

West Fargo Public Library Community Survey Executive Summary

Folkways, in partnership with West Fargo Public Library, conducted a community-wide survey that reached 776 residents of the West Fargo Public School District.

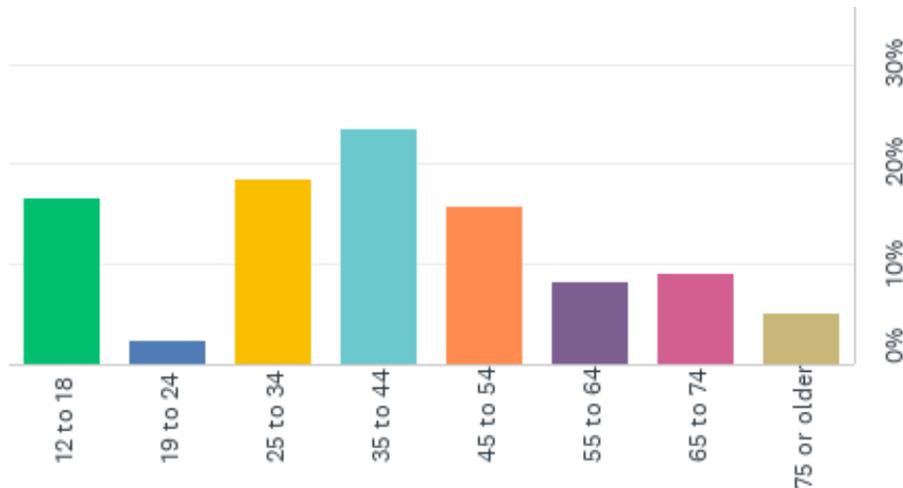
The intention of this survey was to gather information that will aid the West Fargo Public Library in getting to know the community's current interests, activities, and goals, gather public sentiment around the library and its future, and assess their needs and priorities.

Results from each of the survey questions were analyzed over demographic information collected from the respondents including their age, area of residence, household income, number of children, employment, gender, library usage, and more. This document summarizes some of the responses from the survey and outlines insights gathered from the survey results.

Respondents:

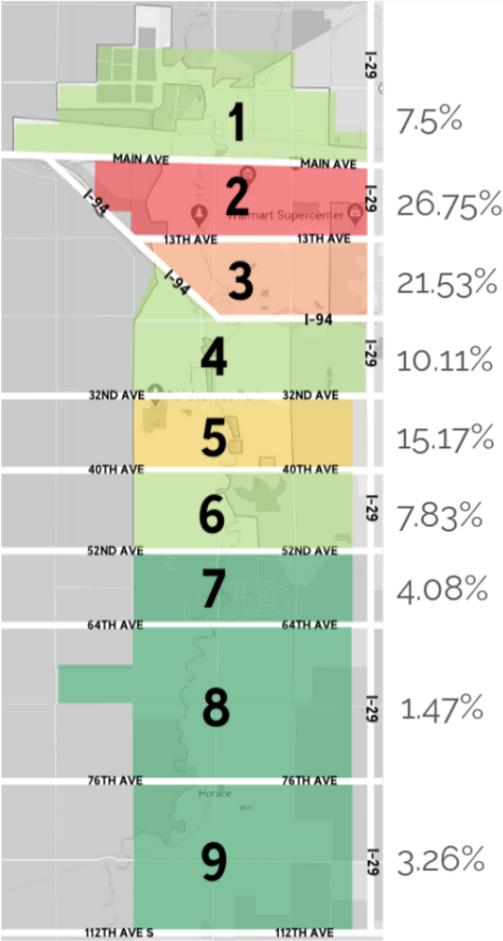
- 856 total responses were reduced to a total of 776 West Fargo/West Fargo School District Residents
 - 143 respondents took the 18 and under survey
 - 633 respondents took the 19 and over survey

Respondents by Age:



- The median age of the total population of West Fargo in 2019 was 30.9 years old.

