

# Carroll County Public Library

*A great place to learn*

## Customer Satisfaction Study Fall 2010

My family and I have been visiting the library for the past 10 years. We appreciate the services you provide to this community and the opportunity you give to parents to develop a love of reading in their children.



The thing I like BEST is how easy it is to reserve and renew books online. The service is fantastic!



Carroll County Public Library  
1100 Green Valley Road  
New Windsor, Maryland 21776  
410-386-4500  
[library.carr.org](http://library.carr.org)

# Executive Summary



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## Surveys

In preparation for the next strategic plan, a questionnaire was designed and administered during the week of October 25, 2010. The questionnaire was not only handed to each customer coming into physical branches, during the hours of 10:00 am to Noon, 2:00 to 4:00 pm and 6:00 to 8:00 pm, but also available in an electronic format online using Question Pro software. Additionally, Outreach and Central Telephone Reference staff encouraged customers to complete the questionnaire. The results of the 3,603 completed surveys were then compiled centrally in a spreadsheet and then organized into meaningful formats and distributed to Management Council members. As an incentive for participating, customers were entered into a drawing at each branch for a \$50 gift card to Target or Walmart.

## Focus Groups

As a complement to the questionnaire, focus groups were held in CCPL's three main service areas: Materials, Programming, and Technology. During the one-week period in which surveying was completed, staff actively worked to recruit participants for six focus groups (two on each service area of Materials, Programming, and Technology). The online version of the questionnaire also included an option for participants to leave contact information if they wished to learn more about opportunities to take part in a focus group. From these recruitment sources the focus groups were formed. Customers who participated in a focus group were entered into a single drawing for a \$50 gift card to Target or Walmart.

## Overall Results

The overwhelming theme in the results of both surveying and focus groups was that of "More!" Customers expressed a deep love of the library and the services CCPL provides to the community, but wanted more items, programs, and technology options available. Survey respondents commonly asked for Sunday hours or lengthened hours for physical branches. Another common request was that of more parking at the Westminster Branch. The most requested additions to our facilities were for more areas for laptop users with comfortable chairs, semi-private tables, and outlet access. Other users requested more quiet areas for study/work usage. Focus group participants frequently commented on the library being an excellent resource, one of their favorite places, and a good usage of tax dollars.

**Carroll County Public Library**  
Customer Survey, Fall 2010

**Please help us improve your library!**

We will use this valuable information while developing our next strategic plan.

1. **What was the primary reason for your visit to the library or library website today? Please circle one.**

Books, CDs, or DVDs                      Programs or Events                      Computers or Wi-Fi

2. **How often do you visit the library or library website? Please circle one.**

Daily                      Weekly                      Monthly                      About Once a Year

3. **How would you rate the following library services?**

	Excellent	Very Good	Good	Fair	Poor	n/a
<b>Books, CDs, or DVDs</b>	5	4	3	2	1	0

If you could change one thing about this service, what would it be? \_\_\_\_\_

	Excellent	Very Good	Good	Fair	Poor	0
<b>Programs or Events</b>	5	4	3	2	1	0

If you could change one thing about this service, what would it be? \_\_\_\_\_

	Excellent	Very Good	Good	Fair	Poor	0
<b>Computers or Wi-Fi</b>	5	4	3	2	1	0

If you could change one thing about this service, what would it be? \_\_\_\_\_

	Excellent	Very Good	Good	Fair	Poor	0
<b>Online Services</b> (web pages, databases, social media)	5	4	3	2	1	0

If you could change one thing about this service, what would it be? \_\_\_\_\_

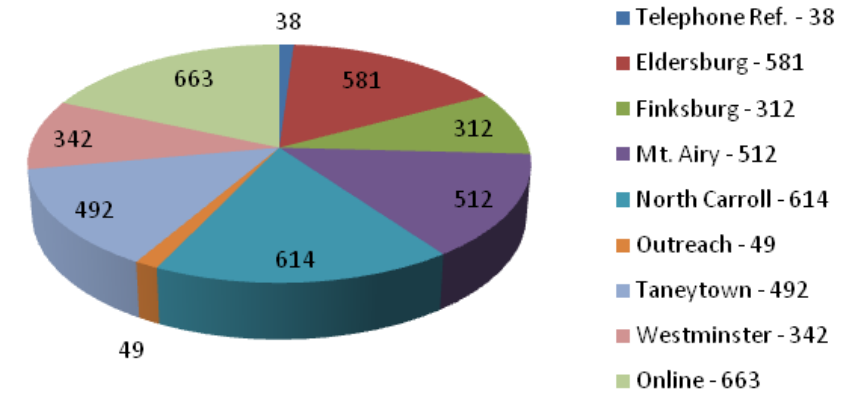
4. **Are there any other services you would like the library to provide?**

