



Sunnyvale

2020 Patron Satisfaction & Non-User Survey Results

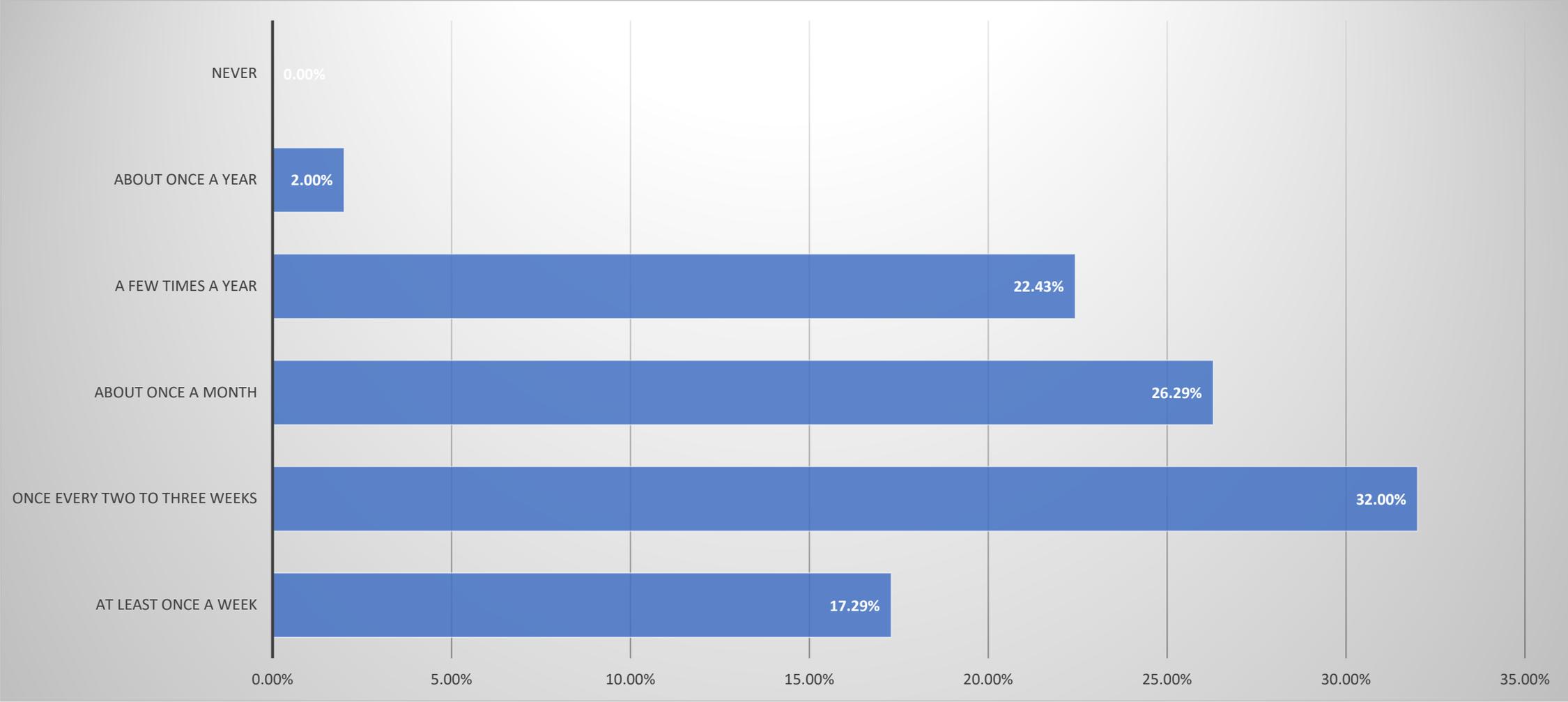
Board of Library Trustees
September 14, 2020



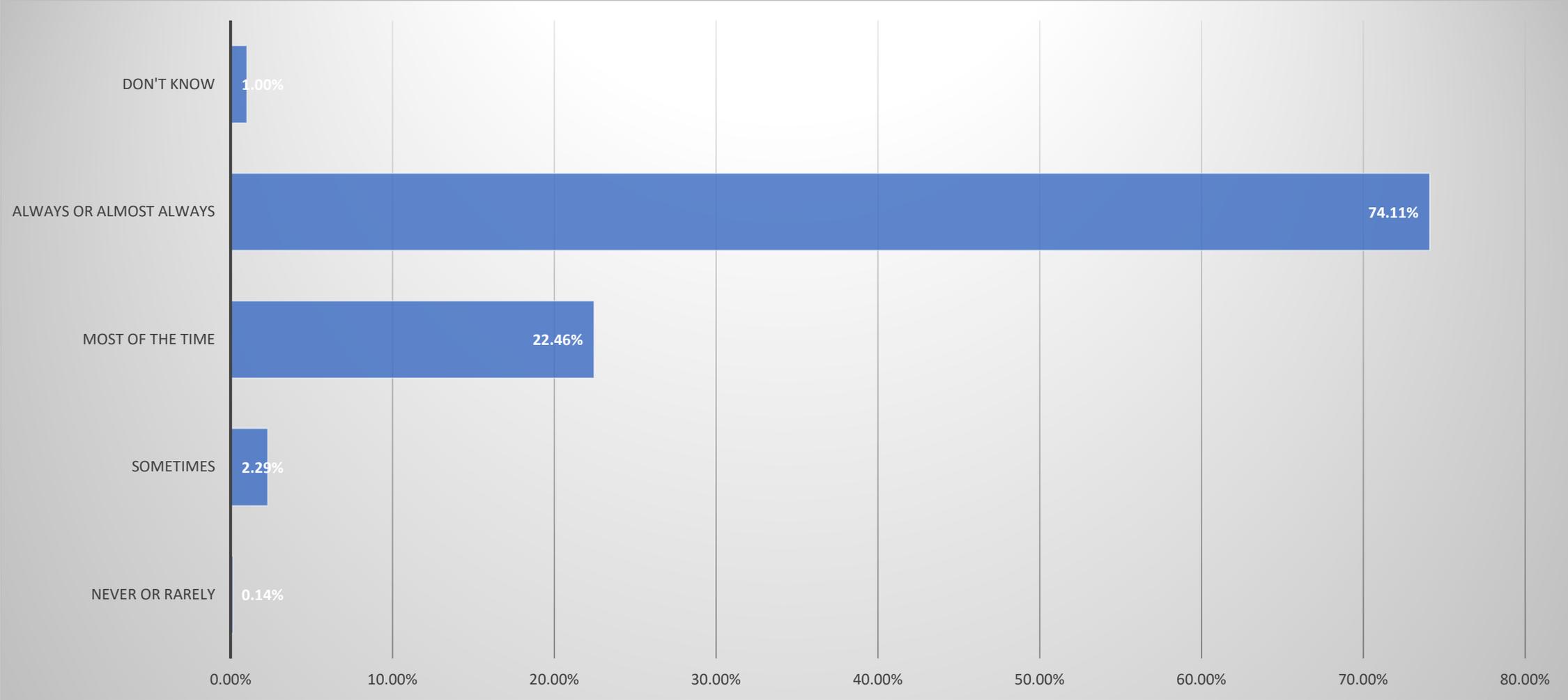


Patron Satisfaction Survey Highlights

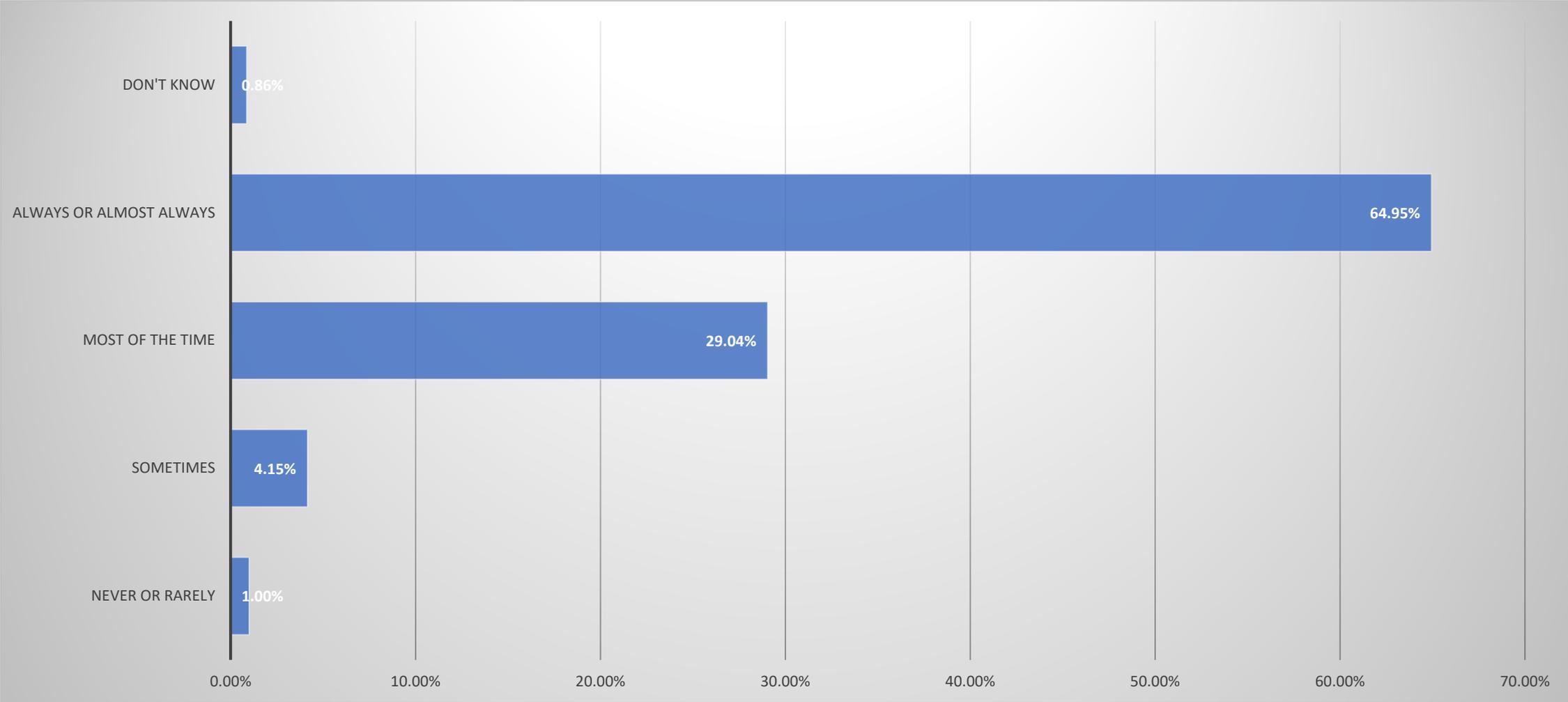
How often do you typically visit the Library in person?



