



# Customer Survey 2004-2005






## 2004 Survey of Library Customers

**What are the reasons for your trip to the library?  
(totals sum to more than 100%)**

	#	%
To borrow or return books, cds, tapes or dvds	187	52%
Internet access	72	20%
Recreational reading, interests or hobbies	55	15%
School-related study or research	40	11%
To bring children	40	11%
Job- or business-related work	35	10%
Self-help or personal concerns	29	8%
Current events, newspapers or magazines	27	7%
For a place to read or study	26	7%
To attend a meeting or library program	10	3%
To find out about community activities	8	2%
To get IRS forms	3	1%
Other	47	13%





## 2004 Survey of Library Customers (compared to 1997 Survey)


What services did you use in the library? (multiple responses means totals sum to more than 100%)	2004		1997
	#	%	%
Checked out books or other materials	160	44%	43%
Studied/worked at a table in the library	67	19%	15%
Asked a reference librarian for assistance	52	14%	13%
Checked out video tapes (VHS)	39	11%	20%
Checked out dvds	31	9%	-
Used the photocoppy machine	30	8%	8%
Filed an interlibrary loan request	22	6%	3%
Checked out books-on-tape or books-on-cd	21	6%	-
Checked out music cds	11	3%	-
Checked out music tapes	3	1%	-





## 2004 Survey of Library Customers (compared to 1997 Survey)

What sources of information did you use in the library? (multiple responses means totals sum to more than 100%)	2004		1997
	#	%	%
Computers	156	43%	7%
Librarians' expertise	127	35%	12%
Other books	70	19%	20%
Reference books	42	12%	45%
Magazines	37	10%	18%
Newspapers	30	8%	13%






## 2004 Survey of Library Customers

### How long did you spend in the library?

	#	%
10 minutes or less	31	10%
10 to 30 minutes	160	52%
30 to 60 minutes	75	24%
60 to 120 minutes	36	12%
120 to 180 minutes	4	1%
180 minutes or more	4	1%

### Did you find what you were looking for?

	#	%
Yes	306	94%
No	19	6%






## 2004 Survey of Library Customers

### Has the Ferndale Library affected your life in these ways? (multiple responses means totals sum to more than 100%)

	#	%
Contributed to your education outside of the classroom setting	161	45%
Helped you obtain information that you could not get elsewhere	122	34%
Supported your formal education	81	22%
Made you more productive on your job	53	15%
Helped you locate and/or use a local business	49	14%
Introduced you to new technologies (e.g. the internet)	41	11%
Contributed to your overall financial success	21	6%
Helped you obtain a new job	21	6%
Helped you start a business on your own	11	3%

### Has the library assisted you in providing information, products or services that you otherwise would have had to pay for?


	%
Yes	82%
No	18%





## 2005 Survey of Ferndale Residents


How often do you use:	The Ferndale Library		Other libraries & bookstores	
	#	%	#	%
Every day	3	2%	2	1%
A few times a week	17	11%	16	10%
A few times a month	44	28%	60	39%
A few times a year	48	31%	49	32%
Almost never	32	21%	19	12%
Never	12	8%	9	6%





## 2005 Survey of Ferndale Residents

Demographic Category	Library Usage Category	
	Uses Ferndale's Library More Than Others	Uses Other Libraries More Than Ferndale's
Longstanding Residents	40%	42%
New Residents	29%	43%
Not parents	38%	42%
Parents	28%	42%
Age Under 35	15%	67%
Age from 35-65	45%	32%
Age Over 65	45%	18%





## 2005 Survey of Ferndale Residents

<b>If you don't use the Ferndale Library very often, why not? (% of respondents citing a particular reason)</b>	The library does not have what I need	29%
	Library hours are not convenient for me	27%
	I get the information I need elsewhere	25%
	I prefer to buy rather than borrow	10%
	It does not have enough computers	9%
	Library staff are not very friendly	6%
	It is difficult to get parking	5%
	I do not have time to use the library	4%
	The library is not conveniently located	3%
	I do not know where the library is	1%





## 2005 Survey of Ferndale Residents

<b>If you prefer bookstores or other libraries over Ferndale's, why? (% of respondents citing a particular reason)</b>	Better book selection	50%
	Longer hours	34%
	More comfortable	27%
	Ammenties (coffee, music)	23%
	More computers	14%
	Easier to use	13%
	Better staff	8%
	Better parking	7%
	Better location	3%





## 2005 Survey of Ferndale Residents

**What improvements would encourage you to use Ferndale's library more often? (% of respondents citing a particular improvement)**

More books	59%
Longer hours of operation	58%
A more attractive and comfortable setting	51%
Better signs to show where books are	41%
More DVDs	34%
More books-on-tape and books-on-CD	32%
A better collection of reference books	32%
More programs for children	32%
More magazines and newspapers	30%
Easier and quicker internet access	28%
More programs for adults	26%
More help and courtesy from staff	25%
More music CDs	25%
More videotapes (VHS)	18%
More meeting-room space	18%



## What improvements would encourage you to use Ferndale's library more often?

(Highlighted areas represent places of large difference between groups)

	Usage		Residence		Parent		Age		
	Others more	Ferndale more	New	Longtime	Parent	Not a parent	Under 35	35-65	Over 65
More books	73%	43%	66%	55%	67%	56%	71%	61%	27%
Longer hours	64%	57%	57%	58%	57%	58%	73%	55%	32%
More comfort	64%	44%	57%	43%	61%	44%	77%	43%	18%
Better reference	48%	19%	33%	32%	33%	32%	42%	30%	14%
Magazines	45%	13%	40%	23%	33%	29%	44%	29%	5%
Better signs	45%	35%	39%	40%	43%	37%	52%	38%	27%
More internet	42%	20%	24%	31%	29%	27%	35%	32%	0%
Books-on-tape	41%	26%	37%	30%	39%	30%	40%	34%	9%
Children's progs.	38%	19%	31%	30%	53%	20%	44%	30%	14%
More courtesy	38%	15%	23%	25%	29%	21%	31%	26%	5%
More dvds	36%	28%	41%	28%	37%	33%	46%	36%	0%
More cds	35%	24%	41%	18%	31%	27%	44%	22%	14%
Adult programs	33%	22%	27%	26%	20%	30%	29%	28%	14%
Meeting room	21%	17%	17%	18%	25%	14%	19%	20%	9%
More vhs tapes	15%	20%	19%	17%	22%	16%	15%	22%	9%



## 2005 Survey of Ferndale Residents

**How important is the Ferndale Library for the community?** 95%

**How important is the Ferndale Library for you personally?** 75%

**How much do you think it would cost you /per month/ if you had to pay for the books and services that your household currently receives from the library?**  
(1=\$0-\$10, 5=more than \$40) 2.8

**Dollar equivalent of monthly services** \$18

**The average household in Ferndale pays less than \$6 per month to support library services. Would your household be willing to pay an additional \$6 per month to support improvements in the areas you mentioned?**  
(Percentage answering "Yes") 79%



## Opinions about the library by usage and demographic categories?

(Highlighted areas represent places of large difference between groups)

	Percent agreeing library is important to the community	Percent agreeing library is personally important	Estimated household benefit from the library	Percent willing to support a 1 mill tax increase for the library
Others more	93%	64%	\$12	75%
Ferndale more	99%	93%	\$26	89%
New Resident	96%	81%	\$21	85%
Longtime Resident	93%	70%	\$25	74%
Parent	94%	77%	\$20	86%
Not a parent	94%	74%	\$17	75%
Under 35	97%	76%	\$17	88%
35-65	94%	78%	\$17	84%
Over 65	92%	64%	\$21	55%