**Thank You!**

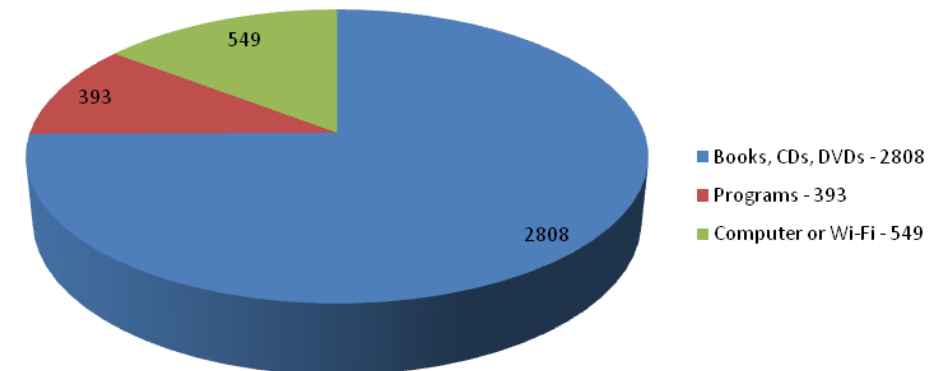
**CCPL Survey Results Combined**

Total Surveys: 3603

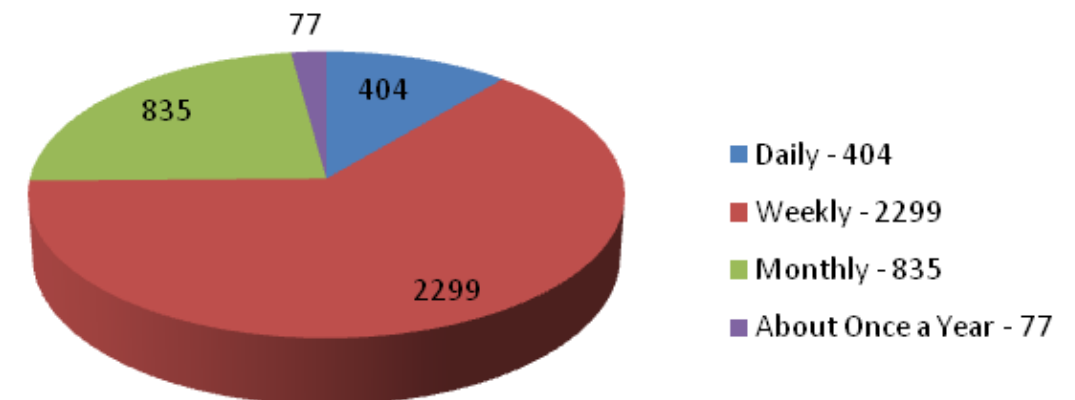
**Surveys Completed by Location**



**1. Primary Reason**

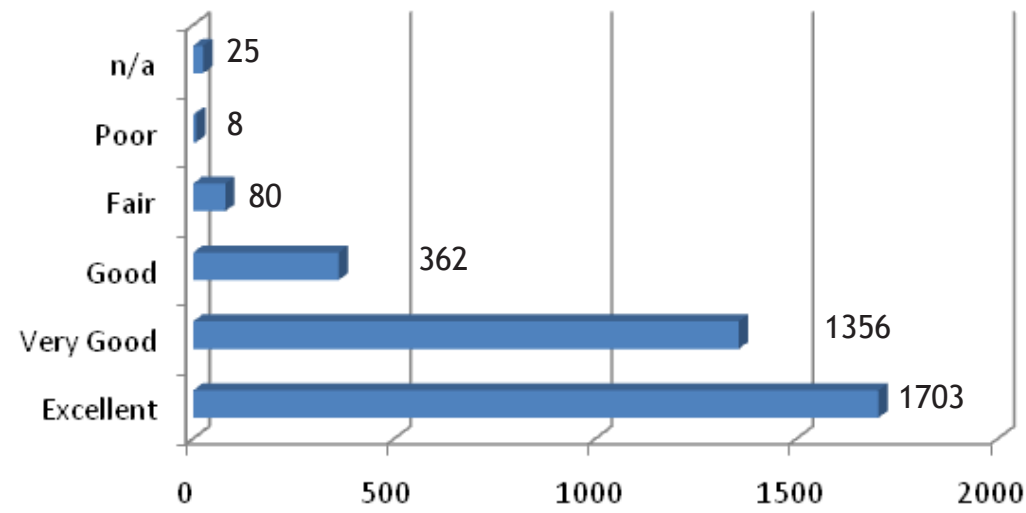


**2. How often do you visit the library?**



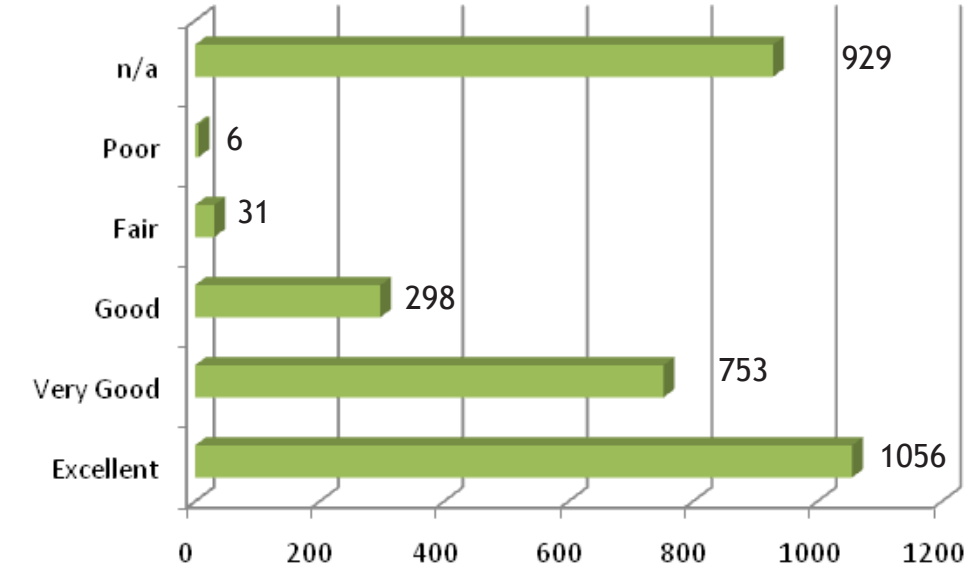
### 3-A. Books, CDs, or DVDs

#### Books, CDs, DVDs



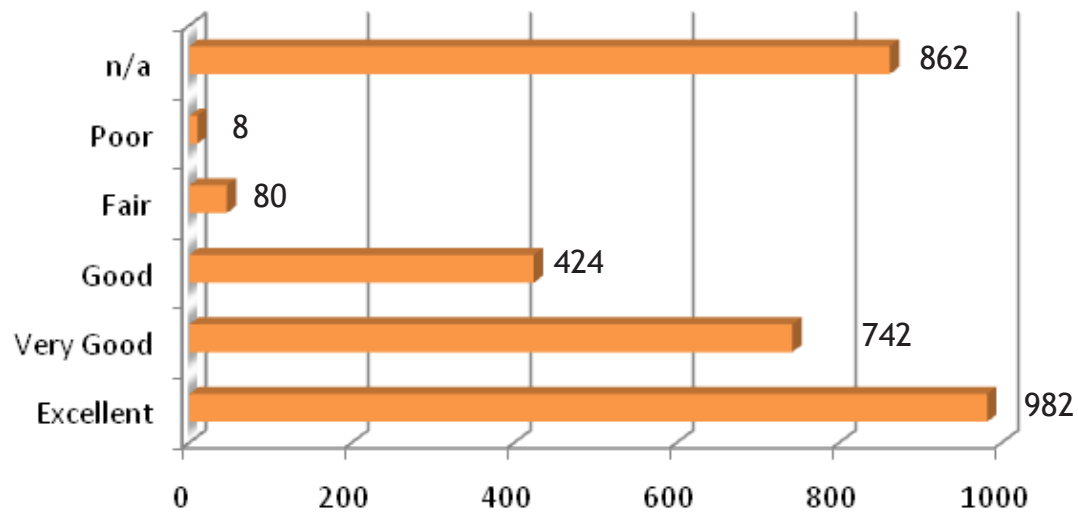
### 3-C. Computers or Wi-Fi

#### Computers or Wi-Fi



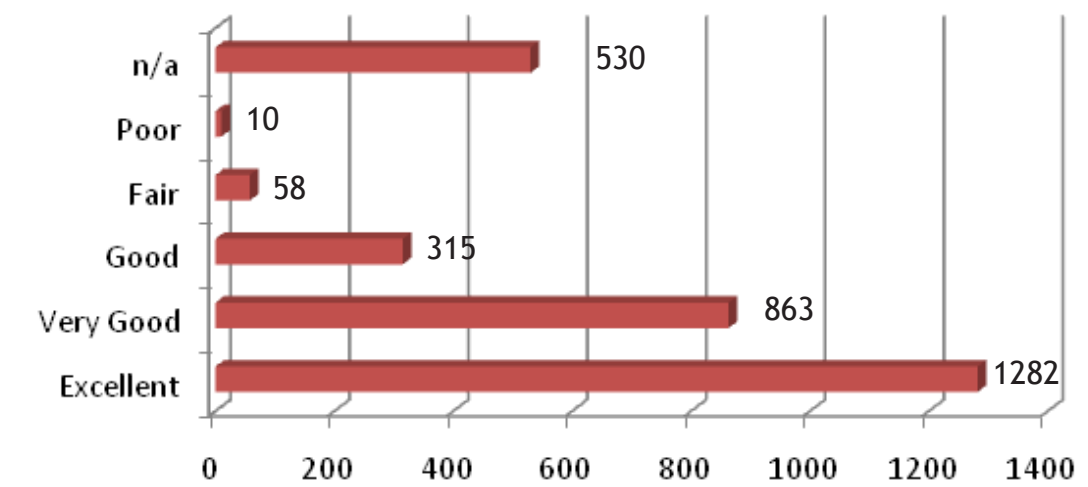
### 3-B. Programs or Events

#### Programs or Events



### 3-D. Online Services

#### Online Services



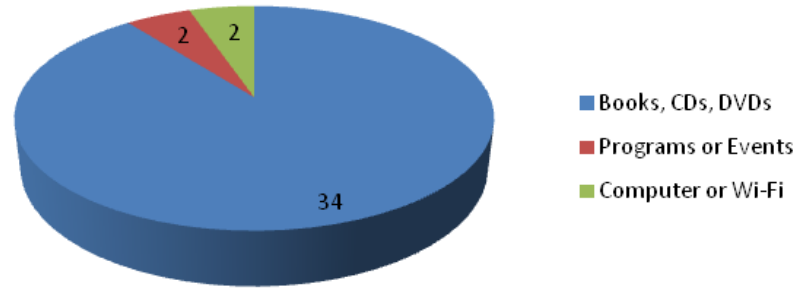
# CTR Survey Results

Total Surveys: 38

Calls: 385 (9.87%)

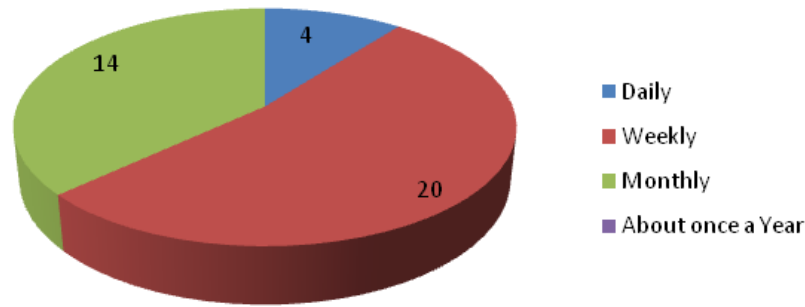
## 1. Primary Reason

Books, CDs, DVDs 34      Programs or Events 2      Computer or Wi-Fi 2



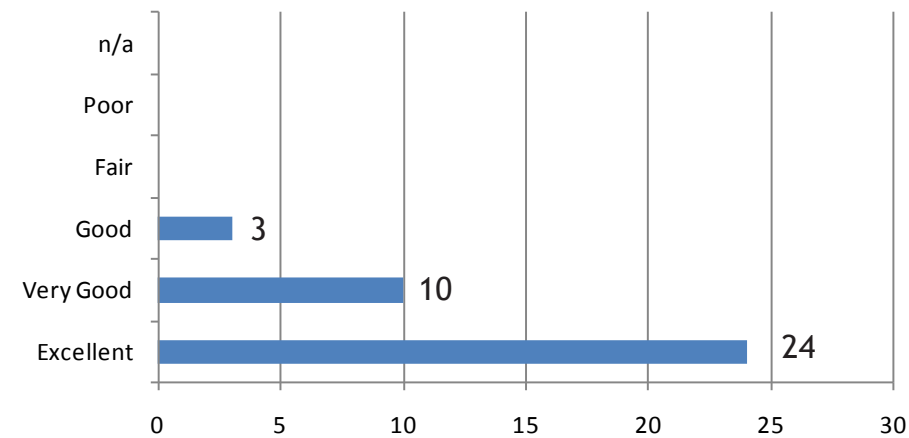
## 2. How often do you visit the library?

Daily 4      Weekly 20      Monthly 14      About Once a Year 0



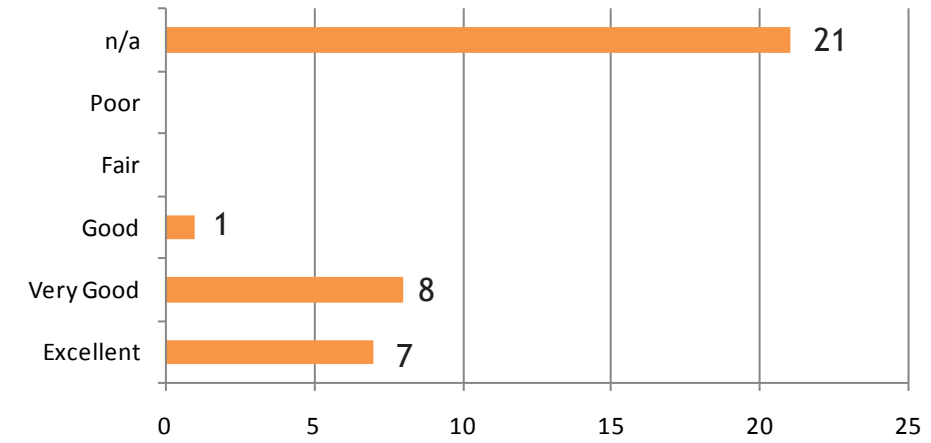
## 3-A. Books, CDs, or DVDs

### Books, CDs, or DVDs



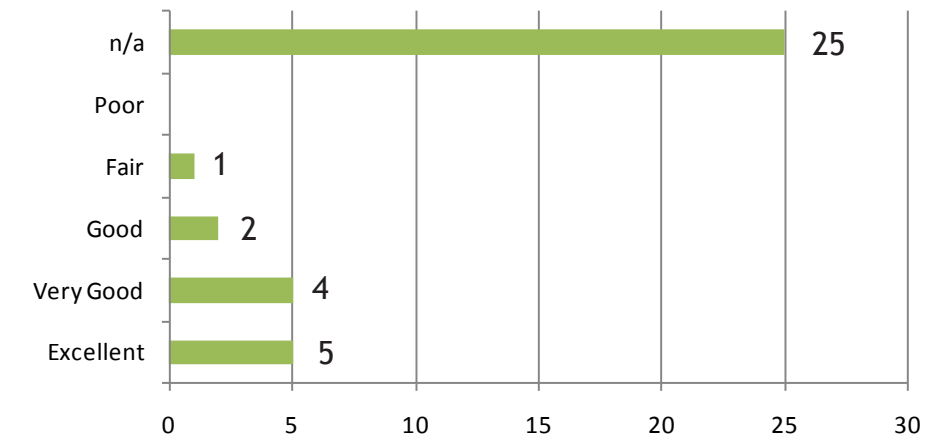
## 3-B. Programs or Events

### Programs or Events



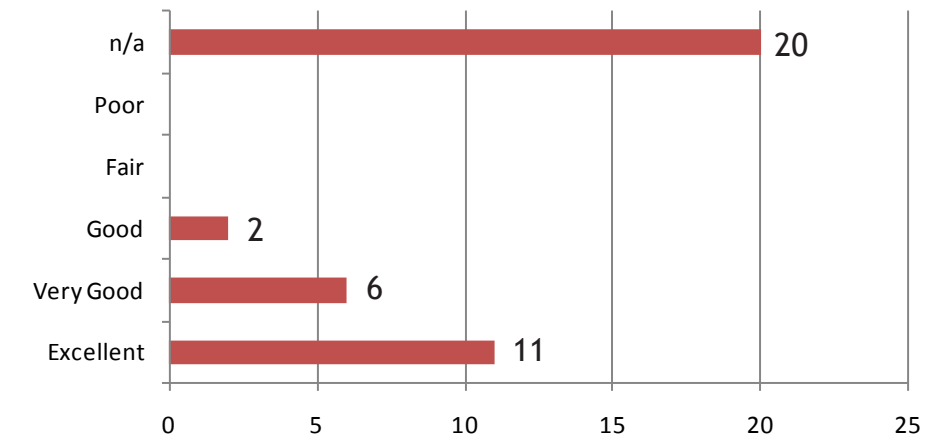
## 3-C. Computers or Wi-Fi

### Computers or Wi-Fi



## 3-D. Online Services

### Online Services



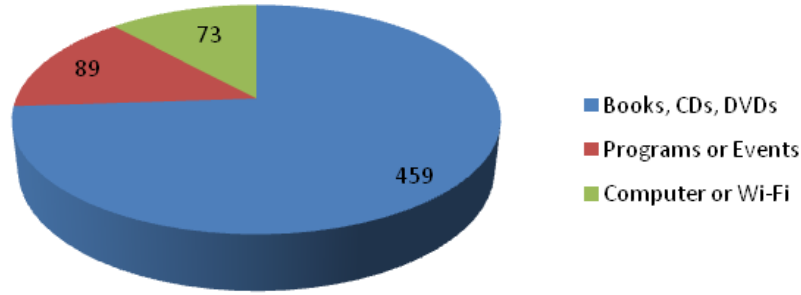
# Eldersburg Survey Results

Total Surveys: 581

Door Count: 4417 (13.15%)

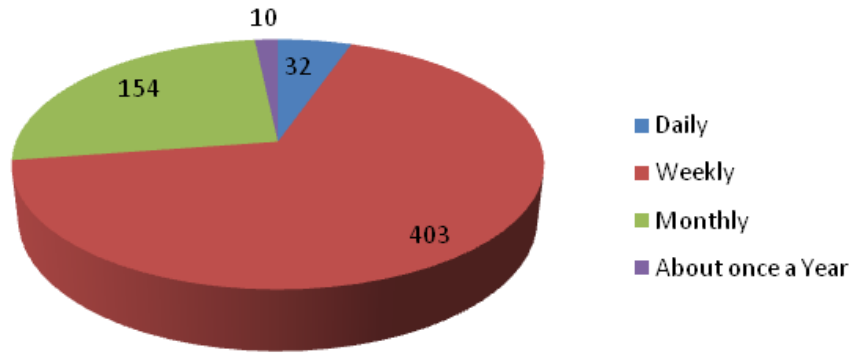
## 1. Primary Reason

Books, CDs, DVDs 459  
 Programs or Events 89  
 Computer or Wi-Fi 73



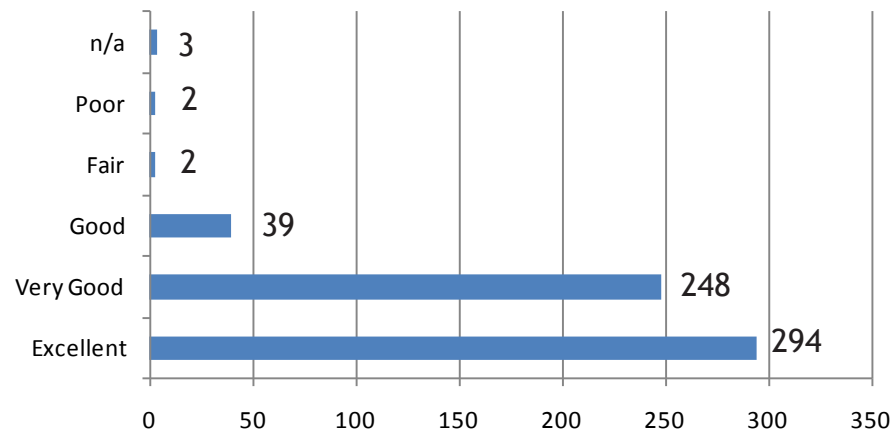
## 2. How often do you visit the library?

