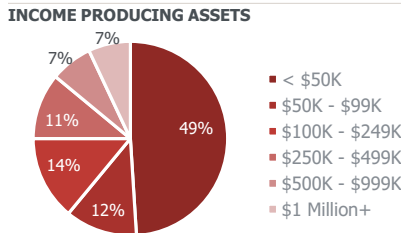
MEDIA CONSUMPTION

ONLINE/SOCIAL
- Yelp
- HBO Now
- Meetup.com
- NBA League Pass
- LinkedIn

TELEVISION
- US Open Tennis
- Video Music Awards
- Southern Charm
- Top Chef
- Shahs of Sunset

ABOUT ME

- Researches travel plans online
- Likely to move or change address in next year
- Streams music via Spotify, Stitcher, and TuneIn
- Listens to Alternative music, as well as Rhythmic Adult Contemporary and Spanish Contemporary

TECH USAGE

No-Tech — Low-Tech — Mid-Tech — High-Tech
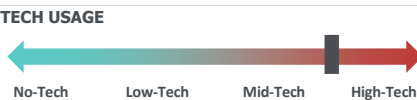
LIFESTYLE

- Eats at Chipotle, California Pizza Kitchen and organic/health food restaurants
- Shops online and in-store at men's and women's retailers, like Bloomingdale's, Nordstrom and Crate & Barrel
- Owns luxury vehicles like an Audi, BMW, or Acura
- Participates in skiing and snowboarding, while also enjoying tennis and yoga
- Enjoys traveling extensively to locations such as Los Angeles, New York City, and Europe

ACTIVITIES

TRAVEL ORGANIC FOOD YOGA NBA SKIING TENNIS MARATHONS

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Appendix IV: PATRON SEGMENTATION ANALYSIS

YOUNG ACHIEVERS

- Ethnically diverse group

- Heavily engaged with technology (streaming, online shopping) and different social media platforms (Youtube, Instagram, etc.)

- Interested in going back to school or moving

- Prefer experiences (hiking, travel, theme parks, dining out) over materials

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PRIZM® PREMIER LIFESTAGE

Y2 – Young Achievers

40	Aspiring A-Listers	50	Metro Grads
47	Striving Selfies	54	Struggling Single
48	Generation Web		

7% U.S. HHs

DEMOGRAPHICS

HOUSEHOLD AGE
- 18-24: 9%
- 25-34: 20%
- 35-44: 19%
- 45-54: 26%
- 55-64: 22%
- 65-74: 4%
- 75+: 1%

KIDS <18: 34% with Kids

30% Home Owners

24% Married

Median Household Income: $ 24,813

INCOME PRODUCING ASSETS
- 4%
- 2%
- 94%
- ■ < $50K
- ■ $50K - $99K
- ■ $100K - $249K
- ■ $250K - $499K
- ■ $500K - $999K
- ■ $1 Million+

MEDIA CONSUMPTION

ONLINE/SOCIAL
- YouTube
- Hulu
- Snapchat
- CareerBuilder
- Monster.com

TELEVISION
- Basketball Wives
- Love & Hip Hop Atlanta
- Video Music Awards
- Black Ink Crew
- BET Awards

ABOUT ME

- Enjoys sporting events, such WWE, Mexican league soccer, and Monster Jam
- Looking for a new job, and often attends job and recruitment fairs
- Heavy focus on maintaining their social lives
- Interested in moving or going back to school in the next year
- Ethnically diverse

TECH USAGE

No-Tech — Low-Tech — Mid-Tech — High-Tech

LIFESTYLE

- Spends 10+ hours a week streaming video online
- Spends heavily on name brand materials and dining out, but eats at fast food restaurants frequently
- Shops at Burlington, Ross Dress for Less, and Family Dollar
- Owns vehicles made by Nissan and Hyundai
- Planning vacations centering on hiking, spa activities, and theme parks
- Listens to Mexican Regional, Spanish Tropical, and Spanish Adult Hits

ACTIVITIES

WWE BACK TO SCHOOL
MONSTER TRUCKS
ESPORTS JOB FAIRS

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STRIVING SINGLES

- High percentage of households that check out print materials

- Actively use social media and on the hunt to find a new job and/or go back to school

- Interest in fiction, mysteries, thrillers, YA and graphic novels

- More focused on print material over ematerial

PRIZM® PREMIER LIFESTAGE

Y3 – Striving Singles

55	Red, White & Blue	64	Family Thrifts
59	New Melting Pot	65	Young & Rustic
60	Small-Town Collegiates	66	New Beginnings
63	Low-Rise Living		

10% U.S. HHs

DEMOGRAPHICS

HOUSEHOLD AGE
- 18-24: 8%
- 25-34: 22%
- 35-44: 22%
- 45-54: 28%
- 55-64: 18%
- 65-74: 3%
- 75+: 0%

KIDS <18
39% with Kids

20% Home Owners

25% Married

Median Household Income: $ 21,870

INCOME PRODUCING ASSETS
- < $50K: 95%
- $50K - $99K: 2%
- $100K - $249K: 1%
- $250K - $499K
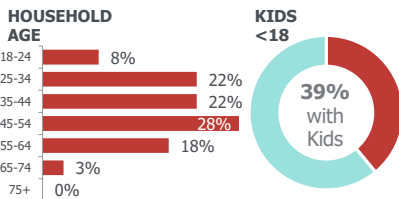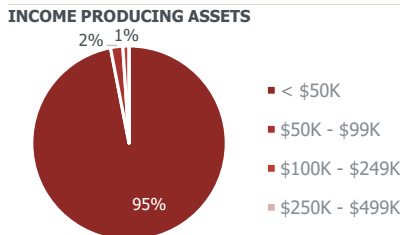
MEDIA CONSUMPTION

ONLINE/SOCIAL
- YouTube
- CareerBuilder
- Facebook
- WWE.com
- Coupons.com

TELEVISION
- The New Edition Story
- Love & Hip Hop Atlanta
- Basketball Wives
- BET
- Black Ink Crew

ABOUT ME

- Works entry-level service jobs and uses CareerBuilder.com to search for new jobs
- Relies on public transportation
- Enjoys Monster Jam, NBA Gatorade League, and WWE
- Listens to Gospel and Urban Contemporary
- Stays at budget motels like Super 8 or Motel 6

TECH USAGE

No-Tech — Low-Tech — Mid-Tech — High-Tech
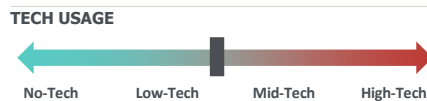
LIFESTYLE

- Spends over 25 hours a week on social networking sites
- Eats at low budget fast food restaurants, like Hardee's, Church's Chicken, and Chuck E Cheese
- Prefers shopping at Family Dollar, GameStop, and Burlington
- Typically owns a Dodge, Buick, or GMC
- Does not travel often, but when they do, they stay at economically-sound motels like Motel 6

ACTIVITIES

WEDDING PLANNING
MONSTER TRUCKS BACK
TO SCHOOL ESPORTS

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AFFLUENT EMPTY NEST

- Well-educated group with high literacy levels

- Enjoys taking vacations and traveling

- Engaged in community and current events

- Maintains lawn, garden, and home's interior style and curb appeal

---

PRIZM® PREMIER LIFESTAGE

M1 – Affluent Empty Nest

01	Upper Crust	08	Gray Power
03	Movers & Shakers	09	Big Fish, Small Pond
07	Money & Brains	12	Cruisin' to Retirement

9% U.S. HHs

DEMOGRAPHICS

HOUSEHOLD AGE

18-24	0%
25-34	0%
35-44	0%
45-54	3%
55-64	32%
65-74	52%
75+	13%

KIDS <18

8% with Kids
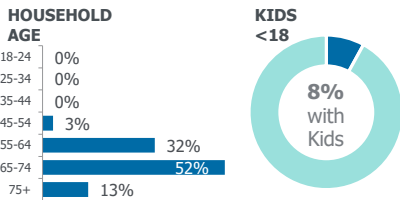
95% Home Owners

77% Married

Median Household Income: $ 137,551

INCOME PRODUCING ASSETS

- 1%
- 16%
- 21%
- 22%
- 41%

- ■ < $50K
- ■ $50K - $99K
- ■ $100K - $249K
- ■ $250K - $499K
- ■ $500K - $999K
- ■ $1 Million+
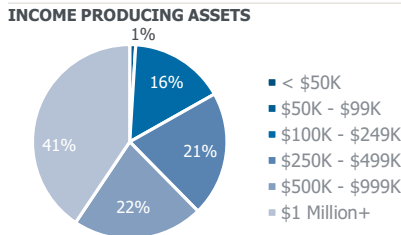
MEDIA CONSUMPTION

ONLINE/SOCIAL
- PGA Tour
- News/current events
- Finance sites
- Online travel sites

TELEVISION
- Political debates
- CNN Films
- Reidout
- PGA Tour events
- The Good Fight

ABOUT ME

- Lives in the richest addresses in the nation
- Highly educated executives and white-collar professionals that are nearing retirement, if not already retired
- Spends their free time vacationing
- Community leaders who donate to public radio, volunteer for environmental groups, and vote regularly in elections

TECH USAGE

No-Tech — Low-Tech — Mid-Tech — High-Tech
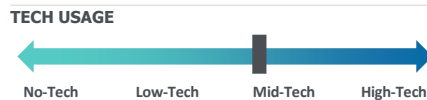
LIFESTYLE

- Eats at Bonefish Grill, Carrabba's, or any upscale restaurant
- Reads The New York Times
- Shops at Bloomingdale's, Stein Mart, and Nordstrom
- Owns Mercedes-Benz, Lexus, or Audi
- Lives in fashionable home with well-manicured lawn
- Online behavior centers around their financial investments and keeping up with current events

ACTIVITIES

GOLF SYMPHONY TENNIS **CHILD IN COLLEGE** LIVE THEATER TRAVEL

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CONSERVATIVE CLASSICS

- Partakes in outdoor leisure activities (boating, golf)
- Interest in local events and cultural opportunities
- Typically not up-to-date on latest technology
- Watches live TV and listens to talk/personality radio

PRIZM® PREMIER LIFESTAGE

M2 – Conservative Classics

17 Urban Elders	22 Middleburg Managers
18 Mayberry-ville	24 Pickup Patriarchs
19 American Dreams	28 Country Casuals
20 Empty Nests	

11% U.S. HHs

DEMOGRAPHICS

HOUSEHOLD AGE
- 18-24: 1%
- 25-34: 6%
- 35-44: 10%
- 45-54: 16%
- 55-64: 28%
- 65-74: 31%
- 75+: 8%

KIDS <18
24% with Kids
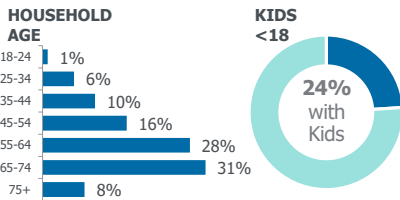
83% Home Owners **68% Married**

Median Household Income: $ 87,167

INCOME PRODUCING ASSETS
- 19% < $50K
- 9% $50K - $99K
- 27% $100K - $249K
- 18% $250K - $499K
- 12% $500K - $999K
- 14% $1 Million+
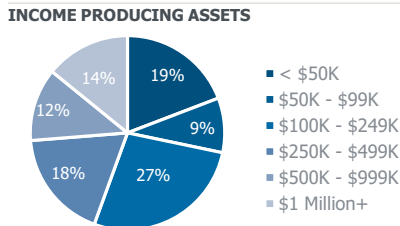
MEDIA CONSUMPTION

ONLINE/SOCIAL
- PGA Tour
- AARP
- NHL sites
- Financial/investment sites

TELEVISION
- The Good Fight
- Garth and Trisha Live!
- Flea Market Flip
- College Football
- Reidout

ABOUT ME

- Not typically up-to-date with the latest technology
- Has a child in/finishing college and looking forward to retirement
- Enjoys the cultural options available in their communities
- Listens to new/talk/personality radio

TECH USAGE

No-Tech — Low-Tech — Mid-Tech — High-Tech
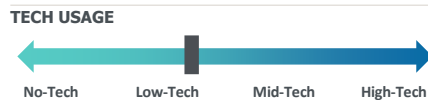
LIFESTYLE

- Spends 50+ hours a week watching live TV programming
- Eats at Outback Steakhouse, Bonefish Grill, or any upscale restaurant
- Shops at Cabela's, Neiman Marcus, and Bloomingdale's
- Tends to own a RAM, Mercedes-Benz, or Subaru
- Enjoys traveling to Alaska, Canada, and Europe
- Frequently buys and sells investments through a broker

ACTIVITIES

BOATING THEATER GOLF MUSEUMS HORSE RACING RETIREMENT PLANNING

Appendix IV: PATRON SEGMENTATION ANALYSIS

CAUTIOUS COUPLES

- Interest is in DIY, tools, and the home

- Prefer to stay in local setting over venturing out

- Retirement phase: lean more toward comfort and casual areas

- Lower-tech; reads the newspaper and favorite genres (crafting, current affairs, cooking)

PRIZM® PREMIER LIFESTAGE

M3 – Cautious Couples

- 32 Traditional Times
- 36 Toolbelt Traditionalists
- 38 Hometown Retired
- 41 Domestic Duos
- 43 City Roots
- 46 Heartlanders
- 49 American Classics
- 52 Simple Pleasures
- 53 Lo-Tech Singles

