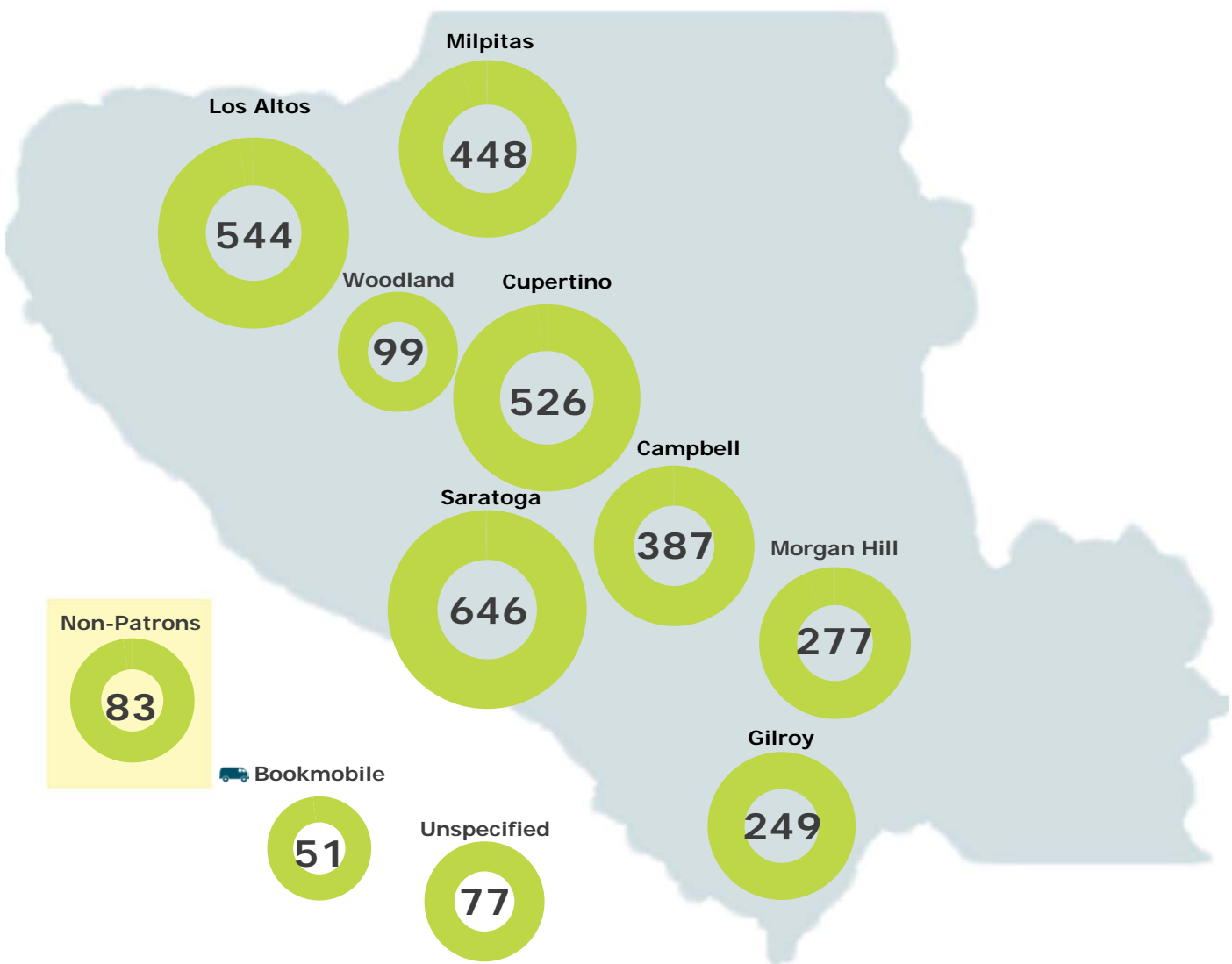


Key Findings from the 2016 Patron Satisfaction Survey

The Santa Clara County Library District (SCCLD), in partnership with Harder+Company Community Research, administered a Patron Satisfaction Survey designed to better understand why and how patrons use the library, their opinions about the importance of specific services and programs, and their satisfaction with specific elements of the library and overall library experience. This report brief highlights key findings from the survey, which was available in paper and online format from April 18 through May 31, 2016. The last page of this brief provides recommendations based on survey findings.

A total of 3,387 individuals completed the Patron Satisfaction Survey. Nearly all respondents (98%) reported having used the library in the last year; the remaining 2% were identified as “non-patrons” (i.e., those who had not used the library in the last year). The map below displays the number of surveys completed by library location.