Daily 32  
 Weekly 403  
 Monthly 154  
 About Once a Year 10



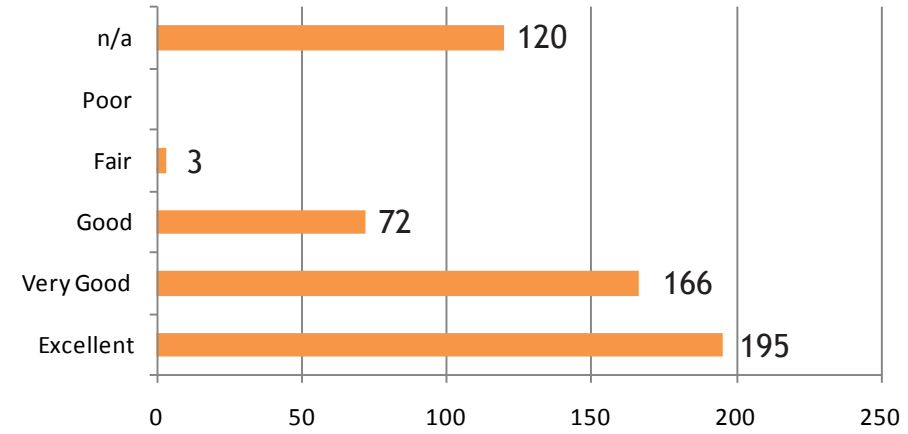
## 3-A. Books, CDs, or DVDs

### Books, CDs, or DVDs



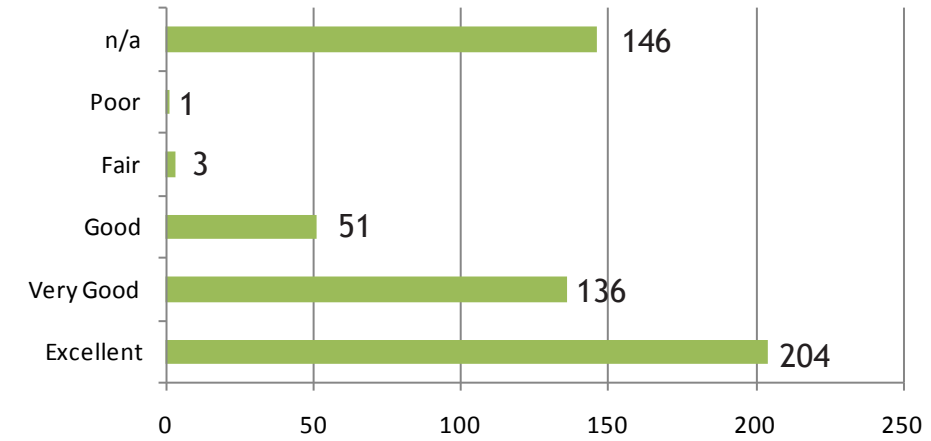
## 3-B. Programs or Events

### Programs or Events



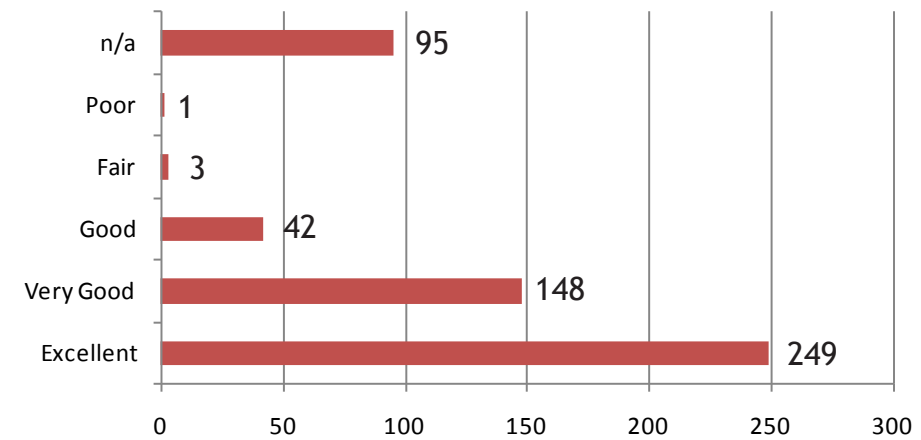
## 3-C. Computers or Wi-Fi

### Computers or Wi-Fi



## 3-D. Online Services

### Online Services

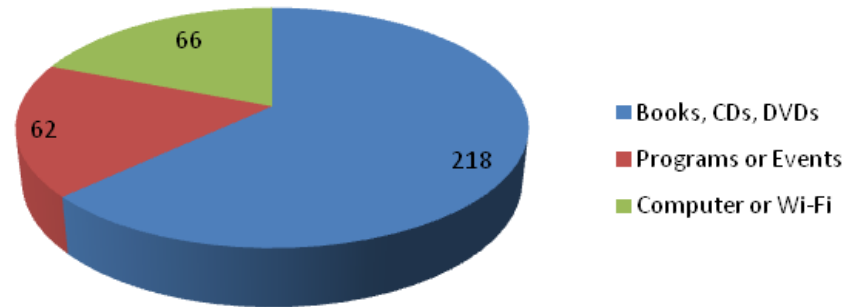


# Finksburg Survey Results

Total Surveys: 312 Door Count: 2420 (12.89%)

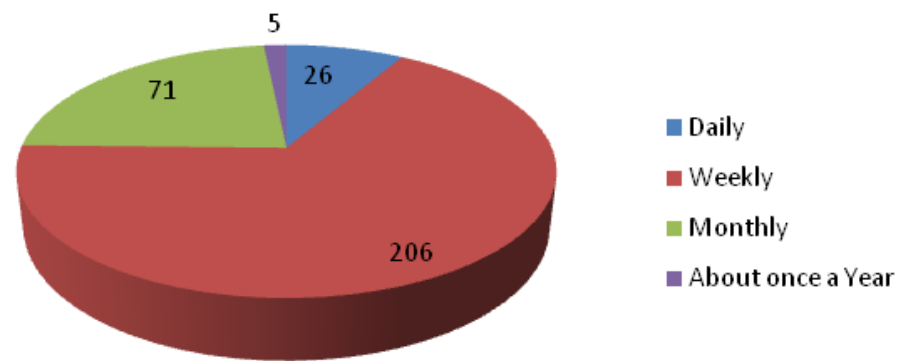
## 1. Primary Reason

Books, CDs, DVDs 218 Programs or Events 62 Computer or Wi-Fi 66



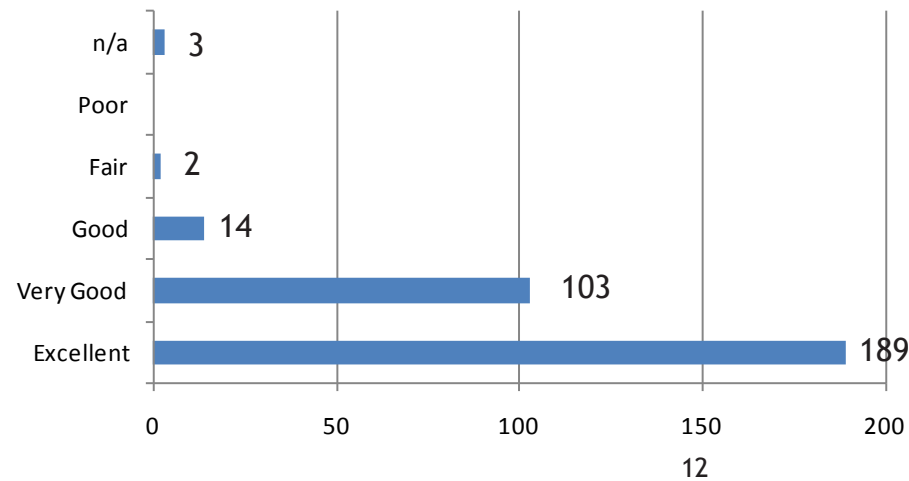
## 2. How often do you visit the library?

