

# Estes Valley Library Study Report

June, 2012

**equation**  
RESEARCH

ESTES VALLEY  
**LIBRARY**



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# Objectives & Methodology

## Objectives:

- The Estes Valley Library conducted a study among the community it serves to gauge overall satisfaction levels of the services provided, how important those services were to different constituencies, and how to best reach the community in terms of its ongoing communication efforts.

## Methodology:

- Respondents were recruited both via email using the Estes Valley library database as well as via an invitation in the annual report to visit a URL hosting the online survey.
- Field dates: May 18-June 2, 2012.
- The core portion of the survey involved separate ratings first of how important each of 15 attributes were on a 5-point importance scale, followed by ratings of the same 15 attributes on a 5-point satisfaction scale.
- In addition to core demographics, we also captured information about library usage and preferences for how information about the library's programs and services is accessed.

## Sample:

- 583 responses were received for the survey.

# SUMMARY OF KEY FINDINGS

## Importance versus Satisfaction

- Overall, the Estes Valley Library scores quite well across the attributes measured in this study. The attributes most important to the constituents served also scored the highest, with satisfaction scores in the low to mid 90's for the six most important areas.
- The core areas worth exploring where there were significant gaps between importance and satisfaction (that is, satisfaction ratings were much lower than importance ratings) are:
  - *people finding what they are looking for;*
  - *the library uses its funds wisely;*
  - *there is adequate parking;*
  - *convenient access to materials through technology; and*
  - *the perceptions of the children's program.*

## Communication Channels

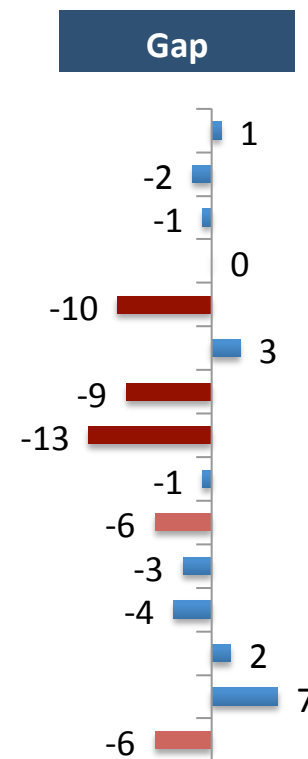
- An interesting finding in looking at how people access information currently versus their preferences moving forward showed that people are very interested and receptive in receiving more email communications from the EV Library about its programs and services. A campaign to build that distribution list even further would be well served.

# STUDY RESULTS

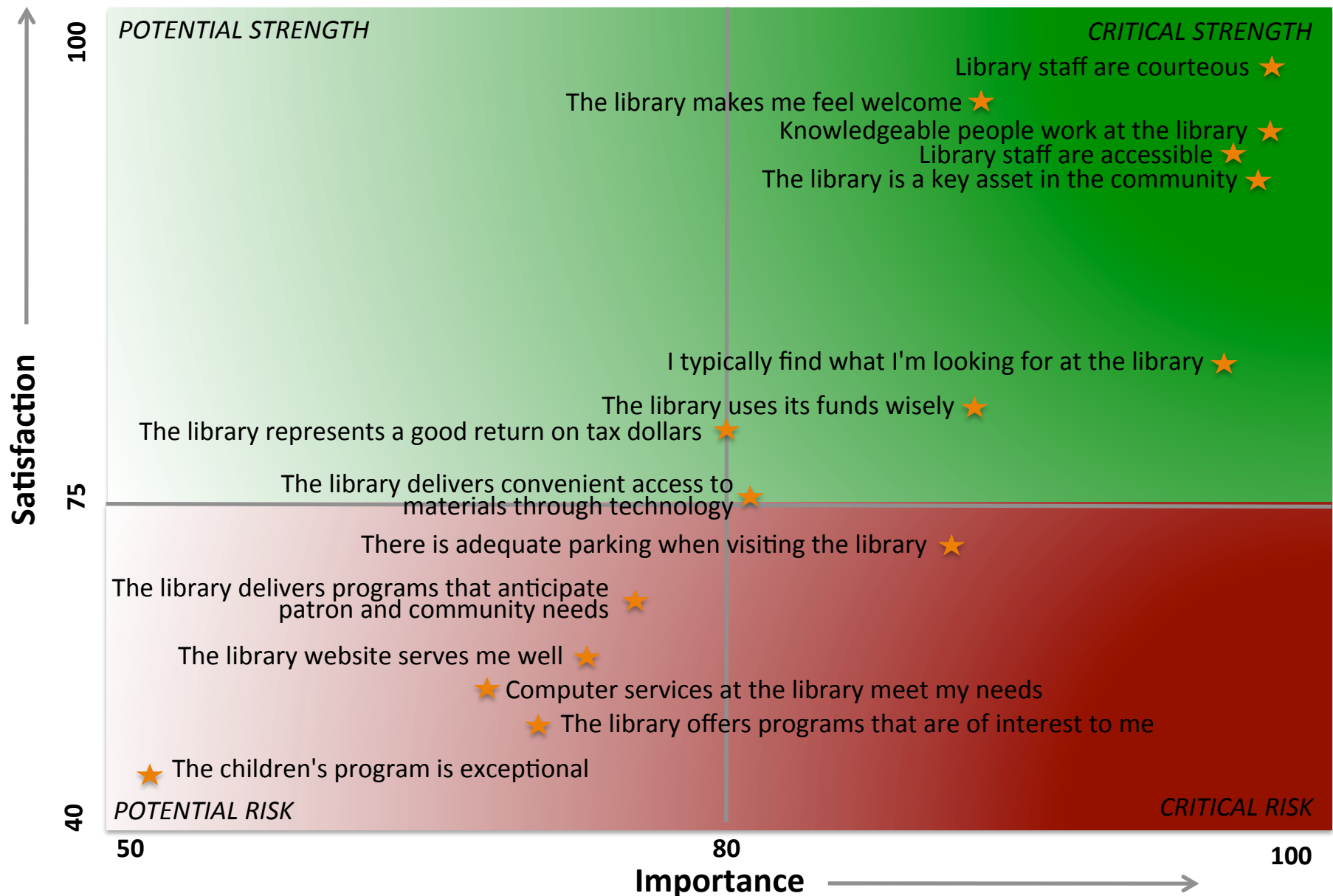
# Gap Analysis – Importance Versus Satisfaction

