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Constant Contact Survey Results

Survey Name: 2014 Customer Survey-Final

Response Status: Partial & Completed

Filter: None

4/22/2014 9:37 AM EDT

* Which library branch do you use most frequently?

Answer	0%	100%	Number of Response(s)	Response Ratio
Prince Frederick			393	46.0 %
Southern (Solomons)			168	19.6 %
Fairview (Owings)			173	20.2 %
Twin Beaches (Chesapeake Beach)			157	18.4 %
Outreach			3	<1 %
Totals			853	100%

How frequently do you use the library?

Answer	0%	100%	Number of Response(s)	Response Ratio
Every day			28	3.2 %
Every week			299	34.9 %
Every 2 - 3 weeks			224	26.1 %
Every month			126	14.7 %
Every 2 - 3 months			97	11.3 %
Every 4 - 6 months			34	3.9 %
Once or twice a year			44	5.1 %
No Response(s)			3	<1 %
Totals			855	100%

How important is Calvert Library to you?

1 = Not important, 11 = Very important

	1	2	3	4	5	6	7	8	9	10	11	Number of Response(s)	Rating Score*
												850	10.2

*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

How important is Calvert Library to our community?

1 = Not important, 11 = Very important

	1	2	3	4	5	6	7	8	9	10	11	Number of Response(s)	Rating Score*
												839	10.5

*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

How would you rate your overall level of satisfaction with Calvert Library?

1 = Not satisfied, 11 = Very satisfied

	1	2	3	4	5	6	7	8	9	10	11	Number of Response(s)	Rating Score*
												842	10.3

*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

Rate how satisfied you are with Calvert Library's provision of the items below. Leave unrated if you don't use.

1 = Not at all satisfied, 11 = Very satisfied

Answer	1	2	3	4	5	6	7	8	9	10	11	Number of Response(s)	Rating Score*
Materials (print & digital) for personal enrichment and lifelong learning												738	9.9
Events for personal enrichment and lifelong learning												664	9.6
Materials (print & digital) for entertainment												728	9.8
Events for entertainment												608	9.5
Materials (print & digital) to support children learning to read												556	9.9
Events to support children learning to read (ex. Storytime, Playtime, 500 by Five...)												545	9.9
Materials (print & digital) to support workforce development and job seeking												520	9.4
Events to support workforce development and job seeking												503	9.3

*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

Rate how important it is for the library to provide these items to our community.

1 = Not at all important, 11 = Very important

Answer	1	2	3	4	5	6	7	8	9	10	11	Number of Response(s)	Rating Score*
Materials (print & digital) for personal enrichment and lifelong learning												804	10.5
Events for personal enrichment and lifelong learning												789	10.2
Materials (print & digital) for entertainment												798	10.1
Events for entertainment												778	9.6
Materials (print & digital) to support children learning to read												773	10.6
Events to support children learning to read (Storytime, Playtime, 500 by Five...)												773	10.5
Materials (print & digital) to support workforce development and job seeking												777	10.2
Events to support workforce development and job seeking												769	10.1

*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

Which of the following Calvert Library services, events or initiatives are you familiar with? Mark all that apply.

Answer	0%	100%	Number of Response(s)	Response Ratio
500 by Five (early literacy initiative)			219	29.2 %
Mango (online language study)			99	13.2 %
Brainfuse (online tutoring, adult learning center, writing lab)			73	9.7 %
Maryland's Digital eLibrary Consortium/Overdrive (downloadable ebooks/audiobooks)			443	59.0 %
Zinio (online popular magazines)			128	17.0 %
Foundation Center (grants and fundraising database)			75	10.0 %
Heritage Quest & Ancestry.com Library Edition (genealogy research)			111	14.7 %
TumbleBooks Library (online animated talking books)			81	10.8 %
LearningExpress (online practice exams for military, academic, civil service and licensing / certification exams)			59	7.8 %
Marina (statewide interlibrary loan)			286	38.1 %
Small Business Resource Center			97	12.9 %
Playtime (playgroup after Storytime)			203	27.0 %
Job Search/Resume Help			242	32.2 %
New library catalog coming May 15 (May 9-14 card needed for checkout)			171	22.8 %
AskUsNow (24/7 chat reference service)			112	14.9 %
Circulating Kindles and NookColors preloaded with great books			262	34.9 %
Evening out opportunities for adults (movies, book discussions, open mic, local history, concerts...)			372	49.6 %
Writing Workshops (daytime and evening)			186	24.8 %
Code Name 4-5-6 & Kids Just Want to Have Fun (educational & fun kids events)			103	13.7 %
Brain Game events (mahjongg, bridge...)			212	28.2 %
Totals			750	100%

How does your library branch rate on the following attributes? Leave item unrated if you don't use it.

