



Patron Assessment Tool Results
Anywhere Public Library
7/30/2007
Print Survey Assessment



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KEY INDICATORS

Overall Satisfaction

I am generally satisfied by the resources and services provided by the library...

Solid positive	85%
On the fence	13%
Solid negative	2%

Usage Trends

Compared with 5 years ago, I generally use the library...

More	41%
Less	14%
Same	44%

Average annual change in library use 5%

Market Potential

Percent of the population indicating they never use the library... 50%

Top three priorities of non-users

Improve publicity regarding library resources, services, and programs.

Provide more programs for adults.

Increase the audio-visual collection (e.g. videos, music, and audio books).

Social Experience

When I come to the library, seeing familiar faces is an important part of the experience.

Solid positive	65%
On the fence	30%
Solid negative	4%

DRIVERS

Drivers of Customer Satisfaction

These are the strongest reasons in the survey for people to feel positive or negative about their library experiences:

- Driver #1 When I have a problem with library services, prompt and positive attention is focused on my complaint.
- Driver #2 Staff members are available to provide the personalized instruction I need in using computers and other equipment.
- Driver #3 Staff members are consistently courteous and friendly.

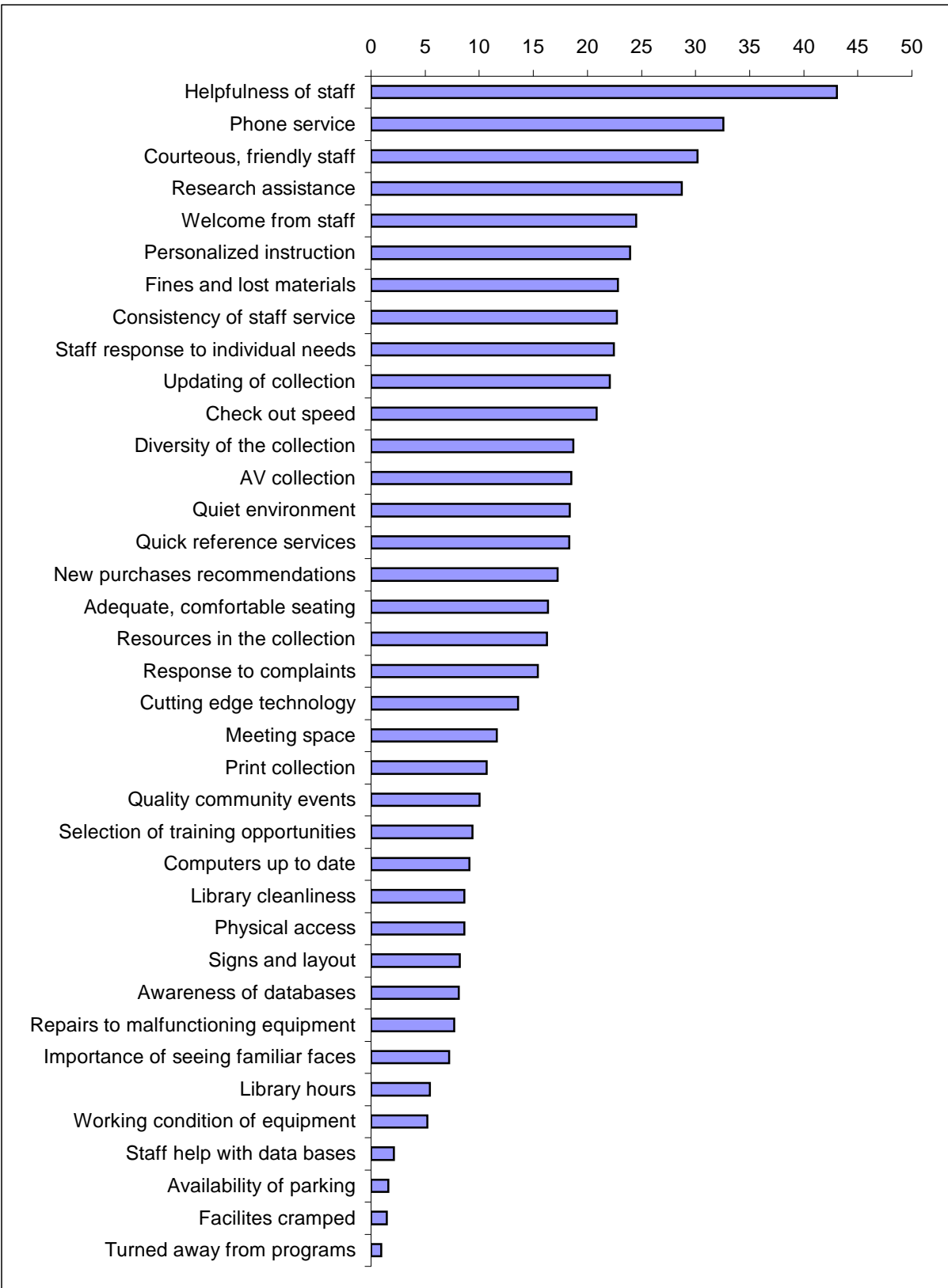
- Driver #4 I am satisfied with the way staff members deal with fines and lost materials.
- Driver #5 Our library staff members are consistently able to provide the help I need..
- Driver #6 All library staff members, including administrative and support staff, make me feel welcome at the library.
- Driver #7 I receive the same high quality service from each staff member.

- Driver #8 When I have a special need, our reference librarians conduct research or provide additional resources quickly enough to be helpful.
- Driver #9 Staff members go out of their way to address my individual needs.
- Driver #10 I receive prompt, courteous, and helpful service on the phone.

What is a Driver?

