

**Carnegie History Center**  
Bryan



**Clara B. Mounce Public Library**  
Bryan



**Larry J. Ringer Library**  
College Station

# COMMUNITY SURVEY INSIGHTS FEBRUARY 2026



# Strategic Agenda

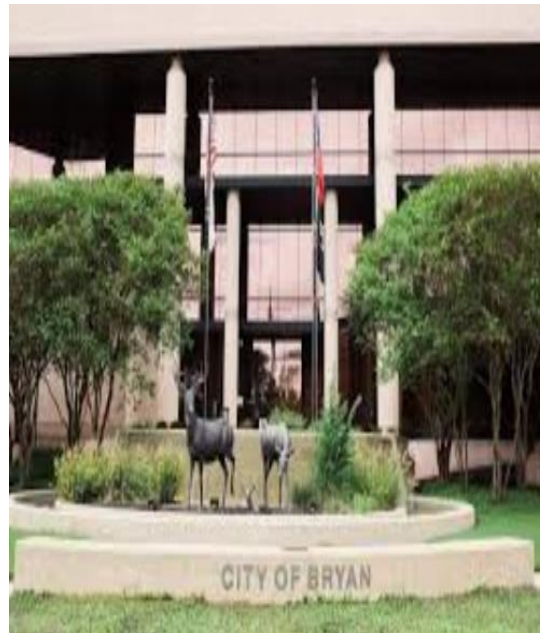
- ▶ Survey Results
- ▶ Strategic Perspective
- ▶ What's Next

# Survey Process

- ▶ Total Responses: 1786
  - ❖ 96% from current users
- ▶ Field Dates: February 17 – 27, 2026
- ▶ Surveys delivered via email and at libraries
- ▶ Data includes:
  - ❖ Usage patterns
  - ❖ Priorities by age group
  - ❖ Open-ended feedback

# Key Insight: Geographic Equity

- ▶ Strong participation from both cities
- ▶ Reinforces importance of perceived equity in services and facilities



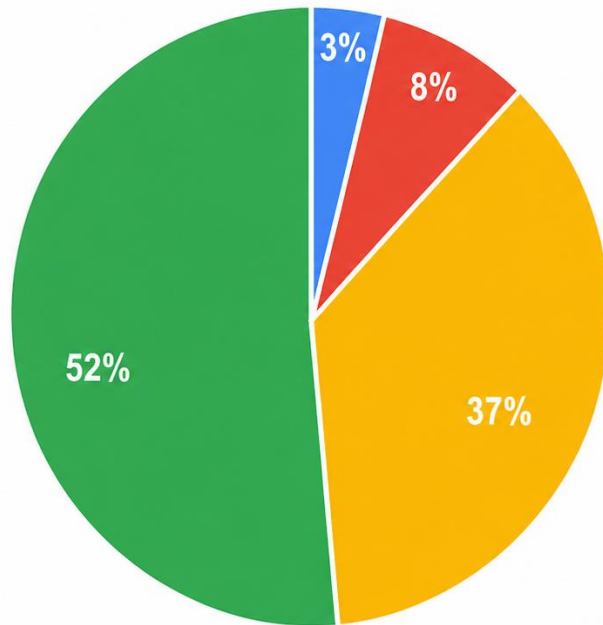
672



911

Count of Where you live or work:

Total

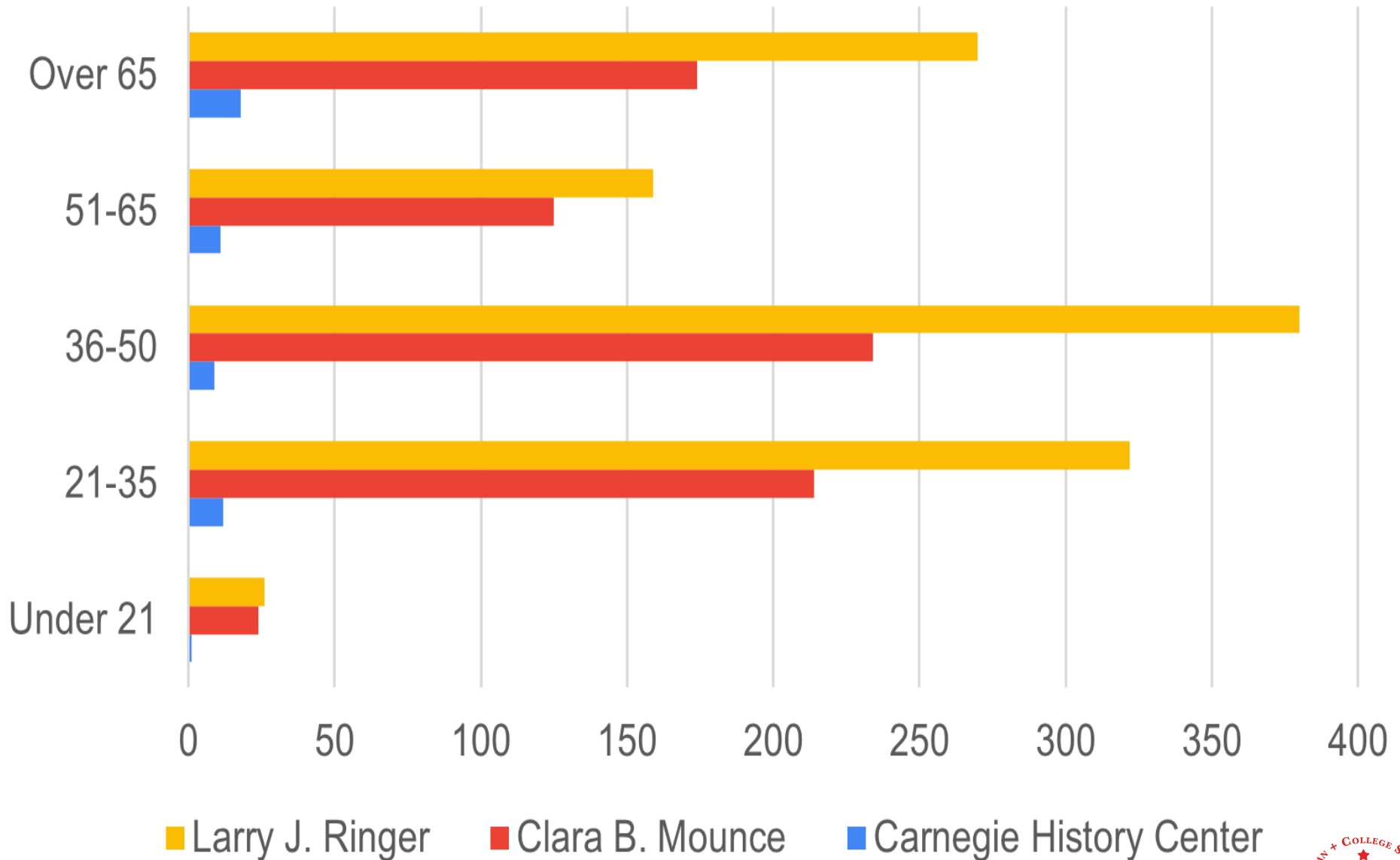


Where you live or work: ▾

- Out of Service Area County
- Resident of Brazos County (outside city limits)
- Resident of Bryan
- Resident of College Station