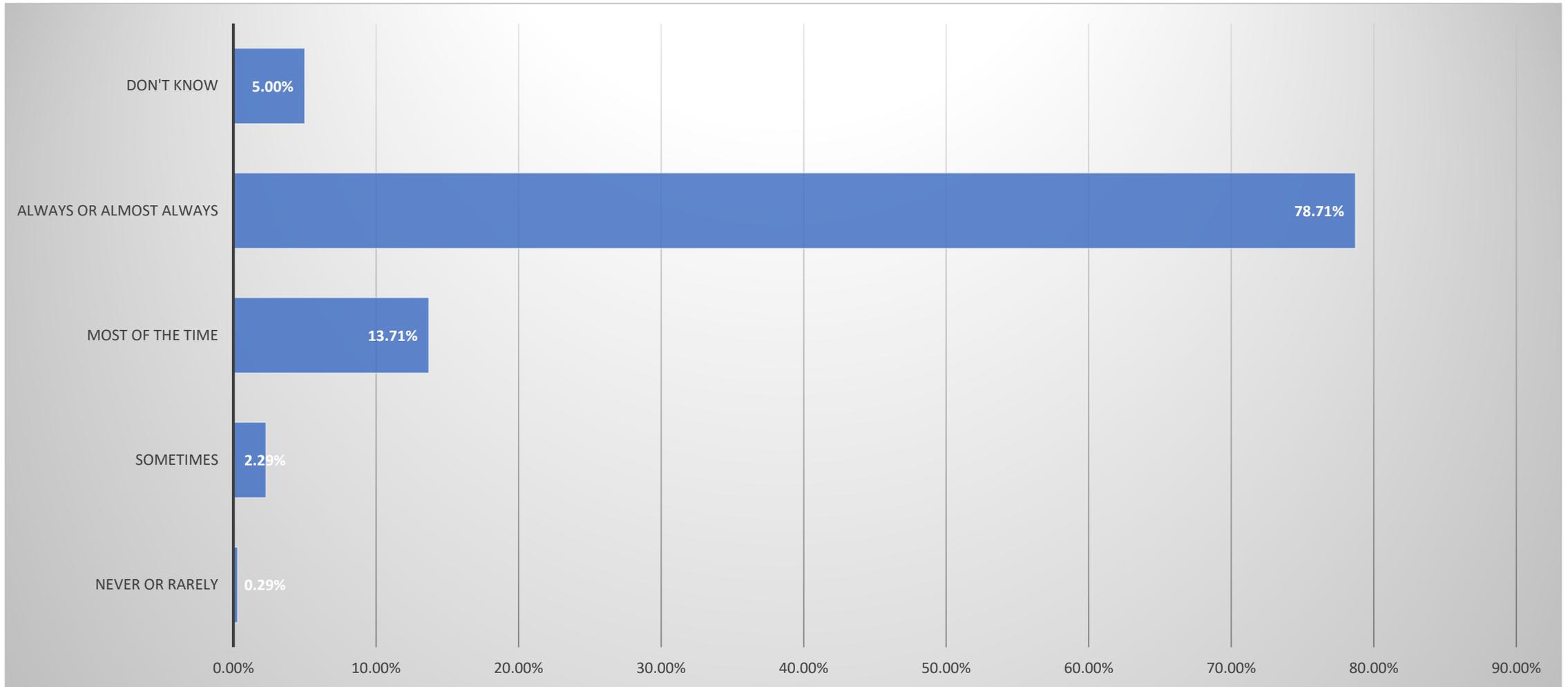
How often are the building and facilities are clean?



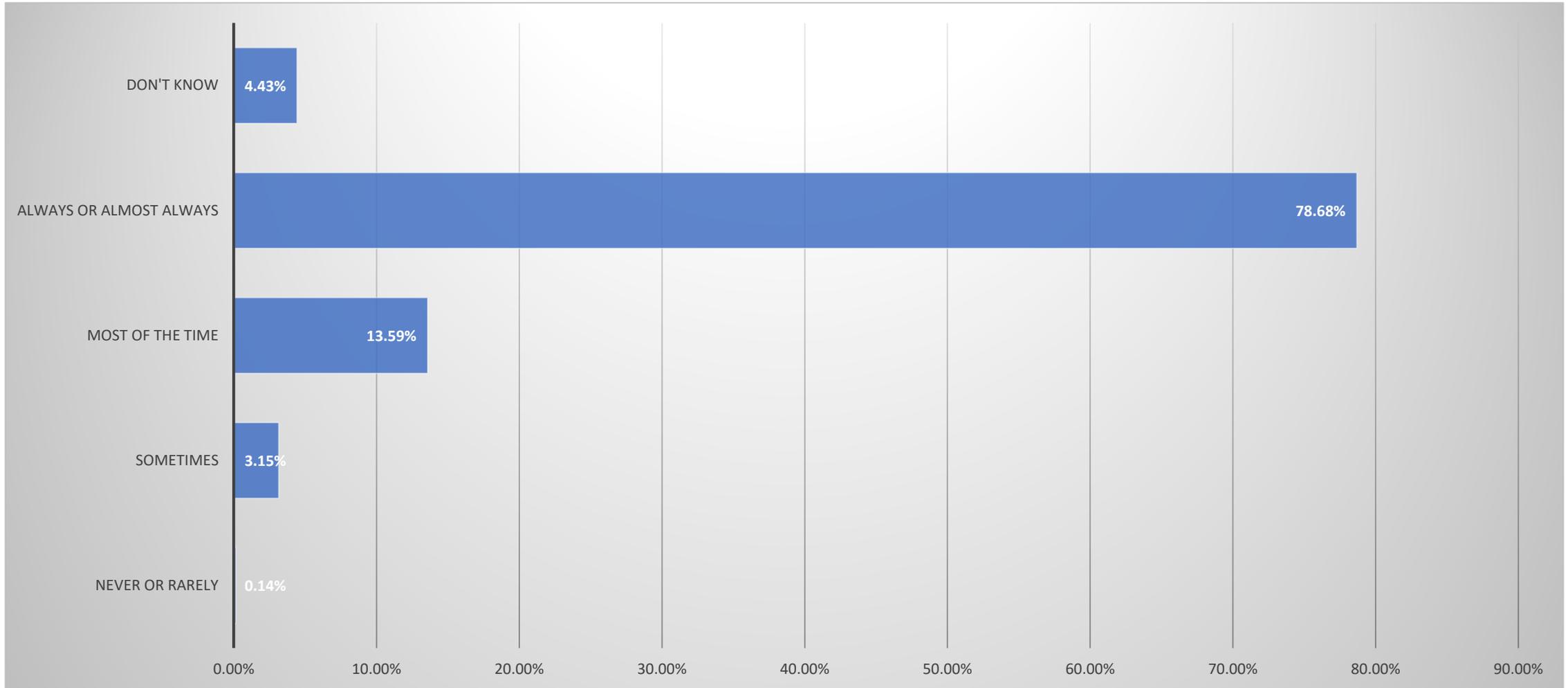
How often is the Library (including plaza entry) a welcoming, comfortable and safe place to visit?