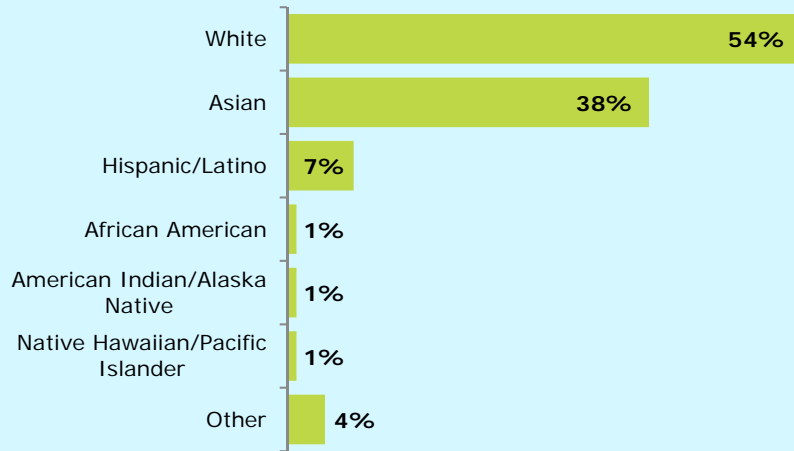


Survey Participants (n=3,387)



Respondent Characteristics

Race/Ethnicity (n=2,994)



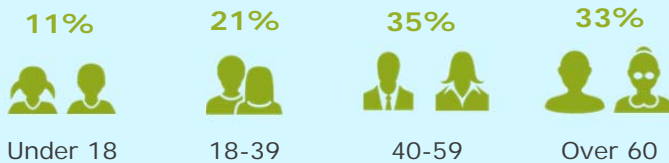
Over half of survey respondents (54%) identified as White, and nearly 40% identified as Asian.

Less than 10% identified as Hispanic/Latino, African American, American Indian/Alaska Native, Native Hawaiian/Pacific Islander, or another race/ethnicity.

The most common responses for “Other” race/ethnicity were multi-racial/multi-ethnic, Indian, Cantonese, and Middle Eastern.

Percentage totals may be greater than 100 percent because participants could select more than one response.

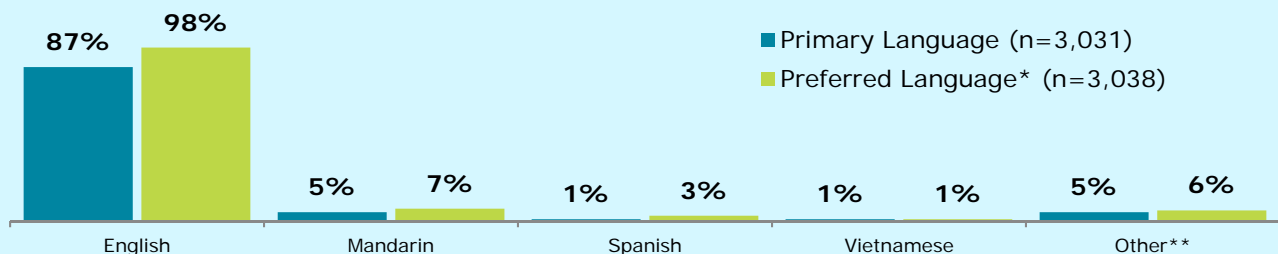
Age (n=2,935)



Over two-thirds of survey respondents were over the age of 40—of those, about half were between 40 and 59 and the other half were over 60. One-fifth were younger adults (age 18 through 39), and the remaining 11% were under 18.

Primary Language and Preferred Languages for Library Material

The majority of survey respondents reported English as their primary language and nearly all reported preferring library materials to be available in English. Smaller shares of respondents indicated they prefer library materials to be available in Mandarin (7%), Spanish (3%), Vietnamese (1%), or another language (6%).

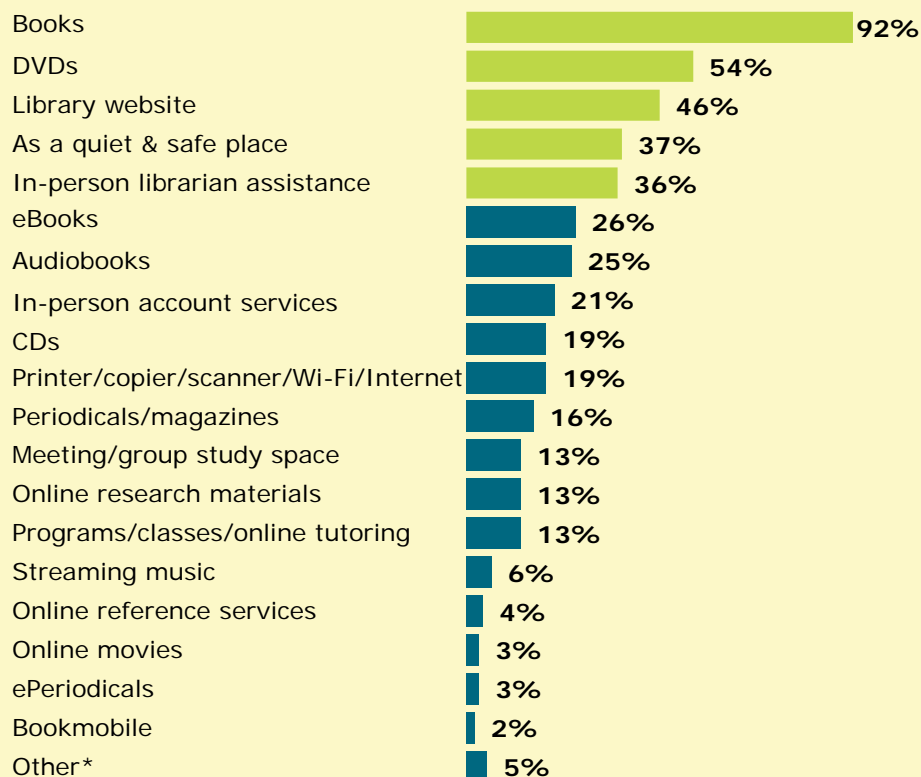


*Percentage totals for preferred language may be greater than 100 percent because participants could select more than one response.

