



94.8% are Very Satisfied/Satisfied with the Library overall

# 2019 LIBRARY CUSTOMER SURVEY

OCTOBER 1 - DECEMBER 15

NUMBER OF RESPONSES	202
RESPONDENTS WITH LIBRARY CARDS	171

The survey was made available in English and Spanish both online and on paper. The survey was publicized on the Library website, social media accounts, e-newsletter, flyers around the building. The survey was also announced in a City press release, promoted in-person by staff, and featured in an informational mailer that City of Mountain View Residents received with their water bills.

### HIGHEST RATINGS

These services received Very Satisfied/Satisfied customer ratings of 83% or higher by those who indicated they use the service by giving a rating.

EASE OF FINDING WHAT YOU NEED	94.7%
USE OF CHECKOUT STATIONS	94.4%
CHILDREN'S PRINT BOOKS	94.1%
WELCOMING & COMFORTABLE ATMOSPHERE	93.7%
SENSE OF SAFETY WHILE IN THE BUILDING	93.2%
ADULT PRINT BOOKS	92.7%
CHILDREN'S AREA	92.2%
TEEN PRINT BOOKS	90.2%
PROGRAM ROOMS	86.9%
CHILDREN'S DVDS	86.6%
ADULT DVDS	85.9%
QUIET STUDY AREAS	84.3%
WI-FI RELIABILITY	83.1%

## INCREASES

Overall satisfaction increased for some Library services from 2014 to 2019. One of the largest increases in satisfaction was with our Adult eBooks. This increase matches the increase in time and money spent on Digital Services in the last 5 years.

	Very Satisfied/ Satisfied 2019	Very Satisfied/ Satisfied 2014
SELF-CHECKOUT STATIONS	94.4%	92%
CHILDREN'S AREA	92.2%	89%
PRINT BOOKS FOR TEENS	90.2%	86%
PROGRAM ROOMS	86.9%	80%
TEEN AREA	82.2%	80%
ADULT E-BOOKS	67.8%	38%

## MOST IMPORTANT SERVICES

Respondents found the following Library services to be most important and least important to them:

	Very Important/ Important	Not Very Important
BORROWING MATERIALS	98.4%	
LIBRARY WEBSITE & CATALOGS	96.9%	
USING LINK+	80.9%	
BOOKMOBILE		40.2%
USING INTERNET COMPUTERS		37.0%
USING THE STUDY ROOMS		27.7%

## OPEN COMMENTS

"I love the library"

"I love the bookmobile"

"To [sic] cold"

"Not open late enough (needs to be open 10pm-11:59pm)"

96.4% say the Library is Very Important/ Important to them and their families

## AGE

20-29	10.3%
30-39	25.5%
40-49	16.3%
50-59	18.5%
60+	29.3%

## RESIDENCE

MOUNTAIN VIEW	75.2%
LOS ALTOS	3.0%
PALO ALTO	1.5%
SUNNYVALE	5.9%
OTHER SANTA CLARA CO. CITY	7.4%
OUTSIDE SANTA CLARA CO.	2.0%





**MEMORANDUM**

Library Services Department

**DATE:** January 13, 2020

**TO:** Library Board of Trustees

**FROM:** Tracy Gray, Library Services Director  
Laura Burch, Analyst

**SUBJECT:** Library Customer Survey – Summary of Results

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**SUMMARY**

The 2019 Mountain View Public Library Customer Survey was open for responses from October 1 to December 15, 2019. The survey was available in both English and Spanish, with an online version via the City’s Open Town Hall platform. Paper versions in English and Spanish were available at all public service desks in the Library.

The survey was promoted on the Library website, social media accounts, e-newsletter, and through flyers spread around the building. The Library published a City press release with the survey information, staff promoted it to customers in person, and it was included on a Library information mailer that went out to all City of Mountain View residents with their water bills.

