



Community Assessment Tool Report
Your Library
8/15/17
Total Results



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KEY INDICATORS

Overall Satisfaction

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

Solid positive	92%
On the fence	7%
Solid negative	1%

Usage Trends

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

More	46%
Less	13%
Same	41%

Average annual change in library use 6%

Market Potential

Percent of the population indicating they never use the library... 19%

Top three priorities of non-users

Provide more programs for adults.

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

Improve publicity regarding library resources, services, and programs.

Social Experience

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

Solid positive	52%
On the fence	35%
Solid negative	13%

Respondents 1777

DRIVERS

Drivers of Customer Satisfaction

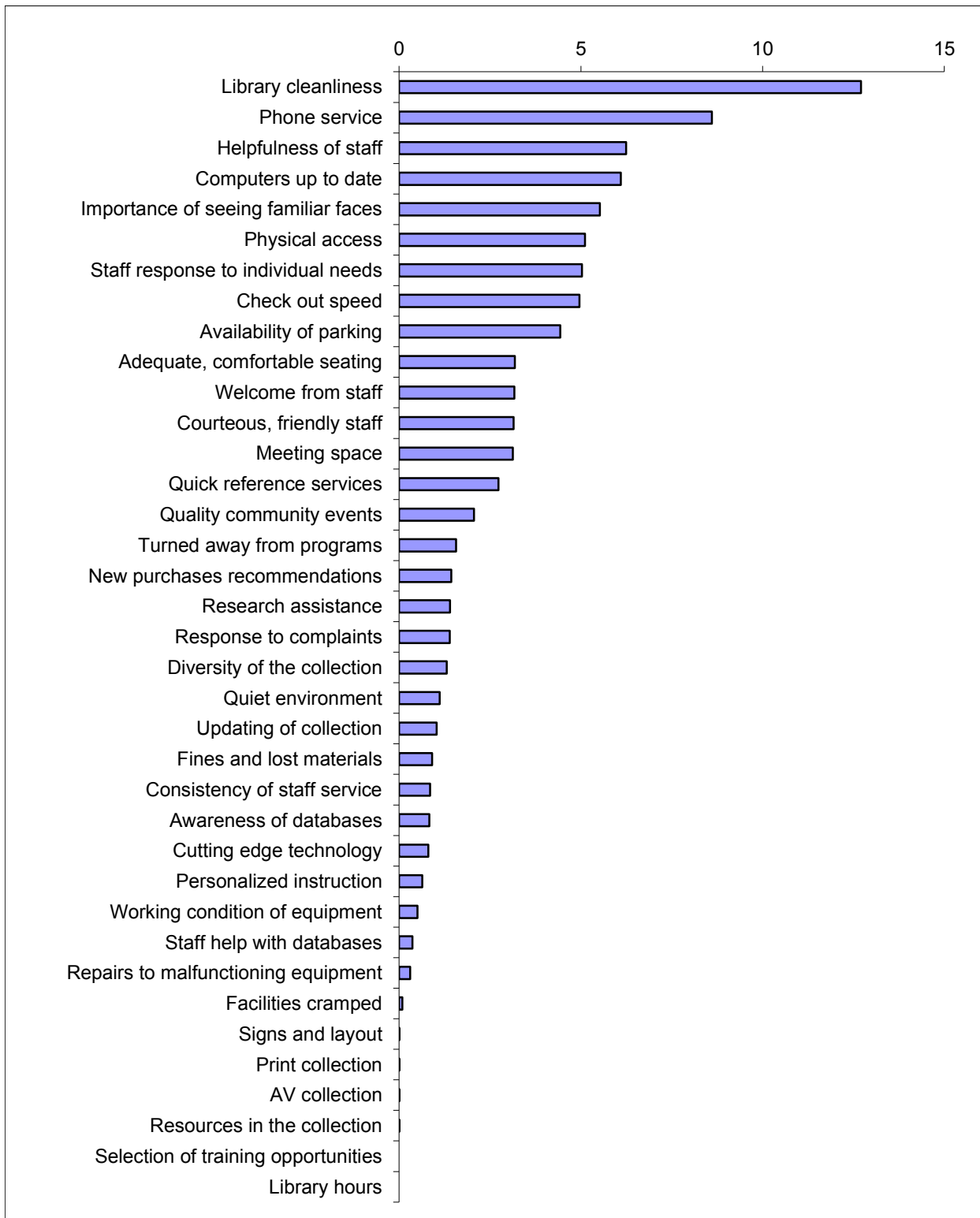
These are the strongest reasons in the survey for people to feel positive or negative about their library experiences:

- Driver #1 When I have a special need, our reference librarians conduct research or provide additional resources quickly enough to be helpful.
- Driver #2 I receive prompt, courteous, and helpful service when I call the library on the phone.
- Driver #3 Our library does a good job updating our collection of print materials, electronic resources, and audio visuals.
- Driver #4 The print collection of the library (e.g. books, magazines, newspapers) consistently has available the information that I expect.
- Driver #5 All library staff members make me feel welcome at the library.
- Driver #6 I feel the library is safe for members of my family and myself.
- Driver #7 Staff members go out of their way to address my individual needs.
- Driver #8 When I have a problem with library services, prompt and positive attention is focused on my complaint.
- Driver #9 Staff members are consistently courteous and friendly.
- Driver #10 Staff members are available to provide the personalized instruction I need in using computers and other equipment.

