

Estes Valley Library Study Report

July 28, 2017

equation
RESEARCH

ESTES VALLEY
LIBRARY



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Objectives:

- The Estes Valley Library conducted a study, following a survey conducted in 2012, 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: June 15-29, 2017
- The core portion of the survey involved separate ratings first of how important each of 11 attributes were on a 5-point importance scale, followed by ratings of the same 11 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:

- 793 responses were received for the survey.

SUMMARY OF KEY FINDINGS

Importance Versus Satisfaction

- The Estes Valley Library performs very well across the attributes measured in this study. A majority of constituents are satisfied with the library's performance on all 11 attributes that apply to them (excluding responses of those for whom the attribute does not apply). The attributes rated as most important (*Library staff members provide the help I need, The Library makes me feel welcome*) also received the highest satisfaction ratings among constituents.
- The attributes where there maybe be some room for improvement are those where there are significant gaps between importance and satisfaction ratings (e.g., satisfaction ratings were much lower than importance ratings). These include:
 - *Programs designed specifically for teens*
 - *Resources for those seeking citizenship and English Language Learning (ELL)*
 - *Personal financial literacy classes*
 - *Library services for community business development and non-profit organizations*

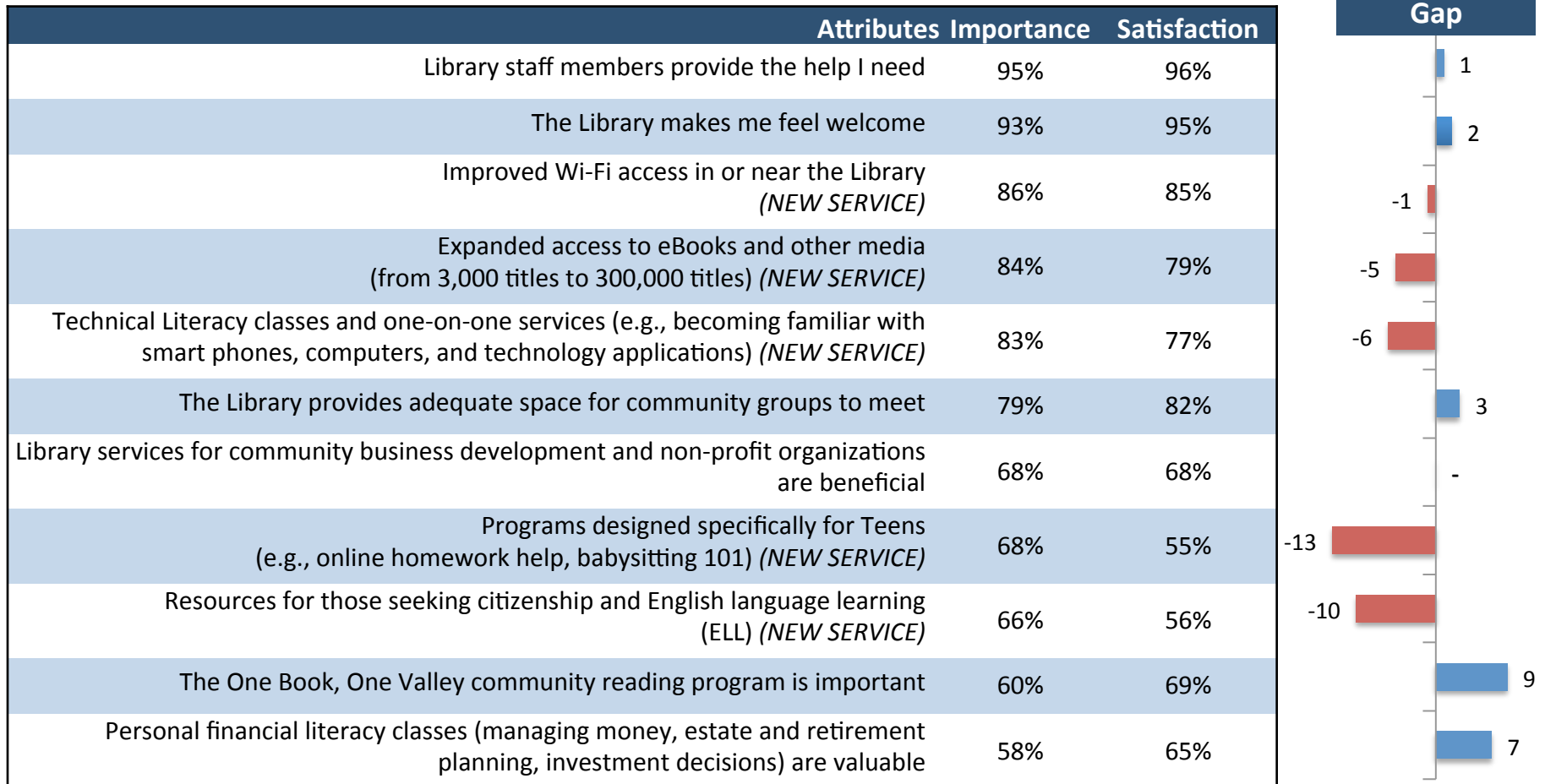
Communication Channels

- As was seen in the 2012 survey, constituents continue to use and prefer online channels to get information about library programs and services, specifically e-mails from the library.

STUDY RESULTS

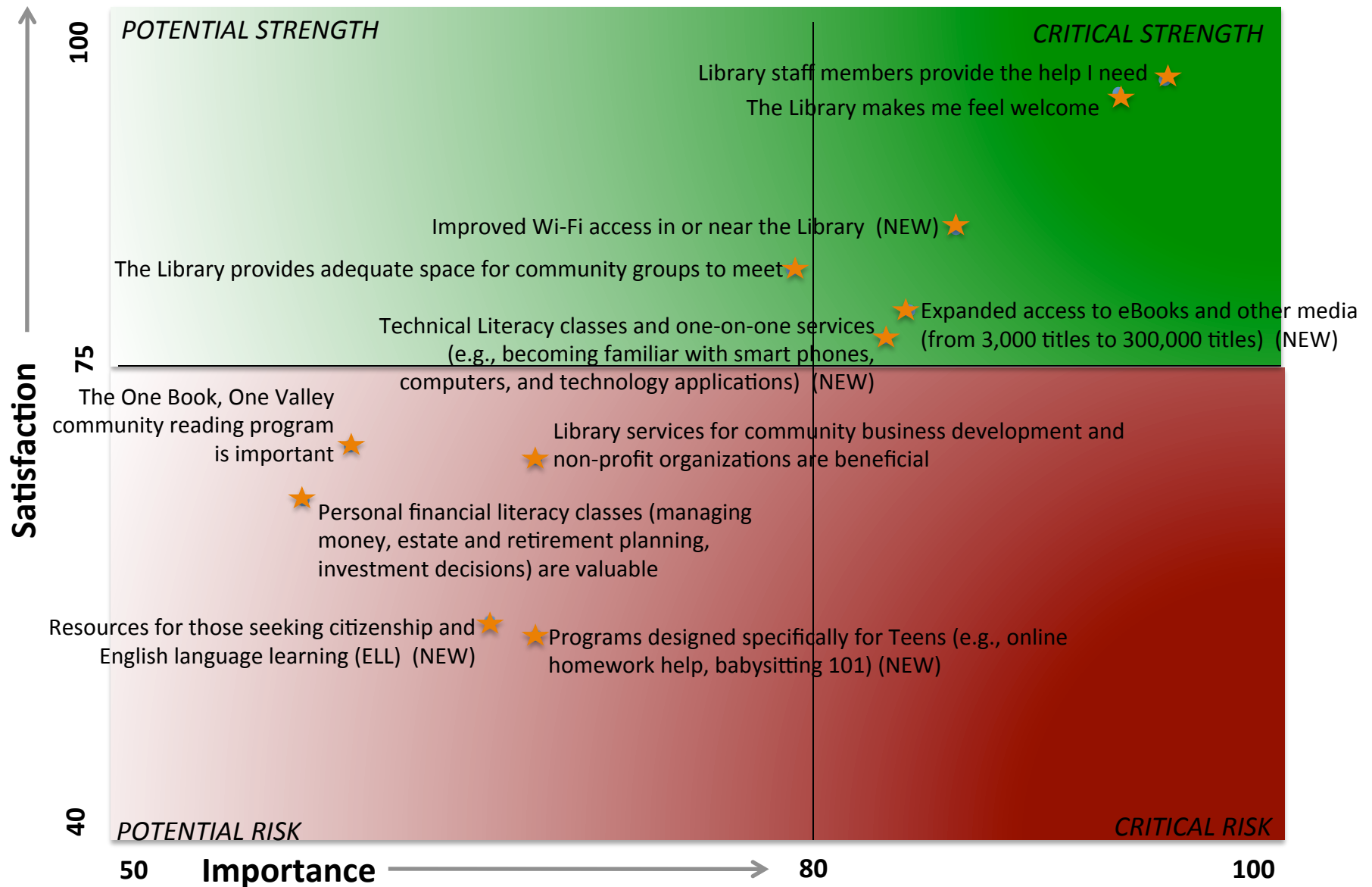
Gap Analysis – Importance Versus Satisfaction*

