Constant Contact Survey Results

Survey Name: 2012 Customer Survey-final
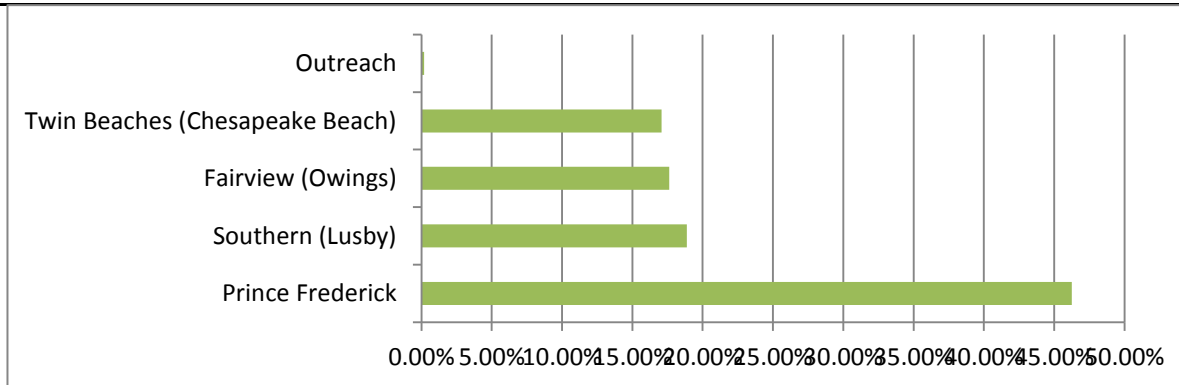**Response Status:** Completed
Filter: None
5/10/2012 2:15 PM EDT

1. Which library branch do you use most frequently?

	Number of Response(s)	Response Ratio
Prince Frederick	772	46.26%
Southern (Lusby)	315	18.87%
Fairview (Owings)	294	17.62%
Twin Beaches (Chesapeake Beach)	285	17.08%
Outreach	3	0.18%
Total	**1669**	**100.00%**

2. How frequently do you use the library?

	Number of Response(s)	Response Ratio
Every day	73	4.58%
Every week	609	38.21%
Every 2 - 3 weeks	409	25.66%
Every month	234	14.68%
Every 2 - 3 months	155	9.72%
Every 4 - 6 months	57	3.58%
Once or twice a year	57	3.58%
Total	1594	100.00%
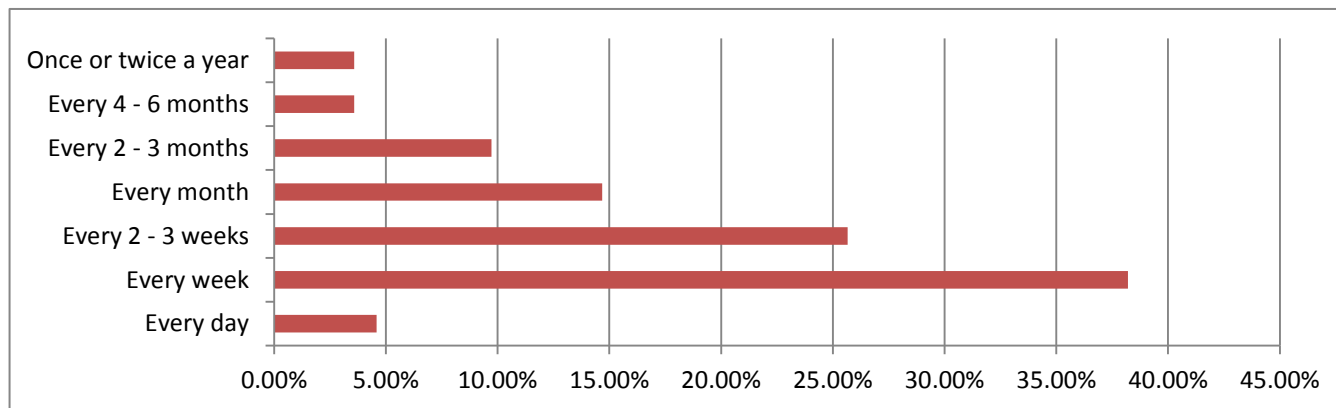
3. How would you rate your level of satisfaction with Calvert Library?