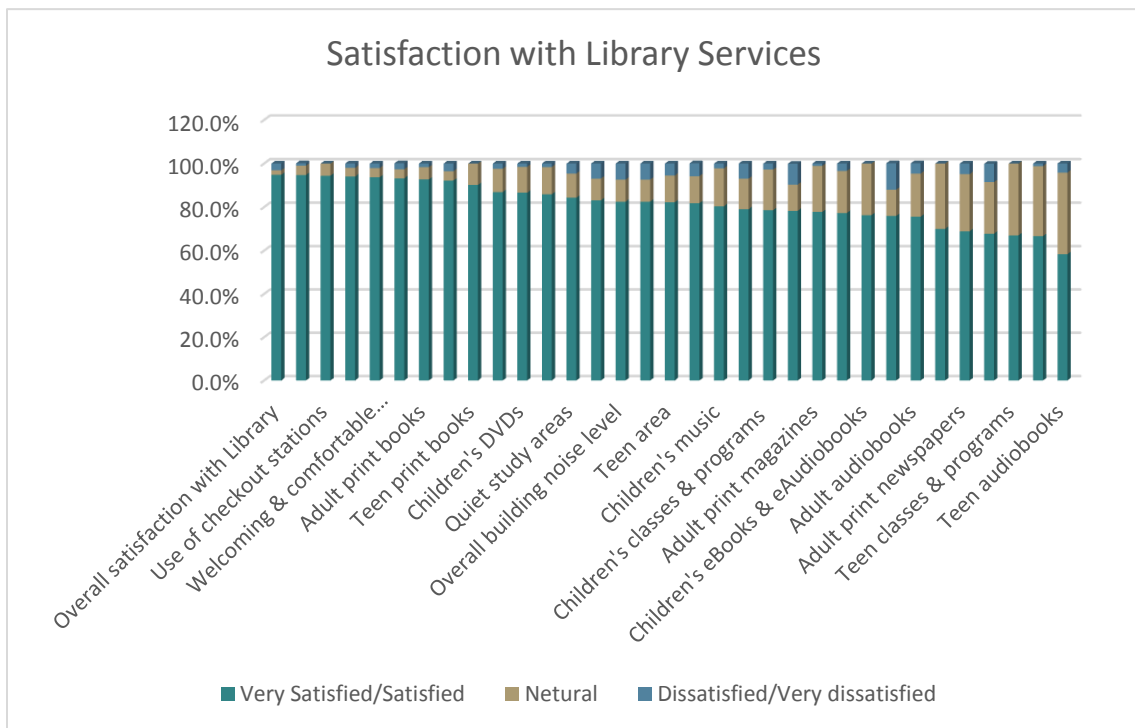
The survey received a total of 193 responses in English and 9 responses in Spanish. 171 respondents had Mountain View Public Library cards at the time of their responses. When asked about their overall satisfaction with the Library, 94.8% of respondents said they were *Very Satisfied/Satisfied* with the Library overall and 96.4% said that the Library is *Important/Very Important* to them and their families.

**HIGHEST OVERALL RATINGS**

The following services received 80% or above of *Very Satisfied/Satisfied* by individuals who rated the service:

Service	<i>Percent Very Satisfied/Satisfied</i>
Ease of finding what you need	94.7%
Use of checkout stations	94.4%
Children’s print books	94.1%

Welcoming & comfortable atmosphere	93.7%
Sense of safety while in the building	93.2%
Adult print books	92.7%
Children's area	92.2%
Teen print books	90.2%
Program rooms	86.9%
Children's DVDs	86.6%
Adult DVDs	85.9%
Quiet study areas	84.3%
Wi-Fi Reliability	83.1%
Overall building noise levels	82.5%
Library hours	82.5%
Teen area	82.2%
Seating availability	81.8%
Children's Music	80.4%



The ratings for most of these services are very similar to what they were in 2014 and remain core services of the Library that meet the satisfaction of those who use them.



## CHANGES

We saw a significant difference in the number of survey respondents from 2014 to 2019. In 2014 there were 807 responses compared to the 197 responses in 2019. The 2019 survey was publicized in many of the same ways as the 2014 survey. The lower response rate could be as a result of many factors. With commute times on the rise around the Bay Area, people have less free time and may choose not to spend any of it filling out surveys. Survey fatigue could also factor if people are regularly bombarded with requests for feedback. People could also in general be happier overall with Library services and don't feel the need to voice their concerns to the same extent as years past.

The age range of respondents in 2019 was higher on average than respondents from the last customer survey in 2014. In 2019, 29.3% were 60 or over, compared to 23% in 2014. .8% of respondents from 2014 were under the age of 20, while 0% of respondents in 2019 were under 20 years of age. The age group with the next highest number of survey participants came from people 30-39 years old, which encompasses a significant portion of the Millennial Generation (people born 1981-1996). The Pew Research Center has found that Millennials are the group that uses public libraries the most. 25.5% of respondents fall into the 30-39 range.

## INCREASES AND DECREASES

Overall we saw some positive increases from the last customer survey in 2014. Satisfaction with Adult eBooks increased from 38% in 2014 to 67.8% when factoring out those that indicate they don't use a particular service by selecting *Don't Know/Not Applicable* responses. This matches with the increased focus on procuring digital materials, adding additional platforms for digital content, and increasing staff instruction on use of digital resources. The Adult & Digital Services staff are also in the progress of redesigning the website section for the digital collection which will make it easier for patrons to find the digital content they're seeking along with instructions for how to access those items. Overall satisfaction increased with other services as well:

Service	Percent <i>Very Satisfied/Satisfied</i> in 2019	Percent <i>Very Satisfied/Satisfied</i> in 2014
Self-Checkout Stations	94.4%	92%
Children's Area	92.2%	89%
Print Books for Teens	90.2%	86%
Program Rooms	86.9%	80%
Teen Area	82.2%	80%