13% U.S. HHs

DEMOGRAPHICS

HOUSEHOLD AGE
- 18-24: 0%
- 25-34: 2%
- 35-44: 2%
- 45-54: 6%
- 55-64: 25%
- 65-74: 50%
- 75+: 14%

KIDS <18: 12% with Kids
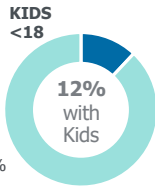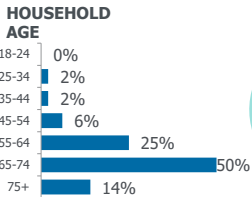
82% Home Owners **53% Married**

Median Household Income: $ 38,795

INCOME PRODUCING ASSETS
- < $50K: 57%
- $50K - $99K: 14%
- $100K - $249K: 13%
- $250K - $499K: 7%
- $500K - $999K: 4%
- $1 Million+: 4%
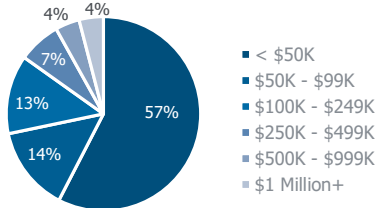
MEDIA CONSUMPTION

ONLINE/SOCIAL
- AARP
- Facebook
- Email
- Shopping sites

TELEVISION
- INSP
- Dolly Parton: 50 Year at the Opry
- NASCAR races
- Bonanza
- Walker, Texas Ranger

ABOUT ME

- Typically beginning their empty-nest years
- Maintains easy-going and predictable lifestyles
- Enjoys reading and eating out at restaurants with good values
- Listens to classic country or soft adult contemporary music
- Reads the local newspaper as well as fraternal magazine

TECH USAGE: No-Tech — Low-Tech — Mid-Tech — High-Tech

LIFESTYLE

- Likely to choose a night out over relying on technology to entertain them
- Prefers dining at restaurants like Cracker Barrel or Golden Corral
- Shopping excursions usually include Stein Mart, JC Penney, and Big Lots
- Owns domestic brand vehicles such as Buick, Chevrolet, or Lincoln
- Does not travel often, but when vacationing enjoys going on guided tours and visiting casinos

ACTIVITIES

GOLF FIGURE SKATING FORMER MILITARY NASCAR RETIREMENT

Sources: Claritas Household Demographics 2021, Claritas Consumer Profiles 2021, Claritas GfK US MRI Behavior Profiles 2021, Nielsen Online Behavior Profiles 2020, Nielsen Television Behavior Profiles 2020.

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SUSTAINING SENIORS

- Very low Internet and tech usage

- Lives a peaceful, classic, small-town life with love of all things local

- Retired and rarely travels due to leaner lifestyle

- Social life revolves around veteran's clubs, fraternal organizations, and other local groups

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PRIZM® PREMIER LIFESTAGE

M4 – Sustaining Seniors

57	Back Country Folks
58	Golden Ponds
62	Crossroad Villagers
67	Park Bench Seniors

7% U.S. HHs

DEMOGRAPHICS

HOUSEHOLD AGE

18-24	0%
25-34	0%
35-44	0%
45-54	0%
55-64	33%
65-74	55%
75+	12%

KIDS <18

6% with Kids
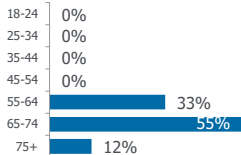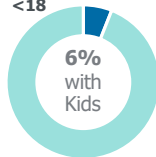
53% Home Owners

30% Married

Median Household Income: $ 22,835

INCOME PRODUCING ASSETS

3% 2% 1%

94%

- < $50K
- $50K - $99K
- $100K - $249K
- $250K - $499K
- $500K - $999K
- $1 Million+
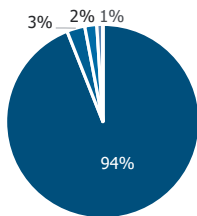
MEDIA CONSUMPTION

ONLINE/SOCIAL
- Little to no Internet usage
- Facebook
- AARP
- Email

TELEVISION
- INSP
- Branded 1
- Gunsmoke
- Bonanza
- The Weather Channel

ABOUT ME

- Lives a classic, small-town lifestyle
- High school educated with downscale incomes
- Social life often revolves around activities at veterans' clubs and fraternal organizations
- Daily life consists of sedentary activities, like reading, watching TV and crafting
- Listens to gospel and classic country

TECH USAGE

No-Tech — Low-Tech — Mid-Tech — High-Tech
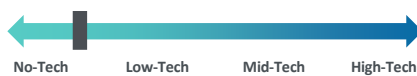
LIFESTYLE

- Internet usage is very low, but when they do browse, it is focused on health-related websites and crafting inspiration
- Often eats at restaurants where you can get a lot of food for a good price, like Hardee's or Golden Corral
- Does not shop often, but when they do it is often at stores such as Dollar General
- Tends to own a Buick, GMC, or Chevrolet
- Due to a low income, these seniors rarely travel

ACTIVITIES

NASCAR BULL RIDING
FIGURE SKATING
RETIREMENT SEWING
FORMER MILITARY

Q1: THE ESCONDIDO PUBLIC LIBRARY EXISTS TO SERVE YOU AND THE COMMUNITY. WHAT DO YOU THINK THE ESCONDIDO PUBLIC LIBRARY SHOULD FOCUS ON DURING THE NEXT FIVE YEARS?

Answered: 614   Skipped: 1
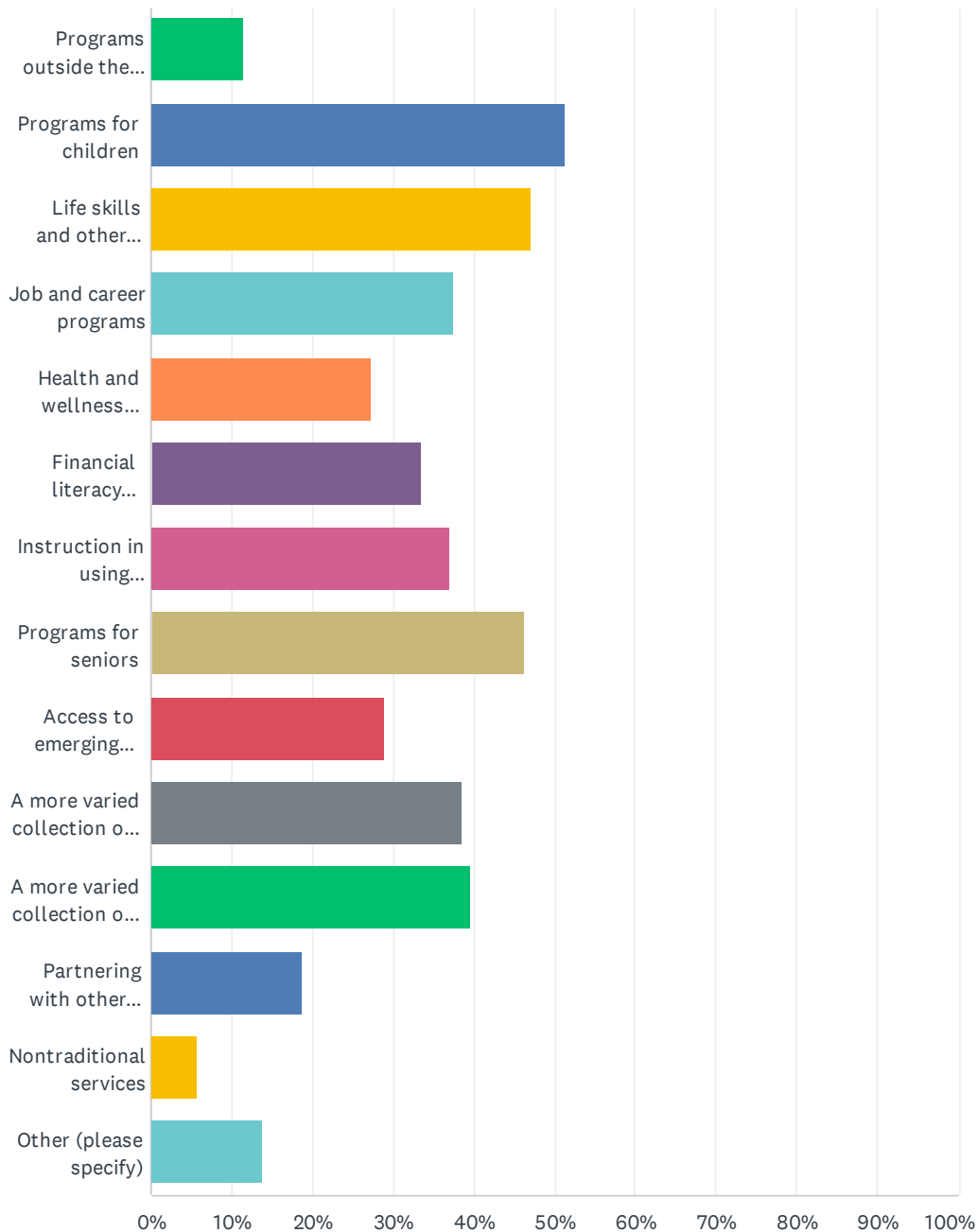
Appendix V: SURVEY RESPONSES (English)

Q1: THE ESCONDIDO PUBLIC LIBRARY EXISTS TO SERVE YOU AND THE COMMUNITY. WHAT DO YOU THINK THE ESCONDIDO PUBLIC LIBRARY SHOULD FOCUS ON DURING THE NEXT FIVE YEARS?

ANSWER CHOICES	RESPONSES	
Programs outside the Library building	11.56%	71
Programs for children	51.47%	316
Life skills and other programs for teens	47.07%	289
Job and career programs	37.46%	230
Health and wellness programs	27.20%	167
Financial literacy programs	33.55%	206
Instruction in using technology	37.13%	228
Programs for seniors	46.25%	284
Access to emerging technology	28.99%	178
A more varied collection of eBooks and eAudiobooks	38.60%	237
A more varied collection of print books	39.58%	243
Partnering with other organizations	18.73%	115
Nontraditional services	5.86%	36
Other (please specify)	13.84%	85
Total Respondents: 614		

Q2: WHICH OF THE FOLLOWING SERVICES ARE IMPORTANT TO YOU AND YOUR FAMILY? (CHOOSE ALL THAT APPLY.)

Answered: 610   Skipped: 5
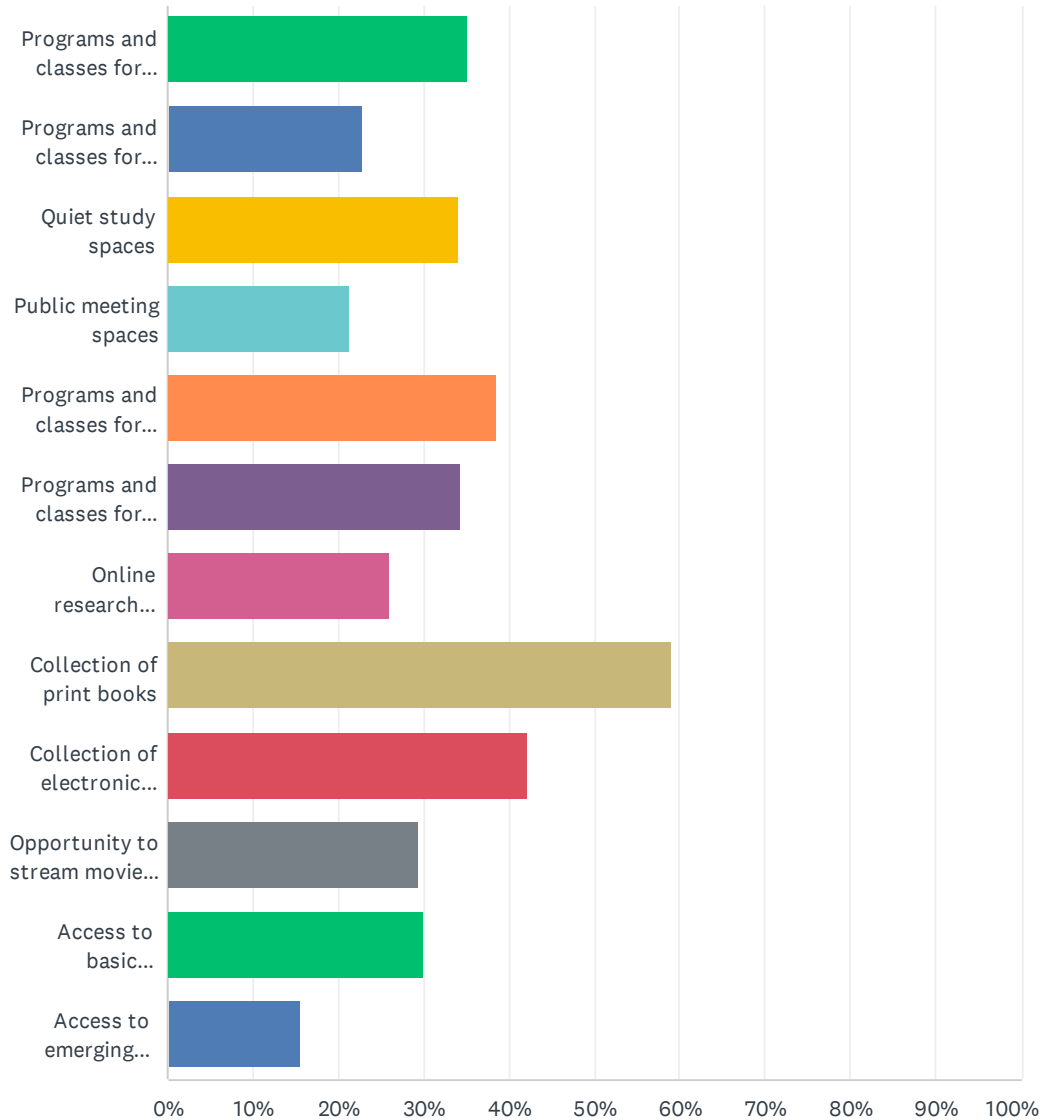
Appendix V: SURVEY RESPONSES (English)

Q2: WHICH OF THE FOLLOWING SERVICES ARE IMPORTANT TO YOU AND YOUR FAMILY? (CHOOSE ALL THAT APPLY.)