	Number of Response(s)	Response Ratio
Highly satisfied	1272	80.15%
Somewhat satisfied	237	14.93%
Neutral	39	2.46%
Somewhat dissatisfied	26	1.64%
Highly dissatisfied	13	0.82%
Total	1587	100.00%

363 Comment(s)
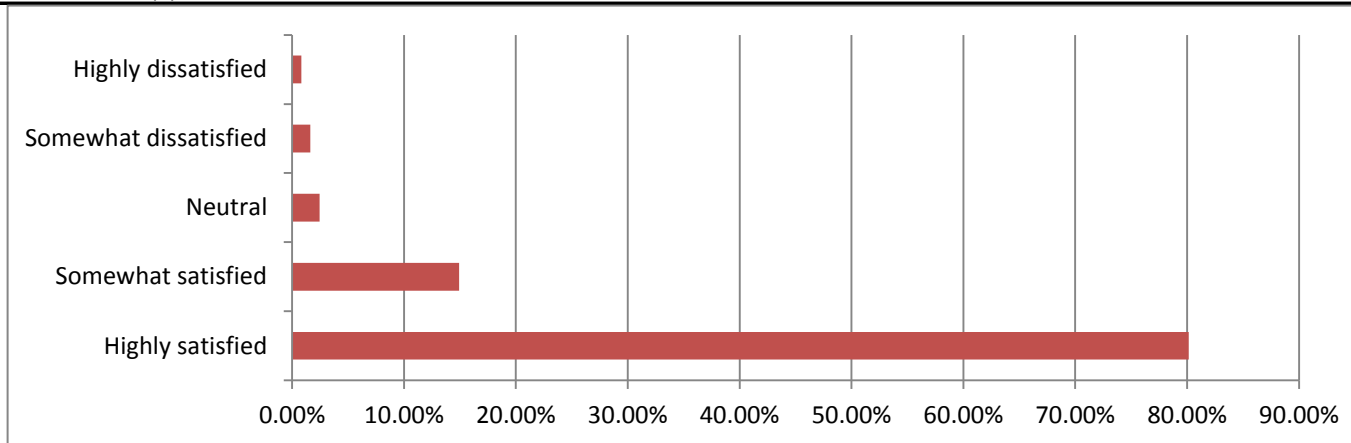
4. How does your library branch rate on the following attributes? Leave item unrated if you don't use it.

1 = Well Below Average, 2 = Below Average, 3 = Average, 4 = Above Average, 5 = Well Above Average

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.	1	2	3	4	5
Customer service	45	10	82	404	975
	2.97%	0.66%	5.41%	26.65%	64.31%
Selection of materials (books, movies, games,	50	56	425	563	389

music, audiobooks, ebooks...)	3.37%	3.78%	28.66%	37.96%	26.23%
Availability of materials	43	71	453	588	358
	2.84%	4.69%	29.94%	38.86%	23.66%
Services (copying, faxing, databases, information, computers, wifi...)	36	15	287	455	405
	3.01%	1.25%	23.96%	37.98%	33.81%
Events & Classes (storytime, workshops, summer reading, concerts...)	41	18	219	416	412
	3.71%	1.63%	19.80%	37.61%	37.25%
Facilities (meeting room, quiet study area, comfortable seating...)	68	102	246	391	426
	5.52%	8.27%	19.95%	31.71%	34.55%

205 Comment(s)

5. What type of internet do you have at home?

	Number of Response(s)	Response Ratio
None	166	10.71%
Dial-up	71	4.58%
High-speed	1313	84.71%
Total	**1550**	**100.00%**
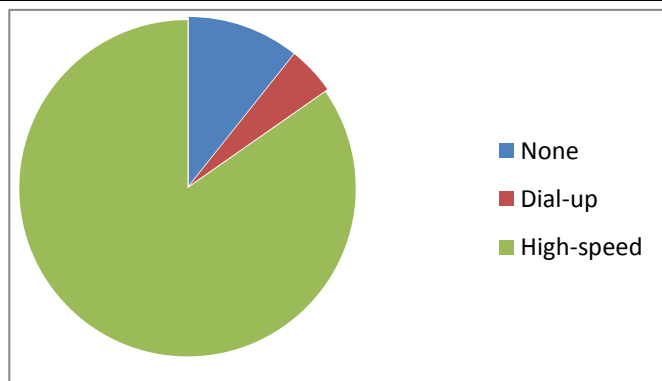
6. Have you, a family member or friend used the library for job search help (resume, online applications, computer training, job counseling)?

	Number of Response(s)	Response Ratio
Yes	355	23.11%
No	1100	71.61%
Not yet, but plan to within a year	81	5.27%
Total	**1536**	**100.00%**

7. Do you have a Blu-ray player?

	Number of Response(s)	Response Ratio
Yes	504	32.66%
No	969	62.80%
Not yet, but I plan to have one within a year	70	4.54%
Total	**1543**	**100.00%**

8. Do you use an ebook reader or ereader app?

	Number of Response(s)	Response Ratio
Yes	677	43.76%
No (skip to question #11)	775	50.10%
Not yet, but I plan to within a year	95	6.14%
Total	1547	100.00%

