



Round Lake Area Public Library

Learning Report

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Executive Summary

The Round Lake Area Public Library launched a strategic planning process in April 2022. As part of the process, the library devoted a significant amount of time listening to community needs and interests to inform and guide the process. This report represents a summary of the data gathered directly and indirectly using various tools and methods from the community and the library's Board of Directors and staff during this phase of the process. Sections in the report include:

- An introduction and context with library usage statistics and trends and community demographics,
- A summary of an environmental scan exercise and SOAR analysis (strengths, opportunities, aspirations, and results) that Board and staff members participated in,
- Summaries of a community survey and Board and staff survey,
- Highlights from focus groups,
- A review of other community organization strategic plans, and
- An appendix with more complete community demographic data.

Library Statistics

Library statistics show that the COVID-19 pandemic significantly affected library usage and circulation. Overall circulation in FY19-20 and FY20-21 was significantly lower than FY18-19, but incomplete data from FY21-22 shows a sharp increase as the pandemic mandates wane. Digital circulation has only increased since it was first measured in FY10-11. Program attendance started to dip before the COVID-19 pandemic started and continued to trend downward, with FY20-21 having almost half the number of program attendees than FY18-19. Though overall program attendance saw dramatic drops, the average program attendance numbers decreased more steadily from 23 in FY18-19 to 20 in FY20-21.

Community Demographics

Round Lake Area Public Library serves a diverse community with many families with young children. The area is becoming more educated and wealthier while also becoming less white.

Environmental Scan/SOAR Analysis

Staff and Board members identified numerous political, economic, social, technology, legal, and library sector issues that could potentially impact the future of Round Lake Area Public Library. The Library Sector boasts exciting new trends in diversity, equity, and inclusion (DEI); social services; and Library of Things. Social division, high costs of goods and services, pandemic-related challenges, lack of access to technology, rapid technological change, and first amendment rights are only a fraction of the issues shaping the context in which the library is choosing its new strategic directions and goals.

Round Lake Area Public Library aspires to be a welcoming space that is valued by its community. The library wants to see more public investment in the library, lifelong library usage, and a deeper sense of safety and belonging for people in the library space. Round Lake Area Public Library's current strengths include customer service, civic services, inclusivity, and sense of community. Some opportunities for the library include more space, more social worker services, expanded ESL offerings, and more.

Community Survey

A total of 258 individuals completed a community survey. Respondents highly value the library and see it as an essential community resource. Respondents see the library having a role in mitigating social challenges in the community. The library serves a diverse group of people who are interested in materials and programs in languages other than English. Some patrons prefer other libraries for their collections and children's area and programming. Respondents believe that print materials, office equipment, and civic services will be the most important offerings for their family in the future.

Focus Group Summary

On May 23, 2022, Round Lake Area Public Library held a community focus groups with three participants. Discussions centered on how the library could improve patron experience and attract more patrons. Participants believe that the wide selection of Spanish materials, the Spanish Book Club, the Children's program, and the overall breadth of its offerings are the best things the library offers the community. For the library to reach more people in the community, participants proposed strategies like partnering with businesses, schools, Townships, and other civic institutions; attending school events, Civic Center events, and BPAC Committee events; and hosting cultural events in the library's parking lot. When asked how the library could improve their experience in-person or virtually, participants suggested increased awareness about virtual resources and how to use them; easier to use website and card catalog; more meeting spaces with audio-visual equipment; outdoor events on the library groups; and library attendance at community-wide meetings.

Board and Staff Survey

Four board members and 20 staff members participated in a survey. Respondents love helping their community and working with their supportive colleagues. They are proud of the library's customer service, civic services, programming, and collaborative work culture. They would like to see more facilities updates, stronger internal communication, more consistent operational processes, and expanded outreach efforts. Respondents said technology access, affordable housing, mental health support, better social services, and Spanish language services were a few of the most pressing community needs. When asked about priorities for the future, respondents most highly ranked increasing community awareness and engagement; attracting more patrons; and updating/replacing technology.

Review of Community Organization Strategic Plans

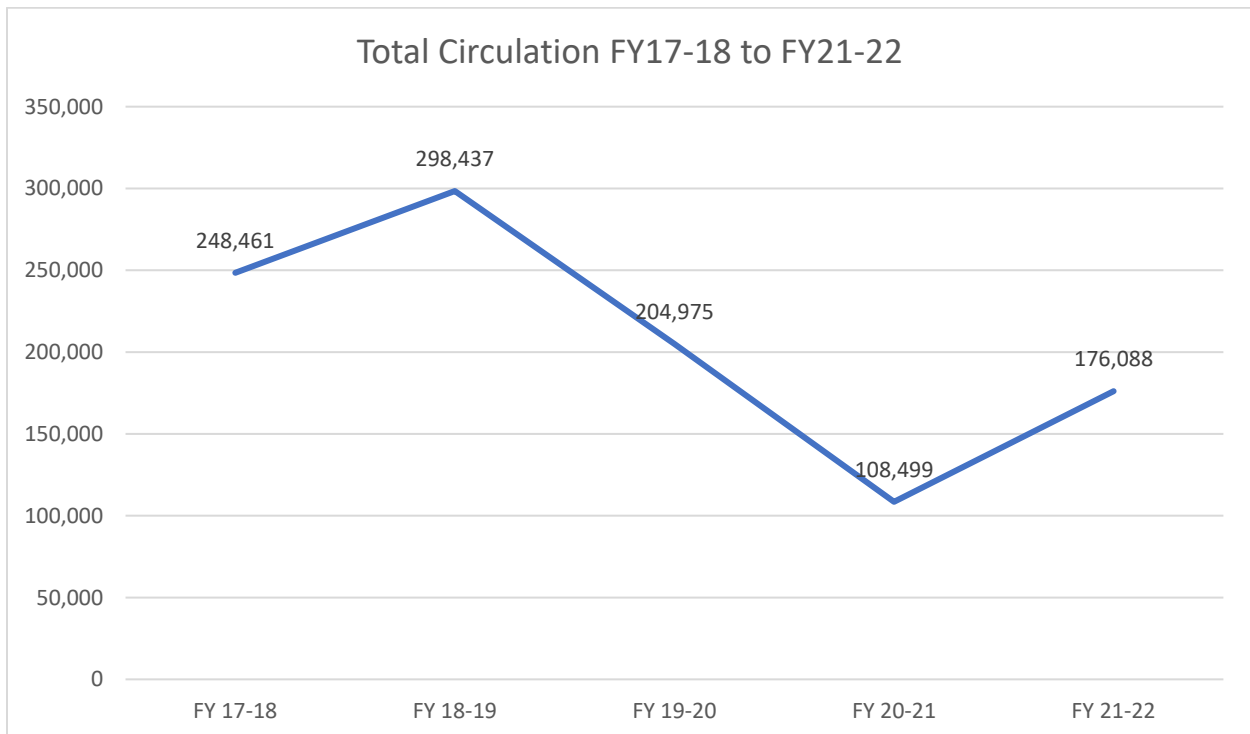
The Round Lake Area Public Library is well-regarded in the community and is listed as a "strength" by the Village of Round Lake in their 2018 strategic plan. It is positioned to support the health, education, and cultural goals of other local organizations. The library could play a key role in are the Village's desire for a stronger community "brand," an increased sense of community pride, and a greater emphasis on community activities. To support public health goals, the library could help train patrons in medical digital literacy, such as how to navigate health websites and how to find reputable health sources online. The library could also help patrons gain information about and identify resources for making building improvements and replacing trees as part of the Village of Round Lake Beach's development plans.

Introduction

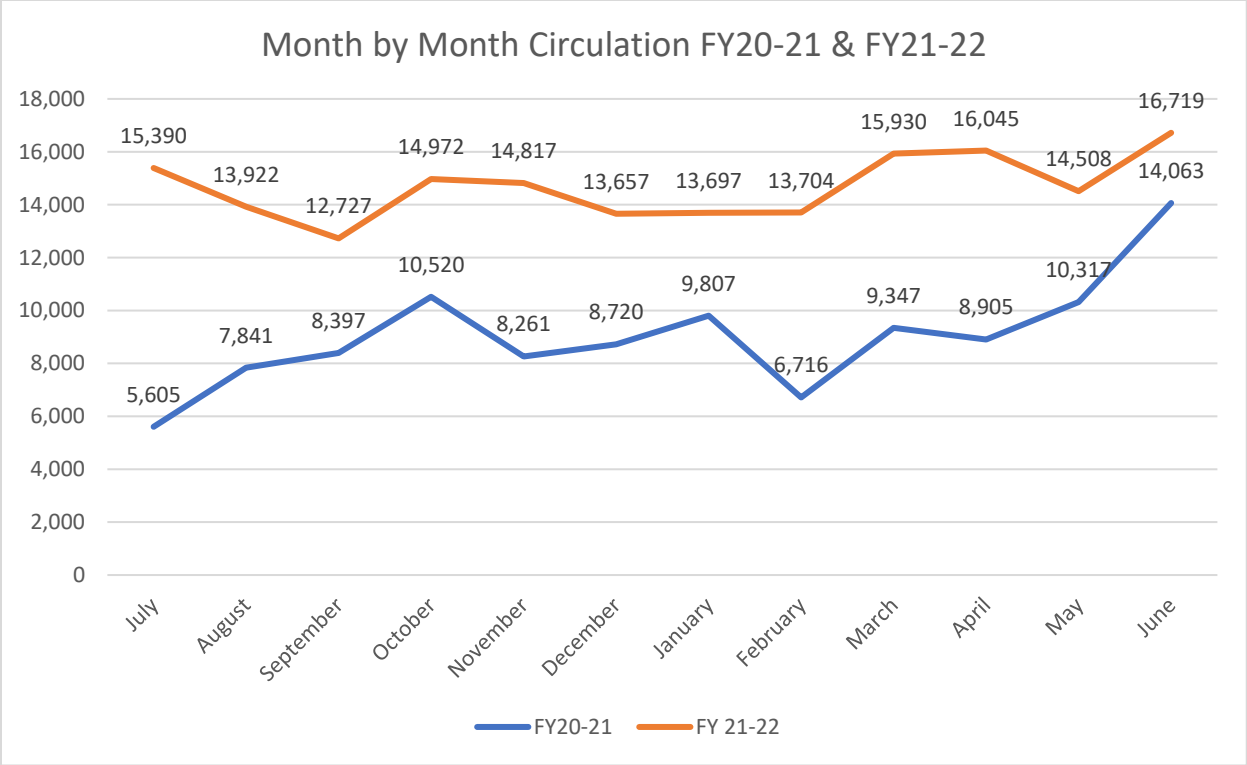
Round Lake Area Public Library was founded in 1967 with a two book racks of books donated by the public, housed in the library of Round Lake High School. The library moved to a new, independent location in 1972 and the library district was founded by referendum. The library moved again in 1976 and again into its current location in 1988. The space was renovated in 2001.

The Round Lake Area Public Library district is 40,400 people with 5,821 cardholders. The physical collection size is just over 134,000 and digital items, including eBooks, audio recordings, and downloadable/streaming movies, of almost 185,000. Between April 1, 2021 and March 31, 2022, total circulation of physical and digital materials was 162,101. In this same time, the gate count was 66,529 with 1,225 new patrons.

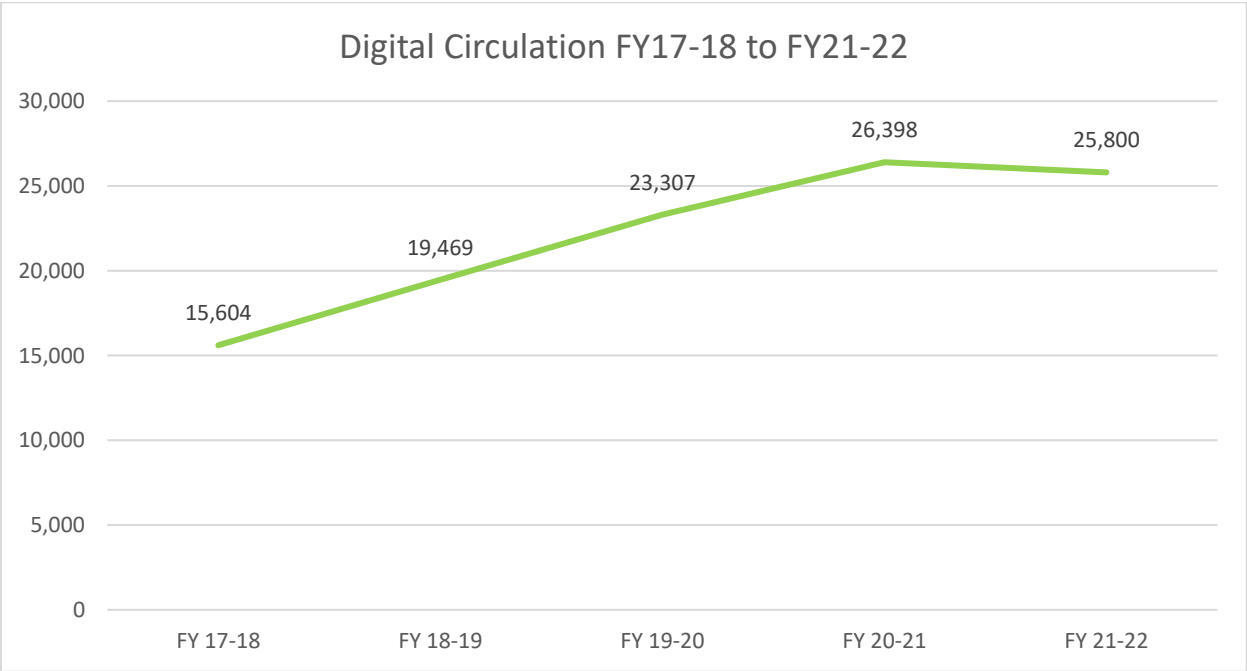
Overall circulation dropped significantly from FY18-19 to FY19-20 and FY20-21 due to the COVID-19 pandemic. Circulation has increased by around 70% from FY20-21 to FY 21-22.



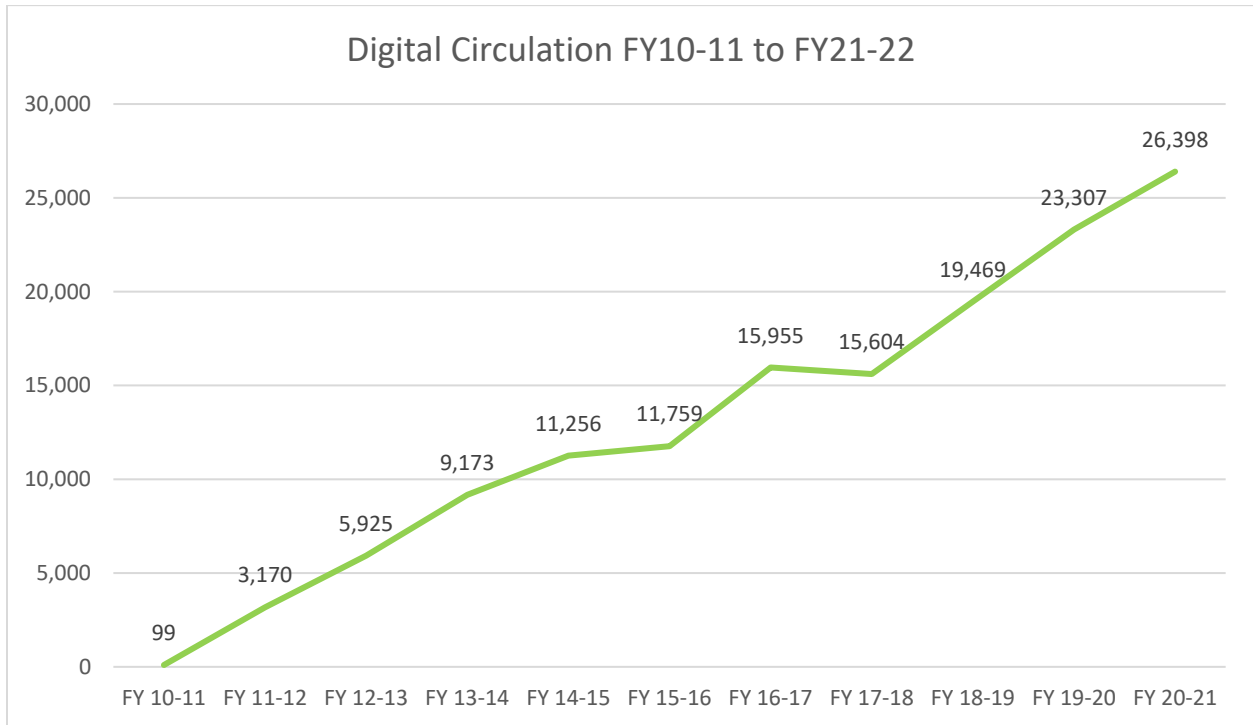
However, monthly data from most of FY21-22 shows that circulation has risen again once many of the pandemic mandates have been lifted.