A driver is a component of the library services that significantly impacts how people feel about their overall library experience or how often they use the library. Drivers point to the critical services that customers use to evaluate how well a library is meeting their needs and the degree to which they will continue to use those services. Drivers disclose areas in which the library has performed well and customers feels positive. Drivers also disclose areas in which the library may not have performed as well and customers feel more negative. By attending to drivers, a library can focus attention on the services that may have the greatest impact on their customers.

CRITICAL SUCCESS FACTORS



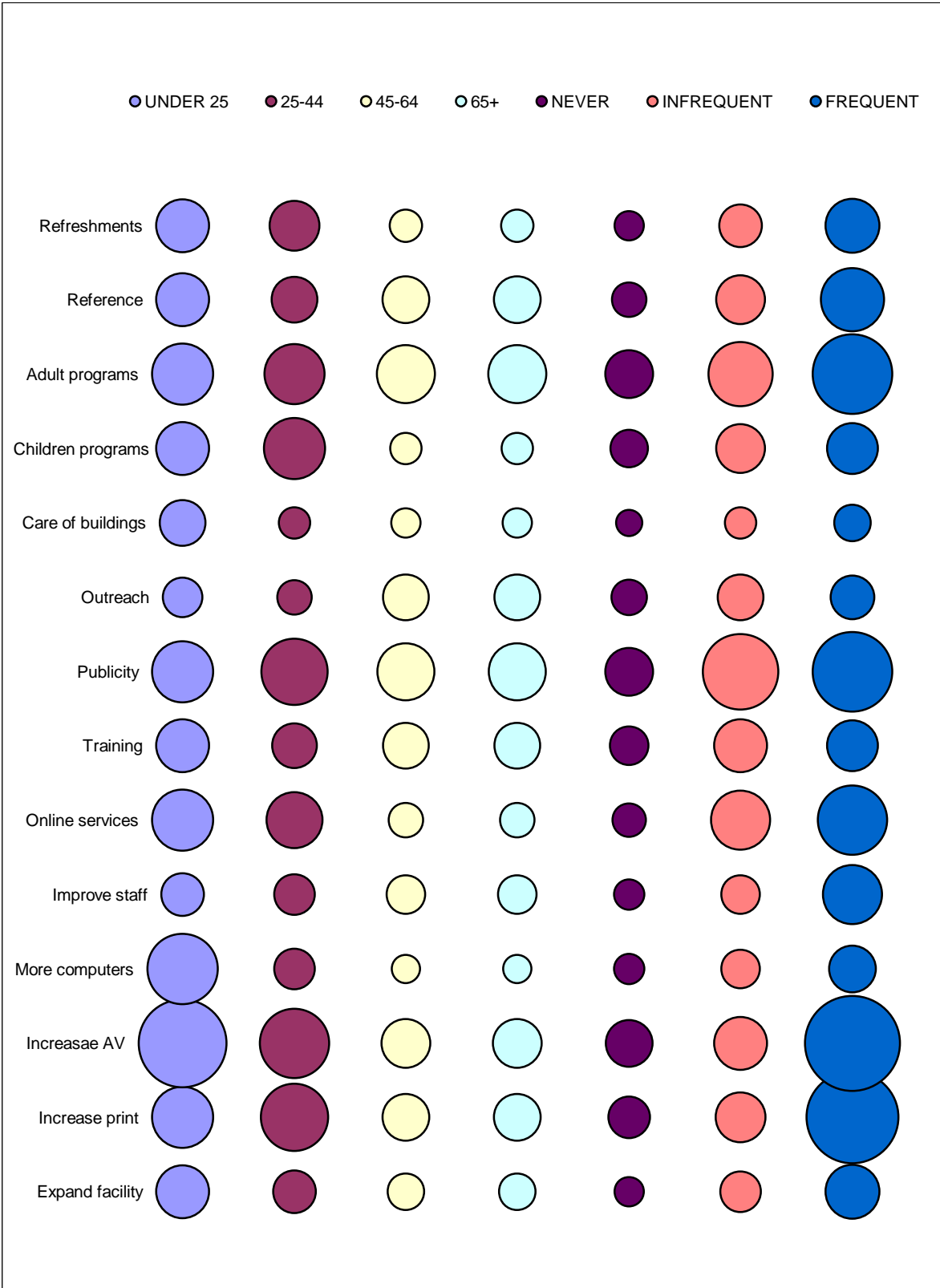
PRIORITIES FOR MARKET EXPANSION

Overall Priorities

When asked how a list of 14 library actions might increase their use of the library, the priorities were as follows:

Priority	Item	Rank
First	Improve publicity regarding library resources, services, and programs.	6
Second	Increase the audio-visual collection (e.g. videos, music, and audio books).	3
Third	Provide more programs for adults.	12
Fourth	Increase the print material collection (e.g. books, magazines and newspapers).	0
Fifth	Provide more online services such as registration for library cards, programs, and email notification of reserves.	3
Sixth	Strengthen the reference department to provide expanded, timely assistance to patrons.	0
Seventh	Increase training for patrons using library equipment (including computers) at the point of use.	3
Eighth	Provide more programs for children.	19
Ninth	Improve and expand staff services for patrons.	3
Tenth	Strengthen library outreach programs to those unable to physically come to the library.	9
Eleventh	Expand /renovate library facilities to better serve the community.	6
Twelfth	Provide a separate area in the library that serves refreshments and allows casual conversation.	0
Thirteenth	Provide more computer stations for patrons.	3
Fourteenth	Improve care of buildings and grounds.	6