- Yes
- No (skip to question #11)
- Not yet, but I plan to within a year
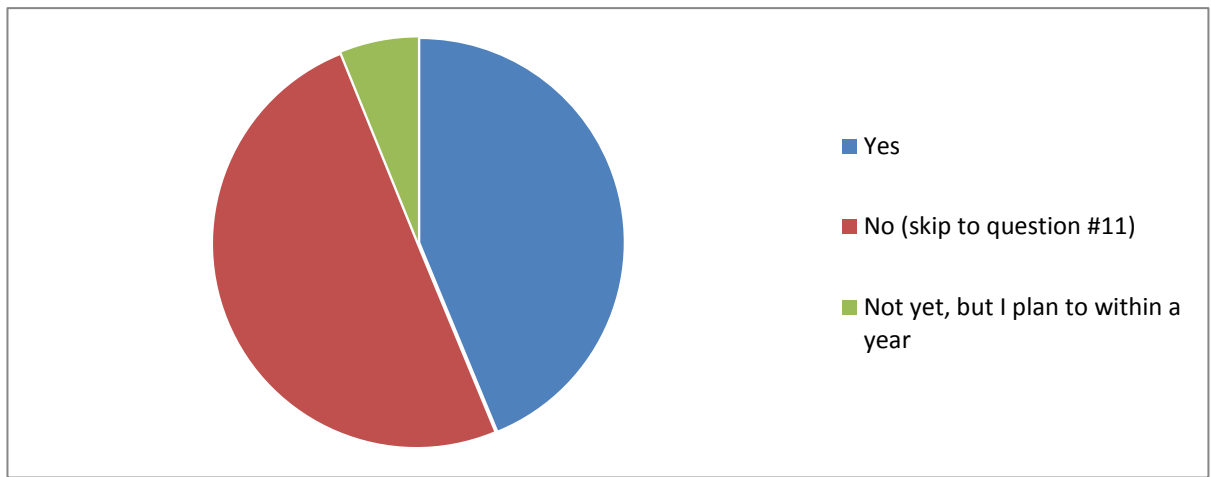
9. Which ereader(s) do you use?

	Number of Response(s)	Response Ratio
Kindle-any black and white version	291	25.39%
Kindle Fire	153	13.35%
Nook-black and white	48	4.19%
Nookcolor or Nookcolor Tablet	79	6.89%
iPad	180	15.71%
Sony	22	1.92%
Android Smartphone	70	6.11%
iPhone	106	9.25%
Computer/Laptop	142	12.39%
Other	55	4.80%
Total	1146	100.00%

10. Do you download ebooks from the Maryland's Digital eLibrary Consortium (Overdrive)?

	Number of Response(s)	Response Ratio
Yes	259	29.00%
No	300	33.59%
Not yet, but I plan to within a year	334	37.40%
Total	893	100.00%

166 Comment(s)
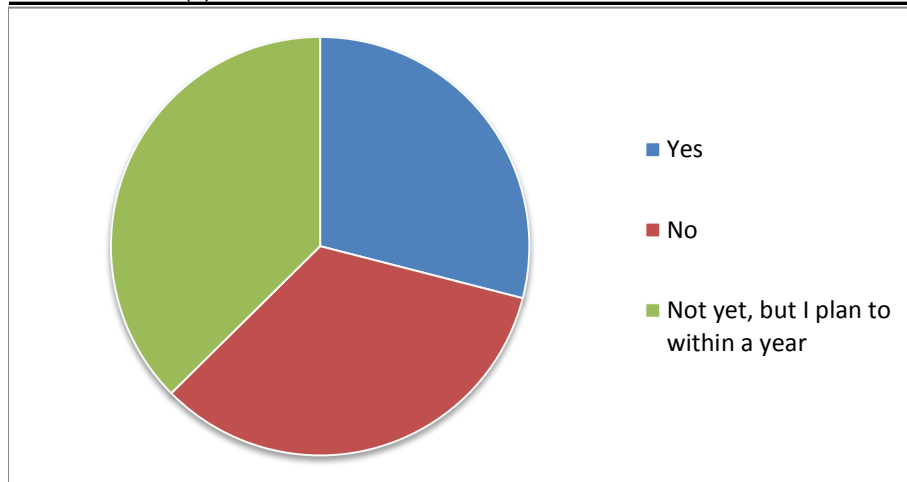
11. The most recent time you visited the library or library website, what was your purpose? (Check all that apply)