Daily 26 Weekly 206 Monthly 71 About Once a Year 5



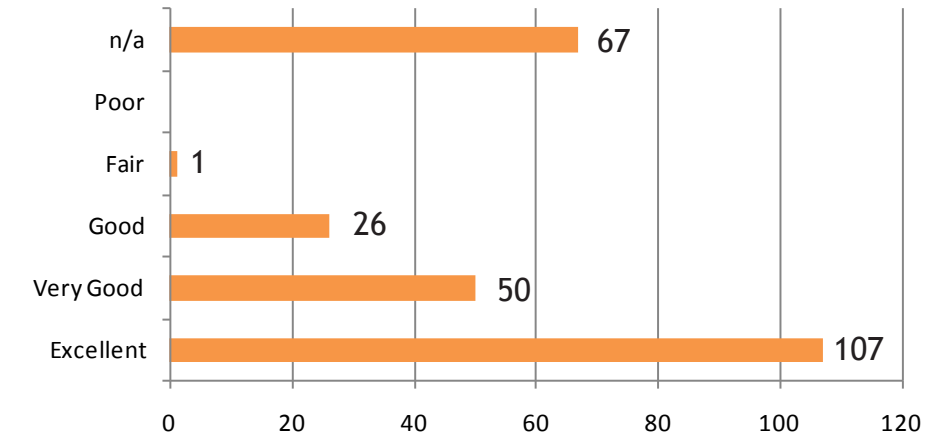
## 3-A. Books, CDs, or DVDs

### Books, CDs, or DVDs



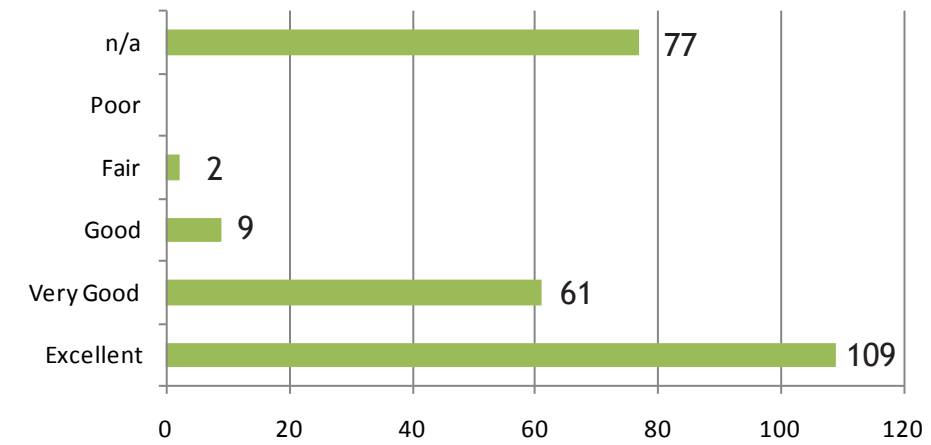
## 3-B. Programs or Events

### Programs or Events



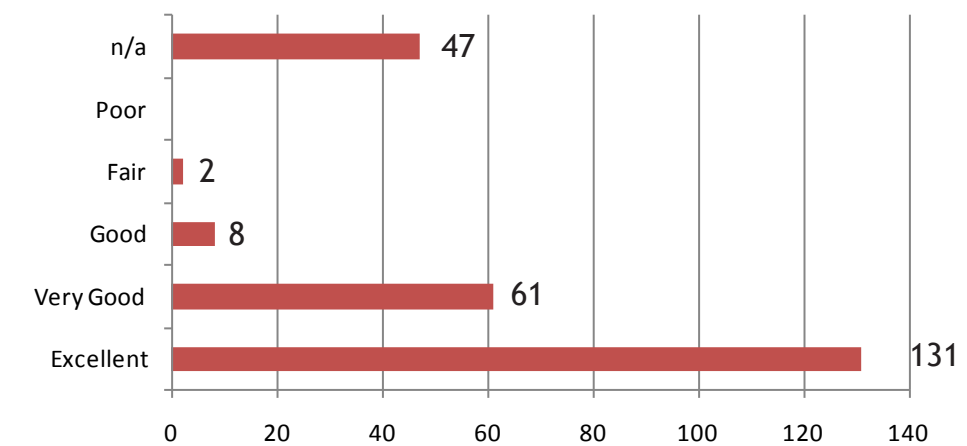
## 3-C. Computers or Wi-Fi

### Computers or Wi-Fi



## 3-D. Online Services

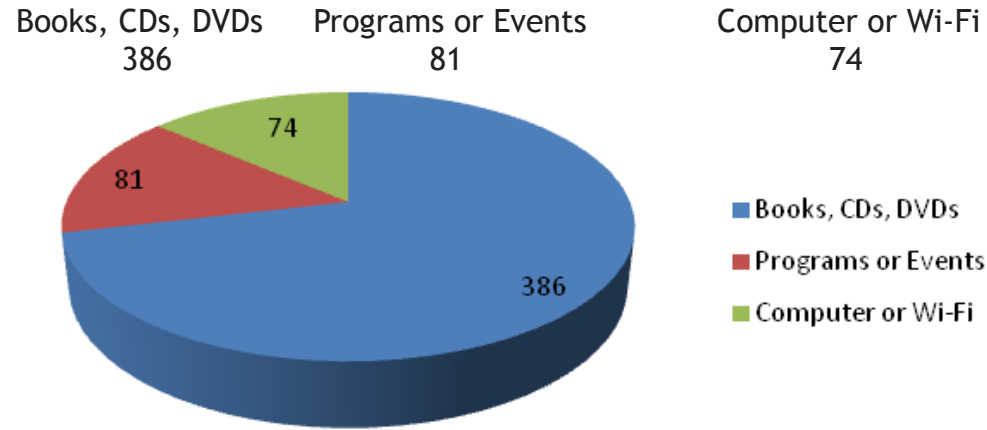
### Online Services



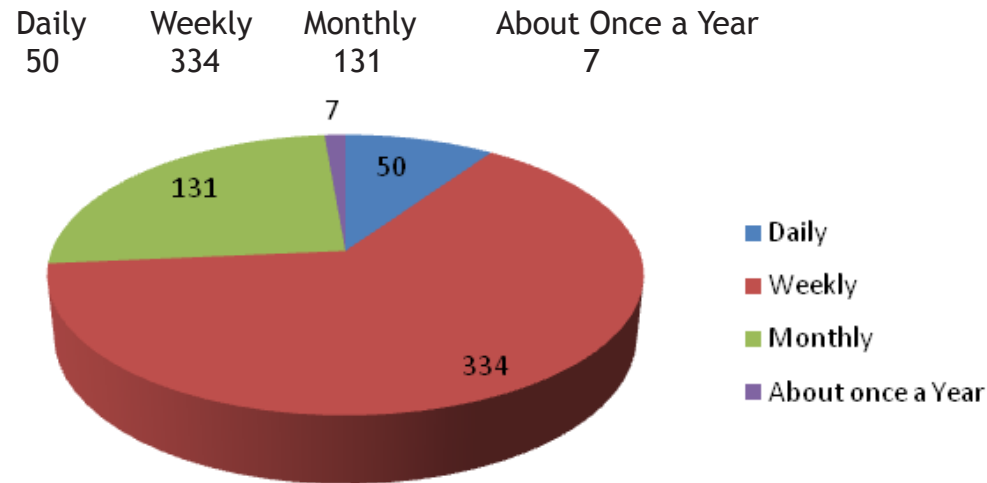
# Mount Airy Survey Results

Total Surveys: 512 Door Count: 3539 (14.47%)

## 1. Primary Reason

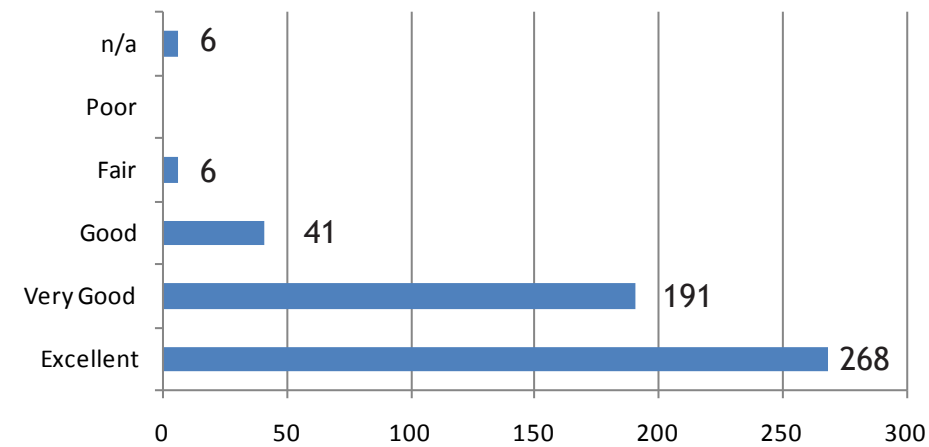


## 2. How often do you visit the library?



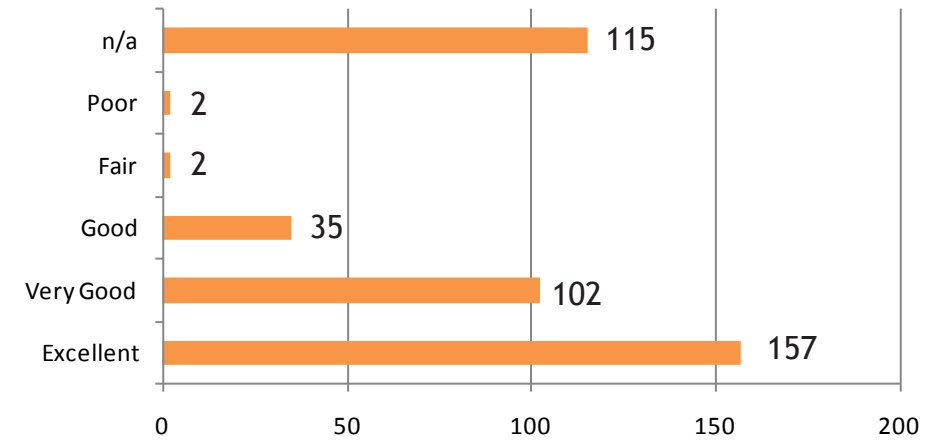
## 3-A. Books, CDs, or DVDs

### Books, CDs, or DVDs



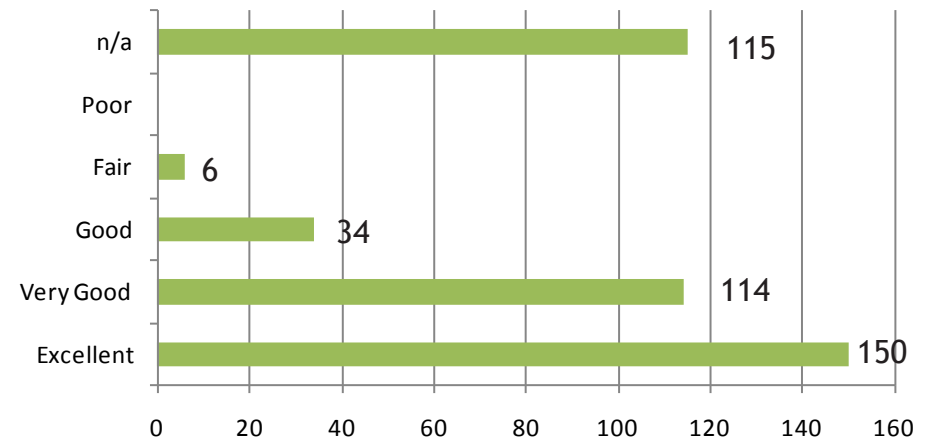
## 3-B. Programs or Events

### Programs or Events



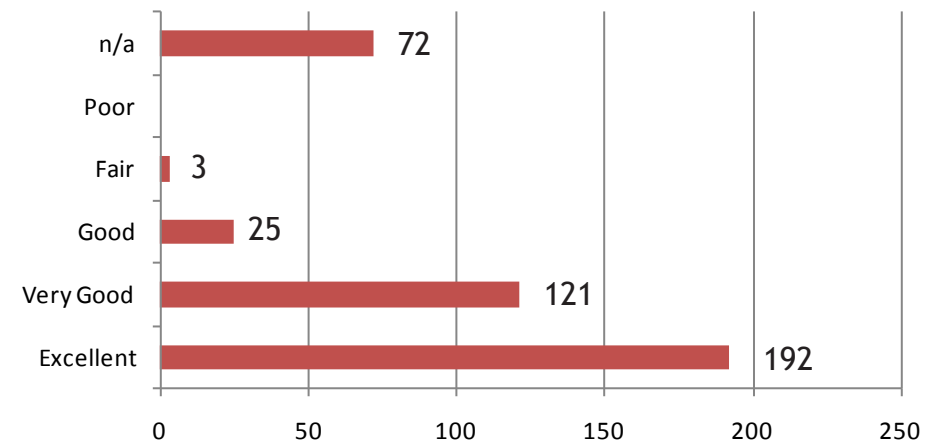
## 3-C. Computers or Wi-Fi

### Computers or Wi-Fi



## 3-D. Online Services

### Online Services



# North Carroll Survey Results

Total Surveys: 614

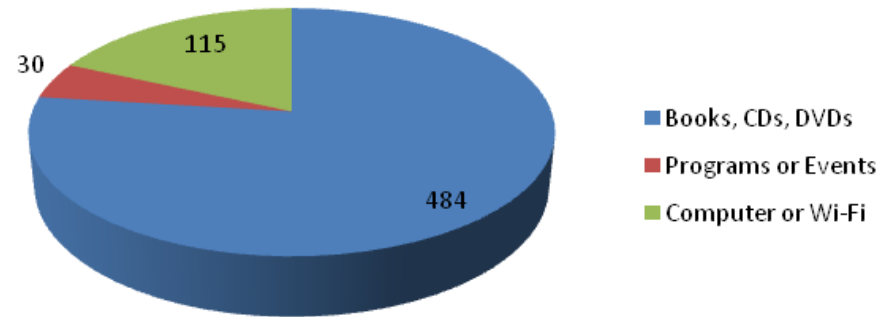
Door Count: 2875 (21.32%)

## 1. Primary Reason

Books, CDs, DVDs  
484

Programs or Events  
30

Computer or Wi-Fi  
115



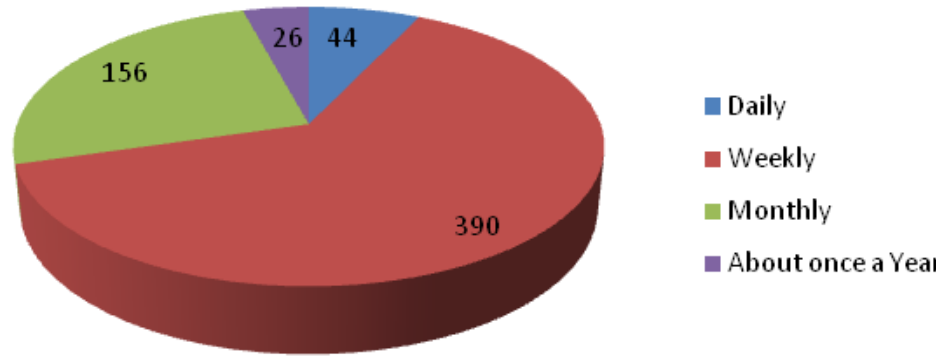
## 2. How often do you visit the library?