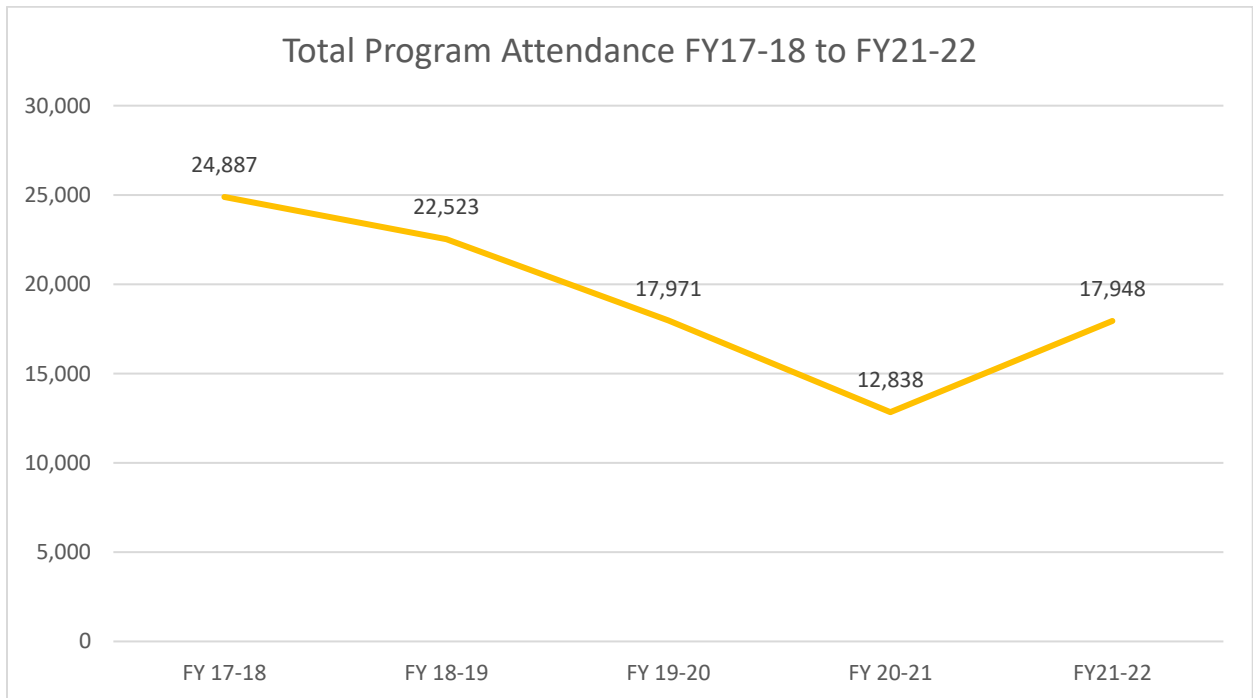
Despite overall circulation decreasing during the early stage of the pandemic, digital circulation increased over pre-pandemic levels.



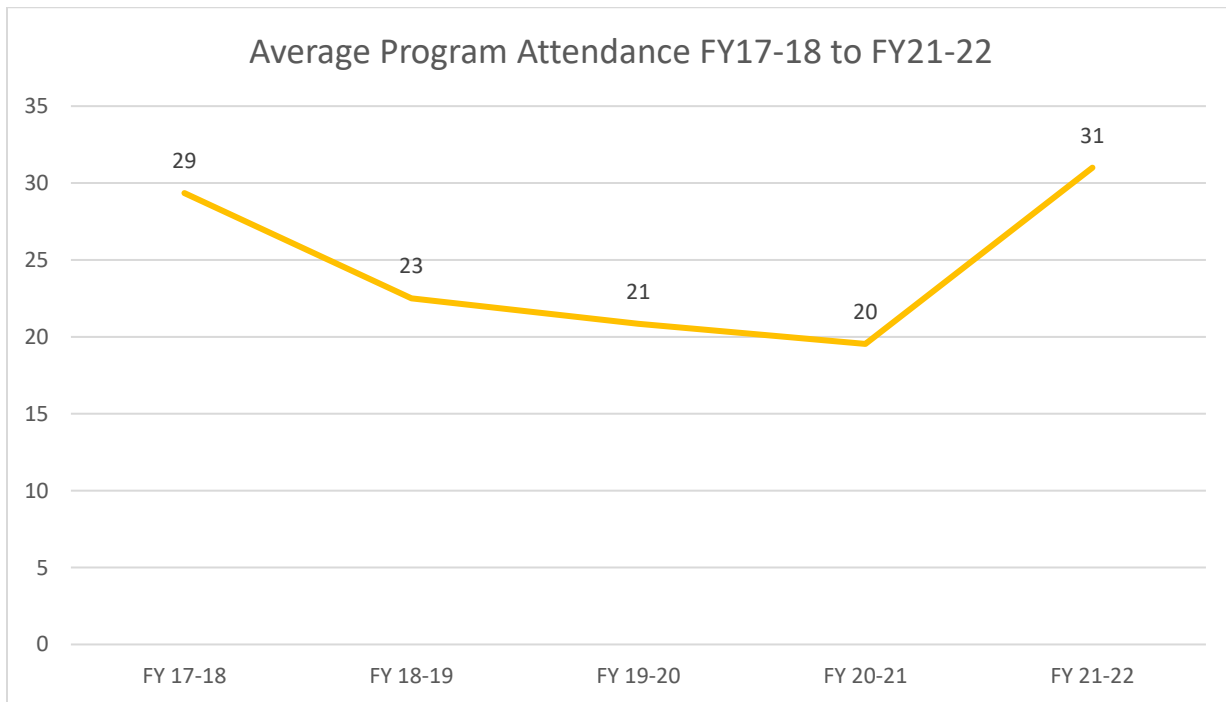
Digital circulation has been increasing since the beginning of its recording in FY10-11.



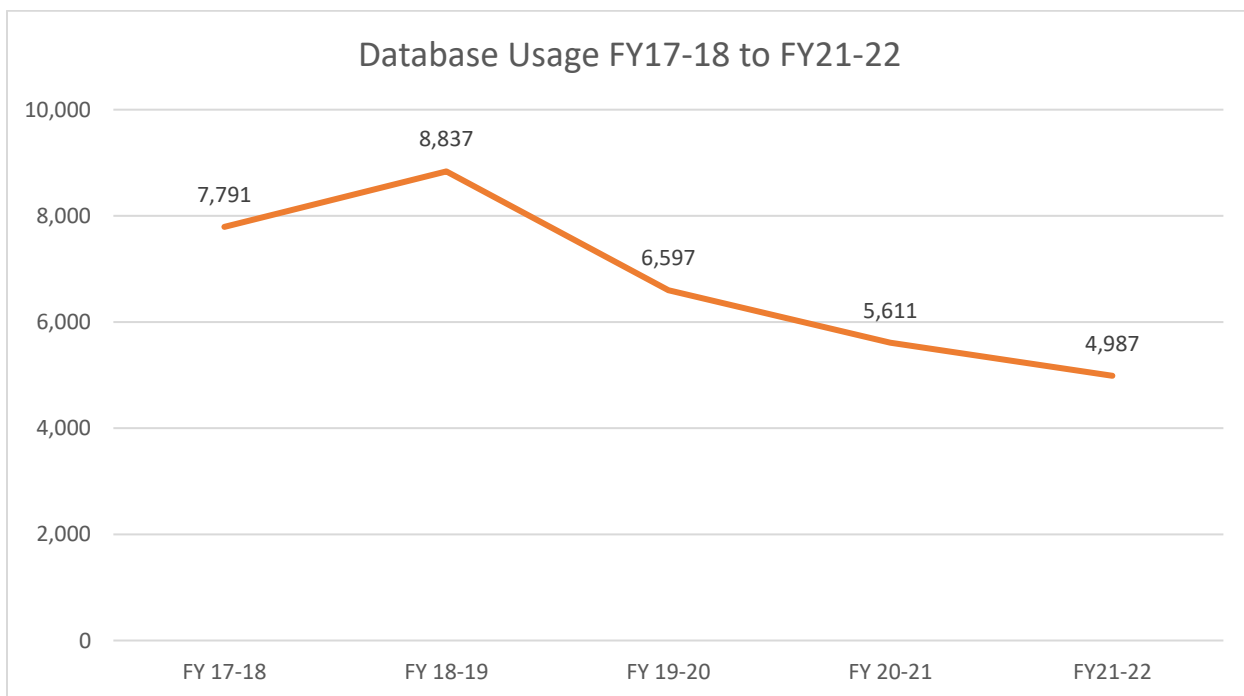
Like the overall circulation, overall program attendance decreased in the early part of the pandemic (FY20-21). In FY21-22 program attendance increased by 40% from the pandemic low.



However, average program attendance did not drop as significantly as might have been expected during FY20-21. FY21-22 saw a 55% increase from the previous year, a six-year high.



Database usage dropped has been steadily decreasing from FY18-19 to FY21-22.



In addition to collections, services provided by the library include delivery of books to homebound patrons, notary public services, voter registration, a mobile health clinic, curbside printing, 3D printing, passport services, blood drives, and museum passes.

There is no census area that matches the exact area serviced by the Round Lake Area Public Library. The closest approximation is the 60073 Zip Code. The library district falls entirely within this zip code, and comprises around 2/3 of its population. Comparison data is provided from this Zip Code from 2012 and 2020, as well as the 2020 U.S. and Illinois data.

Between 2012 and 2020, the median age in 60073 rose by 4 years, but remains 4 years lower than the US and Illinois. The age distribution has remained similar with slight decreases in the brackets between 25 and 34 and increases in all brackets over 50. There was a decline in ages under 5 as a result of the 2012 percentage being high; the population under 5 is still above state and national averages. During this time, the median household income also rose by over \$15,000, surpassing the national and state levels. The percentage of the population below the poverty level decreased by over 5 points and is now under the state and national level.

US CENSUS DATA	US 2020	IL 2020	ZIP 60073 2012	ZIP 60073 2020
Median Age	38.2	38.3	30.7	34.0
Median Household Income (in \$)	64,994	68,428	65,545	81,149
Below Poverty Level	12.8%	12.0%	13.7%	7.3%

The region is continuing to diversify in race and ethnicity. 39.1% of the zip code identified as Hispanic in 2020, which is only a slight decrease from 2012. The percentage identifying as “White alone” decreased from 80.5% to 72.1%. At the same time, the percent of the population identifying as “Black or African American alone” rose from 4.4% to 6.1%, the percent identifying as “Some Other Race alone” increased from 5.7% to 6.2%, and the percent of “Two or More Races” increased from 3.5% to 6.2%.

US CENSUS DATA	US 2020	IL 2020	ZIP 60073 2012	ZIP 60073 2020
Total Population	326,569,308	12,716,164	59,142	61,856
White alone	70.4%	69.8%	80.5%	72.1%
Black or African American alone	12.6%	14.1%	4.4%	6.1%
American Indian and Alaska Native alone	0.8%	0.3%	0.5%	0.8%
Asian alone	5.6%	5.6%	5.5%	5.5%
Native Hawaiian and Other Pacific Islander alone	0.2%	0.0%	0.0%	0.0%
Some Other Race alone	5.1%	6.0%	5.7%	9.4%
Two or More Races	5.2%	4.2%	3.5%	6.2%
Hispanic Population	18.2%	7.2%	41.3%	39.1%

Income levels rose for the zip code between 2012 and 2020. Median income rose from \$65,545, which is near the 2020 national level, to \$81,149. Small decreases in the ranges from \$15,000 through \$74,999 were accompanied by increases in incomes over \$75,000. The biggest increase was in the percentage earning more than \$200,000, which changed from 2.7% to 7.1%.

US CENSUS DATA	US 2020	IL 2020	ZIP 60073 2012	ZIP 60073 2020
\$15,000 to \$24,999	8.5%	8.1%	7.8%	5.8%
\$25,000 to \$34,999	8.6%	8.1%	7.2%	5.6%
\$35,000 to \$49,999	12.0%	11.2%	13.4%	10.4%
\$50,000 to \$74,999	17.2%	16.7%	21.0%	18.9%
\$75,000 to \$99,999	12.8%	12.9%	17.3%	18.5%
\$100,000 to \$149,999	15.6%	16.6%	18.8%	22.4%
\$150,000 to \$199,999	7.1%	7.8%	4.8%	5.9%
\$200,000 or more	8.3%	8.8%	2.7%	7.1%
Median income (dollars)	64,994	68,428	65,545	81,149

Highest level of education also rose between 2012 and 2020. The percentage of the zip code’s population with less than a high school diploma decreased from 22% to 17.7%, while the percentage with Some College or an Associate’s Degree increased by nearly 3 points and the percentage with a Bachelor’s Degree increased by over 2 points. The percentage with a Graduate or Professional Degree remained similar.

US CENSUS DATA	US 2020	IL 2020	ZIP 60073 2012	ZIP 60073 2020
Population 25 years and older	222,836,834	8,686,700	34,760	37,943
Less than High School graduate	11.5%	10.3%	22.0%	17.7%
HS or Equivalent	26.7%	25.6%	27.2%	26.4%
Some College or Associate's Degree	28.9%	28.6%	26.3%	29.2%
Bachelor’s Degree	20.2%	21.6%	16.5%	18.8%

From 2012 to 2020, the percentage of residents in 60073 who spoke Spanish decreased from 35.2% to 31.2%, which is still significantly higher than the national and state percentages. The percent speaking “English Only” grew from 56.1% to 58%, while those identifying as speaking English less than “very well” decreased from 20.6% to 15.7%.

US CENSUS DATA	US 2020	IL 2020	ZIP 60073 2012	ZIP 60073 2020
Population 5 years and over	306,919,116	11,960,646	53,212	57,797
English Only	78.5%	77.0%	56.1%	58.0%
Spanish	13.2%	13.3%	35.2%	31.2%
Other Indo-European languages	3.7%	5.6%	5.1%	6.6%
Asian/Pacific Islander languages	3.5%	3.0%	3.3%	3.1%
Other languages	1.1%	1.1%	0.2%	1.1%
Speaks English less than "very well"	8.2%	8.4%	20.6%	15.7%

Environmental Scan

An environmental scan considers the broader context in which an organization exists and identifies key issues that potentially impact the future of the organization. To kick off the library’s strategic planning process, elements of the environmental scan were identified through Board and staff sessions held in May 2022.