	Number of Response(s)	Response Ratio
Ask a librarian a question	194	7.60%
Use a computer/Internet	362	14.17%
Check out, renew, request or return books	1006	39.39%
Check out, renew, request or return other materials (CDs, movies,	504	19.73%
Attend/register for a class/event like storytime, GardenSmarter, book	126	4.93%
Use the library's reference resources, research	183	7.17%
Attend a community meeting	71	2.78%
Other	108	4.23%
Total	**2554**	**100.00%**
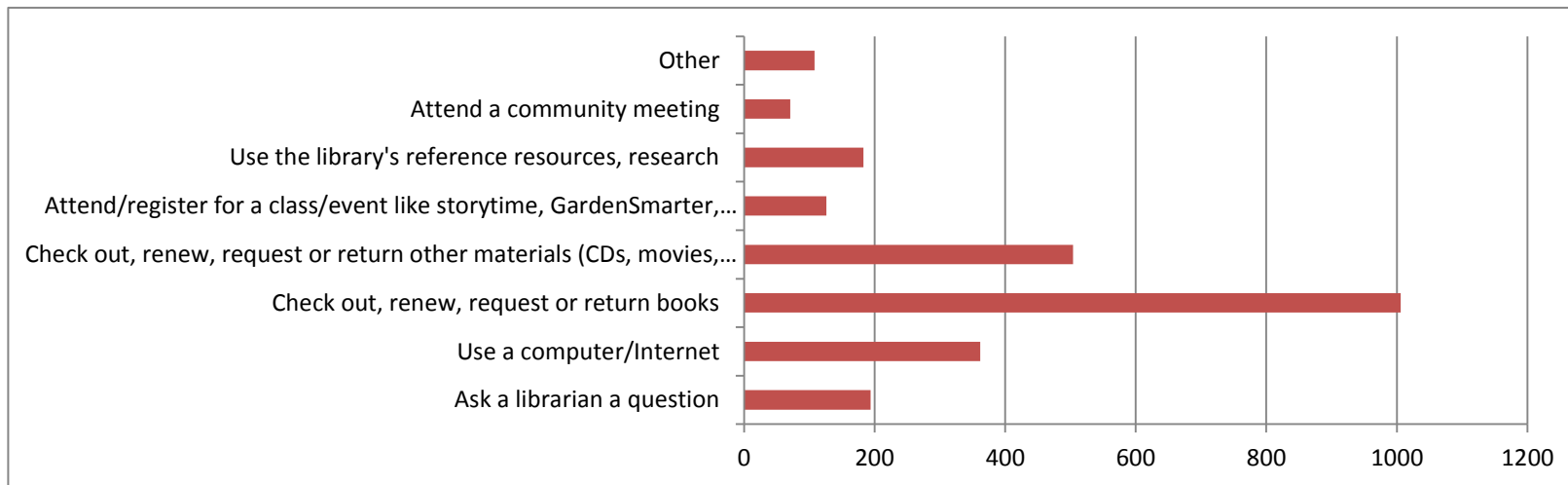
12. Were your needs met?

	Number of Response(s)	Response Ratio
Yes (skip to question #14)	1455	95.54%
No	49	3.22%
Other	19	1.25%
Total	**1523**	**100.00%**

- Yes (skip to question #14)
- No
- Other
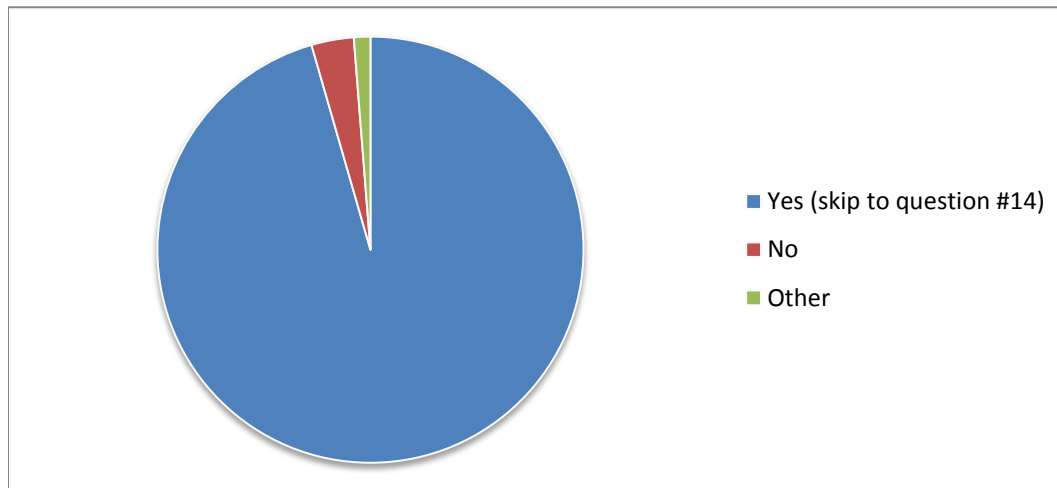
13. Tell us more:

120 Response(s)

14. When you visit the library, do you usually find what you are looking for?

	Number of Response(s)	Response Ratio
Yes (skip to question #16)	1410	93.38%
No	100	7.09%
Total	**1510**	**100.00%**

