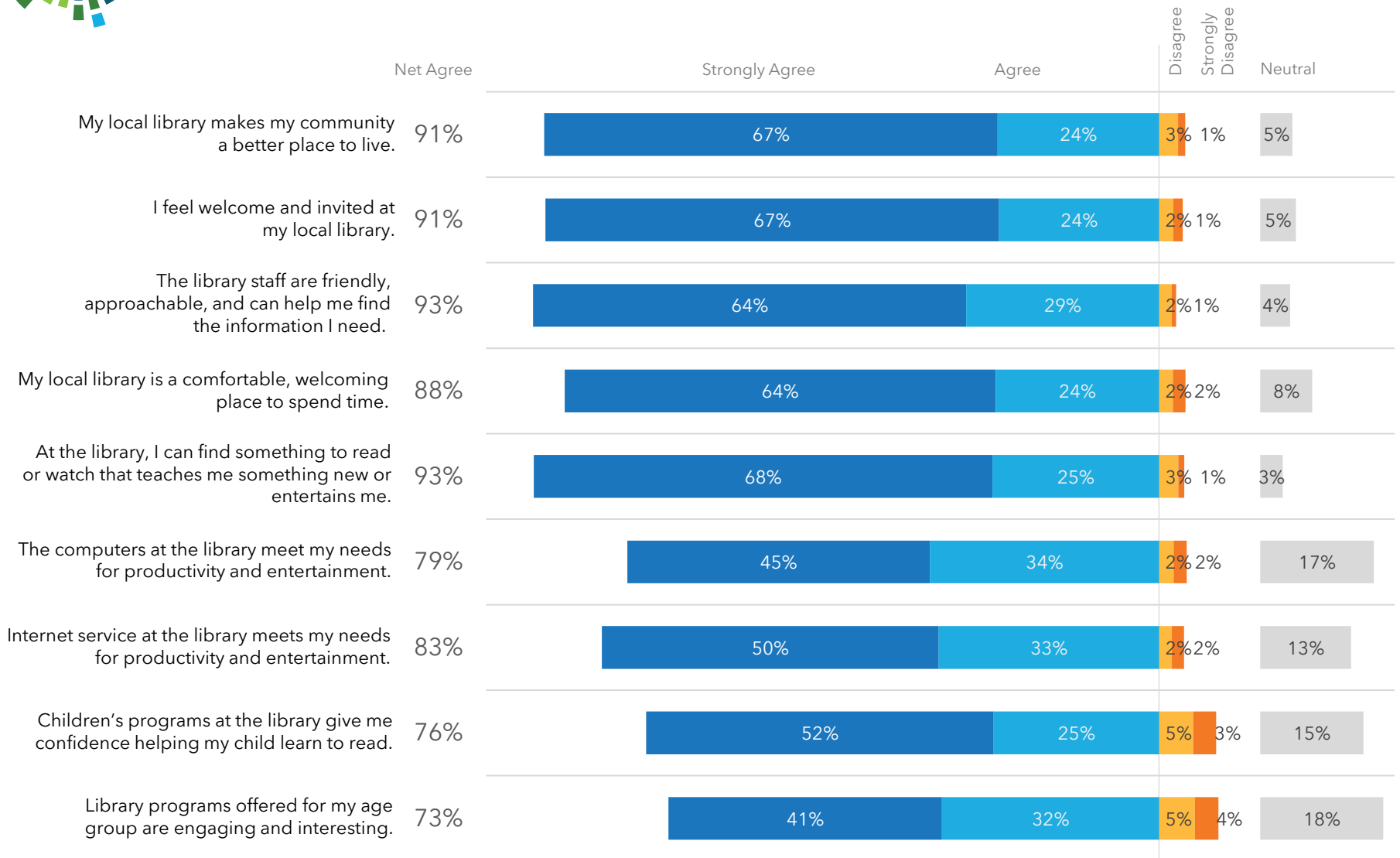




Outcomes Survey 2022



Survey conducted July 12 through 26, 2022. Total survey respondents: 6,803.