<u>Political</u>	<u>Economic</u>	<u>Social</u>
<ul style="list-style-type: none"> • COVID-19 Pandemic • Economy • Censorship/book banning • Immigration/Refugees • Social division • Elections • Supreme court decisions • Climate change • Anti-LGBTQIA+ policies • Student loans • Housing • Resistance to COVID policies • Racism • Poverty • Healthcare • War in Ukraine • Black Lives Matter movement • Tax changes • Redistricting • Voting access/rights • Women’s rights • Educator suppression • Culture wars • Jesse White retirement 	<ul style="list-style-type: none"> • War in Ukraine • Inflation • High gas, food, childcare, housing costs • Food shortages and insecurity • Student loans • Worker shortage/ “Great resignation” • Job seekers/unemployment • Cryptocurrency • Taxes • Lack of living wages • Unions • Stock market • Transportation • Trade/supply chain issues • State aid • Homelessness • Economic disparities • IL credit ratings improvement • Work from home • Entrepreneurship, cottage industries • Gig economy • Cashless economy 	<ul style="list-style-type: none"> • Social isolation • Fear of COVID-19 • Changing social habits • Families staying home • Rise in homeschool families • Kids using technology more • Kids missing fundamentals at school • Kids missing life milestones • Increase in anxiety • Health concerns • Food insecurity • Censorship • School curriculum debates • Mental health resources • Desire for in-person activities after COVID • Social media • Virtual learning • Virtual programs • Travel • Globalization • Education • Higher ed. options and alternatives • Marginalization of certain groups • Social justice movements • Diversity, equity, and inclusion initiatives • Lowering birthrate • Immigration

<u>Technological</u>	<u>Legal</u>	<u>Library Sector</u>
<ul style="list-style-type: none"> • Internet access • Equipment access • Technology skills gap • More virtual communication • Tech overload • Lack of traditional socialization • QR codes • Shifting use of language/grammar online • Complicated forms • Automated customer service • Rapid changes • Tech support • Screen-fatigue • Backup plan for technology failure • Virtual programs • Remote work • Misinformation • Hardware and software needs • Maker spaces • Increased demand for digital resources • Remote services • Competition between digital platforms • Hybrid learning • Environmentally friendly tech • Increase in streaming services • Social isolation • Identity theft/hacking • Digital safety 	<ul style="list-style-type: none"> • Privacy • Hacking • Scammers • Credit monitoring • Notary • Voter registration • Tax disputes • Immigration/Citizenship • Accessibility • Renters' rights/Evictions • Legal assistance • Criminal activity • DACA • Public trials • Riots and protests • Victim advocacy • International law • Property issues • Virtual courts 	<ul style="list-style-type: none"> • Censorship • Board issues • Staff mental health/Burnout • COVID-19 policies • Virtual services and programs • Lower usage • Retirement • Shifting processes during COVID • Staff professional development • Digital studio, maker space • Diversity, equity, and inclusion (DEI) initiatives • Human-centered services • Training for patrons with mental illness • Teen spaces • Community building • Library of Things • Access to new technology • Lending limits • ATM • Learning center • Self-check out • Social meet ups • Coffee and snacks • Digital only users • Non-traditional services <ul style="list-style-type: none"> ○ Passports ○ Notary ○ Polling ○ Food pantry ○ DMV • Public commons • Places to gather, study • Connection with authors • Increase/diversification in subscription services • Providing experiences • Lifelong learning • Research

SOAR Analysis

A SOAR analysis (strengths, opportunities, aspirations, and results) narrows the focus from an environmental scan to consider the organization specifically. This exercise helps identify potential directions to explore during the strategic planning process. SOAR elements were identified through Board and staff sessions held in May 2022 and are summarized below.

<u>Strengths</u>	<u>Opportunities</u>
<ul style="list-style-type: none">• Customer service• Welcoming atmosphere• Passport service• Bi-lingual staff and materials/Spanish Collection• Robust collections• Readers’ Advisory• Fine free• Hours• Notary• Voter registration• Dog and cat friendly• Legal help• Updated technology• Programs with park district• Creative use of spaces• Convenience• Innovative programs• Seed library• Library of Things• Makers Space• Photography service• Responsiveness to patrons and community• Community partners<ul style="list-style-type: none">○ Schools○ Mobile clinic○ Food pantry• Strong leadership• Supportive staff culture• Cross-department collaboration	<ul style="list-style-type: none">• More space• Better promotions• Carts to bring books in• Outdoor space• Better organization and storage spaces• Designated space for passport services• Music• Colorful children’s area• Carpet on stairs to lower level• Sound proofing• Privacy for computer users• Technology in study rooms• Gender-free and family bathrooms• More programs in Spanish• Social worker• Tax support services• ESL classes• Literacy programs• Financial literacy classes• Programming for 1st gen college students in Spanish—financial aid, here is what to expect• Tech support<ul style="list-style-type: none">○ Keyboarding○ Computer help○ Online forms• Diversified promotional strategies• Stronger social media presence• Drive thru• Updated HVAC• Increased digital resource usage• Outreach to special populations• Comfortable seating• More plug-ins• Data governance policies• Seeking grants and fundraising• Space for Friends• Updated and larger space for staff

	<ul style="list-style-type: none"> • Flexible work schedules • More parking • Sustainable practices • Seed library • Staff recognition and performance incentives • Citizenship classes • Tech Services by loading dock • Adaptable spaces/open setting • Programs for new moms • Enclosed teen area (soundproof) • Diversity, equity, and inclusion, esp. with collection development • Volunteer opportunities • Help with food insecurity, summer lunch, food pantry • Internet/computer access need in community • Space for local businesses • Maker spaces • School partnership • Park District partnership • More community outreach • Outreach to Indigenous community • Programming to socialize babies • Senior citizen programs • Homebound services/Delivery • Supporting Patrons with disabilities
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<p style="text-align: center;"><u>Aspirations</u></p> <ul style="list-style-type: none"> • Staff are helpful and friendly • People know what the library offers and how it operates • Staff are skilled and have access to professional development • The library is valued and respected • The library is fiscally responsible • Our community supports us through taxes and other means • With library resources, people learn and change their lives for the better • The library is a presence in everyone’s home • The library invests in the community’s literacy • The library is a comfortable, safe space and oasis • Staff have strong relationships with immigrant populations and the LatinX 	<p style="text-align: center;"><u>Results</u></p> <ul style="list-style-type: none"> • Increased usage • Increased funding • Increased equity • Increased patron engagement • Positive perception of library • Word-of-mouth promotion • Staff retention and job satisfaction • Higher quality of life • Lifelong library usage • Patrons reporting feeling supported and connected • Community having its basic needs met • More educated public • Growth in artisan community • More community pride • Greater sense of belonging • Families staying in community
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community

- Everyone feels welcome in the library
- Our staff reflects the community and adapts to the community's needs
- The library is a popular destination and people want to come often
- People and organizations want to partner with the library
- People feel less stress because they are supported by library services
- The library has a good location and is easily accessible
- People thrive economically because they learn more at the library

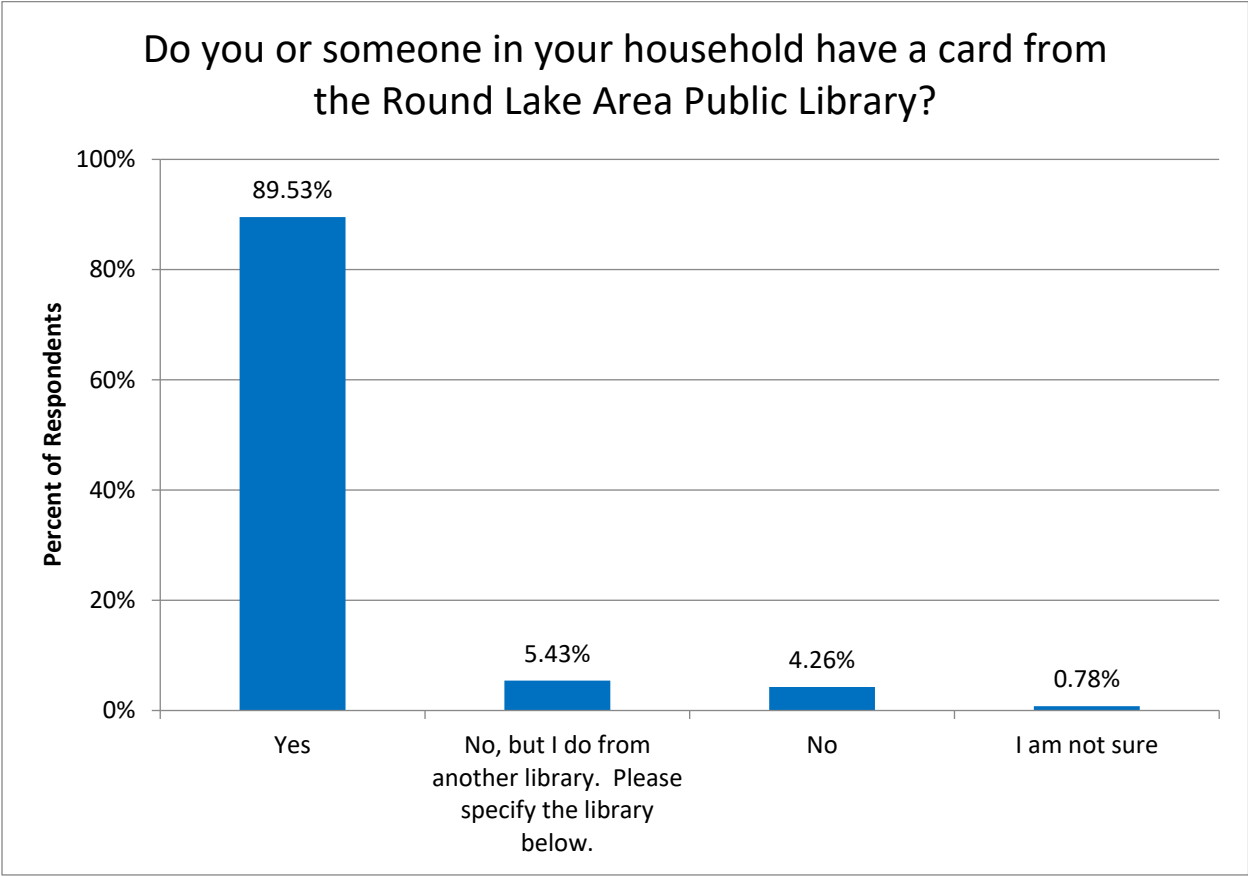
- Staff showing off library
- More book lovers

Community Survey

As part of their strategic planning process, the Round Lake Area Public Library conducted a SurveyMonkey survey to learn more about their patrons' experiences with library services, programs, staff, and facilities. A total of 286 individuals completed the survey.

Notes about the survey responses:

- Respondents sometimes note programs or services they want the library to have but are already offered by the library. We have left these comments in the responses. This indicates an opportunity to better communicate about all the library has to offer. In addition, respondents sometimes offer conflicting opinions about what the library should offer or feel strongly about the library offering something that is not feasible due to cost.
- For open-ended questions, responses are summarized and not in any particular order or with any particular weight. When analyzing this qualitative data, we hoped to show the breadth of responses provided by respondents.



Other libraries where respondents have cards:

- Fox Lake District Library
- Grayslake Area Public Library
- Lake Villa District Library
- Warren-Newport Public Library
- Wauconda Area Public Library

If you use another public library, briefly describe why and what you use at that library.

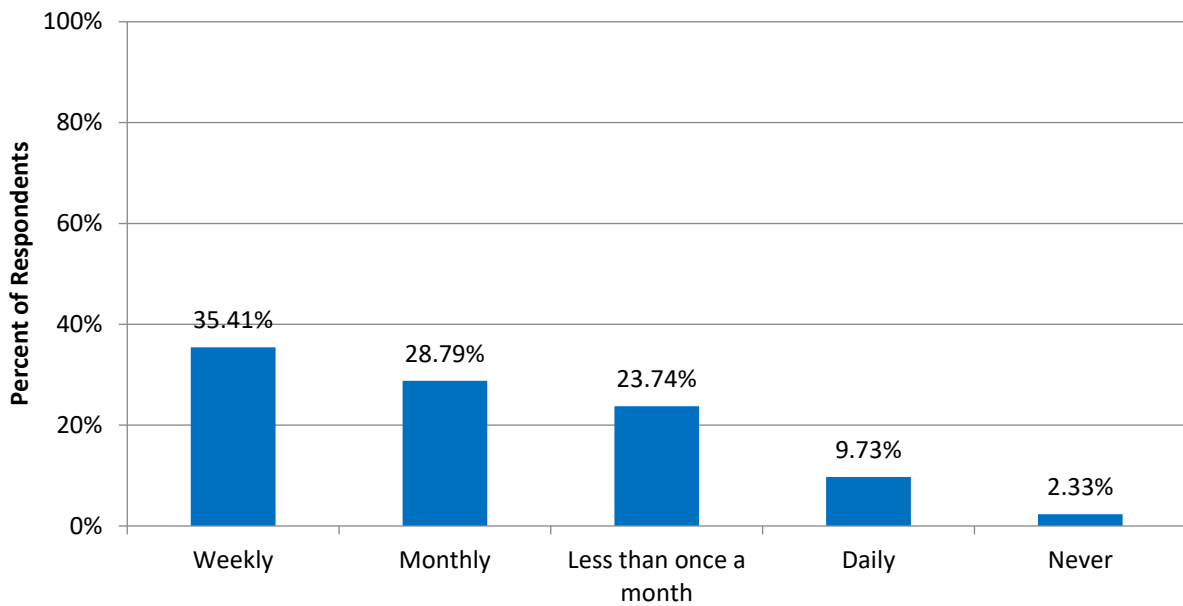
Why:

- Convenience: Closer to work or errands; convenient hours
- Accessibility: Open more often during pandemic; open makerspace
- Collections: Wider variety of books, DVDs, CDs, newspapers; newer books; video games; different books in Christian section
- Technology: Better instruction for technology resources like Hoopla, iPad, laptop, etc.
- Programming: Health and wellness programming; in-person programming for preschoolers; in-person programming generally; free movies in theater room; better supplies for crafting; “cool” adult activities
- Services: Genealogy resources
- Facilities: More comfortable seating; larger study area; study rooms; better children’s play area; easier collection navigation
- Other: Better customer service; three-week check out limit

What:

- Collections: Books, eBooks, eAudiobooks; Library of Things
- Facilities: Meeting rooms; children’s play area
- Technology: Computers; printers; maker technology (circuit machines, 3D printers)
- Programming: Crafts; online classes; art classes; movies; children’s and teen programming
- Recreation: Hanging out; browsing; studying; researching; working

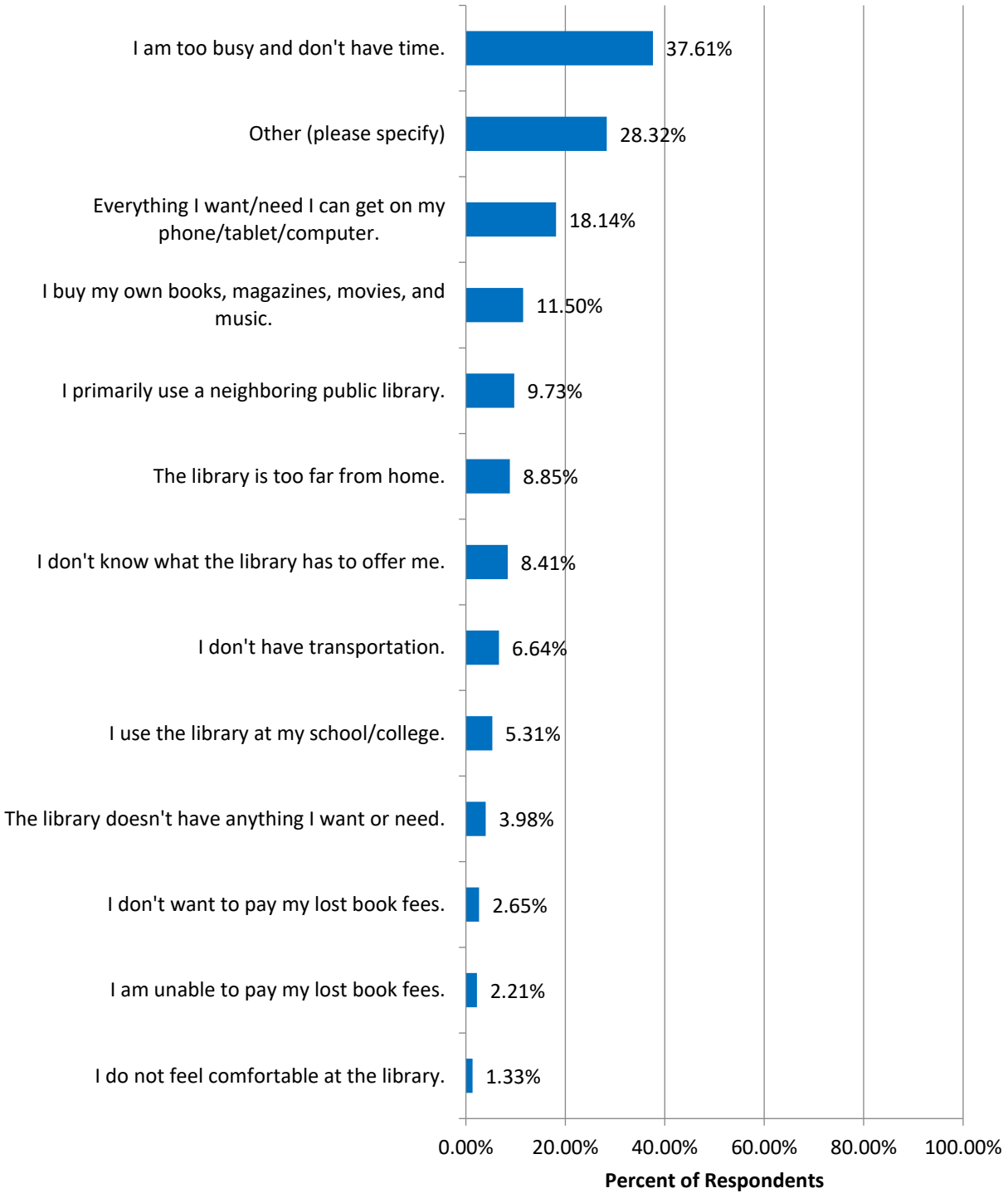
About how often do you use the Round Lake Area Public Library? (including online services)



FINDINGS:

- Responses from the Spanish language survey participants differed from the overall survey trends.
- None of the Spanish language survey respondents selected Daily or Never.
- 53.33% of Spanish language respondents selected Monthly, 20% selected Weekly, and 26.67% selected less than once a month.
- Spanish language participants visit the library on average less than the overall survey participants.