**Other includes American Sign, Arabic, Bosnian, Burmese, Cantonese, Chinese, Croatian, Czech, Dutch, Farsi, Finnish, French, German, Gujarati, Hebrew, Hindi, Indonesian, Italian, Japanese, Korean, Marathi, Persian, Polish, Portuguese, Russian, Serbian, Slovenian, Swahili, Tagalog, Taiwanese, Tajik, Tamil, Telugu, Thai, Tigrigna/Amharic, and Ukrainian.

How Patrons Use the Library

Most Important Services (n=3,162)



Respondents were asked to select the five library services that are most important to them. The top five rated services included two types of collections—books and DVDs—as well as the library website, the library in its capacity as a quiet and safe place, and in-person librarian assistance.

The next most important services included a mix of the following:

- additional types of **collections** (eBooks, audiobooks, CDs, and periodicals/magazines);
- **services and programming** (in-person account services, programs and classes); and
- **equipment and facilities** (computing equipment, meeting/study space, and online research materials).

In-person support—librarian assistance and account services—were both relatively important features for patrons.

Percentage totals may be greater than 100 percent because participants could select more than one response.

*Other (n>=5) includes: video games, Friends of the Library, inter-library loans, purchase books, and apps.

Accessing Information about the Library (n=3,236)

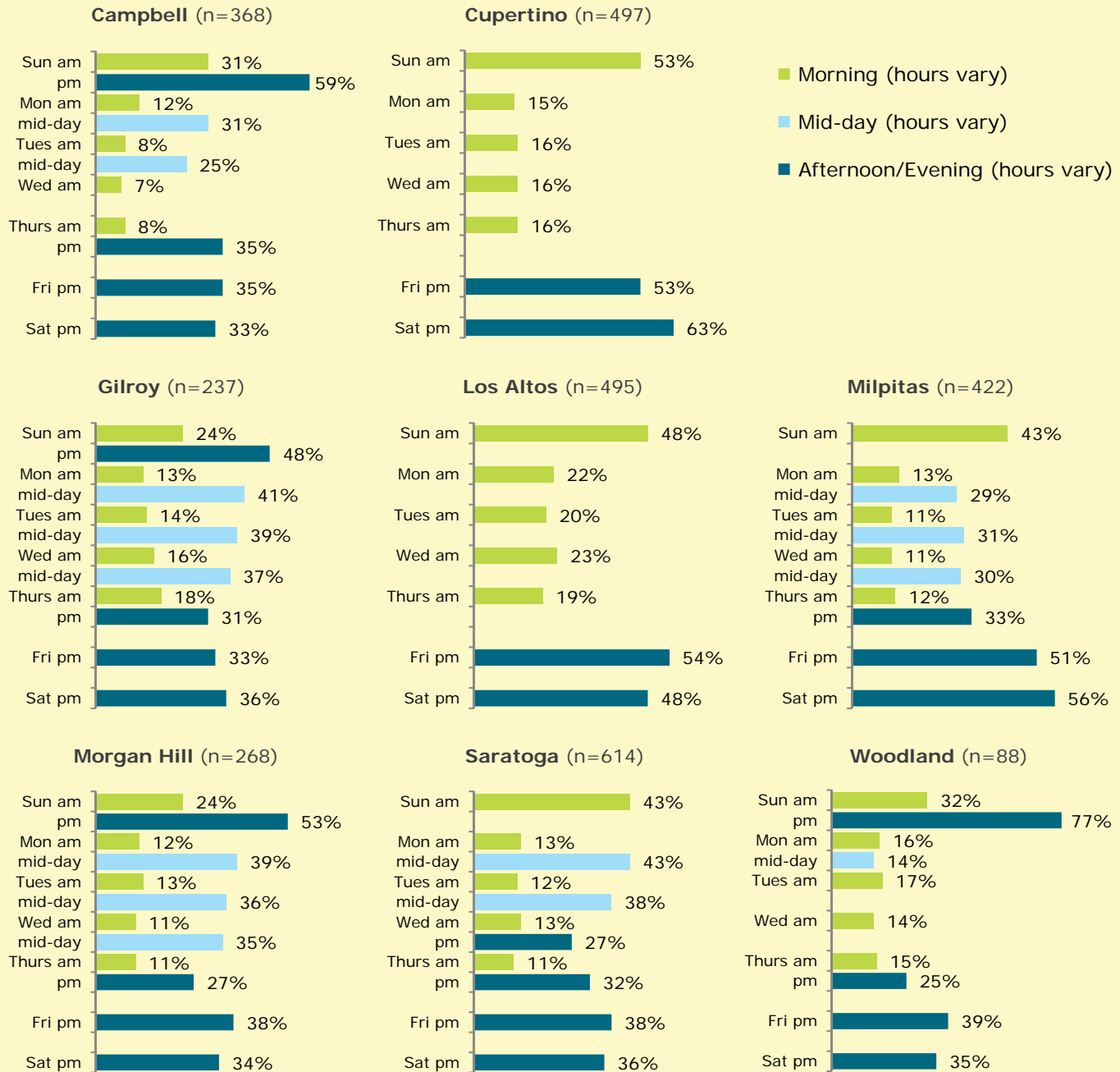


For a large majority of respondents, the library's website was one of the primary ways they access information about the library. The next most frequent methods for accessing information about the library—although far less common—were via flyers, staff/telephone, and word of mouth.

