

COMMUNITY SURVEY 2018

Survey Overview

- Survey ran August 20th through September 21st
- Available in English and in Spanish
- 20 Questions using Survey Monkey
- 523 respondents
 - ✓ 492 responded to the survey in English
 - ✓ 31 responded to the survey in Spanish
 - ✓ 734 comments



Distribution Points



- **Print**

- Library
- City Hall Lobby
- Cutsforth
- Adult Center
- Swim Center
- Canby Center
- CAT office
- Hope Village

- **Online**

- Library website
- City website
- Library computers
- Library Facebook
- Chamber of Commerce
- Canby Now



Publicity

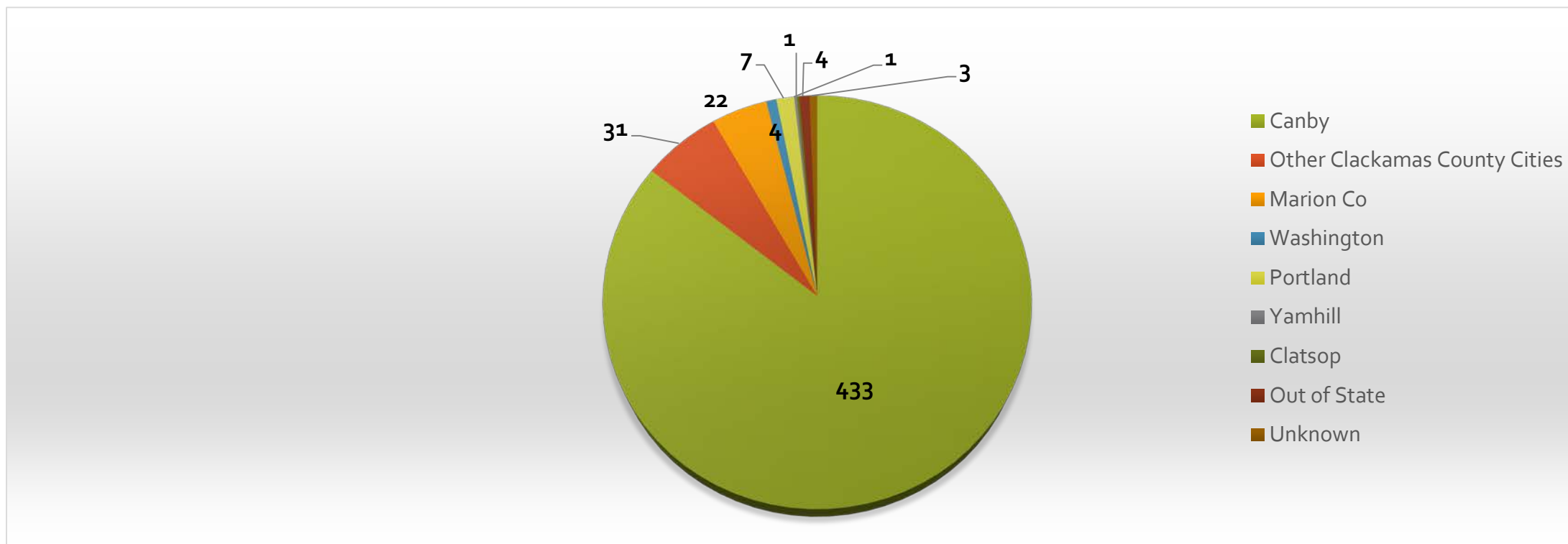
- Canby Herald
- Lobby monitor
- Library online newsletter
- Library website
- Facebook
- Twitter



Keep it in perspective...

- This is the library's first customer survey
- We now have a baseline for future measurement
- It does not provide a trend line
- It does provide valuable information that merits further analysis

Please let us know your zip code.

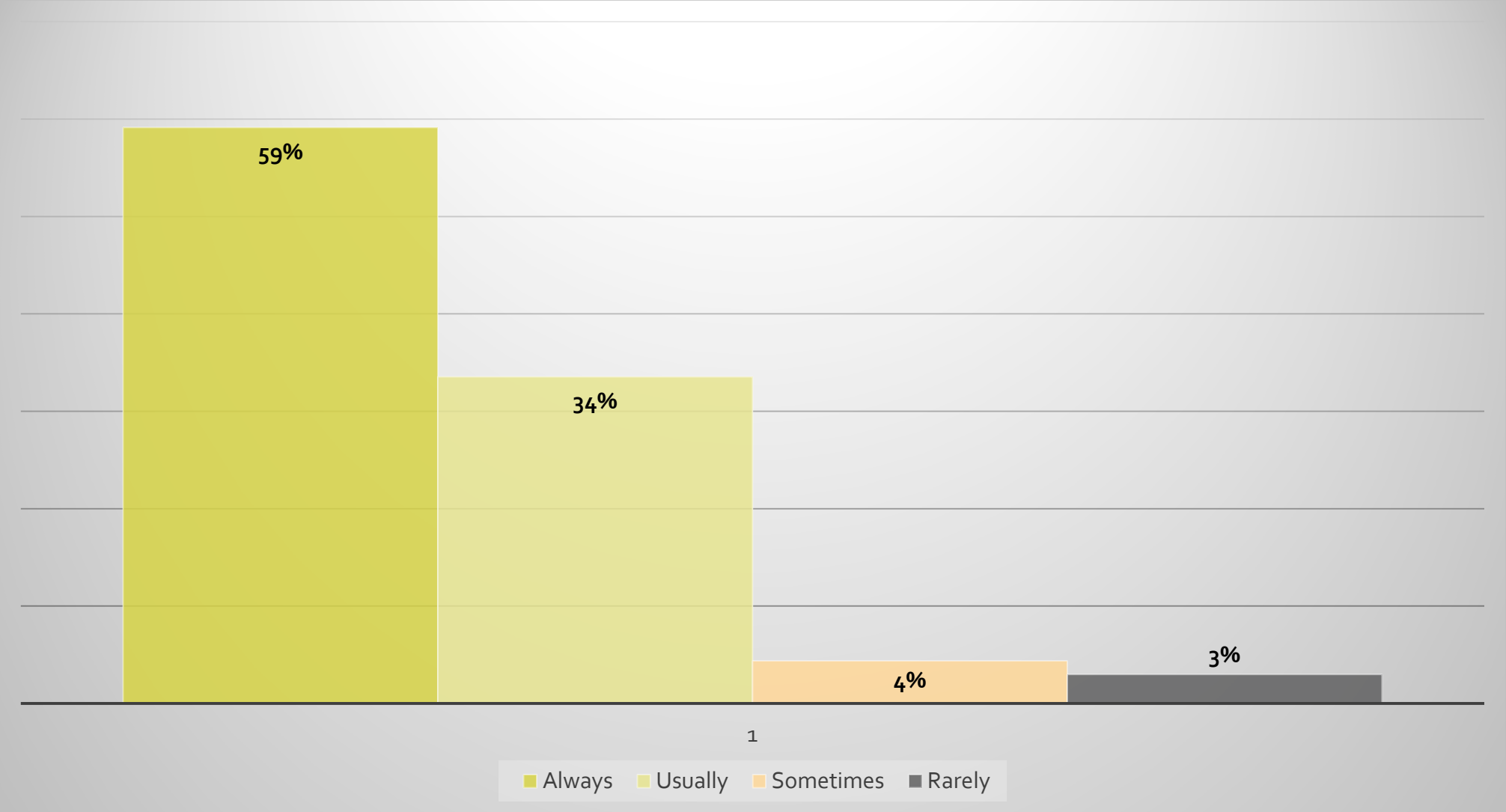


In perspective...