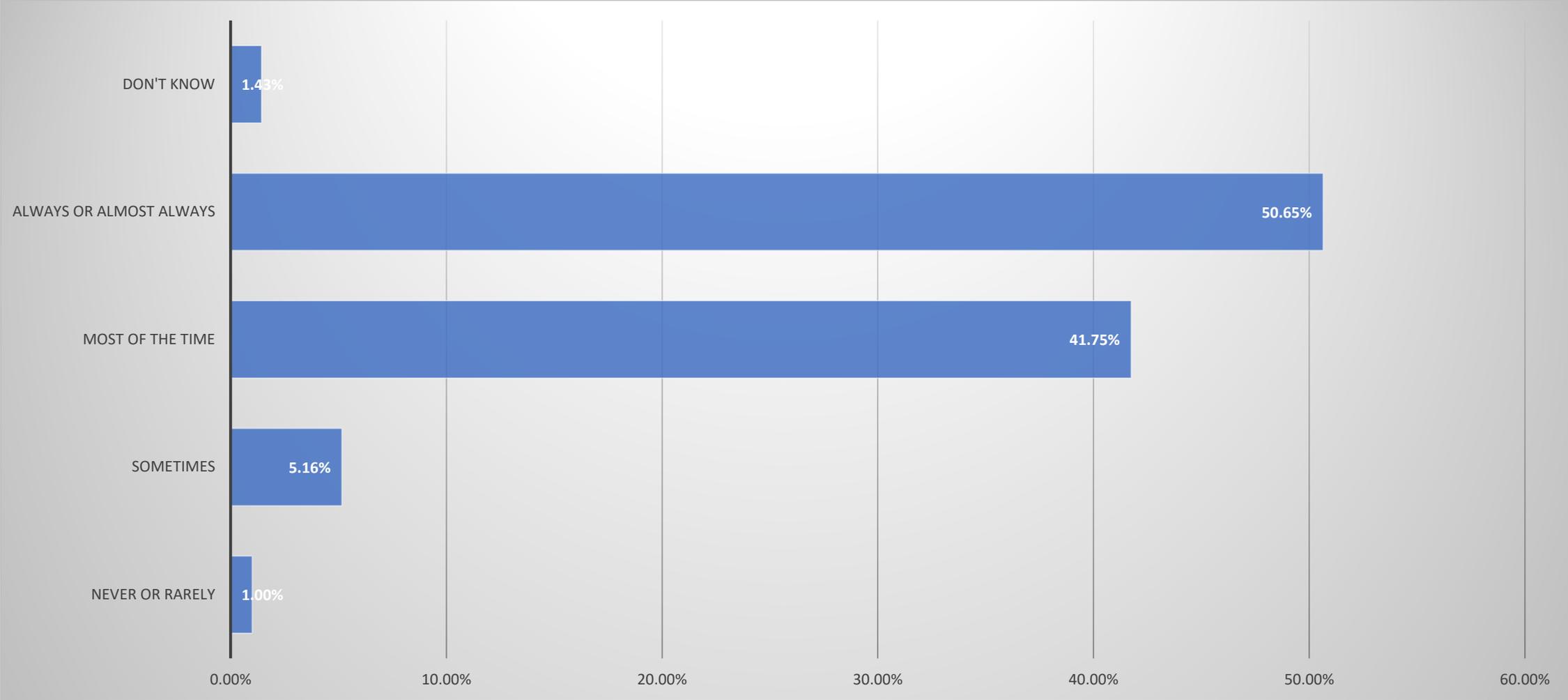
How often is in-person librarian assistance (eg, information, reference) friendly and approachable?



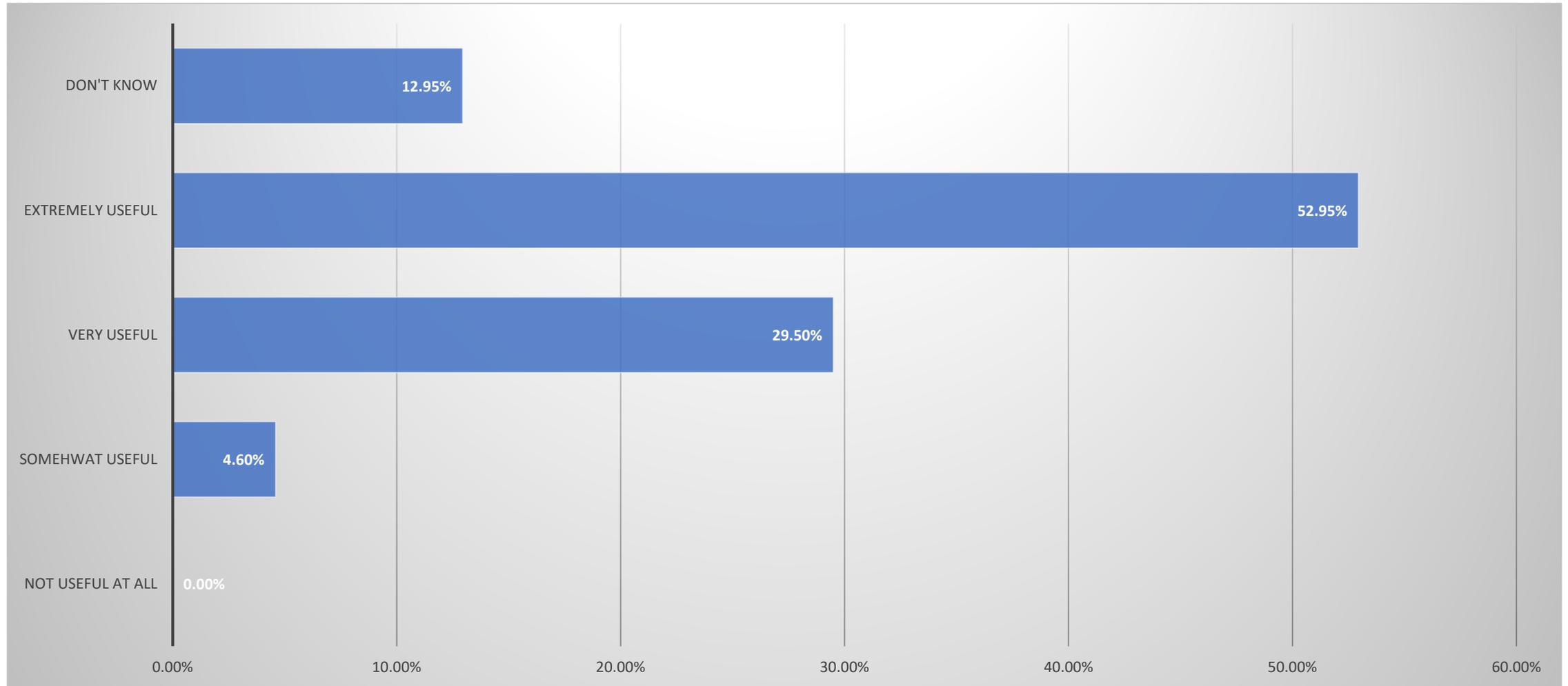
How often is in-person account services (eg, library cards, holds, payments) staff assistance friendly and approachable?



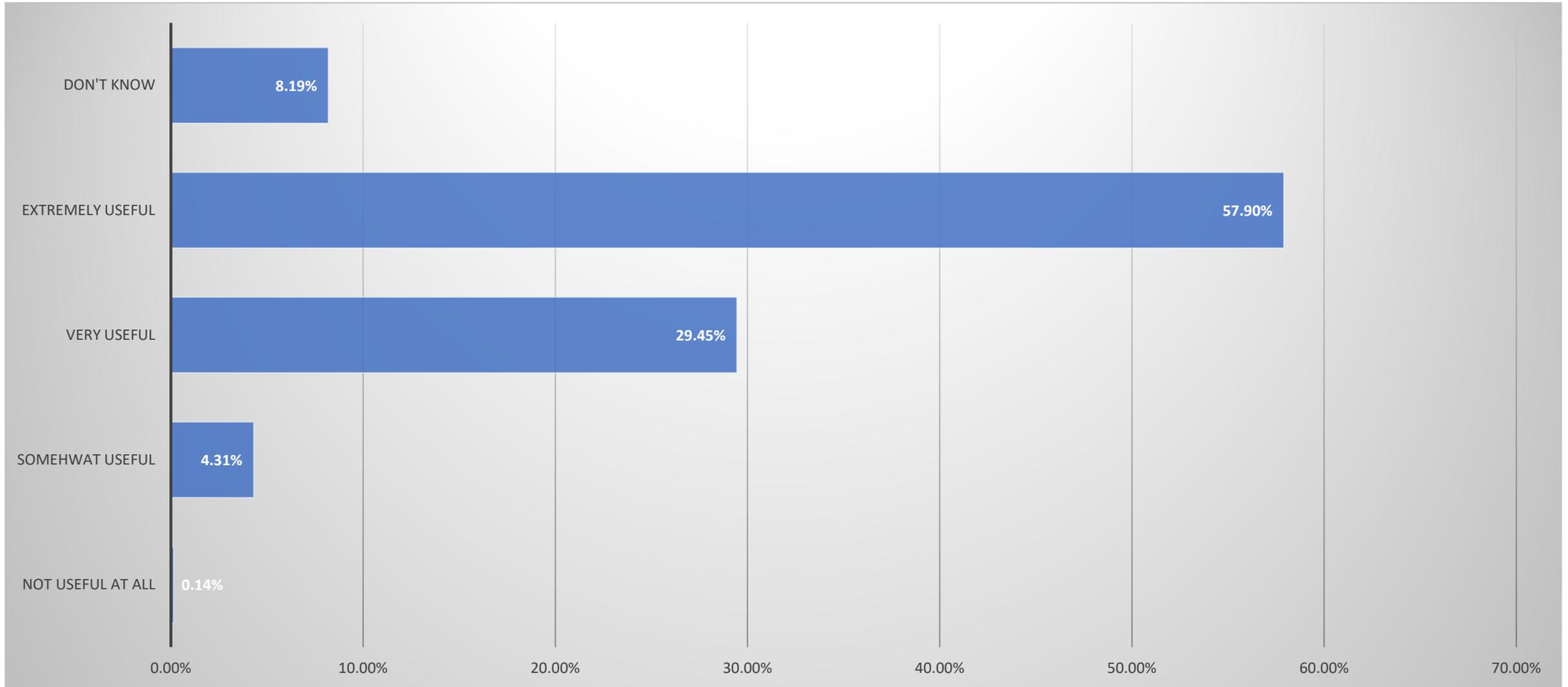
How often is it easy to find what you need?



