



WOOD COUNTY DISTRICT LIBRARY SURVEY REPORT 2018 SUMMARY

Bowling Green State University – Master of Public Administration Program
Contact: Dr. Shannon Orr – Political Science Department, skorr@bgsu.edu

OVERVIEW

In Fall 2018 students in the Master of Public Administration program at Bowling Green State University conducted a random sample mail back survey at the request of the Wood County District Library System. The survey was mailed out to a random sample of 2,000 registered voters in the library district, and a similar survey was also posted online. The survey focused on questions of customer satisfaction with library services, programs and offerings.

Overall, the findings suggest that there is very high customer satisfaction for the Wood County District Library System. Respondents also indicated that they would be willing to support the next library levy.

SUMMARY OF RESPONSES

When asked about the importance of library services, respondents were very positive:

- The most important services were identified as follows: borrowing books/movies and searching the catalogue.
- As expected the bookmobile is important to those who use it.

Overall satisfaction with individual library services is very high:

- Levels of satisfaction are high across the board for all of the services that were surveyed.
- Highest levels of satisfaction were reported for the following: customer service, facilities, and collections, story time and other children's events.
- Levels of dissatisfaction are almost non-existent

When asked what the library does well, the following comments were provided repeatedly:

- Collections – variety, multiple formats, constantly updated
- Children's area and programming including story-time, summer programs
- Customer service
- Online services including e-books
- Community events
- Facility – welcoming, clean and accessible
- Website – easy to use and diverse offerings



When asked for areas of improvement, the community had a few suggestions (only the most frequently cited are listed here):

- More adult programs
- Helping people become more aware of the books that are available
- Freshening up of the facility (especially carpet on the stairs)
- More selection of books
- A way for customers to request books for the library to purchase
- More large print books/audio books
- Parking
- Wages for employees
- Self-check out
- Customer service at the front desk

When asked why people used the library, the most frequently cited reasons included:

- Specifically, to check out books
- To learn new things
- Children's services
- It is a free resource in the community
- Variety of items in the collection such as books, music, movies
- It is a safe and warm place to spend time
- To use the free computers
- Participate in programs

Respondents were asked if they were a member of the "Friends of the Library" group and if not, why?

The majority of the online respondents were not Friends of the Library, and many cited that they did not know what that group was or how to join.

Respondents had a number of ideas for new classes or events at the library. The following were the ones most frequently suggested:

- Crafts
- Author talks
- Book clubs
- Child/parent events
- More educational programming such as how-to classes, history presentations, using technology, beginning writing workshops
- Community building events such as updates from city council