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 feel 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



>10	Insignificant	25 - 35	Important	>50	Urgent
10 - 25	Somewhat important	35 - 50	Very important		

PRIORITIES FOR MARKET EXPANSION

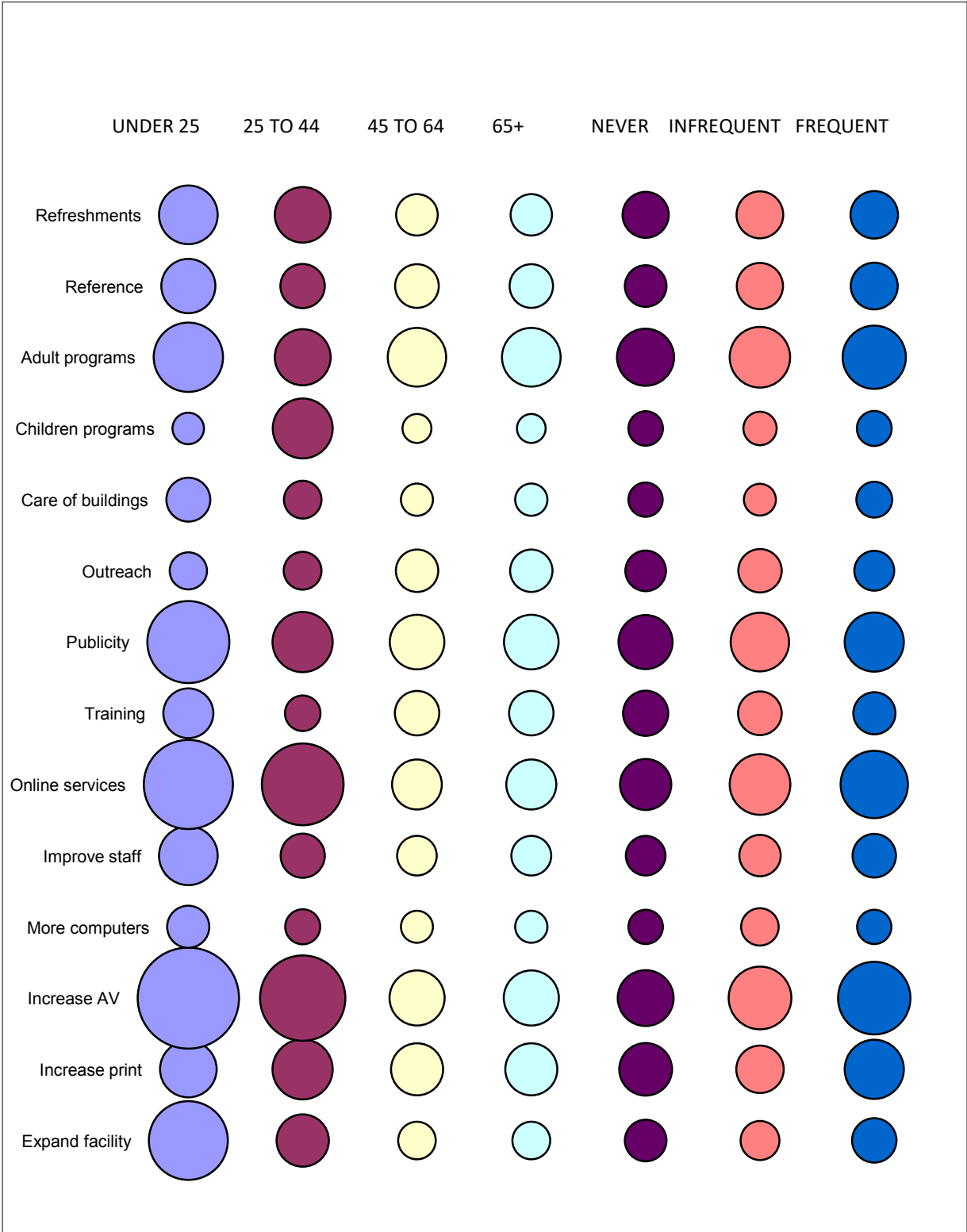
Overall Priorities

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	Increase the audio-visual collection (e.g. DVDs, music, video games, and digital downloads).	92
Second	Provide more online services such as registration for library cards, programs, and email notification of reserves.	100
Third	Provide more programs for adults.	95
Fourth	Improve publicity regarding library resources, services, and programs.	78
Fifth	Increase the print material collection (e.g. books, magazines and newspapers).	75
Sixth	Provide a separate area in the library that serves refreshments and allows casual conversation.	90
Seventh	Strengthen the reference department to provide expanded, timely assistance to patrons.	65
Eighth	Expand /renovate library facilities to better serve the community.	60
Ninth	Increase training for patrons using library equipment (including computers) at the point of use.	60
Tenth	Improve and expand staff services for patrons.	87
Eleventh	Strengthen library outreach programs to those unable to physically come to the library.	82
Twelfth	Improve care of buildings and grounds.	87
Thirteenth	Provide more computer stations for patrons.	53
Fourteenth	Provide more programs for children.	41

The number in the "Rank" column is a percentile rank that compares the strength of the goal to that of others libraries in the database. A percentile rank of 25 on a particular goal indicates that it is a higher priority for respondents in your community than it is for 25% of the other libraries. Lower overall percentile ranks generally indicate that there may be less energy for improving library services.

PRIORITIES FOR BY GROUP



The size of the bubble is proportionate to the strength of the goal.

