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.

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

- Female: 32%
- Male: 68%

Age

- 11 to 20: 13%
- 21 to 30: 43%
- 31 to 40: 25%
- 41 to 50: 11%
- 51 to 60: 6%
- 61+: 2%

Employment Status

- Full time: 40%
- Part time: 36%
- Unemployed: 6%
- Retired: 17%

Residence

- Estes Valley: 67%
- Other CO: 17%
- Out-of-state: 6%