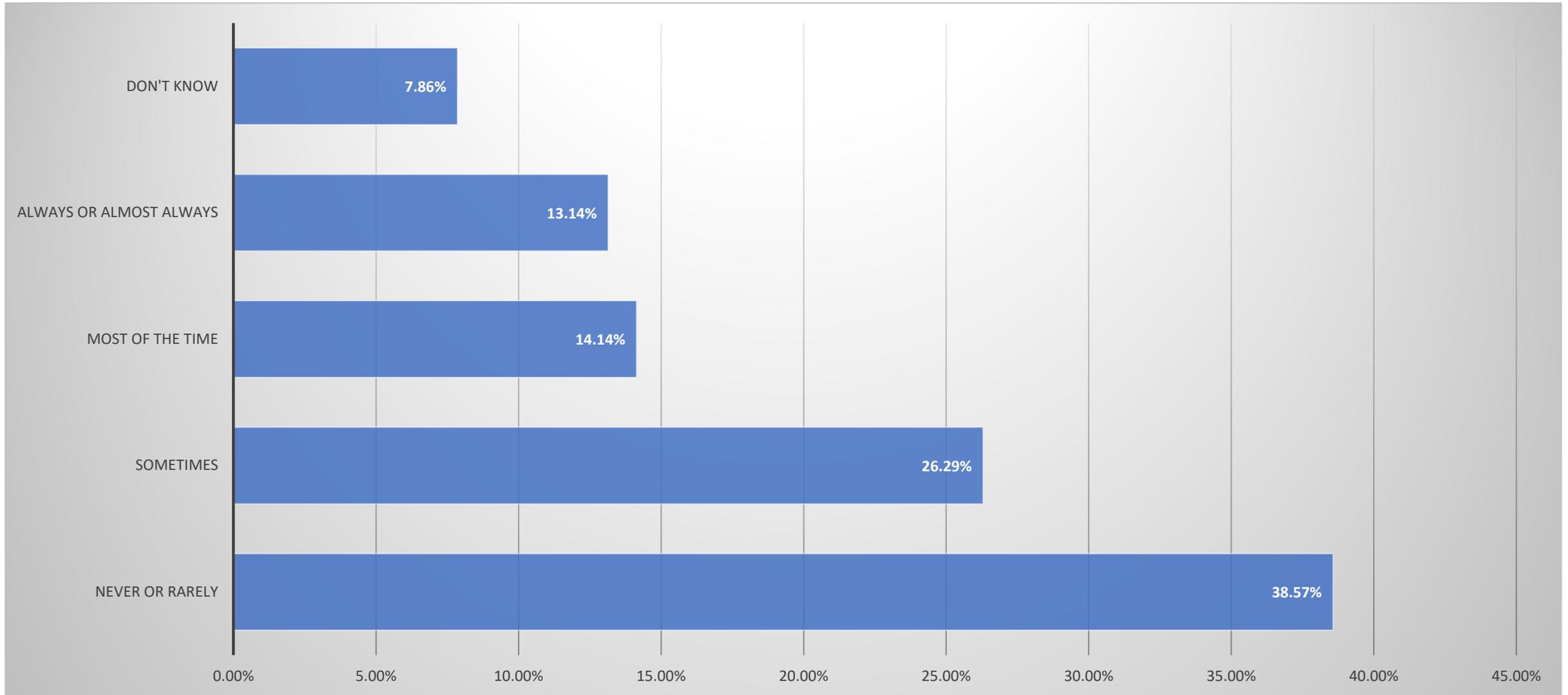
If you needed in-person help at the Library, how useful did you find Librarian assistance?



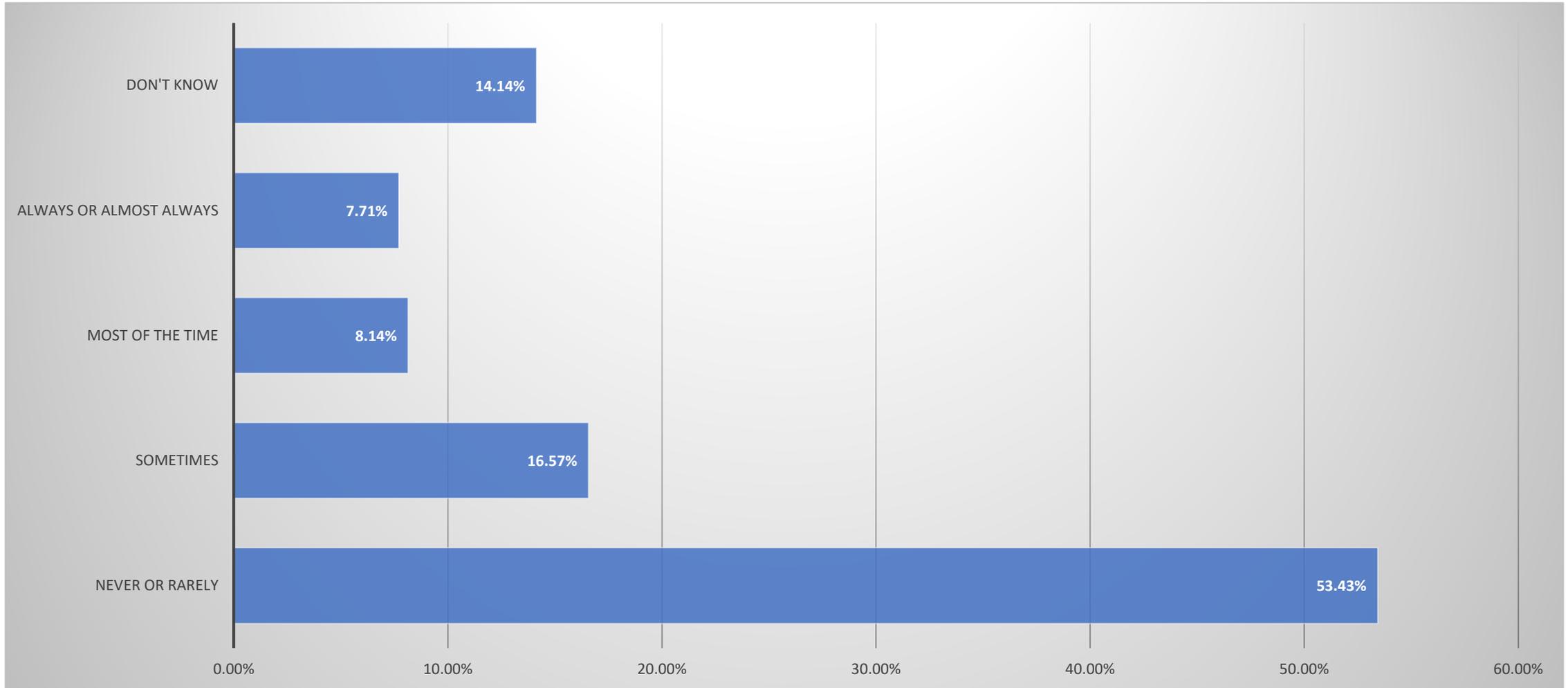
If you needed in-person help at the Library, how useful did you find Account Services staff assistance?



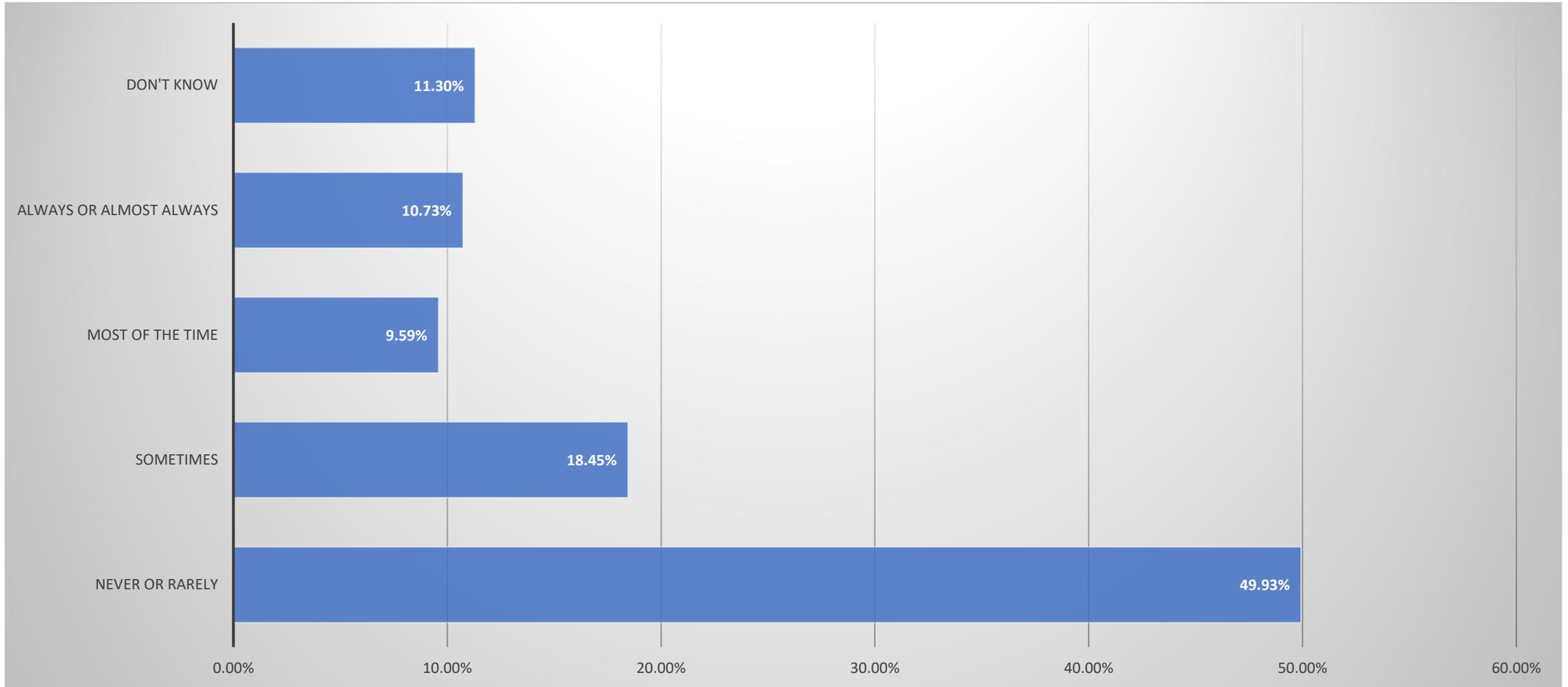
How often do you use the Library for its general social ambience/atmosphere?