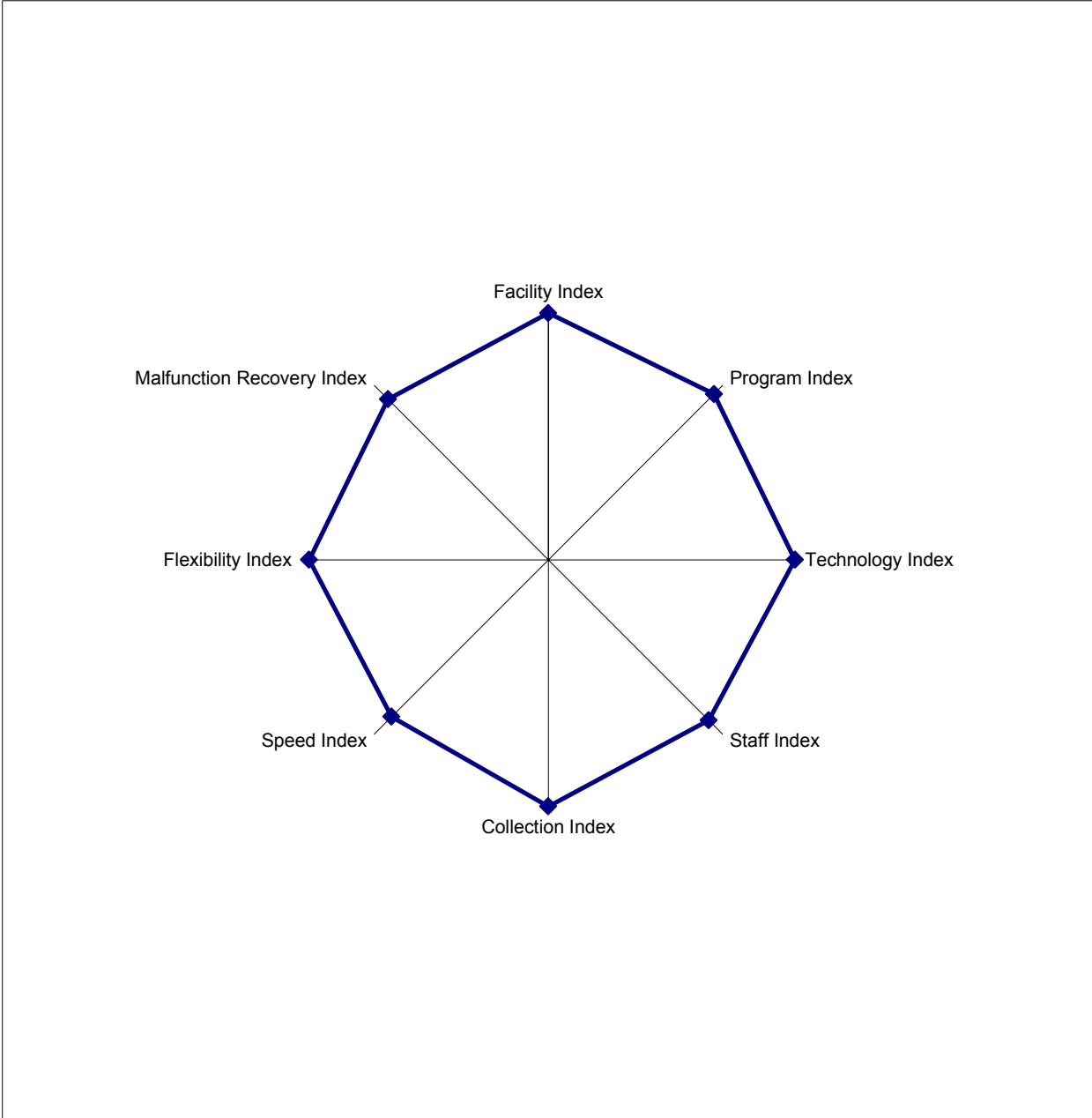
DEMOGRAPHICS

Age		Usage	
Below 19	0%	never	19%
19 – 24	1%	once a year	4%
24 -- 35	5%	twice a year	8%
36 – 45	12%	once a month	23%
46 – 55	17%	twice a month	20%
56 – 65	23%	once a week	15%
65+	41%	twice a week	9%
		every day	3%

Years in Community		Distance from Library	
under 1 year	4%	under 4 blocks	3%
1 – 2	4%	5 – 8 blocks	5%
2 – 5	9%	1 – 2 miles	33%
5 – 10	12%	3 – 4 miles	30%
10 – 20	22%	5 – 9 miles	17%
20+	49%	10 – 15 miles	7%
		over 15 miles	4%

Department		Education	
reference	11%	less than HS	0%
AV	17%	some HS	0%
adult fiction	38%	HS grad	5%
adult nonfiction	17%	some college	18%
periodicals	3%	college grad	33%
youth	5%	post grad work	9%
children	9%	grad degree	34%

PERFORMANCE OVERVIEW



This is a radar plot of your performance data. The higher your performance in a given area, the further the point is from the center of the graph. Work areas are indicated where the graph "dents" in. A library that is performing well in all areas approaches a perfect circle.