Respondents by Location:

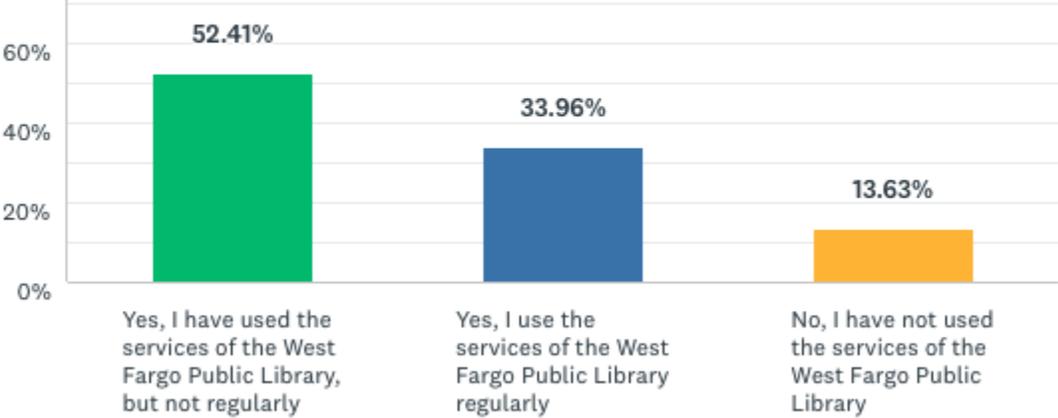


- The highest segment of respondents live in the areas closest to the West Fargo Public Library (2 & 3).
- These areas are also heavily residential and more densely populated than other segments.

Actual Population Distribution of West Fargo Residents:

- 1 - 4.03%
- 2 - 30.19%
- 3 - 21.51%
- 4 - 18.98%
- 5 - 16.24%
- 6 - 6.59%
- 7 - 2.45%

Respondents by Library Usership



Age

- **35-44** year olds had the **lowest** percentage of non-users
- **65-74** year olds had the **highest** percentage of regular users

Neighborhood

- Areas **2, 3, and 5** had the highest percentages of regular users
- Areas **1 and 6** had the highest percentages of non-users

Gender

- 10.57% of women were non-users compared to 26.88% of men

Employment

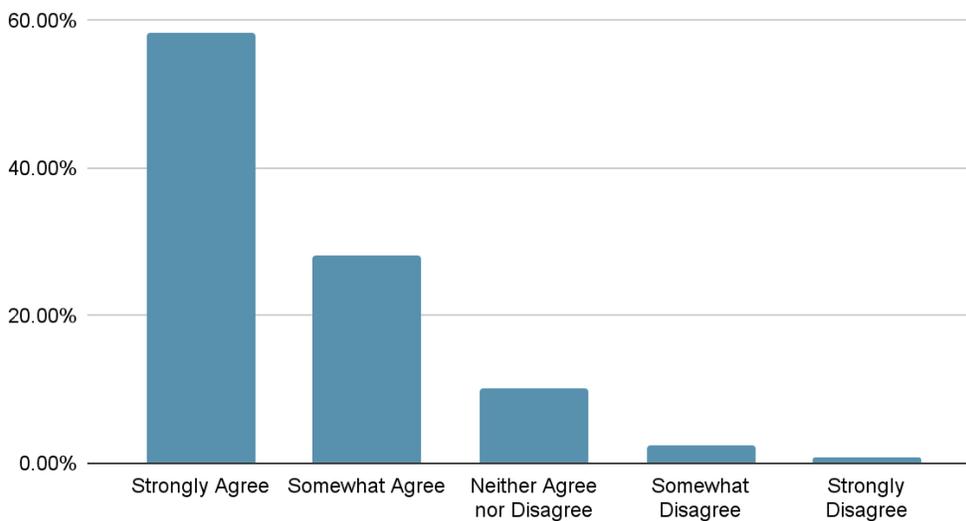
- **Retirees** and **unemployed** groups had a higher percentage of regular users

Children

- 32.87% of people with no children are regular users
- 26.39% of parents with 1 child are regular users
 - Much higher non-user percentage than other groups
- 33.05% of parents of 2 children are regular users
- 47.76% of parents of 3 or more children are regular users

Affinity Questions:

"The West Fargo Public Library is adding value to the greater West Fargo community."