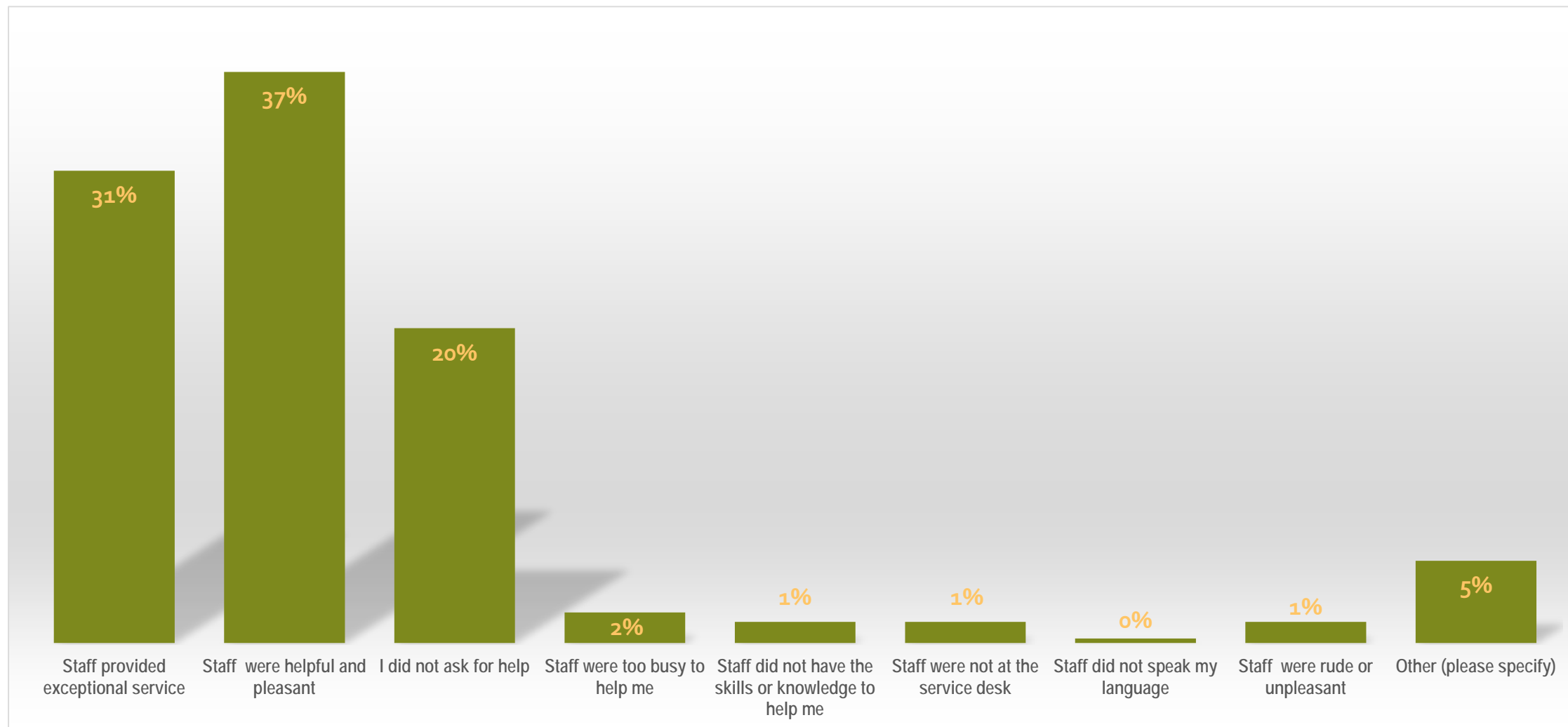
Number of library card holders registered with Canby: **11,842**

Canby's service population: **23,984**

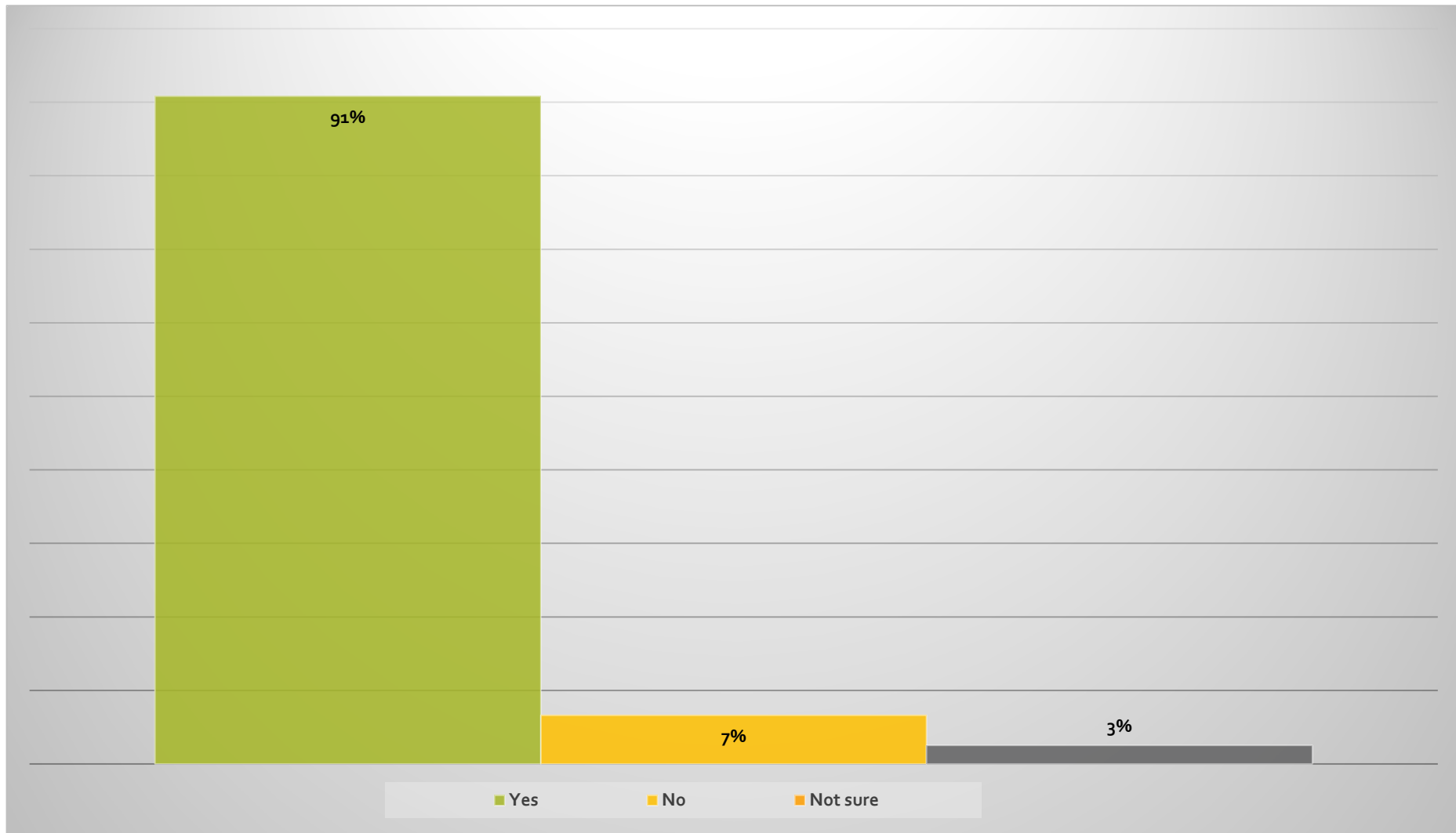
How often do you leave the library satisfied?



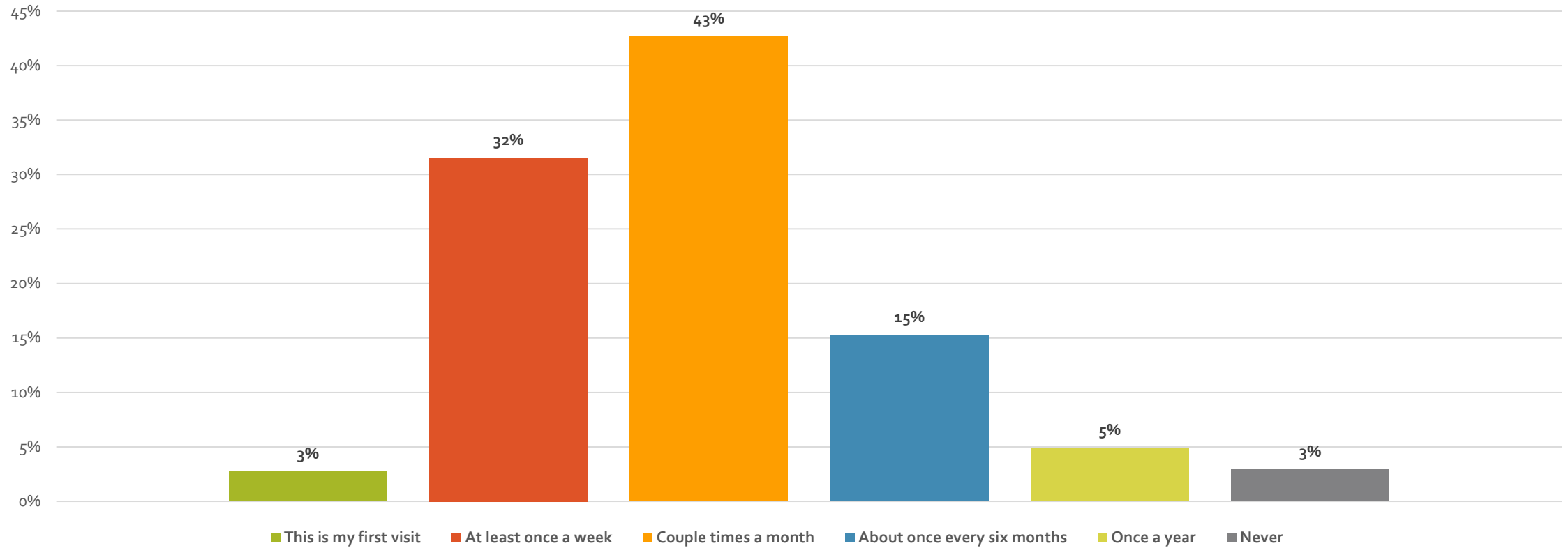
During your most recent visit to the library how was your service?