PERFORMANCE INDICES - FACILITIES INDEX

Question Text

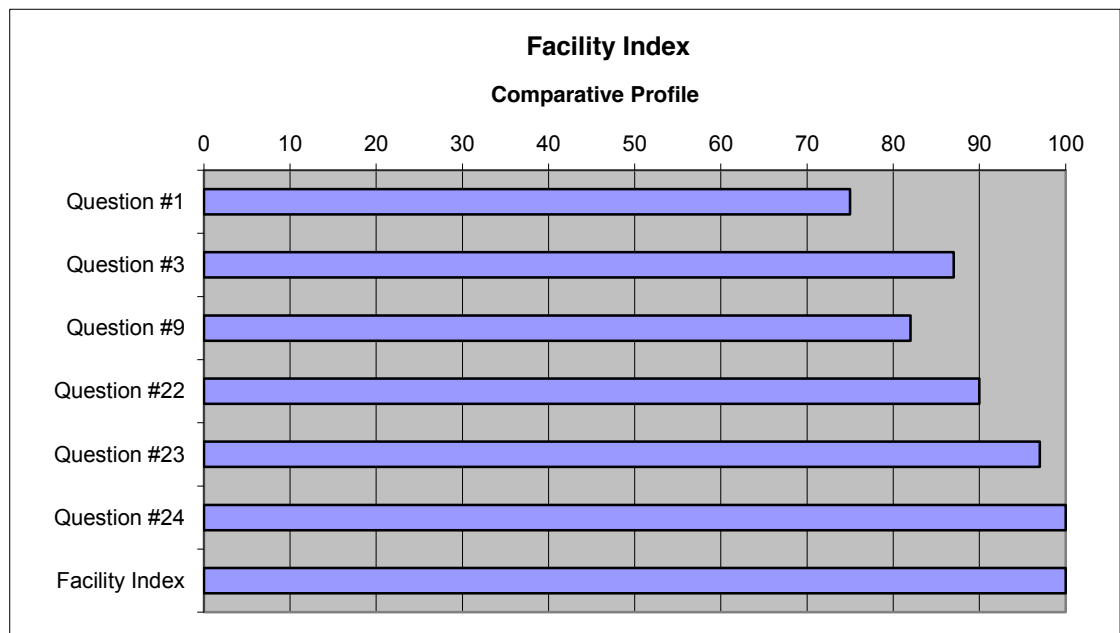
- Q1 Parking for patrons is well lit and safe.
- Q3 There is always adequate, comfortable seating when I come to the library.
- Q9 Our library provides adequate access to almost all patrons regardless of physical limitations.
- Q22 Our library is consistently able to provide meeting space to nearly all 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 to locate what I am seeking.

Community Responses

	Strongly disagree	Disagree	Tend to disagree	Tend to agree	Agree	Strongly agree
Q1	2.8	0.3	1.3	5.8	34.0	55.7
Q3	1.6	0.7	1.6	7.5	35.4	53.2
Q9	1.5	0.3	0.4	7.2	39.5	51.1
Q22	0.9	1.2	1.3	12.1	40.1	44.4
Q23	48.1	37.8	10.0	1.2	1.3	1.7
Q24	0.9	0.9	3.2	15.5	42.2	37.2

Comparative Profile

Percentile Rank



PERFORMANCE INDICES - PROGRAM INDEX

Question Text

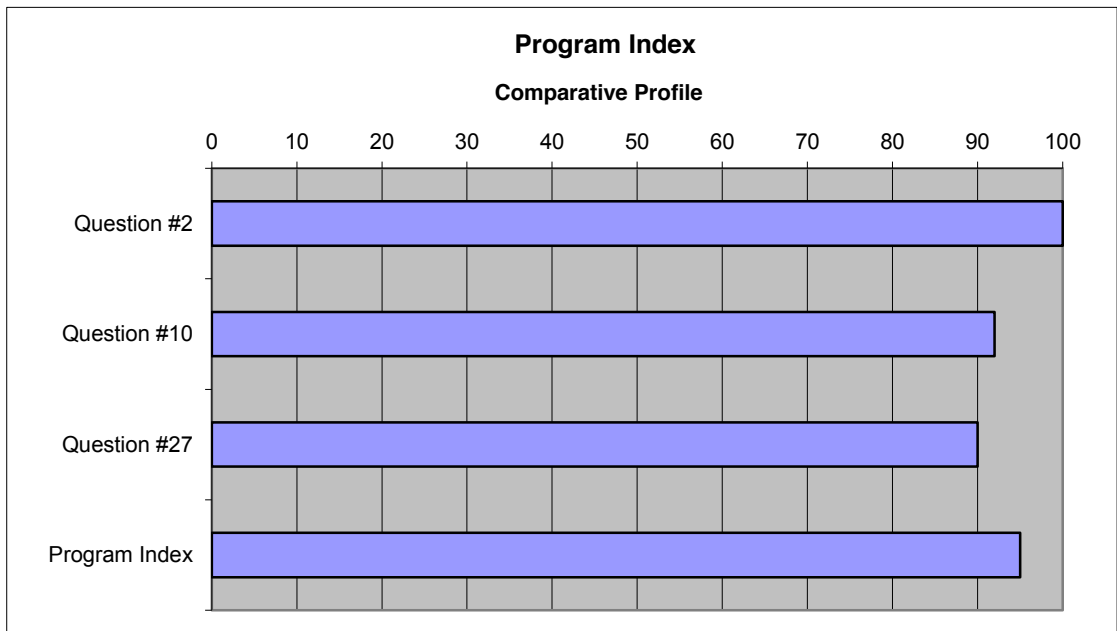
- Q2 Our library offers a varied selection of training and educational events.
- Q10 Our library regularly provides or participates in enjoyable community events such as concerts, festivals, and recreational events.
- Q27 I am rarely turned away from special programs and events because they are filled.