Users

- Non-users were the most apathetic (32.81% chose neither agree nor disagree)

Neighborhood

- Those who live in Area 3 had highest percentage of "strongly agree"
- Households who make between \$25,000-\$50,000 had highest percentage of "strongly agree"

Age

- **65-74 and 75+ year olds** had highest percentage of “strongly agree”
- **25-34 and 35-44 year olds** had second highest responses of “strongly agree”
- **55-64 year olds** had the lowest percentage of “strongly agree” and highest apathetic response rate of all of the groups

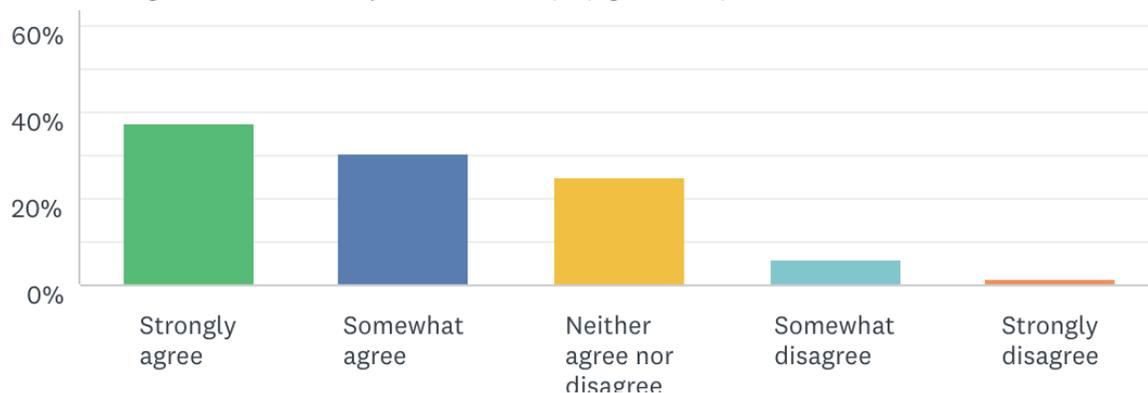
Gender

- 62.84% of women chose “strongly agree” compared to 41.94% of men

Ethnicity

- **100%** of African-American respondents agreed
- **86.46%** of Caucasian respondents agreed

“The West Fargo Public Library is in need of upgraded facilities.”



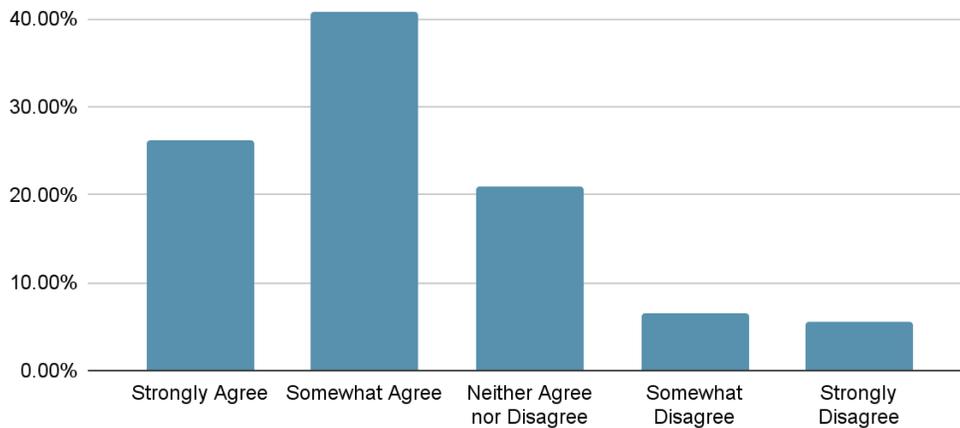
Neighborhood

- **Area 6** had the **highest** percentage of “agrees”
- **Area 1** had the **highest** percentage of “disagrees”

Age

- **35-44 year olds** had the **highest** percentage of “agrees”
- **55-64 year olds** had the **lowest** percentage of “agrees”. Age 55-64 was **most apathetic** to library upgrades (neither agree nor disagree) and had the **most respondents disagree**.

"I am willing to financially support services that benefit others, even if I may not personally benefit from these services."