The gaps between Top 2 Box satisfaction and importance ratings show several areas worth considering in terms of future enhancements and communications. These are highlighted in RED below. The larger gaps are seen in new services and programs that have been implemented, and although there is room for improvement a majority of constituents impacted by these new services and programs are satisfied with them.



*Respondents who selected 'N/A – Does not apply' for satisfaction rating of an attribute excluded from both importance and satisfaction ratings for that attribute.

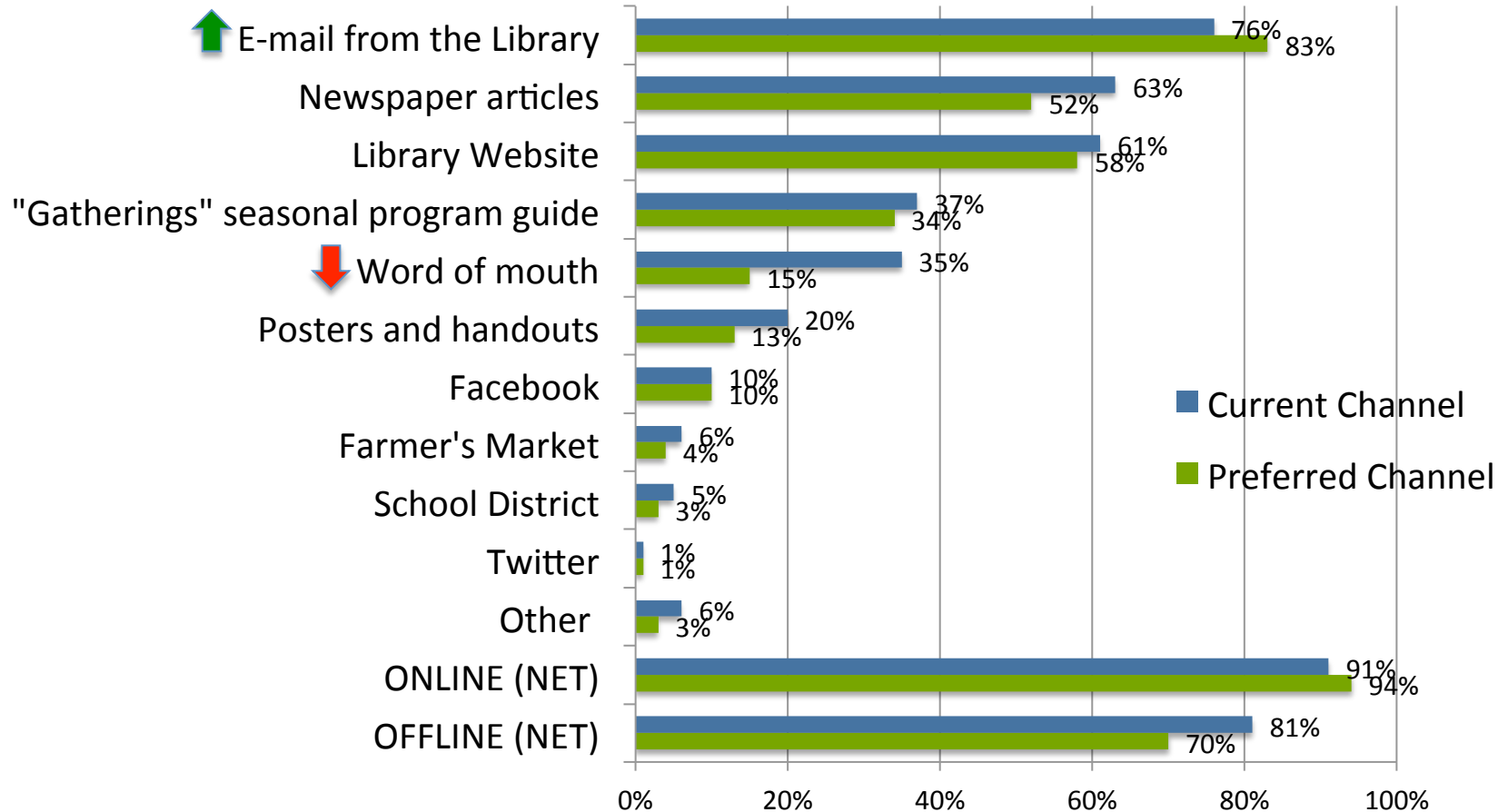
Satisfaction Matrix



* Respondents who selected 'N/A - Does not apply' for satisfaction rating of an attribute excluded from both importance and satisfaction ratings for that attribute.