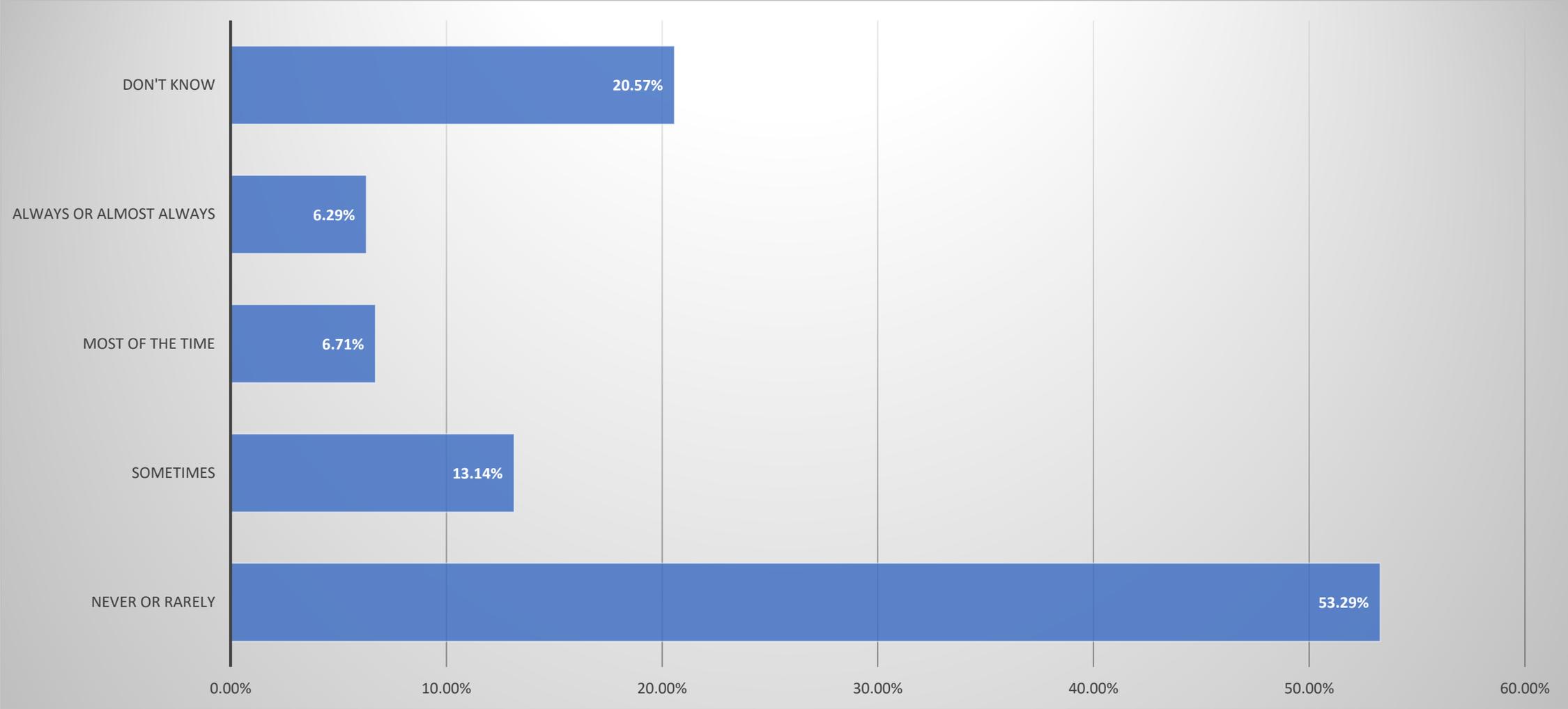
How often do you use the Library for visits with regular patrons or library staff?



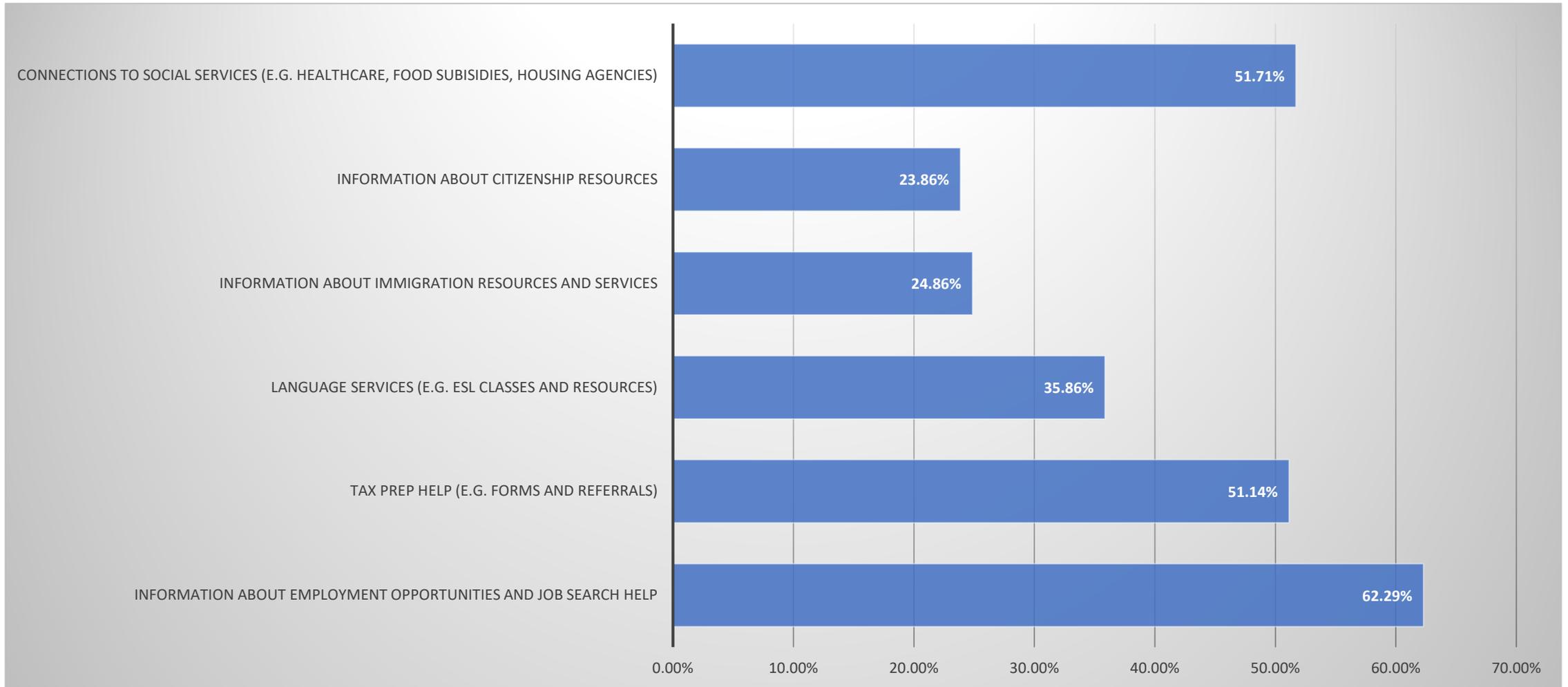
How often do you use the Library for spaces to sit and chat?



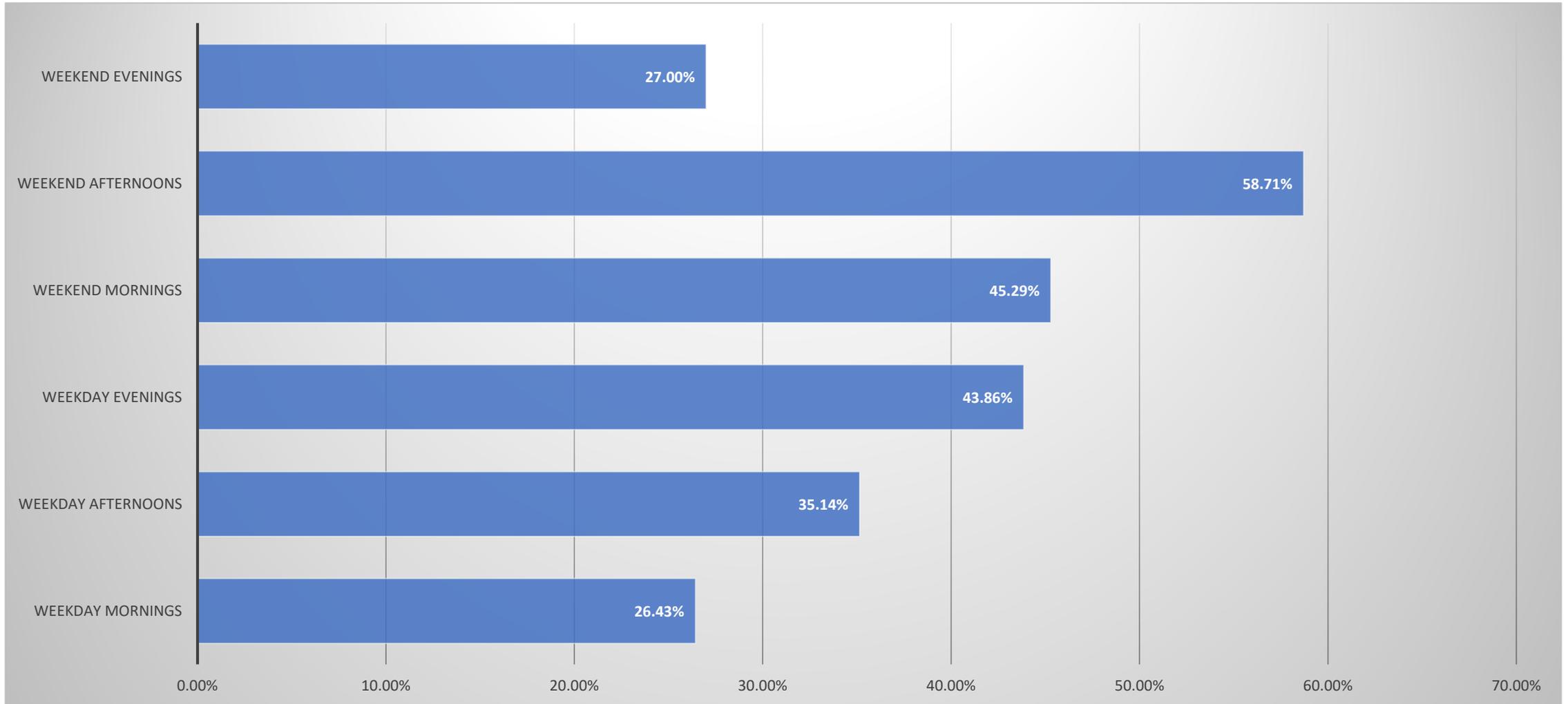
How often do you use the Library for spaces for discussions or meetings?