Daily  
44

Weekly  
390

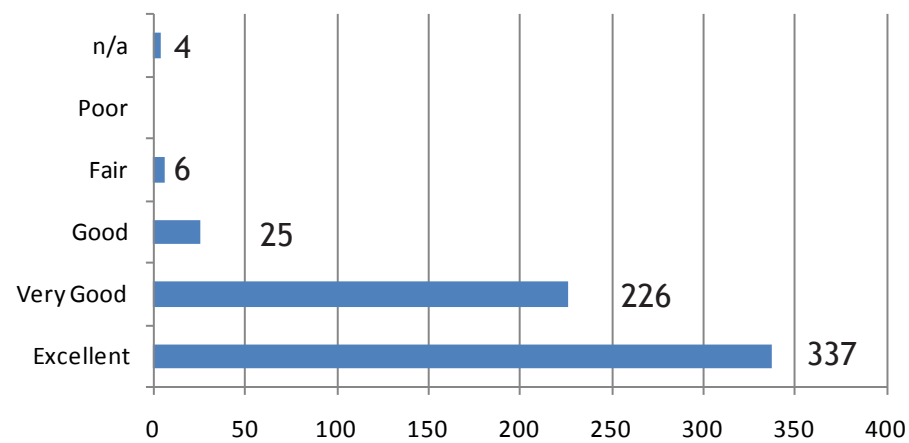
Monthly  
156

About Once a Year  
26



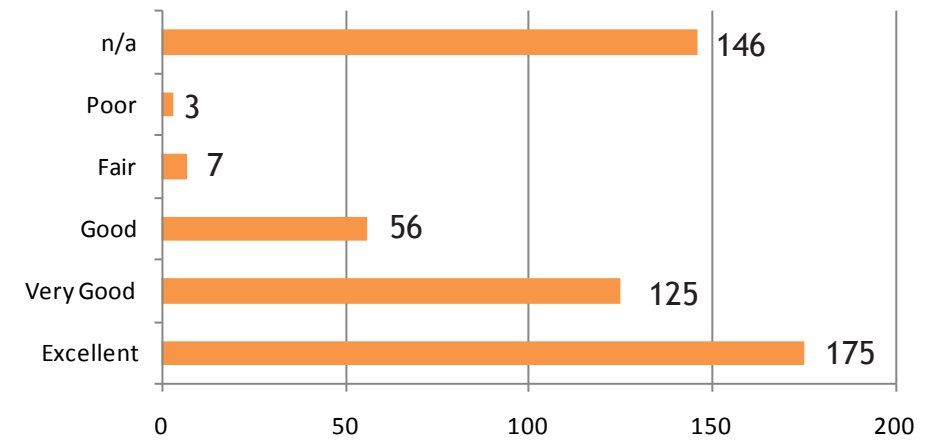
## 3-A. Books, CDs, or DVDs

### Books, CDs, or DVDs



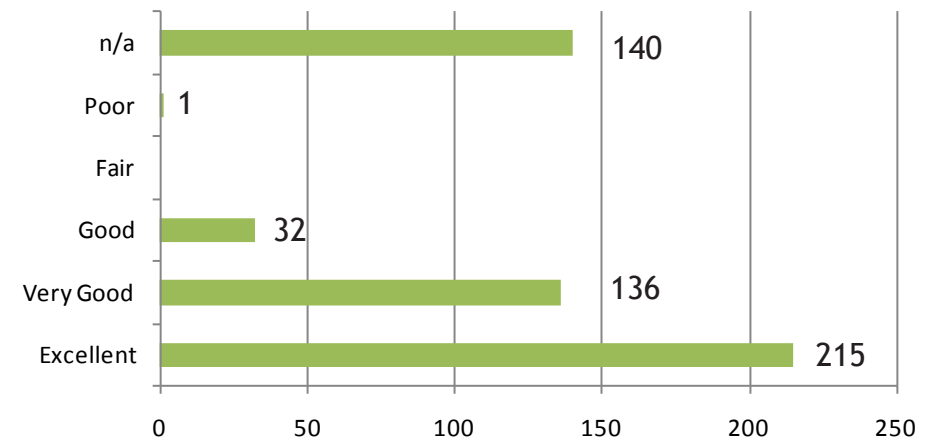
## 3-B. Programs or Events

### Programs or Events



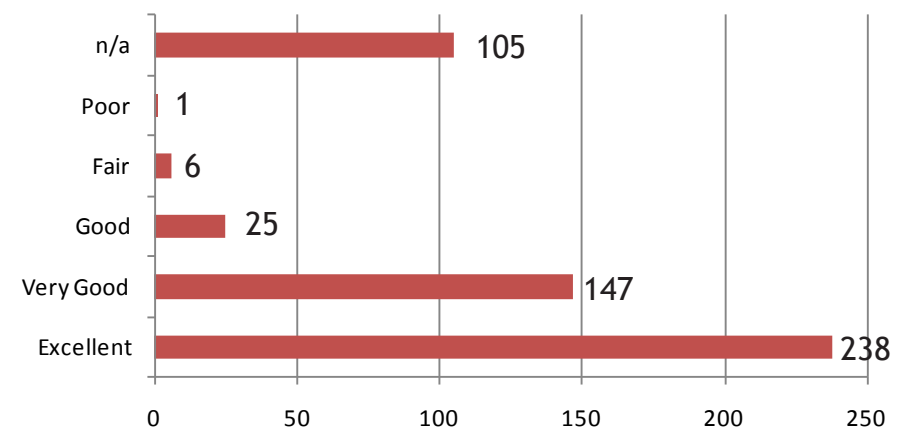
## 3-C. Computers or Wi-Fi

### Computers or Wi-Fi



## 3-D. Online Services

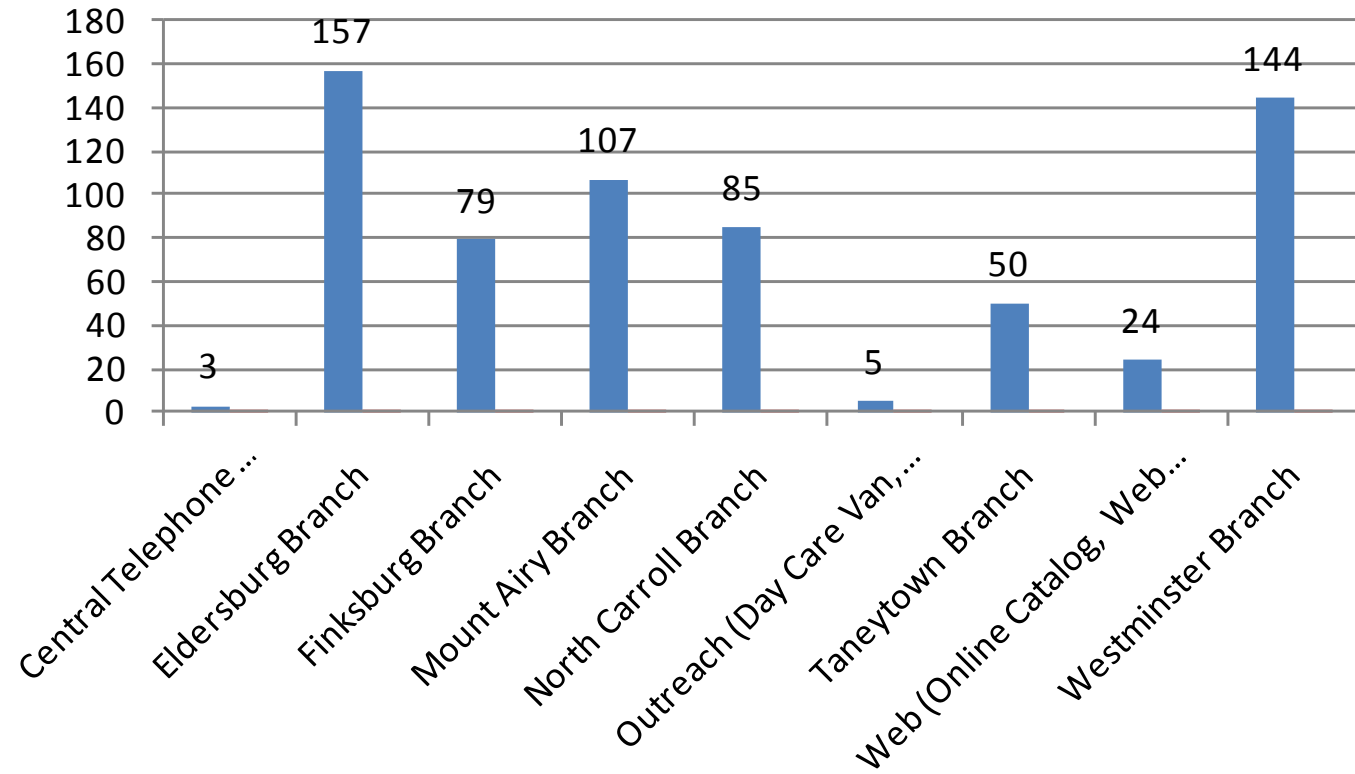
### Online Services



# Online Survey Results

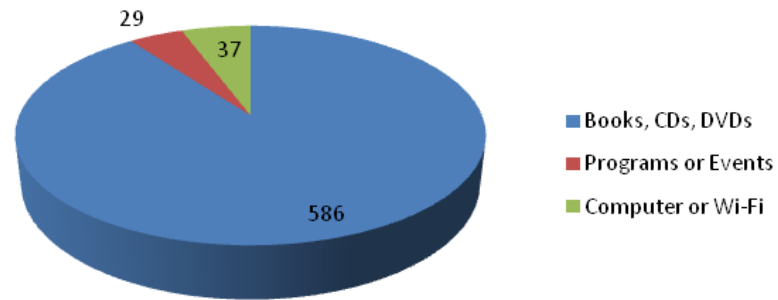
Total Surveys: 663 completed (1048 viewed, 800 started)

Which library branch or service do you primarily use? Please choose one.



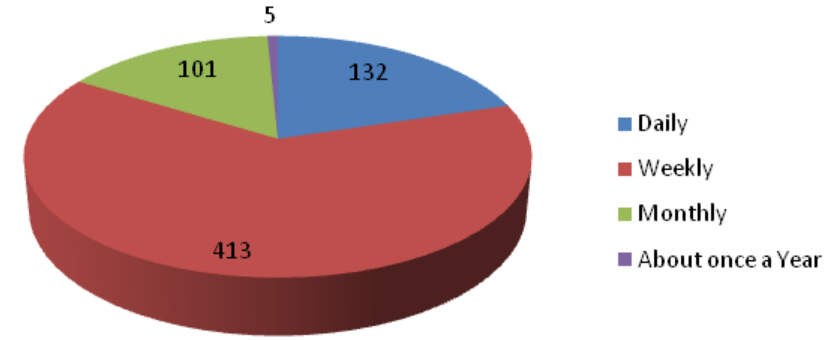
## 1. Primary Reason

Books, CDs, DVDs: 586  
 Programs or Events: 29  
 Computer or Wi-Fi: 37



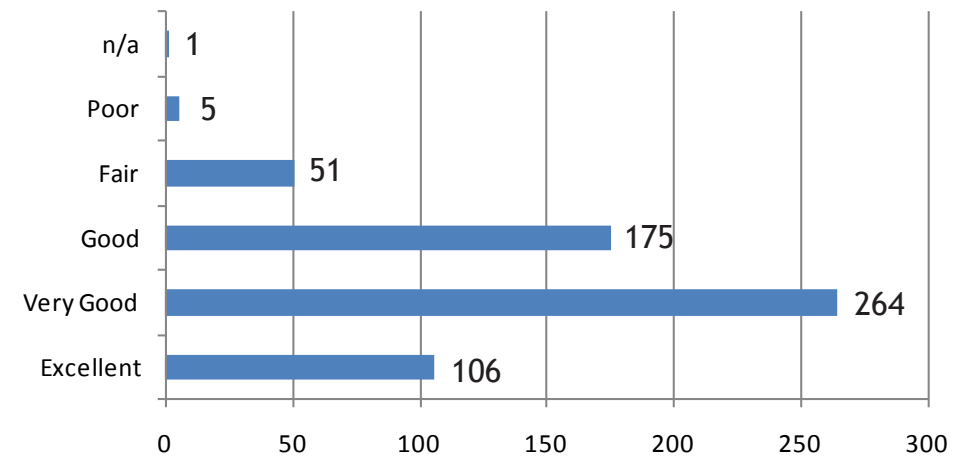
## 2. How often do you visit the library?