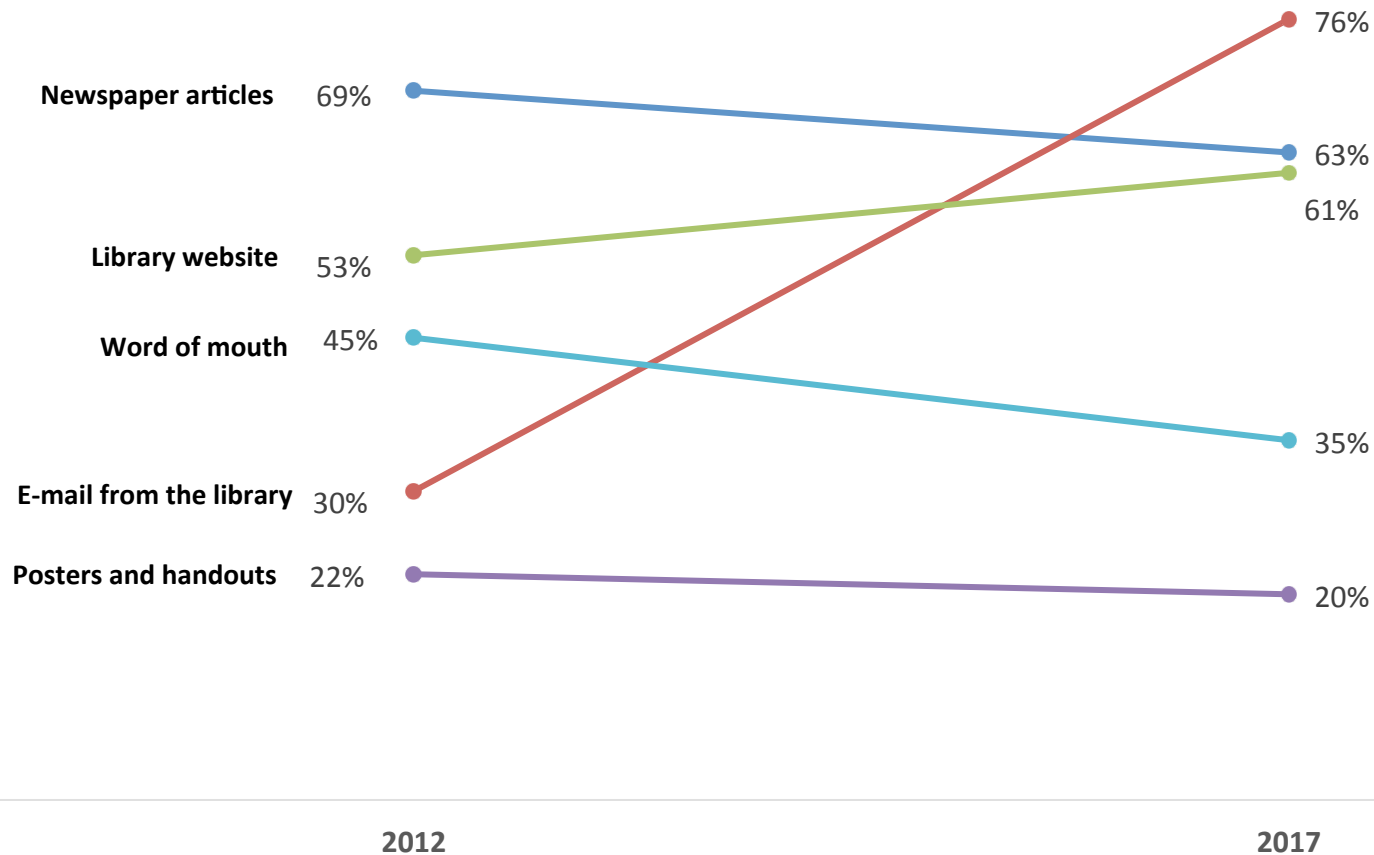
Communication Channels

As seen in 2012, library users continue to follow the general trend of information gathering migrating to digital channels. E-mail from the library is the top channel library users currently use to get