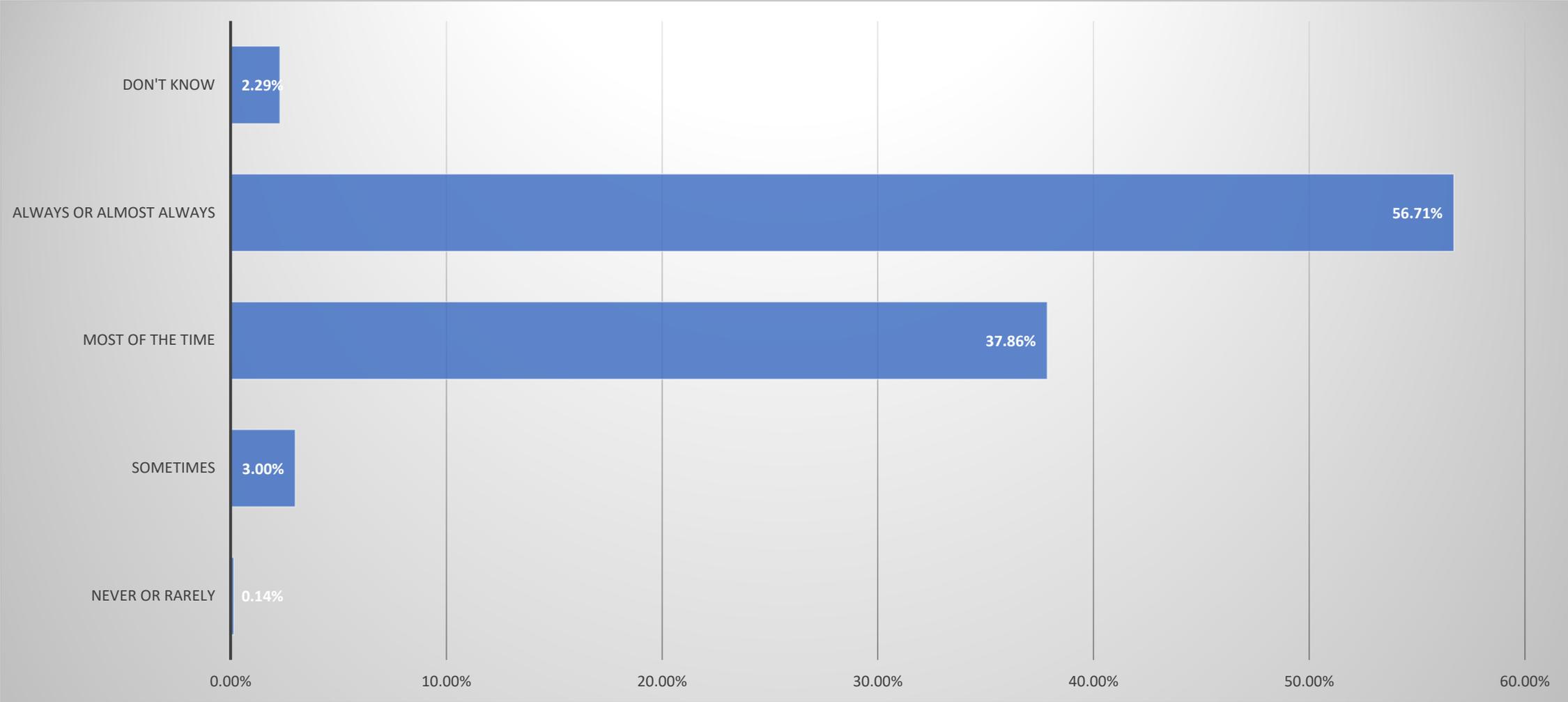
Which of the following types of referrals or connections would be helpful to you or someone you know?



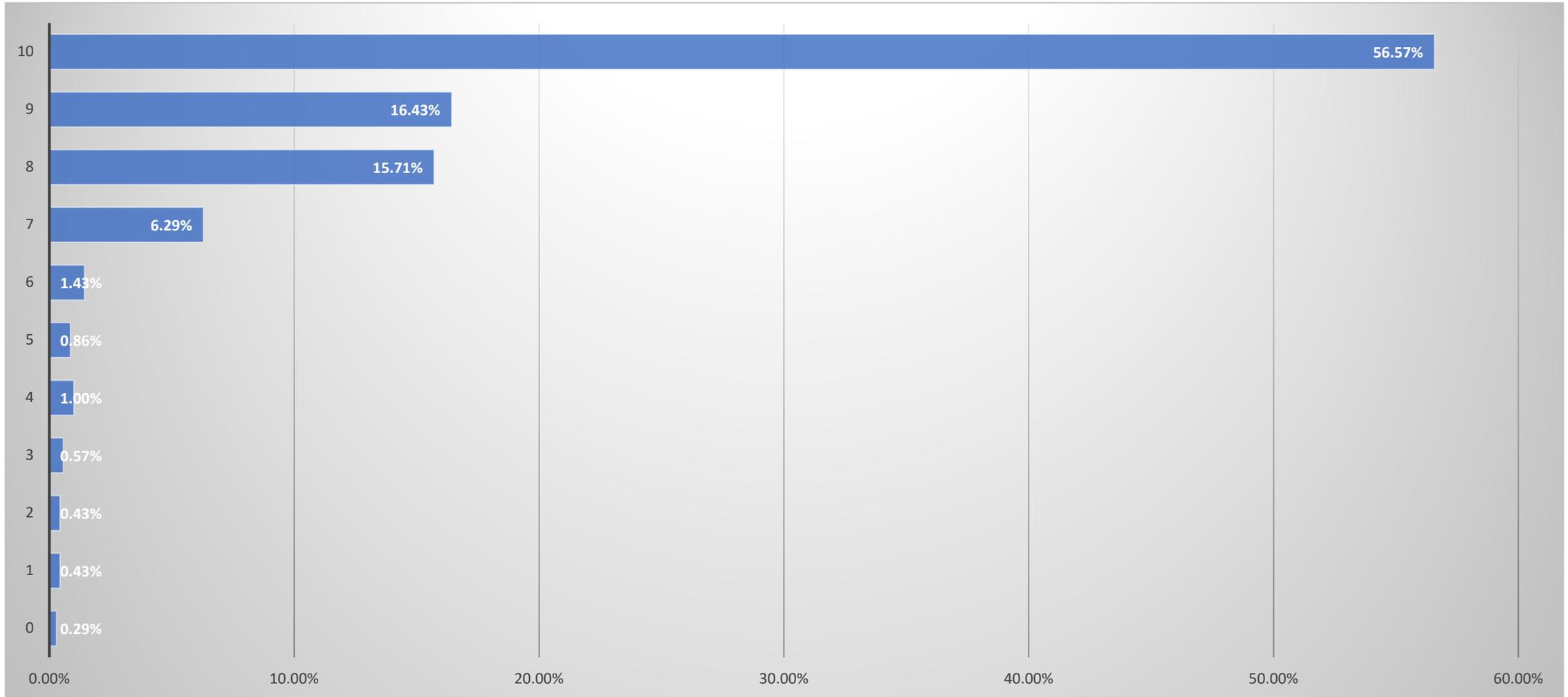
For the programs/services you indicated are most important, what are the days/times you would prefer?



How often are BOOKS in good condition?



How likely are you to recommend Sunnyvale Public Library to a friend or colleague? (10-most likely to 0-not likely at all)



What is the primary reason for how likely you would be to recommend SPL to others? – 1 of 4

- General reasons (314 responses)
 - ◆ I'm a big believer in using and supporting local libraries. I've found my overall experience with the library to be very good.
 - ◆ Good value for the money.
 - ◆ I have been going to this library for over 30 years and it has been a great place.
 - ◆ I use about six local libraries. This is the best one.
 - ◆ The library is a great place and a wonderful addition to the community, and has a lot of good resources for everyone who needs them.

What is the primary reason for how likely you would be to recommend SPL to others? – 2 of 4

- Collection-related responses (210 responses)
 - ◆ The ENTIRE children's book section can be improved. Most of the children's books that I've checked out aren't in good condition. Also, the way children and adult audio CDs is displayed is very bad; it is very difficult to find specific CDs and difficult to browse through. Not ADA-compliant either.
 - ◆ Latest feature DVDs not available. The DVDs should be ordered a month before release date. The 3 week checkout is too long for feature DVDs. It would take too long to get a DVD if there are a lot of holds. The number of holds should be increased from 10 to 12 or 15 (like Mtn View or SCCL)
 - ◆ Newer books, more copies of popular books, and wider variety.
 - ◆ Long hold queue for popular books.
 - ◆ Your offering/collection of books is so limited compared to other local libraries. eBook offerings/availability are a joke. I never expect to find the books or dvds that I need from Sunnyvale Library.