Daily: 132  
 Weekly: 413  
 Monthly: 101  
 About Once a Year: 5



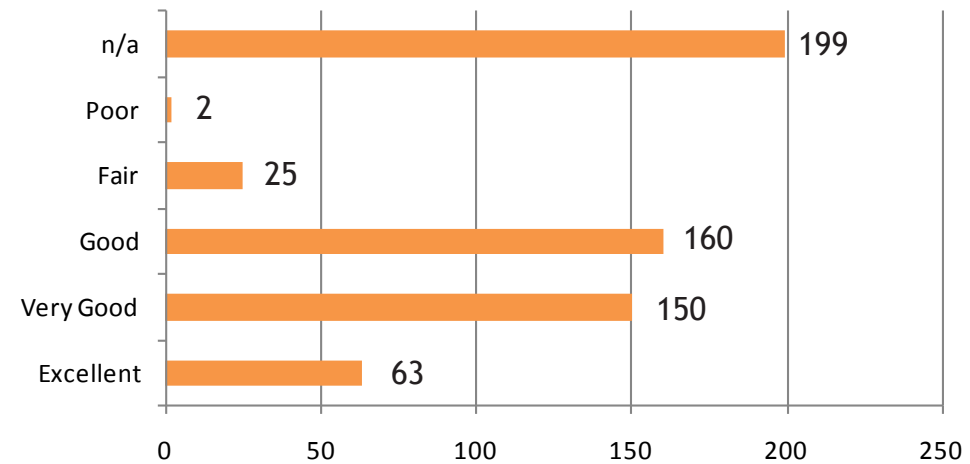
## 3-A. Books, CDs, or DVDs

### Books, CDs, or DVDs



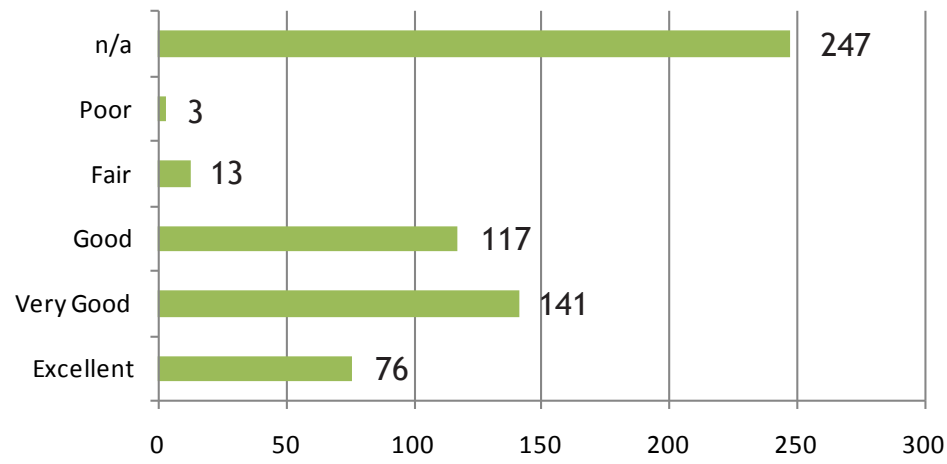
## 3-B. Programs or Events

### Programs or Events



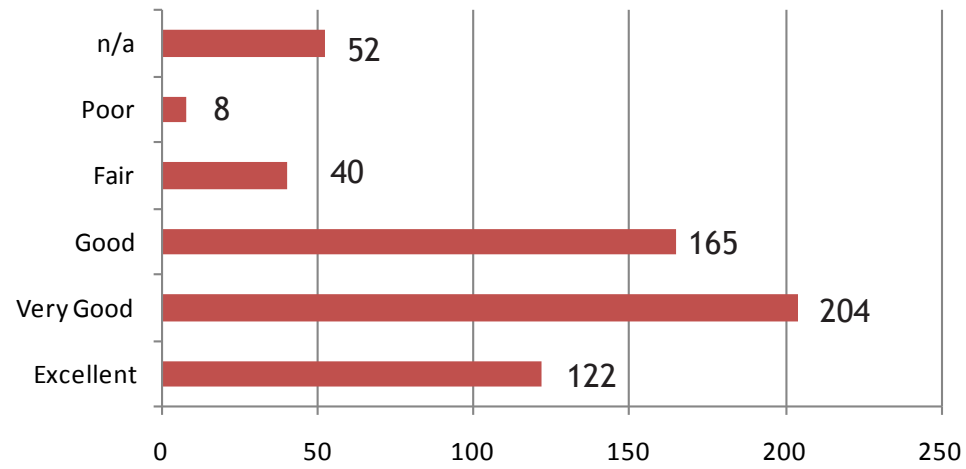
3-C. Computers or Wi-Fi

**Computers or Wi-Fi**



3-D. Online Services

**Online Services**

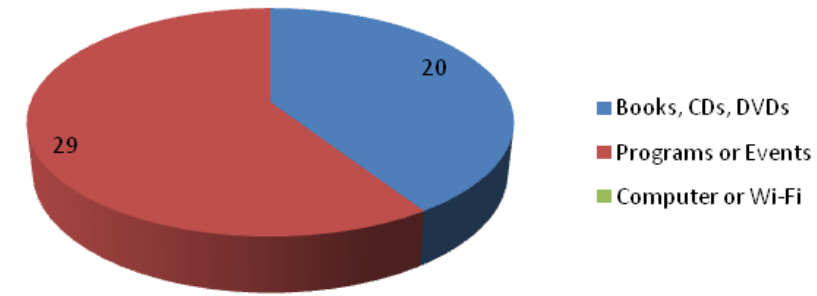


**Outreach Survey Results**

Total Surveys: 49

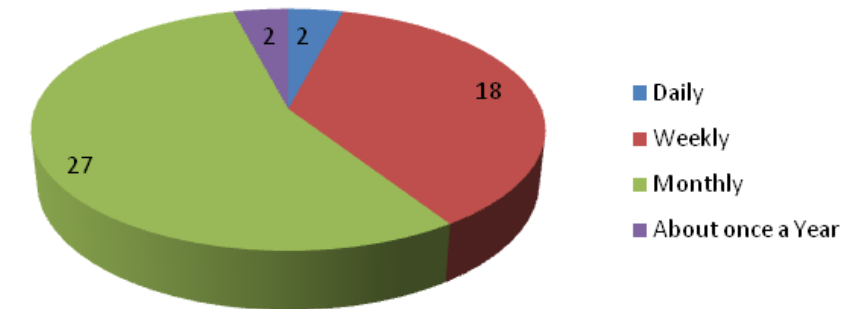
1. Primary Reason

Books, CDs, DVDs: 20  
 Programs or Events: 29  
 Computer or Wi-Fi: 0



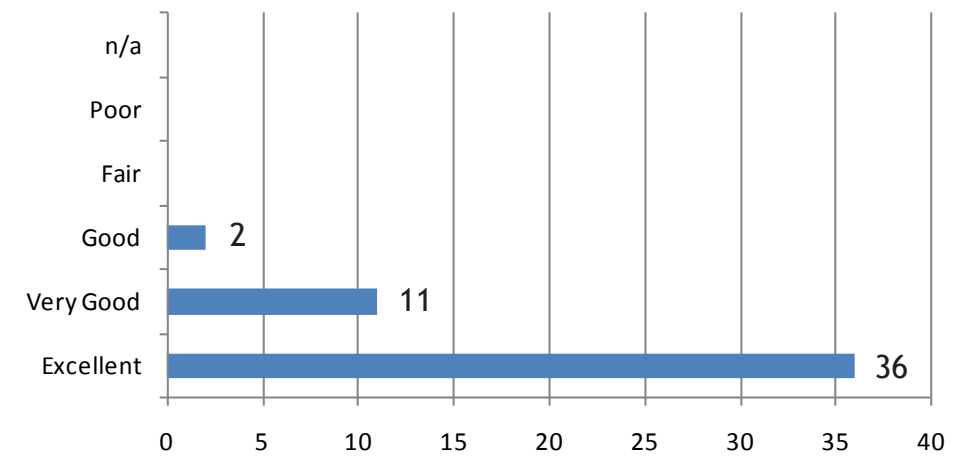
2. How often do you visit the library?

Daily: 2  
 Weekly: 18  
 Monthly: 27  
 About Once a Year: 2



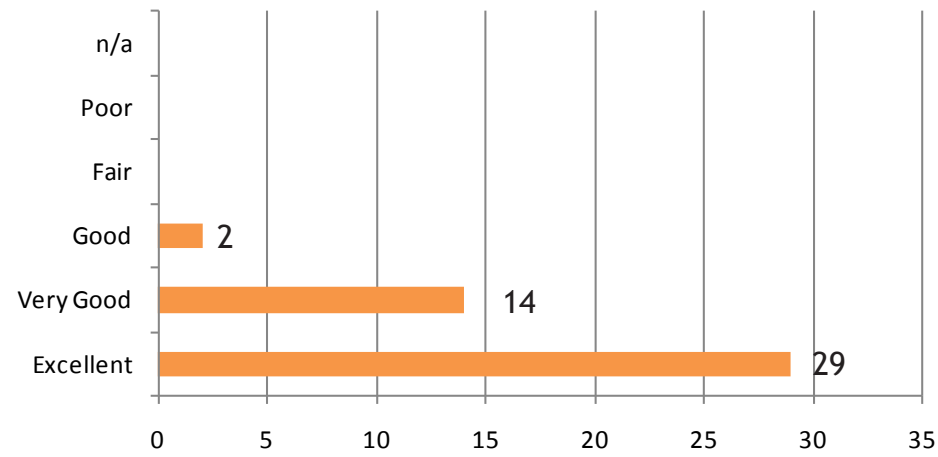
3-A. Books, CDs, or DVDs

**Books, CDs, or DVDs**



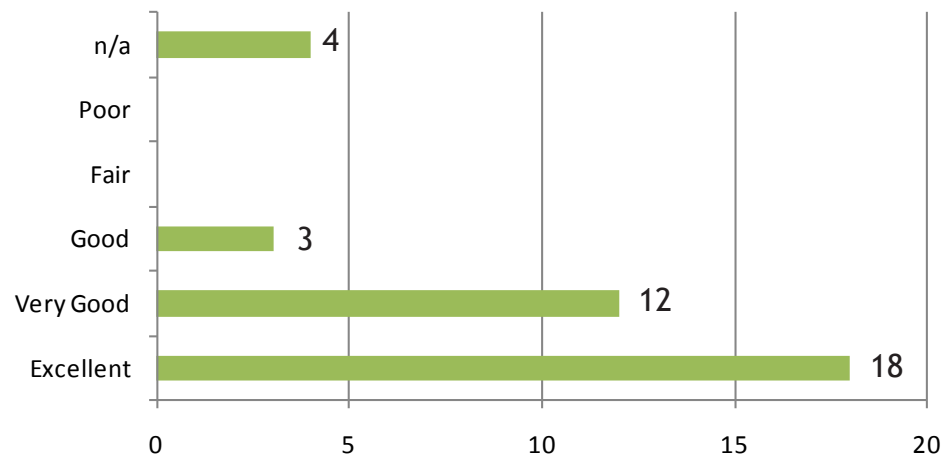
3-B. Programs or Events

Programs or Events



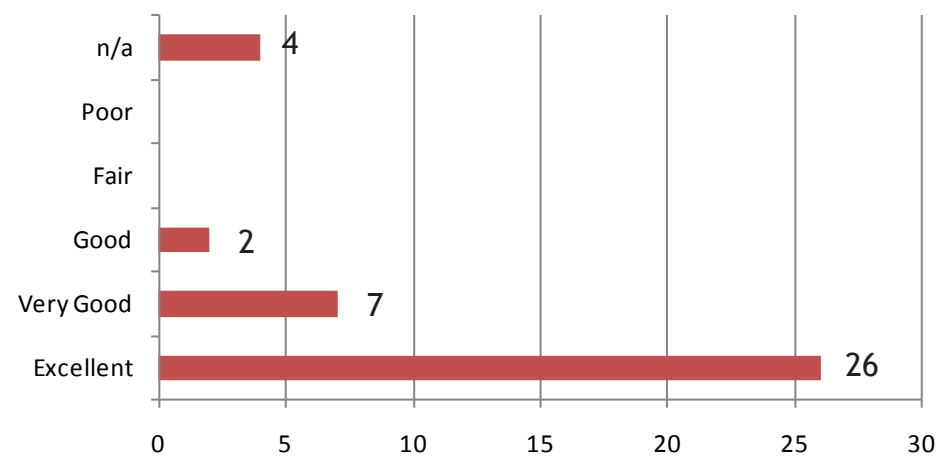
3-C. Computers or Wi-Fi

Computers or Wi-Fi



3-D. Online Services

Online Services

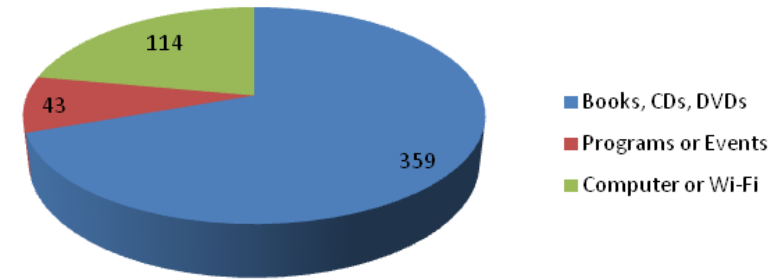


Taneytown Survey Results

Total Surveys: 492 Door Count: 2329 (21.11%)

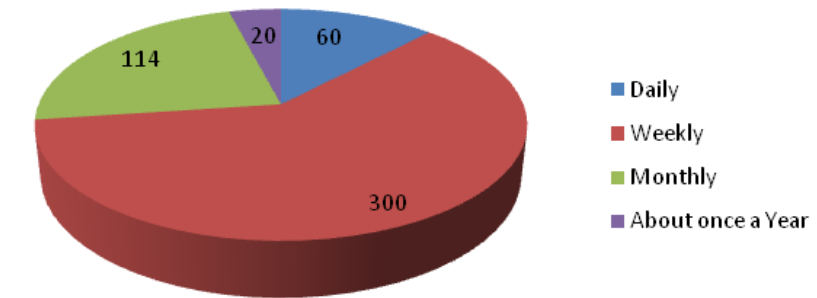
1. Primary Reason

Books, CDs, DVDs 359 Programs or Events 43 Computer or Wi-Fi 114



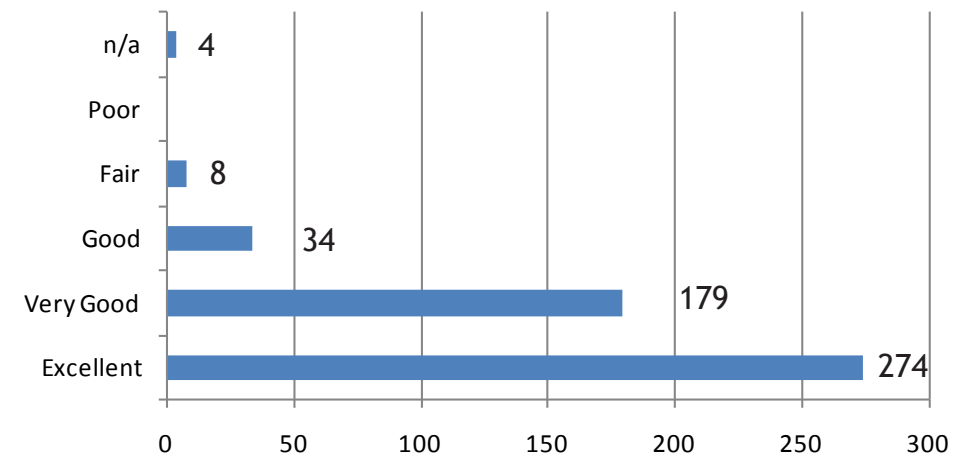
2. How often do you visit the library?