Community Responses

	Strongly disagree	Disagree	Tend to disagree	Tend to agree	Agree	Strongly agree
Q2	1.5	0.6	1.8	10.3	41.7	44.1
Q10	1.4	1.1	2.6	13.5	42.9	38.4
Q27	2.3	4.0	3.4	13.2	43.3	33.8

Comparative Profile

Percentile Rank



PERFORMANCE INDICES - TECHNOLOGY INDEX

Question Text

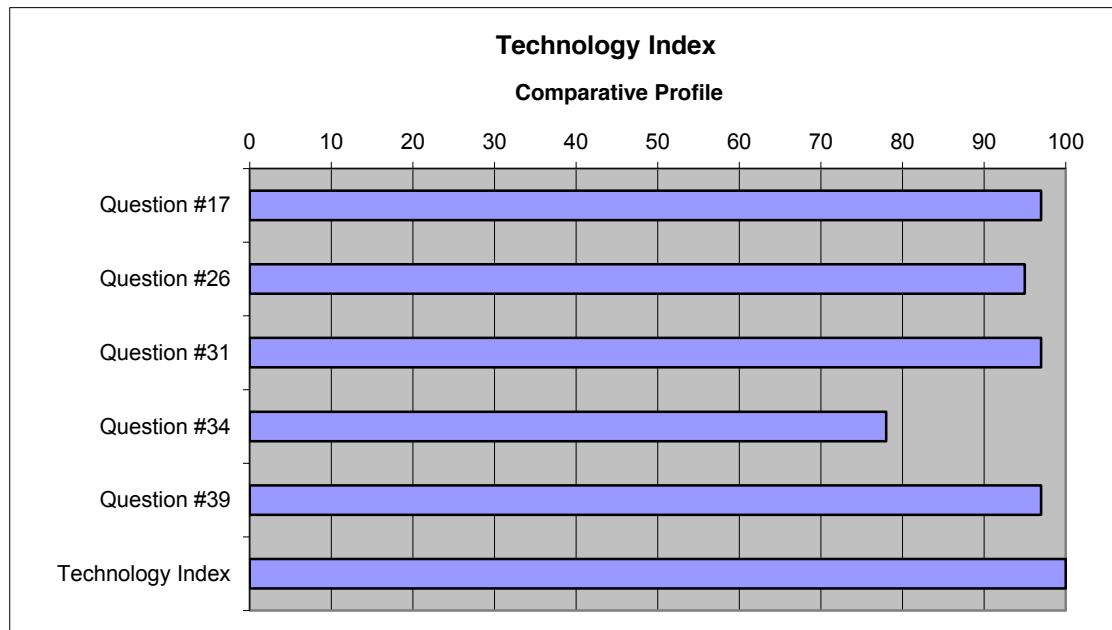
- Q17 Staff members are available to provide the personalized instruction I need in using computers and other equipment.
- Q26 The staff has made me aware of databases available electronically at the library.
- Q31 Our library is usually on the cutting edge with the latest technology.
- Q34 The library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

Community Responses

	Strongly disagree	Disagree	Tend to disagree	Tend to agree	Agree	Strongly agree
Q17	1.0	0.6	2.1	9.6	38.8	47.9
Q26	2.6	8.3	8.0	13.3	36.7	31.0
Q31	1.0	0.5	3.9	16.5	41.1	37.1
Q34	0.6	0.7	2.3	16.4	45.7	34.4
Q39	3.7	12.1	9.9	15.4	35.1	23.8

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 at the library.
Q19	All library staff members 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 when I call the library 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	2.0	0.1	0.6	5.2	28.3	63.7
Q6	1.5	0.2	1.1	5.2	24.3	67.7
Q7	1.1	0.1	1.3	8.1	34.3	55.2
Q14	1.5	1.0	2.3	6.5	36.6	52.1
Q15	1.5	1.0	1.6	8.8	35.9	51.2
Q19	1.4	0.5	1.8	6.6	31.3	58.4
Q20	1.7	0.5	1.0	8.5	32.5	55.8
Q29	1.4	1.5	2.5	10.5	41.8	42.4
Q35	1.2	0.3	0.9	7.4	37.6	52.5
Q36	1.3	0.8	2.2	12.8	36.6	46.3
Q38	1.8	2.5	4.1	13.6	40.1	37.8

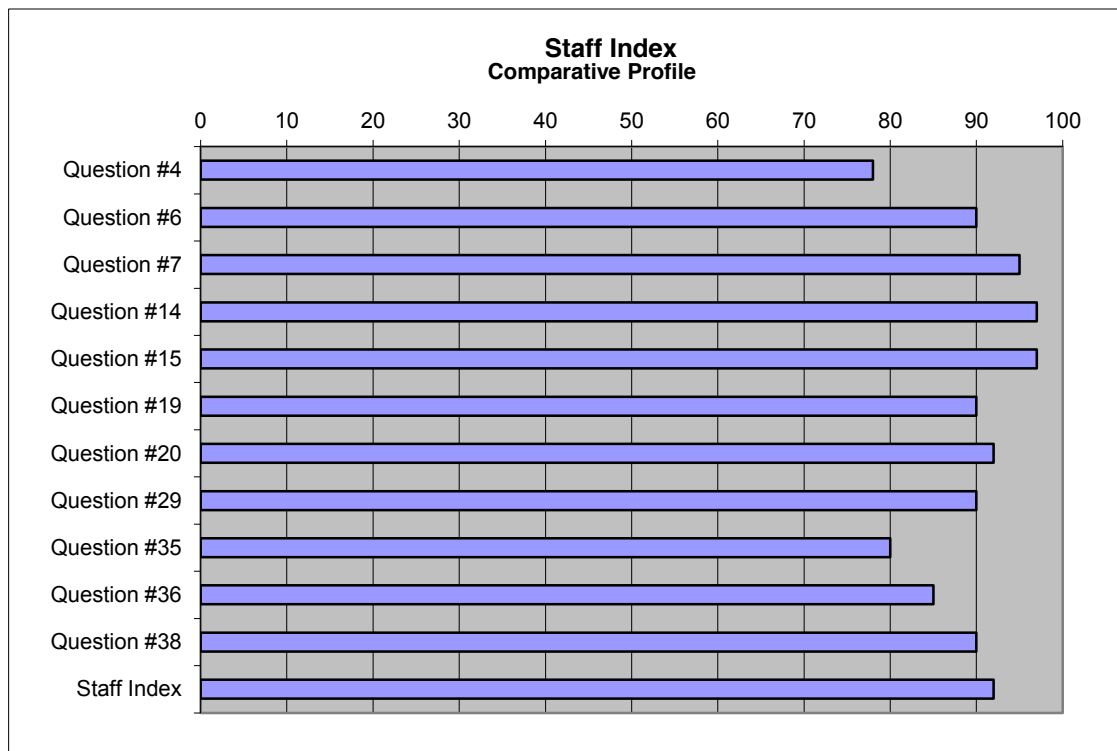
PERFORMANCE INDICES - STAFF INDEX

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 at the library.
- Q19 All library staff members 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 when I call the library 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.