Preferred Library Hours

The graphs below provide a summary of the days and times during which respondents indicated they would visit the library if it were to expand its hours. Responses are presented by library site because hours vary by location (only the hours that were included on the survey are shown below).

While responses varied by site, Friday and Saturday evening rose to the top across all locations as times that at least one-third of respondents said they would visit libraries if they were open.



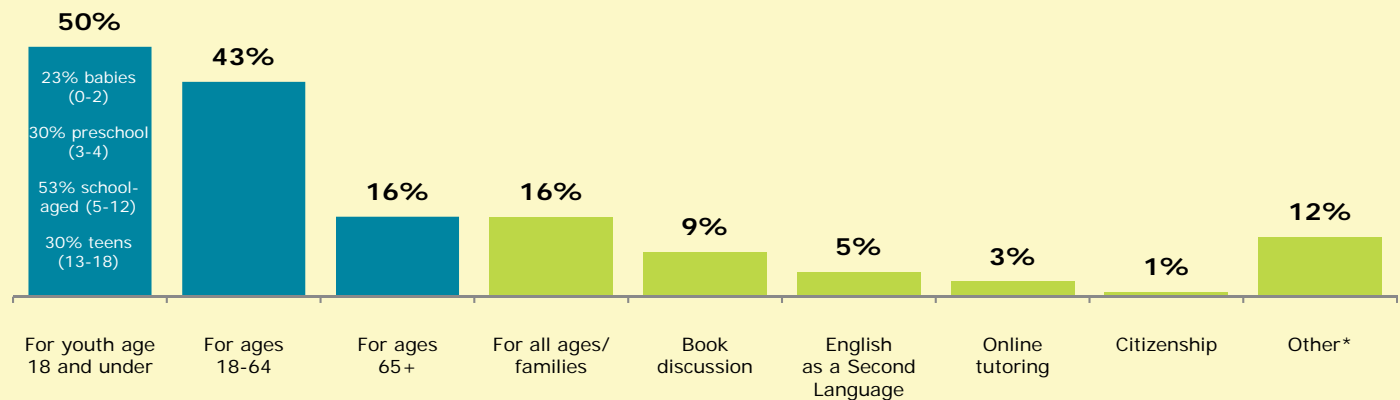
Note: For the following locations, only a subset of respondents provided input on Thursday evening hours: Campbell (n=150), Gilroy (n=158), Milpitas (n=263), and Morgan Hill (n=123).

Classes and Programs that Patrons Use Most Often (n=1,056)

SCCLD offers a range of classes and programs for community members of all ages. Just over one-third of respondents (34%) reported participating in a library class or program during the past year.

Among those individuals, half indicated that they had attended programs for children and youth under the age of 18, with the majority having attended programs for school-age children. Just under half had attended classes or programs for adults (age 18 through 64), while smaller shares reported attending classes or programs for seniors or all ages/families (16 percent each).

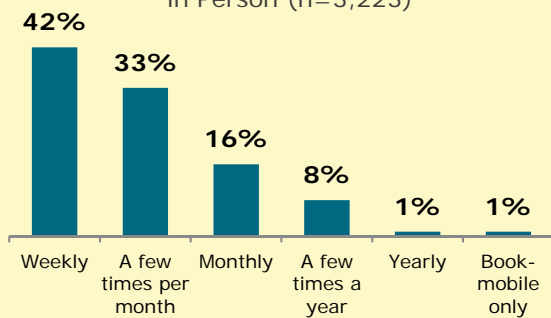
In terms of non-age specific programming, survey respondents most commonly reported participating in book discussions, English as a Second Language programs, and online tutoring.



Percentage totals may be greater than 100 percent because participants could select more than one response.
 *Other includes author (n=14), garden (n=14), exercise/health (n=11), book sale (n=5), and art (n=3).

Library Usage

How Often Patrons Visit the Library in Person (n=3,223)

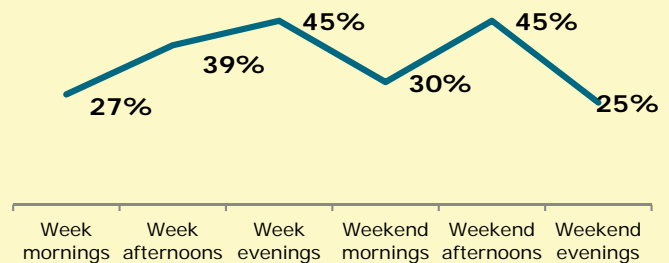


As the chart above illustrates, patrons who visit the library more frequently are more likely to complete a survey such as this one.

Three-fourths of survey respondents reported visiting the library in person a few times a month or weekly during the past year. Another 24% reported visiting the library in person monthly or a few times a year.