PRIORITIES FOR BY GROUP



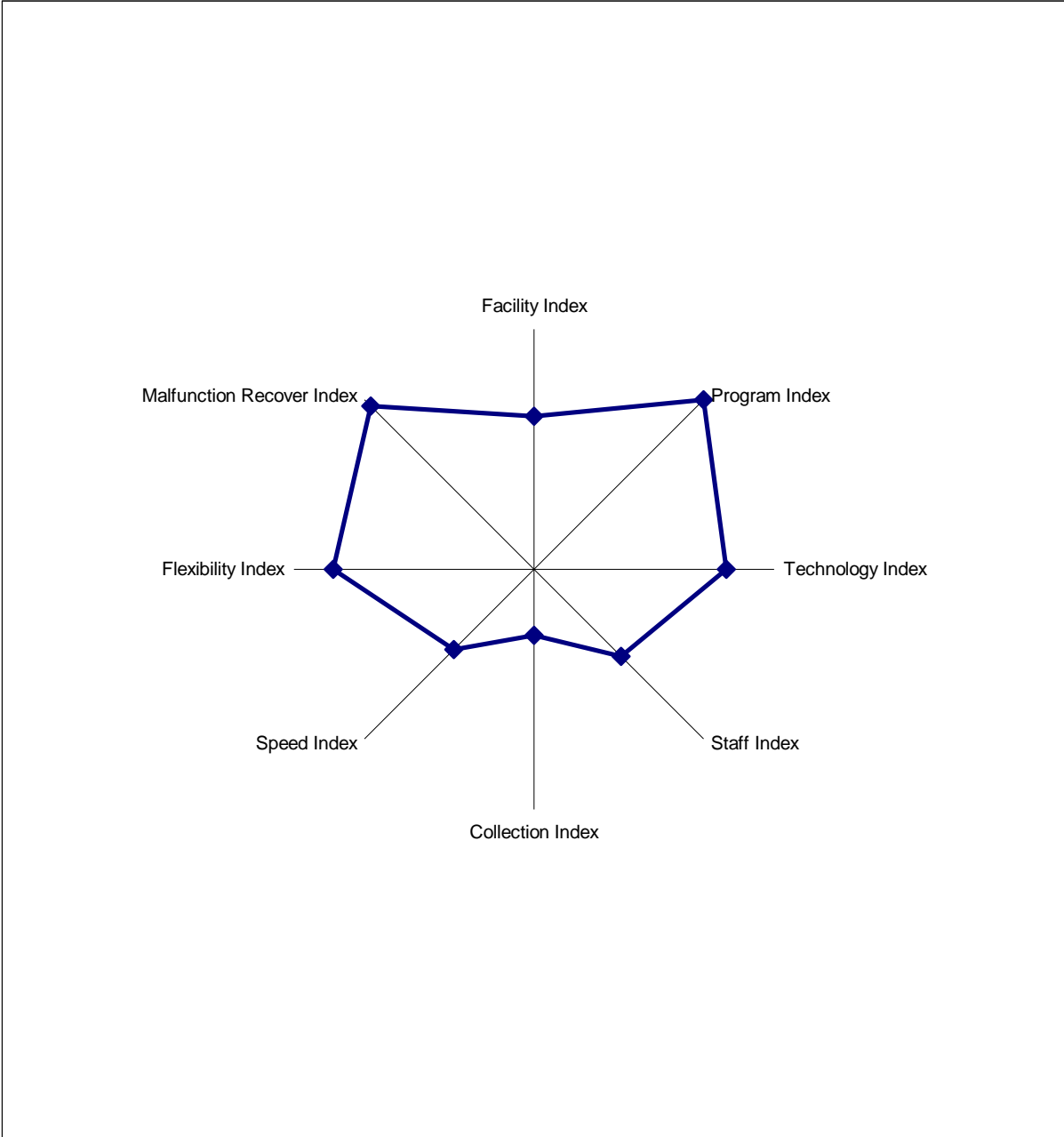
DEMOGRAPHICS

Age		Usage	
Below 19	1%	never	50%
19 – 24	3%	once a year	5%
24 -- 35	12%	twice a year	9%
36 – 45	17%	once a month	15%
46 – 55	22%	twice a month	9%
56 – 65	19%	once a week	7%
65+	26%	twice a week	5%
		every day	0%

Years in Community		Distance from Library	
under 1 year	1%	under 4 blocks	2%
1 – 2	3%	5 – 8 blocks	3%
2 – 5	6%	1 – 2 miles	18%
5 – 10	8%	3 – 4 miles	13%
10 – 20	15%	5 – 9 miles	32%
20+	68%	10 – 15 miles	22%
		over 15 miles	9%

Department		Education	
reference	17%	less than HS	6%
AV	11%	some HS	2%
adult fiction	31%	HS grad	30%
adult nonfiction	19%	some college	27%
periodicals	3%	college grad	17%
youth	4%	post grad work	7%
children	15%	grad degree	11%