Age

- **19-24 year olds** had the highest percentages of **"agree"** (83.34%)
- **55-64 year olds** had the highest percentages of **"disagree"** (22.44%)

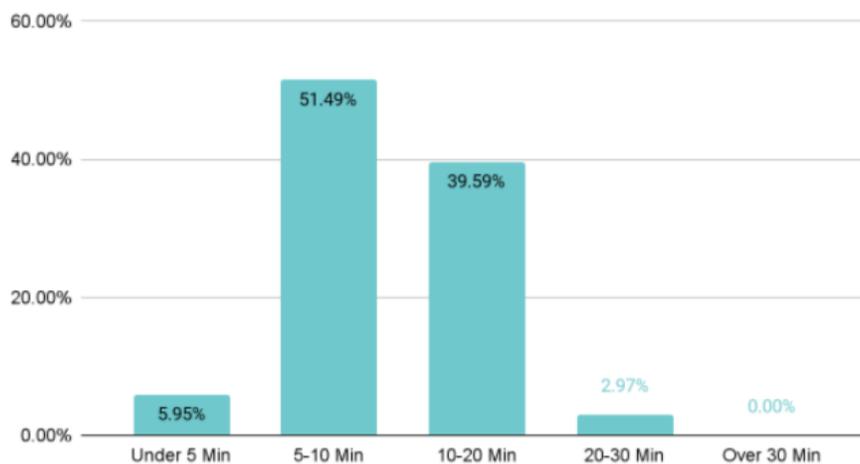
Neighborhood

- Area 6 had the **highest** percentage of people who chose **"strongly agree"** (41.46%)

Convenient Distances:

Transportation Time: Results

Please define the transportation time that you consider a business or service to be "a convenient distance from where you live or work".



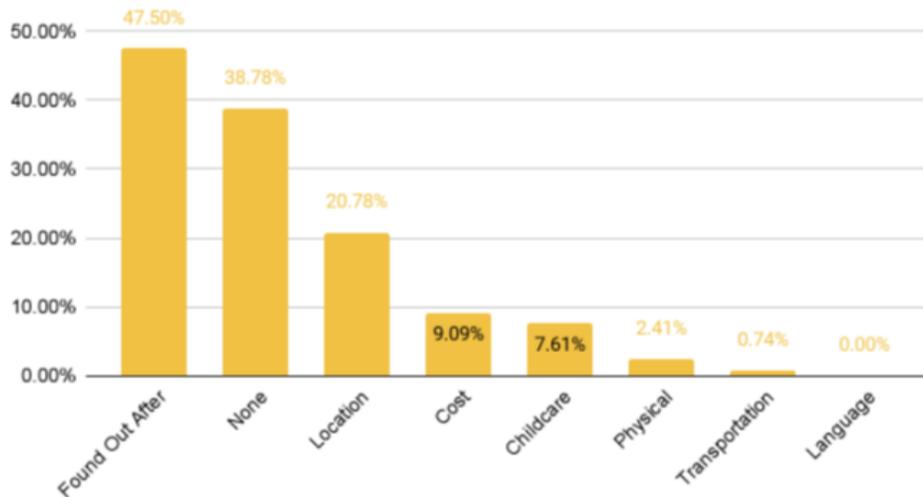
- When asked to define a 'convenient distance' from their place of residence or employment, parents were the most likely to choose **5-10 minutes of drive time**

Convenient Transportation for Parents

- When presented with the statement, "I choose to go to events because they are a convenient distance from where I live or work" those with children were most likely to select 'strongly agree.'
- When presented with the statement, "It is important to me that services or businesses exist within a convenient distance from where I live" respondents without children were more apathetic to the question, selecting neither agree nor disagree. Those who had children agreed more strongly with wanting services and businesses nearby.

Obstacles to Event Attendance: Results

What prevents you from using city services or attending public events in West Fargo?



- "Location of activity" was more of a deterrent for 25-54 year olds compared to 19-24 and 55-74 year olds confirming that parents are less likely to attend an event that is further from their home.

Key Areas

Area 3 - This area has the highest rates of regular library users, along with the strongest opinions about the West Fargo Public Library. These residents have a strong sense of community around Downtown West Fargo.