When comparing Top 2 Box importance and satisfaction ratings (combined important/very important versus satisfied/very satisfied scores), the gap between satisfaction and importance shows several areas worth considering in terms of future enhancements and communications. These are highlighted in RED below.

Attributes	Importance	Satisfaction
Library staff are courteous	96%	97%
Knowledgeable people work at the library	96%	94%
The library is a key asset in the community	95%	94%
Library staff are accessible	95%	95%
I typically find what I'm looking for at the library	94%	84%
The library makes me feel welcome	91%	94%
The library uses its funds wisely	91%	82%
There is adequate parking when visiting the library	88%	75%
The library represents a good return on tax dollars	83%	82%
The library delivers convenient access to materials through technology	83%	77%
The library delivers programs that anticipate patron & community needs	77%	74%
The library website serves me well	72%	68%
The library offers programs that are of interest to me	64%	66%
Computer services at the library meet my needs	61%	68%
The children's program is exceptional	54%	48%



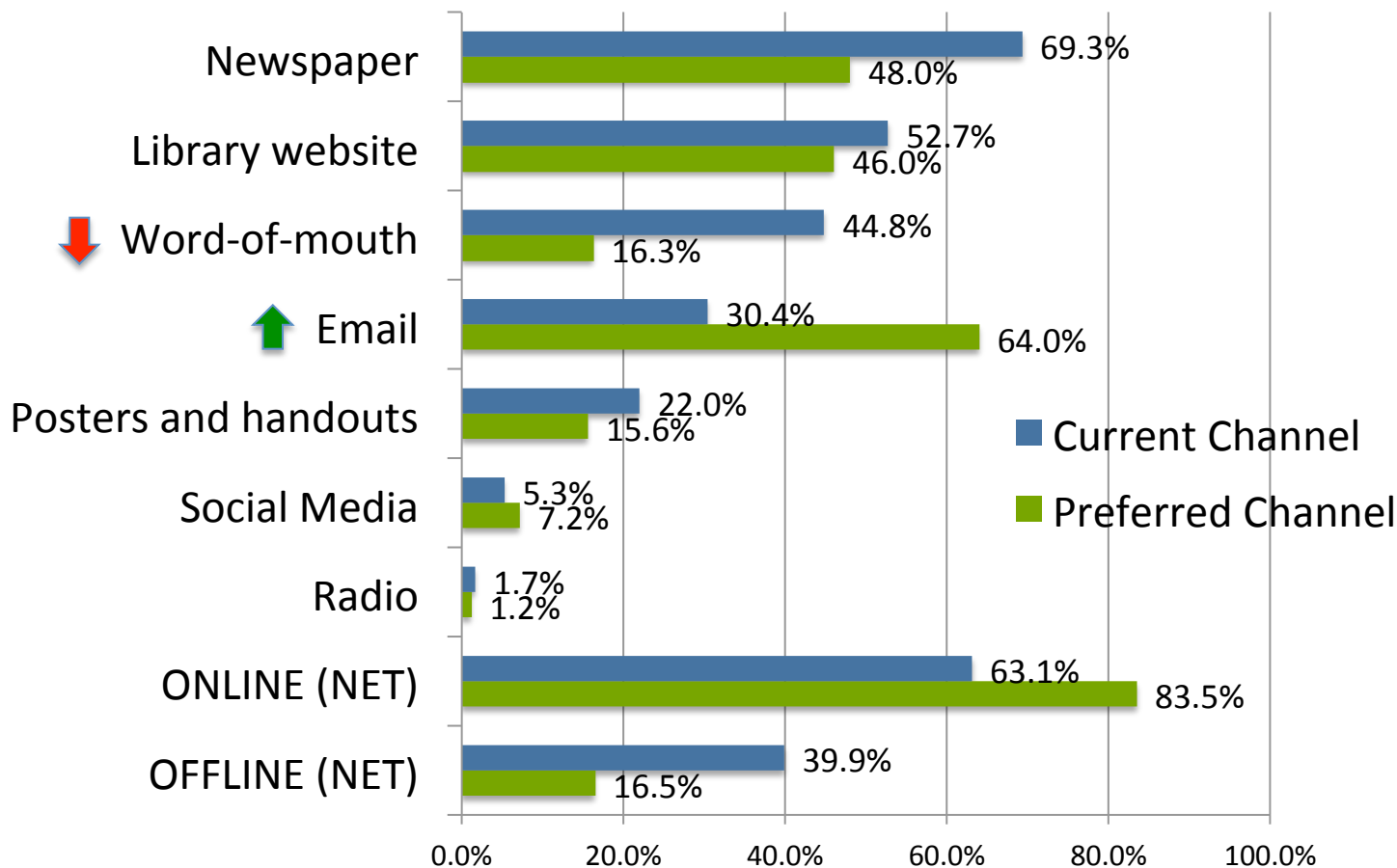
# Satisfaction Matrix





# Communication Channels

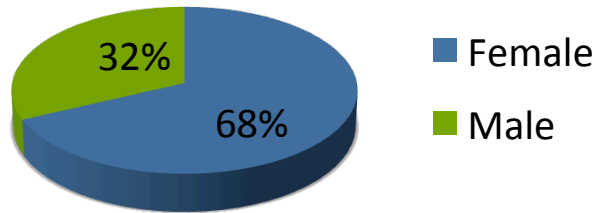
There is a big opportunity to grow your permission based email distribution list so people feel like they have timely information about library programs and services (people do not want to rely on word-of-mouth as much for this information). Library users also follow the general trend of information exchange migrating to digital channels.



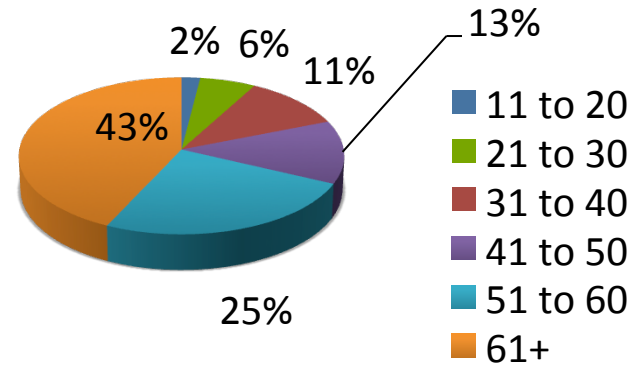
# DEMOGRAPHIC PROFILE OF RESPONDENTS

# Respondent Profile

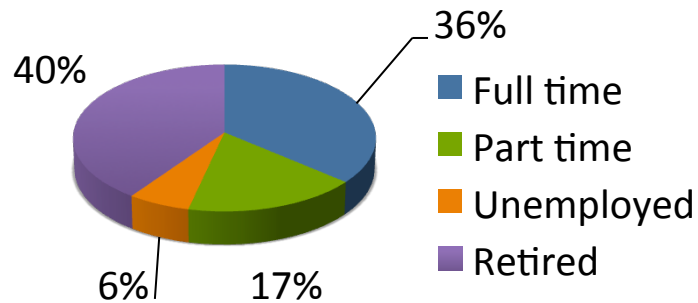
## Gender



## Age



## Employment Status



## Residence