PERFORMANCE OVERVIEW



PERFORMANCE INDICES - FACILITIES INDEX

Question Text

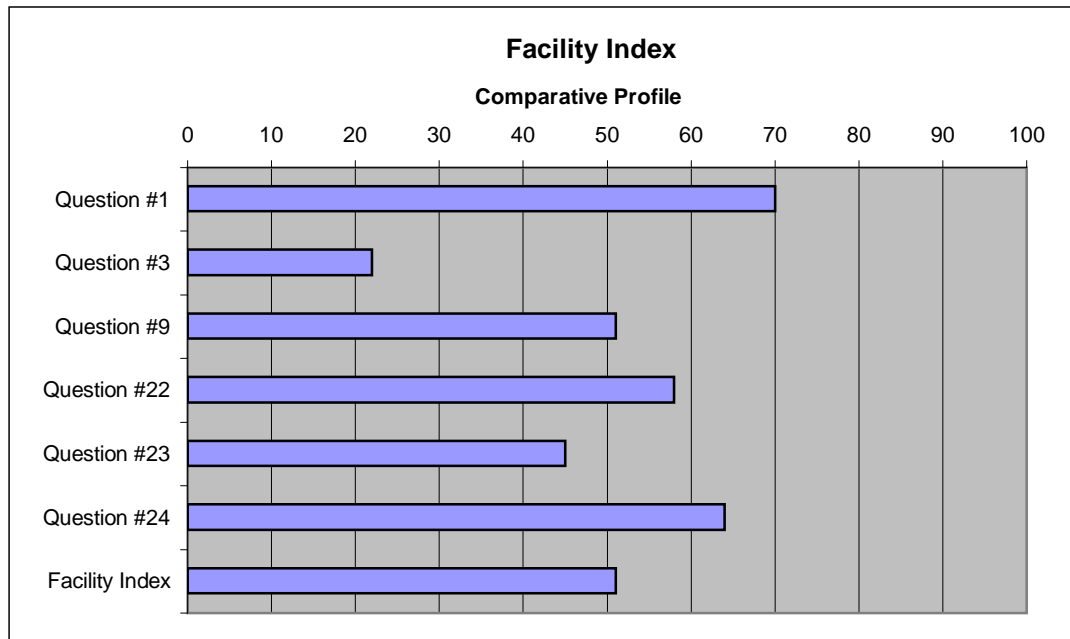
- Q1 When I come to the library, I find parking is available and convenient.
- Q3 There is always comfortable, available seating when I come to the library.
- Q9 Our library provides adequate access to our patrons regardless of physical limitations.
- Q22 Our library is consistently able to provide meeting space to groups that request it.
- Q23 *Our library facilities are cramped and difficult to maneuver in.
- Q24 The signs and layout of our library make it easy for me to locate what I am seeking.

Community Responses

	Strongly disagree	Disagree	Tend to Disagree	Tend to Agree	Agree	Strongly agree
Q1	0.0	0.0	1.2	6.8	48.0	44.0
Q3	0.4	0.8	3.2	14.2	41.3	40.1
Q9	0.0	0.0	1.4	8.9	50.7	39.0
Q22	0.0	0.8	3.2	19.4	44.4	32.3
Q23	22.7	44.6	23.6	5.0	2.5	1.7
Q24	0.0	0.8	3.6	22.4	53.2	20.0

Comparative Profile

Percentile Rank



PERFORMANCE INDICES - PROGRAM INDEX

Question Text

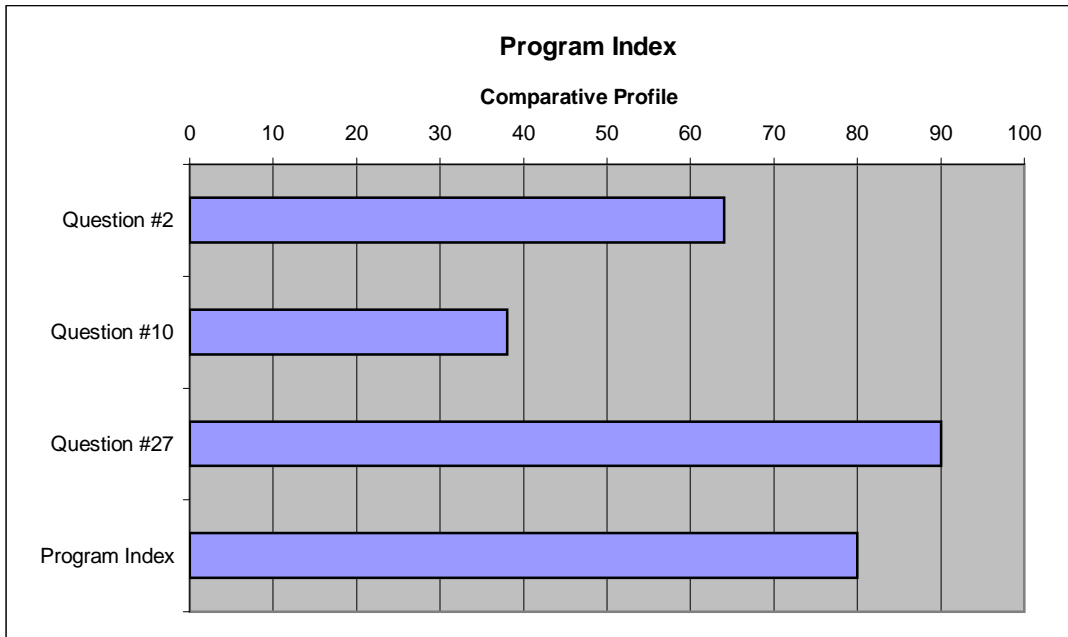
Q2 Our library offers a varied selection of training.
 Q10 Our library regularly provides high quality and popular community events such as concerts, festivals, and recreational events.
 Q27 I am rarely turned away from special programs

Community Responses

	Strongly disagree	Disagree	Tend to Disagree	Tend to Agree	Agree	Strongly agree
Q2	0.0	0.4	3.5	23.5	47.4	25.2
Q10	0.6	2.5	6.3	30.2	36.5	23.9
Q27	0.0	3.0	3.7	12.7	53.7	26.9