# Respondent Locations

# Visits by Age Group

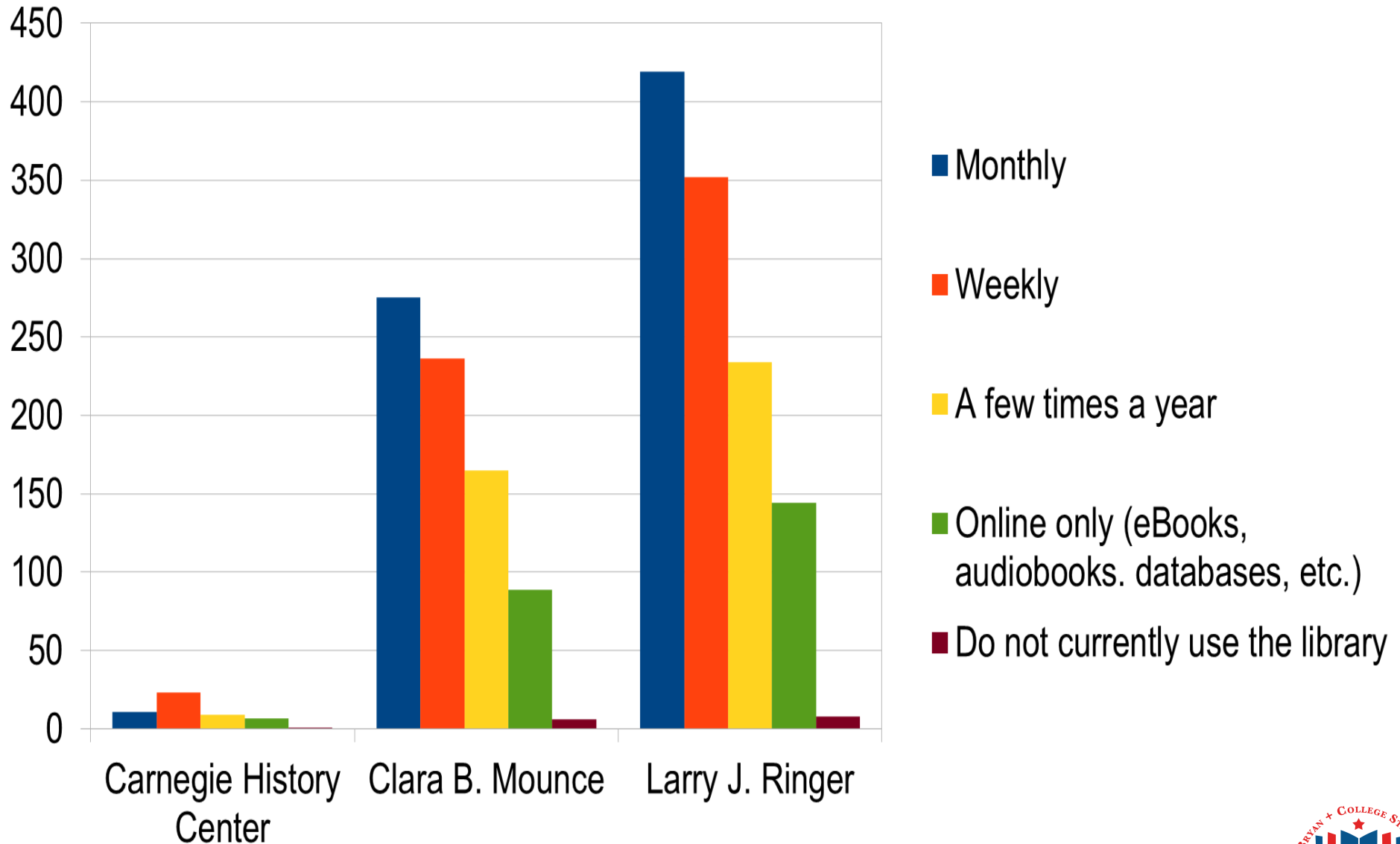


# Library Usage Frequency

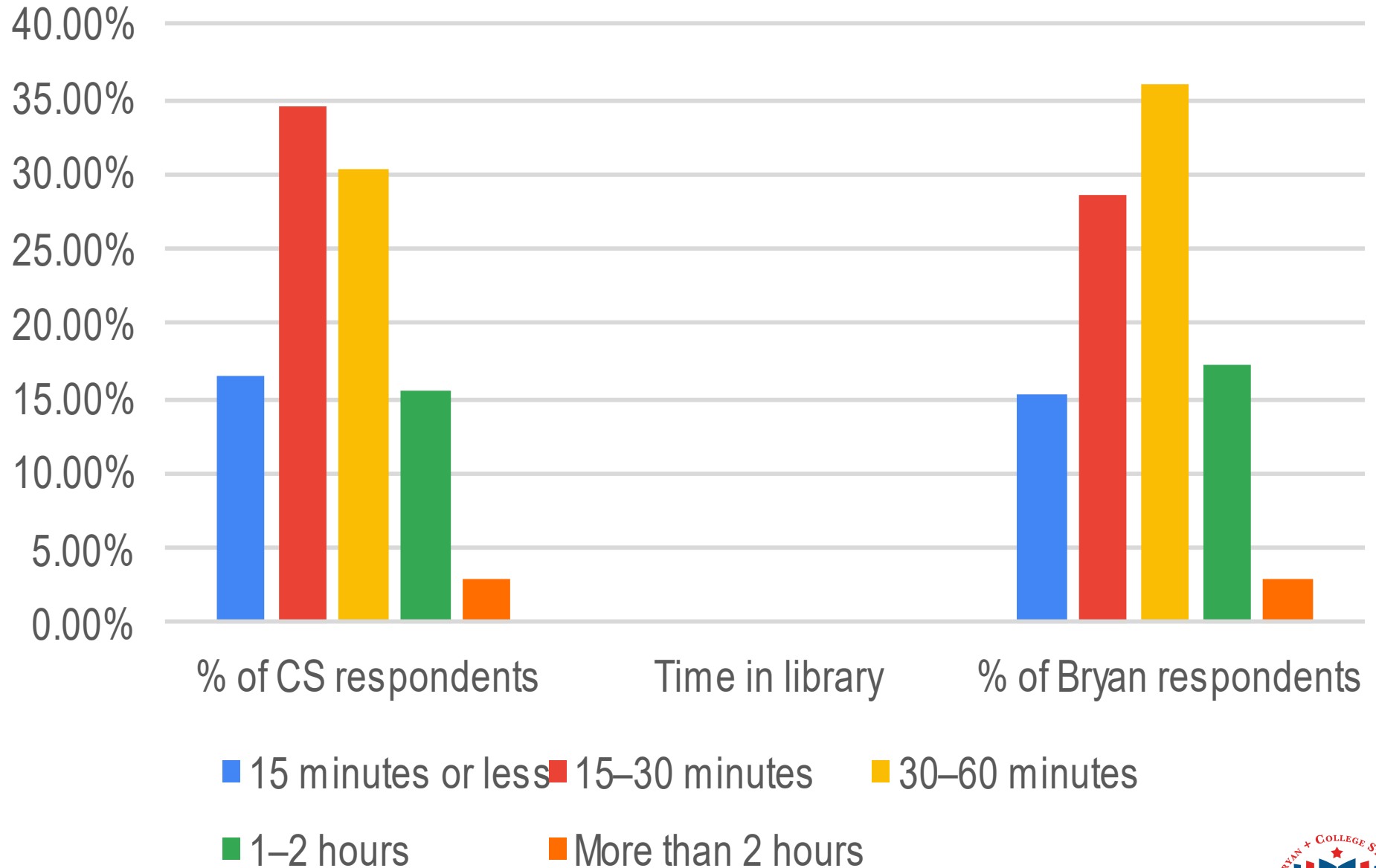
- ▶ Monthly: **600**
- ▶ Weekly: **486**
- ▶ A few times a year: **379**
- ▶ Online only (eBooks, audiobooks, databases, etc.): **266**
- ▶ Do not currently use the library: **45**