Comparative Profile

Percentile Rank



PERFORMANCE INDICES - COLLECTION INDEX

Question Text

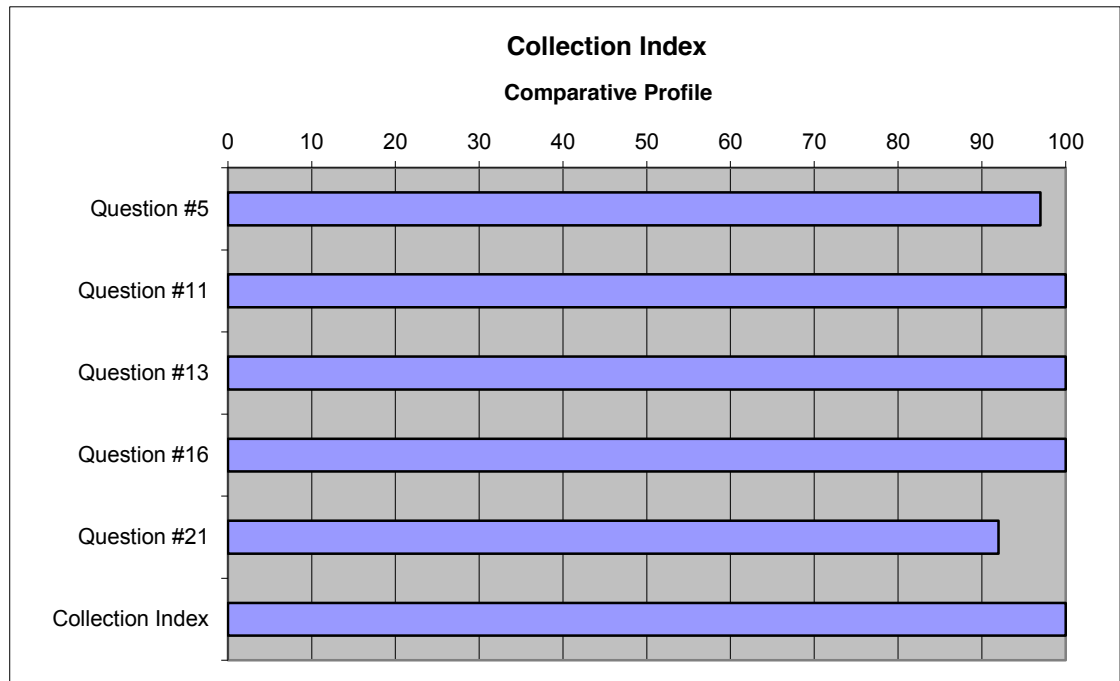
- Q5 Our library does a good job updating our collection of print materials, electronic resources, and audio visuals.
- Q11 I consistently find materials of interest to me in the library audio-visual collection of materials such as DVDs, music, and audio books.
- Q13 I regularly find the book or resource I am looking for in our library collection.
- Q16 The print collection of the library (e.g. books, magazines, newspapers) consistently has available 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	1.3	0.5	2.3	8.6	36.0	51.3
Q11	1.5	0.9	3.0	10.1	35.2	49.3
Q13	1.3	1.2	3.4	16.2	38.1	39.9
Q16	1.1	0.8	2.1	11.2	40.5	44.2
Q21	0.7	1.0	2.1	13.0	41.4	41.8