Comparative Profile

Percentile Rank



PERFORMANCE INDICES - TECHNOLOGY INDEX

Question Text

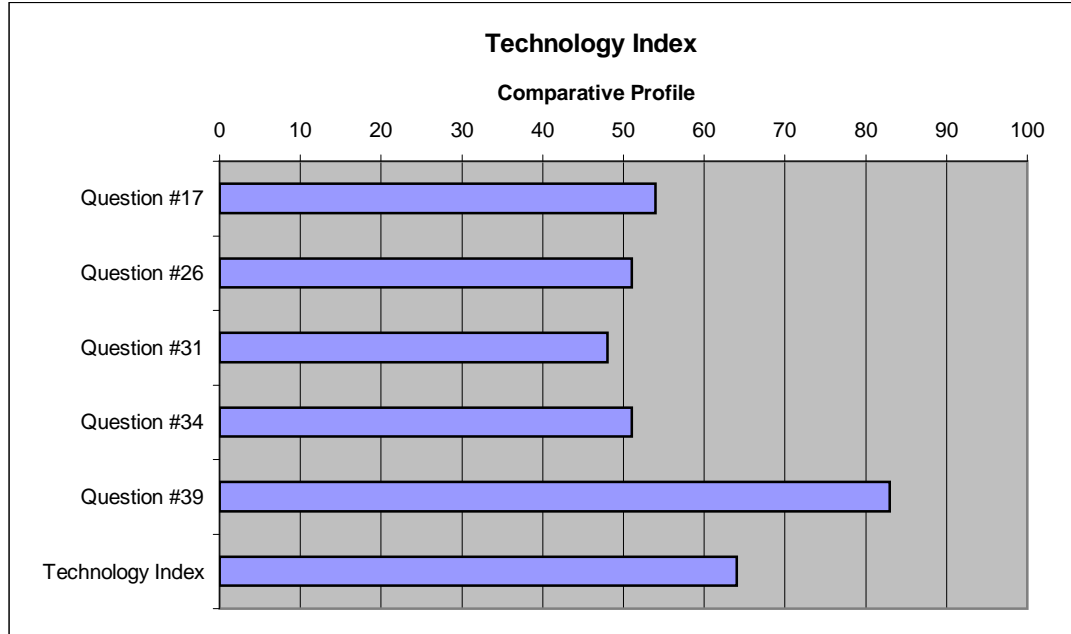
- Q17 Staff members are available to provide the personalized instruction I need in using computers and other equipment.
- Q26 The staff has made me aware of databases.
- Q31 Our library is usually on the cutting edge with the latest technology.
- Q34 The library computers are up to date.
- Q39 The staff has trained me to access information through databases.

Community Responses

	Strongly disagree	Disagree	Tend to Disagree	Tend to Agree	Agree	Strongly agree
Q17	1.0	1.5	1.5	15.8	48.0	32.2
Q26	1.9	10.4	13.6	18.2	39.6	16.2
Q31	0.0	1.3	10.6	24.4	48.1	15.6
Q34	0.0	0.0	4.1	16.9	53.4	25.7
Q39	2.7	14.2	16.2	16.9	36.5	13.5

Comparative Profile

Percentile Rank



PERFORMANCE INDICES - STAFF INDEX

Question Text

- Q4 Our library staff members are consistently able to provide the help I need..
- Q6 Staff members are consistently courteous and friendly.
- Q7 Our reference librarians always provide the research assistance to meet my needs.
- Q14 I am satisfied with the way staff members deal with fines and lost materials.
- Q15 I receive the same high quality service from each staff member.
- Q19 All library staff members, including administrative and support staff, make me feel welcome at the library.
- Q20 When I have a special need, our reference librarians conduct research or provide additional resources quickly enough to be helpful.
- Q29 When I have a problem with library services, prompt and positive attention is focused on my complaint.
- Q35 I receive prompt, courteous, and helpful service on the phone.
- Q36 Staff members go out of their way to address my individual needs.
- Q38 When I make recommendations to staff members about new purchases, I believe my input is always taken seriously.

Community Responses

	Strongly disagree	Disagree	Tend to Disagree	Tend to Agree	Agree	Strongly agree
Q4	0.8	0.4	0.4	11.8	40.2	46.5
Q6	1.6	0.0	1.2	10.9	34.8	51.6
Q7	0.9	0.5	0.0	15.4	48.1	35.0
Q14	1.0	1.0	1.6	12.6	43.5	40.3
Q15	2.0	0.8	3.6	14.4	46.0	33.2
Q19	1.6	1.2	3.9	10.6	35.8	46.9
Q20	0.5	0.5	1.0	11.8	44.6	41.5
Q29	1.4	0.7	2.1	13.0	51.4	31.5
Q35	0.9	0.9	1.4	11.8	44.1	40.8
Q36	0.8	0.8	3.3	19.4	42.6	33.1
Q38	1.0	2.0	5.0	24.0	49.0	19.0

PERFORMANCE INDICES - STAFF INDEX

Question Text

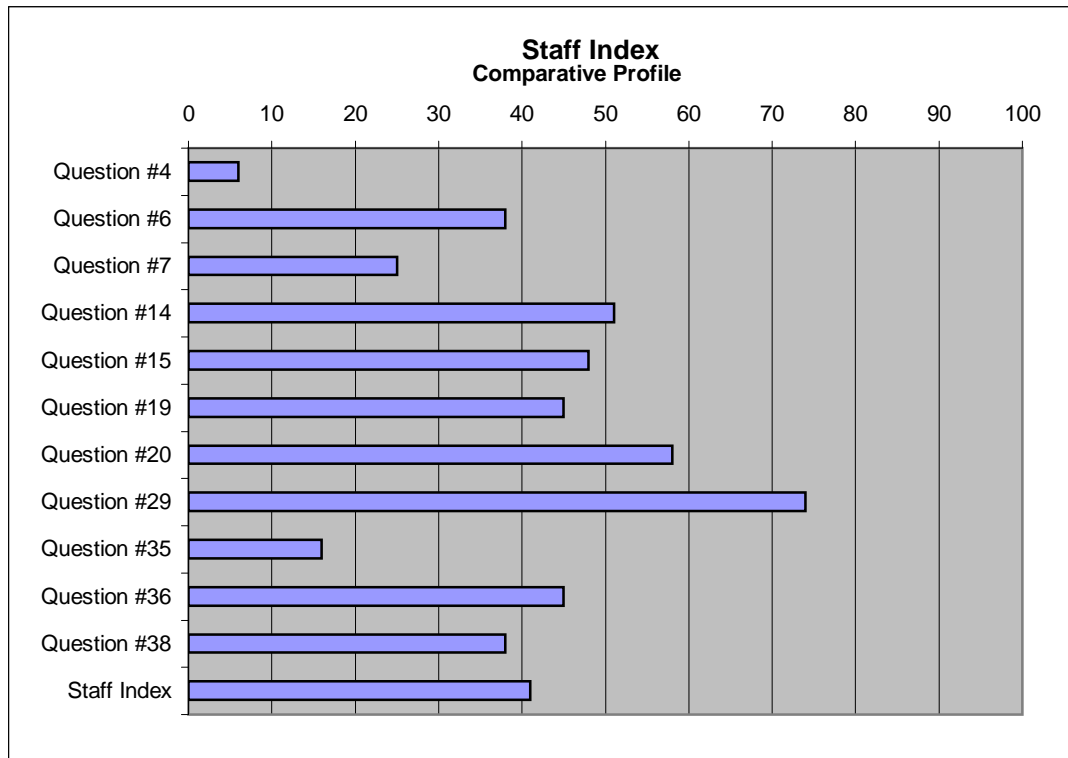
- Q4 Our library staff members are consistently able to provide the help I need..
- Q6 Staff members are consistently courteous and friendly.
- Q7 Our reference librarians always provide the research assistance to meet my needs.