ANSWER CHOICES	RESPONSES	
Programs and classes for children	35.25%	215
Programs and classes for teens	22.79%	139
Quiet study spaces	34.10%	208
Public meeting spaces	21.31%	130
Programs and classes for adults	38.69%	236
Programs and classes for seniors	34.26%	209
Online research resources	26.07%	159
Collection of print books	59.02%	360
Collection of electronic books	42.13%	257
Opportunity to stream movies, documentaries, and music	29.51%	180
Access to basic technology (computers, Internet)	30.16%	184
Access to emerging technology (virtual reality)	15.57%	95
Total Respondents: 610		

Appendix V: SURVEY RESPONSES (English)

Q3: LIBRARIES OFFER MORE THAN BOOKS AND STORY TIMES. IF YOU WERE DESIGNING A "LIBRARY OF THE FUTURE," WHAT WOULD YOU INCLUDE? (CHOOSE ALL THAT APPLY.)

Answered: 574   Skipped: 41
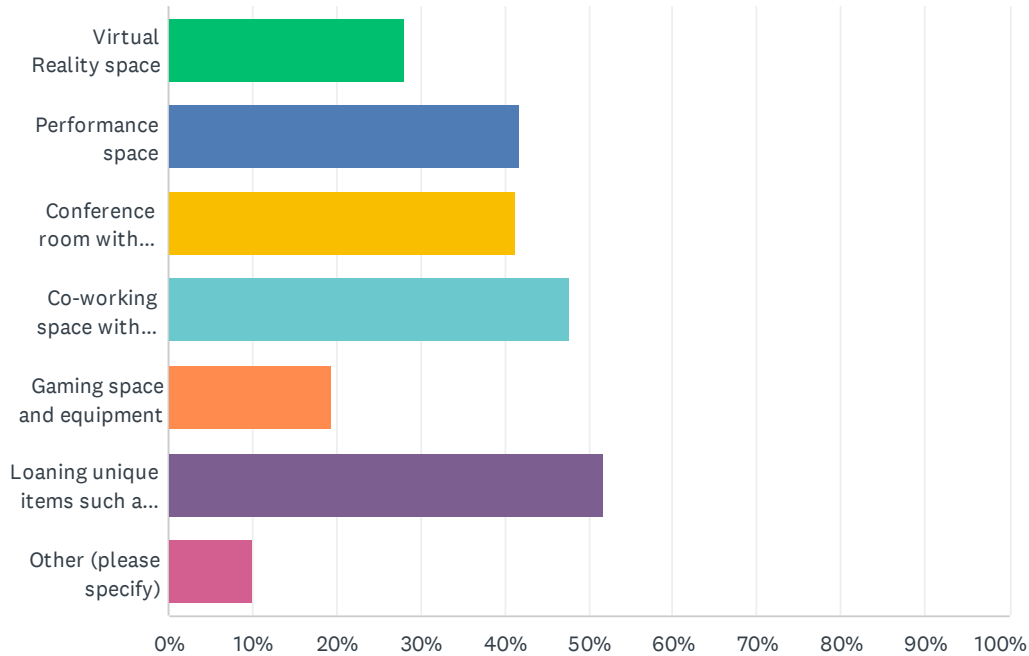
ANSWER CHOICES	RESPONSES	
Virtual Reality space	28.05%	161
Performance space	41.81%	240
Conference room with digital white board	41.29%	237
Co-working space with technology and amenities	47.74%	274
Gaming space and equipment	19.34%	111
Loaning unique items such as hand tools, musical instruments or early learning toys	51.92%	298
Other (please specify)	10.10%	58
Total Respondents: 574		

Appendix V: SURVEY RESPONSES (English)

Q4: WHAT IS YOUR PREFERRED LANGUAGE FOR INFORMATION ABOUT THE ESCONDIDO PUBLIC LIBRARY, INCLUDING SURVEYS?

Answered: 615   Skipped: 0
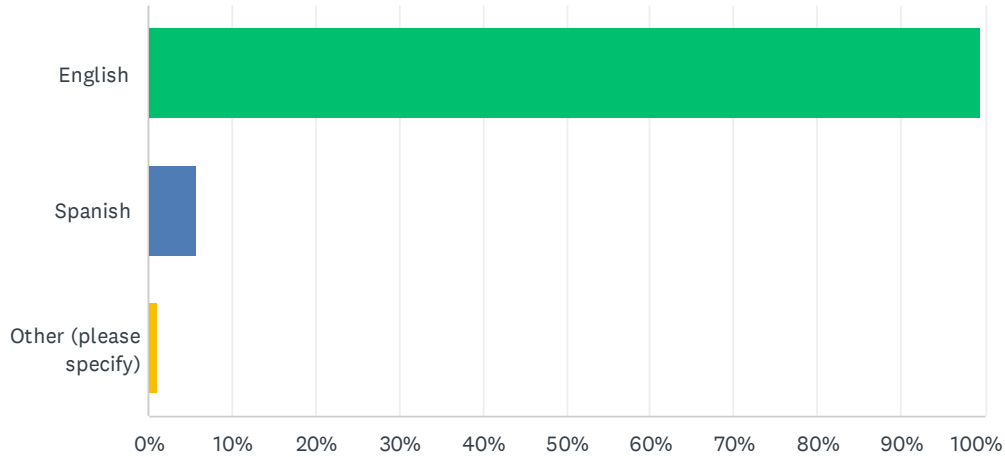
ANSWER CHOICES	RESPONSES	
English	99.67%	613
Spanish	5.69%	35
Other (please specify)	0.98%	6
Total Respondents: 615		

Appendix V: SURVEY RESPONSES (English)

Q5: HAVE YOU VISITED THE ESCONDIDO PUBLIC LIBRARY IN PERSON OR ONLINE IN THE LAST 12 MONTHS?

Answered: 612   Skipped: 3
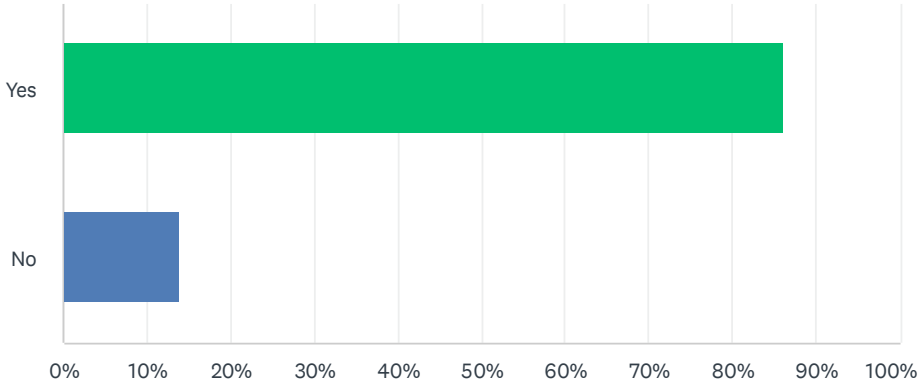
ANSWER CHOICES	RESPONSES	
Yes	86.11%	527
No	13.89%	85
TOTAL		612

Q6: DO ANY OF THE FACTORS LISTED BELOW KEEP YOU FROM VISITING THE LIBRARY BUILDING OR WEBSITE?

Answered: 599   Skipped: 16
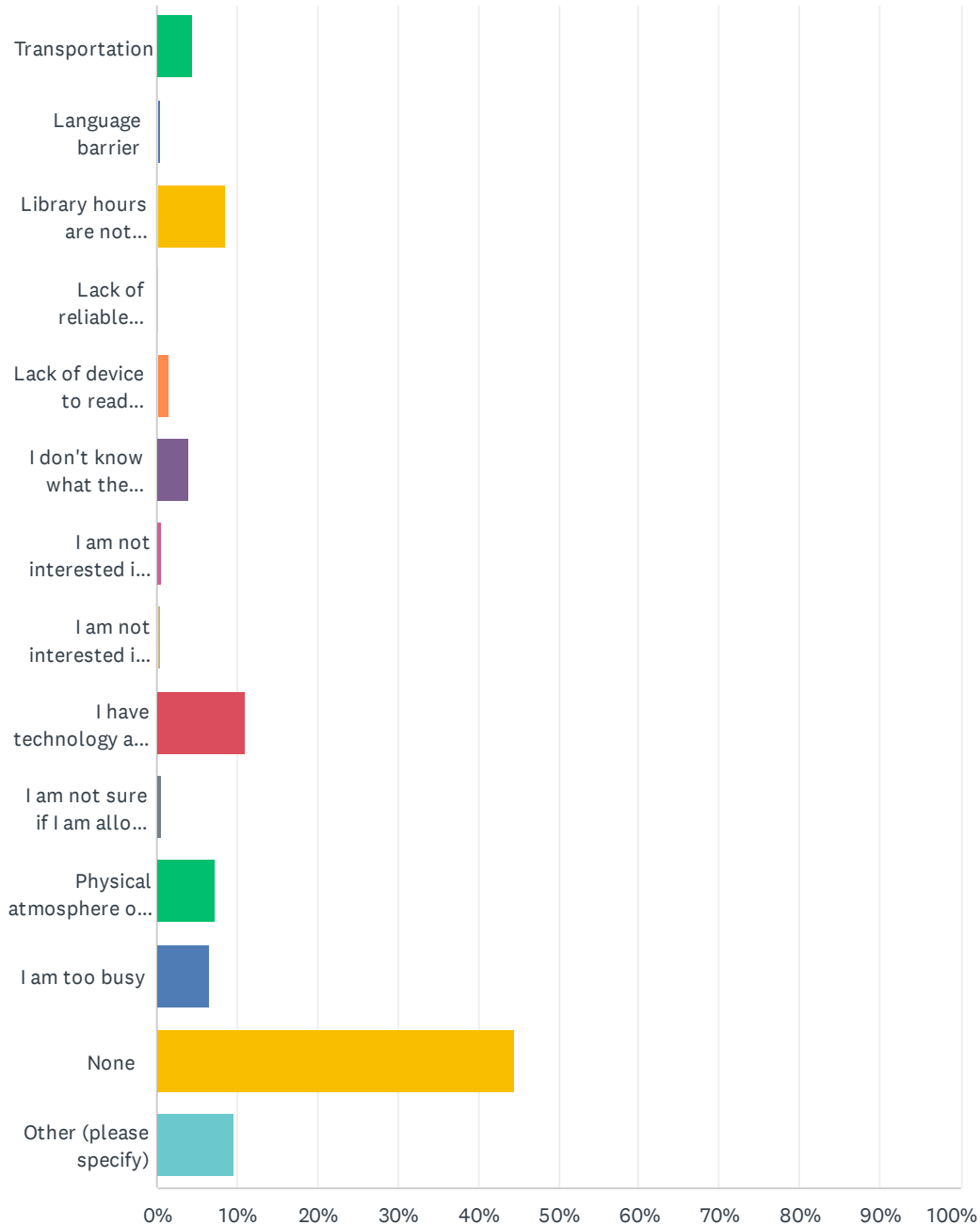
Q6: DO ANY OF THE FACTORS LISTED BELOW KEEP YOU FROM VISITING THE LIBRARY BUILDING OR WEBSITE?

ANSWER CHOICES	RESPONSES	
Transportation	4.51%	27
Language barrier	0.50%	3
Library hours are not convenient	8.51%	51
Lack of reliable internet access to visit website	0.17%	1
Lack of device to read electronic books or listen to electronic audiobooks	1.50%	9
I don't know what the Library offers	4.01%	24
I am not interested in Library books and materials	0.67%	4
I am not interested in Library programs	0.33%	2
I have technology and Internet access at home	11.02%	66
I am not sure if I am allowed to use the Library	0.67%	4
Physical atmosphere of the Library	7.35%	44
I am too busy	6.68%	40
None	44.57%	267
Other (please specify)	9.52%	57
TOTAL		599

Q7: HOW DO YOU GET TO THE LIBRARY?

Answered: 611   Skipped: 4
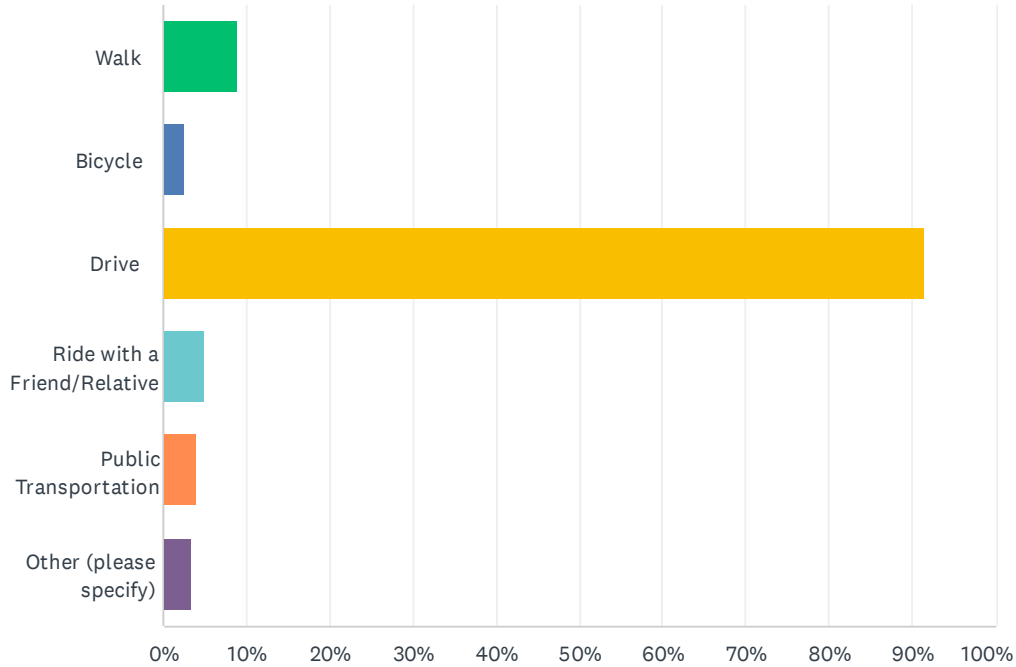
ANSWER CHOICES	RESPONSES	
Walk	9.00%	55
Bicycle	2.45%	15
Drive	91.49%	559
Ride with a Friend/Relative	4.91%	30
Public Transportation	4.09%	25
Other (please specify)	3.44%	21
Total Respondents: 611		

Q8: HOW LONG DOES IT TAKE YOU TO GET TO THE LIBRARY?

