

PCCLD Survey Report

2015 STRATEGIC PLANNING INITIATIVE
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2015 Survey

Goals and Objectives

As part of its strategic planning initiative, the Pueblo City-County Library District solicited community input via a survey. The Library had two goals for this survey: 1) determine general customer satisfaction regarding current offerings, and 2) gauge community priorities among multiple potential service areas of focus. The service areas or responses included in the survey were closely based on those written by Sandra Nelson for the Public Library Association as "the most common clusters of services and programs that libraries provide." [1] With a high response rate, the Library is confident that the survey results indicate both of these goals were met with a high degree of reliability.

Methodology

The Library offered two versions of the survey, in paper and online, between March 30 and April 30, 2015. The paper survey was distributed among executive leadership and made available at each public service desk. In addition, several Library staff distributed and collected surveys during public events around the community. The online survey was available via the library website, and a link to it was shared widely among the professional and personal networks of Library staff and stakeholders, including the Library Board of Trustees. The survey was posted repeatedly via the Library's Facebook page and mentioned in the Library's monthly newsletter. The survey was linked in the message body of the Hold and Overdue notices that are emailed daily to Library customers.

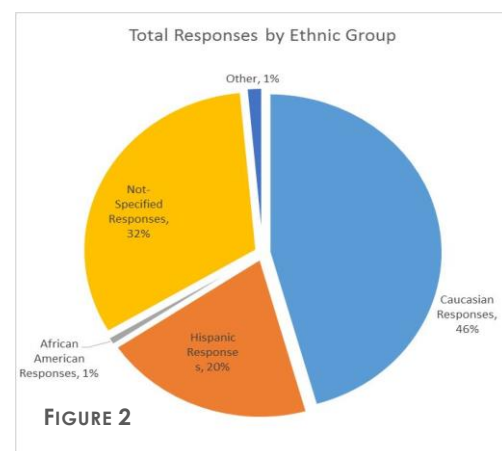
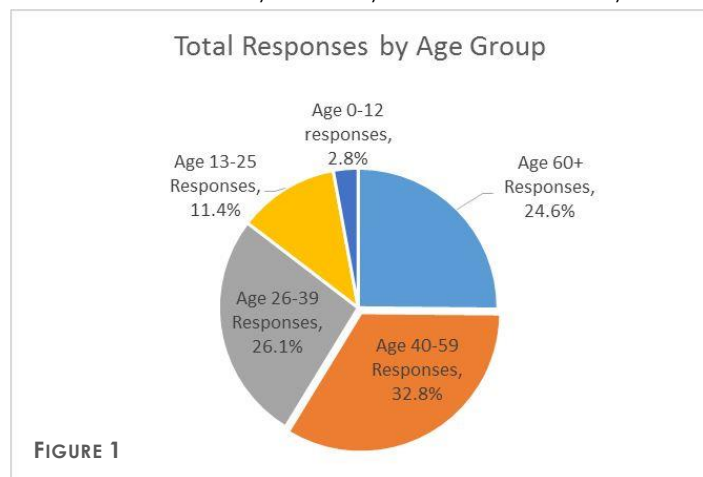
The cross-sectional survey was seven questions in length and took about 4 minutes to complete. Brevity was likely a factor in the high response rate, as was the Library's staff dedication to community-wide dissemination.

Respondents

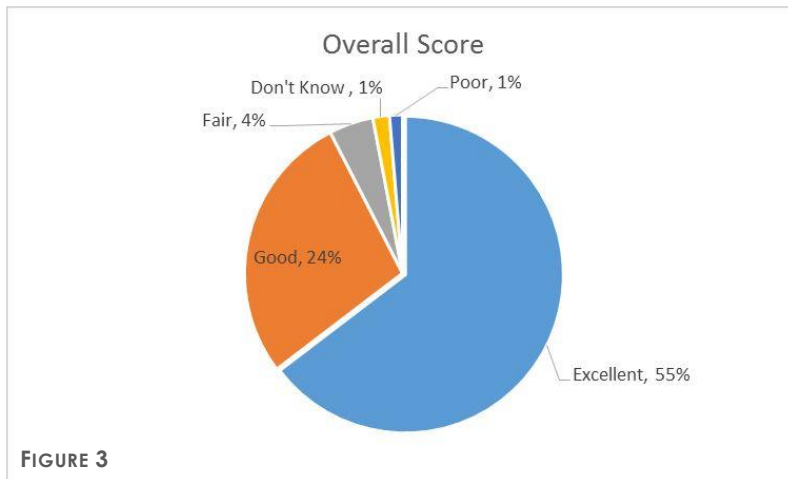
The Library received 623 responses to the survey. The Library determined that a total of 598 responses would provide results with a 95% confidence level and a 4% confidence interval for a population the size of Pueblo County (approximately 160,000).