What gets in the way of you using the Round Lake Area Public Library more? (Check all that apply.)

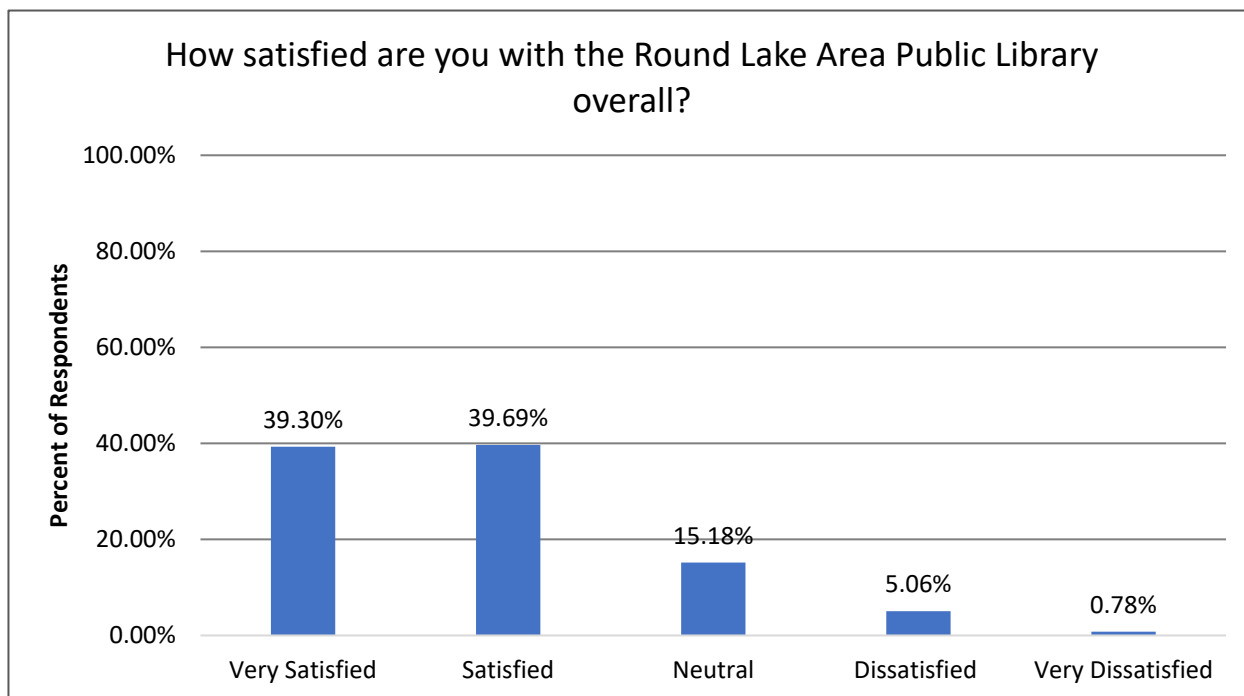


Other barriers to using Round Lake Area Public Library:

- **Personal factors:** Fatigue; unsafe walking route from home; preference to stay home; mobility issues; home outside district/belonging to another library; and reading fewer books
- **Facilities and Services:** Poor customer service; language barriers (few staff speaking Spanish); awkward library layout; and too many services inaccessible to non-members
- **Inconvenience:** Too short loan times; lack of after-hours pickup; inconvenient programming hours (especially for kids); inconvenient open hours
- **Programming:** Less children’s programming and resources than previous years and limited programming for seniors
- **Collections:** Too few new books; lack of desired materials; limited selection; preference for eResources; and loaning through hoopla or interlibrary loan
- **COVID:** Mask mandates; closings; avoiding public spaces; limited services; and lack of in-person programming (especially for kids)

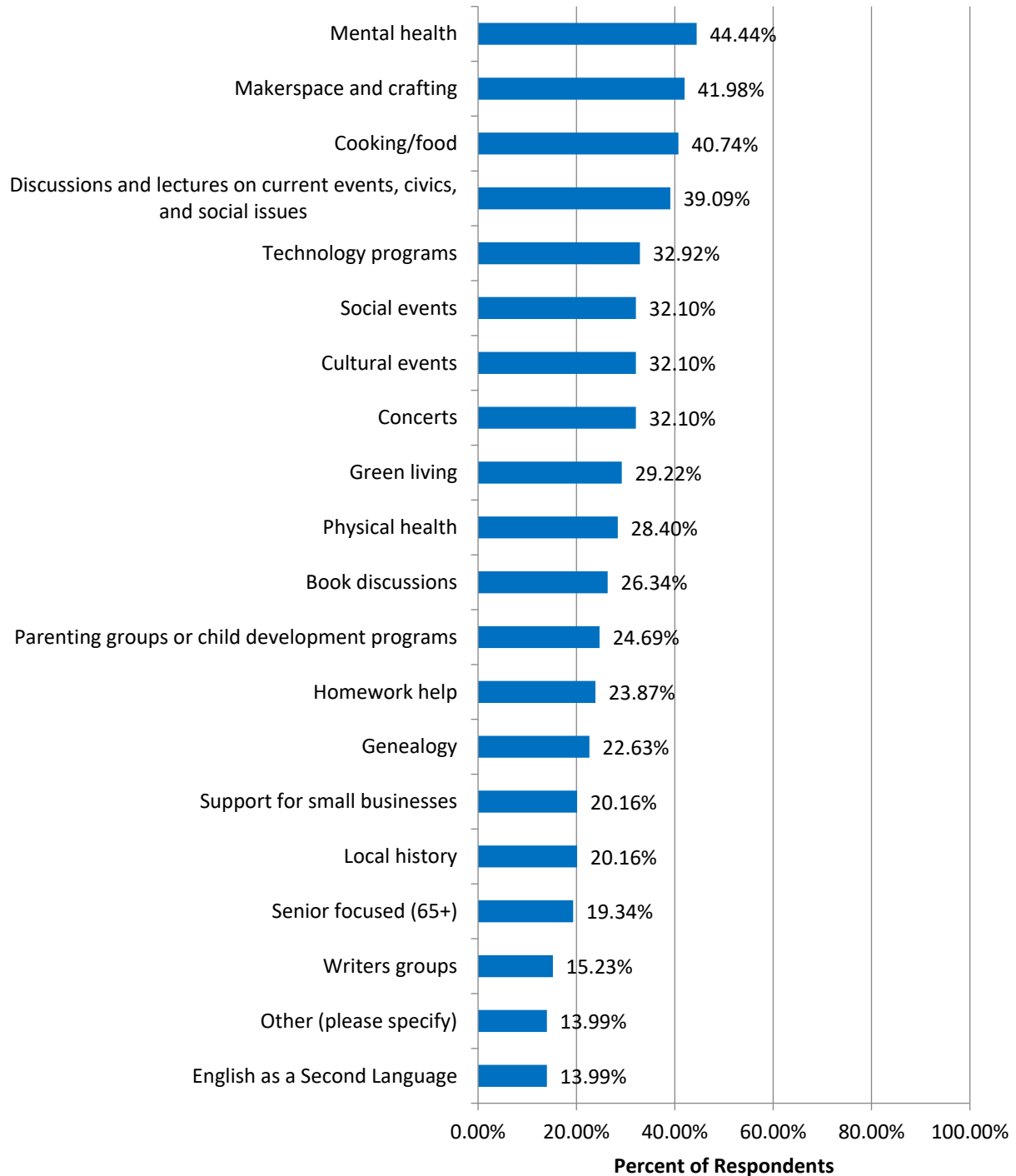
FINDINGS:

- The top three reasons respondents don’t visit the library are lack of time (37.61%); preference for eResources (18.14%), and habit of purchasing materials (11.50%).
- Almost 5% of all respondents and 21% of Spanish language respondents say they do not want to pay or are unable to pay lost book feeds.
- 1.33% of respondents said they do not feel comfortable at the library.



- FINDINGS:**
- 78.99% of all respondents are satisfied or very satisfied with the library.
 - 66.67% of Spanish language respondents are satisfied or very satisfied with the library.

We are thinking about future library programs. Which of the following are topics that you or your family would like to see at the library? Please check all that apply.



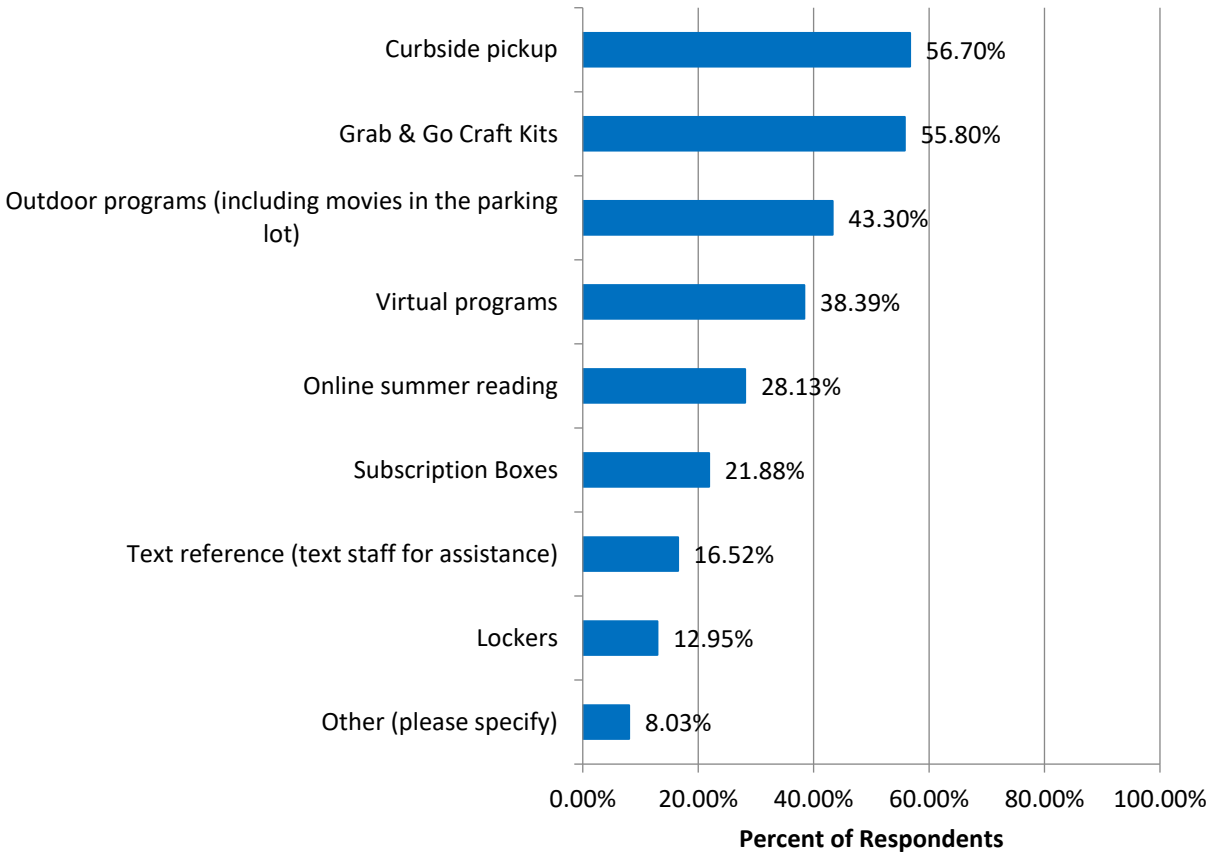
Other topics respondents would like to see:

<ul style="list-style-type: none"> • Nature: Native plant Identification; natural history; gardening
<ul style="list-style-type: none"> • Education: Homeschool programming for young elementary; programs for educators; reading groups; GED; STEM
<ul style="list-style-type: none"> • Languages: Spanish programming for children and adults and specifically programs for girls 13+, GED classes in Spanish; programming inclusive to ASL speakers; Spanish classes for English speakers
<ul style="list-style-type: none"> • Life Skills: Self-care; financial literacy; job support skills; SNAP; home remodeling; shredding event
<ul style="list-style-type: none"> • Recreation: Board games groups for adults; art programs; “make-and-take bags”; Sugar Skull decorating; artsy tots; movie nights; Switch/video games; LGBTQ+ social groups
<ul style="list-style-type: none"> • Politics: Libertarian values
<ul style="list-style-type: none"> • None: Some respondents want more resources to go to eBooks rather than more programming
<ul style="list-style-type: none"> • Other: Programming for ages 9-11

FINDINGS:

- Programming about mental health (44.44%), makerspace and crafting (41.98%); and cooking/food (40.74%) interest all respondents most.
- ESL (13.99%); writers groups (15.23%); and senior programs (19.34%) interest all respondents least.
- ESL (93.33%); Technology programs (80%); and mental health (73.33%) were the most popular items for Spanish language survey respondents.
- Sensory friendly (6.67%); and genealogy (13.33%) interested Spanish language respondents least.
- Programming in Spanish was a popular request in comments.
- Some respondents feel like it’s not the library’s responsibility to offer this kind of programming or this amount of programming.

COVID-19 made it necessary for the library to develop new services to serve the community. Which of these new services would you like to see continued? (Check all that apply.)