Daily 60 Weekly 300 Monthly 114 About Once a Year 20



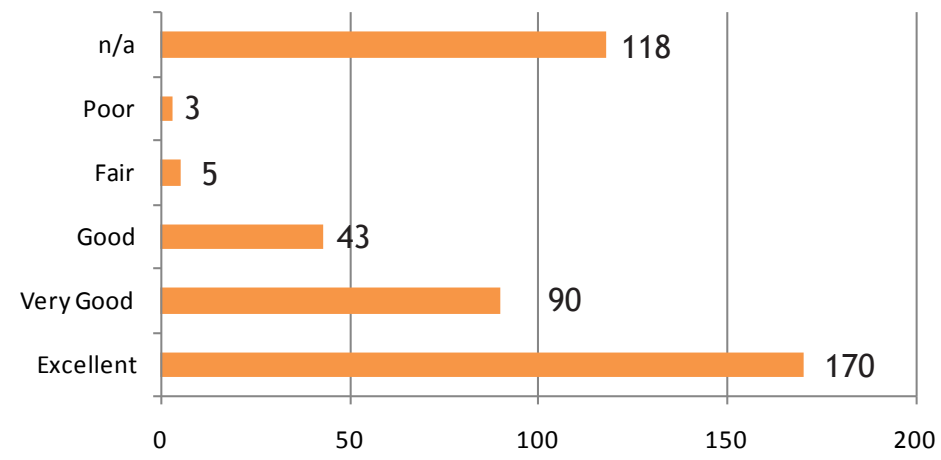
3-A. Books, CDs, or DVDs

Books, CDs, or DVDs



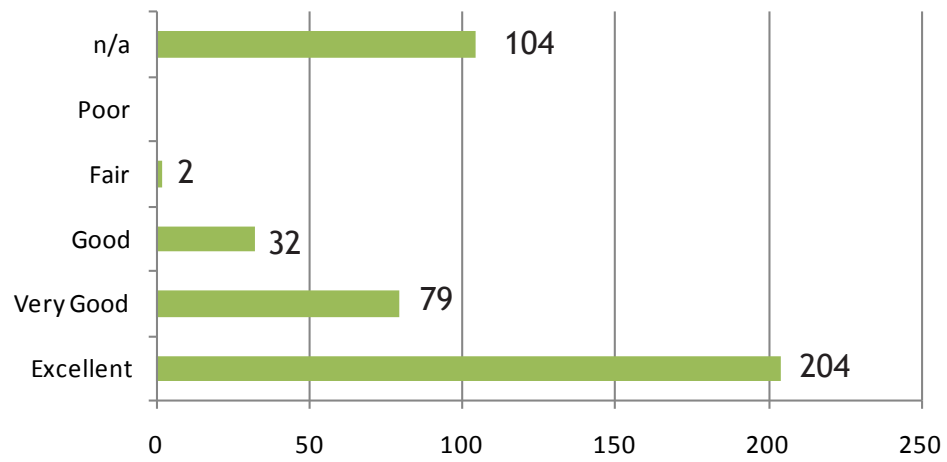
3-B. Programs or Events

Programs or Events



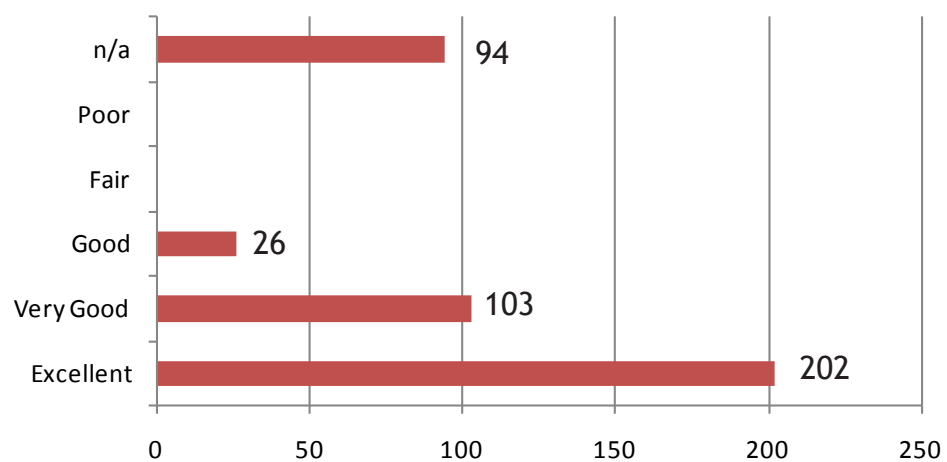
3-C. Computers or Wi-Fi

Computers or Wi-Fi



3-D. Online Services

Online Services



Westminster Survey Results

Total Surveys: 342

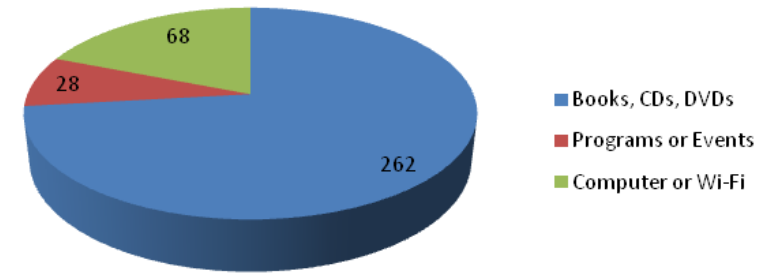
Door Count: 5812 (5.88%)

1. Primary Reason

Books, CDs, DVDs  
262

Programs or Events  
28

Computer or Wi-Fi  
68



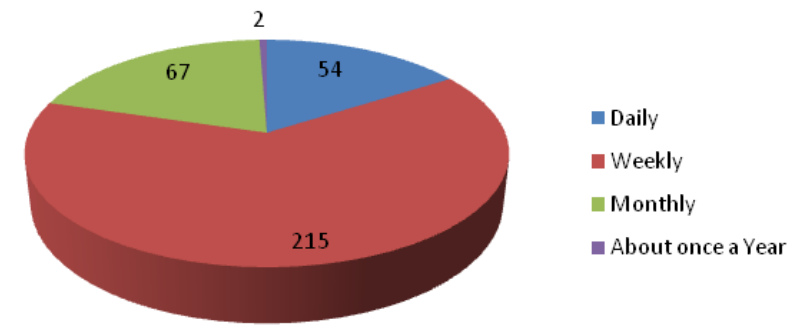
2. How Often do you visit the library?

Daily  
54

Weekly  
215

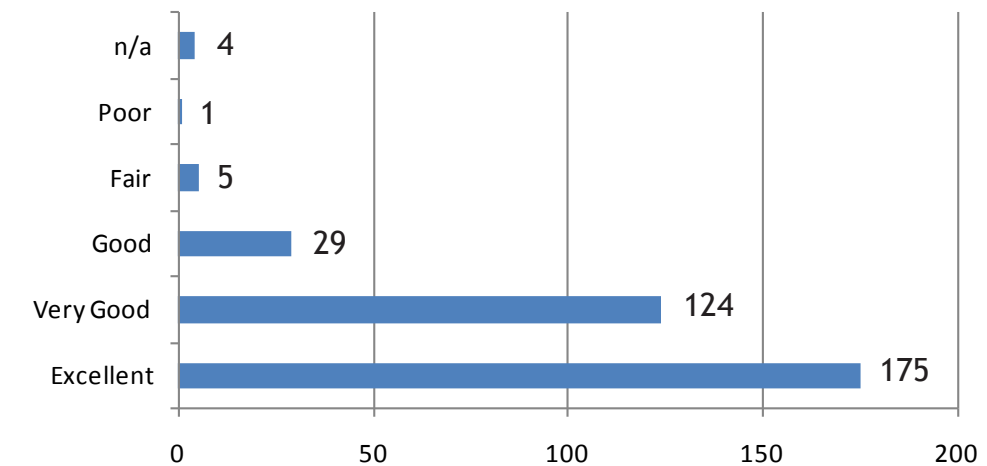
Monthly  
67

About Once a Year  
2



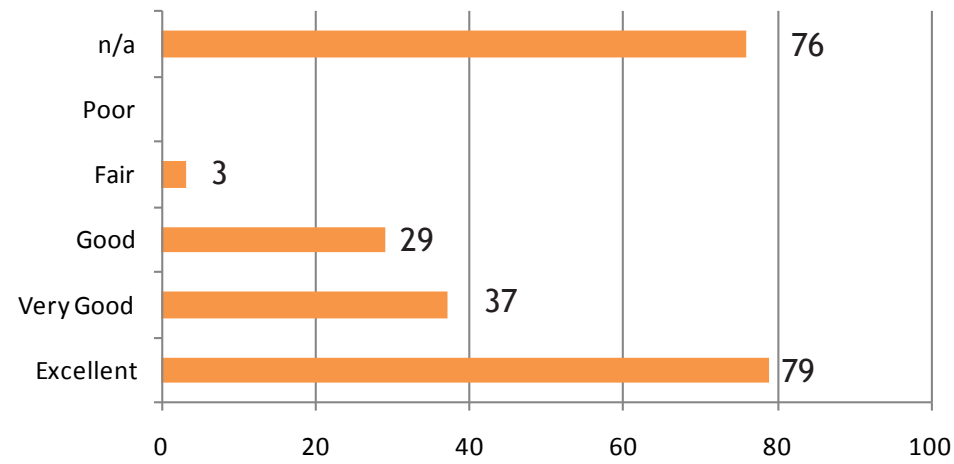
3-A. Books, CDs, or DVDs

Books, CDs, or DVDs



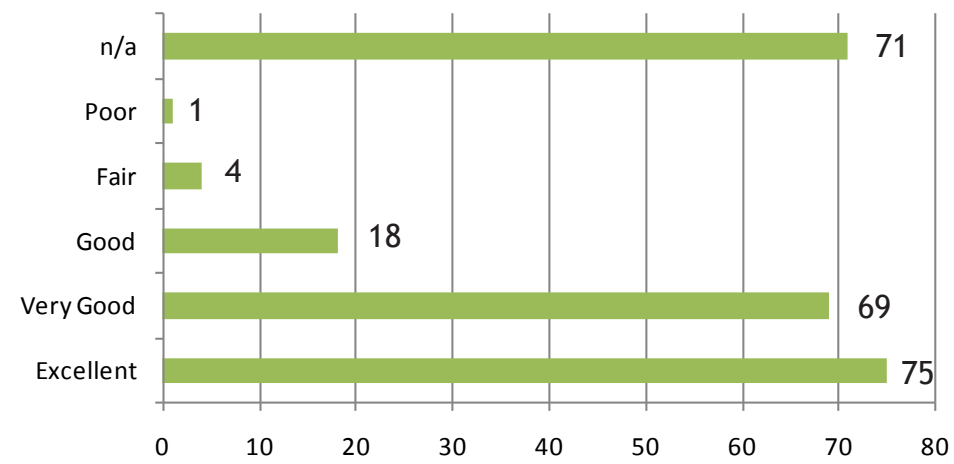
3-B. Programs or Events

Programs or Events



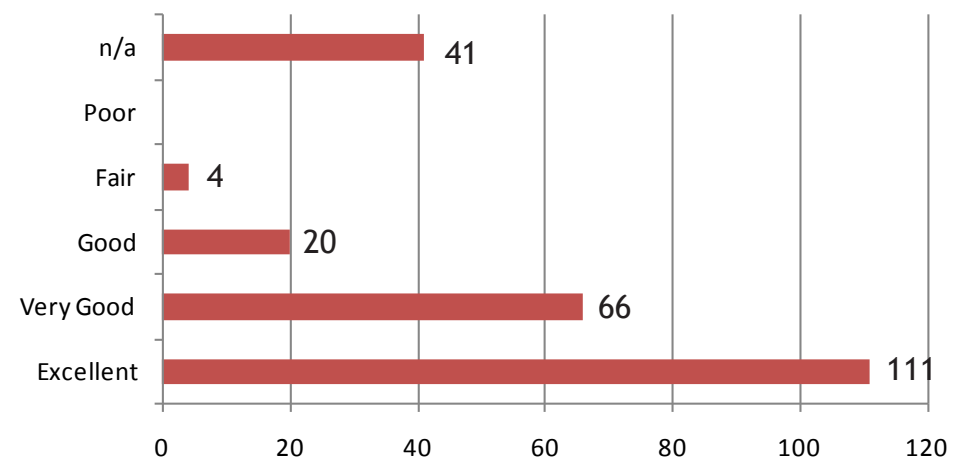
3-C. Computers or Wi-Fi

Computers or Wi-Fi



3-D. Online Services

Online Services



Focus Groups 2010  
Materials, Programs, Technology

Materials Focus Groups

North Carroll Branch - Materials, Saturday, 11/6/2010 at 10 AM, Facilitator: Lisa Back, Recorder: Cindy Ahmann, 8 Participants

Eldersburg Branch - Materials, Tuesday, 11/9/2010 at 2 PM, Facilitator: James Kelly, Recorder: Brandt Ensor, 9 Participants

Questions

How often do you visit the library?

What is your primary reason for coming to the library?

What types of materials do you check out from the library?

What do you think of the library's collection of books?

What do you think of the library's collection of CDs, including books on CD?

What do you think of the library's collection of DVDs?

What do you think of the library's collection of video games?

Have you ever checked out a Playaway? Tell us about your experience.

