



Executive Summary of Customer Comments

The following is an Executive Summary of the Customer Comments from the MarketSearch Survey.

An on-site user survey was conducted systemwide from May 10 through June 18, 2010 to investigate visitation dynamics, evaluate staff and facilities, and assess general attitudes toward the Richland County Public Library.

Library staff invited a mix of patrons to participate in the survey, and 1,856 surveys were completed (Sampling Error: + 2.3% at 95% confidence level).

The majority of patrons taking the survey can be described as:

- White (51.6%)
- Female (59.4%)
- Average Age 35-54 (36%)
- Access to Internet at home (68.4%)
- Income range \$25,000-49,999 (17.6%)
- No children at home (51.6%)
- Graduate degree (28%)
- Two in the household (29.8%)
- Live in Richland County (74.2%)
- Used library 20 or more times in the past year (65.9%)

See attached Respondent Profile.

Summary of areas of strength:

The following information demonstrates our strongest areas of service.

Question	Mean Rating	Rated 4 (5 = Excellent; 1 = Very Poor)	Rated 5
6 a. Providing an enjoyable experience	4.5	26.6%	63.0%
6 b. Friendliness and helpfulness of library staff	4.6	17.8%	69.9%
6 c. Facility is modern and up to date	4.2	32.8%	42.3%
6 h. Being a place where I feel safe	4.3	25.4%	47.0%
8. Staff available when needed	97% - Yes		
9. Satisfied with assistance received	88.3% - Yes		
15. RCPL is an essential part of our community	74.9% Strongly agree		

Summary of areas for improvements:

(Garnered from comments)

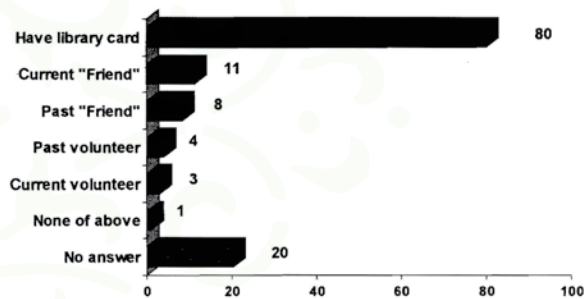
Action items from data:

Complaints about the homeless.	Work closely with the Homeless Alliance to acknowledge the issues of homelessness in the Columbia Metro area.
Patrons want to bring in coffee and drinks or have them available.	Allow food and drinks in designated areas of all libraries, excluding all areas near computers. (change in code of conduct, October Board Meeting)
Some specific staff members are perceived as unfriendly.	Enhanced Customer Experience training for all staff, take the Meet and Greet to exceptional.
Staff need to strengthen their ability and confidence in recommending materials to patrons	Strengthen the Readers Advisory Skills of all staff. Talent Survey to be used to add to Readers Advisory Training.
Main needs a better space for Teens.	Plan to hire a new Teen Librarian, create a Teen Space in the Graphic Novels area, and utilize the training center as a teen lab with gaming.
Patrons want cleaner buildings.	Change the cleaning contract to allow for cleaning of bathrooms during all open hours at Main and larger branches and other specific cleaning needs.
More signage or a more intuitive arrangement of materials.	Plan for overall redesign of Main Library.
More AV materials.	Hot Titles in AV
More variety in the collections.	Hot titles, Floating Collections, solicit patron input in selection for specific locations, and market the collections to fit the community demands.
More genealogy and history materials.	Local History is working on adding more genealogy and history materials, programming and an online database.
More programming.	Talent Survey of staff will help develop a speakers bureau for a wider variety of programming.
Expanded buildings at Sandhills, Ballentine, North Main, and Blythewood, as well as an update or redesign of Cooper.	Expansion and enhancements of buildings is in the Capital Improvement Plan.