15. Tell us more: 141 Responses

16. What subject area(s) would you like the library to have more of?

	Number of Response(s)	Response Ratio
Arts and Photography	147	4.42%
Biographies & Memoirs	219	6.59%
Business & Investing	99	2.98%
Career & Employment	128	3.85%
Children's	165	4.97%
Crafts, Hobbies, Home	278	8.37%
Computer & Technology	159	4.78%
Cooking, Dieting	164	4.94%
Do It Yourself	211	6.35%
Health, Fitness	182	5.48%
History	252	7.58%
Humor & Entertainment	168	5.06%
Outdoors, Environment	109	3.28%
Parenting	66	1.99%
Politics & Social Sciences	76	2.29%
Relationships, Self-Help	105	3.16%
Religion	139	4.18%
Sports	61	1.84%
Travel, Language, Geography	206	6.20%
Young Adult	149	4.48%
Other	240	7.22%
Total	**3323**	**100.00%**
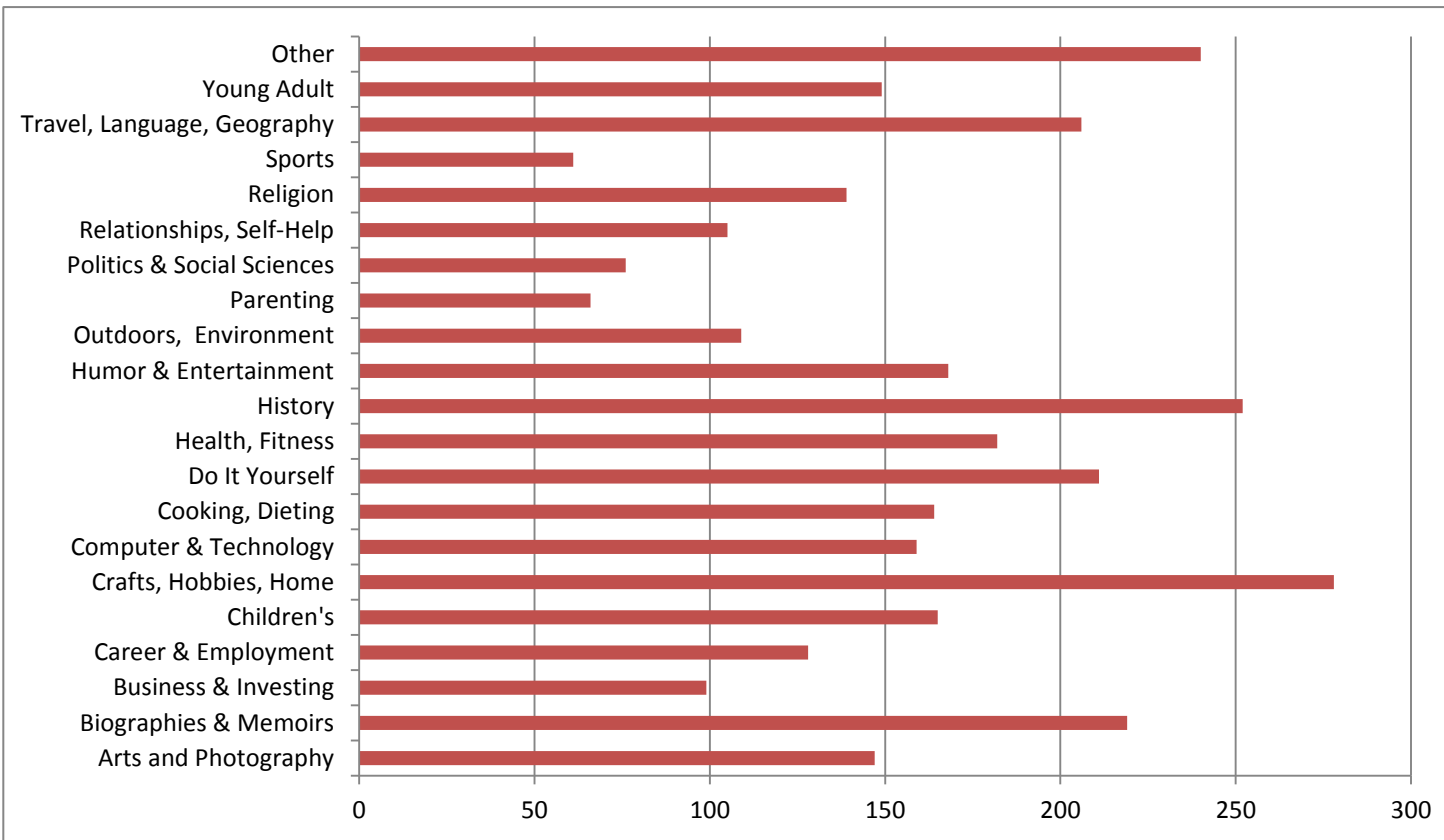
17. What types of books would you like the library to have more of?