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- Q38 When I make recommendations to staff members about new purchases, I believe my input is always taken seriously.

Comparative Profile

Percentile Rank



PERFORMANCE INDICES - COLLECTION INDEX

Question Text

Q5 Our library does a good job updating our collection of print materials, electronic resources, and audio visuals.

Q11 I consistently find materials of interest to me in the library audio visual collection.

Q13 I regularly find the book or resource I am looking for in our library collection.

Q16 The print collection of the library consistently provides for me the information that I expect.

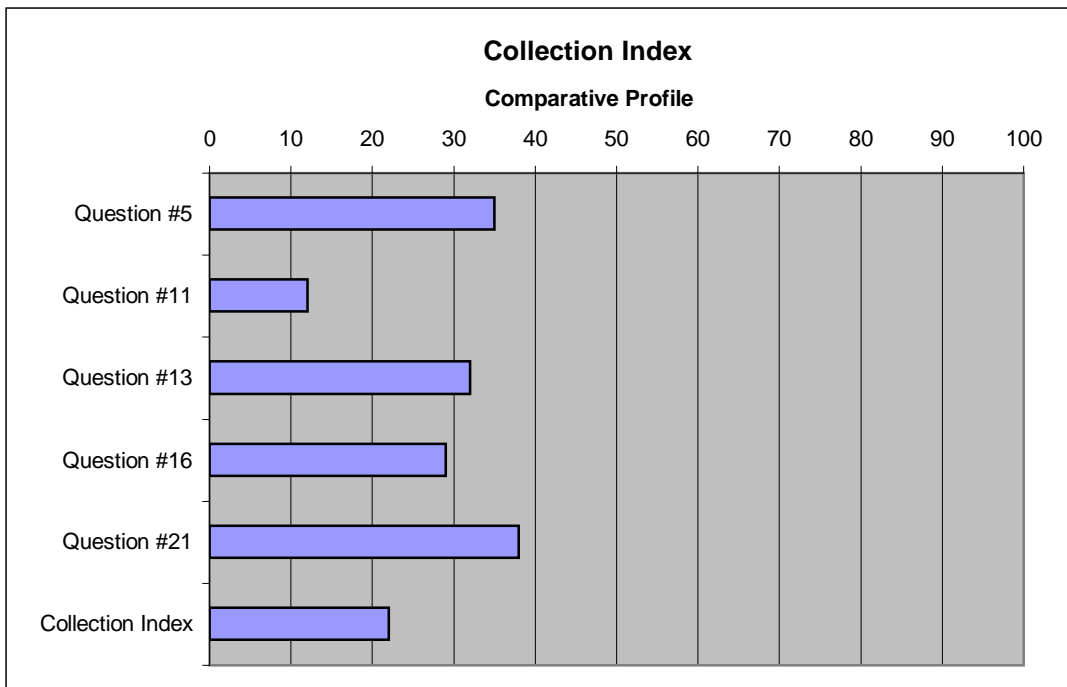
Q21 Our library collection reflects the variety of individuals and groups in our community.

Community Responses

	Strongly disagree	Disagree	Tend to Disagree	Tend to Agree	Agree	Strongly agree
Q5	0.4	0.4	3.4	16.9	48.5	30.4
Q11	0.5	0.0	9.7	24.6	41.5	23.7
Q13	0.4	1.6	7.3	27.0	44.4	19.4
Q16	0.9	0.9	4.1	19.5	50.5	24.1
Q21	0.0	2.4	4.3	15.2	51.7	26.5