Dissatisfaction dropped for almost all categories highlighted in 2014, many of which were for our digital collections. We also saw fewer people dissatisfied with the Library's Wi-Fi network. The Wi-Fi was upgraded in the fall of 2018 and the survey results fall in line with the decrease in verbal feedback given at the service desks about the Wi-Fi. Another noticeable decrease in dissatisfaction was with the Children's DVD collection. In 2014 there were still many comments about the quality of the DVD collection. Since 2014 the DVD section is weeded aggressively for condition and discs are cleaned and repaired in-house when possible to improve condition and extend the life of these materials. Dissatisfaction for the automated check in system is the only area in which overall dissatisfaction increased slightly. It went from 11% in 2014 to 12.1%.

Service	Percent <i>Dissatisfied/Very Dissatisfied</i> in 2019	Percent <i>Dissatisfied/Very Dissatisfied</i> in 2014
Wi-Fi	6.9%	8%
Adult eBooks	8.4%	28%
Children's eBooks	0%	17%
Teen eBooks	0%	17%
Children's DVDs	1.5%	11%
Automated Check-In	12.1%	11%

### **MOST IMPORTANT**

In order to get an idea of what Library services are most important to the community, respondents were asked to rate a list of services on how important they are to them. The responses indicate that borrowing materials and using digital services are the most important services for those that took the survey. All libraries are seeing an increase in the demand for digital content and Mountain View Library usage shows this to be the case for our Library as well. There is still strong demand for physical collections and spaces; one need only walk the perimeter of the second floor on a weekday afternoon to see tables full of people studying and rooms filled with diligently working groups to know this is the case. The bookmobile and some of the in-building services were least important to the respondents. These rankings would likely change if a greater number of responses were recorded and if the age of respondents varied more widely.

Service	Percentage <i>Very Important/Important</i>
Borrowing materials	98.4%
Library website & catalogs	96.9%
Using Link+	80.9%
Online research & databases	79.2%
Getting information/research	77.6%

Service	Percentage <i>Not Very Important</i>
Bookmobile	40.2%
Using internet computers	37.0%
Using the study rooms	27.7%
Using the children's area	14.6%
Using the reading areas	13.3%

### **FAMILIARITY WITH ONLINE RESOURCES**

The survey asked respondents how familiar they are with some of the Library's online resources. While some of the resources are more popular than others, none of the resources had more than 35% of all respondents say they were familiar with them. The redesign of the Digital Services section of the website will help make these online resources easier to locate and staff will use this information to help educate our users about everything available online.

Resource	Percent familiar (out of 202 total responses)
ConsumerReports.org	35.6%
Flipster digital magazines	34.2%
New York Times online	31.7%
Discover & Go free & discounted museum passes	31.2%
Mango Languages	24.3%
EBSCOhost research databases	18.3%
Novelist Plus	9.4%
MV photographs & oral histories	7.9%
Brainfuse	7.4%
MV historical newspapers online	6.9%
World Books Online	5.4%
Kids Infobits	3.0%

### **OPEN ENDED RESPONSES**

While we didn't have a section dedicated to open ended responses, we did get some written feedback through the other category in Question 10: If you don't use the Library regularly, why not? These responses include positive affirmation:

"I love the library"

"I love the bookmobile"

Some responses provided specific feedback:

“To [sic] cold”

“Not open late enough (needs to be open 10pm-11:59pm)”

“Difficult to find parking”

“The Mountain View Community Shuttle takes too long in its roundabout path to get to the Library. I don’t have a car and it is a pain to bring my laptop and everything on my bicycle. I do appreciate all the services available to me.”

One respondent took the survey and then sent a follow-up email to Adult and Digital Services to share an additional comment about the Library:

“I took the library feedback survey <https://mountainview.gov/librarysurvey>, but what I really wanted to say (and did not fit any box) was that I love the jigsaw puzzles on the upstairs table. They are a wonderful way to spend a relaxing afternoon.”

### **LOOKING AHEAD**

Overall the survey results show that people find the Library to be important to their lives regardless of how or how often they use it. The responses show that overall Library services and collections meet the demands of the community and the Library will continue to build on the increases we’ve seen, like further strengthening our digital collections, while seeking ways we can further improve the Library. We’ll continue to create an atmosphere of fun, creating opportunities like the second floor puzzle table, while also working to further strengthen the core services of a public library. We will work to find creative solutions to further increase the satisfaction with building noise and seating availability, while continuing to provide the welcoming and comfortable atmosphere that people have indicated they currently enjoy. The feedback provided to us during the 2019 Library Customer Survey will help us work toward an ever better Library experience for all.