	Number of Response(s)	Response Ratio
Comics & Graphic Novels	114	10.73%
Fantasy	153	14.41%
Historical Fiction	326	30.70%
Horror	83	7.82%
Literary Fiction	220	20.72%
Mystery	334	31.45%
Religious, Inspirational Fiction	161	15.16%
Romance	144	13.56%
Science Fiction	165	15.54%
Thriller & Suspense	304	28.63%
Westerns	56	5.27%
Other	223	21.00%
Total	**1062**	**100.00%**

Category	Value
Other	222
Westerns	55
Thriller & Suspense	305
Science Fiction	165
Romance	143
Religious, Inspirational Fiction	160
Mystery	333
Literary Fiction	220
Horror	83
Historical Fiction	325
Fantasy	152
Comics & Graphic Novels	114
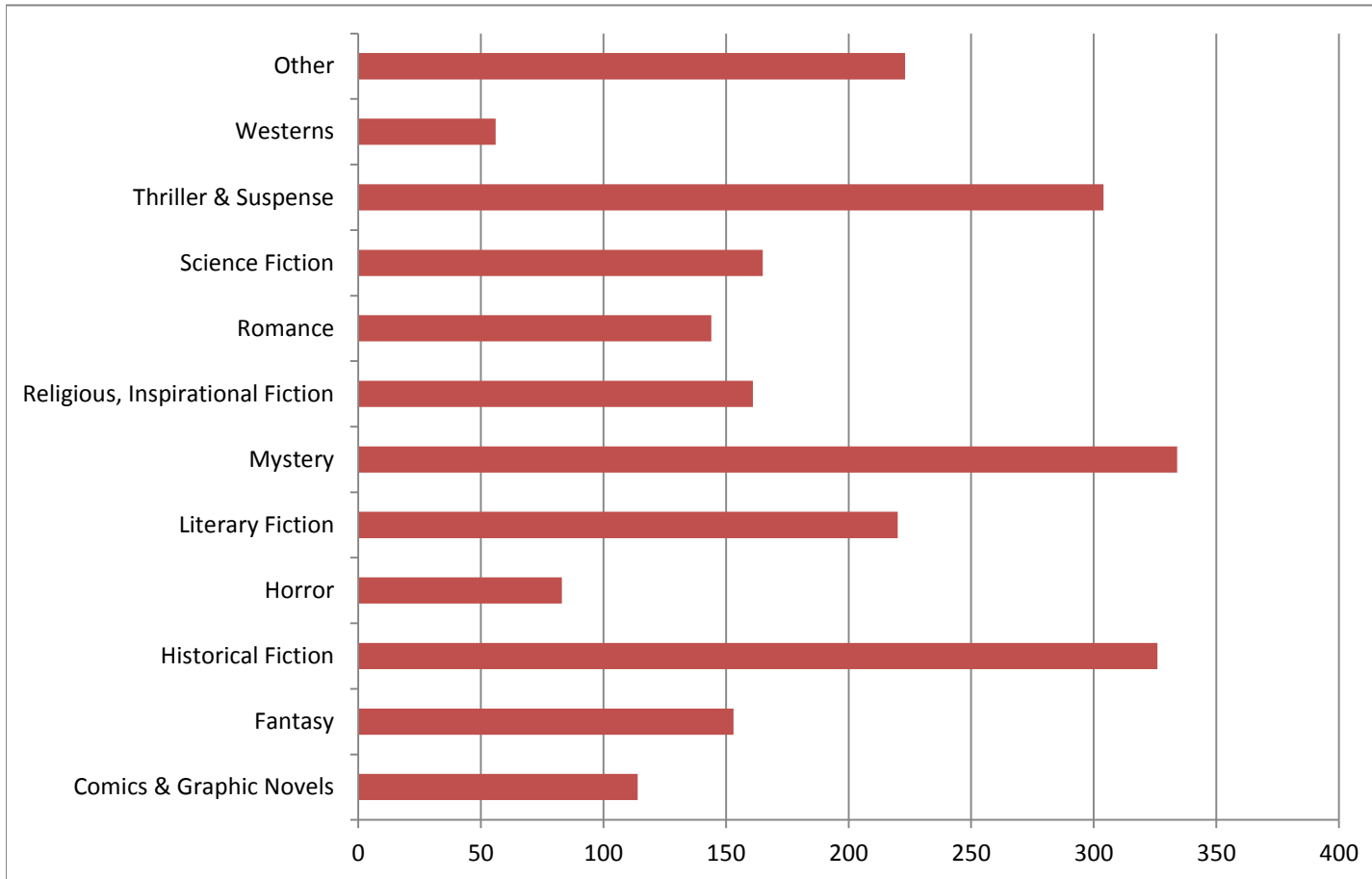
18. Do you think the library should offer more events/workshops for the following audiences? If so, check all that apply.