information about the library, as well as being the preferred method of obtaining information. The channel with the largest gap between current and preferred use remains word of mouth.



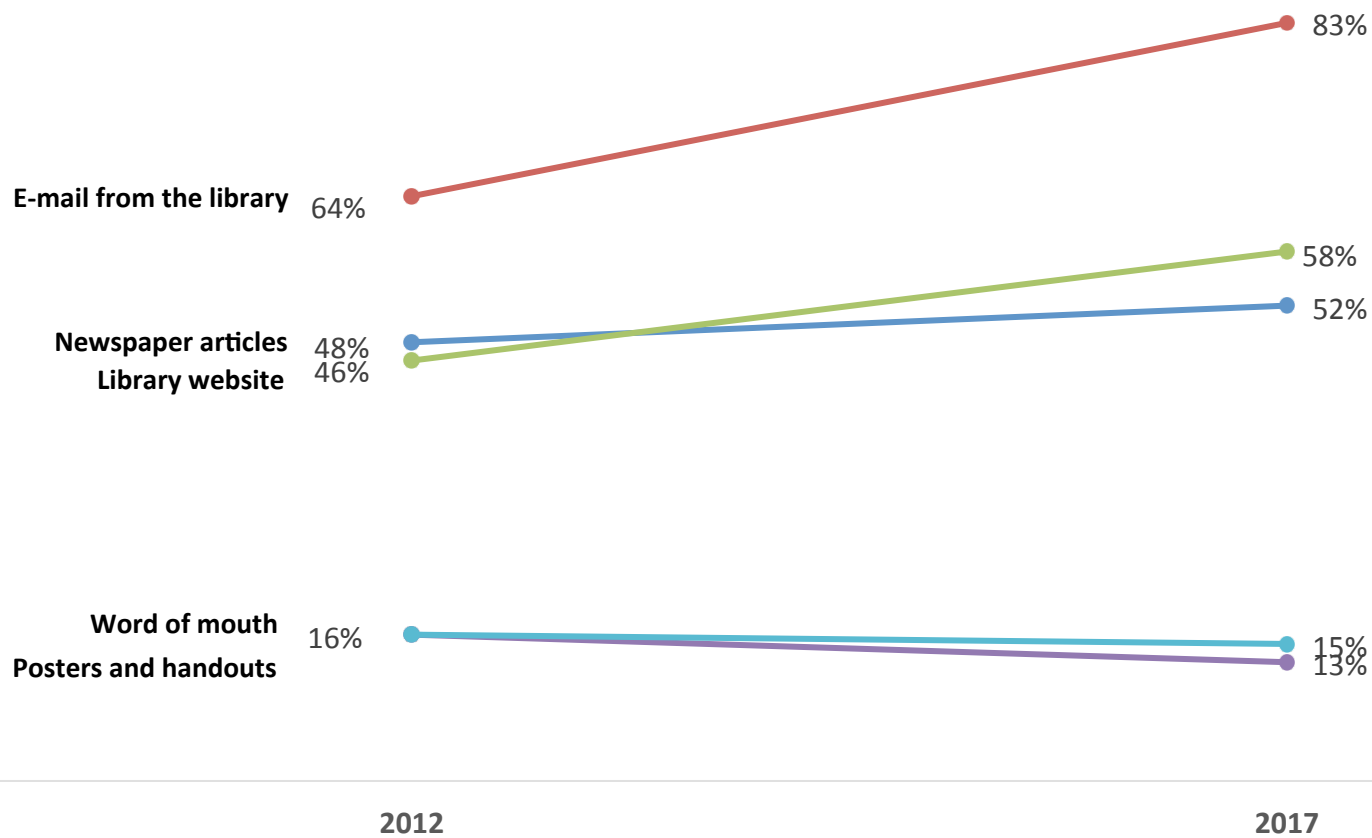
Communication Channels Used: 2012 - 2017