74% of survey responses were by females, most of whom were between the ages of 40-59 (26.8%). Overall, this age group provided the most responses: 32.8% in Figure 1. 14% of responses were from people under the age of 25.

Survey respondents were given the option to provide Ethnicity information. 46% responded as Caucasian, 20% as Hispanic, and 32% did not choose to respond.

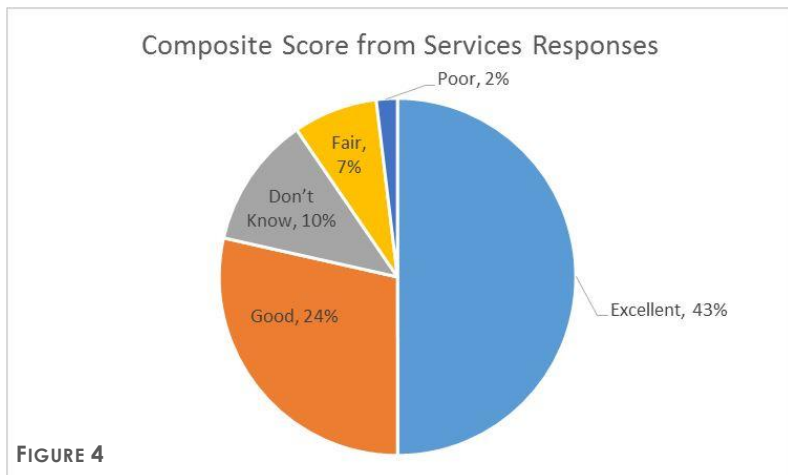


Highlights -- Ratings

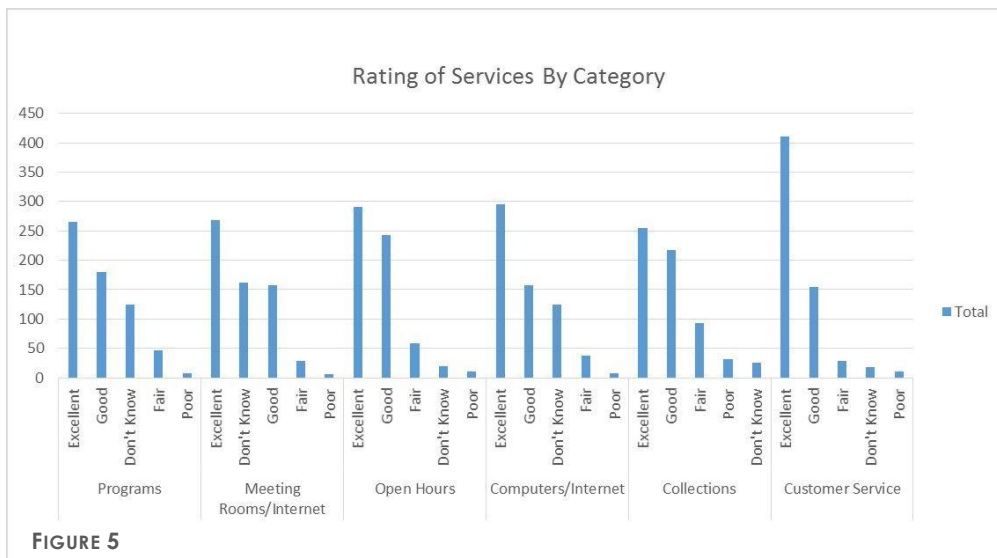


Overall, the community rated the Library highly, with 79% of responses rating the Library overall as either Excellent or Good.

The survey also asked respondents to rate specific Library services or offerings: Customer Service, Collections, Programs, Computers and Internet Access, Meeting Rooms, and Hours of Operation. Composite ratings of these individual categories were distributed differently than the Overall rating: 67% were either Excellent or Good. 9% of responses rated individual offerings at or below average (Fair or Poor).



10% of responses to the offerings were marked as Don't Know, most frequently in the areas of Programs, Computers and Internet Access, and Meeting Rooms, suggesting that respondents did not understand what was meant by these services at the point of completing the survey, did not use these offerings, or simply had no opinion.



In general, respondents rated individual services positively. When respondents expressed dissatisfaction, they were more likely to do so in the areas of Hours of Operation and Collections.

Highlights – Service Responses

Respondents chose “the five most important things about the library” from a list of 15 service responses.