Program Hours

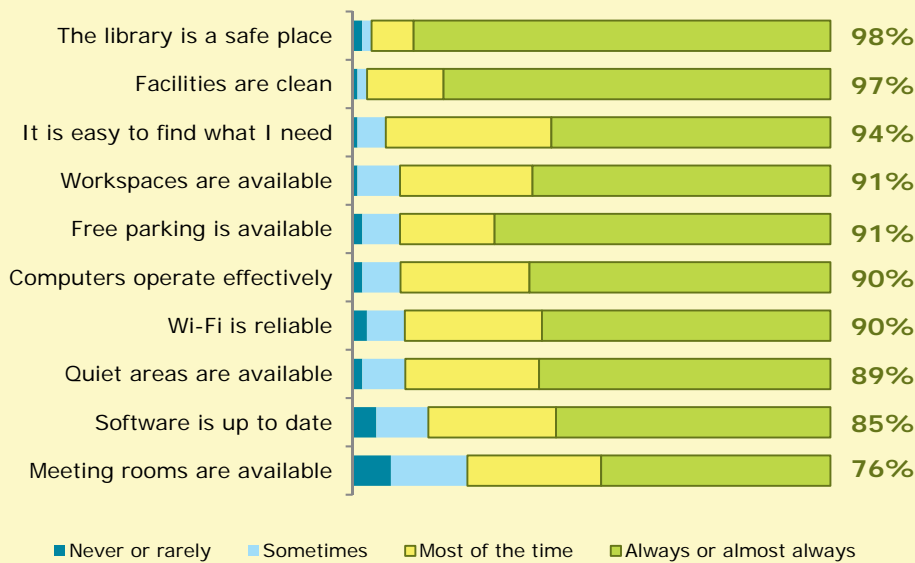
Preferred Program Hours (n=1,055)



Survey respondents also provided input about the days and times they prefer for library programs in general. Their most commonly preferred times for library programs were weekday evenings and weekend afternoons, followed by weekday afternoons.

Less commonly preferred times for programming were mornings (both weekday and weekend) and weekend evenings.

Facilities



Percentages indicate participants who selected "Most of the time" or "Always or almost always."

For all of the positive statements about facilities, over three-fourths of survey respondents reported that they were true at least *most of the time*.

They indicated the highest levels of agreement with statements about safety, cleanliness, and the ease of finding what they need.

When asked how the library can better meet any physical or special needs, the most common responses indicated high levels of satisfaction with current facilities. For example:

"I have to say that you guys are doing an EXCELLENT job. You should be very proud of the service that SCCL provides!"

"The library already meets all the needs and I cannot think of any way it needs improvement."

"They have wheelchair access and also an elevator, and stairs. I think they have a lot covered."

"Great parking, large space, nearby bathrooms, audio/visual equipment."

While patron satisfaction with facilities was generally high across the board, it did vary by location. The table below shows the percentage of respondents for whom selected statements about library facilities were true *most of the time*, *always*, or *almost always*, with detail for each library location.

Facilities: Statements True *Most of the Time*, *Always*, or *Almost Always*, by Location

| Library | Free parking is available. | Quiet areas are available. | The building and facilities are clean. | Seating/ workspaces are available. | Meeting & group study rooms are available. |
|----------------------|----------------------------|----------------------------|--|------------------------------------|--|
| ALL LOCATIONS | 91% | 89% | 97% | 91% | 76% |
| Campbell | 92% | 88% | 96% | 90% | 64% |
| Cupertino | 72% | 79% | 98% | 78% | 61% |
| Gilroy | 97% | 91% | 99% | 96% | 92% |
| Los Altos | 92% | 90% | 97% | 94% | 77% |
| Milpitas | 90% | 87% | 96% | 84% | 75% |
| Morgan Hill | 100% | 93% | 99% | 94% | 82% |
| Saratoga | 97% | 93% | 99% | 95% | 84% |
| Woodland | 98% | 89% | 98% | 91% | 62% |

Facilities: Suggestions for Better Meeting Physical or Special Needs

Many suggested specific improvements, such as a drive-up book return, email reminders about due dates, and more librarians to “help and supervise.” Other requests were related to expanding collections, increasing the availability of quiet rooms and group meeting spaces. With respect to study spaces, one person noted that “spots fill up really quickly on the weekends, especially group spots.” Another person asked for “More quiet areas, better separation between the noisy and quiet areas, and better control over quiet areas.”

Some survey respondents also shared requests for improvements to the parking situation at specific libraries, including the following:

“More parking or overflow parking for Saratoga branch.”

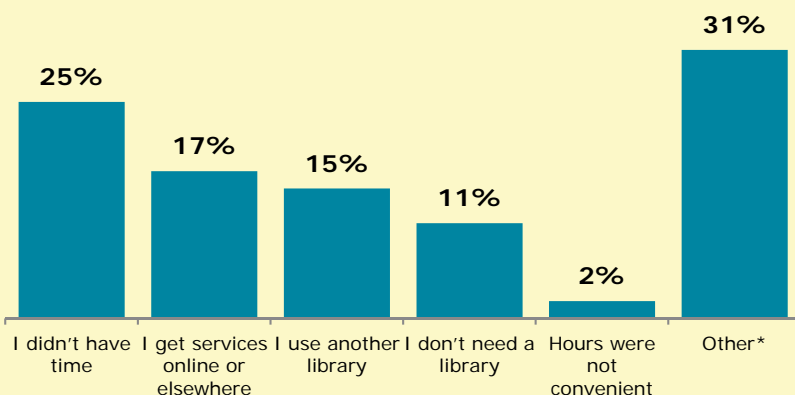
“Campbell doesn’t have enough handicapped parking spots for the number of patrons.”

“Cupertino library is running out of parking spaces, and can do with some more parking expansion.”

Other feedback about library facilities was related to the availability and quality of seating, ensuring that materials are monitored regularly for repair, and technology issues and needs.