	Number of Response(s)	Response Ratio
Preschool	163	18.95%
Elementary	200	23.26%
Tweens	159	18.49%
Teens	197	22.91%
Homeschoolers	95	11.05%
20 and 30-somethings	145	16.86%
Parents	165	19.19%
Adults	401	46.63%
Other	107	12.44%
Total	860	100.00%

19. What subjects of events/workshops would you like to see the library offer more of? Add your own ideas of specific events/workshops you would attend.

	Number of Response(s)	Response Ratio
Arts & Crafts	312	30.26%
Community Issues/Discussions	200	19.40%
Computers	243	23.57%
Concerts	246	23.86%
Cooking	274	26.58%
Gaming	96	9.31%
History	249	24.15%
Hobbies	273	26.48%
Local author	234	22.70%
Outdoors	168	16.29%
Philosophical discussions	91	8.83%
Photography	202	19.59%
Themed book discussions	168	16.29%
None	63	6.11%
Other	110	10.67%
Total	1031	100.00%
84 Comment(s)		

The horizontal bar chart shows responses for the following categories:

Category	Approximate Value
Other	110
None	63
Themed book discussions	167
Photography	202
Philosophical discussions	90
Outdoors	167
Local author	232
Hobbies	272
History	248
Gaming	95
Cooking	272
Concerts	245
Computers	242
Community Issues/Discussions	200
Arts & Crafts	312
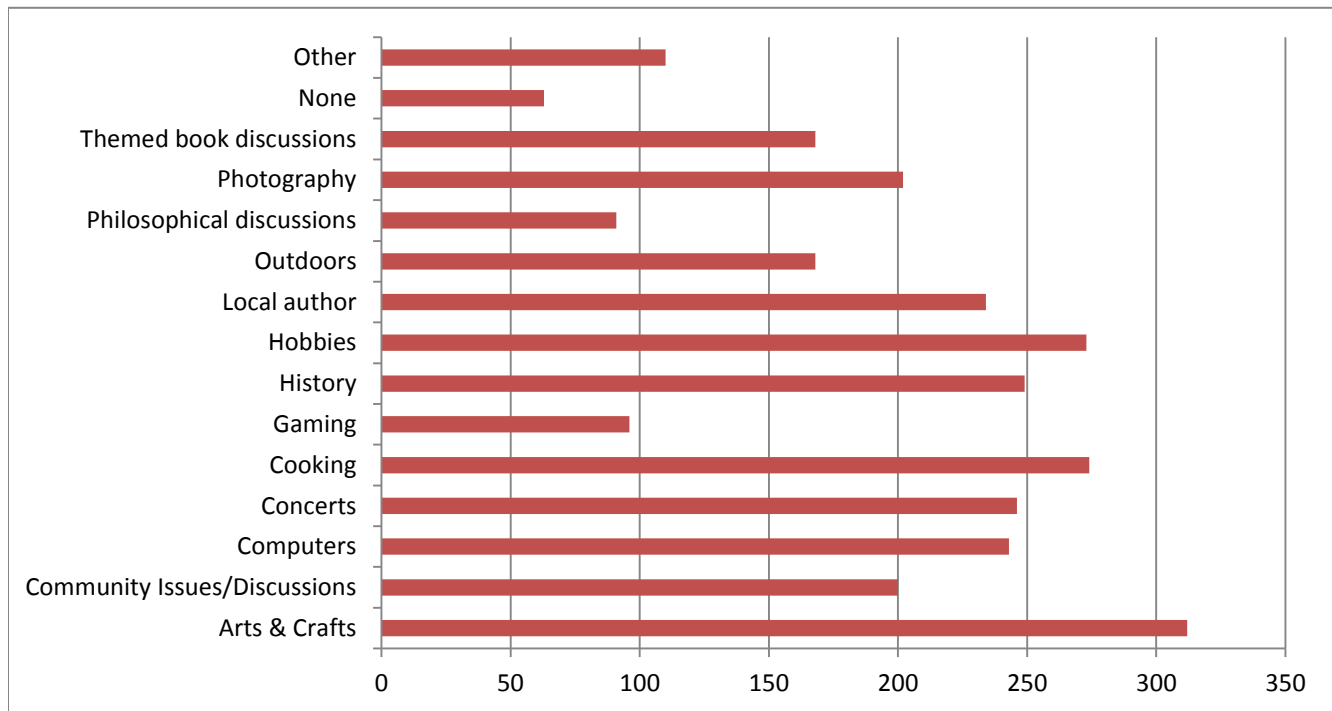
**20. What do you like best about Calvert Library?**

943 Response(s)

21. How can we serve you better? Do you have library-related informational/recreational/educational needs that are not being addressed? Have you seen or used services in other libraries that you think would be popular/useful here?