Answered: 608   Skipped: 7
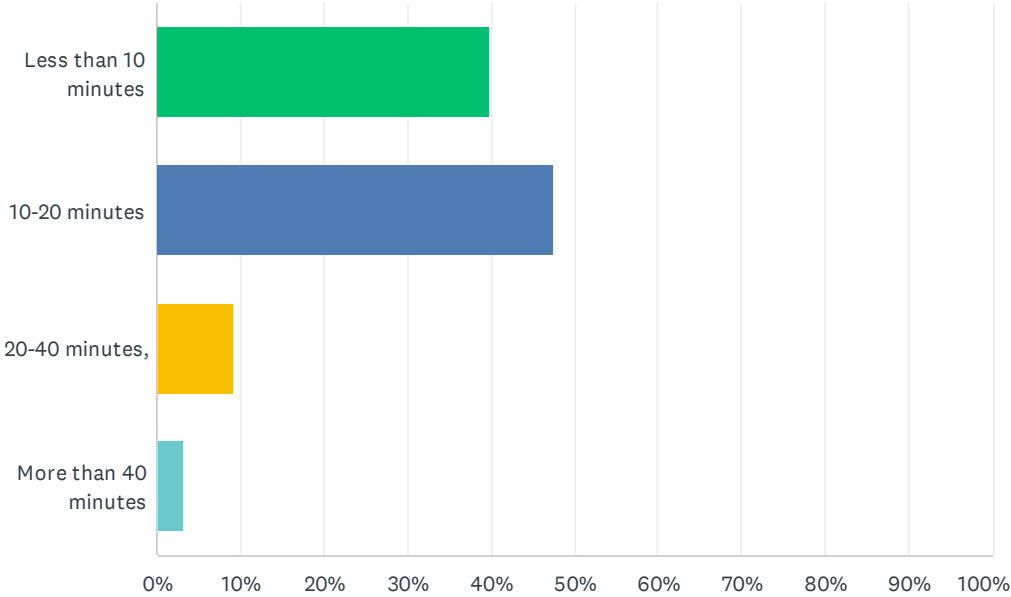
ANSWER CHOICES	RESPONSES	
Less than 10 minutes	39.97%	243
10-20 minutes	47.53%	289
20-40 minutes,	9.21%	56
More than 40 minutes	3.29%	20
TOTAL		608

Q9: WHICH OF THE SERVICES OFFERED OUTSIDE THE LIBRARY WOULD FIT IN WITH YOUR REGULAR ACTIVITIES?

Answered: 534   Skipped: 81
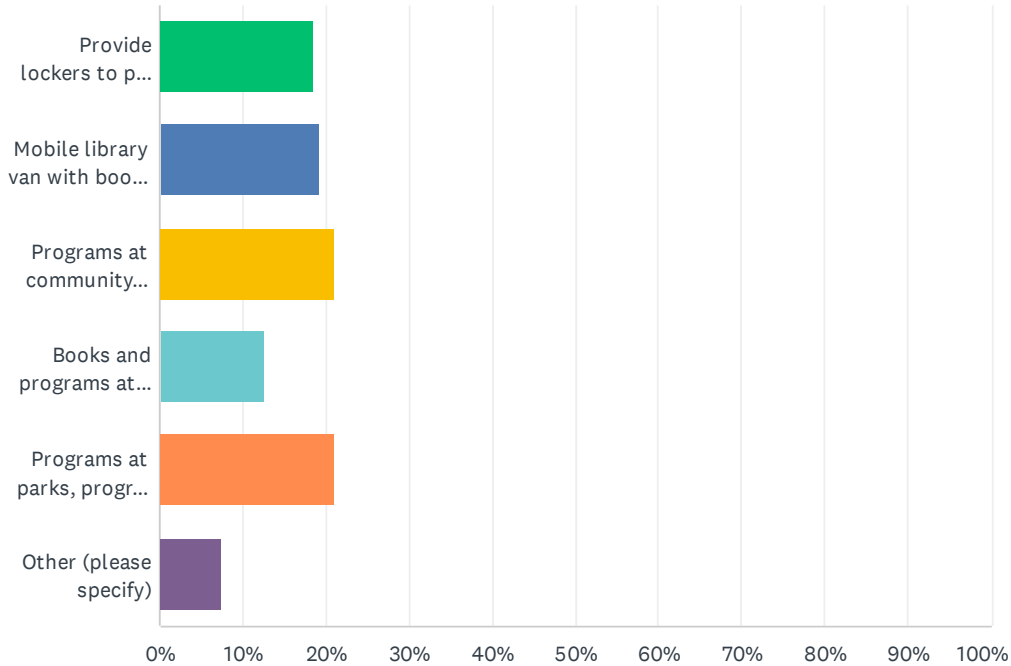
ANSWER CHOICES	RESPONSES	
Provide lockers to pick up books at retail and/or other locations	18.54%	99
Mobile library van with books, wifi hotspots and tablets	19.10%	102
Programs at community centers	21.16%	113
Books and programs at senior centers/living facilities	12.55%	67
Programs at parks, programs at retail locations	21.16%	113
Other (please specify)	7.49%	40
TOTAL		534

Appendix V: SURVEY RESPONSES (English)

Q10: WHAT IS YOUR PREFERRED METHOD TO FIND OUT ABOUT LIBRARY SERVICES AND EVENTS?

Answered: 610   Skipped: 5
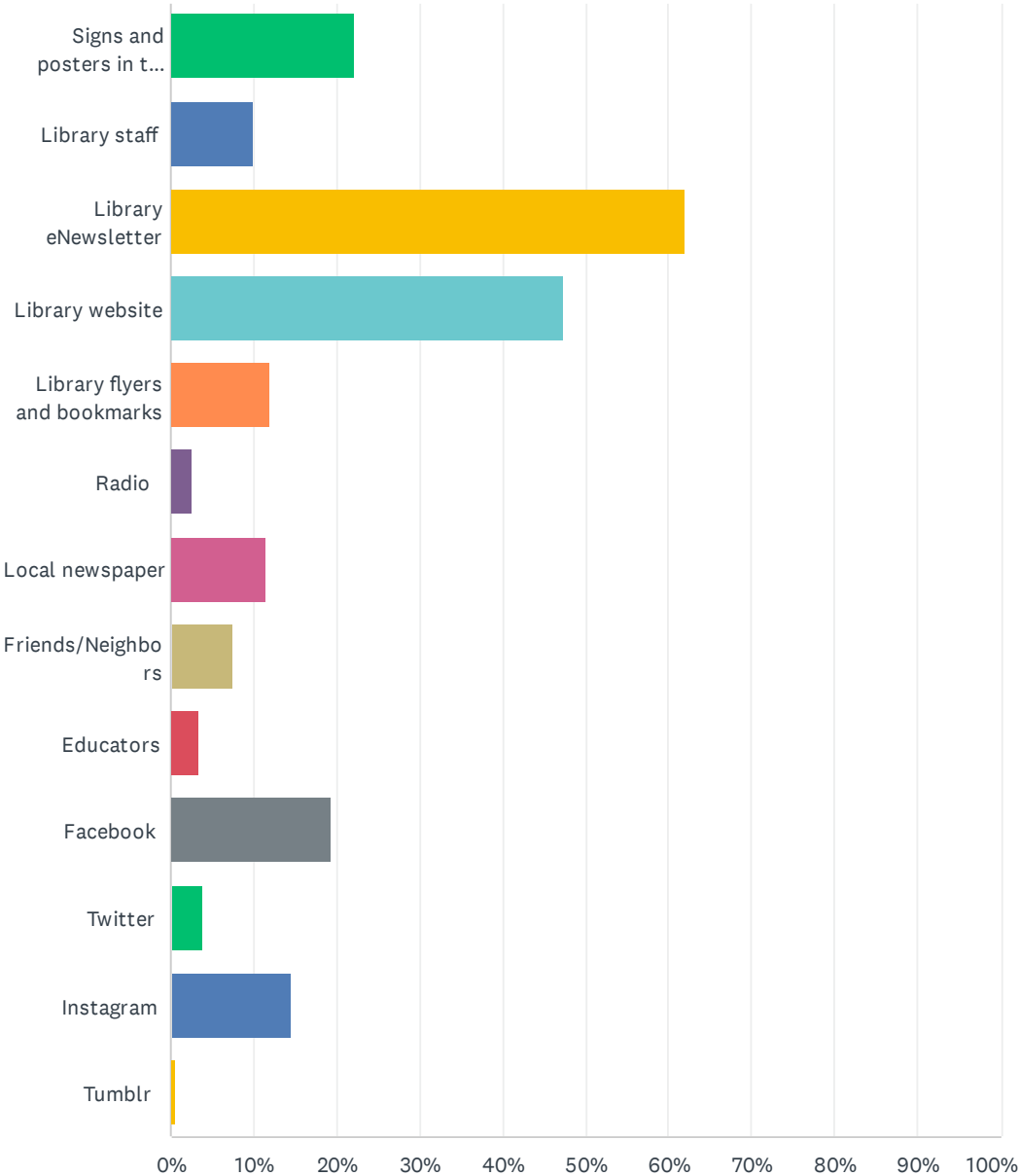
Appendix V: SURVEY RESPONSES (English)

Q10: WHAT IS YOUR PREFERRED METHOD TO FIND OUT ABOUT LIBRARY SERVICES AND EVENTS?

ANSWER CHOICES	RESPONSES	
Signs and posters in the Library	22.13%	135
Library staff	10.00%	61
Library eNewsletter	61.97%	378
Library website	47.38%	289
Library flyers and bookmarks	11.97%	73
Radio	2.46%	15
Local newspaper	11.48%	70
Friends/Neighbors	7.38%	45
Educators	3.44%	21
Facebook	19.51%	119
Twitter	3.77%	23
Instagram	14.59%	89
Tumblr	0.66%	4
Total Respondents: 610		

Q11: WHAT IS YOUR AGE?

Answered: 610   Skipped: 5
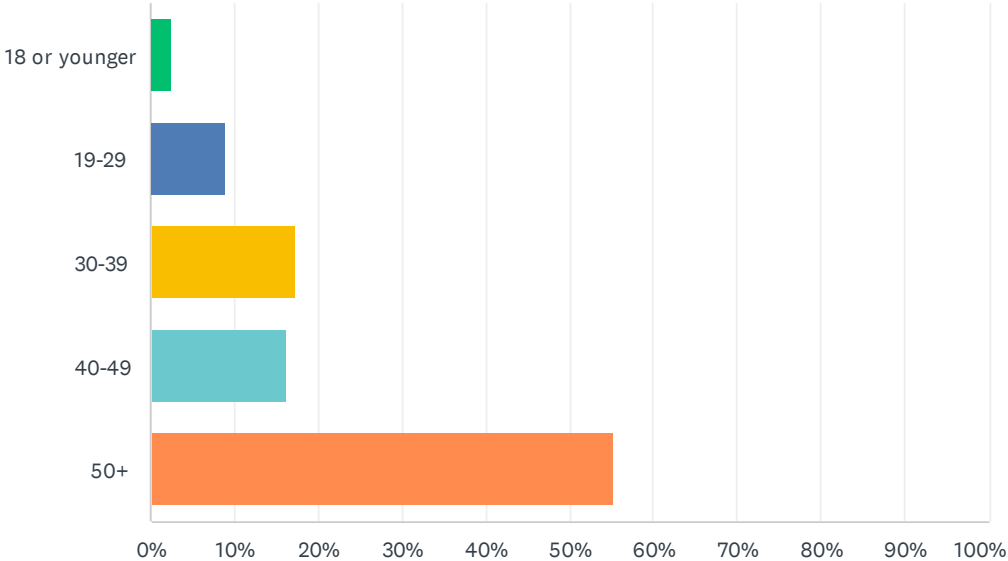
ANSWER CHOICES	RESPONSES	
18 or younger	2.46%	15
19-29	8.85%	54
30-39	17.21%	105
40-49	16.23%	99
50+	55.25%	337
TOTAL		610

Q12: WHAT IS YOUR GENDER IDENTITY?