Non-Patrons: Reasons for Not Using the Library in Person (n=65)

Survey respondents who reported not visiting the library in person in the past year were identified as non-patrons.



*Other includes just moved, Bookmobile, use another location, reason not specified, fees/policies (i.e., proving residency every 2 years); disability that prevents individual from leaving home, recent injury, emergency in family country, and purchases books.

One-fourth of these respondents said they did not use the library in the past year because they didn't have time. A smaller share indicated that they did not use the library in the past year because they access services elsewhere or they use a library outside of the SCCLD.

Just over one-fourth of non-patrons (28%) reported having used remote/online library access in the past year.

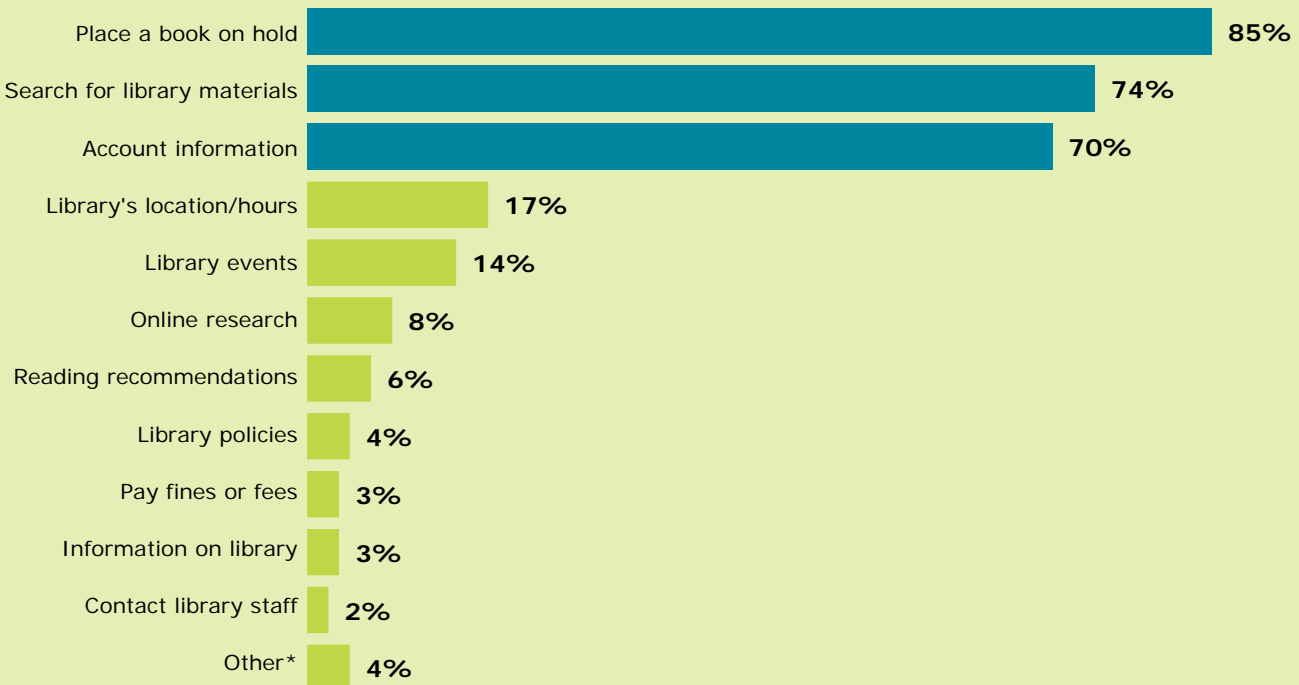
When asked if there are any services, programs, or improvements that would increase their likelihood of visiting the library, the most common responses were providing a venue for dancing, providing more events/activities, providing more information about online resources, and creating a disability outreach program (n=2 for each response).

Website

Ninety-two percent of survey respondents visited the website in the past 12 months.

Top Reasons for Using the Website (n=2,673)

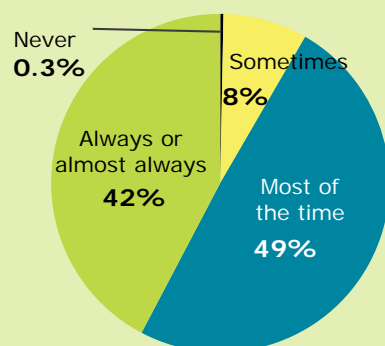
When asked to indicate their top three reasons for visiting the SCCLD website, the most common responses given were to place a book on hold, to search for library materials, and to access information about library account.



*Other (n>=5) includes renew materials, reserve museum passes, and purchase suggestion

How Often Patrons Find What They're Looking For (n=2,673)

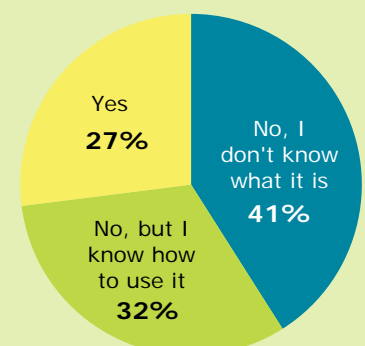
Just over 40% of patrons who reported using the SCCLD website indicated they could always or almost always find what they were looking for, and about half said that they could do so *most of the time*.



Patron Use of "Suggest a Purchase" Function* (n=2,673)

Over 40% of respondents did not know what the "Suggest a Purchase" function was.