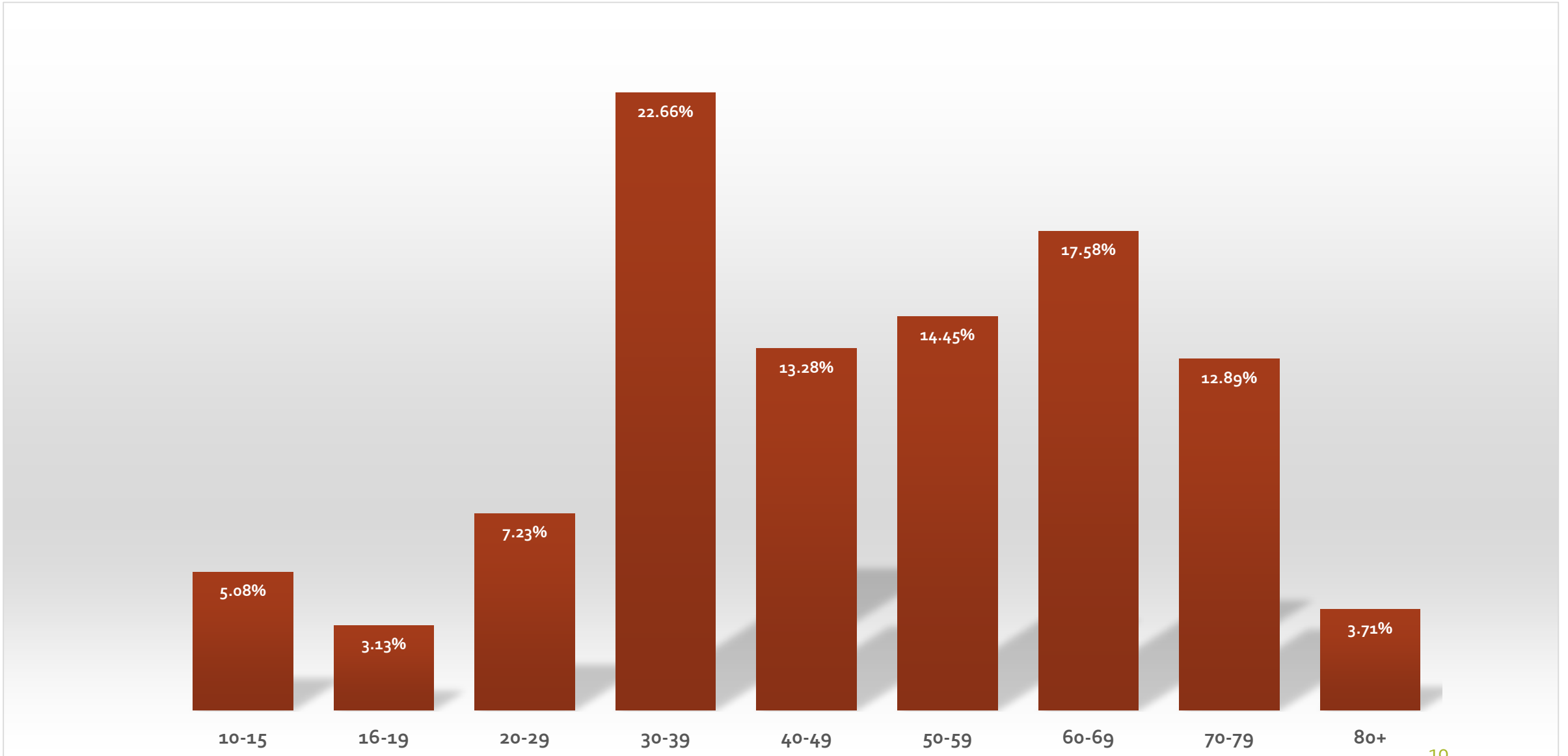
Do you have a Canby Public Library Card?



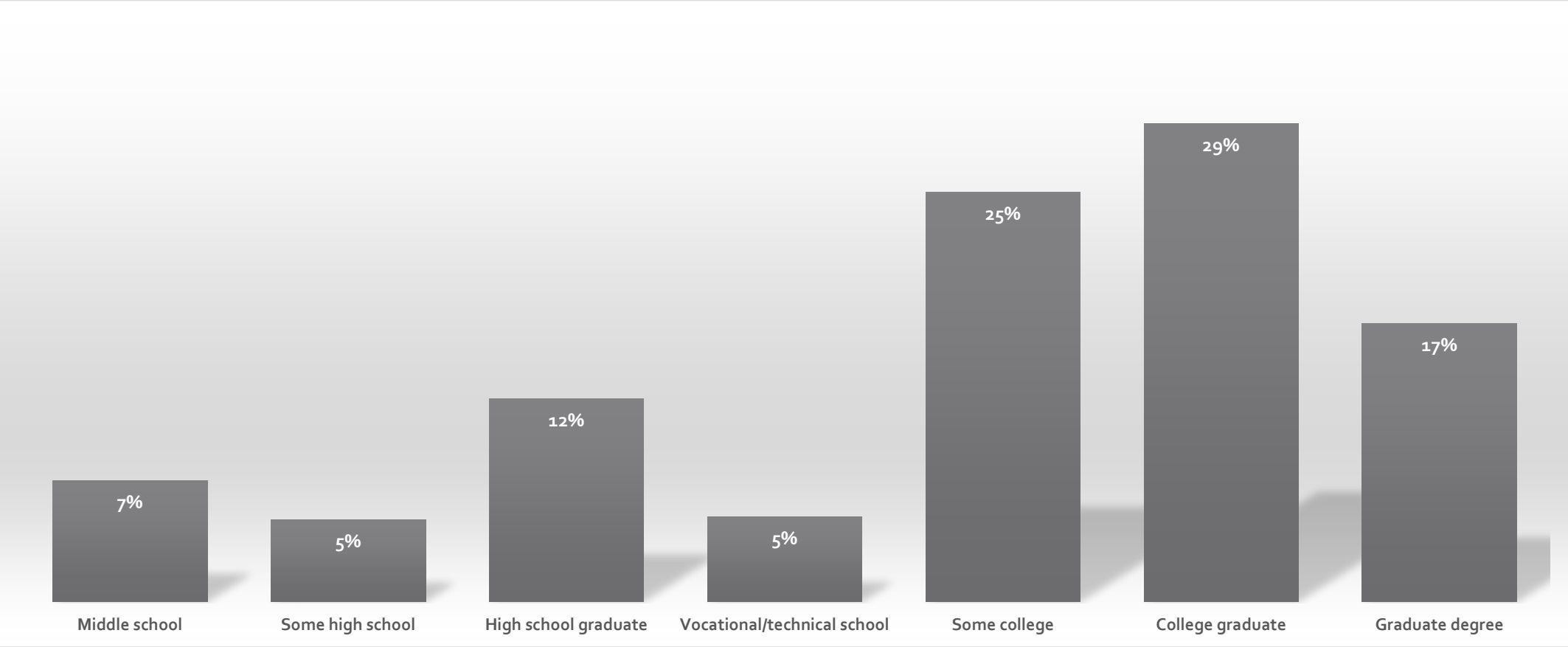
How often do you use the Canby Public Library?



Your age group?



Your educational level?



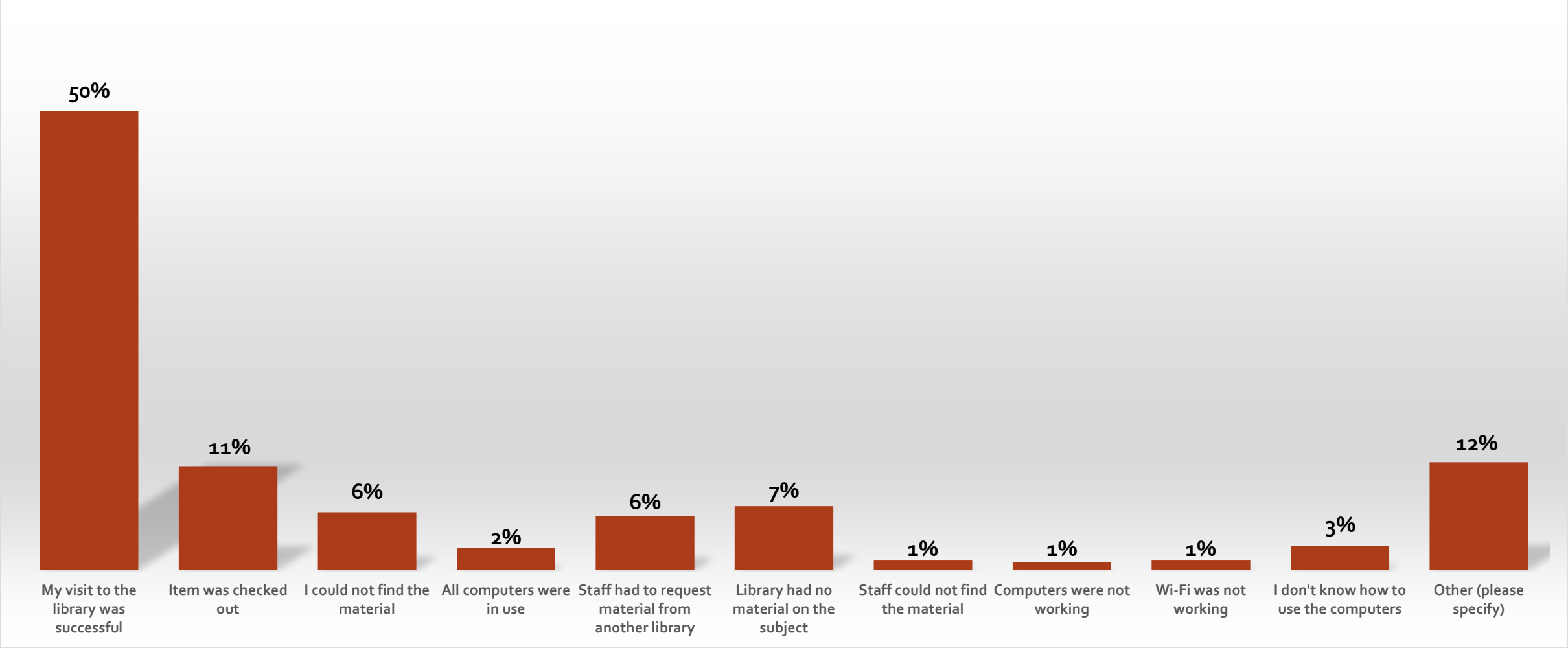
Next Steps

- **Further analysis of survey responses**
 - What are the differences between responders who are always/usually satisfied and those who are not?
 - What do the comments tell us about the drivers of dissatisfaction?
 - How do responses differ by age group?
 - And more
- **Review the survey data in terms of other studies/surveys**
 - Retail Market Analysis
 - CSD Demographic study
 - Bi-monthly reports
 - Other library surveys
- **Re-assess the Library's strategic plan based on our learnings from the results of the survey analyses.**