Answered: 612   Skipped: 3
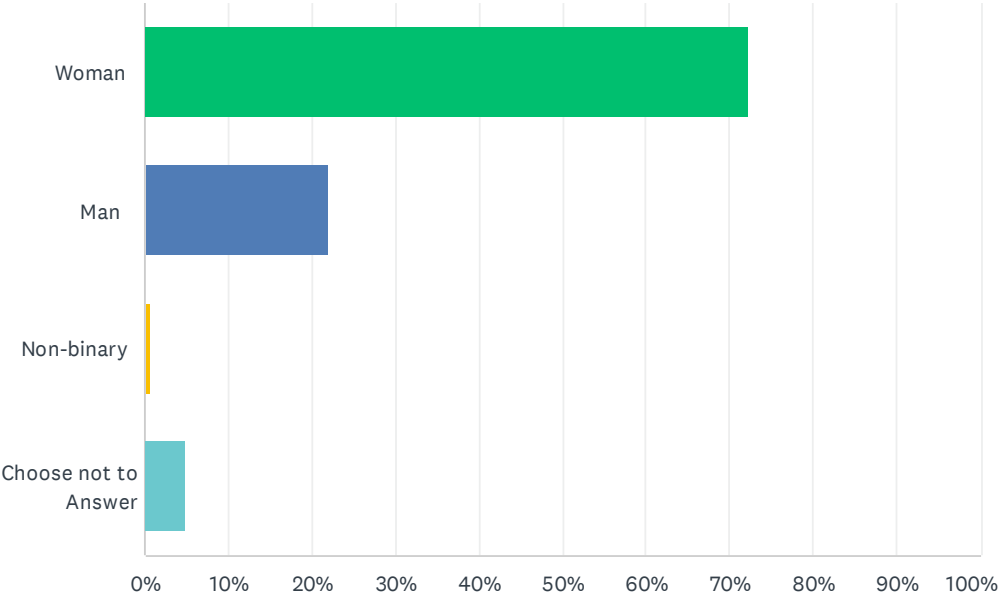
ANSWER CHOICES	RESPONSES	
Woman	72.39%	443
Man	22.06%	135
Non-binary	0.65%	4
Choose not to Answer	4.90%	30
TOTAL		612

Q13: WHAT IS YOUR RACE/ETHNICITY?

Answered: 612   Skipped: 3
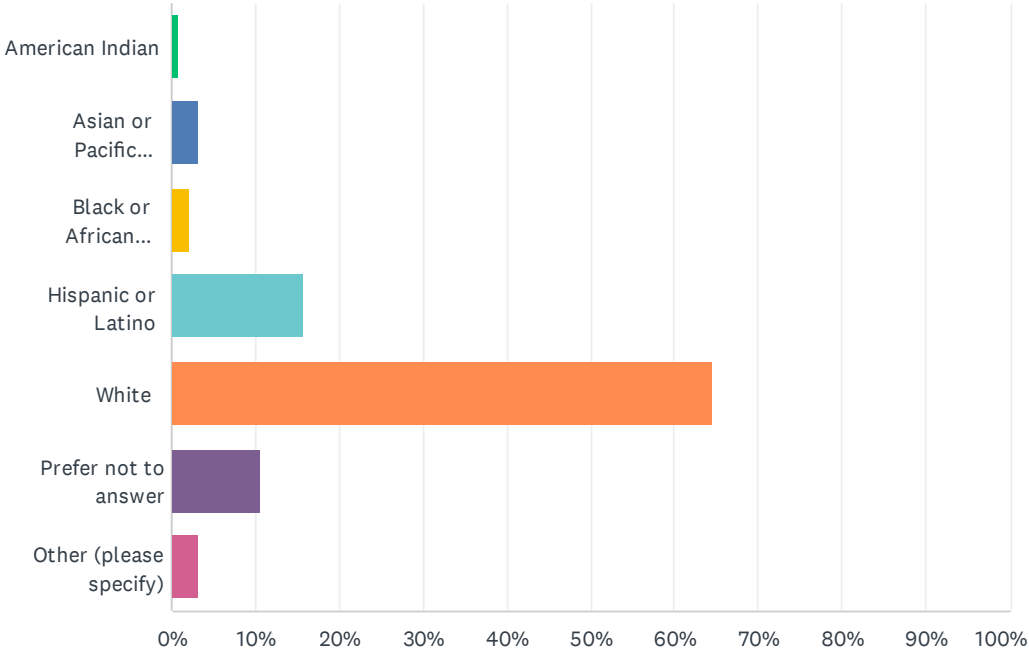
ANSWER CHOICES	RESPONSES	
American Indian	0.82%	5
Asian or Pacific Islander	3.10%	19
Black or African American	2.12%	13
Hispanic or Latino	15.69%	96
White	64.54%	395
Prefer not to answer	10.62%	65
Other (please specify)	3.10%	19
TOTAL		612

Appendix V: SURVEY RESPONSES (English)

Q14: HOW MANY PEOPLE LIVE WITH YOU IN YOUR HOUSEHOLD?

Answered: 609   Skipped: 6
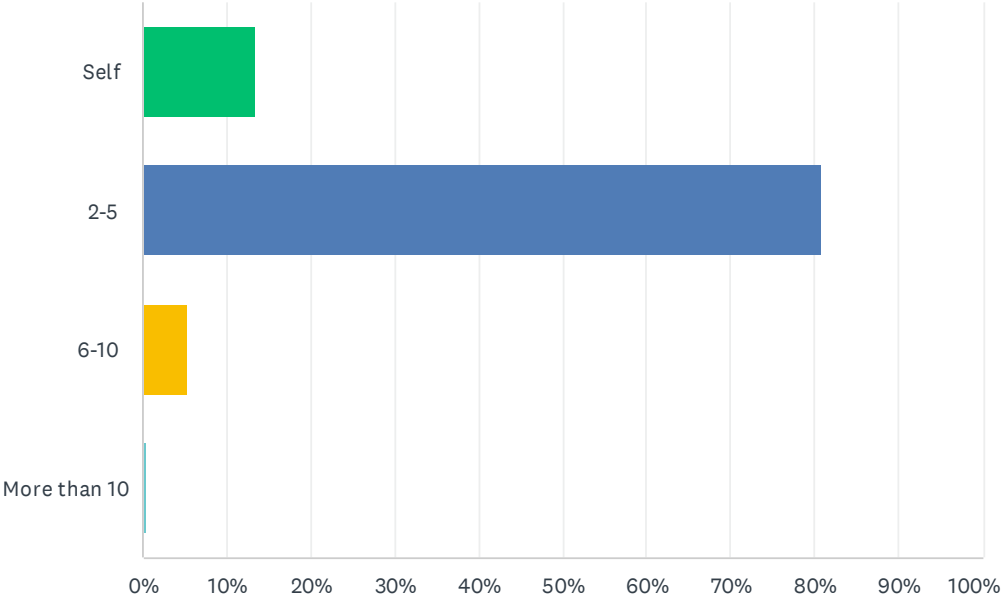
ANSWER CHOICES	RESPONSES	
Self	13.46%	82
2-5	80.79%	492
6-10	5.25%	32
More than 10	0.49%	3
TOTAL		609

Q15: THANK YOU FOR PARTICIPATING IN THIS SURVEY. WOULD YOU BE INTERESTED IN PARTICIPATING IN ONE 90 MINUTE FOCUS GROUP ABOUT THE ESCONDIDO PUBLIC LIBRARY?

Answered: 610   Skipped: 5
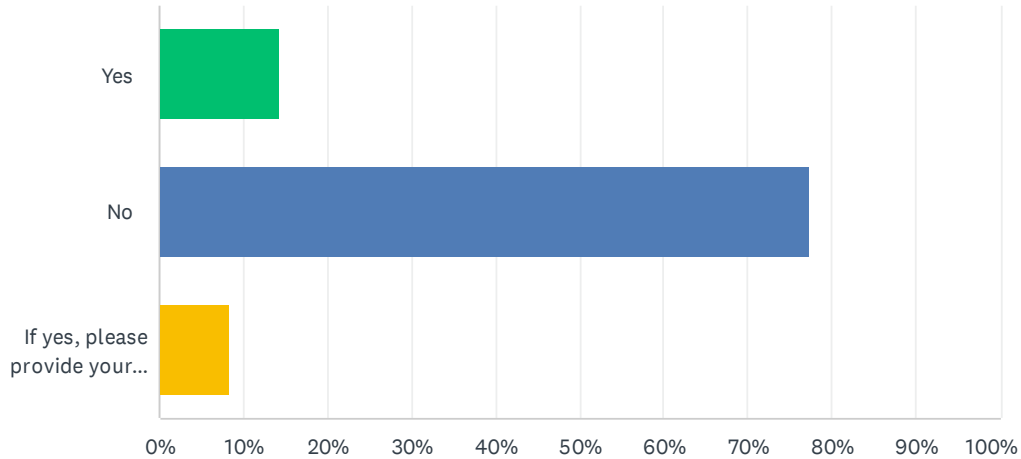
ANSWER CHOICES	RESPONSES	
Yes	14.26%	87
No	77.38%	472
If yes, please provide your email address	8.36%	51
TOTAL		610

Q1: LA BIBLIOTECA PÚBLICA DE ESCONDIDO EXISTE PARA SERVIRLE A USTED Y A LA COMUNIDAD. ¿EN QUÉ CREES QUE DEBERÍA ENFOCARSE LA BIBLIOTECA PÚBLICA DE ESCONDIDO DURANTE LOS PRÓXIMOS CINCO AÑOS?

Answered: 22   Skipped: 2
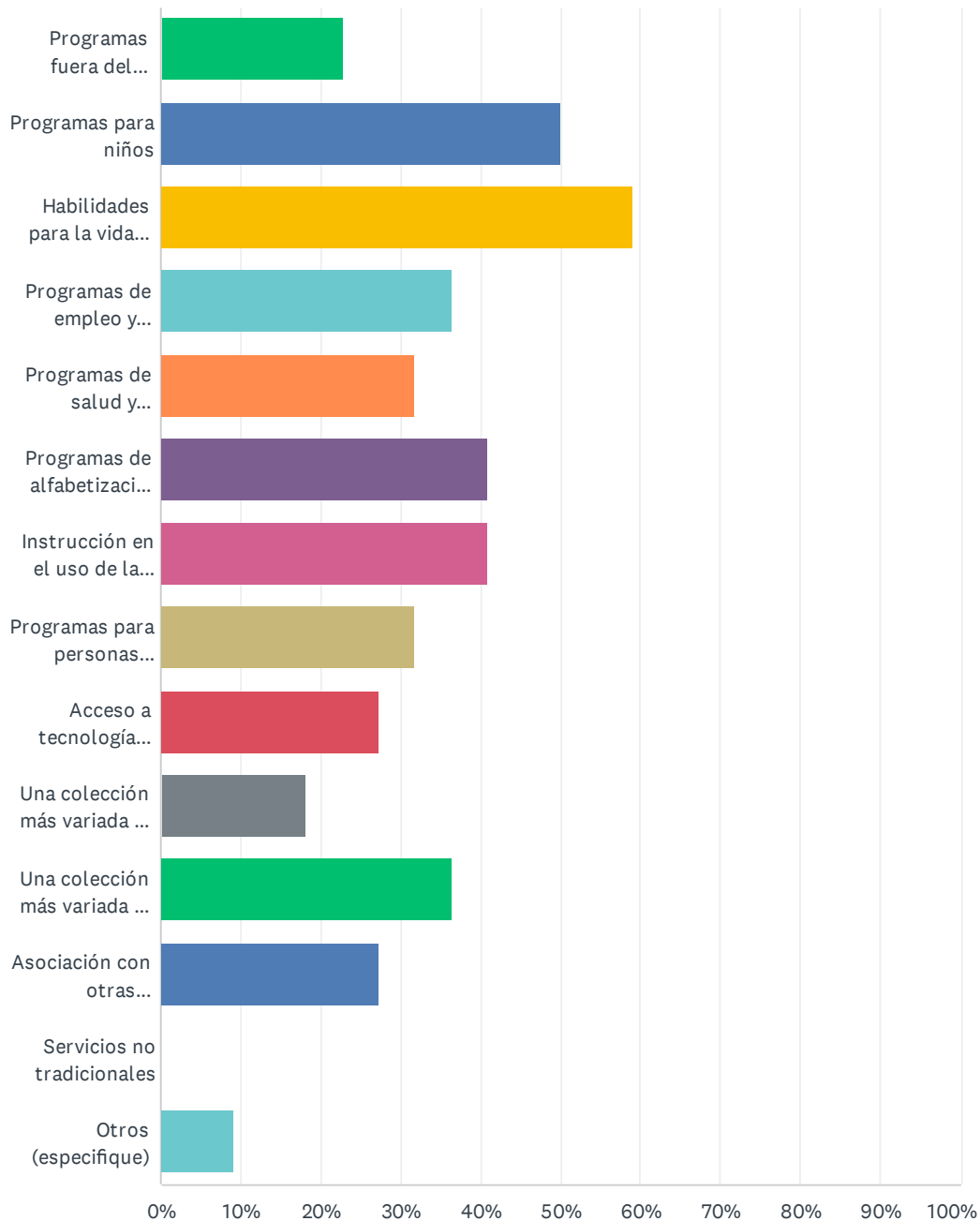
Appendix VI: SURVEY RESPONSES (Spanish)

Q1: LA BIBLIOTECA PÚBLICA DE ESCONDIDO EXISTE PARA SERVIRLE A USTED Y A LA COMUNIDAD. ¿EN QUÉ CREES QUE DEBERÍA ENFOCARSE LA BIBLIOTECA PÚBLICA DE ESCONDIDO DURANTE LOS PRÓXIMOS CINCO AÑOS?

ANSWER CHOICES	RESPONSES	
Programas fuera del edificio de la Biblioteca	22.73%	5
Programas para niños	50.00%	11
Habilidades para la vida y otros programas para adolescentes	59.09%	13
Programas de empleo y carrera	36.36%	8
Programas de salud y bienestar	31.82%	7
Programas de alfabetización financiera	40.91%	9
Instrucción en el uso de la tecnología	40.91%	9
Programas para personas mayores	31.82%	7
Acceso a tecnología emergente	27.27%	6
Una colección más variada de libros electrónicos y libros en audio electrónicos	18.18%	4
Una colección más variada de libros impresos	36.36%	8
Asociación con otras organizaciones	27.27%	6
Servicios no tradicionales	0.00%	0
Otros (especifique)	9.09%	2
Total Respondents: 22		

Q2: ¿CUÁLES DE LOS SIGUIENTES SERVICIOS SON IMPORTANTES PARA USTED Y SU FAMILIA? (SELECCIONE TODAS LAS OPCIONES QUE CORRESPONDAN).