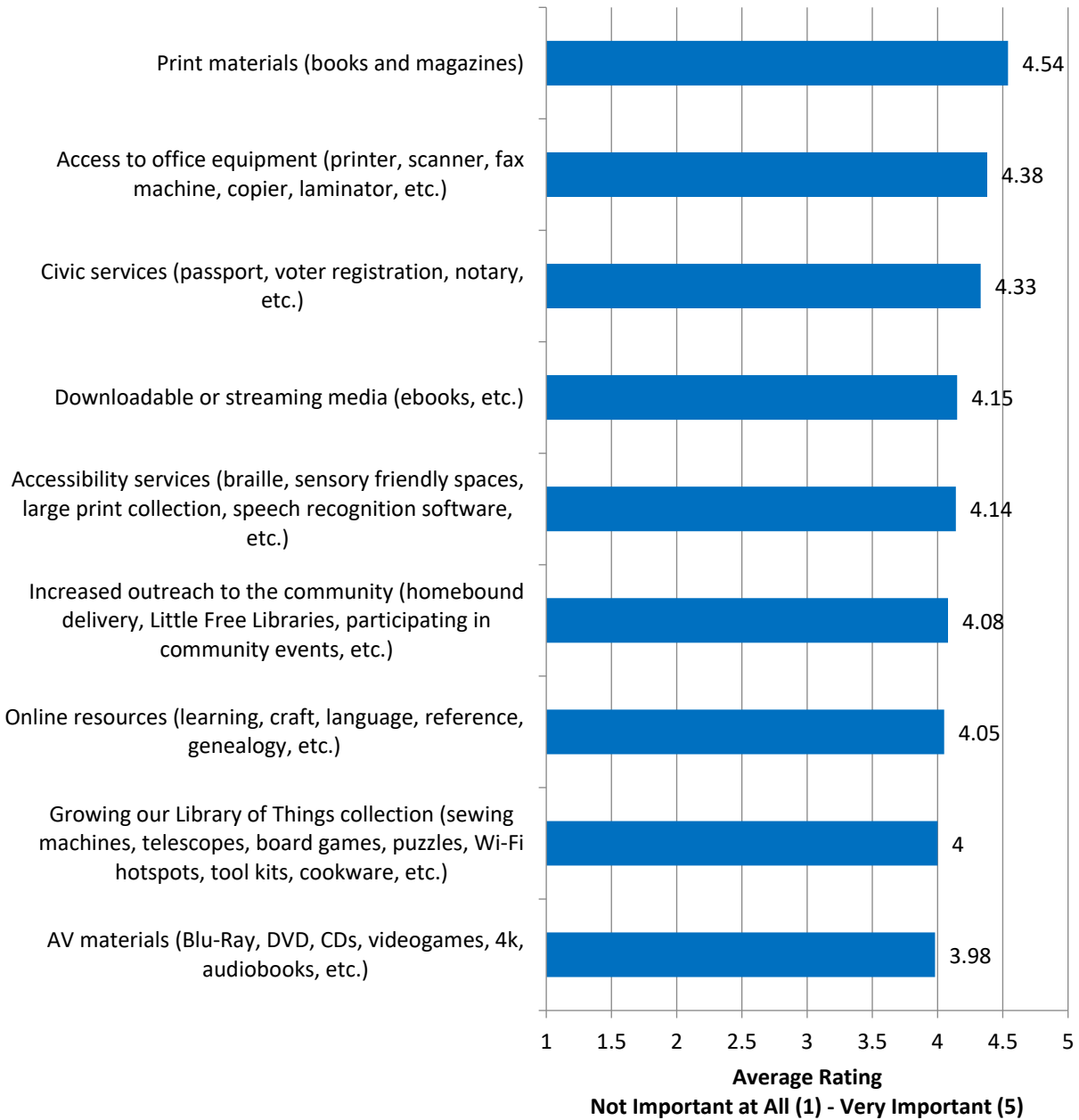
Other services respondents would like to see continue:

- Virtual cooking programs
- Pantry
- Remote Printing
- Adult crafts
- None (one respondent does not want any of the services to continue)
- New services: Broader eResources collection; services for people who cannot/will not wear masks; Zumba for moms in Spanish; Spanish/English conversation groups (peer learning)

FINDINGS:

- Curbside pick-up (56.70%); Grab & Go craft kits (55.80%); and Outdoor programs (43.30%) were the most popular services respondents want continued.
- Lockers (12.95%); Text reference (16.52%); and Subscription boxes (21.88%) were the least popular services respondents want continued.
- For Spanish survey respondents Grab & Go kits, outdoor programs, and virtual programs were most important. Lockers, subscription boxes, and online summer reading were least important.
- Respondents also suggested some new services like Spanish/English conversation groups, Zumba for moms in Spanish; and services for people who cannot/will not wear masks.

When considering future priorities for the library (besides programs), please rate the services and resources below based how important you think they might be to you and your family in the future.



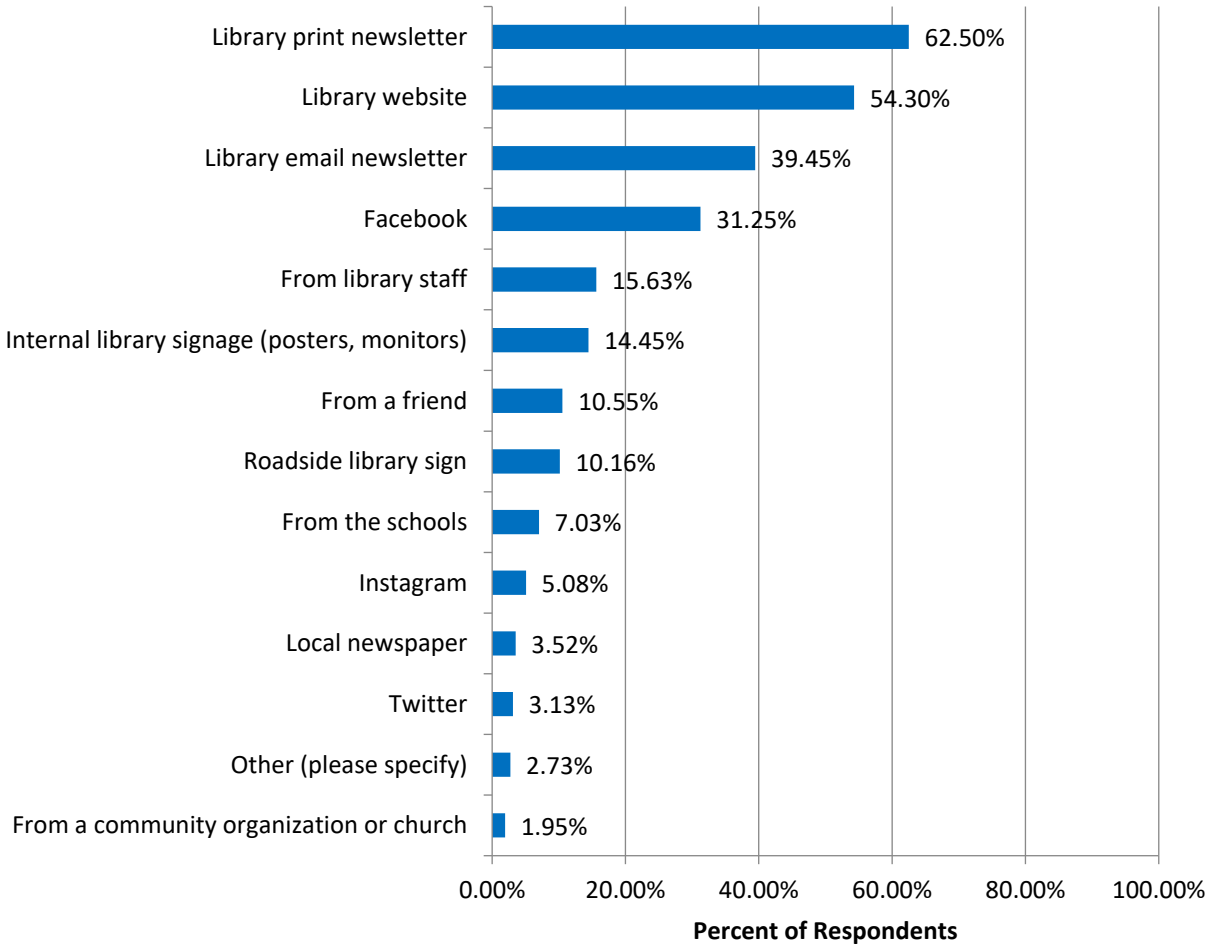
Other priorities important to respondents are:

- Collections: Foreign language materials; movie subscriptions
- Programs: In-person programs for kids and seniors
- Technology: Computers; wifi; hotspots; reopening X-lab
- Facilities: Private workspaces
- More promotion of services and programs
- Pandemic responses such as cleaning

FINDINGS:

- Print materials (4.54); access to office equipment (4.38); and civic services (4.33) ranked as the more important priorities for all respondents.
- For Spanish language respondents access to office equipment (4.93); civic services (4.80); and accessibility services (4.79) were most important.
- Only AV materials (3.98) ranked as very slightly less than important on average by all respondents.
- Multiple respondents emphasized their reliance on the library's wifi.

Where do you learn about library news and events? (Check all that apply.)



Other ways you hear about library news and events:

- Librarian colleagues
- Libby
- Other websites
- Nowhere

FINDINGS:

- People learn about the library most through the library print newsletter (62.50%); library website (54.30%); and library email newsletter (39.45%).
- Spanish language respondents learn about the library most through the library print newsletter (66.67%); Facebook (46.67%); and library website (40%).
- People learn about the library least from community organization or church (1.95%), Twitter (3.13%), and local newspaper (3.52%).
- Library print newsletter (62.50%), library staff (15.63%), and internal library signage (14.45%) are the most popular non-digital ways to receive library news.

“A digital media space would be cool. Making sure there is space to sit, read, or use a computer would be good.”

“Social workers are SO needed in our community.”

“Why expand? it will cost money and with inflation and print media dying and digital content rising why is more space needed?”

If the library expands its facility, what services would you like to see offered in that new space? Possible examples include: Individual workspaces, community meeting spaces, multi-purpose room, collaboration space, digital media studio, social worker, etc.

Respondents provided suggestions related to the **social and civic services**:

- Social workers; social services resource center; community resource center; career development center; legal support services; immigration support; food drives; tax help; psychologist

Respondents provided suggestions related to **spaces**:

- Community meeting spaces; study rooms (with doors); larger multi-purpose room; individual workspaces; collaboration space; reading area outside children’s area; presentation space; more open space; homework help area, reading area; socializing area; media center; bigger bathrooms; café; game room; larger computer area; quiet room

Respondents provided suggestions related to the **youth spaces and programs**:

- Larger kids area; Early childhood playgroups; more child-friendly furniture/toys; preschool activities; games; bilingual offerings; read-aloud space; kids play groups; tutoring; preteen and teen groups’ storytime; playacting; youth reading spaces

Respondents provided suggestions for utilizing **making**:

- Digital media studio; crafting/making area in kids space; makerspace; take-home kits;

Respondents provided suggestions for **recreation**:

- music practice space; recording studio; video game area; board game space; prayer space;

Respondents provided suggestions related to **programming topics**:

- Garden club; cryptocurrency; current events; cooking classes; beginner computer classes; ESL classes; Spanish and English conversation groups; Spanish and ASL classes; homesteading; planting seeds; first-aid training, canning foods; bread baking; 50+ social groups; dance classes, STEM for adults

One respondent suggested outdoor reading areas.

A couple respondents said “Expanding is waste of money” and “library is large enough.”

Respondents provided suggestions related to **collections**:

- More books; board games; Library of Things; lending locker; Spanish language books and videos; loanable computers; drive-thru pick up; delivery

Spanish language respondents suggested: individual work spaces; ESL classes, immigration support, digital media studio, multi-purpose room, social worker, dance classes, cooking classes, women’s meetings, preschool activities, and a conference for families with special needs children.

“For youth success, having spaces that feel cool to hang out at and do homework with friends sounds great.”

“Let the library be a library and not become a social service agency.”

“I personally struggle with food insecurity. Having a food donation closet would be so helpful.”

What are some needs you are aware of in our community (food insecurity, housing, youth success, etc.)? How can the library help address those needs?

Respondents provided suggestions related to **hunger**:

- Lunch programs; food pantry awareness; food drives; partnerships with larger food pantries; drop off/pick up location for food; help people get SNAP

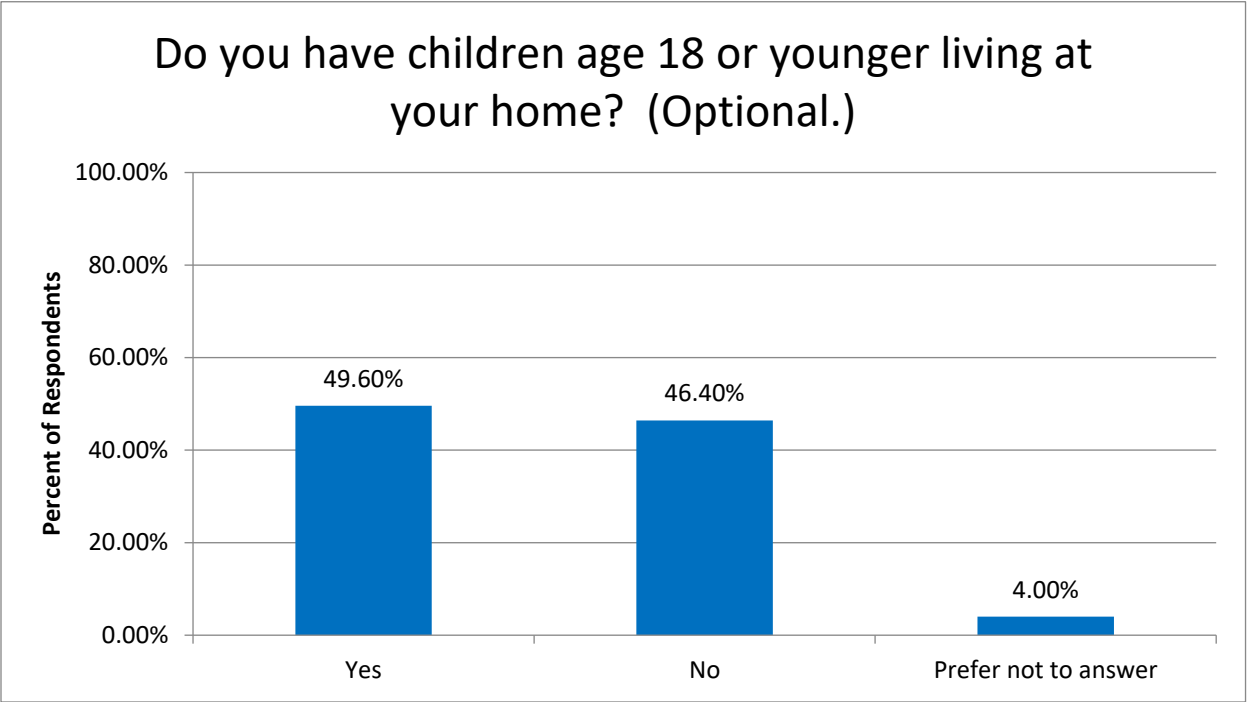
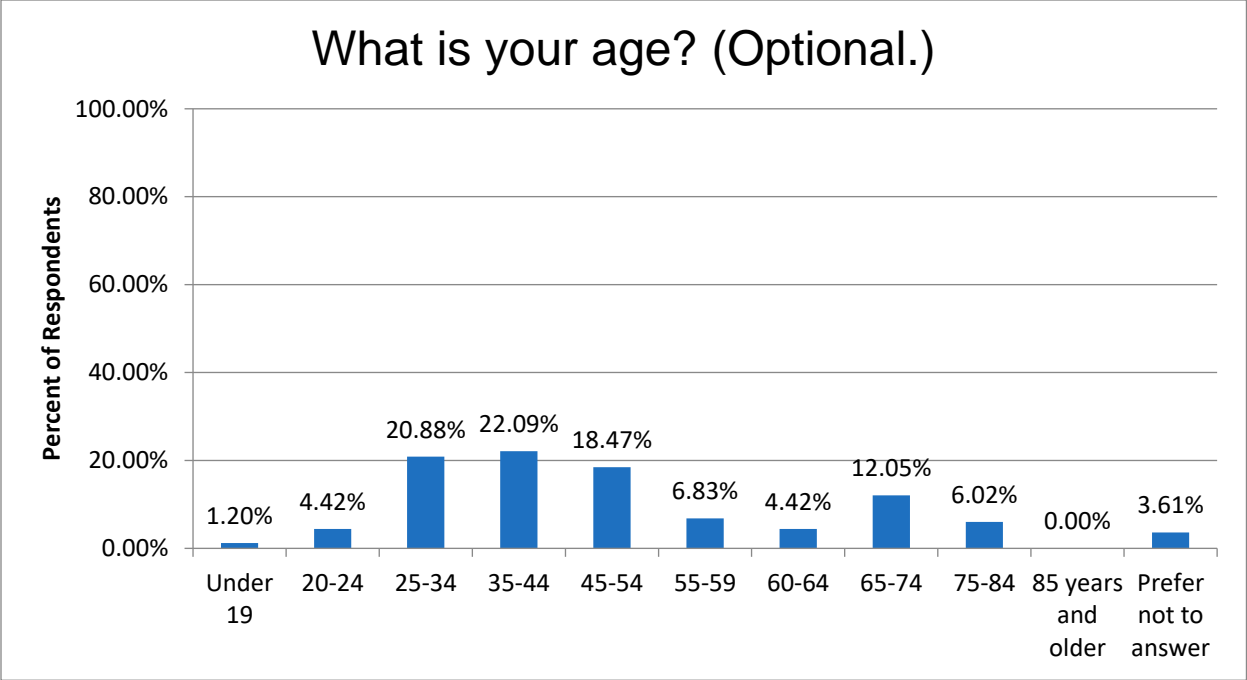
Respondents provided suggestions related to **personal and professional development**:

- Culture of inclusion; cultural competency resources; language classes; support for adults and teens to find jobs; literacy programs; materials in multiple languages (Spanish, Polish); social programs for seniors; current events programming; local civics programming; tax help; citizenship classes; support navigating foster care system; LGBTQ+; craft fair; book donation drive;

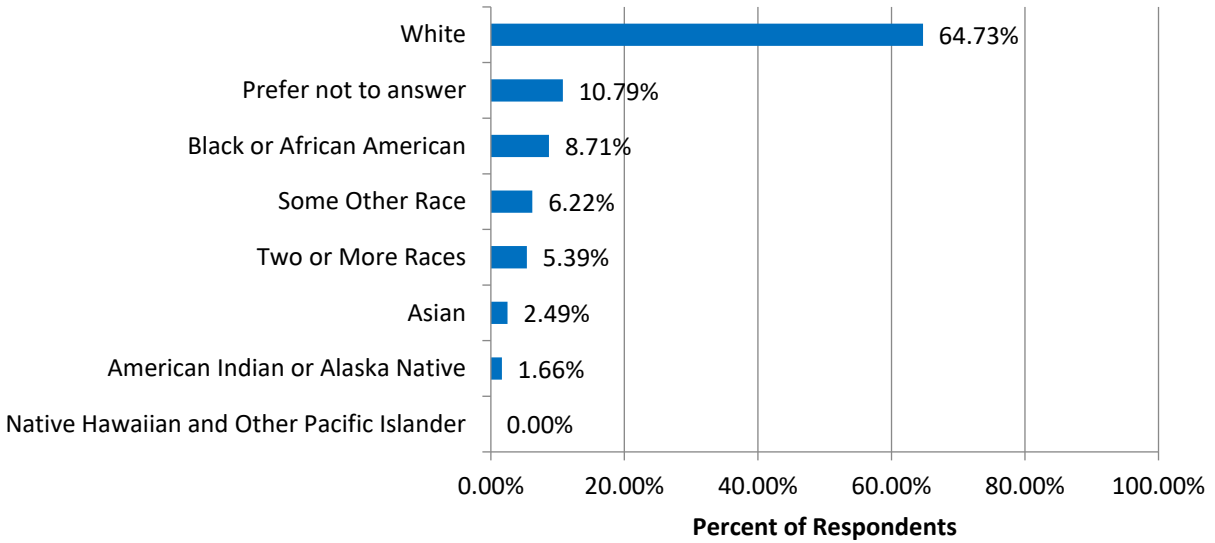
Respondents provided suggestions for **youth success**:

- Ease rules on acceptable conduct; homework help; writing contest; STEM programming; homeschool resources; drop-off programs; more teen programming;

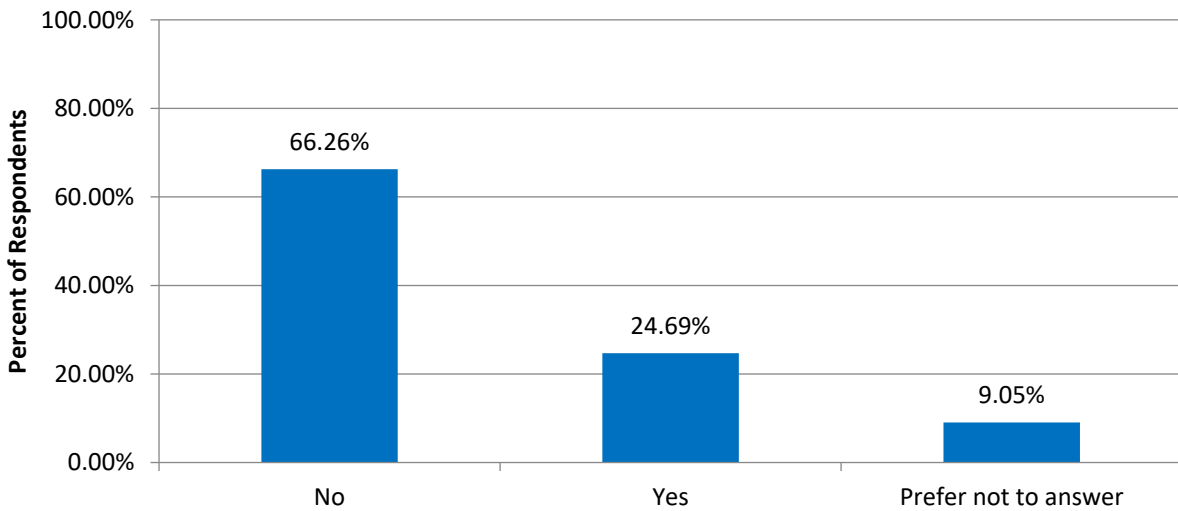
<p>after-school programs; not indoctrinating LGBTQ culture; youth outreach; programming in Spanish with a psychologist; family events; literacy support for ESL learners; trainings on dealing with bullying and parents with addiction; assertiveness training; babysitting certifications; workshops about first jobs; civics programming; life skills; safe space for kids; daily teen programming; volunteer programming for high school students; college readiness programs</p>
<p>Respondents provided suggestions for mental health:</p> <ul style="list-style-type: none"> Youth anxiety workshops, books, events, etc.; mental health awareness campaigns/programming; programming with a psychologist (in Spanish)
<p>Respondents provided suggestions related to lack of transportation:</p> <ul style="list-style-type: none"> Bookmobile; small branch; advocacy for bike lanes and pedestrian friendly spaces; bike safety course
<p>Respondents provided suggestions relating to disability services:</p> <ul style="list-style-type: none"> Sensory friendly services; homebound services
<p>Respondents discussed concerns like housing insecurity; drug abuse; security; LGBTQ support; childcare; healthcare; single parenting; crime</p>
<p>Respondents provided general suggestions for addressing multiple community issues:</p> <ul style="list-style-type: none"> Social worker; outreach at schools and events; parent information sessions; parenting workshops; technology help; support navigating medical system; facilitating self-educating; promoting local social services; talking more with community members; social events; community resource officer; resource board
<p>Multiple participants said they do not expect the library to serve community needs like housing, food insecurity, youth success, etc.</p>
<p>Spanish language respondents suggested anxiety workshops, parenting workshops, educational programming, and access to Spanish-speaking psychologists for youth success. One respondent suggested partnering with organizations that help families find low-income housing. Another respondent suggested English classes. Food insecurity was mentioned as a concern for one respondent.</p>



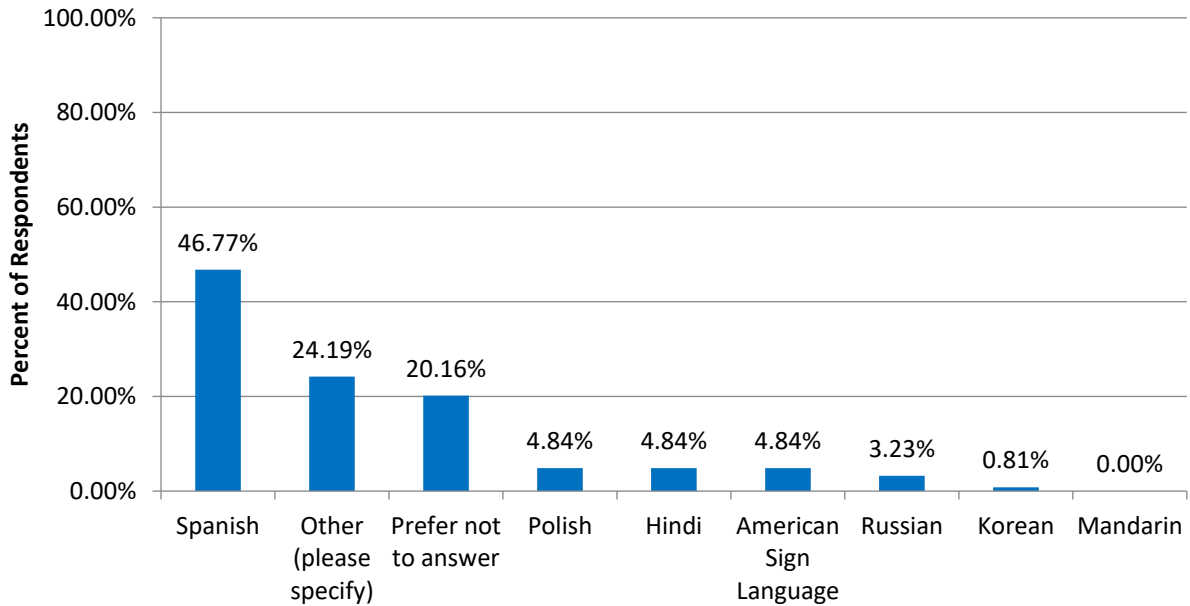
What is your race? (Optional.)



Are you of Hispanic, Latino, or Spanish origin? (Optional)



What languages other than English are spoken in your home? (Optional)



OVERALL SURVEY FINDINGS:

- Respondents highly value the library and see it as an essential community resource.
- Respondents see the library having a role in mitigating social challenges in the community.
- Spanish language respondents care a lot about youth success and access to ESL and Spanish-language programs.
- Some patrons prefer other libraries for their collections and children’s area and programming.
- Respondents believe that print materials, office equipment, and civic services will be the most important offerings for their family in the future.

Board and Staff Survey Summary

For the Learning Report, we conducted a survey of board and staff members to provide an opportunity for initial input into the process beyond the environmental scan and SOAR analysis. Four board members and 20 staff members participated. Below is a summary of their responses for each question.

What is your favorite thing about working at the library or serving on the Board?

- Friendly and supportive colleagues
- The work culture: creativity; flexibility; opportunities for advancement
- Helping the community
- Knowing about all the library services
- Interacting with the patrons
- Helping to make the library a safe haven in the community
- Working with different people every day
- Being around books

What's working well at the library? What are we good at?

- Excellent customer service
- Programs (virtual, hybrid)
- Friendly, patron-focused staff
- Community Engagement
- Bilingual programs
- Library of Things
- X-lab
- Grab-and-go bags
- Passport services
- Welcoming environment
- Collection development
- Collaborative and supportive colleagues

What could use improvement?

- Loaning new materials as close to release date as possible
- Landscaping and exterior cosmetic upkeep
- Facilities maintenance
- Utilizing courtyard for adult programming
- Recruiting and supporting Friends group
- Internal and external communications
- Limiting gossip
- Community involvement
- Meeting the community's needs
- Determining and reporting fair metrics
- Staff's technical skills
- More programming in the community (Outreach)

- Space for services and staff
- Carpets
- Consistent hours
- Project planning
- Organization
- Team decision-making frameworks
- Promoting services
- Amount of Spanish materials and programs
- Engaging and welcoming teens
- Expand makerspace
- Offer more social services (legal, mental health)
- Temperature in the building
- Quality and diversity of programming

What keeps you from enjoying your experience with the library more fully?

- Poor internal communications
- Lack of space
- Lack of comfortable areas to hang out
- Slow return to programming
- Lack of interdepartmental collaboration
- Debates about library's purpose and audience
- Lack of space, time, or budget to achieve goals
- Patrons who complain about library's mission to serve everyone
- COVID-19
- Salary inequity between departments
- Limited power over tasks, responsibilities, and decision-making
- Dysfunctional HVAC
- Limited technology for patrons
- Lack of funding for full-time staff, benefits, facilities maintenance
- Having part-time hours and no health benefits
- Lack of staff cohesion
- Low staff morale

How could the library system help you better perform/succeed in your role at the library? What do you need to be a better Board/Staff member?

Staff

- Clear and consistent communication with staff
- Continuous opportunities for staff and board member training
- Training in diversity, equity, and inclusion, LGBTQIA+, and disability topics
- Morale boosting
- Clear job descriptions, metrics for success, and advancement pathways
- Better planning and project management

- More space generally and, in particular, for processing passports applications, storing materials, displaying collections, collaborating, and laying out projects
- Consistent indoor climate
- Limiting last minute notifications of department changes
- Ordering needed items expediently
- Increased inter and intra-department collaboration
- Cleaner environment
- More funding for collection development, online resources, programs, etc.

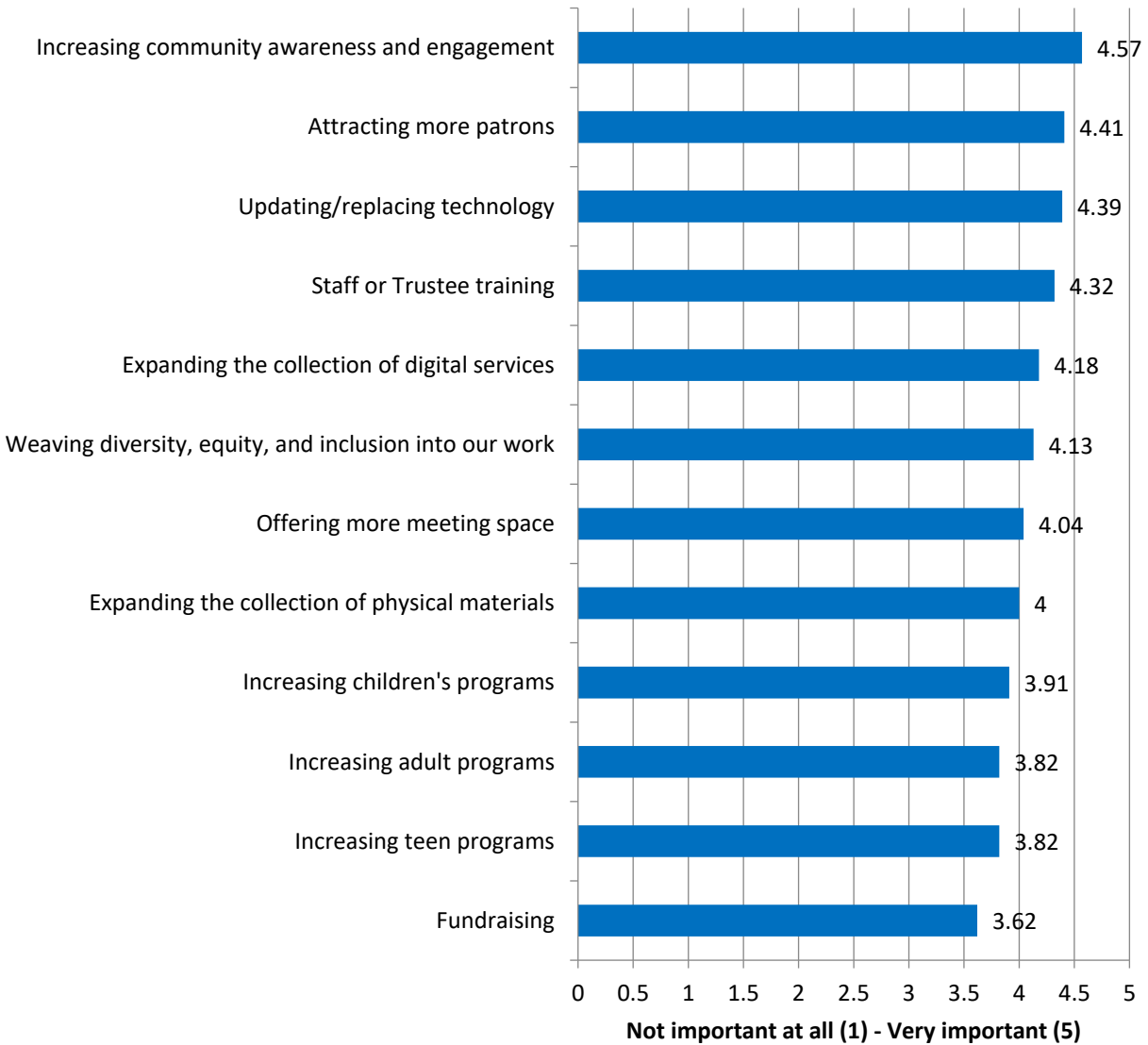
Board

- A printed calendar of everything the Board needs to review
- More opportunities to collaborate with staff
- Encourage board to meet with neighborhood library boards to share ideas

What community needs are you aware of? What could the library do to address these needs?