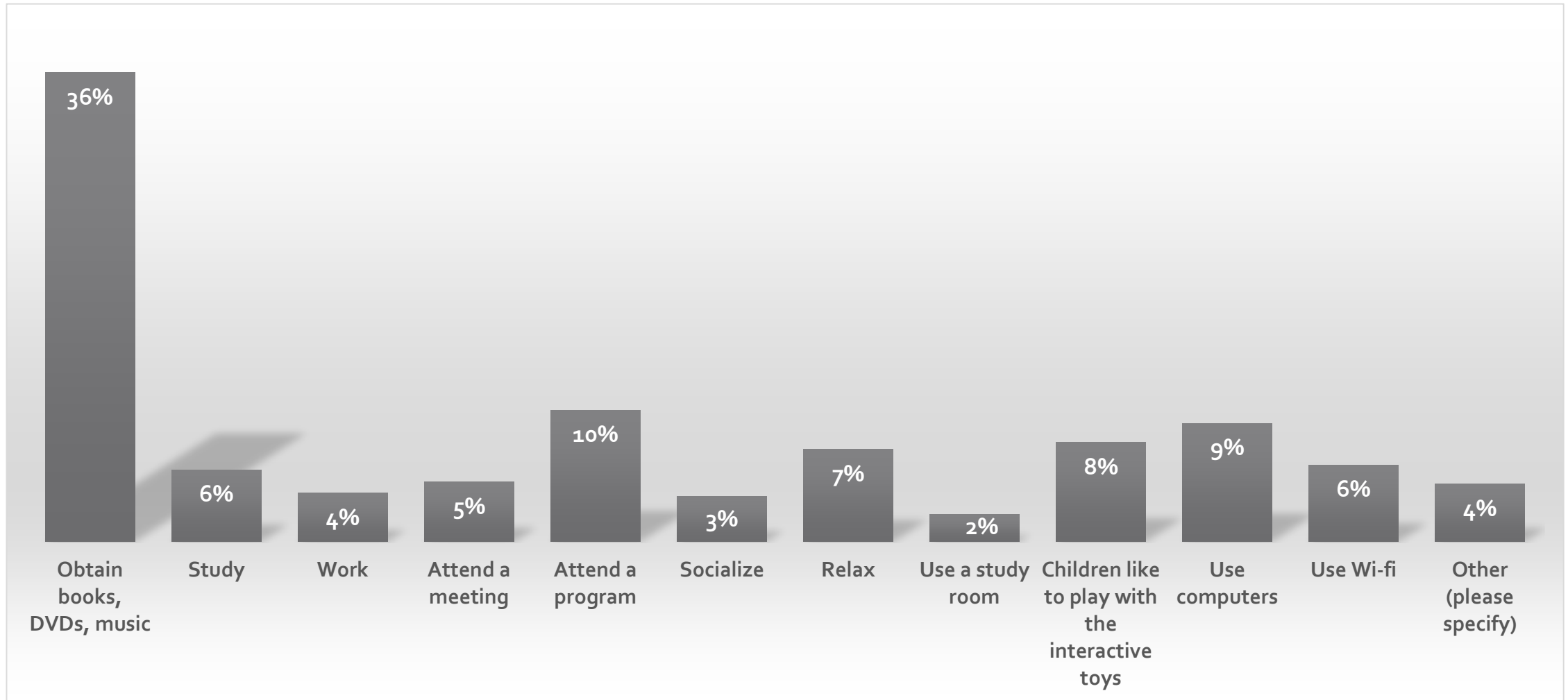


DETAIL SURVEY DATA

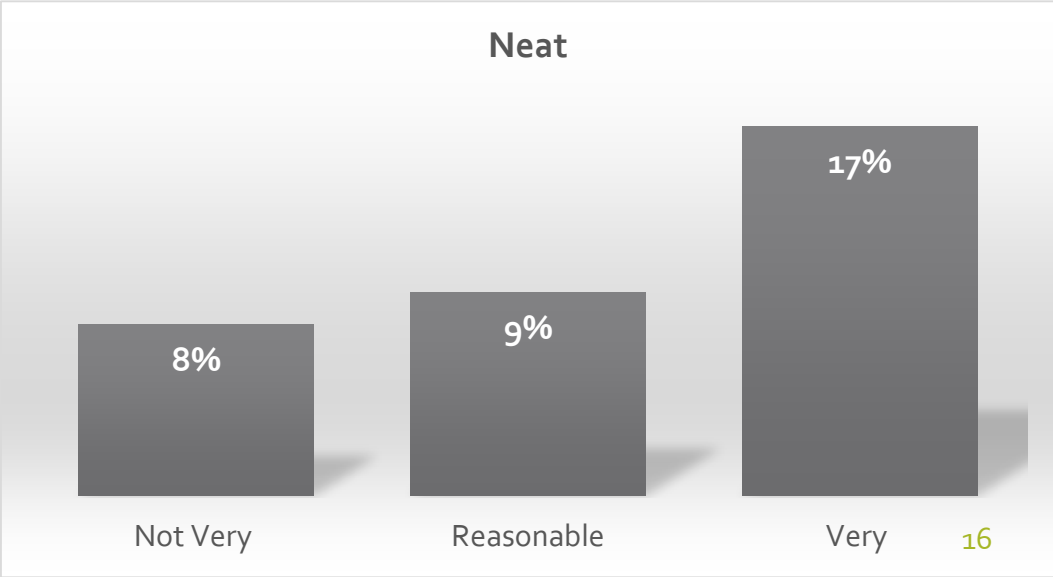
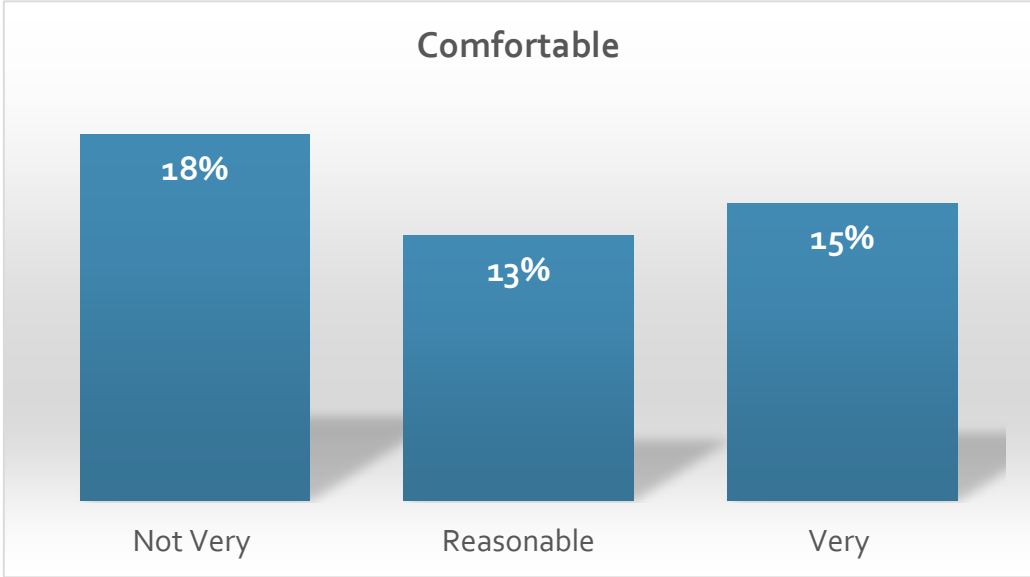
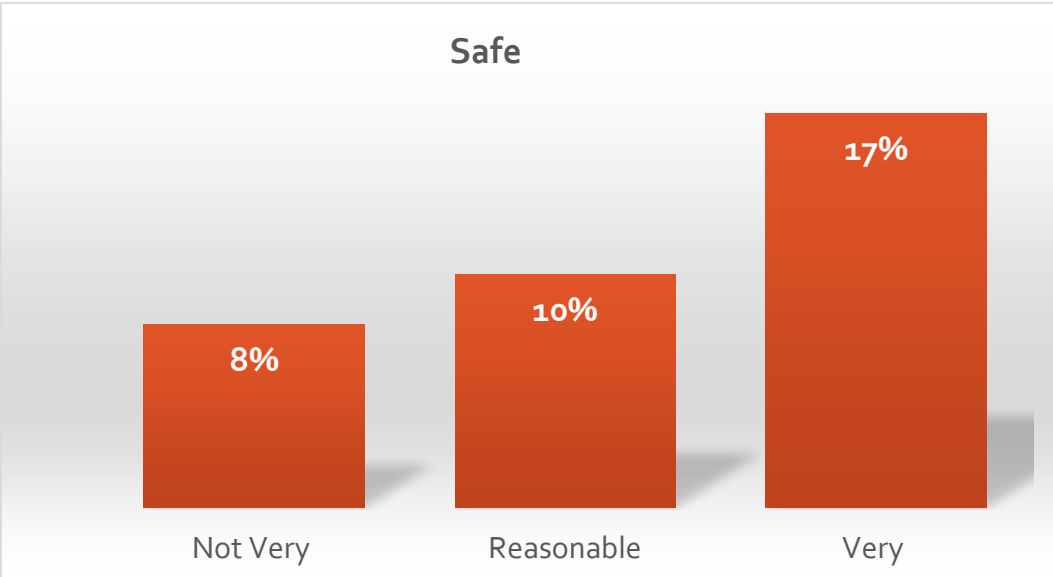
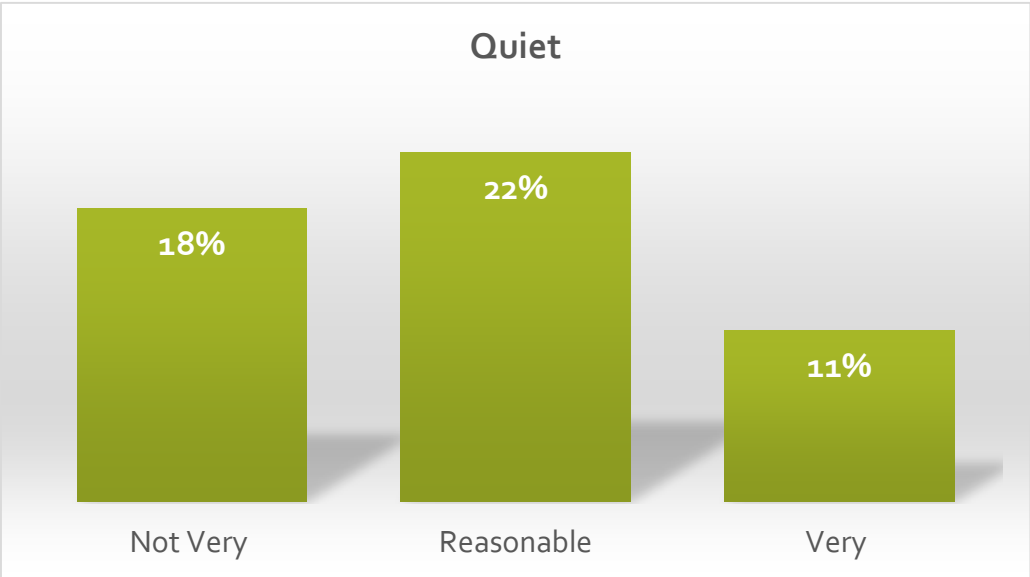
If your visit to the library was unsuccessful, why?