1 = Well Below Average, 6 = Average, 11 = Well Above Average

Answer	1	2	3	4	5	6	7	8	9	10	11	Number of Response(s)	Rating Score*
Customer service												779	10.5
Online access (computers, wifi access, databases, website)												644	10.0
Services (copying, software, faxing, information)												516	9.7
Facilities (meeting room, quiet study area, comfortable seating...)												616	9.6
Events & Classes (storytime, workshops, summer reading, concerts...)												533	9.8
Hours of operation												792	9.1

*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

Your personal interests include services for which categories? Mark all that apply.

Answer	0%	100%	Number of Response(s)	Response Ratio
Preschoolers (0-5)			158	18.7 %
Children (6-12)			213	25.2 %
Teens (13-18)			185	21.9 %
Young Adults (18-25)			162	19.1 %
Adults (25-65)			631	74.7 %
Older Adults (65-80)			319	37.7 %
Seniors (80+)			90	10.6 %
Totals			844	100%

What type of internet do you usually use at home?

Answer	0%	100%	Number of Response(s)	Response Ratio
None			18	2.1 %
Dial-up			18	2.1 %
High-speed			672	78.5 %
Mobile internet (ie, smartphone, tablet with mobile internet)			137	16.0 %
No Response(s)			10	1.1 %
Totals			855	100%

How do you primarily watch TV/movies?

Answer	0%	100%	Number of Response(s)	Response Ratio
Streaming service such as Netflix, Amazon Prime, Hulu...			139	16.2 %
Cable			468	54.7 %
Check out library movies and shows			99	11.5 %
Rental such as Redbox			39	4.5 %
Other			87	10.1 %
No Response(s)			23	2.6 %
Totals			855	100%

On the scale below, mark how much you listen to books versus read books (whether they be ebooks or print)?

1 = All audiobooks, 6 = Evenly Divided, 11 = All reading

	1	2	3	4	5	6	7	8	9	10	11	Number of Response(s)	Rating Score*
												818	8.5

*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

On the scale below, mark how much you read ebooks versus print books.

1 = All ebooks, 6 = Evenly Divided, 11 = All print books

	1	2	3	4	5	6	7	8	9	10	11	Number of Response(s)	Rating Score*
												806	8.3

*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

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

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			247	28.8 %
No			336	39.2 %
Not yet, but I plan to within a year			189	22.1 %
I don't know what Overdrive is			74	8.6 %
No Response(s)			9	1.0 %
Totals			855	100%


TextBlock:

If you would like more information about how you can borrow best-selling ebooks for free from your library, please ask! We can help you get started on whatever device you use.


The most recent time you visited the library or library website, what was your purpose?

789 Response(s)

Were your needs met?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			772	90.2 %
No (please tell us more in the comment field)			32	3.7 %
Other			21	2.4 %
No Response(s)			30	3.5 %
Totals			855	100%

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

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			782	91.4 %
No (please tell us more in the comment field)			44	5.1 %
No Response(s)			29	3.3 %
Totals			855	100%

What do you like best about Calvert Library?

693 Response(s)

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

293 Response(s)

How do you usually hear about library services/events? Please select your top 3.

Answer	0%	100%	Number of Response(s)	Response Ratio
A librarian			309	37.8 %
Library enewsletter			519	63.6 %
Library print calendar			123	15.0 %
The Recorder			191	23.4 %
The Bay Weekly			111	13.6 %
The Calvert Gazette/County Times			61	7.4 %
Other local newspaper			13	1.5 %
Library Facebook or Twitter Feed			35	4.2 %
Comcast Channel 6			18	2.2 %
Online community calendar (which one?)			29	3.5 %
Other			104	12.7 %
Totals			816	100%

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

259 Response(s)

You are...(select the best fit)

Answer	0%	100%	Number of Response(s)	Response Ratio
A student			26	3.0 %
An educator			84	9.8 %
In the workforce (not an educator)			334	39.0 %
A homemaker			97	11.3 %
Retired			269	31.4 %
Other			27	3.1 %
No Response(s)			18	2.1 %
Totals			855	100%

Aggregated survey results will be published. Contact information is optional and will not be shared or published.

Answers	Number of Response(s)
First Name	266
Last Name	259
Email Address	267
Address 1	206
Address 2	4
City	220
State/Province (US/Canada)	234
Postal Code	236