- **Technology & tech support:** Computer classes; one-on-one sessions; technology help desk; promote available technology
- **Spanish language:** Tech support; ESL classes; translation services; assistance with forms; Spanish-speaking staff members; generally more services and resources in Spanish
- **Entrepreneur support:** Promote resources for small and micro businesses
- **Space:** More meeting rooms
- **Social services (housing, rental assistance, mental illness, etc.):** Connecting people with community resources; info sessions about 211; programming about underemployment, mental health, and other community challenges; office hours with social workers and social service providers; partnerships with schools, businesses, and literacy programs
- **Community connection and inclusivity:** Spanish classes for English speakers; citizenship classes; efforts to be a safe space for LGBTQ+ people (non-gendered language; welcoming signage, etc.)
- **Food shortage:** Larger food pantry
- **Support for Seniors:** Tax help; tech support; and programming

When you consider the library's future, how important are each of the following items?



FINDINGS:

- Increasing community awareness and engagement; attracting more patrons; and updating/replacing technology ranked as the three most important priorities for the library's future.
- The lowest ranked items were increasing adult programs; increasing teen programs; and fundraising.

Assume for a moment that money and time were no object and you could change one thing at the library to improve things, what would that be?

- More space for collection, staff, and patrons at current location
- Third floor addition to building
- Updated furniture
- New building materials
- Social worker on staff
- Supporting a culture of curiosity
- Inclusive space for people on the autism spectrum
- Private area for nursing mothers
- Community space with integrated technology (smart board)
- Private passport services area
- Better lighting in parking lot
- Bike repair stations
- Functional HVAC
- 3 or 4 branch locations
- Salaries that match responsibilities rather than titles
- More outside presenters
- Tech office with window near loading dock
- Decrease barriers to the community accessing resources
- Benefits (PTO and health insurance) for all employees
- Bigger and more centralized and easily accessible location
- Transportation services to and from library
- Additional building for food and clothing pantry, shelter, mental health services, a Well Baby center, job center, and small business services
- Two story glass atrium with café as entryway

Focus Group Summary

Three people attended a focus group on May 23, 2022. In addition, two other people were interviewed using the same format as the focus group sessions. They opened the discussion listing the most important things the library offers the community: the wide selection of Spanish materials, the Spanish Book Club, the Children’s program, and the overall breadth of its offerings. To complement the Spanish materials, the respondents also wanted to see events highlighting other cultures and languages to foster lifelong learning. Other suggestions for lifelong learning included English and tech classes; programs for seniors and veterans; and special programs like a food drive, Honor Flight, and DMV day.

“The print newsletter is great.”

For the library to reach more people in the community, participants proposed multiple strategies. Partnerships with businesses, schools, Townships, and other civic institutions would help reach new people. Attending school events, Civic Center events, and BPAC Committee events would raise the library’s visibility as well as hosting cultural events in the library’s parking lot and inviting community groups to speak at the library. Participants were enthusiastic about the newsletter and only suggested that it might include more content themed to holidays or important national months like Black History Month. In addition to the newsletter, the library could promote itself through text notifications, emails, and a large digital sign in front of the building. Multiple times participants emphasized the importance of attracting people early in life so that they continue coming. Some ideas to do this were offering more volunteer opportunities for kids and visiting schools. One participant said asking for book donations could encourage people to engage more with the library and another participant said the food pantry is a great community resource, implying that it attracted many people during the pandemic.

Next the conversation turned to ideas for improvement. When asked how the library could improve their experience in-person or virtually, participants suggested increased awareness about virtual resources and how to use them; easier to use website and card catalog; more meeting spaces with audio-visual equipment; outdoor events on the library groups; and library attendance at community-wide meetings. One participant asked that the reference librarian never go away because she loves having that resource. Participants then discussed ways the library can improve the facility and mentioned a nicer children’s area and an additional, larger community room. During this discussion one participant noted that the library is in a great central location and another participant floated the idea of bringing the mobile children’s museum to the library.

“The Library is a good central location.”

At the end of the conversation, participants encouraged the library to think creatively about its audience; promote messages about the library’s positive community impact; and ensure that people are aware of all the library has to offer. When asked how they would describe the library to someone visiting from another community, they said:

- Safe place
 - Welcoming environment
 - One-stop shop
 - Something for everyone
 - Family-oriented
- Great resource center
 - Amazing local resource
 - Let me show you!
 - Hidden treasure

Review of Community Organization’s Strategic Plans

In order to get a sense of priorities and synergies for organizations serving the Round Lake area, we reviewed strategic plans available on the websites of local organizations. We reviewed the websites of current and potential library partners, but in some cases, we were not able to find strategic plan documents online. The full list of organizations we reviewed is listed at the end of this section.

The Round Lake Area Public Library is well-regarded in the community and is listed as a “strength” by the Village of Round Lake in their 2018 strategic plan. It would be useful to use this position to build partnerships that address some community and health needs that have been expressed by community organizations.

Three goals that in the Village of Round Lake’s plan that the library could play a key role in are the Village’s desire for a stronger community “brand,” an increased sense of community pride, and a greater emphasis on community activities.

The Round Lake Area Public Library is already partnered with the Lake County United Way as part of their Success by 6 early childhood development campaign. This effort offers training and material to parents so that they can be help prepare their children to be successful in kindergarten.

The 2019 Community Needs Assessment from the Healthcare Foundation of Northern Lake County, which includes the area serviced by the Round Lake Area Public Library, identified many information needs that would help with the healthcare of the region. According to their report, the Healthcare Foundation of Northern Lake County prioritizes meeting people where they are instead of in harder to reach medical centers and supporting non-profit organizations that want to combine their efforts. Additionally, the report identifies the community’s distrust of doctors as a problem in need of mending through education; healthcare professions need to be taught about why they are treated with suspicion and lower income communities need information about how to access medical care. One aspect of this that the report explicitly mentions that could provide a good opportunity for the library is training patrons in medical digital literacy, such as how to navigate health websites and how to find reputable health sources online. Additionally, the report emphasizes the effect that the digital divide has on access to medical information for these communities, which may lead to increased use of library technological resources to obtain access.

The library also has the opportunity to partner with area healthcare providers to address some of their data concerns. The Healthcare Foundation of Northern Lake County identified that one issue facing the region was that institutions were gathering data on the community but not sharing it, keeping it accessible, or provided with the tools to analyze it. As information professionals, the library may be able to advise healthcare organizations on data sharing, and it would be useful to participate in any discussion that might arise on region-wide data sharing.

Many of these concerns were echoed by the 2016-2021 Lake County Community Health Assessment. This report identified two “essential services” that involve libraries: the efforts to “Inform, Educate, and Empower People about Health Issues” and “Mobilize Community Partnerships to Identify and Solve Health Problems.” The CHA emphasized the importance of growing health education among Latinx populations, collaborating on health education communication plans, and facilitating communications between health community partners.

The Village of Round Lake Beach Comprehensive Plan 2020 has a planning jurisdiction which includes much of Round Lake Park, Round Lake Heights, and Hainesville. This plan suggests that the primary growth area for Round Lake Beach may be infill development/redevelopment in neighborhood areas south of Rollins Road. One area in particular, Key Development Area #5 in the plan, is the Fairfield Road Corridor between Long Lake Drive and Rollins Road. This corridor sits a few blocks northwest of the library. The plan proposes that this be “mixed use area consisting primarily of retail, restaurants, office/business park, and recreational uses.”

One of the objectives listed in this plan is to “create partnerships with the public, private, and not-for-profit sectors in order to leverage resources that foster accomplishing all Residential Neighborhood goals.” The library could help patrons gain information about and identify resources for making building repairs and improvements and tree replacement.

Resources consulted:

[Round Lake Area Schools #116](#)

[Hainesville Comprehensive Plan 2010](#)

[Healthcare Foundation of Northern Lake County 2019](#)

[Lake County Community Health Assessment 2016-2021](#)

[Lake County Health Department 2017-2019 Strategic Plan](#)

[Lake County Strategic Plan](#)

[United Way of Lake County](#)

[Village of Round Lake Beach Comprehensive Plan 2020](#)

[Village of Round Lake Strategic Plan](#)

Appendix: Community Data

US CENSUS DATA	US 2020	IL 2020	ZIP 60073 2012	ZIP 60073 2020	Round Lake Beach 2012	Round Lake Beach 2020	Round Lake Park 2012	Round Lake Park 2020	Round Lake Heights 2012	Round Lake Heights 2020	Hainesville 2012	Hainesville 2020
Population	326,569,308	12,716,164	59,142	61,856	28,133	27,313	7,382	7,744	2,818	3,009	3,519	3,595
Median Age	38.2	38.3	30.7	34.0	29.4	33.5	40.4	42.7	32.4	31.4	34.3	40.3
Median Household Income (in \$)	64,994	68,428	65,545	81,149	62,709	77,207	45,109	48,809	64,896	74,286	79,677	92,396
Homeownership	64.4%	66.3%	81.1%	77.3%	81.7%	76.4%	86.8%	85.5%	85.2%	83.0%	84.9%	88.7%
Housing Value (Owner-occupied, in \$)	229,800	202,100	167,000	167,100	155,000	149,000	154,200	120,100	165,300	164,600	174,200	170,500
Below Poverty Level	12.8%	12.0%	13.7%	7.3%	16.9%	6.5%	18.2%	9.7%	16.9%	8.4%	5.5%	1.5%
Average Household Size	2.6	2.54	3.27	3.16	3.45	3.20	2.71	2.67	3.37	3.51	3.03	2.34
Average Family Size	3.21	3.20	3.74	3.65	3.95	3.71	3.31	3.66	3.86	3.90	3.28	2.98

Sources:

ACS 2020 5-Year Estimates for US, IL, Zip 60073, Round Lake Beach, Round Lake Park, Round Lake Heights, and Hainesville [DP04](#), [S0101](#), [S1101](#), [S1701](#), [S1901](#)

ACS 2012 5-Year Estimates for US, IL, Zip 60073, Round Lake Beach, Round Lake Park, Round Lake Heights, and Hainesville [DP04](#), [S0101](#), [S1101](#), [S1701](#), [S1901](#)

Age Distributions

US CENSUS DATA	US 2020	IL 2020	ZIP 60073 2012	ZIP 60073 2020	Round Lake Beach 2012	Round Lake Beach 2020	Round Lake Park 2012	Round Lake Park 2020	Round Lake Heights 2012	Round Lake Heights 2020	Hainesville 2012	Hainesville 2020
Total population	326,569,308	12,716,164	59,142	61,856	28,133	27,313	7,382	7,744	2,818	3,009	3,519	3,595
Under 5 years	6.0%	5.9%	10.0%	6.6%	10.9%	6.7%	6.0%	4.8%	8.0%	4.2%	7.5%	4.4%
5 to 9 years	6.1%	6.0%	9.5%	7.7%	8.8%	6.8%	7.5%	6.5%	11.4%	10.2%	11.7%	6.0%
10 to 14 years	6.5%	6.5%	8.4%	8.9%	8.4%	8.4%	7.5%	5.7%	9.7%	10.1%	7.5%	6.4%
15 to 19 years	6.5%	6.5%	7.0%	8.1%	7.6%	8.5%	7.4%	5.0%	8.8%	11.1%	5.4%	4.8%
20 to 24 years	6.7%	6.6%	6.3%	7.5%	7.8%	7.5%	5.7%	10.8%	4.2%	7.7%	1.8%	8.4%
25 to 29 years	7.1%	7.0%	7.6%	6.1%	7.8%	7.8%	2.9%	4.6%	3.9%	5.6%	7.5%	4.2%
30 to 34 years	6.8%	6.8%	9.0%	6.9%	8.1%	6.9%	7.9%	4.7%	8.5%	7.1%	9.8%	8.4%
35 to 39 years	6.5%	6.6%	8.5%	8.4%	8.9%	8.2%	4.6%	5.0%	9.1%	6.1%	6.9%	5.5%
40 to 44 years	6.1%	6.3%	8.3%	7.7%	7.6%	6.5%	7.1%	4.5%	8.6%	9.7%	12.1%	13.1%
45 to 49 years	6.3%	6.4%	7.0%	7.3%	7.3%	7.1%	5.9%	4.0%	8.4%	5.5%	11.5%	10.4%
50 to 54 years	6.4%	6.5%	5.9%	6.5%	5.9%	5.6%	5.1%	3.8%	4.7%	6.1%	4.7%	6.7%
55 to 59 years	6.7%	6.8%	4.3%	5.1%	3.4%	6.4%	4.7%	3.5%	4.1%	6.3%	2.5%	7.2%
60 to 64 years	6.2%	6.2%	3.1%	4.8%	2.8%	5.2%	2.7%	7.2%	4.6%	2.3%	3.0%	7.3%
65 to 69 years	5.3%	5.2%	1.8%	3.3%	1.3%	3.3%	6.8%	6.7%	2.0%	2.9%	3.8%	1.8%
70 to 74 years	4.1%	3.9%	1.2%	2.4%	1.2%	2.5%	6.2%	4.9%	1.1%	2.2%	2.4%	1.4%
75 to 79 years	2.8%	2.7%	1.1%	1.2%	1.2%	1.0%	3.6%	6.3%	1.6%	0.6%	1.4%	0.7%
80 to 84 years	1.9%	1.8%	0.5%	1.1%	0.2%	0.8%	5.2%	5.2%	0.6%	0.5%	0.4%	1.6%
85 years and +	2.0%	2.1%	0.5%	0.6%	0.8%	0.7%	3.4%	6.8%	0.6%	1.7%	0.0%	1.9%

Sources:

ACS 2020 5-Year Estimates for US, IL, Zip 60073, Round Lake Beach, Round Lake Park, Round Lake Heights, and Hainesville [S0101](#)

ACS 2012 5-Year Estimates for US, IL, Zip 60073, Round Lake Beach, Round Lake Park, Round Lake Heights, and Hainesville [S0101](#)

Diversity

US CENSUS DATA	US 2020	IL 2020	ZIP 60073 2012	ZIP 60073 2020	Round Lake Beach 2012	Round Lake Beach 2020	Round Lake Park 2012	Round Lake Park 2020	Round Lake Heights 2012	Round Lake Heights 2020	Hainesville 2012	Hainesville 2020
Total Population	326,569,308	12,716,164	59,142	61,856	28,006	27,313	7,232	7,744	2,865	3,009	3,330	3,595
White alone	70.4%	69.8%	80.5%	72.1%	79.0%	74.6%	83.0%	75.3%	79.5%	70.2%	77.4%	86.8%
Black or African American alone	12.6%	14.1%	4.4%	6.1%	4.1%	4.0%	2.4%	5.3%	2.2%	8.5%	2.9%	1.9%
American Indian and Alaska Native alone	0.8%	0.3%	0.5%	0.8%	0.5%	1.7%	1.4%	0.0%	0.1%	0.0%	0.0%	0.0%
Asian alone	5.6%	5.6%	5.5%	5.5%	2.5%	2.6%	1.0%	1.0%	7.1%	2.8%	14.0%	4.7%
Native Hawaiian and Other Pacific Islander alone	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Some Other Race alone	5.1%	6.0%	5.7%	9.4%	11.3%	11.4%	8.5%	12.9%	8.2%	11.7%	5.2%	5.1%
Two or More Races	5.2%	4.2%	3.5%	6.2%	2.6%	5.7%	3.6%	5.4%	2.9%	6.7%	0.5%	1.4%