What is the primary reason for how likely you would be to recommend SPL to others? – 3 of 4

- Programs-related responses (98 responses)
 - ◆ Great free activities for young kids
 - ◆ I love the family and kids programs here. I talk about the reading program with my friends because we like earning free books for our kids' library at home. I love the kids storytime but wish the librarians had louder speakers and a projector.
 - ◆ Book sale and library programs are awesome.
- People-related responses (93 responses)
 - ◆ Friendly staff, excellent librarians, service is exceptional
 - ◆ SV Library is always trying to improve their service, very inclusive, mindful to diversity of culture
 - ◆ Crowded, people hanging around not actively using library. Library not a good place for homeless.

What is the primary reason for how likely you would be to recommend SPL to others? – 4 of 4

- Facility-related responses (59 responses)
 - ◆ Kids area could be improved; dull and overcrowded in a small space
 - ◆ Atmosphere is not as nice – older building, older everything, refresh would be nice
 - ◆ Not what I'd consider a 21-century library. The library aesthetic/interior is pretty dated and needs a new look – it's so dreary. I prefer going to Mountain View or Mitchell Park, which are more modern and aesthetically pleasing, and nice to visit for the parks.
- Technology (23 responses); Access (18 responses); Policy (9 responses)

Is there anything that the Sunnyvale Public Library can do differently that would increase the frequency of your visits, the length of your stay, or improve the quality of your experience?

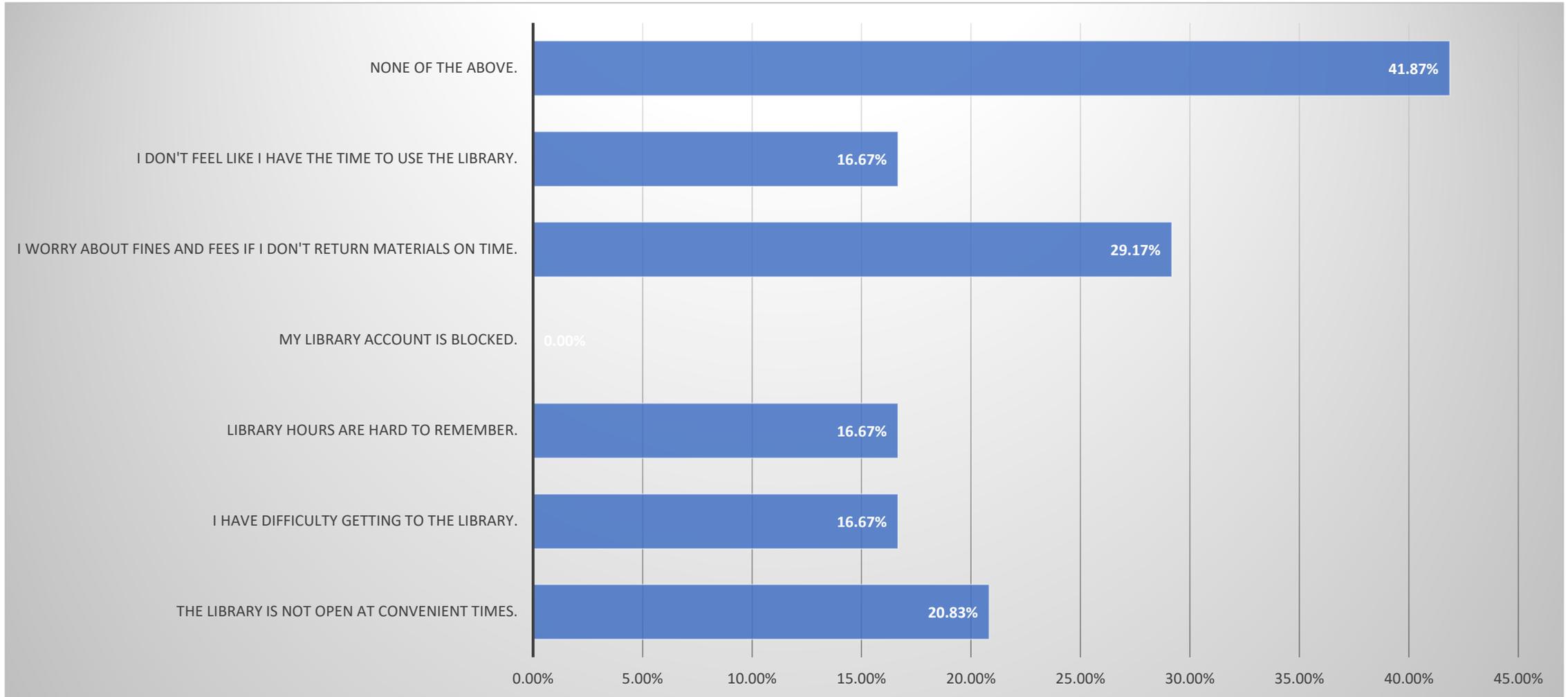
- None (242 responses)
- Facility (134 responses)
- Programs (114 responses)
- Collections (111 responses)
- Services (58 responses)
- Policy (36 responses)
- People (27 responses)
- Technology (12 responses)
- Access (8 responses)