Comparative Profile

Percentile Rank



PERFORMANCE INDICES - OPERATIONS INDEX

Question Text

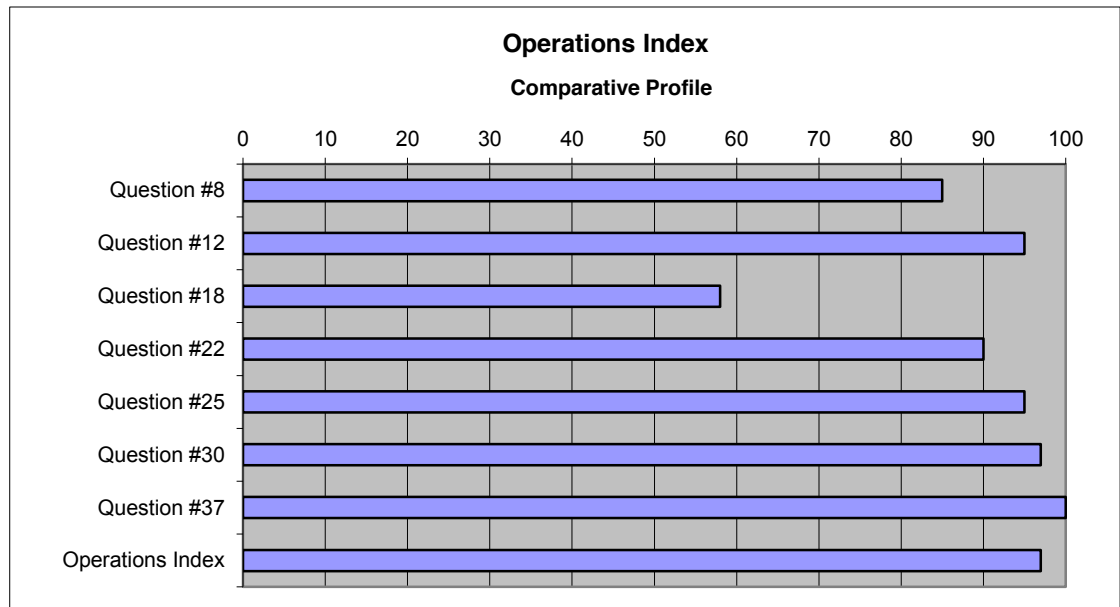
- Q8 Check out at the circulation desk is generally quick and simple.
- Q12 The library consistently provides a quiet environment that makes my time there productive and enjoyable.
- Q18 Our library is kept clean and attractive.
- Q22 Our library is consistently able to provide meeting space to nearly 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, the library makes quick repairs to minimize inconvenience to users.
- 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	1.4	0.2	0.9	4.9	30.6	62.0
Q12	1.8	0.8	1.7	7.5	34.4	53.8
Q18	1.7	0.0	0.2	2.6	23.0	72.4
Q22	0.9	1.2	1.3	12.1	40.1	44.4
Q25	1.0	1.0	1.5	10.6	46.7	39.1
Q30	0.9	1.2	1.7	11.9	45.9	38.3
Q37	5.2	24.8	28.4	18.4	14.1	9.1

Comparative Profile

Percentile Rank



PERFORMANCE INDICES - SPEED INDEX

Question Text

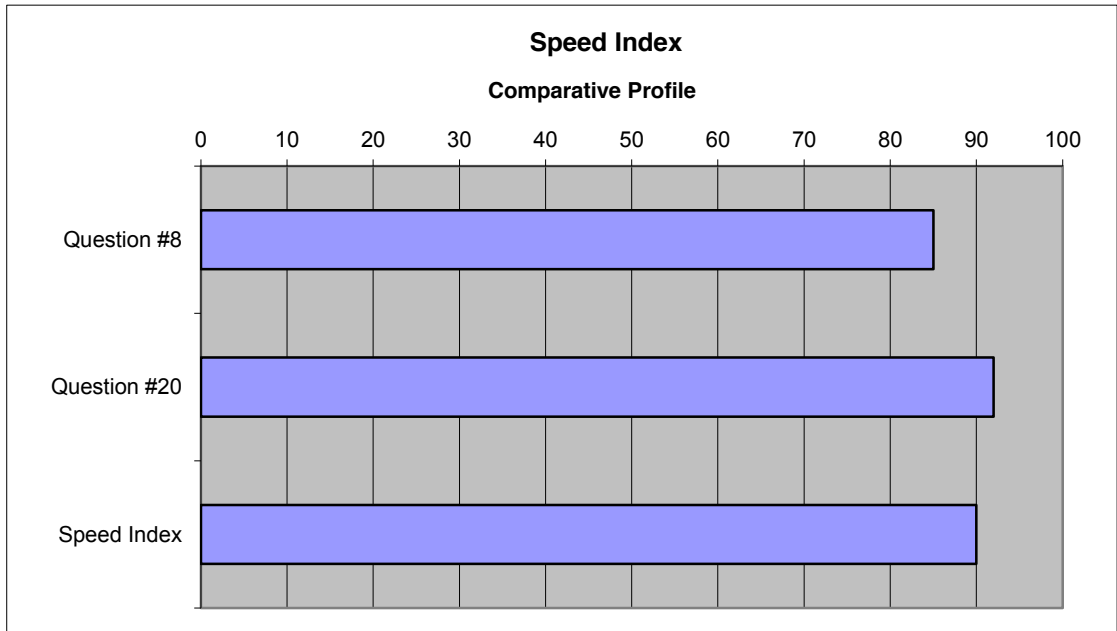
Q8 Check out at the circulation desk is generally quick and simple.
 Q20 When I have a special need, our reference librarians conduct research or provide additional resources quickly enough to be helpful.

Community Responses

	Strongly disagree	Disagree	Tend to disagree	Tend to agree	Agree	Strongly agree
Q8	1.4	0.2	0.9	4.9	30.6	62.0
Q20	1.7	0.5	1.0	8.5	32.5	55.8