- 38.14% are **regular users**
- *"The West Fargo Public Library is adding value to the greater West Fargo community"*
 - 67.71% of those who live in Area 3 chose "strongly agree"
 - Highest percentage of agreements out of all the groups
- *"The WFPL is in need of upgraded facilities"*
 - 68.04% of respondents agree to the statement
 - Area 3 had the most respondents disagree - 8.25%
- 69.09% have attended events in Downtown West Fargo
- Only 71.82% of residents hear about events from Facebook
 - 60.91% hear about events through word of mouth

Area 6 - This area has the highest affinity ratings for new facilities despite lower regular usership rates. Residents of this area are more charitable than in other areas.

- 29.27% are **regular users** of the West Fargo Public Library
- Willing to drive longer amounts of time than those in other areas
 - 48.84% chose 10-20 minutes and 39.53% chose 5-10 minutes
- *"I am willing to financially support services that benefit others, even if I may not personally benefit from these services"*
 - Area 6 had the highest percentage of people who chose "strongly agree" (41.46%)
 - 78.05% strongly or somewhat agreed
- *"The WFPL is in need of upgraded facilities"*
 - 58.54% strongly agreed
 - 78.05% of respondents strongly or somewhat agree - highest percentage of all neighborhoods
- 85.71% of those who live in Area 6 find out about events from Facebook
 - 93.02% listed Facebook as a regularly used app
 - Only 47.62% heard through word of mouth

Findings and Recommendations

Biggest Fans - These groups are advocates for library upgrades. These areas could also be targeted for fundraising efforts. These categories represent the most likely groups to support library upgrades from each demographic category:

- Ages 65+ and ages 35-44
- Neighborhood 3 and 6
- Income of \$25,000-\$50,000
- Women

Needs Advocacy - These groups are targets for education on library services and will need specific targeting when it comes to library upgrades.

- Ages 45-54 and 55-64: These age groups are best reached using Facebook, radio, TV, and email newsletters
- Men: Men are best reached using LinkedIn and Youtube

Emphasis on Mobile Programming

- West Fargo residents emphasized the importance of early childhood education as the most important investment for their community.
- Mobile programming should be focused on kids and parents
- Locations targeted within a 5 minute drive of neighborhoods hubs with highest enrollment
- Parents are most likely to be reached for this type of event over Facebook

Events Focused on Targeted Group's Interests

- Potential library visitors have different needs, interests, and goals throughout their lives. Certain themes emerge based on age group and in frequency of library usership. Themes for each demographic group can be found in the Open Ended Response Themes document. All open-ended response themes were provided to library staff in an appendix. An example of each age group and their current activities are broken down below:
 - 19-24: This age group's activities are focused on entertainment with friends. This is the only group that did not mention religious activities.
 - 25-34: This age group begins to attend activities and events that are family friendly where they can bring their young kids along, but aren't necessarily for

their kids specifically. They also begin to attend more fitness classes like yoga and church/other religious activities.

- 34-44: This age group's schedule is led by their kid's activities like sports and other extracurriculars. They are attending fewer events for themselves and are more in the know on events with West Fargo Parks, Rustad Recreation Center, and West Fargo Public Schools. They still attend live music and arts events, but at a lesser rate than other age groups.
- 45-54: As their kids begin to get older and enter high school, they regain more control over their schedules and what events they attend. Though they still attend some high school events, they have more time to volunteer and attend arts events or workshops of their own interests.
- 55-64: As they reach the final years of their careers, this age group begins to become more charitable in attending nonprofit events. They also attend live entertainment at a higher rate.
- 65-74: As they enter retirement, this age group spends more time on charitable activities including volunteering and participating in non profit boards. They also specifically list walking either indoors or outdoors as their preferred physical activity.
- 75+: This age group participates in the most social clubs. They enjoy seeking out events that they can attend with their grandchildren. They are also the only group to mention attending public meetings.

Prioritize Converting Infrequent Users

- Outreach should be prioritized towards current infrequent users to convert them into regular users.
- Current infrequent users are females ages 25-44 and typically live in areas 2 and 3. Most common infrequent users have a bachelor's degree and have a household income of \$50,000-\$100,000. Most infrequent users had no kids.