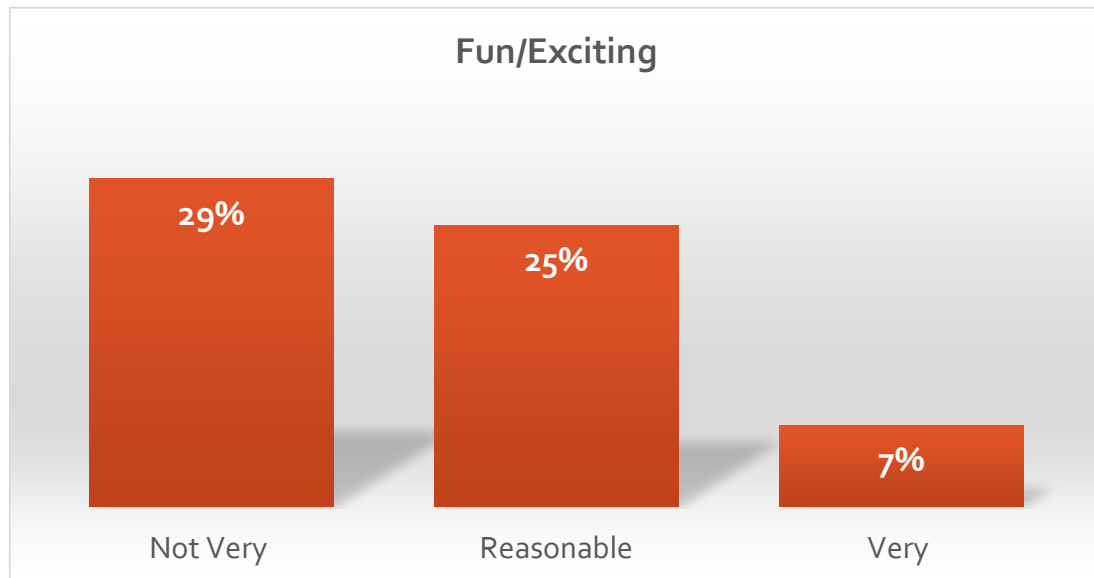
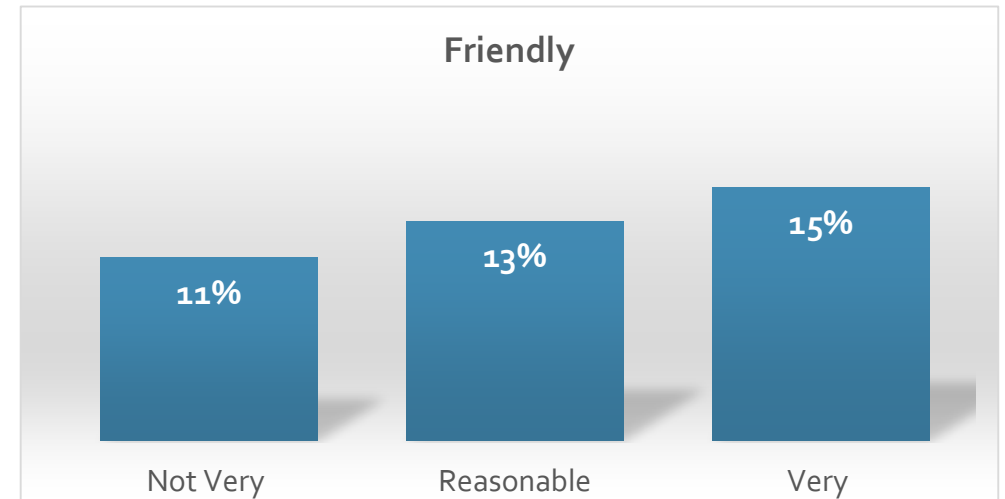
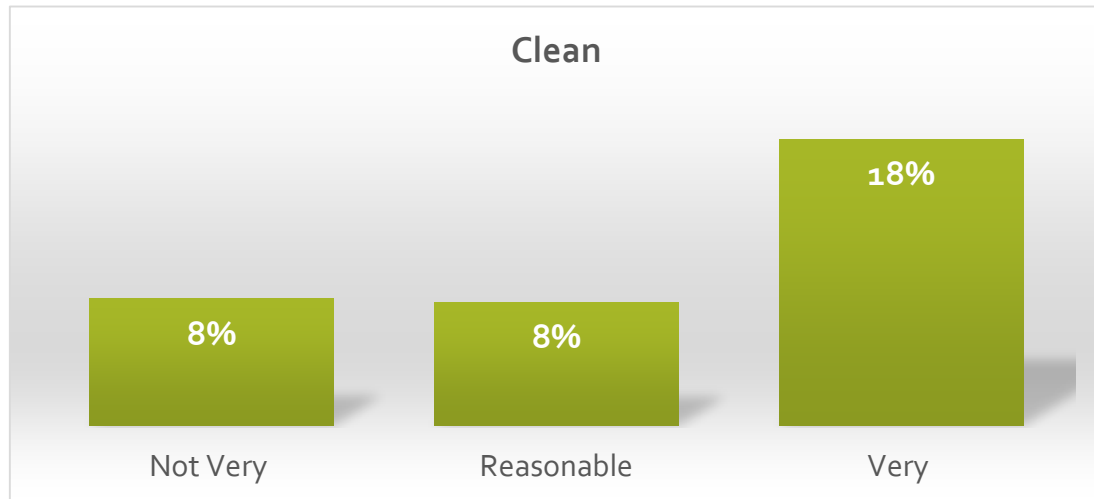
What usually brings you to the library?