Answered: 23   Skipped: 1
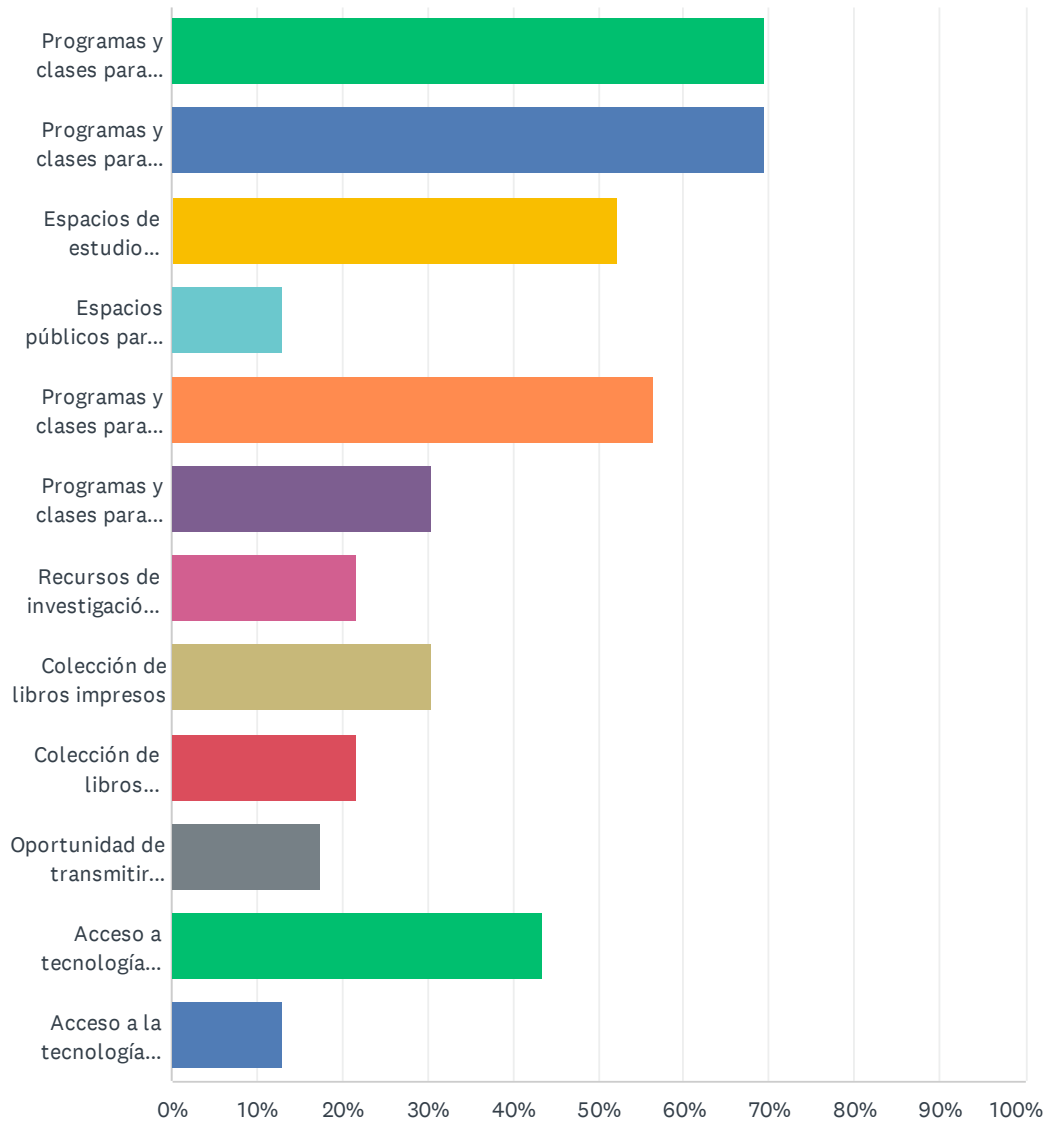
Appendix VI: SURVEY RESPONSES (Spanish)

Q2: ¿CUÁLES DE LOS SIGUIENTES SERVICIOS SON IMPORTANTES PARA USTED Y SU FAMILIA? (SELECCIONE TODAS LAS OPCIONES QUE CORRESPONDAN).

ANSWER CHOICES	RESPONSES	
Programas y clases para niños	69.57%	16
Programas y clases para adolescentes	69.57%	16
Espacios de estudio tranquilos	52.17%	12
Espacios públicos para reuniones	13.04%	3
Programas y clases para adultos	56.52%	13
Programas y clases para personas mayores	30.43%	7
Recursos de investigación en línea	21.74%	5
Colección de libros impresos	30.43%	7
Colección de libros electrónicos	21.74%	5
Oportunidad de transmitir películas, documentales y música	17.39%	4
Acceso a tecnología básica (computadoras, Internet)	43.48%	10
Acceso a la tecnología emergente (realidad virtual)	13.04%	3
Total Respondents: 23		

Q3: LAS BIBLIOTECAS OFRECEN MÁS QUE LIBROS Y CUENTOS. SI ESTUVIERA DISEÑANDO UNA "BIBLIOTECA DEL FUTURO", ¿QUÉ INCLUIRÍAS? (ELIJA TODO LO QUE CORRESPONDA).

Answered: 22   Skipped: 2
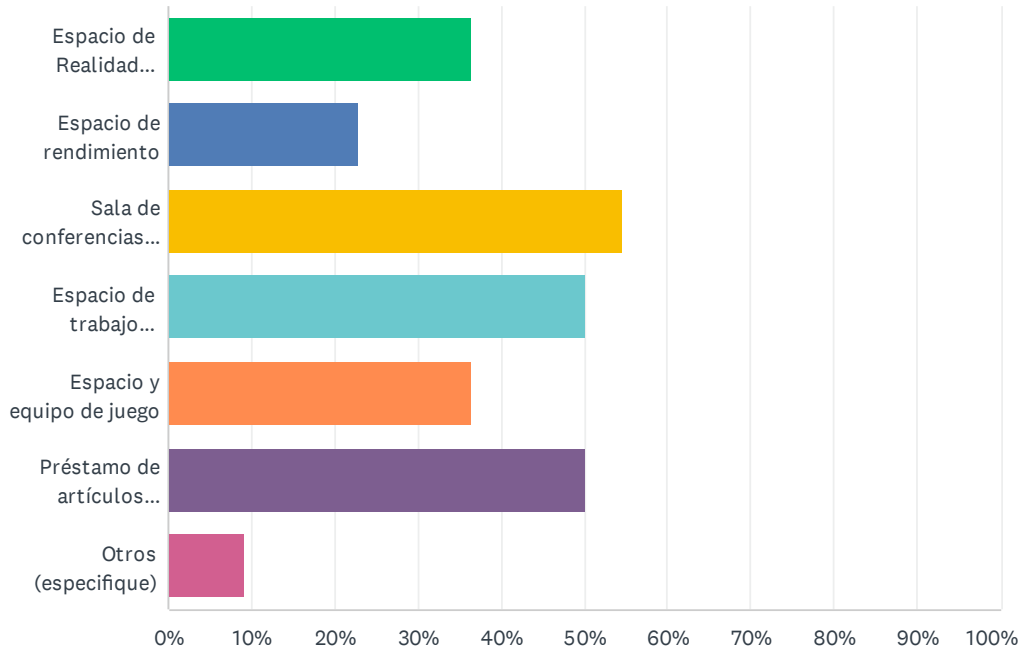
ANSWER CHOICES	RESPONSES	
Espacio de Realidad Virtual	36.36%	8
Espacio de rendimiento	22.73%	5
Sala de conferencias con pizarra digital	54.55%	12
Espacio de trabajo conjunto con tecnología y comodidades	50.00%	11
Espacio y equipo de juego	36.36%	8
Préstamo de artículos únicos como herramientas de mano, instrumentos musicales o juguetes de aprendizaje temprano	50.00%	11
Otros (especifique)	9.09%	2
Total Respondents: 22		

Q4: ¿CUÁL ES SU IDIOMA PREFERIDO PARA OBTENER INFORMACIÓN SOBRE LA BIBLIOTECA PÚBLICA DE ESCONDIDO, INCLUYENDO LAS ENCUESTAS?

Answered: 23   Skipped: 1
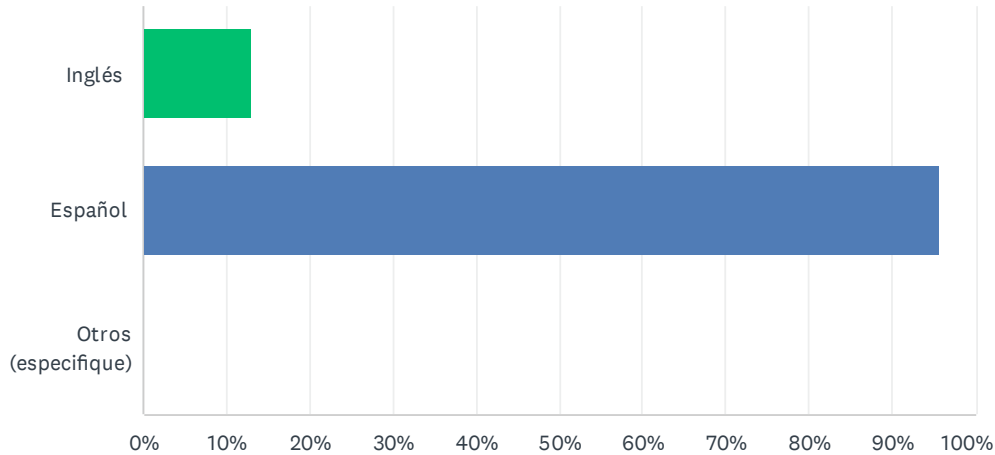
ANSWER CHOICES	RESPONSES	
Inglés	13.04%	3
Español	95.65%	22
Otros (especifique)	0.00%	0
Total Respondents: 23		

Q5: ¿HA VISITADO LA BIBLIOTECA PÚBLICA DE ESCONDIDO EN PERSONA O EN LÍNEA EN LOS ÚLTIMOS 12 MESES?
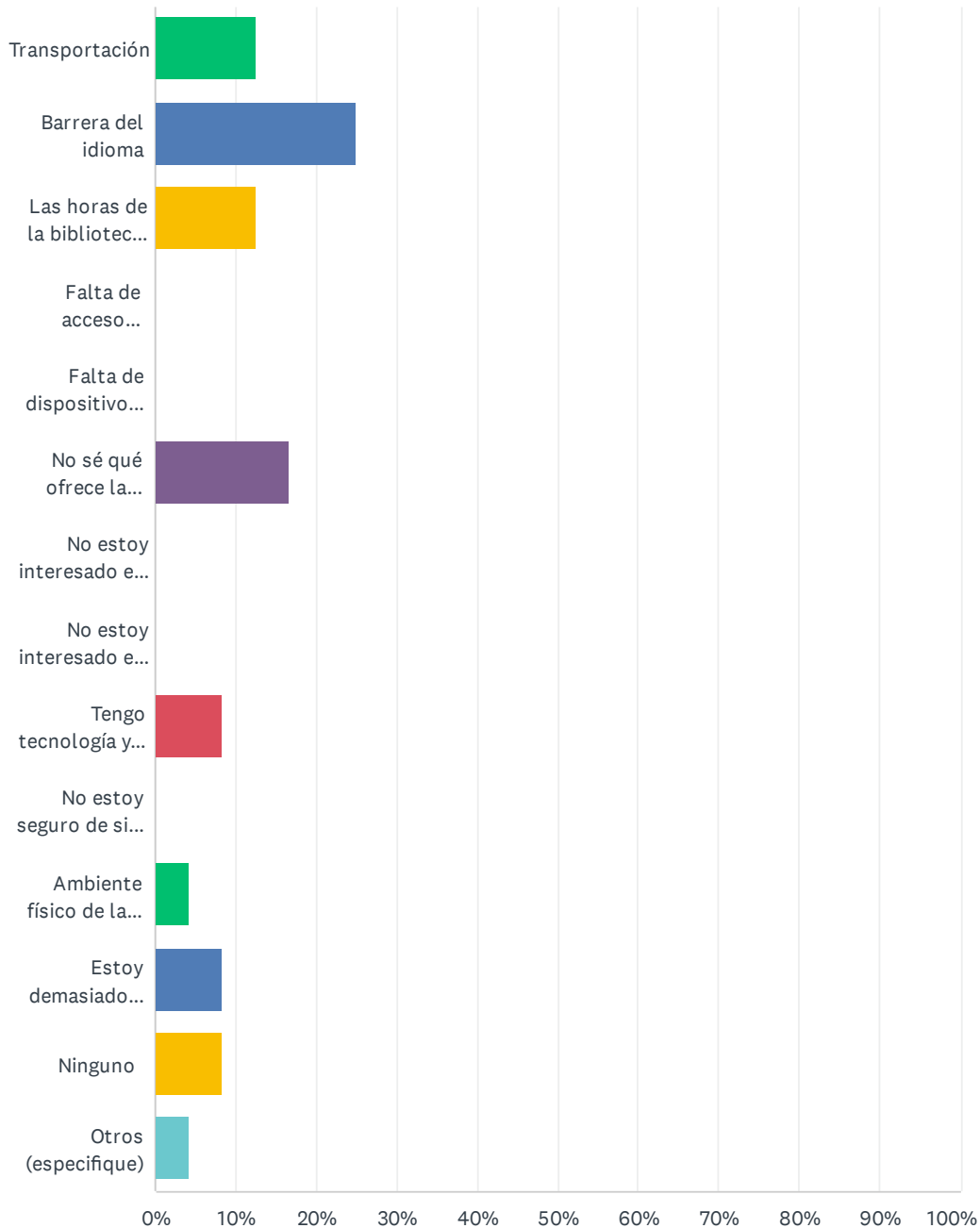
Answered: 24   Skipped: 0
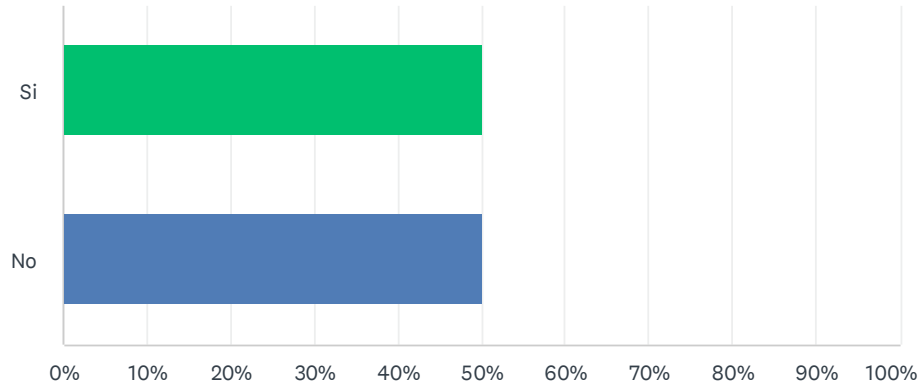
ANSWER CHOICES	RESPONSES	
Si	50.00%	12
No	50.00%	12
TOTAL		24