Outcomes Survey 2022

SURVEY INSTRUMENT	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total	Didn't Use
About the Library							
My local library makes my community a better place to live.	4,280 (67%)	1,524 (24%)	304 (5%)	178 (3%)	67 (1%)	6,353	
I feel welcome and invited at my local library.	4,264 (67%)	1,504 (24%)	335 (5%)	133 (2%)	89 (1%)	6,325	
The library staff are friendly, approachable, and can help me find the information I need.	3,940 (64%)	1,755 (29%)	274 (4%)	114 (2%)	39 (1%)	6,122	
My local library is a comfortable, welcoming place to spend time.	3,863 (64%)	1,467 (24%)	468 (8%)	122 (2%)	114 (2%)	6,034	
About Library Services							
At the library, I can find something to read or watch that teaches me something new or entertains me.	3,883 (68%)	1,411 (25%)	191 (3%)	162 (3%)	50 (1%)	5,697	462
The computers at the library meet my needs for productivity and entertainment.	1,166 (45%)	884 (34%)	438 (17%)	56 (2%)	50 (2%)	2,594	3,569
Internet and Wi-Fi service at the library meet my needs for productivity and entertainment.	1,421 (50%)	929 (33%)	383 (13%)	54 (2%)	51 (2%)	2,838	3,310
Children's programs at the library give me confidence helping my child learn to read.	1,087 (52%)	518 (25%)	323 (15%)	106 (5%)	72 (3%)	2,106	3,979
Library programs offered for my age group are engaging and interesting.	1,283 (41%)	1,018 (32%)	577 (18%)	167 (5%)	111 (4%)	3,156	2,933

The library should invest more in this one service: (choose only one)

Books and DVDs	1509
E-books and streaming services	1280
Adult programs	957
Other (please specify)	629
Children's programs	542
Mobile library services	451
Interior renovations	237

Identified Clusters

Total respondents: 6,803

Inactive	1486	22%	Transitionals	253	4%
Page Turners	1334	20%	New Cardholder	242	4%
Digitarians	1215	18%	Dependables	101	1%
Bedtime Stories	810	12%	Audiophiles	81	1%
Occasionals	652	10%	Bright Future	67	1%
Unknown	518	8%	Double Feature	44	1%

Outcomes Survey 2022

Responses by Customer Cluster

Question	Page Turners	Dependables	Digitarians	Audiophiles	Double Feature	Bedtime Stories	Bright Future	Transitionals	New Cardholder	Occasionals	Inactive	Unknown
My local library makes my community a better place to live.	92%	90%	92%	92%	91%	92%	87%	94%	89%	89%	87%	90%
I feel welcome and invited at my local library.	93%	92%	92%	93%	94%	92%	90%	94%	91%	89%	87%	91%
The library staff are friendly, approachable, and can help me find the information I need.	92%	93%	91%	96%	94%	91%	89%	92%	90%	90%	87%	92%
My local library is a comfortable, welcoming place to spend time.	91%	89%	89%	95%	90%	90%	88%	92%	91%	89%	87%	88%
At the library, I can find something to read or watch that teaches me something new or entertains me.	92%	88%	92%	94%	90%	92%	91%	94%	90%	90%	88%	91%
The computers at the library meet my needs for productivity and entertainment.	84%	80%	84%	84%	89%	84%	82%	86%	85%	82%	82%	86%
Internet service at the library meets my needs for productivity and entertainment.	85%	82%	87%	84%	91%	86%	81%	86%	87%	84%	84%	86%
Children's programs at the library give me confidence helping my child learn to read.	81%	83%	86%	86%	78%	85%	73%	87%	87%	81%	80%	79%
Library programs offered for my age group are engaging and interesting.	81%	78%	82%	83%	85%	80%	70%	83%	83%	79%	79%	79%

Percentage of respondents who "Agreed or Strongly Agreed" with the questions.

Investments	Page Turners	Dependables	Digitarians	Audiophiles	Double Feature	Bedtime Stories	Bright Future	Transitionals	New Cardholder	Occasionals	Inactive	Unknown
Books and DVDs	48%	58%	15%	31%	50%	24%	36%	42%	24%	24%	18%	26%
E-books and streaming services	7%	6%	49%	22%	12%	17%	23%	19%	15%	22%	22%	19%
Children's programs	4%	1%	5%	7%	3%	25%	8%	2%	14%	9%	12%	10%
Adult programs	19%	18%	12%	12%	12%	12%	4%	13%	20%	21%	21%	19%
Interior renovations	3%	1%	4%	0%	0%	5%	15%	3%	7%	4%	5%	4%
Mobile library services	8%	5%	6%	7%	3%	7%	4%	8%	7%	9%	11%	9%
Other (please specify)	11%	10%	9%	21%	21%	10%	11%	14%	13%	11%	11%	13%

Percentage of respondents who chose a particular option for increased investment. Respondents could choose only one option.

	Page Turners	Dependables	Digitarians	Audiophiles	Double Feature	Bedtime Stories	Bright Future	Transitionals	New Cardholder	Occasionals	Inactive	Unknown
Number of Respondents	1,334	101	1,215	81	44	810	67	253	242	652	1,486	518
Percentage of Respondents	20%	1%	18%	1%	1%	12%	1%	4%	4%	10%	22%	8%