<b>Service</b>	<b>Very important/Important</b>	<b>Neutral</b>	<b>Not Very Important</b>	<b>Number responded</b>	<b>Number responded DK/NA</b>	<b>Number who use</b>	
Borrowing materials	98.4%	1.6%	0.0%	193	3	190	100.0%
Overall, how important is the Library	96.9%	2.6%	0.5%	194	1	193	100.0%
Library website and catalogs	95.6%	4.4%	0.0%	189	8	181	100.0%
Using Link+	80.9%	14.0%	5.1%	185	28	157	100.0%
Online research & databases	79.2%	15.7%	5.0%	187	28	159	99.9%
Getting information/research	77.6%	12.6%	9.8%	188	14	174	100.0%
Using the children's area	70.7%	14.6%	14.6%	188	65	123	99.9%
Using the reading areas	67.1%	19.6%	13.3%	189	31	158	100.0%
Using free wi-fi	65.2%	22.4%	12.4%	186	25	161	100.0%
Using the study rooms	49.3%	23.0%	27.7%	189	41	148	100.0%
Using internet computers	39.6%	23.4%	37.0%	188	34	154	100.0%
Bookmobile	30.5%	29.3%	40.2%	187	105	82	100.0%

Service	Very Satisfied/Satisfied	Neutral	Dissatisfied/Very dissatisfied	Number responded	Number who responded DK/NA	Number who use	
Overall satisfaction with Library	94.8%	2.1%	3.1%	194	1	193	
Ease of finding what you need	94.7%	4.3%	1.1%	190	2	188	<b>S</b>
Use of checkout stations	94.4%	5.6%	0.0%	189	10	179	<b>O</b>
Children's print books	94.0%	4.0%	2.0%	188	87	101	<b>R</b>
Welcoming & comfortable environm	93.7%	4.2%	2.1%	193	3	190	<b>T</b>
Sense of safety in the building	93.2%	4.2%	2.7%	191	1	190	<b>E</b>
Adult print books	92.7%	5.6%	1.7%	195	16	179	<b>D</b>
Children's area	92.2%	4.3%	3.5%	190	74	116	
Teen print books	90.2%	9.8%	0.0%	188	137	51	<b>M</b>
Program rooms	86.9%	10.7%	2.4%	185	63	122	<b>O</b>
Children's DVDs	86.6%	11.9%	1.5%	186	119	67	<b>S</b>
Adult DVDs	85.9%	12.5%	1.6%	191	63	128	<b>T</b>
Quiet study areas	84.3%	11.1%	4.6%	191	38	153	
Wi-Fi reliability	83.1%	10.0%	6.9%	190	60	130	<b>S</b>
Overall building noise level	82.5%	10.1%	7.4%	192	3	189	<b>A</b>
Library hours	82.5%	10.1%	7.4%	191	2	189	<b>T</b>
Teen area	82.2%	12.3%	5.5%	146	73	73	<b>I</b>
Seating availability	81.8%	12.4%	5.9%	191	21	170	<b>S</b>
Children's music	80.4%	17.4%	2.2%	184	138	46	<b>F</b>
Children's audiobooks	79.0%	14.0%	7.0%	185	142	43	<b>I</b>
Children's classes & programs	78.6%	18.6%	2.8%	186	116	70	<b>E</b>
Parking	78.3%	12.0%	9.6%	192	26	166	<b>D</b>
Adult print magazines	77.8%	21.1%	1.1%	191	101	90	
Adult classes & programs	77.3%	19.3%	3.4%	189	70	119	
Children's eBooks & eAudiobooks	76.3%	23.7%	0.0%	186	148	38	
Use of return stations	75.9%	12.1%	12.1%	180	6	174	
Adult audiobooks	75.6%	19.8%	4.7%	189	103	86	
Teen eBooks & eAudiobooks	70.0%	30.0%	0.0%	186	156	30	
Adult print newspapers	68.9%	26.2%	4.9%	191	130	61	
Adult eBooks & eAudiobooks	67.8%	23.7%	8.4%	190	72	118	

Overall satisf  
Ease

Teen classes & programs	67.0%	33.0%	0.0%	187	154	33
Adult music	66.7%	32.1%	1.2%	188	104	84
Teen audiobooks	58.3%	37.5%	4.2%	186	162	24

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	atisfied	Netural	ery dissatisfied	Number responded	DK/NA			
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Seating availability	81.8%	12.4%	5.9%	191	21	170		
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Children's classes & programs	78.6%	18.6%	2.8%	186	116	70		<b>S</b>
Sense of safety in the building	93.2%	4.2%	2.7%	191	1	190		<b>A</b>
Program rooms	86.9%	10.7%	2.4%	185	63	122		<b>T</b>
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Teen print books	90.2%	9.8%	0.0%	188	137	51	
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## Satisfaction with Library Services