Q6: ¿ALGUNO DE LOS FACTORES QUE SE ENUMERAN A CONTINUACIÓN LE IMPIDE VISITAR EL EDIFICIO O EL SITIO WEB DE LA BIBLIOTECA?

Answered: 24   Skipped: 0

Q6: ¿ALGUNO DE LOS FACTORES QUE SE ENUMERAN A CONTINUACIÓN LE IMPIDE VISITAR EL EDIFICIO O EL SITIO WEB DE LA BIBLIOTECA?

ANSWER CHOICES	RESPONSES	
Transportación	12.50%	3
Barrera del idioma	25.00%	6
Las horas de la biblioteca no son convenientes	12.50%	3
Falta de acceso confiable a Internet para visitar el sitio web	0.00%	0
Falta de dispositivo para leer libros electrónicos o escuchar audiolibros electrónicos	0.00%	0
No sé qué ofrece la Biblioteca	16.67%	4
No estoy interesado en los libros y materiales de la Biblioteca	0.00%	0
No estoy interesado en los programas de la Biblioteca	0.00%	0
Tengo tecnología y acceso al Internet en casa	8.33%	2
No estoy seguro de si se me permite usar la Biblioteca	0.00%	0
Ambiente físico de la Biblioteca	4.17%	1
Estoy demasiado ocupado	8.33%	2
Ninguno	8.33%	2
Otros (especifique)	4.17%	1
TOTAL		24

Q7: ¿CÓMO LLEGAS A LA BIBLIOTECA?

Answered: 24   Skipped: 0
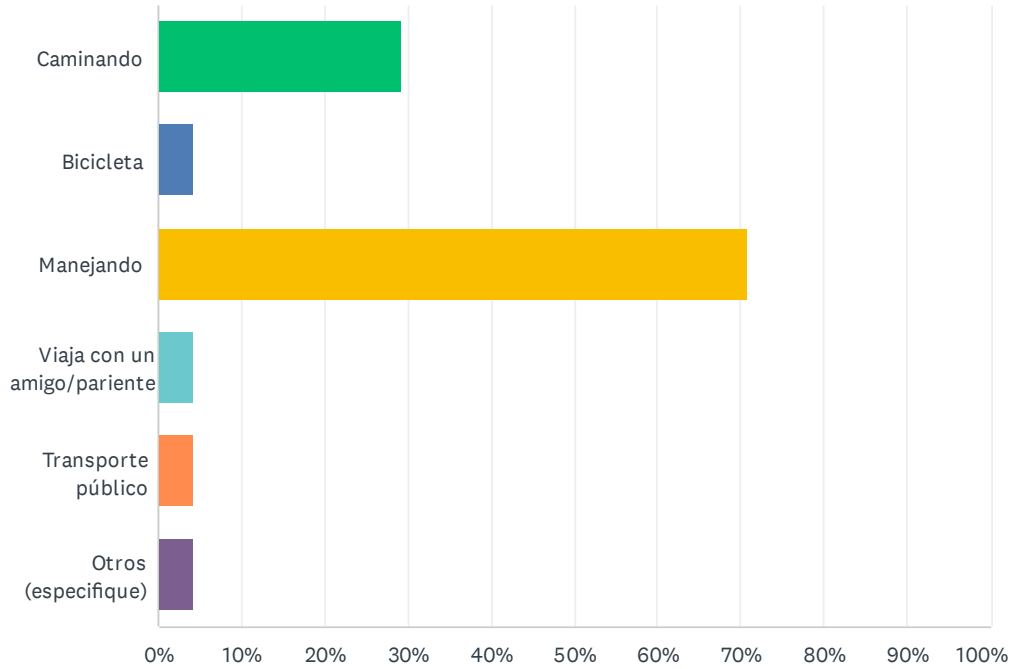
ANSWER CHOICES	RESPONSES	
Caminando	29.17%	7
Bicicleta	4.17%	1
Manejando	70.83%	17
Viaja con un amigo/pariente	4.17%	1
Transporte público	4.17%	1
Otros (especifique)	4.17%	1
Total Respondents: 24		

Q8: ¿CUÁNTO TIEMPO LE LLEVA LLEGAR A LA BIBLIOTECA?

Answered: 24   Skipped: 0
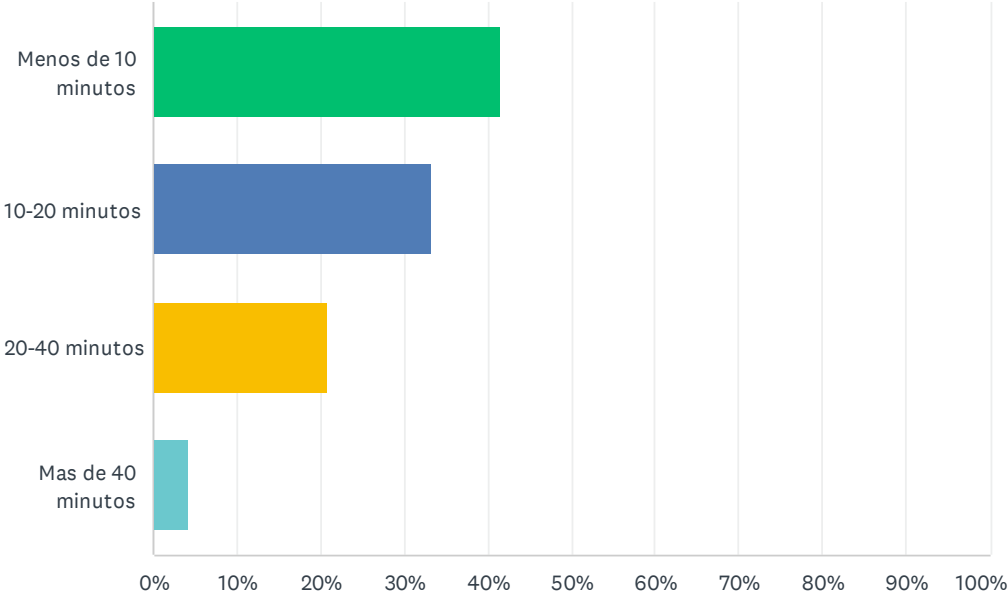
ANSWER CHOICES	RESPONSES	
Menos de 10 minutos	41.67%	10
10-20 minutos	33.33%	8
20-40 minutos	20.83%	5
Mas de 40 minutos	4.17%	1
TOTAL		24

Q9: ¿CUÁL DE LOS SERVICIOS OFRECIDOS FUERA DE LA BIBLIOTECA ENCAJARÍA EN SUSACTIVIDADES REGULARES?

Answered: 23   Skipped: 1
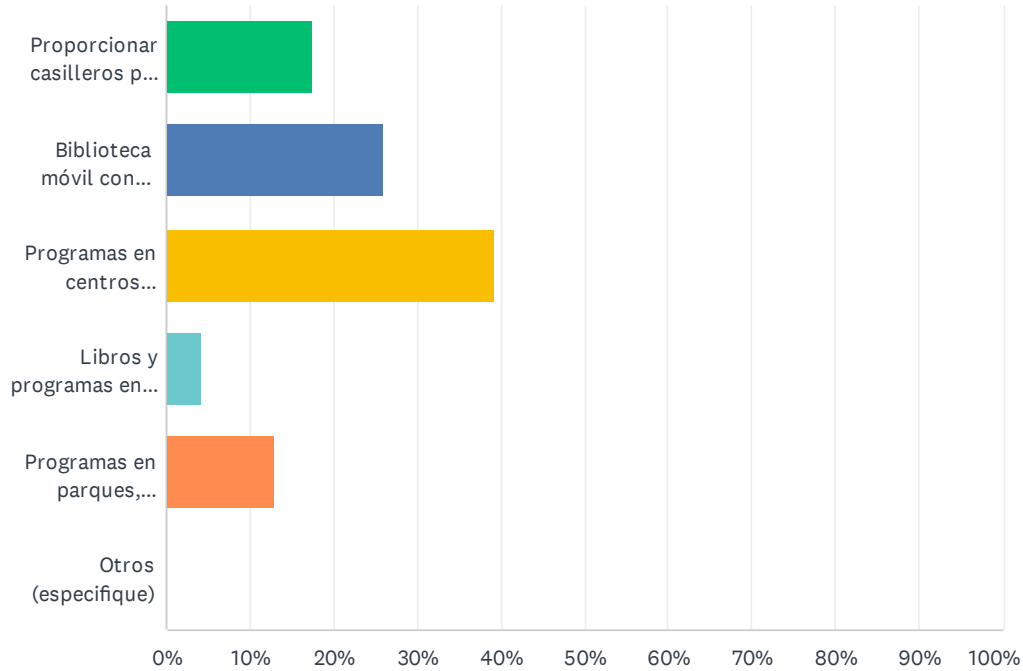
ANSWER CHOICES	RESPONSES	
Proporcionar casilleros para recoger libros en tiendas y / u otros lugares	17.39%	4
Biblioteca móvil con libros, puntos de conexión wifi y tabletas	26.09%	6
Programas en centros comunitarios	39.13%	9
Libros y programas en los centros para mayores/instalaciones de vida	4.35%	1
Programas en parques, programas en tiendas	13.04%	3
Otros (especifique)	0.00%	0
TOTAL		23