Among those who did know what it was, just under half reported using it.

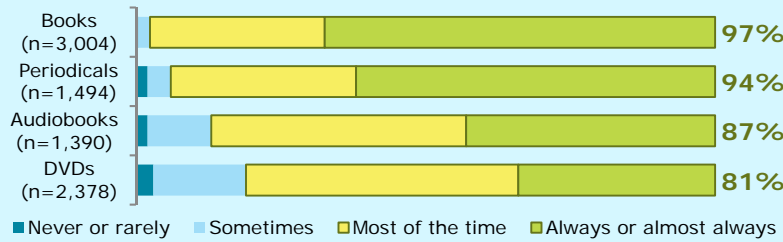


*enables patrons to suggest material to be added to the collection

Some respondents offered suggestions for improving the website experience. One person explained, "The website is hard to find things on. I would do more myself if the website was better." Another person noted that the website could be more "user-friendly," especially for accessing via a mobile device.

Collections

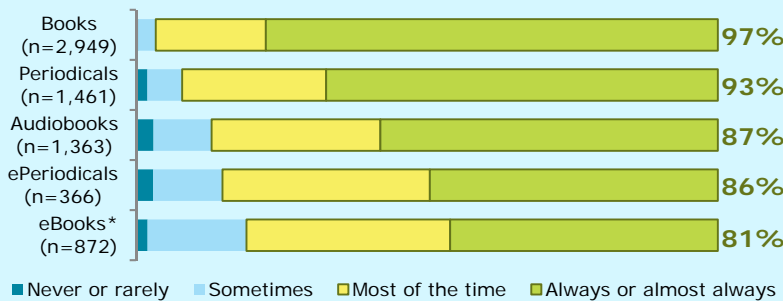
Collections are in good condition.



Percentages indicate participants who selected "Most of the time" or "Always or almost always."

With respect to the condition of library collections, respondents indicated the highest levels of satisfaction with books and periodicals, and slightly lower levels of satisfaction with audiobooks and DVDs. One person recommended that library staff "Collect back and re-evaluate all damaged materials prior to placing them back on shelves," and several others provided similar suggestions.

Collections are available in a variety of genres.

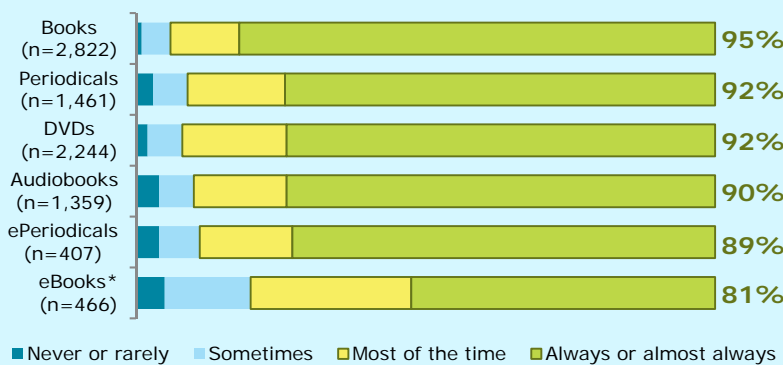


Percentages indicate participants who selected "Most of the time" or "Always or almost always."

Overall, survey respondents were satisfied with the variety of genres represented in library collections. They expressed the greatest satisfaction with variety of books and periodicals, and slightly lower levels of satisfaction with the variety of audiobooks, ePeriodicals, and eBooks.

*eBooks were evaluated on having a "broad selection"

Materials are available in the languages patrons prefer.



Percentages indicate participants who selected "Most of the time" or "Always or almost always."

Respondents also weighed in on their satisfaction with the languages in which library materials are available. They expressed high satisfaction in language availability overall, particularly with regard to books, periodicals, and DVDs.

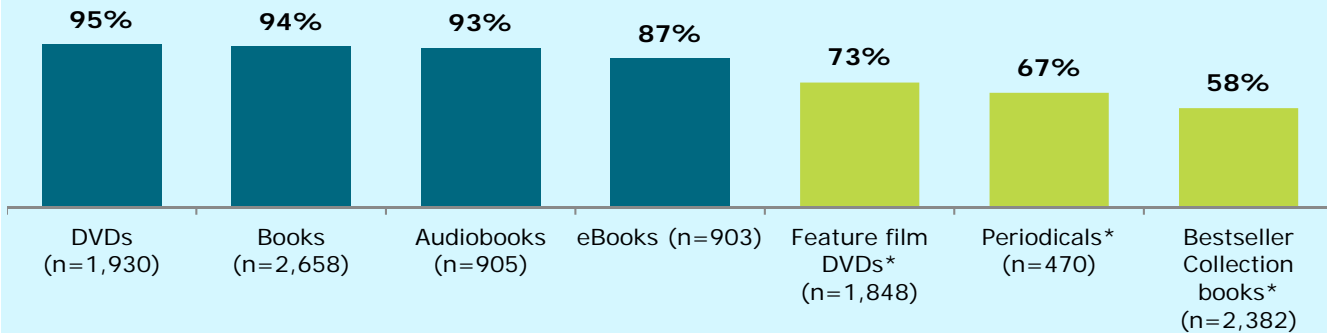
Some survey respondents requested more materials in specific languages. One person suggested, "Have more Chinese books, literary works for children and adults." Another asked for more Spanish-language books for children teenagers, and adults. Yet another survey respondent noted, "Sources of foreign materials are relatively limited, especially Vietnamese books."