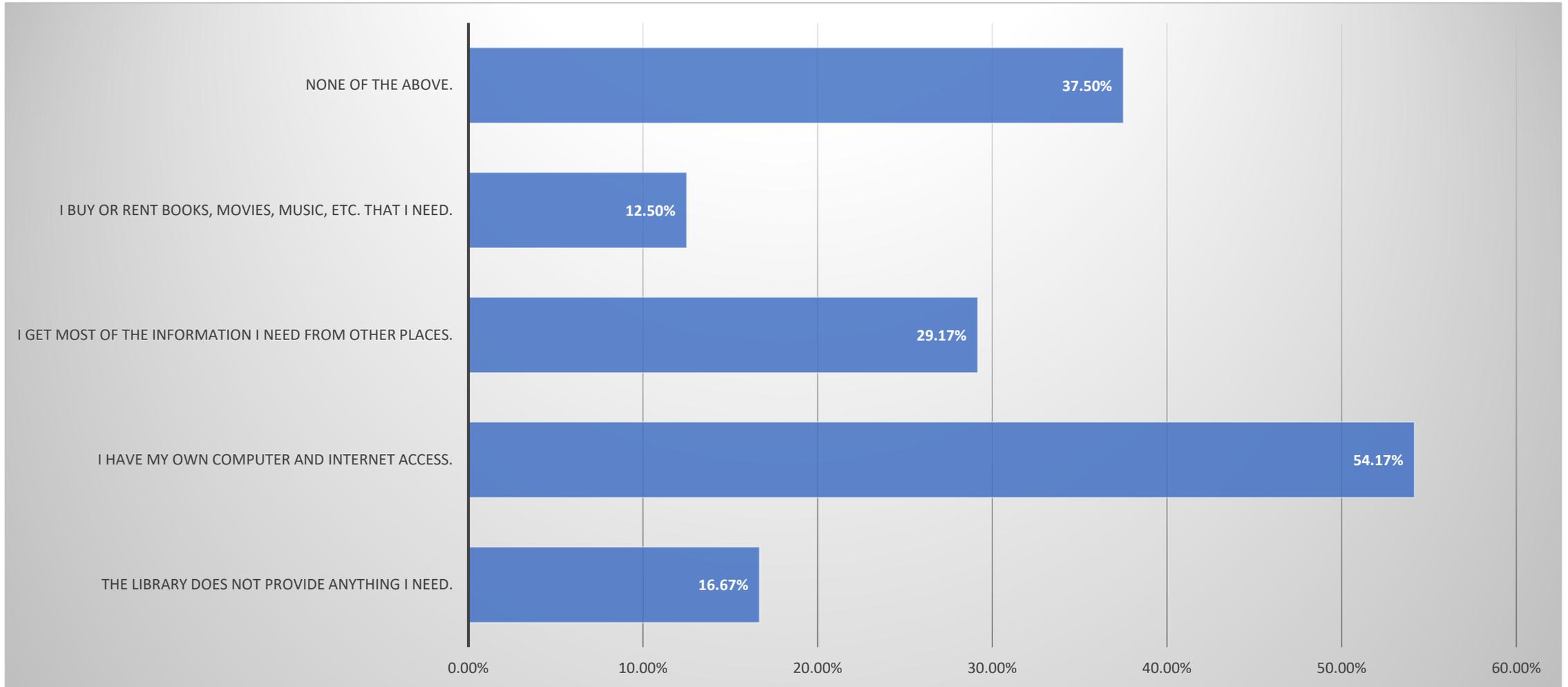
Sunnyvale

Non-User Survey Results

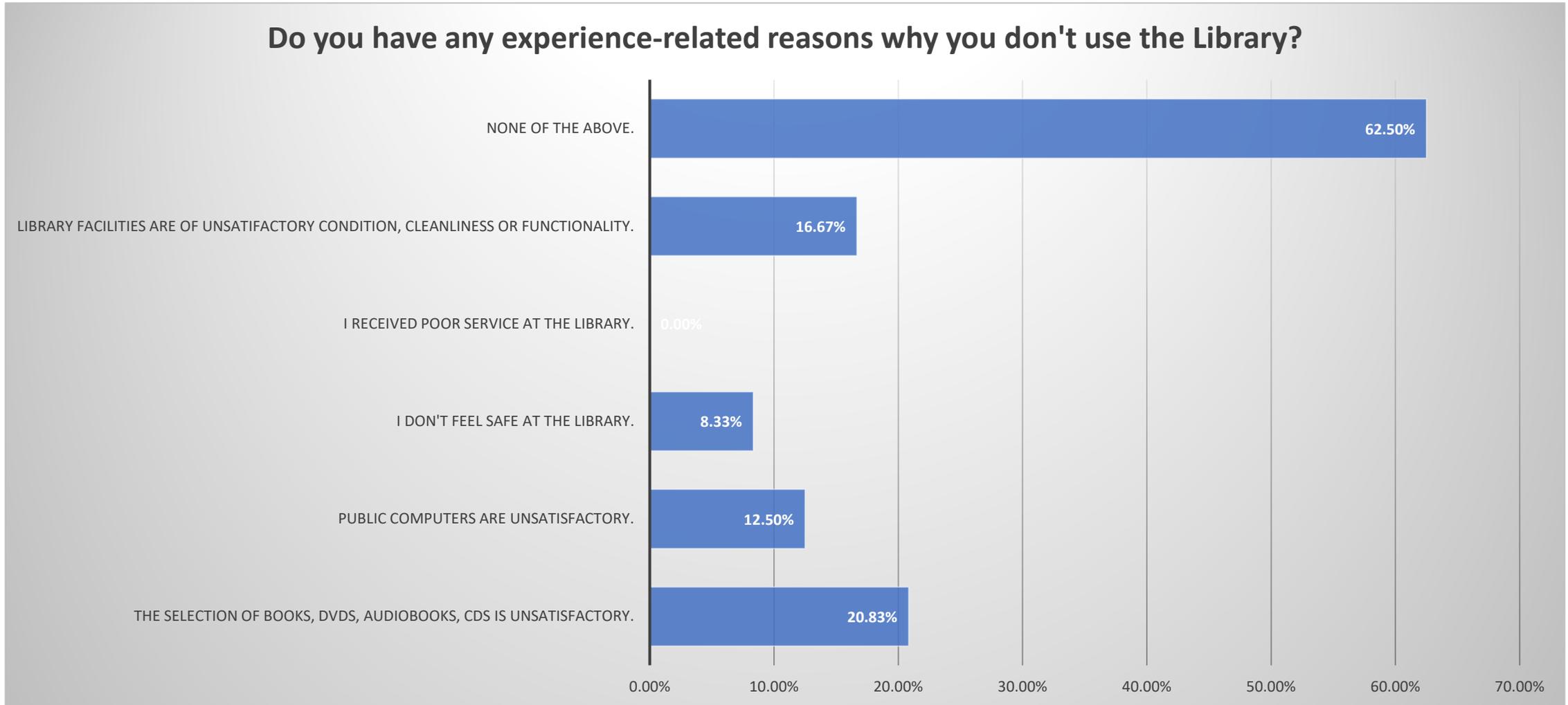
What prevents you from using the Library?



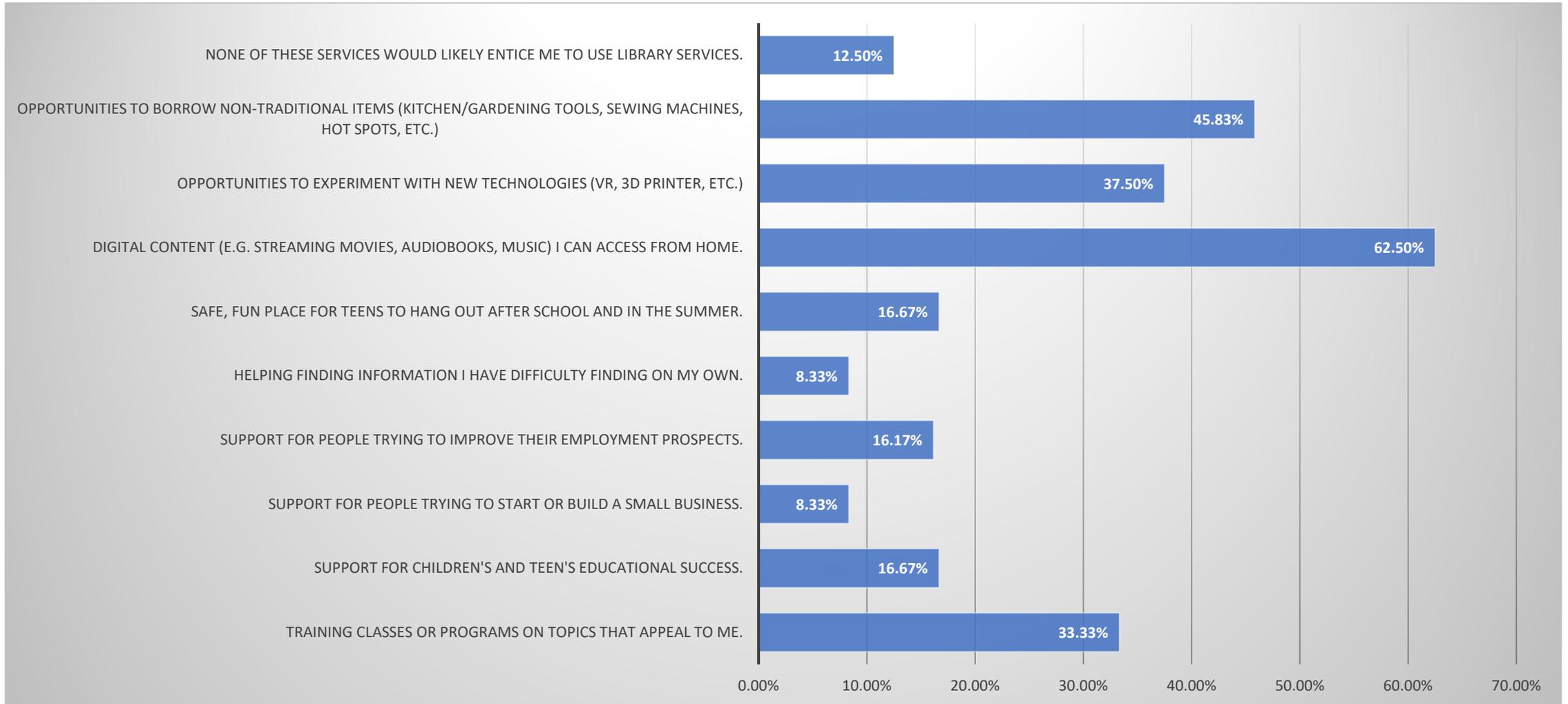
Do you have any NEEDS-related reasons why you may not use the Library?



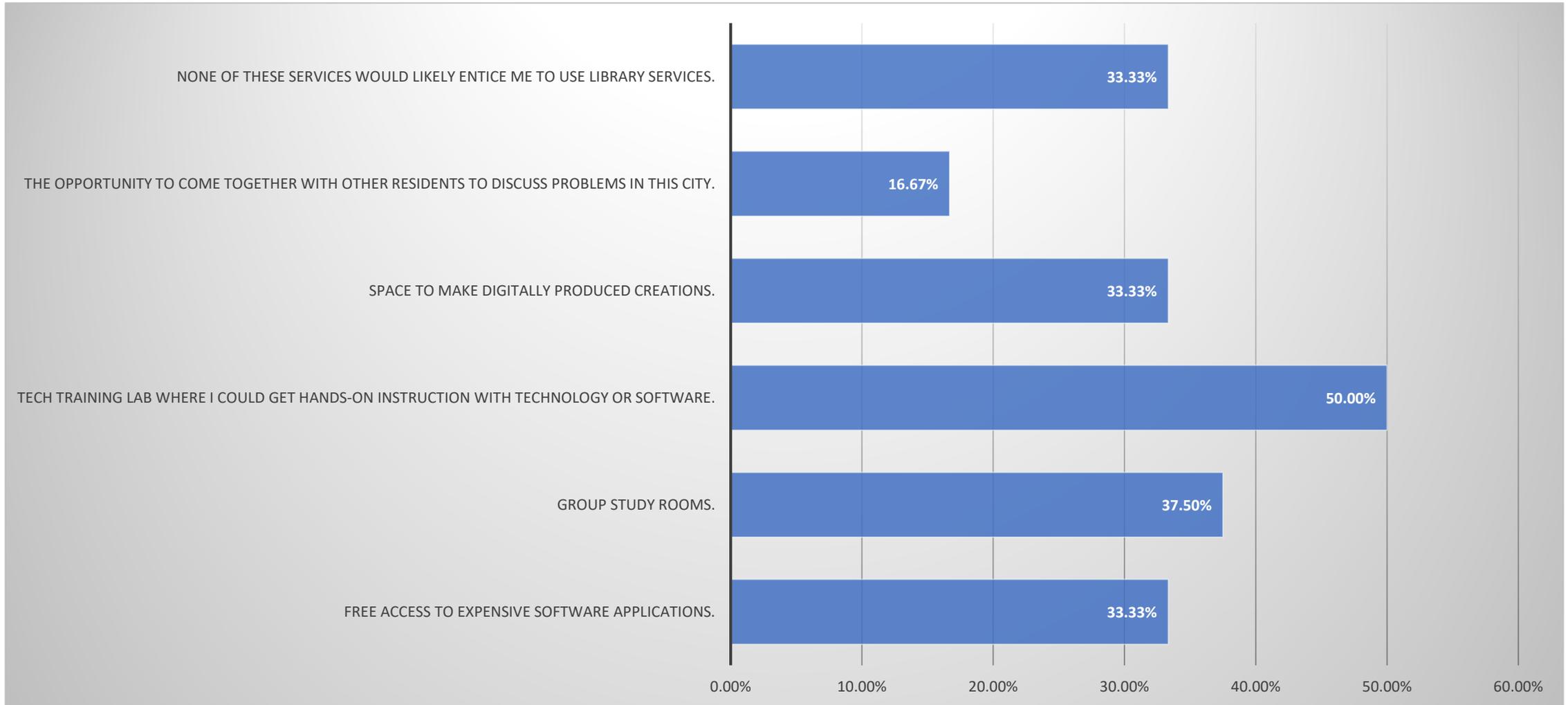
Do you have any EXPERIENCE-related reasons why you may not use the Library?



I (or my family) would use Sunnyvale Public Library if you offered MORE...



I (or my family) would likely use Sunnyvale Public Library if you offered...



What areas of the Library collection would you strengthen in order to encourage your use of the Library?