Comparative Profile

Percentile Rank



PERFORMANCE INDICES - OPERATIONS INDEX

Question Text

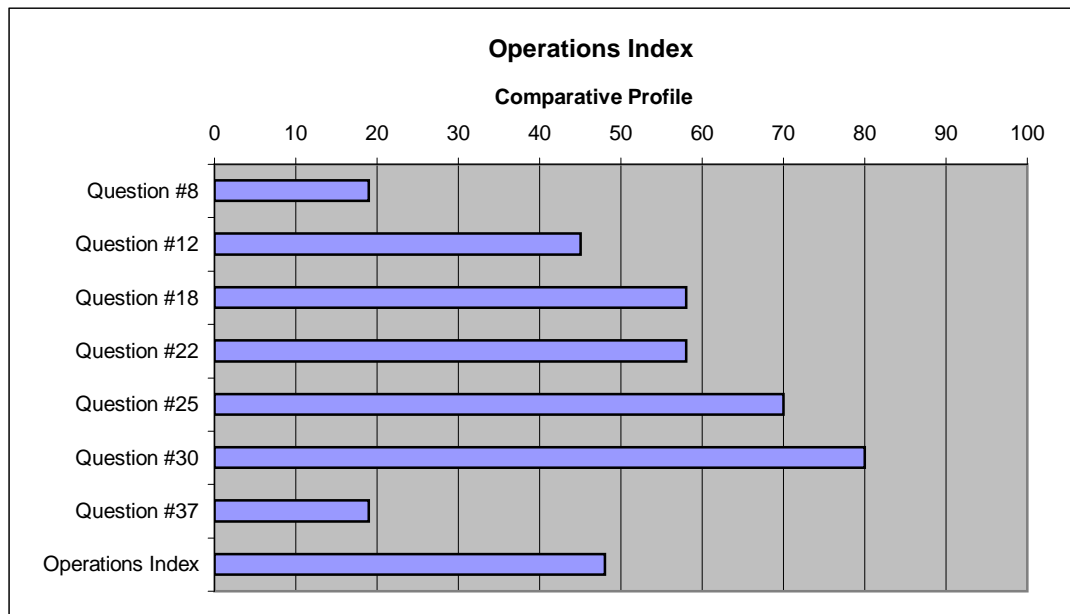
- Q8 Check out at the circulation desk is generally quick and simple.
- Q12 The library consistently provides a quiet environment.
- Q18 Our library is kept clean and attractive.
- Q22 Our library is consistently able to provide meeting space to nearly all groups that request it.
- Q25 Equipment at our library such as copiers and public telephones are almost always working when I need them.
- Q30 When equipment malfunctions, our staff makes quick repairs to get back on line as soon as possible.
- Q37 Our library should be open more hours during the week to better serve the community.

Community Responses

	Strongly disagree	Disagree	Tend to Disagree	Tend to Agree	Agree	Strongly agree
Q8	0.0	0.4	2.4	11.5	38.5	47.2
Q12	0.4	0.8	0.8	11.6	46.2	40.2
Q18	0.0	0.4	0.0	2.7	31.6	65.2
Q22	0.0	0.8	3.2	19.4	44.4	32.3
Q25	0.0	1.8	1.8	11.5	59.4	25.5
Q30	0.0	0.0	2.8	17.9	52.8	26.4
Q37	4.3	7.7	12.0	23.9	19.1	33.0

Comparative Profile

Percentile Rank



PERFORMANCE INDICES - SPEED INDEX

Question Text

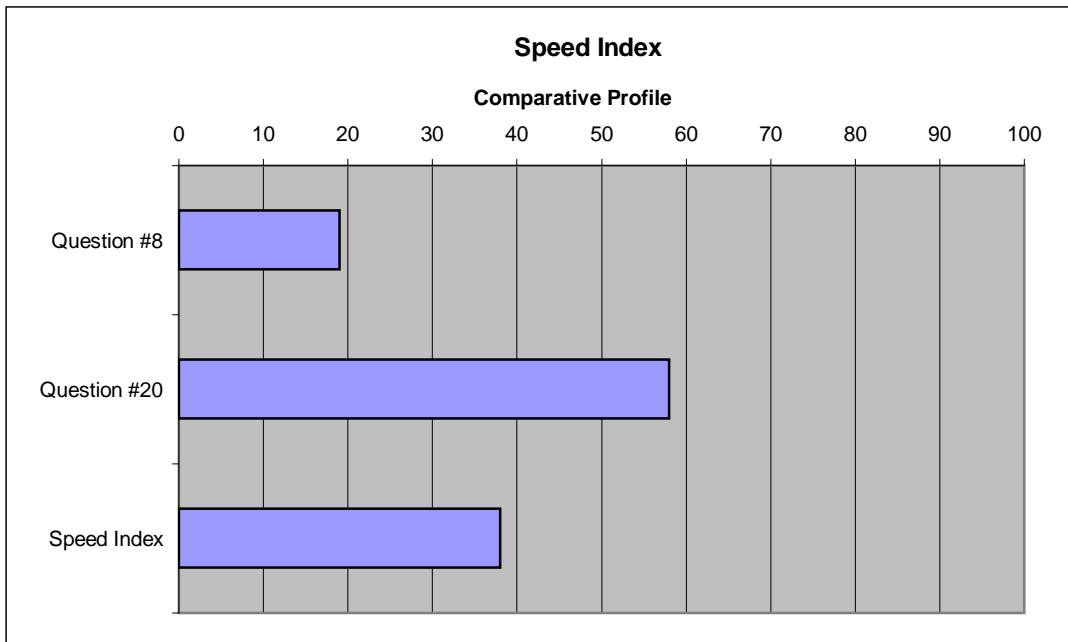
Q8 Check out at the circulation desk is generally quick and simple.
 Q20 When I have a special need, our reference librarians conduct research or provide additional resources quickly enough to be helpful.

Community Responses

	Strongly disagree	Disagree	Tend to Disagree	Tend to Agree	Agree	Strongly agree
Q8	0.0	0.4	2.4	11.5	38.5	47.2
Q20	0.5	0.5	1.0	11.8	44.6	41.5

Comparative Profile

Percentile Rank



PERFORMANCE INDICES - MALFUNCTION RECOVERY INDEX

Question Text

Q29 When I have a problem with library services, prompt and positive attention is focused on my complaint.