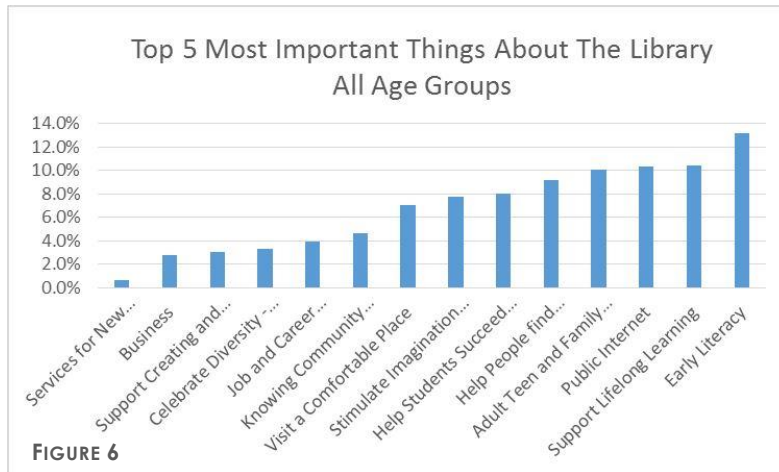


FIGURE 6

With 13.2% of selections overall, the Early Literacy, Creating Young Readers service response was the clear leader. Support Lifelong Learning was second, at 10.4%, followed by Public Internet Access (10.3%), Adult, Teen and Family Reading Literacy (10.1%), and Help People Find, Evaluate, and Use Information (10.1%). (Figure 6)

While all age groups chose Early Literacy within their Top 5, three had Early Literacy as their top-ranked service response. These groups -- 26-39, 40-59, and 60+ -- also chose Support Lifelong Learning as one of their Top 5.

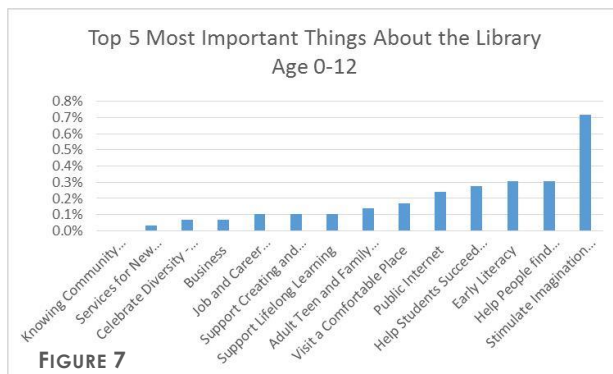


FIGURE 7

The Age 26-39 group was the only group to exclude both Public Internet Access and Help People Find Information in their Top 5.

Adult, Teen and Family Literacy was common to the Top 5 of three age groups: 13-25, 26-39, and 40-59. Help Students Succeed was common the Top 5 in age groups below 40: 0-12, 13-25, and 26-39.

