Community Report. 11.18 @ 6:00
The Study elicited a broad and positive response pattern. It gained insight from one-hundred-eight individuals. Fifty-five were personally interviewed. Fifty-three were online respondents (thirty-three identified and twenty anonymous).

Demographics
- **Term:** 46.9% 25+ years, 17.7% 11-15 years, 15.6% 1-5 years, 10.4% 16-25 years and 9.3% 6-10 years
- **Sex:** 61% Female and 39% Male
- **Age:** 45.3% 65+, 28.8% 36-50, 17.5% 51-64 and 8.2% under 35

Library experience
- **Experience:** Very Positive 52%, 45% Positive and 3% Negative
- **Services Used:** 78.7% Checkout, 41.5% Digital/ebooks and 32.9% Curbside pick-up and 21.3% Children’s Programs
- **Library Image:** 50% Good, 23% Fair, 19% Excellent and 8% Unknown
- **Reputation:** 42.7% Good, 29.2% Excellent, 15.7% Fair, 9.3% Exceptional and 3.1% Poor

The Library has a favorable reputation because of its professional staff, programs and its broad collection of books and materials.

Campaign
- **Top amount raised:** 33.3% $5M+, 28.9% $1-2.5 M, 24.4% $2.5-4.9M, 7.8% $500-999K and 5.5% less than $500K

The $5,300,000 campaign goal rates as “achievable” but will require extensive community outreach and building a community partnership with families, businesses, teachers and political leaders.
- **Achievable:** 32.2% 8, 18.9% 7, 11% 6, 10% 10 and 7.7% 9.

The campaign is thought to be Achievable (7-8), however an extensive community awareness campaign will mend the millage and share “what is in it for me?”
- **Largest gift:** 29.5% $1M+, 20.4% $500-999K, 14.7% $100,000-249,999 and 11.4% $250,000-499,999

Over a quarter of respondents believed that lead gifts are available in Searcy, but that this would be the first non-church or Harding campaign to solicit $5.3 million.
- **Community Receptivity:** 66.6% Somewhat, 23.9% Very and 9.5% Not at all
- **Personal Priority:** 54% Moderate, 22.5% Low, 21.4% High and 2% Do not need

Respondents anticipated that the community would be supportive of a new Library but cautioned that they must be informed of what benefits will derive from that investment.
- **Payout:** 46.8% three-year, 34% One-time, 10.6% two-year and 8.5% No Gift

Respondents chose a three-year payout. 27 respondents mentioned a five-payout.
- **Are there 6-8 Lead gifts?** 61.9% Yes and 38.1% No

Respondents affirmed that there are 6-8 lead givers in Searcy and White County.

Personal Priorities
- **State-of-the-art Library:** 60.4% High, 28.1% Moderate, 7.3% Low and 4.2% No need
- **Service Priorities:** Literacy (479), Online (359), STEM (321), Art and Literature (304), Imagination (280) and Meeting Space (231)
- **Top three new Library areas:** Children’s Collection (294), Adult’s Collection (243), Teens Collection (218) and Public Computer (184)