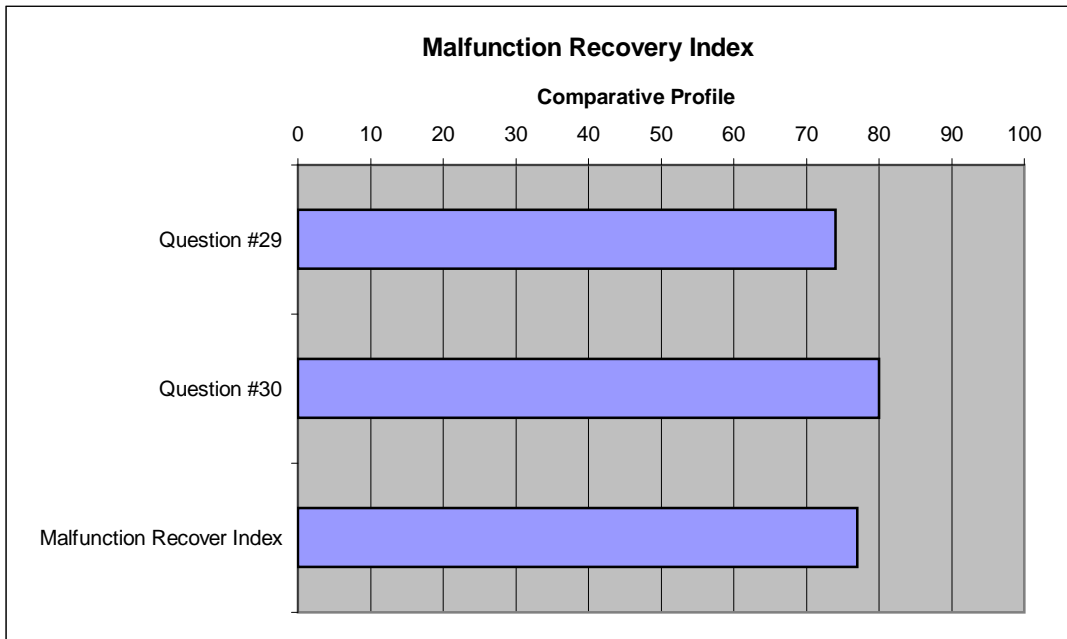
Q30 When equipment malfunctions, our staff makes quick repairs to get back on line as soon as possible.

Community Responses

	Strongly disagree	Disagree	Tend to Disagree	Tend to Agree	Agree	Strongly agree
Q29	1.4	0.7	2.1	13.0	51.4	31.5
Q30	0.0	0.0	2.8	17.9	52.8	26.4

Comparative Profile

Percentile Rank



COMPARATIVE DATA IN TABULAR FORMAT

		Rank
Question #1	Parking is available and convenient.	70
Question #3	There is always adequate, comfortable seating when I come to the library.	22
Question #9	Our library provides adequate access to almost all patrons regardless	51
Question #22	Our library is consistently able to provide meeting space to nearly all groups that request it.	58
Question #23	Our library facilities are cramped and difficult to maneuver in.	45
Question #24	The signs and layout of our library make it easy.	64
Facility Index		51
Question #2	Our library offers a varied selection of training.	64
Question #10	Our library regularly provides high quality and popular community events such as concerts, festivals, and recreational events.	38
Question #27	I am rarely turned away from special programs	90
Program Index		80
Question #17	Staff members are available to provide the personalized instruction I need in using computers and other equipment.	54
Question #26	The staff has made me aware of databases.	51
Question #31	Our library is usually on the cutting edge with the latest technology.	48
Question #34	The library computers are up to date.	51
Question #39	The staff has trained me to access information through databases.	83
Technology Index		64
Question #4	Our library staff members are consistently able to provide the help I need..	6
Question #6	Staff members are consistently courteous and friendly.	38
Question #7	Our reference librarians always provide the research assistance to meet my needs.	25
Question #14	I am satisfied with the way staff members deal with fines and lost materials.	51
Question #15	I receive the same high quality service from each staff member.	48
Question #19	All library staff members, including administrative and support staff, make me feel welcome at the library.	45
Question #20	When I have a special need, our reference librarians conduct research or provide additional resources quickly enough to be helpful.	58
Question #29	When I have a problem with library services, prompt and positive attention is focused on my complaint.	74
Question #35	I receive prompt, courteous, and helpful service on the phone.	16
Question #36	Staff members go out of their way to address my individual needs.	45
Question #38	When I make recommendations to staff members about new purchases, I believe my input is always taken seriously.	38
Staff Index		41

COMPARATIVE DATA IN TABULAR FORMAT

Question #5	Our library does a good job updating our collection of print materials, electronic resources, and audio visuals.	35
Question #11	I consistently find materials of interest to me in the library audio visual collection.	12
Question #13	I regularly find the book or resource I am looking for in our library	32
Question #16	The print collection of the library consistently provides for me the information that I expect.	29
Question #21	Our library collection reflects the variety of individuals and groups in our community.	38
Collection Index		22
Question #8	Check out at the circulation desk is generally quick and simple.	19
Question #12	The library consistently provides a quiet environment.	45
Question #18	Our library is kept clean and attractive.	58
Question #22	Our library is consistently able to provide meeting space to nearly all groups that request it.	58
Question #25	Equipment at our library such as copiers and public telephones are almost always working when I need them.	70
Question #30	When equipment malfunctions, our staff makes quick repairs to get back on line as soon as possible.	80
Question #37	Our library should be open more hours during the week to better serve the community.	19
Operations Index		48
Question #8	Check out at the circulation desk is generally quick and simple.	19
Question #20	When I have a special need, our reference librarians conduct research or provide additional resources quickly enough to be helpful.	58
Speed Index		38
Question #29	When I have a problem with library services, prompt and positive attention is focused on my complaint.	74
Question #30	When equipment malfunctions, our staff makes quick repairs to get back on line as soon as possible.	80
Malfunction Recover Index		77