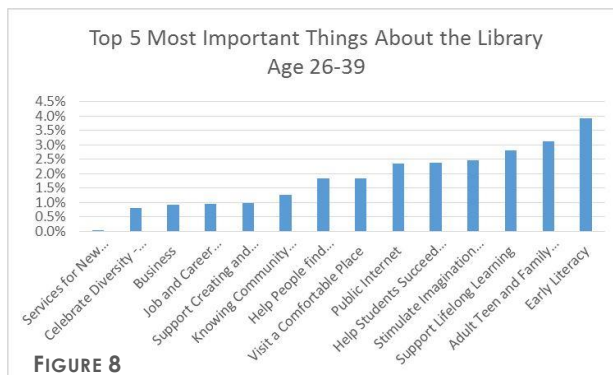


FIGURE 8

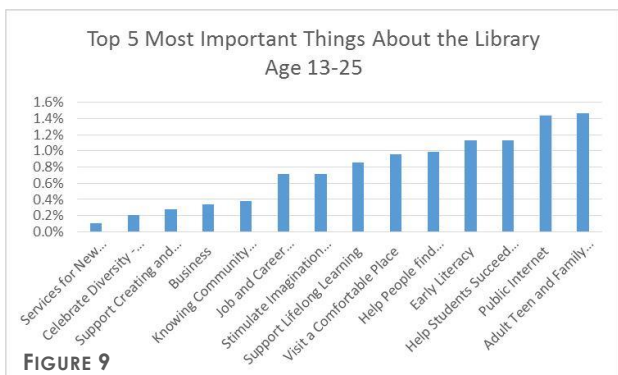


FIGURE 9

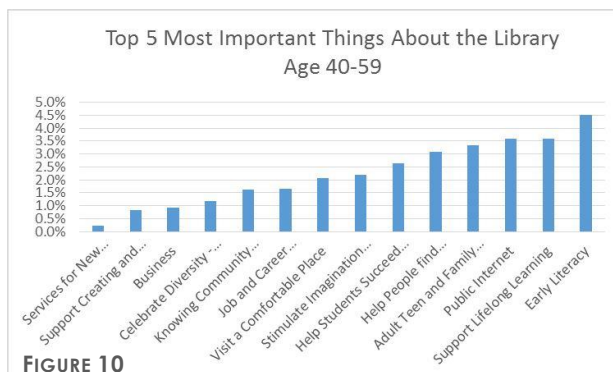


FIGURE 10

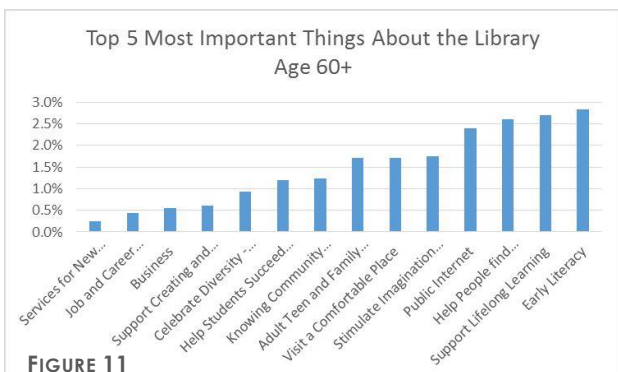


FIGURE 11

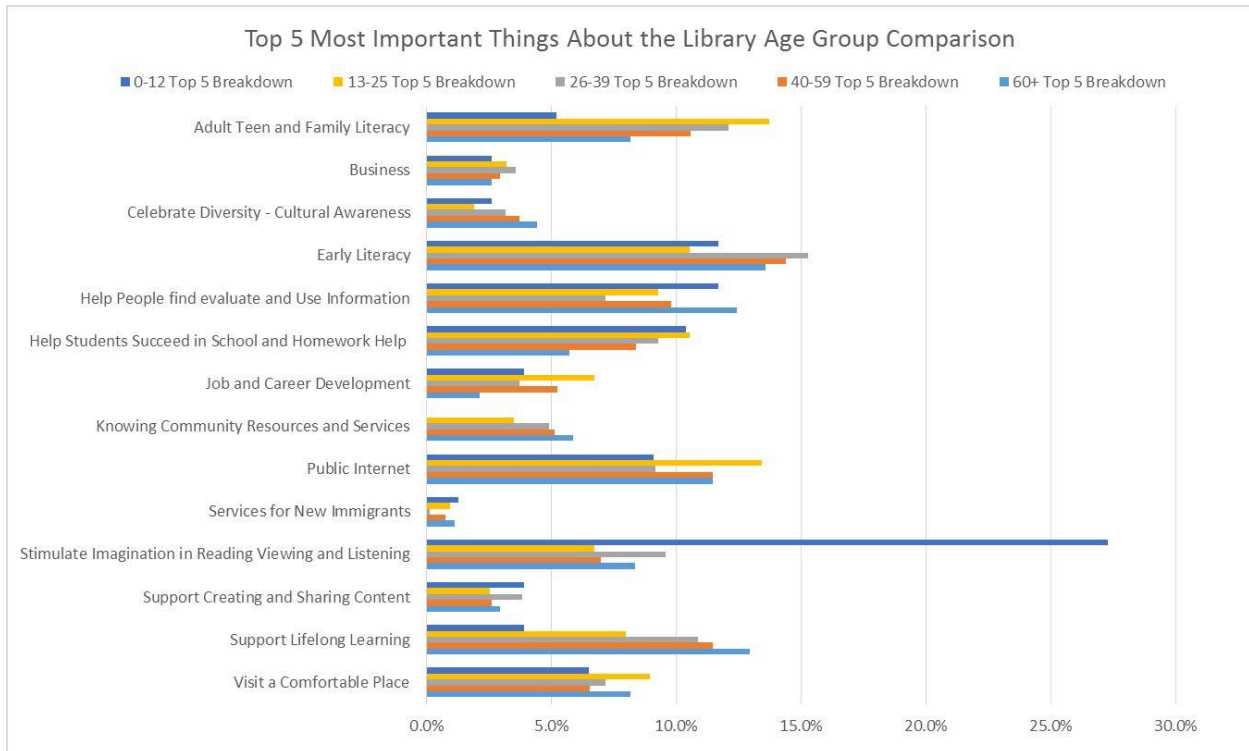


FIGURE 12

Stimulate Imagination: Reading, Viewing, Listening for Fun was a popular service response for the group Age 0-12, though this group represented only 2.8% of all recorded responses. For all age groups, six service responses were less frequently chosen as Top 5 service responses: Services for New Immigrants, Business and Nonprofit Support, Support Creating and Sharing Content, Celebrating Diversity: Cultural Awareness, Job and Career Development, and Knowing Community Resources and Services.