379 Response(s)

22. As we plan for the future, should the library provide more of the following? Please select all that apply.

	Number of Response(s)	Response Ratio
Extra copies of popular books	508	42.02%
More ebooks	478	39.54%
Computer classes	298	24.65%
Technology lab to create media	182	15.05%
Meeting rooms	144	11.91%
Computers	229	18.94%
More open hours	341	28.21%
Events/classes for children	195	16.13%
Events/classes for teens	160	13.23%
Events/classes for adults	335	27.71%
Quiet study areas	257	21.26%
Comfortable gathering areas	263	21.75%
Children's imaginative play areas	180	14.89%
Other	116	9.59%
Total	1209	100.00%
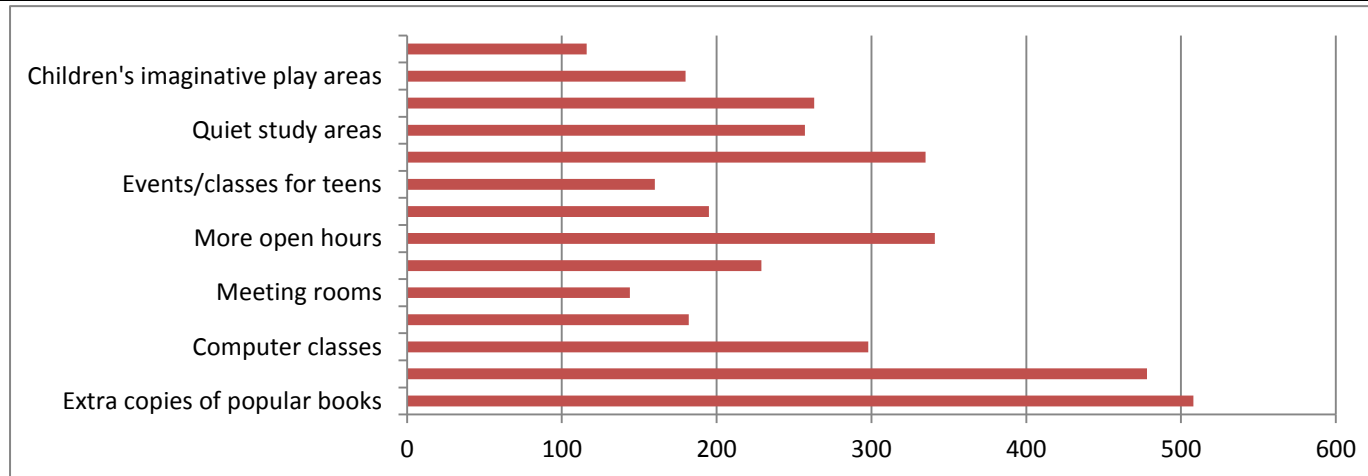
23. What is your gender?

	Number of Response(s)	Response Ratio
Male	400	27.42%
Female	1059	72.58%
Total	1459	100.00%

24. Which category describes your age?

	Number of Response(s)	Response Ratio
12 or under	9	0.61%
13-17	23	1.56%
18-24	46	3.13%
25-34	132	8.97%
35-49	466	31.66%
50-64	522	35.46%
65-79	251	17.05%
80+	23	1.56%
Total	1472	100.00%

25. What best describes your race?

	Number of Response(s)	Response Ratio
Asian	14	0.98%
American Indian	10	0.70%
Black/African American	132	9.26%
Hispanic/Latino	15	1.05%
White	1193	83.66%
Other	62	4.35%
Total	1426	100.00%

26. Do you have a child or children living in your household?

	Number of Response(s)	Response Ratio
Yes	670	46.18%
No (skip to question #31)	781	53.82%
Total	1451	100.00%

27. How many aged 5 years old and under?

	Number of Response(s)	Response Ratio
0	457	67.21%
1	131	19.26%
2	55	8.09%
3	16	2.35%
4	9	1.32%

	7	1.03%
5	7	1.03%
Other	5	0.74%
Total	680	100.00%

28. How many aged 6-12 years old?

	Number of Response(s)	Response Ratio
0	318	47.68%
1	205	30.73%
2	94	14.09%
3	32	4.80%
4	7	1.05%
5	5	0.75%
Other	6	0.90%
Total	667	100.00%

29. How many aged 13-17 years old?

	Number of Response(s)	Response Ratio
0	331	51.16%
1	212	32.77%
2	78	12.06%
3	12	1.85%
4	5	0.77%
5	6	0.93%
Other	3	0.46%

Total	647	100.00%

30. How many aged 18 or older living in your household?

	Number of Response(s)	Response Ratio
0	319	43.82%
1	166	22.80%
2	149	20.47%
3	51	7.01%
4	23	3.16%
5	12	1.65%
Other	8	1.10%
Total	728	100.00%

31. Is there anything else you would like to tell Calvert Library?

399 Response(s)

32. Survey results will be published. Contact information is optional and will not be shared or published.

First Name	435
Last Name	430
Email Address	428
Address 1	345
Address 2	22
City	374
State/Province (US/Canada)	408
Postal Code	404