Have you ever downloaded an ebook or audiobook from the library? If so, how did you like it?

What would your ideal library have in its collection?

Summary

The majority of customers present at these focus groups visit the library on a weekly basis. Primary reasons for visiting the library are varied but most customers expressed the need to collect materials or attend library programs. Other library services such as the community bulletin board, play areas, and computer usage were also cited as reasons for visitation. When asked what types of materials customers came to the library to check out, participants answered books (various fiction genres and nonfiction), audio books, DVDs, CDs, and games. This diversity corresponds with the library's collection. Participants felt that the library's collection of materials is overall very strong; however, most participants expressed a desire to receive items (especially new fiction and DVDs) faster. Many participants felt frustrated that the system did not carry complete series and older books. Comments were also made about the quality of materials, especially scratched discs which when checked out would not play. When asked about usage of Playaways, most people responded that they did not know what they were. Others who had experience noted that the collection of Playaways is limited and that they are hard to get a hold of. The overall impression of them was positive. Many participants have problems downloading audio and e books from OverDrive and expressed frustration with their limited usage on multiple platforms, especially Mac products. When participants were questioned about their ideal library, most all participants voiced their love of the current library.

## Programs Focus Groups

Taneytown Branch, Monday, 11/8/2010 at 10 AM, Facilitator: Lisa Back, Recorder: Renee Brown, 4 Participants

Finksburg Branch, Friday, 11/19/2010 at 10:30 AM, Facilitator: Lisa Back, Recorder: Bryan Hissong, 7 Participants

### Questions

- How often do you visit the library?
- What is your primary reason for coming to the library?
- What types of programs do you attend at the library?
- What do you think of the library's children's programs?
- What do you think of the library's adult programs?
- What do you think of the library's Summer Reading Program?
- Have you ever participated in our On the Same Page program? Tell us about your experience.
- What would your ideal library offer in the way of programming?

### Summary

Participants of the Programs focus groups visit the library on a regular basis with most making at least weekly visits to the library or website. Primary reasons for library visits were cited as selecting or checking out materials, and selecting, registering, or attending library programs. Programs participants attend or have attended include: storytimes, children's art and music programs, children's science programs, children's gardening programs, programs for homeschoolers, yoga for adults, adult book clubs, and scrapbooking for adults. Both groups found the library's children's programs to be excellent and of the highest quality. Teen programs were described as being hit or miss with program themes mainly appealing to females or being gaming programs. Participants expressed a desire for science themed programs developed for teens and 'tweens'. Participants were also eager to attend more adult programs. Recommended programs include: day book club, parent and child book club, card clubs (bridge, etc.), Mahjong, crafts, health and wellness, and the home arts (canning, etc.). When asked about the summer reading program, participants who were parents remarked that last year wasn't as exciting as previous years. They didn't like the structure of the reward system or of the online reading logs. Most participants were also unaware of the On the Same Page program, although a few participants read the book without being aware of the context within the program. When asked about their ideal library, participants remarked that they were very happy and impressed with the quality of programs offered. In addition participants responded that they would like more programs, especially for adults. Participants also recommended that adult programs be scheduled at the same time as children's programs, so that adults would be able to attend while their children are occupied with a program of their own.

## Technology Focus Groups

Westminster Branch - Technology, Monday, 11/15/2010 at 2 pm, Facilitator: Lisa Back, Recorder: Barb Lease, 3 Participants

Mount Airy Branch - Technology, Monday, 11/15/2010 at 7 pm, Facilitator: Lisa Back, Recorder: Patty Sundberg, 6 Participants

### Questions

- How often do you visit the library or library website?
- What is your primary reason for coming to the library or library website?
- What do you think of the library's website?
- Have you ever visited the kids page, teen page, or library's community directory? What did you think of the experience?
- Do you access the library's catalog online? Do you find it easy to use?
- Do you use our self check out stations? Tell me about your experience.
- Have you ever used any of our online databases (sometimes these are called Electronic resources or online resources or reference)?
- Do you use the library's computers or wi-fi?
- How about our Facebook pages and Twitter feed?
- How would your ideal library use technology?

### Summary

Participants visit the library and library website very regularly, ranging from multiple visits in a week to daily. Most visit the library website primarily for finding materials and placing holds or finding programming information. In addition, the participants make physical visits to library branches to pick up materials and attend library programs. In regards to the library home page (library.carr.org), most participants felt that the site was good but could be improved. The library's catalog was found to be acceptable, but most participants found fault with various aspects. The most frequent comment was that the catalog was more functional than user friendly. Participants expressed interest in a more dynamic look with community building features like a top ten titles checked out list, and a place for user and librarian reviews. Most participants were unaware that the library hosted sites for kids, teens, and the community directory. Many participants frequently use and like the self check out stations; however, some participants remarked that the stations are often out of order. About half of the participants questioned use the library's online databases. Those same participants were very happy with the service and urged other group participants to take advantage of them. When asked if they use library computers and Wi-Fi, most participants responded that they do not currently use these services but are very happy that we offer them in case their home computers break down. A participant who uses the service remarked how happy they were that the library allowed them to set their own filter limits as compared to a neighboring county. As a whole, participants responded that they were very happy with the library system.

## Selected Comments

*These comments represent common themes among all comments collected.*

### Materials

- The automated disc (DVD) machine was helpful in Westminster to alleviate the wait in line
- Keep up the good work!
- I think this service is great for the local community.
- I'm a huge CCPL fan!
- I have noticed that the leadership of the library strives to constantly improve its services. The new software took some time to understand but it is very powerful and I like the review feature.
- Drive Through-It's perfect for someone with young children.
- More online books for download.
- Kindle books.
- easier access to books on lower shelves - much too hard to see them when you are over 70;
- abandon use of bottom shelves!!! its anti-senior as you'll find out in 20-30yrs
- Easier MP3 book downloads and more MP3 book download choices
- More new books.
- More classic books.
- More graphic novels.
- More Sci-Fi fantasy.
- More current fiction.
- More of everything.
- For popular books, having several copies available to check out. I've been on the waiting list for 3+ months for some books. When the books have 300 or more pages, it's a bit frustrating to have to be placed on a waiting list once or twice to finish the book. However, it is still cheaper than buying the book!
- Thanks for having a varied selection of classical music CDs!
- You are too quick to weed things, especially classics and fairly recent series (last 10 years pub dates)-- sometimes new titles are still coming out and you've already gotten rid of the early ones in the series.
- I hate when you cover the summary/info on materials with stickers!
- I wish the hold time for popular books was much less sometimes. Being number 189 on a request list takes a long time!
- I like buying the discontinued books.
- Carry the whole series and not just a few titles.
- more books on cd.
- Do not get rid of older titles.
- More unabridged books on CD.
- 14 days to read new books instead of 7.
- more CDs.
- check CDs for scratches, don't cover descriptions with library tags
- be able to renew Wii games online or reserve games
- be able to request video games
- Include more items, possibly PS3, Nintendo DS
- Provide an easy listing for all DVDs & CDs that is useable
- DVDs/CDs get scratched & people don't report them. It is very frustrating to plan to listen to a book on CD & have half the disks scratched so badly you can't understand it.
- more new movies
- more mystery DVDs
- longer video check out for kids movies
- Longer checkout time for DVDs
- More old movies.
- movies by category not alphabetical
- Blu-Ray movies.
- Audiobooks are fantastic. been nothing but happy.
- Better organization of CDs - categorized by fiction, etc.

### Programming

- book club for tweens and teens
- more programs for teens
- More of the MD Humanities lectures
- more programs for children with their parents
- love storytime but it has become very crowded
- more weekend children's activities
- More programs during the day for homeschoolers.
- Make events available for children after school hours, not during school hours.
- More after school hours activities/programs for school-aged kids.
- we would like more puppet shows
- We love the puppet shows!
- more weekend events
- I love the summer reading program!
- family (whole family) events - weekends & evenings
- More school age programs
- More programs for pre-teens.
- Great programs and great times.
- More college-and-career-aged book clubs and events would be nice.
- more adult programs
- more home arts and crafts events for adults
- More things for young adults, post college
- more author events
- book fairs, local authors
- more computer classes, including advanced software
- More local history programs.
- More "how to" classes for adults
- More health programs.
- add cooking/baking recipe exchange
- More job resources programs.
- I would like to get emails about programs.
- Love what you have for children/teens.
- grateful this is available
- We have an excellent library system.
- all programs excellent, my son loves coming here
- we love the homeschool events and summer bookclub and legos
- always interesting, educational with appropriate subjects.
- The library has EXCELLENT children's programs.

### Computers and Wi-Fi

- more computer classes
- more computers
- Lessen wait time for a computer
- longer online time
- make it faster
- I think if there is no one in line or it is a slow time of the day, you should be able to stay on for more than an hour.
- computers section for kids and another one for job hunters;
- hand sanitizer or wipes at computer stations

## Computers and Wi-Fi - Continued

- more computers for research/job search
- Hide the computer harddrives/monitor buttons in childrens area.
- would like more privacy.
- Free printing.
- 5 cent print outs instead of 10 cents.
- wireless printers.
- Colored printers available
- more computer outlets.
- add more computers
- it would be nice to have a semi-private place for laptop users
- appreciate the way it is! personell very competent! helpful!
- I think it's great that people/children have access for homework and projects
- These services are very reliable and useful.
- My granddaughter enjoys playing games on the computer when she comes to the library
- Great! It's so convenient that theres wifi there because I can go there to study when I need to find a nice quiet place! nothing needs to be changed
- The recent system upgrade is wonderful. Much easier to use and I enjoy having the hold shelf labels printed with larger fonts (for the poorly-sighted crowd).
- We used to have our internet through CCPL and loved it, any chance of you becoming a provider again?
- Once again we don't use this service, but I think it is good for the community that it is available

## Online Services

- A Rosetta Stone or equivalent program for Spanish
- the library database is not as easy to use as it should be - you have to be too specific in your inquiries
- ancestry.com available from home
- Purchase a subscription to the online Oxford English Dictionary.
- The search features could be improved. I would like to be able to browse through a genre and find books by new authors just as I would do if I were in the library. It's not easy to do online unless you know the title and/or the author.
- List new release titles.
- don't include resources you don't have - it's frustrating!
- The Search function on the website is frustrating. If I have the exact title typed in right, I get a bunch of other junk and have to page through to find the title I'm looking for. An exact match should appear first, not buried down the list. Also, I wanted to change my "Patron's Library" recently. I should be able to do this and other account modifications online, but I had to have an employee do it for me.
- wish you could just have a username & password after the 1st registration rather than always having to use your library card #.
- Make it a little easier to navigate.
- Need easier access to Marina
- I love the new functionality on the web page.
- website continues to improve-love the ques for books and dvds.
- Keep a log of what I have checked out
- The web page is nice but I didn't even know that you offered database services.
- Pay fines online
- Mobile site doesn't let me go to 'standard' site.
- The new system is very good.
- The website is great and informational. would like to get an email about events.

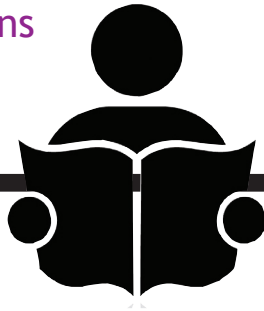
## Online Services - Continued

- The website is useful and I like the new Facebook page.
- Carroll Co. has the best library I've ever used. I'm always satisfied with the service and impressed with the current and various media and books they have.
- I love the geneology resources.
- The library website (and other media) is (are) very easy to navigate and use.
- Carroll County is everything a library system should be.
- Online reserving and renewing is great! Thank you!

## Other Comments

- placement of DVD stickers should be better so you can read all of the informaiton and the ratings;
- A dedicated quiet space would be awesome
- eliminate required print out at the check out station (go green);
- I know this sounds crazy, but there are a lot of people who are intimidated by the library because they have no idea how to use it. So maybe offer something like become familiar with the library and what it offers
- Downloads for the Kindle
- would like to see a little more noise control.
- larger drive thru A/V return slot.
- an automated list of books read;
- I don't understand why pages can't chat with patrons anymore
- Kids & Teens - own area for use of computers, Adults - own computer area
- more availability of meeting rooms.
- more outlets at tables for laptop use.
- Later hours & Sunday hours.
- I can't think of anything I would need that you don't already provide.
- On the checkout screen, if there could be an option not to receive a receipt
- self check-in
- the library has been an amazing resource for the Finksburg community. Thank you
- Parents should watch and attend to their children in the library even in the children's area
- Have delivery of "shipped books" on Saturdays too!
- We love this library!
- Atmosphere is wonderful! Choice outstanding
- A bigger budget...
- Parking at Westminster.
- Love the drive up window, but it's too high for a regular car.
- Quiet down the kids
- no cell phone talking

The service is great; the librarians friendly and helpful. It's one of my favorite things.



I'm very pleased with the selection, the online notices, and how quickly books come from other branches.



We are incredibly lucky to have the fabulous CCPL collection at our fingertips.