Sources:

ACS 2020 5-Year Estimates for US, IL, Zip 60073, Round Lake Beach, Round Lake Park, Round Lake Heights, and Hainesville [S0601](#)

ACS 2012 5-Year Estimates for US, IL, Zip 60073, Round Lake Beach, Round Lake Park, Round Lake Heights, and Hainesville [S0601](#)

US CENSUS DATA	US 2020	IL 2020	ZIP 60073 2012	ZIP 60073 2020	Round Lake Beach 2012	Round Lake Beach 2020	Round Lake Park 2012	Round Lake Park 2020	Round Lake Heights 2012	Round Lake Heights 2020	Hainesville 2012	Hainesville 2020
Total Population	326,569,308	12,716,164	59,142	61,856	28,006	27,313	7,232	7,744	2,865	3,009	3,330	3,595
Hispanic Population	18.2%	7.2%	41.3%	39.1%	48.1%	50.6%	32.4%	40.7%	31.5%	39.6%	17.1%	18.0%

Sources:

ACS 2020 5-Year Estimates for US, IL, Zip 60073, Round Lake Beach, Round Lake Park, Round Lake Heights, and Hainesville [S0601](#)

ACS 2012 5-Year Estimates for US, IL, Zip 60073, Round Lake Beach, Round Lake Park, Round Lake Heights, and Hainesville [S0601](#)

Marital Status

US CENSUS DATA	US 2020	IL 2020	ZIP 60073 2012	ZIP 60073 2020	Round Lake Beach 2012	Round Lake Beach 2020	Round Lake Park 2012	Round Lake Park 2020	Round Lake Heights 2012	Round Lake Heights 2020	Hainesville 2012	Hainesville 2020
Total (Ages 15+)	265,832,167	10,362,063	42,639	47,553	19,594	21,318	5,759	6,427	2,014	2,272	2,477	2,993
Never Married	33.5%	35.2%	29.6%	33.2%	31.3%	36.5%	21.9%	26.8%	27.1%	41.5%	16.7%	32.3%
Married	48.1%	47.7%	56.5%	52.1%	55.0%	49.4%	55.9%	51.1%	60.1%	47.7%	65.6%	53.2%
Divorced or Separated	12.7%	11.3%	10.4%	11.3%	10.5%	10.1%	11.7%	11.6%	9.1%	8.6%	15.3%	11.6%
Widowed	5.7%	5.8%	3.6%	3.4%	3.2%	3.9%	10.4%	10.5%	3.8%	2.2%	2.5%	3.0%

Sources:

ACS 2020 5-Year Estimates for US, IL, Zip 60073, Round Lake Beach, Round Lake Park, Round Lake Heights, and Hainesville [S0601](#)

ACS 2012 5-Year Estimates for US, IL, Zip 60073, Round Lake Beach, Round Lake Park, Round Lake Heights, and Hainesville [S0601](#)

Income

US CENSUS DATA	US 2020	IL 2020	ZIP 60073 2012	ZIP 60073 2020	Round Lake Beach 2012	Round Lake Beach 2020	Round Lake Park 2012	Round Lake Park 2020	Round Lake Heights 2012	Round Lake Heights 2020	Hainesville 2012	Hainesville 2020
Total Households	122,354,219	4,884,061	18,067	19,510	8,041	8,502	2,806	2,900	834	858	1,134	1,535
Less than \$10,000	5.8%	6.1%	4.7%	3.4%	5.3%	3.2%	3.7%	2.0%	1.2%	1.2%	0.9%	0.5%
\$10,000 to \$14,999	4.1%	3.7%	2.4%	2.0%	2.2%	1.8%	2.7%	1.8%	6.2%	1.7%	4.0%	0.6%
\$15,000 to \$24,999	8.5%	8.1%	7.8%	5.8%	7.2%	5.3%	14.3%	15.1%	5.0%	7.7%	5.1%	12.6%
\$25,000 to \$34,999	8.6%	8.1%	7.2%	5.6%	7.5%	6.3%	18.3%	9.1%	9.5%	4.9%	3.1%	2.4%
\$35,000 to \$49,999	12.0%	11.2%	13.4%	10.4%	12.6%	10.4%	14.9%	24.1%	13.2%	8.9%	12.3%	8.9%
\$50,000 to \$74,999	17.2%	16.7%	21.0%	18.9%	25.7%	21.9%	24.0%	21.0%	24.2%	26.6%	20.2%	8.1%
\$75,000 to \$99,999	12.8%	12.9%	17.3%	18.5%	18.6%	18.8%	15.9%	11.5%	19.4%	17.5%	17.4%	19.0%
\$100,000 to \$149,999	15.6%	16.6%	18.8%	22.4%	16.4%	22.1%	5.0%	11.8%	17.4%	21.3%	27.7%	24.0%
\$150,000 to \$199,999	7.1%	7.8%	4.8%	5.9%	3.4%	7.0%	1.3%	2.0%	3.0%	7.0%	8.8%	12.9%
\$200,000 or more	8.3%	8.8%	2.7%	7.1%	1.1%	3.2%	0.0%	1.6%	0.8%	3.3%	0.5%	10.9%
Median income (dollars)	64,994	68,428	65,545	81,149	62,709	77,207	45,109	48,809	64,896	74,286	79,677	92,396
Mean income (dollars)	91,547	95,115	76,535	92,750	69,820	89,407	51,675	61,016	69,093	86,224	84,655	110,821

Sources:

ACS 2020 5-Year Estimates for US, IL, Zip 60073, Round Lake Beach, Round Lake Park, Round Lake Heights, and Hainesville [S1901](#)

ACS 2012 5-Year Estimates for US, IL, Zip 60073, Round Lake Beach, Round Lake Park, Round Lake Heights, and Hainesville [S1901](#)

Employment & Poverty

US CENSUS DATA	US 2020	IL 2020	ZIP 60073 2012	ZIP 60073 2020	Round Lake Beach 2012	Round Lake Beach 2020	Round Lake Park 2012	Round Lake Park 2020	Round Lake Heights 2012	Round Lake Heights 2020	Hainesville 2012	Hainesville 2020
Civilian Labor Force (16+)	164,759,496	6,631,897	31,906	34,733	14,661	15,222	3,323	3,407	1,470	1,668	1,868	2,322
Employed	59.6%	61.2%	69.2%	70.5%	69.7%	69.5%	54.3%	47.9%	65.6%	71.5%	72.0%	75.2%
Unemployed	3.4%	3.9%	7.2%	4.4%	7.0%	3.7%	4.9%	5.7%	9.4%	4.8%	4.9%	3.2%
Armed Forces	0.4%	0.2%	0.4%	0.3%	0.3%	0.3%	0.0%	0.6%	0.6%	0.2%	0.4%	2.6%
Not in Labor Force	36.6%	34.8%	23.2%	24.8%	22.9%	26.5%	40.8%	45.9%	24.3%	23.5%	22.8%	19.0%
US CENSUS DATA	US 2020	IL 2020	ZIP 60073 2012	ZIP 60073 2020	Round Lake Beach 2012	Round Lake Beach 2020	Round Lake Park 2012	Round Lake Park 2020	Round Lake Heights 2012	Round Lake Heights 2020	Hainesville 2012	Hainesville 2020
Below Poverty Level												
All People	12.8%	12.0%	13.7%	7.3%	16.9%	6.5%	18.2%	9.7%	16.9%	8.4%	5.5%	1.5%
Under 18 years	17.5%	16.2%	20.0%	9.6%	23.6%	8.6%	35.3%	24.8%	9.5%	11.3%	11.1%	0.0%
18 to 64 years	12.1%	11.3%	10.7%	6.0%	13.4%	5.8%	16.2%	8.7%	7.2%	7.6%	3.4%	0.8%
65+ Years	9.3%	8.8%	10.5%	9.1%	16.9%	5.2%	4.6%	1.5%	2.4%	3.0%	0.0%	12.1%

Sources:

ACS 2020 5-Year Estimates for US, IL, Zip 60073, Round Lake Beach, Round Lake Park, Round Lake Heights, and Hainesville [DP03](#), [S1701](#)

ACS 2012 5-Year Estimates for US, IL, Zip 60073, Round Lake Beach, Round Lake Park, Round Lake Heights, and Hainesville [DP03](#), [S1701](#)

Housing

US CENSUS DATA	US 2020	IL 2020	ZIP 60073 2012	ZIP 60073 2020	Round Lake Beach 2012	Round Lake Beach 2020	Round Lake Park 2012	Round Lake Park 2020	Round Lake Heights 2012	Round Lake Heights 2020	Hainesville 2012	Hainesville 2020
Homeownership Rate	64.4%	66.3%	81.1%	77.3%	81.7%	76.4%	86.8%	85.5%	85.2%	83.0%	84.9%	88.7%
Housing Units	140,498,736	5,373,385	19,324	20,419	8,365	8,961	3,003	3,075	887	886	1,244	1,535
Total Households	122,354,219	4,884,061	18,067	19,510	8,118	8,502	2,726	2,900	836	858	1,161	1,535
Married Couple family	48.1%	47.1%	60.6%	59.6%	59.6%	56.2%	56.3%	51.6%	63.0%	57.0%	66.0%	52.2%
Cohabiting Couple	6.5%	6.3%	*	7.4%	*	6.8%	*	4.3%	*	8.3%	*	5.9%
Male Householder	17.8%	18.3%	5.7%	14.1%	6.7%	15.3%	5.5%	17.3%	4.5%	15.6%	4.1%	24.6%
Female Householder	27.6%	28.3%	11.7%	18.9%	12.5%	21.7%	9.0%	26.7%	11.1%	19.1%	9.2%	17.2%
Householder Living Alone	28.0%	29.8%	18.0%	18.2%	17.7%	20.6%	26.9%	35.8%	17.9%	14.2%	16.6%	30.6%
65+ Householder Living Alone	11.3%	11.8%	4.4%	6.7%	5.0%	7.9%	16.3%	25.0%	5.4%	8.6%	6.0%	3.0%

Sources:

ACS 2020 5-Year Estimates for US, IL, Zip 60073, Round Lake Beach, Round Lake Park, Round Lake Heights, and Hainesville [B25001](#), [DPO2](#), [S1101](#)

ACS 2012 5-Year Estimates for US, IL, Zip 60073, Round Lake Beach, Round Lake Park, Round Lake Heights, and Hainesville [B25001](#), [DPO2](#), [S1101](#)

*Cohabiting Couple information not recorded prior to 2019

Education

US CENSUS DATA	US 2020	IL 2020	ZIP 60073 2012	ZIP 60073 2020	Round Lake Beach 2012	Round Lake Beach 2020	Round Lake Park 2012	Round Lake Park 2020	Round Lake Heights 2012	Round Lake Heights 2020	Hainesville 2012	Hainesville 2020
Population 25 years and older	222,836,834	8,686,700	34,760	37,943	15,445	16,948	4,906	5,208	1,607	1,705	2,283	2,521
Less than High School graduate	11.5%	10.3%	22.0%	17.7%	24.3%	22.1%	20.3%	24.3%	20.6%	17.8%	6.4%	2.8%
HS or Equivalent	26.7%	25.6%	27.2%	26.4%	31.3%	31.1%	40.1%	40.8%	33.4%	34.6%	23.9%	21.0%
Some College or Associate's Degree	28.9%	28.6%	26.3%	29.2%	26.9%	30.3%	25.1%	22.1%	29.0%	24.6%	25.2%	33.2%
Bachelor's Degree	20.2%	21.6%	16.5%	18.8%	11.8%	10.7%	9.6%	6.5%	10.9%	14.5%	27.0%	30.2%
Graduate or Professional Degree	12.7%	13.9%	8.0%	7.9%	5.8%	5.8%	4.9%	6.4%	6.2%	8.4%	17.4%	12.8%

Sources:

ACS 2020 5-Year Estimates for US, IL, Zip 60073, Round Lake Beach, Round Lake Park, Round Lake Heights, and Hainesville [S0601](#)

ACS 2012 5-Year Estimates for US, IL, Zip 60073, Round Lake Beach, Round Lake Park, Round Lake Heights, and Hainesville [S0601](#)

Language

US CENSUS DATA	US 2020	IL 2020	ZIP 60073 2012	ZIP 60073 2020	Round Lake Beach 2012	Round Lake Beach 2020	Round Lake Park 2012	Round Lake Park 2020	Round Lake Heights 2012	Round Lake Heights 2020	Hainesville 2012	Hainesville 2020
Population 5 years and over	306,919,116	11,960,646	53,212	57,797	24,782	25,470	6,792	7,376	2,581	2,882	3,075	3,438
English Only	78.5%	77.0%	56.1%	58.0%	53.7%	52.3%	70.3%	65.7%	59.7%	67.7%	61.9%	80.6%
Spanish	13.2%	13.3%	35.2%	31.2%	42.0%	43.1%	27.6%	32.1%	28.4%	27.9%	14.0%	13.2%
Other Indo-European languages	3.7%	5.6%	5.1%	6.6%	2.8%	3.1%	1.6%	1.1%	6.3%	3.2%	12.7%	2.4%
Asian/Pacific Islander languages	3.5%	3.0%	3.3%	3.1%	1.3%	0.8%	0.5%	1.1%	4.8%	1.3%	10.3%	3.7%
Other languages	1.1%	1.1%	0.2%	1.1%	0.1%	0.7%	0.0%	0.0%	0.8%	0.0%	1.1%	0.1%
Speaks English less than "very well"	8.2%	8.4%	20.6%	15.7%	23.6%	18.3%	17.1%	13.8%	16.6%	12.9%	10.6%	4.8%

Sources:

ACS 2020 5-Year Estimates for US, IL, Zip 60073, Round Lake Beach, Round Lake Park, Round Lake Heights, and Hainesville [S0601](#), [S1601](#)

ACS 2012 5-Year Estimates for US, IL, Zip 60073, Round Lake Beach, Round Lake Park, Round Lake Heights, and Hainesville [S0601](#), [S1601](#)

Disabilities

US CENSUS DATA	US 2020	IL 2020	ZIP 60073 2012	ZIP 60073 2020	Round Lake Beach 2013	Round Lake Beach 2020	Round Lake Park 2013	Round Lake Park 2020	Round Lake Heights 2013	Round Lake Heights 2020	Hainesville 2013	Hainesville 2020
Total Civilian Noninstitutionalized Population	321,525,041	12,536,614	59,989	61,567	27,935	27,128	7,376	7,709	2,788	3,005	3,573	3,519
Ambulatory Difficulty	6.8%	6.2%	2.8%	4.1%	2.4%	4.4%	5.8%	6.5%	2.5%	5.4%	1.6%	1.9%
Cognitive Difficulty	5.1%	4.3%	2.0%	3.4%	1.9%	3.3%	4.2%	3.4%	1.2%	1.8%	1.1%	0.8%
Hearing Difficulty	3.6%	3.0%	1.6%	1.9%	1.6%	1.8%	3.2%	4.7%	1.8%	2.7%	0.5%	1.6%
Independent Living Difficulty	5.8%	5.3%	1.7%	4.0%	1.7%	4.0%	3.6%	7.0%	1.5%	2.6%	1.8%	1.9%
Self-Care Difficulty	2.6%	2.4%	1.0%	1.4%	1.0%	1.8%	2.7%	2.9%	0.8%	1.5%	0.0%	1.2%
Vision Difficulty	2.4%	2.0%	0.9%	1.9%	0.8%	1.6%	1.6%	5.7%	1.2%	2.0%	0.7%	0.0%

Sources:

ACS 2020 5-Year Estimates for US, IL, Zip 60073, Round Lake Beach, Round Lake Park, Round Lake Heights, and Hainesville [S1810](#)

*ACS 2013 5-Year Estimates for US, IL, Zip 60073, Round Lake Beach, Round Lake Park, Round Lake Heights, and Hainesville [S1810](#)

2012 Estimates unavailable for Zip 60073