Q10: ¿CUÁL ES SU MÉTODO PREFERIDO PARA OBTENER INFORMACIÓN SOBRE LOSSERVICIOS Y EVENTOS DE LA BIBLIOTECA?
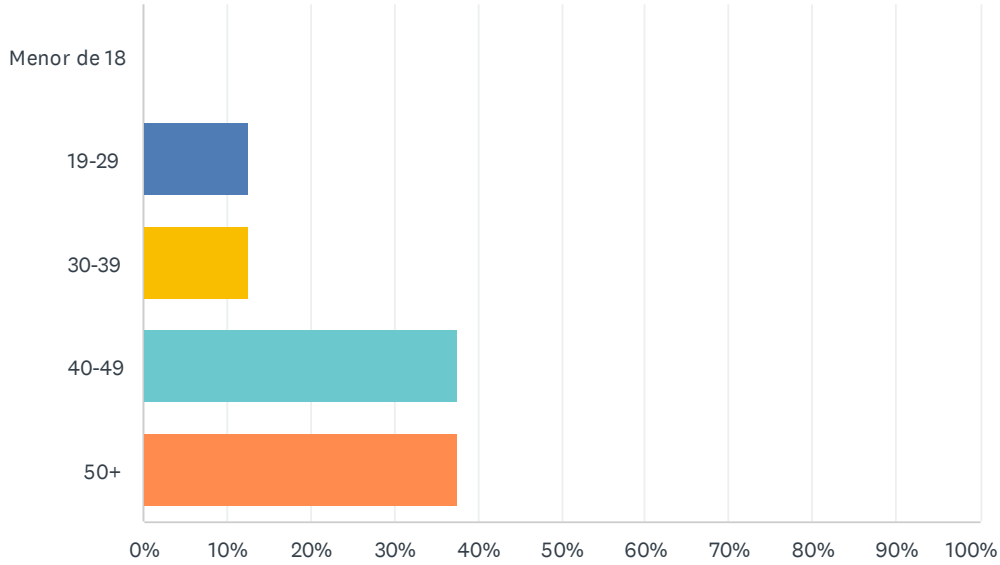
Answered: 23   Skipped: 1
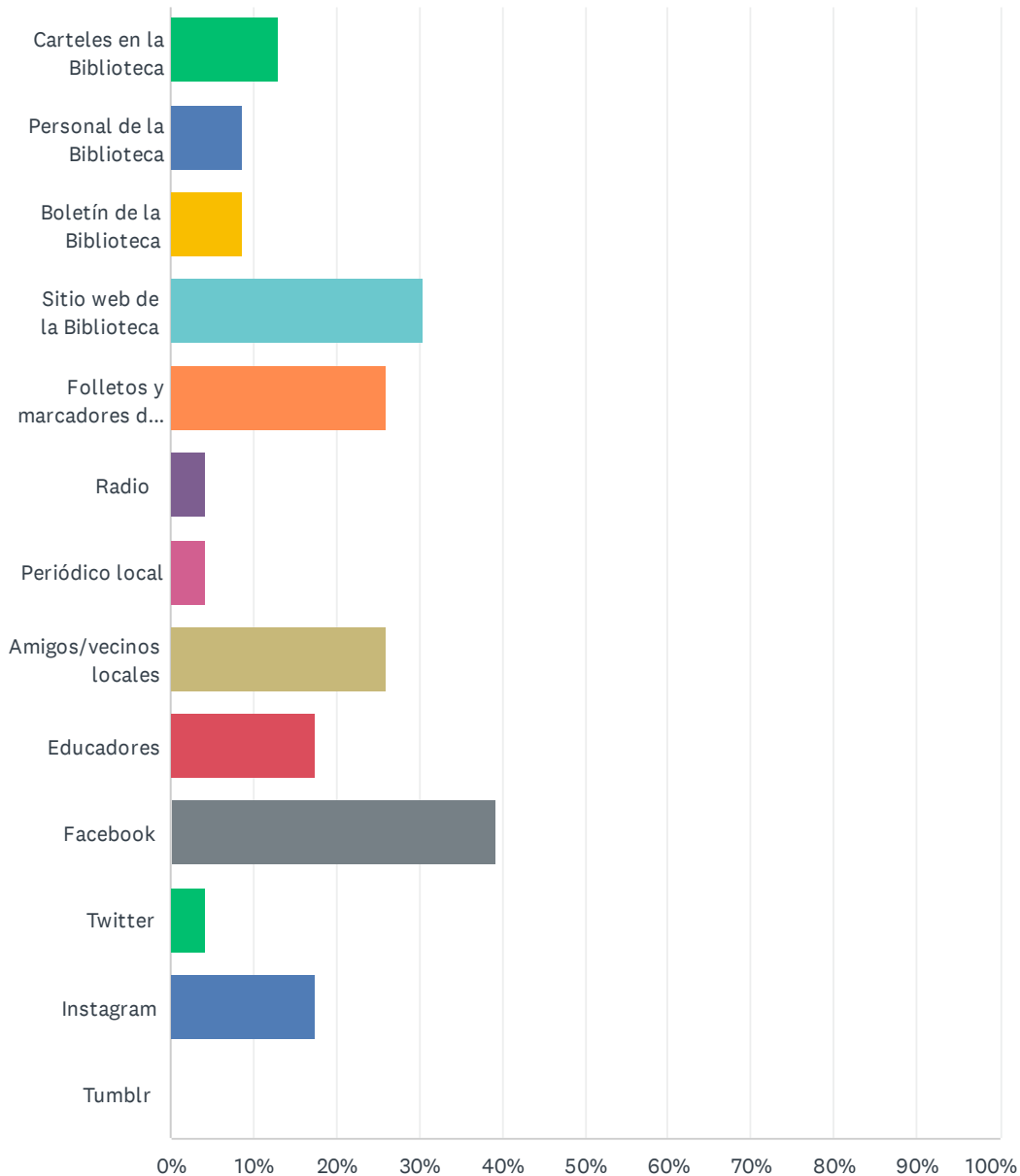
Q10: ¿CUÁL ES SU MÉTODO PREFERIDO PARA OBTENER INFORMACIÓN SOBRE LOSSERVICIOS Y EVENTOS DE LA BIBLIOTECA?

ANSWER CHOICES	RESPONSES	
Carteles en la Biblioteca	13.04%	3
Personal de la Biblioteca	8.70%	2
Boletín de la Biblioteca	8.70%	2
Sitio web de la Biblioteca	30.43%	7
Folletos y marcadores de la Biblioteca	26.09%	6
Radio	4.35%	1
Periódico local	4.35%	1
Amigos/vecinos locales	26.09%	6
Educadores	17.39%	4
Facebook	39.13%	9
Twitter	4.35%	1
Instagram	17.39%	4
Tumblr	0.00%	0
Total Respondents: 23		

Q11: ¿CUÁL ES SU EDAD?

Answered: 24   Skipped: 0

ANSWER CHOICES	RESPONSES	
Menor de 18	0.00%	0
19-29	12.50%	3
30-39	12.50%	3
40-49	37.50%	9
50+	37.50%	9
TOTAL		24

Q12: ¿CUÁL ES TU IDENTIDAD DE GÉNERO?

Answered: 24   Skipped: 0
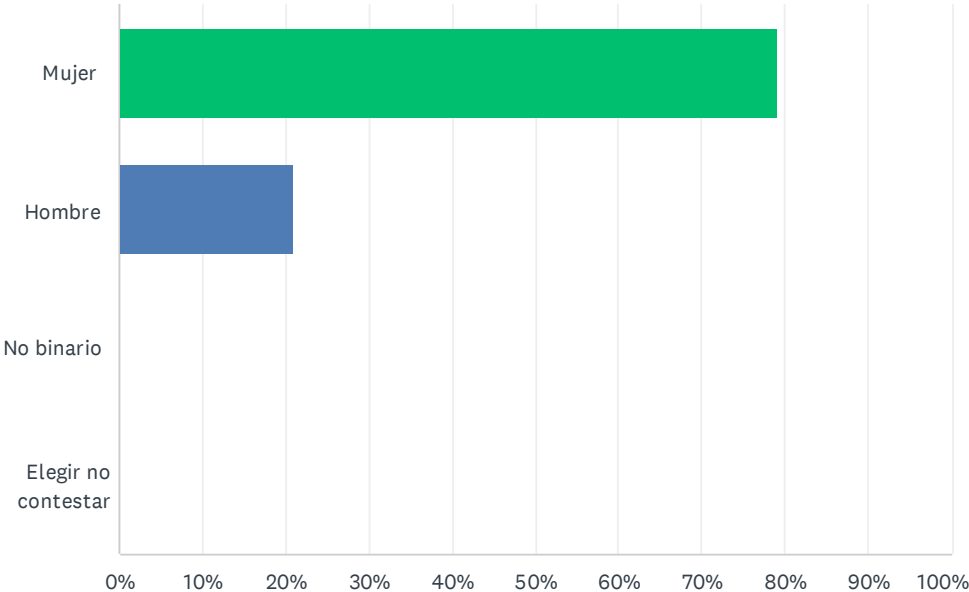
ANSWER CHOICES	RESPONSES	
Mujer	79.17%	19
Hombre	20.83%	5
No binario	0.00%	0
Elegir no contestar	0.00%	0
TOTAL		24

Q13: ¿CUÁL ES SU RAZA/ETNICIDAD?

Answered: 24   Skipped: 0
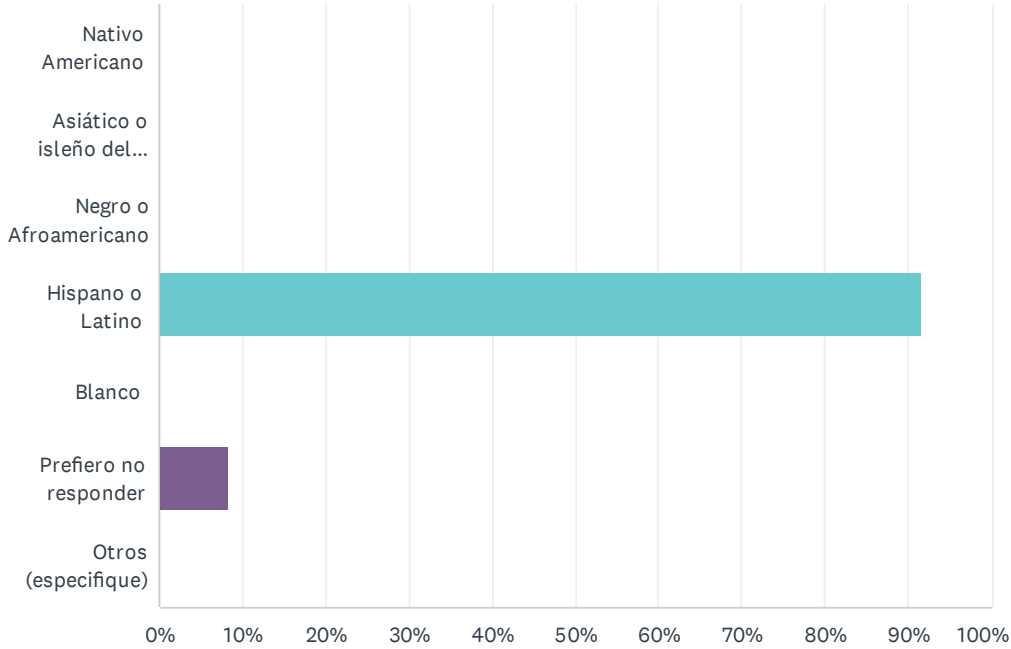
ANSWER CHOICES	RESPONSES	
Nativo Americano	0.00%	0
Asiático o isleño del Pacífico	0.00%	0
Negro o Afroamericano	0.00%	0
Hispano o Latino	91.67%	22
Blanco	0.00%	0
Prefiero no responder	8.33%	2
Otros (especifique)	0.00%	0
TOTAL		24

Q14: ¿CUÁNTAS PERSONAS VIVEN CON USTED EN SU HOGAR?

Answered: 24   Skipped: 0
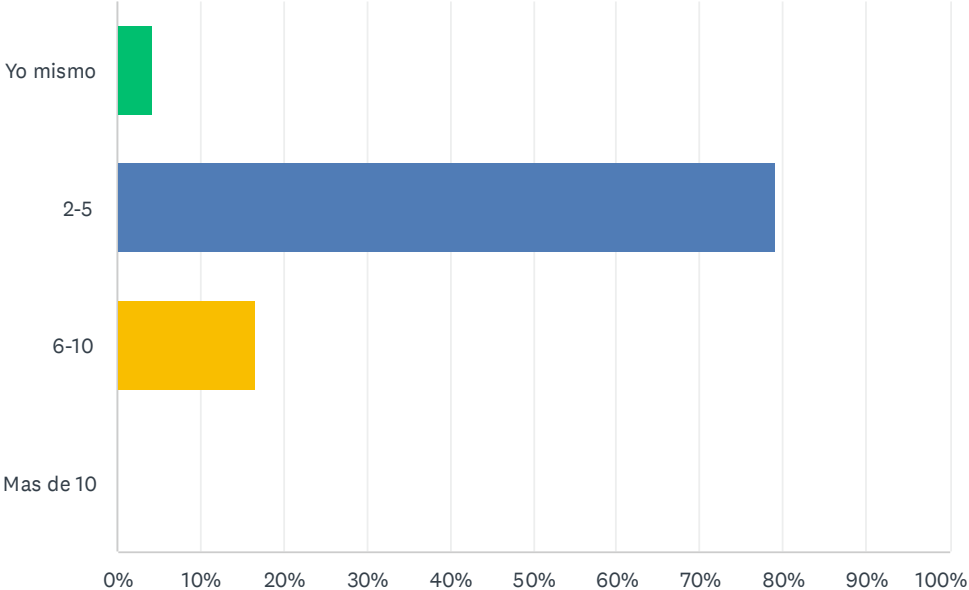
ANSWER CHOICES	RESPONSES	
Yo mismo	4.17%	1
2-5	79.17%	19
6-10	16.67%	4
Mas de 10	0.00%	0
TOTAL		24

Appendix VI: SURVEY RESPONSES (Spanish)

Q15: GRACIAS POR PARTICIPAR EN ESTA ENCUESTA. ¿ESTARÍA INTERESADO ENPARTICIPAR EN UN GRUPO DE ENFOQUE DE 90 MINUTOS SOBRE LA BIBLIOTECAPÚBLICA DE ESCONDIDO?

Answered: 24   Skipped: 0
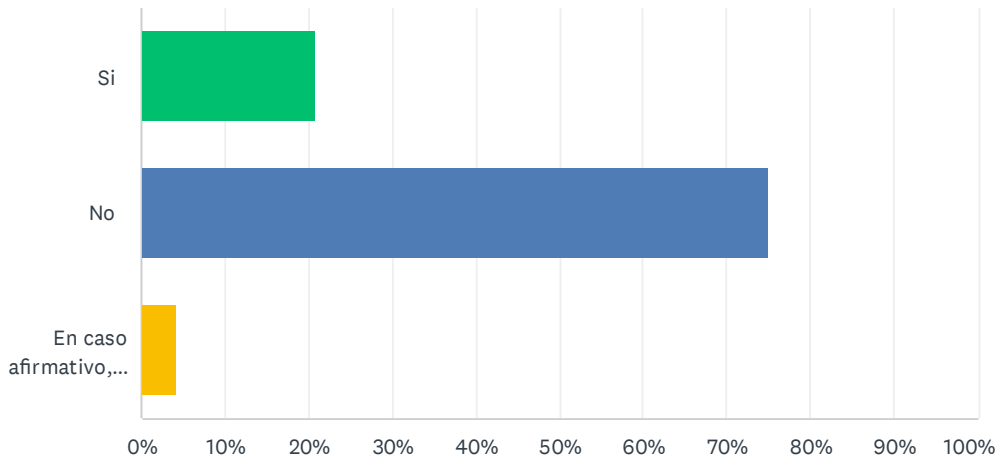
ANSWER CHOICES	RESPONSES	
Si	20.83%	5
No	75.00%	18
En caso afirmativo, proporcione su dirección de correo electrónico	4.17%	1
TOTAL		24