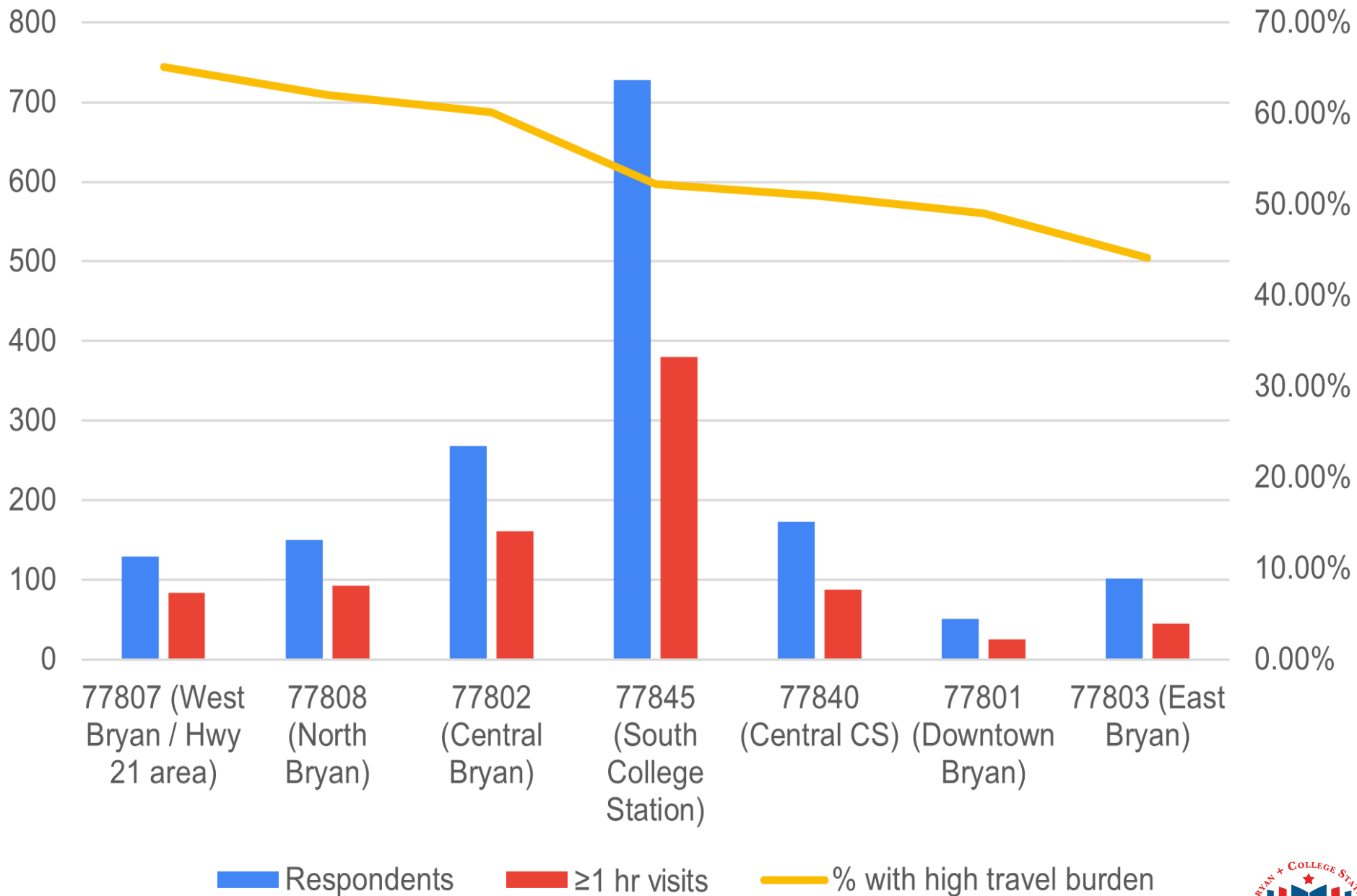
# Visit Frequency



# Time Spent in Libraries



# Travel Burden by Area



# Families = 43.1%

## VISION:

- ▶ FAMILIES FEEL SAFE STAYING, LEARNING, AND PLAYING TOGETHER

## WHAT SUCCESS LOOKS LIKE:

- ▶ LONGER FAMILY VISITS, STRONG ATTENDANCE AT CHILDREN'S PROGRAMS, REPEAT SEASONAL USE