Comparative Profile

Percentile Rank



PERFORMANCE INDICES - MALFUNCTION RECOVERY INDEX

Question Text

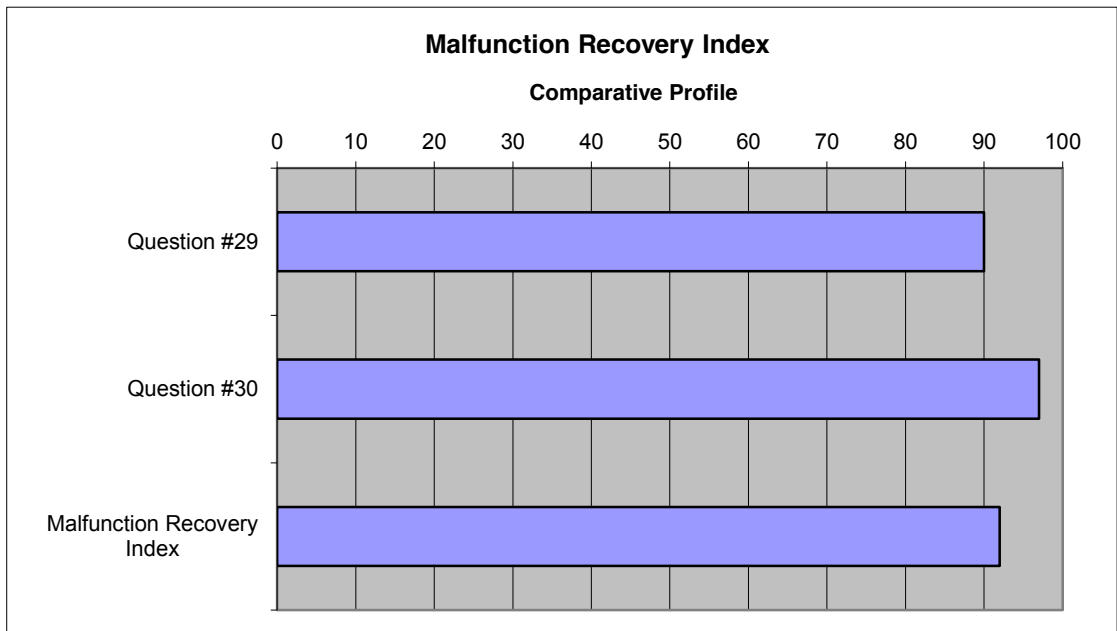
- Q29 When I have a problem with library services, prompt and positive attention is focused on my complaint.
- Q30 When equipment malfunctions, the library makes quick repairs to minimize inconvenience to users.

Community Responses

	Strongly disagree	Disagree	Tend to disagree	Tend to agree	Agree	Strongly agree
Q29	1.4	1.5	2.5	10.5	41.8	42.4
Q30	0.9	1.2	1.7	11.9	45.9	38.3

Comparative Profile

Percentile Rank



COMPARATIVE DATA IN TABULAR FORMAT

		Rank
Question #1	Parking for patrons is well lit and safe.	75
Question #3	There is always adequate, comfortable seating when I come to the library.	87
Question #9	Our library provides adequate access to almost all patrons regardless of physical limitations.	82
Question #22	Our library is consistently able to provide meeting space to nearly all groups that request it.	90
Question #23	Our library facilities are cramped and difficult to maneuver in.	97
Question #24	The signs and layout of our library make it easy to locate what I am seeking.	100
Facility Index		100
Question #2	Our library offers a varied selection of training and educational events.	100
Question #10	Our library regularly provides or participates in enjoyable community events such as concerts, festivals, and recreational events.	92
Question #27	I am rarely turned away from special programs and events because they are filled.	90
Program Index		95
Question #17	Staff members are available to provide the personalized instruction I need in using computers and other equipment.	97
Question #26	The staff has made me aware of databases available electronically at the library.	95
Question #31	Our library is usually on the cutting edge with the latest technology.	97
Question #34	The library computers are up-to-date and in good working order.	78
Question #39	The staff has trained me to access information through databases available electronically at the library.	97
Technology Index		100
Question #4	Our library staff members are consistently able to provide the help I need.	78
Question #6	Staff members are consistently courteous and friendly.	90
Question #7	Our reference librarians always provide the research assistance to meet my needs.	95
Question #14	I am satisfied with the way staff members deal with fines and lost materials.	97
Question #15	I receive the same high quality service from each staff member at the library.	97
Question #19	All library staff members make me feel welcome at the library.	90
Question #20	When I have a special need, our reference librarians conduct research or provide additional resources quickly enough to be helpful.	92
Question #29	When I have a problem with library services, prompt and positive attention is focused on my complaint.	90
Question #35	I receive prompt, courteous, and helpful service when I call the library on the phone.	80
Question #36	Staff members go out of their way to address my individual needs.	85
Question #38	When I make recommendations to staff members about new purchases, I believe my input is always taken seriously.	90
Staff Index		92

COMPARATIVE DATA IN TABULAR FORMAT

		Rank
Question #5	Our library does a good job updating our collection of print materials, electronic resources, and audio visuals.	97
Question #11	I consistently find materials of interest to me in the library audio-visual collection of materials such as DVDs, music, and audio books.	100
Question #13	I regularly find the book or resource I am looking for in our library collection.	100
Question #16	The print collection of the library (e.g. books, magazines, newspapers) consistently has available the information that I expect.	100
Question #21	Our library collection reflects the variety of individuals and groups in our community.	92
Collection Index		100
Question #8	Check out at the circulation desk is generally quick and simple.	85
Question #12	The library consistently provides a quiet environment that makes my time there productive and enjoyable.	95
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.	90
Question #25	Equipment at our library such as copiers and public telephones are almost always working when I need them.	95
Question #30	When equipment malfunctions, the library makes quick repairs to minimize inconvenience to users.	97
Question #37	Our library should be open more hours during the week to better serve the community.	100
Operations Index		97
Question #8	Check out at the circulation desk is generally quick and simple.	85
Question #20	When I have a special need, our reference librarians conduct research or provide additional resources quickly enough to be helpful.	92
Speed Index		90
Question #29	When I have a problem with library services, prompt and positive attention is focused on my complaint.	90
Question #30	When equipment malfunctions, the library makes quick repairs to minimize inconvenience to users.	97
Malfunction Recovery Index		92

Supplemental Questions

Q64 The library should offer a Maker Space area to facilitate content creation (e.g. 3D printing, Audio Visual recording, Laser Cutter and Engraver).

Strongly disagree	6.0%
Disagree	7.4%
Tend to disagree	9.8%
Tend to agree	20.7%
Agree	16.4%
Strongly agree	14.6%
Don't know	25.3%