

Strategic Planning – Community Profile

A comprehensive analysis of town and library demographics, statistics, and trends was critical to laying the groundwork for future planning. Key sources utilized were: U.S. Census Bureau: American Fact Finder, CERC Town Profile 2016, Analytics on Demand Patron Profile Analysis, and West Hartford Public Library Annual Circulation Statistical Report. Data was analyzed to understand demographic composition of the community compared to demographics of library users. Getting a clear picture of which segments of the community are using the library – and which are not – was important information for our planning process.

The population of West Hartford is 63,396 and has remained fairly steady, albeit decreasing very slightly over the past decade (0.1% decrease.) The largest population group is in the 45-64 age range (28%) followed by the 25-44 age range (25%). The poverty rate in West Hartford is 7.9%, which is lower than the county (12.1%) and state (10.5%) levels. Ethnic diversity is evidenced with 17% of residents identified as foreign-born. There are 68 foreign languages represented in the West Hartford school system.

The library has approximately 23,257 cardholders, representing 37% of residents. The largest groups of library users fall in the categories of upscale mature couples and individuals, followed by upper-middle class families; these two groups comprise 31% of library cardholders. Census data reports 3241 children between the ages of 0-4; approximately 2300, or 71% of preschool children, attend library early literacy programs (story times, etc.) Overall, seniors and families with children use the library more than other groups, such as younger singles and married without children.

Five-year trends in library usage show fluctuations in key statistics including patron visits, circulation, and program attendance. The one statistic which continues to rise dramatically each year is number of downloads of e-resources (e-books, e-audio, and e-magazines.) To serve our diverse community, the West Hartford Public Library maintains a Welcome Center collection in each branch, with a total of 6105 items. These collections contain items for learning English, for learning other languages, items in other languages (e.g., John Grisham books in Russian), and materials to prepare for citizenship tests. The library also offers two unique conversation classes for intermediate English learners.

Analysis of town and library demographics supports what library staff see within the branches on a daily basis, and also reinforces what we learned from our community survey. Seniors are the largest group of library users. While a large portion of library users are middle and upper economic class residents, there is a segment of lower income residents who rely on the library for their literacy and internet access needs. Ethnic diversity is something that makes West Hartford unique in Connecticut; the library already has services for the foreign-born population and sees opportunities to work with this community more fully. Residents across all socioeconomic groups value early childhood literacy, and take advantage of all the library programs offered for children. We feel confident that our data analysis has provided us with good knowledge of our community.

WEST HARTFORD, CT

2016 Town Profile



Population
2014: 63,589
Median age: 42
Median household income: \$84,092
Population / Sq. Mile: 2,903



Households: 24,910
Median home price: \$304,000
Poverty rate: 7.9%
School enrollment: 9,844

Did you know? There are 2,046 businesses
in West Hartford, employing 28,631

Parks & Recreation
5 parks / 1 outdoor education center
1 indoor pool / 4 outdoor pools
2 golf courses
1 indoor skating rink
walking trails



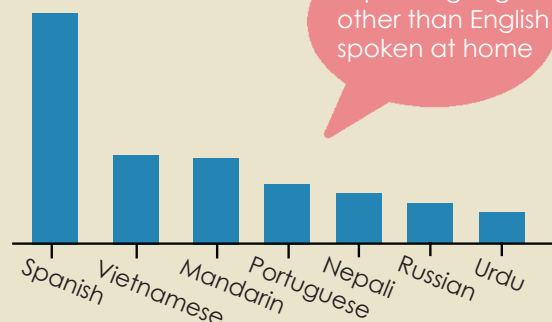
Top High Schools in CT & Nation
In the 2016 U.S. News Best High
Schools ranking, West Hartford is the
only town / city that has TWO



Diverse and Dynamic

17%

10,941 residents were born in a
foreign country



Did you know? There are 68 different languages represented in the West Hartford school system?



West Hartford Public Library

Statistics from the Connecticut State Library

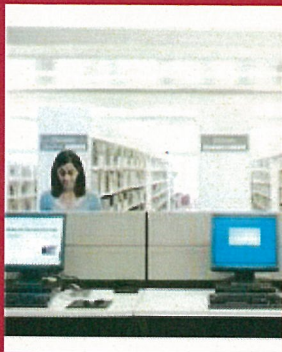
Our Library as a Great Collection

- ◆ West Hartford Public Library has 239,526 items in its collections.
- ◆ 201,551 are books, 61,411 for children
- ◆ 3.80 books per capita (national average is 2.5)



Our Library as a Valued Destination

- ◆ 472,554 people visited West Hartford Public Library last year
 - ◆ 7.5 visits per capita (national average is 4.6)
 - ◆ They asked 83,467 reference questions
 - ◆ 30,058 people attended programs
- ◆ 95 internet computers were used 56,871 times



Borrowing Books, Films, Music, and More

- ◆ 732,454 items were borrowed from West Hartford Public Library
- ◆ 11.6 per person (national average is 7.5 per person)
- ◆ 496,452 books borrowed
- ◆ 28,541 library card holders can take advantage of millions of articles in state researchIT CT databases and additional resources purchased just for WH residents



Support for Our Library

- ◆ Operating income for West Hartford Public Library was \$3,306,489
 - ◆ That's just \$52.44 per resident
- ◆ Only 1.3% of municipal revenue goes to support the public library



West Hartford, Connecticut