# Seniors = 38.9%

## VISION:

- ▶ LIFELONG LEARNING, COMFORT, AND INDEPENDENCE AS WE AGE

## WHAT SUCCESS LOOKS LIKE:

- ▶ HIGH DAYTIME USE, POSITIVE ACCESSIBILITY FEEDBACK, STRONG LIFELONG LEARNING PARTICIPATION

# Students = 6.8%

## VISION:

- ▶ ACCESSIBLE, FLEXIBLE SPACES AND RESOURCES TO STUDY, CONNECT, AND SUCCEED

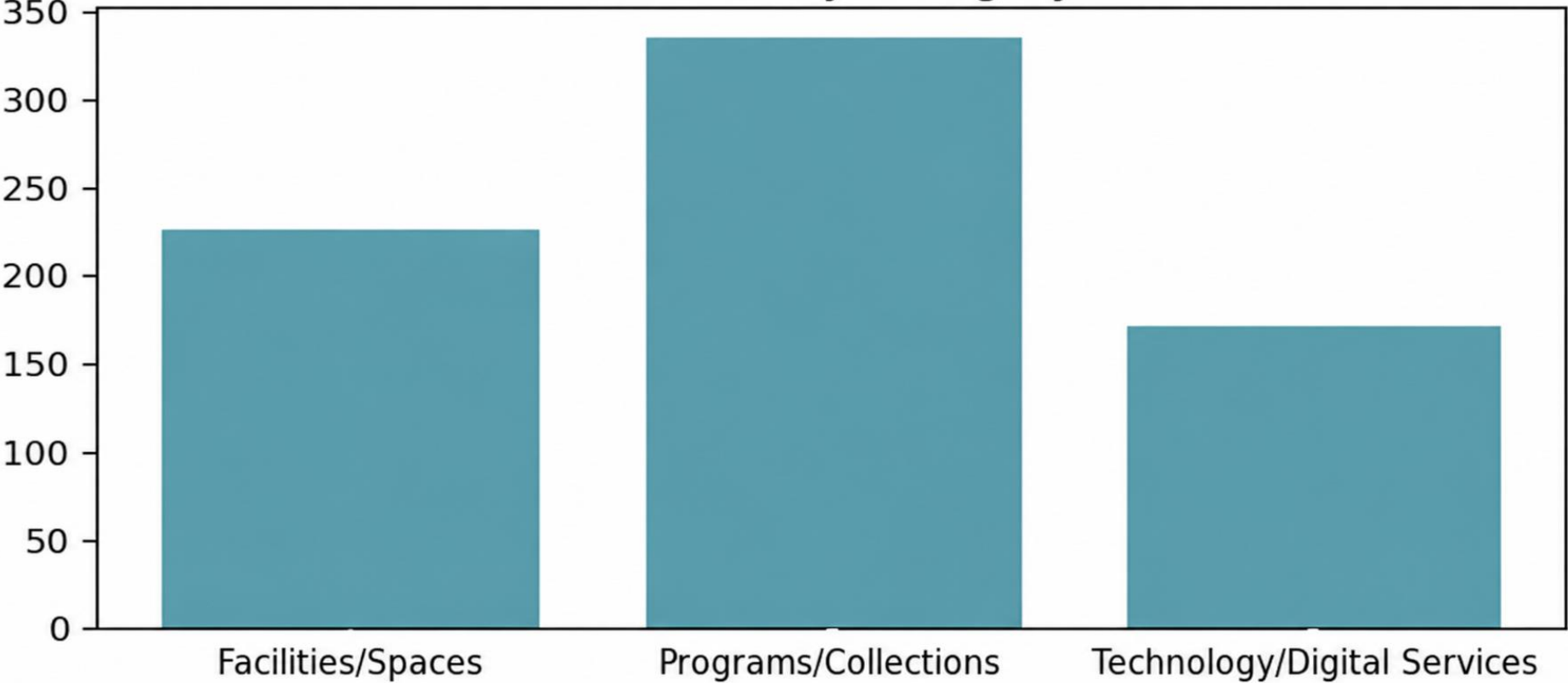
## WHAT SUCCESS LOOKS LIKE:

- ▶ HEAVY EVENING/WEEKEND USE, HIGH DIGITAL CIRCULATION, CONSISTENT STUDY-SPACE DEMAND



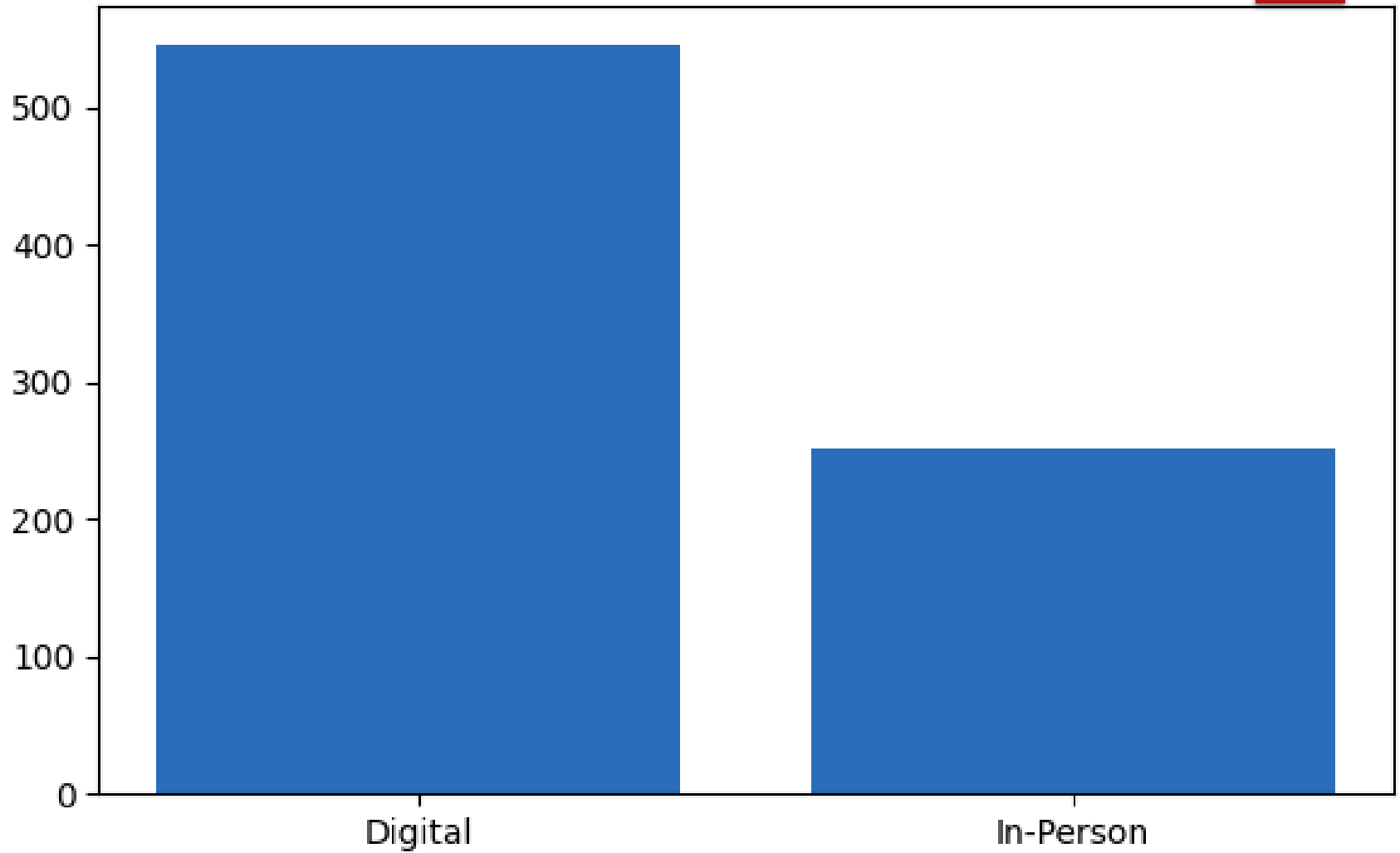


## Demand by Category



**Demand: Facility vs Program vs Technology**

## Digital vs In-Person Usage



# Key Insight: Usage Channels

- ▶ Digital services (Libby, Hoopla, audiobooks) are mentioned as frequently as physical visits, indicating a hybrid service expectation

# Key Insight: Investment Balance

- ▶ Facilities and programs slightly outpace technology mentions, suggesting physical space quality remains critical alongside digital growth.

# Key Insight: Digital vs. In-Person

- ▶ Expand digital collections while maintaining physical spaces
- ▶ Address facility quality and access across cities
- ▶ Use programs as a bridge between digital and in-person users

# Top Comment Themes

- ▶ Respondents consistently found value in the library system and see vast potential in its future
- ▶ The library facilitates many good things:
  - ▶ Education
  - ▶ Literacy
  - ▶ Technical literacy
  - ▶ Child development
  - ▶ Self-development
  - ▶ Citizenship
  - ▶ Community
  - ▶ Connection to the local environment

# Top Comment Themes

Offerings are highly prized! Respondents want **more:**

- ❖ Services and programming for adults
- ❖ More locations
- ❖ Longer operating hours
- ❖ Better facilities (especially restrooms)
- ❖ Better communications about offerings
- ❖ Community and partnership building opportunities
- ❖ More language resources
- ❖ More robust materials, including non-book things

# Top Comment Themes

Respondents want **more for their children:**

- ▶ Age-differentiated programming,
  - ❖ Especially for ages 7-10, tweens, young adults
- ▶ More support for the home school community
- ▶ More children's programs after hours and weekends
- ▶ Child-friendly "third spaces"
- ▶ Family-centered activities
- ▶ Help keeping children off of screens



# What Happens Next?

- ▶ More data gathering
- ▶ Analysis
- ▶ Reporting
- ▶ Strategic Planning Workshop
- ▶ Budget preparation
- ▶ Submission to Cities