There has been a large increase in the number of constituents getting information about the library from e-mails from the library since 2012, as well as a substantial increase in those receiving information from the library website. Information gathered offline (i.e., newspaper articles, word of mouth, and posters and handouts) has decreased between 2012 and 2017.



Communication Channels Preferred: 2012 - 2017

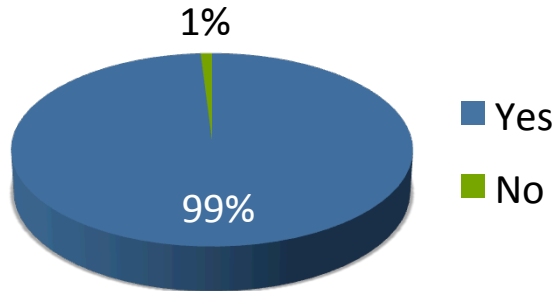
Preference to get information from digital sources (i.e., e-mail from the library and library website) has also increased from 2012 to 2017.



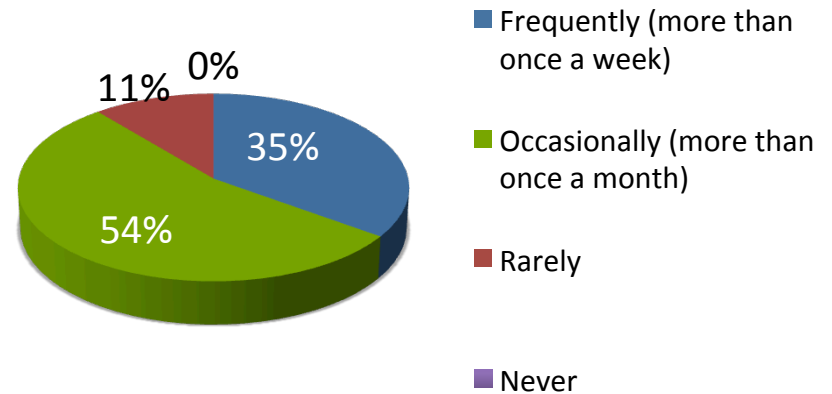
RESPONDENT PROFILE

Respondent Profile

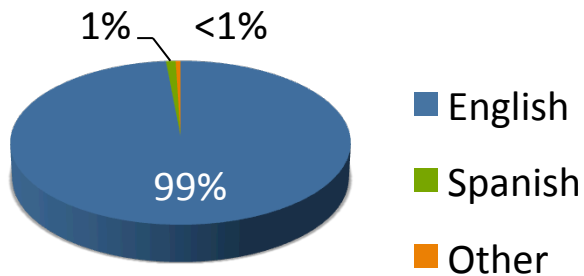
Has Estes Valley Library Card



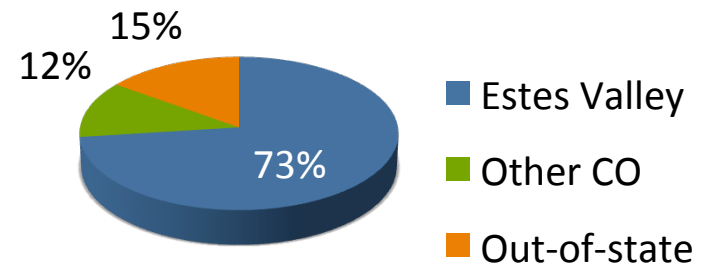
Library Usage (In-person or Electronically)



Primary Language Spoken



Primary Residence



Respondent Profile (cont.)

Someone in my household is...