Highlights – What is Most Valued About The Library

An open-ended question in the survey asked “What do you value most about the library?”

Out of 623 surveys there were 495 responses to the question. Within those comments numerous key value terms were repeated with some frequency. Respondents listed “Book” as a value term twice as many times as “Computer, Internet and Resources” combined, the second most listed terms.

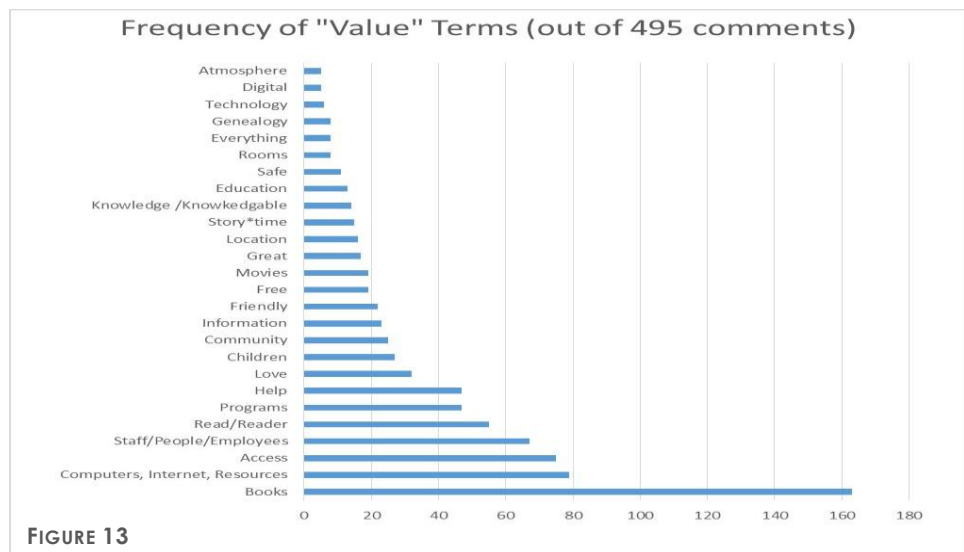
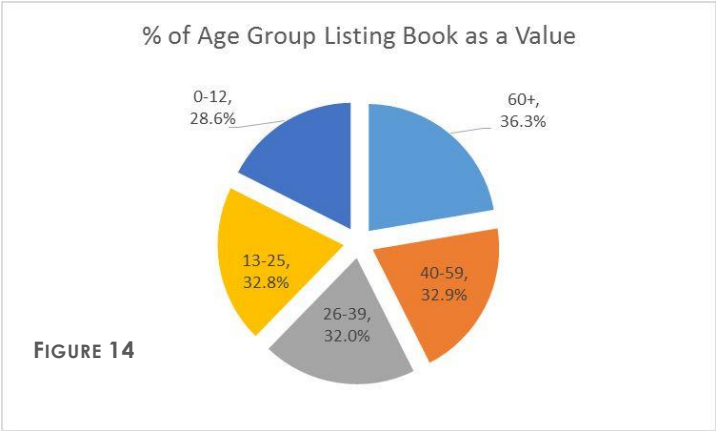


FIGURE 13



Because of the disproportionate use of the term "Book," further exploration was warranted to see how the usage of the term distributes among various age groups. The data show a reasonably even distribution across all age groups with the greatest frequency of 36.3% among the 60+ age group and the lowest frequency of 28.6% for respondents in the 0-12 age group.

Conclusion

In general, the response rate to the survey validates the following findings:

Survey respondents positively perceived the Library overall and positively perceived individual categories of services or offerings with 79% of responses rating the Library as either Excellent or Good.

Survey respondents overall selected Early Literacy, Creating Young Readers as the top service priority of the Library, regardless of age or gender, followed by Support Lifelong Learning, Public Internet, Adult, Teen and Family Reading Literacy, and Help People Find, Evaluate, and Use Information.

For all age groups, six service responses were less frequently chosen as Top 5 service responses: Services for New Immigrants, Business and Nonprofit Support, Support Creating and Sharing Content, Celebrating Diversity: Cultural Awareness, Job and Career Development, and Knowing Community Resources and Services.