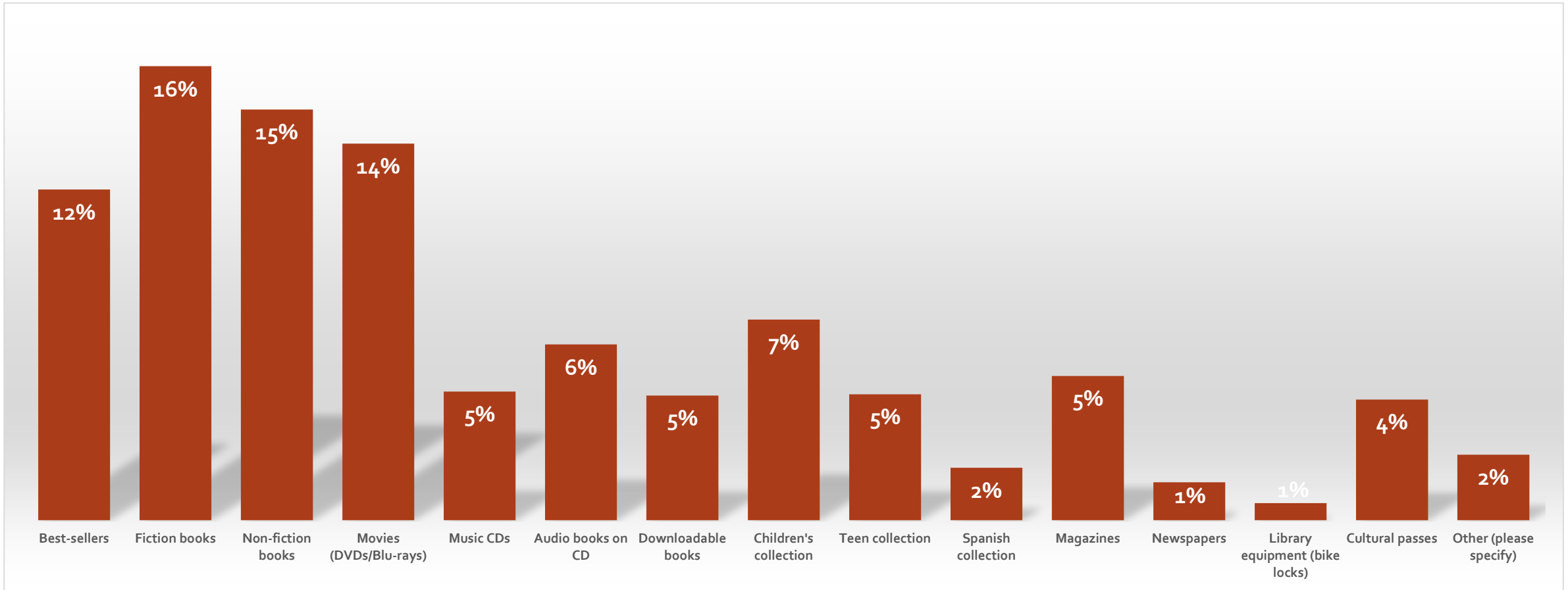
How would you describe the Library's atmosphere?



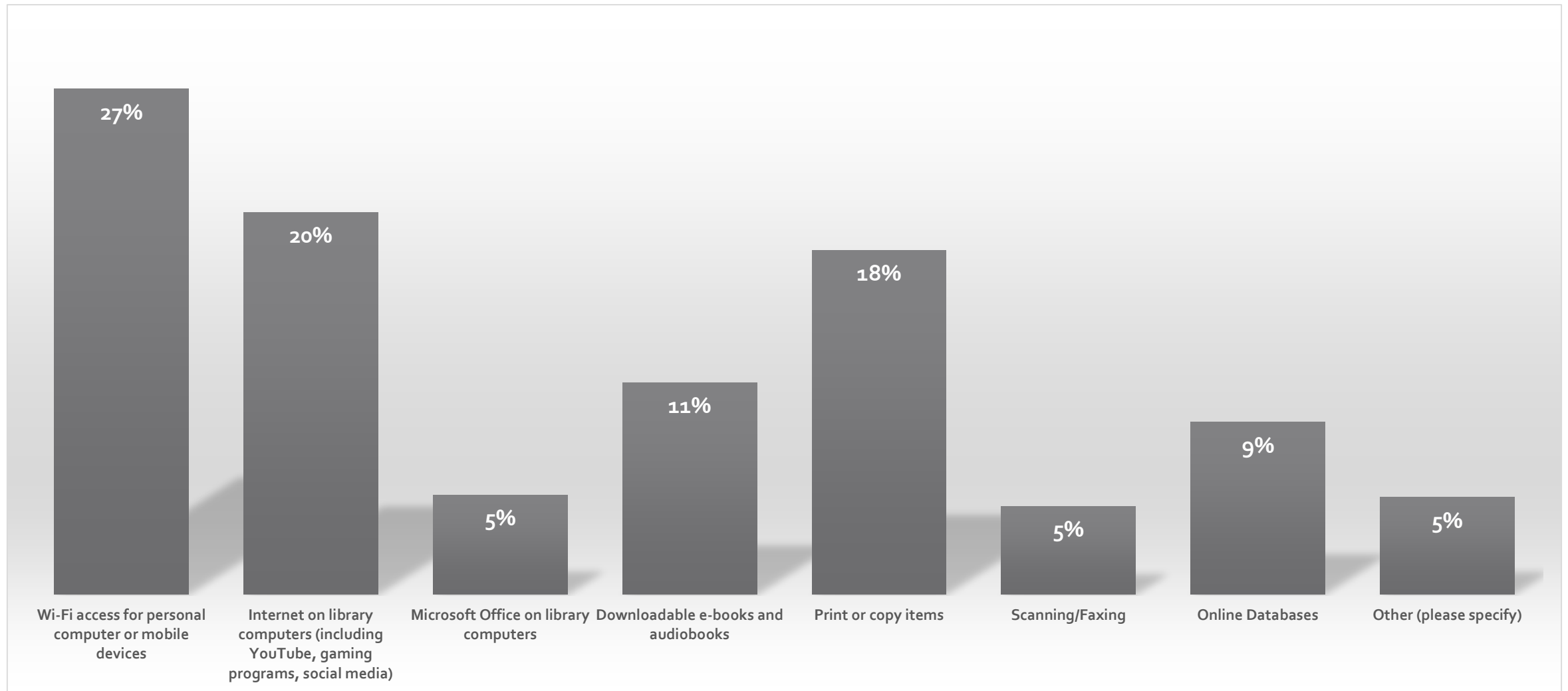
How would you describe the Library's atmosphere?



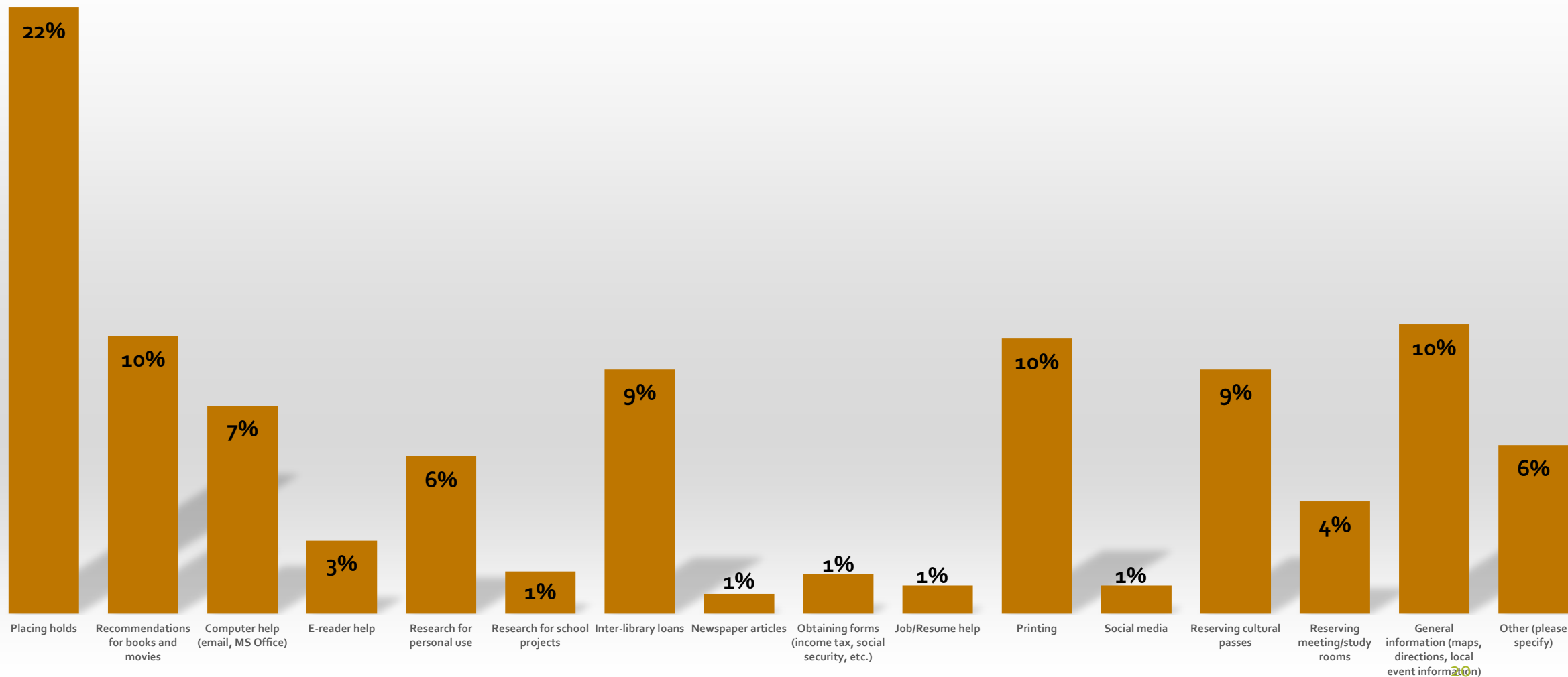
Check all materials you've used in the past year.