*eBooks were evaluated on being available in a "variety of languages"

The loan period for most collections is a suitable timeframe.

A large majority of respondents agreed that the three-week loan period for DVDs, books, audiobooks, and eBooks was a suitable timeframe.

On the other hand, a comparatively smaller share felt that the one-week loan period for feature film DVDs, periodicals, and bestseller collection books was suitable.

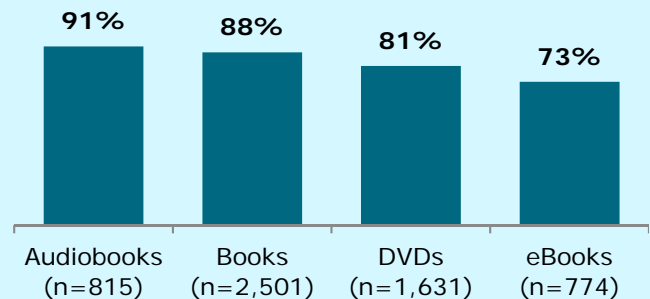


Percent is equal to those respondents who said 'yes'.
*Indicates 1 week loan period. All other loan periods are 3 weeks.

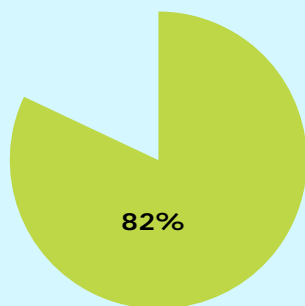
When collections are placed on hold, the waiting period is reasonable.

A large majority also agreed that the waiting period for audiobooks, books, DVDs, and eBooks that are placed on hold is reasonable.

Survey respondents provided additional feedback about their experiences with the current hold system. One person suggested, "Add more copies of hot items to reduce waiting time." Another respondent noted, "On occasion I have been waiting for movies I have had on hold status and found them on the shelves at one of the libraries in the district; this is disappointing for me. I wonder if the hold system could be improved."



Borrowing eBooks is easy for most patrons. (n=913)



Over 80% of survey respondents agreed that borrowing eBooks was easy.

Among those who responded that it was not easy, some offered suggestions for how to make eBooks more accessible to library patrons. One person commented that the eBook software needs improvement because it is "not user friendly and not bug free." Another person characterized the process for downloading eBooks as "very very confusing." Yet another survey respondent suggested that librarians be trained to teach clients how to access eBooks and audiobooks.

Recommendations

Based on the above findings from the patron satisfaction survey, we offer the following recommendations to SCCLD staff and other stakeholders.

1. SCCLD should explore strategies for making targeted improvements to its collections, facilities, and website as follows:
 - a. **Collections.** While respondents were highly satisfied with the standard 3-week loan periods for most collections, a comparatively smaller share felt that the one-week loan period for bestseller collection books was a suitable timeframe. SCCLD should explore ways to improve patron satisfaction with this loan period. The Library District may also wish to put practices into place to assess and improve the condition of audiobook and DVD collections (i.e., ensuring that they have no scratches or scuffs). Lastly, with respect to e-books, SCCLD may consider making improvement to both the genres in which they are available and the waiting period for items on hold.
 - b. **Facilities.** Overall, survey respondents expressed high levels of satisfaction with library facilities, and identified the library serving as a quiet and safe space as one of the top five most important services. The availability of seating/workspaces and meeting/group study rooms rose to the top as areas of comparatively high demand among library patrons, although need and availability vary by location. SCCLD should work with libraries to ensure that they are able to assess and address patrons' space-related needs to the best of their ability.

Additionally, library staff identified several facilities-related areas in which they aspire to increase the share of patrons for whom the following statements are "always or almost always" true:

 - Workspaces are available (63% said *always or almost always*; 28% said *most of the time*)
 - Wi-Fi is reliable (61% said *always or almost always*; 29% said *most of the time*)
 - Quiet areas are available (61% said *always or almost always*; 28% said *most of the time*)
 - It is easy to find what I need (59% said *always or almost always*; 35% said *most of the time*)
 - Software is up to date (58% said *always or almost always*; 27% said *most of the time*)
 - c. **Website.** A large majority of survey respondents (84%) reported using the library's website to access information about the library, and 92% of respondents had accessed the website in the past year. On the other hand, just under half (42%) reported that they could *always or almost always* find what they were looking for on the library website, indicating an opportunity for SCCLD to improve its web presence. This includes enhancements to its "suggest a purchase" function, which just over 40% of survey respondents were not familiar with.
2. While this survey captured some initial information about patrons' engagement with programs and classes, early conversations with SCCLD staff indicate that there may be additional questions to explore in this area. The Library District may wish to conduct a focused study about these services to learn more about the demand for specific types of program and classes at individual library locations.
3. Finally, we recommend that SCCLD conduct a follow-up survey in two to three years to track changes over time. Doing so can ensure that the Library District is able to identify areas of improvement and emerging areas of need in the years to come. Although the 2016 survey was made available in English, Spanish, Mandarin, and Vietnamese, the overwhelming majority of surveys were completed in English. With this in mind, SCCLD may also wish to employ additional strategies to reach culturally and linguistically diverse library patrons for the follow-up survey.