

## *Patron Assessment Tool*

### **Executive Summary** **Anywhere Public Library**

The Patron Assessment Tool was recently administered in your community. One thousand surveys were sent to a random sample of registered voters. Of these, 367 persons responded. A response from every member is not required to provide valid results. For a complete readout, please review the full report that was sent to your library. A summary of that report is provided below.

Overall, respondents indicate that their use of the library is increasing at a rate of about 5% per year. This increase may be taking place in spite of flat or even decreasing circulation statistics.

Overall, approximately 85% of respondents indicate that they are clearly satisfied with the services provided by the library. Compared with other libraries, this score is low. While the percentage of respondents that are clearly satisfied is large, the comparative data suggests that there may be some room to grow in the library services you are providing to your community. At this point, the factors that are most critical for improving the satisfaction of the members of your community include:

- § Helpfulness of staff
- § Phone service
- § Courteous, friendly staff
- § Research assistance

The level of urgency indicated in dealing with the above issues is relatively high. It is likely that one or more of the items in this list will require some critical decisions in the near future.

Approximately 50% of respondents indicate that they have not used the library in the last year. This means that the market potential for reaching new users in your community is high. Additional marketing could be effective in reaching a number of persons in your community who are not currently using the library, but might with the right approach.

As community members respond to a list of actions that might increase their use of the library, their top four priorities are:

1. Improve publicity regarding library resources, services, and programs.
2. Increase the audio-visual collection (e.g. videos, music, and audio books).
3. Provide more programs for adults.
4. Increase the print material collection (e.g. books, magazines and newspapers).

The level of commitment that respondents indicate for the entire set of goals is low. Members in your community give a relatively weak indication that changes in the direction of these goals will actually increase their use of the library. Library leaders will need to take this into account before making any changes based upon these priorities.

Two goals that are unusually high for your library community are

- § Provide more programs for children.
- § Provide more programs for adults.

These may warrant attention from the leadership even if they are not at the top of the list.

All the information in this report should be explored and validated in further conversation such as interviews and focus groups. Survey data is not the end of a conversation but the beginning.