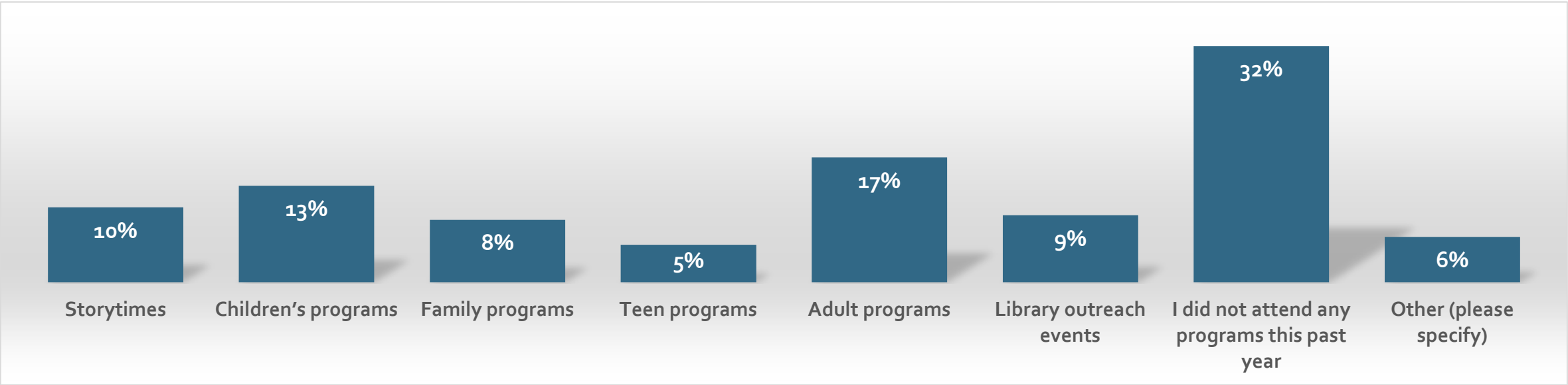
Check all the technology services you've used this past year.



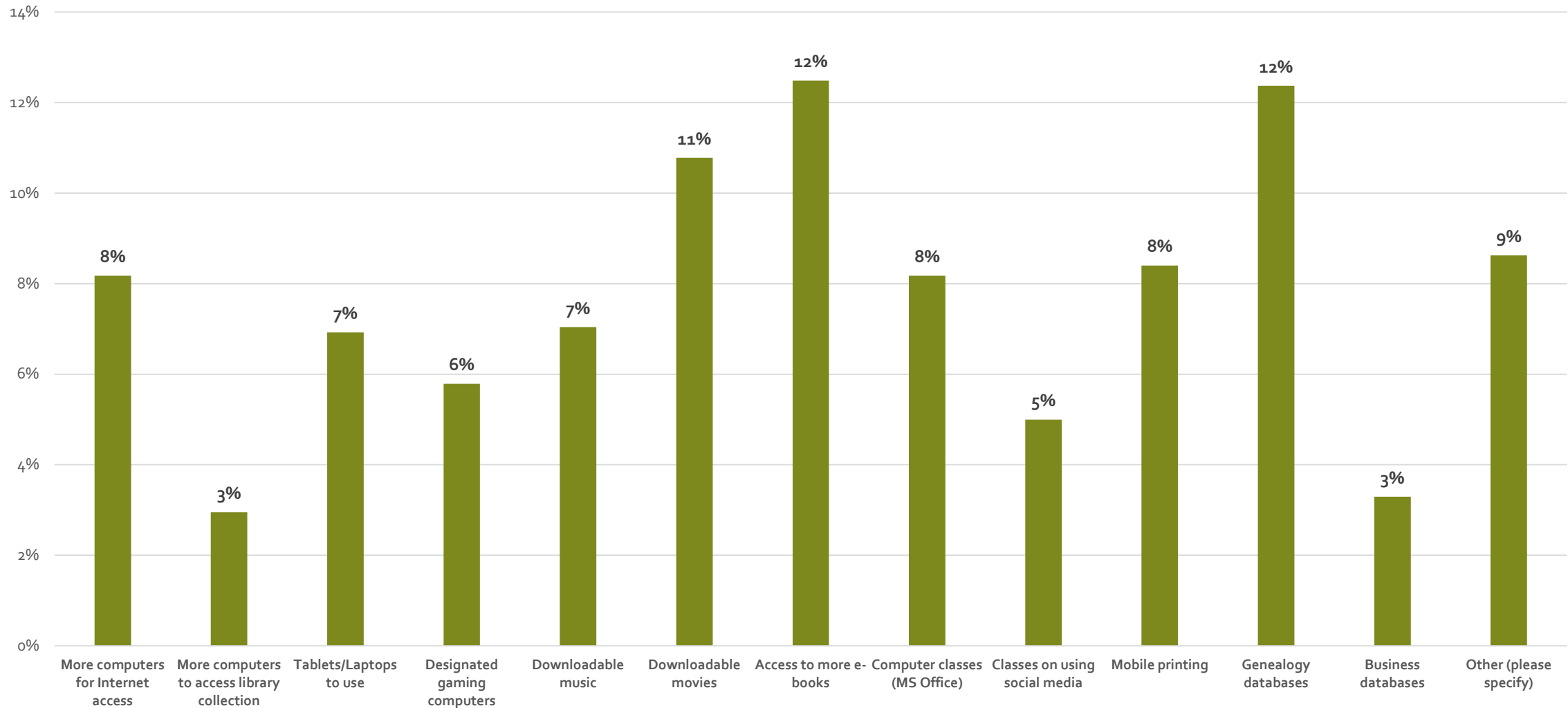
Check all the services library staff helped you with this past year.



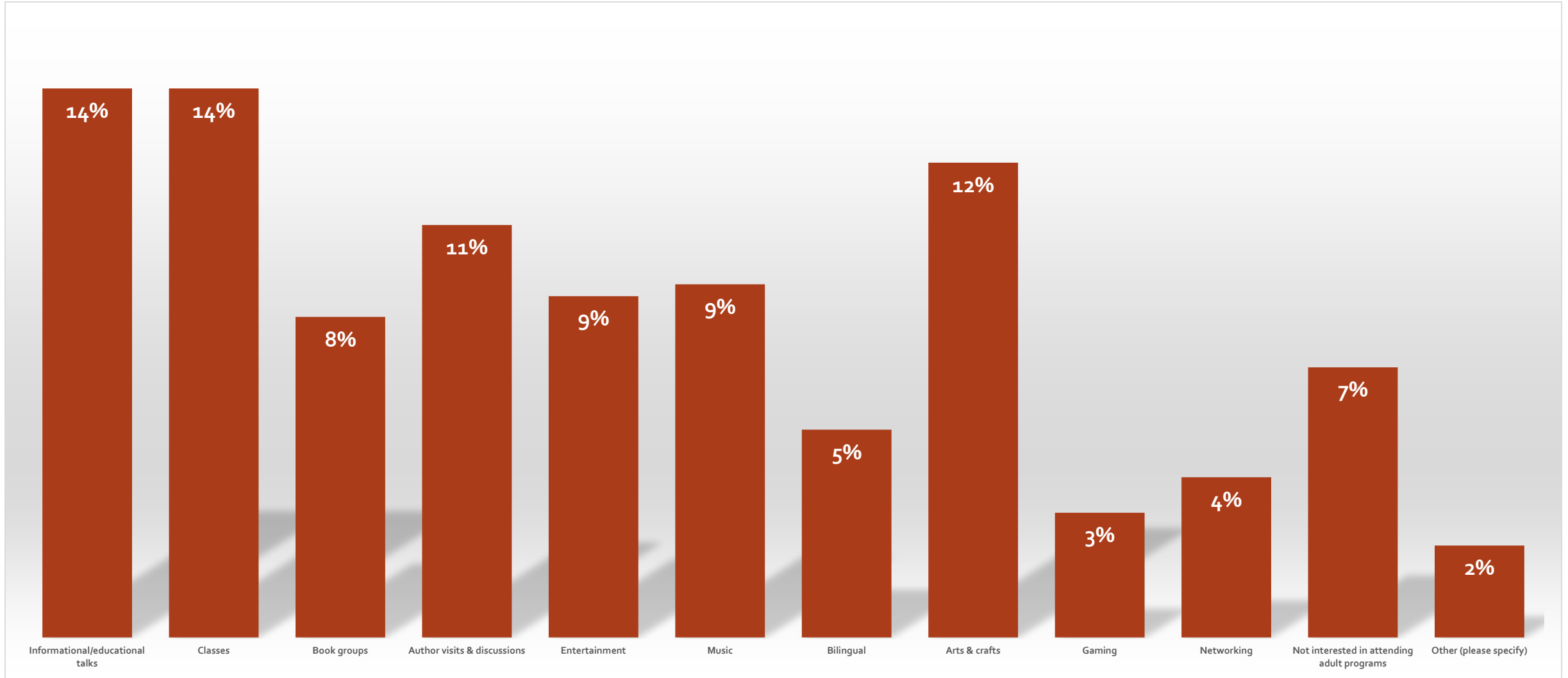
Check all the programs you attended this past year.



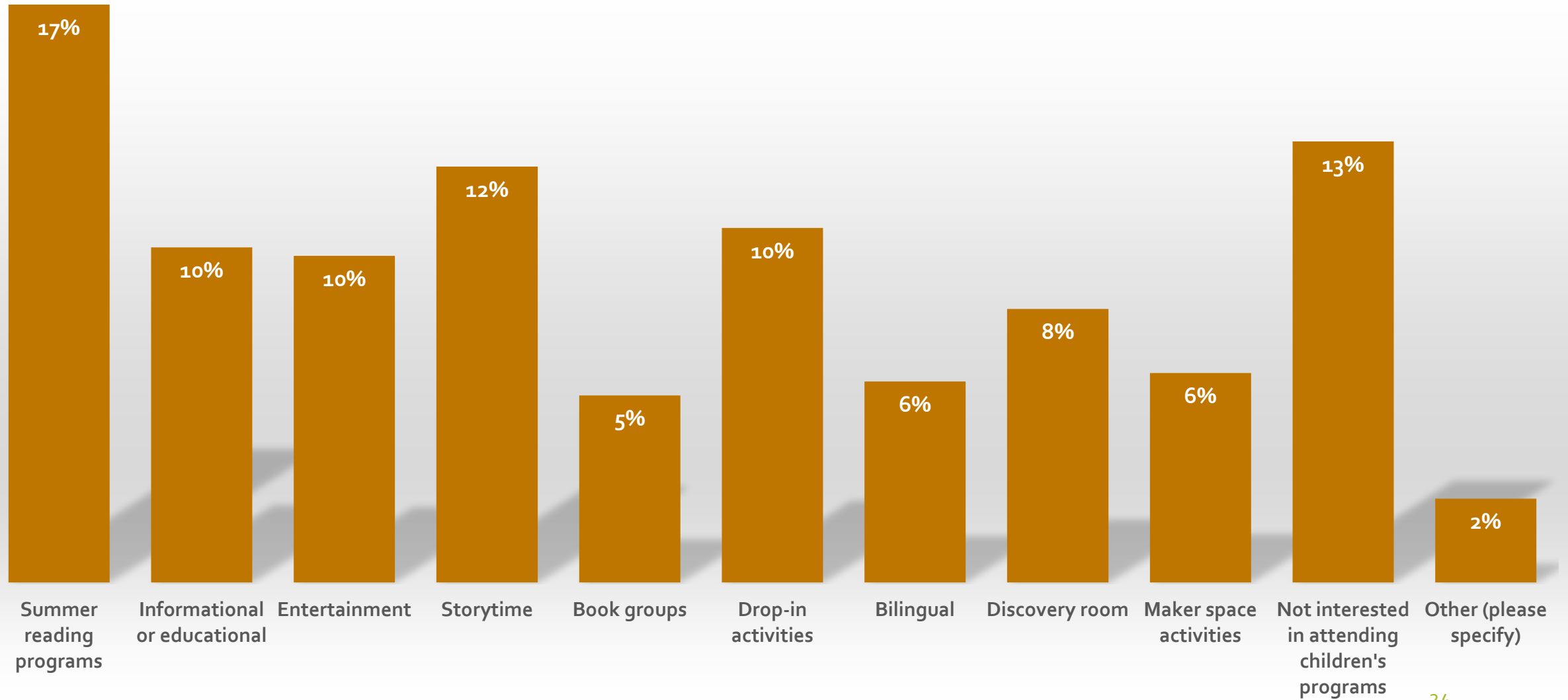
What technology improvements would you like to see at the library?



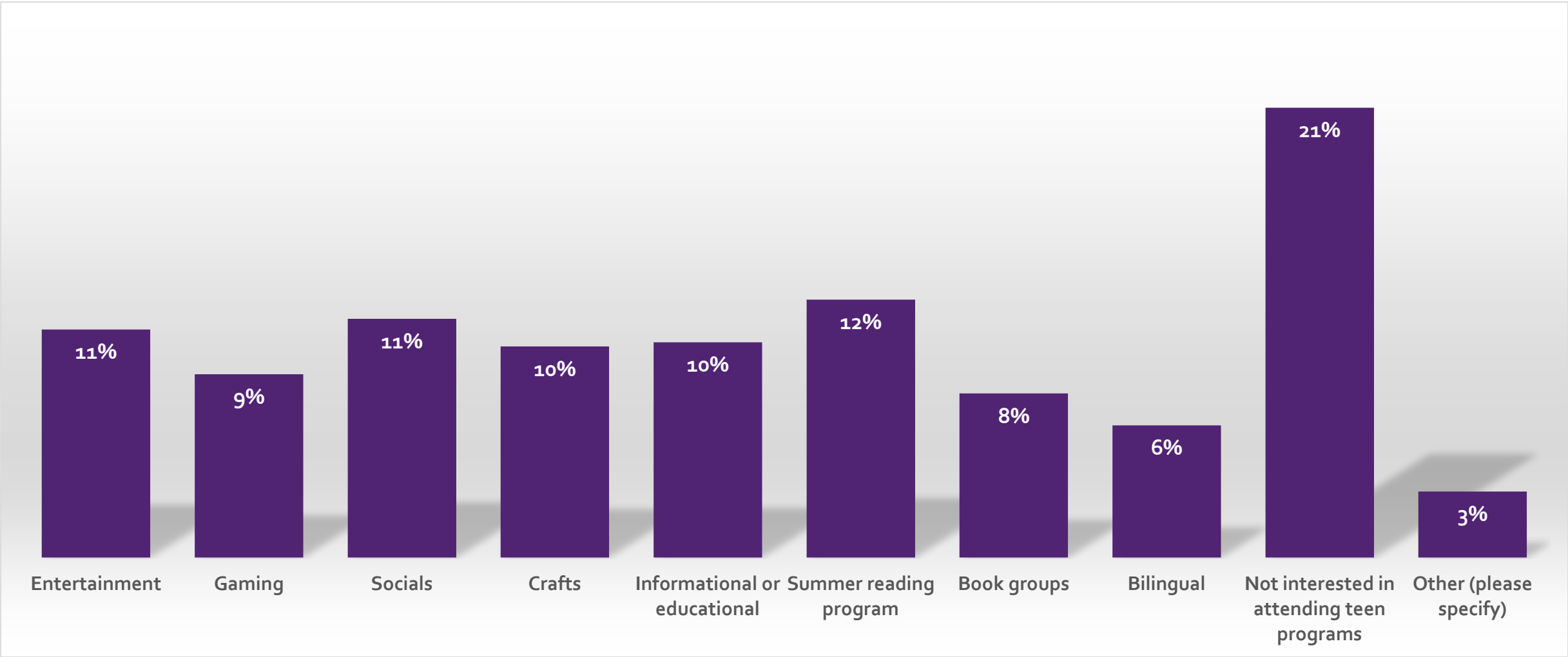
What adult programs are important to you?



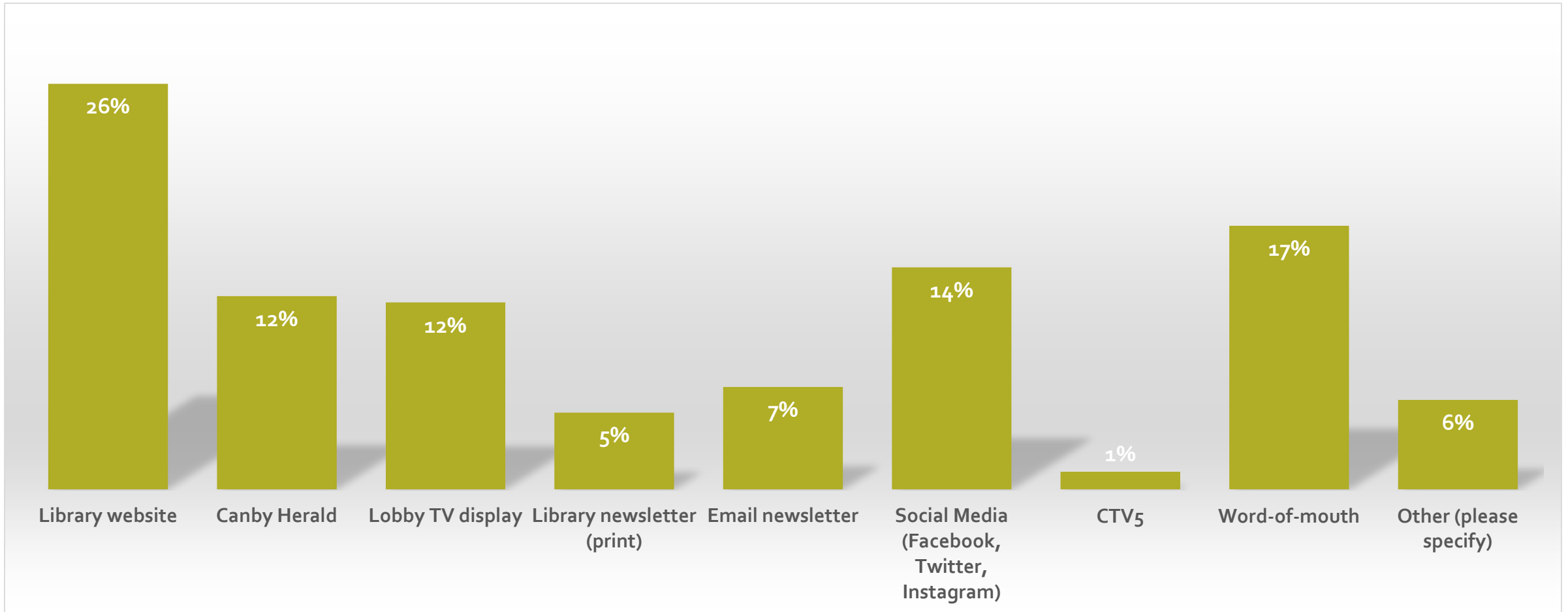
What children's programs are important to you?



What teen programs are important to you?



How do you find out about our library's services & events?



Thank you!