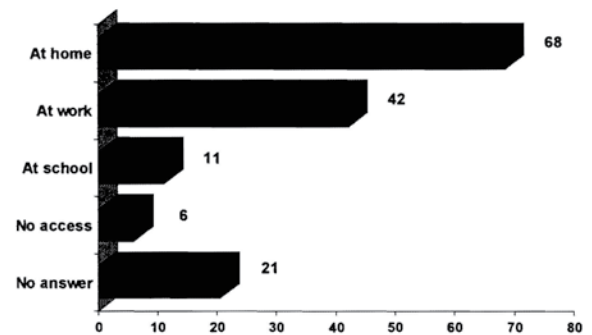


Respondent Profile

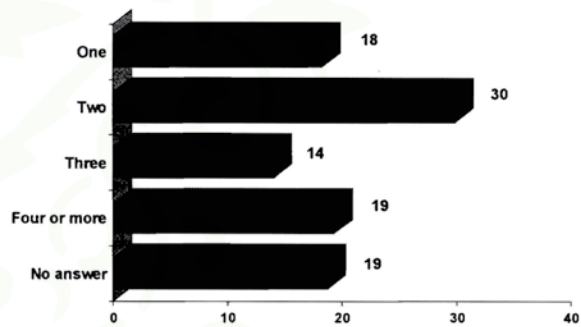
Current Relationship with RCPL



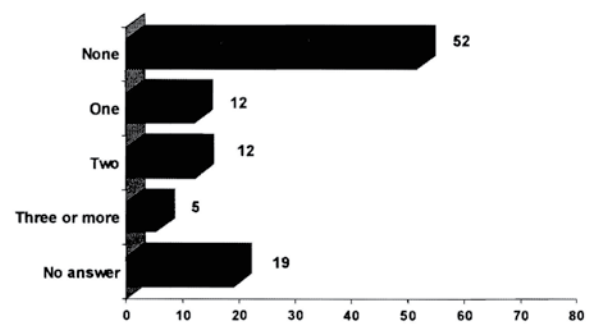
Where Have Access to the Internet?



Household Size

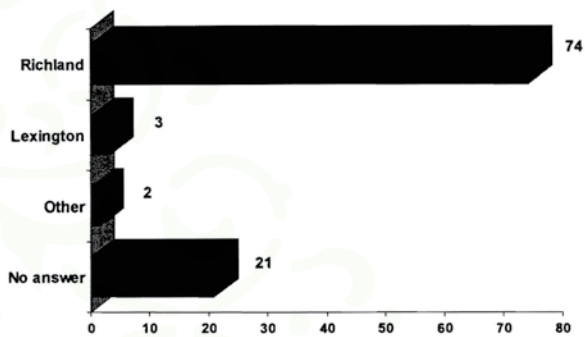


Children Under 18 in Household

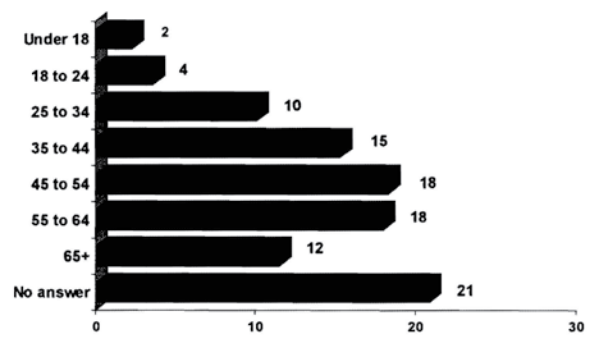




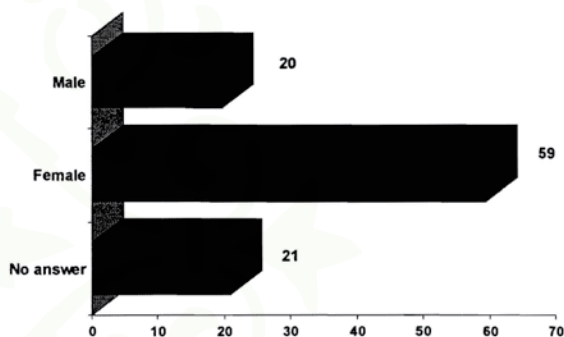
County of Residence



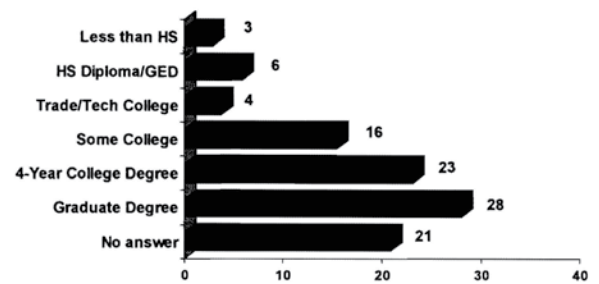
Age



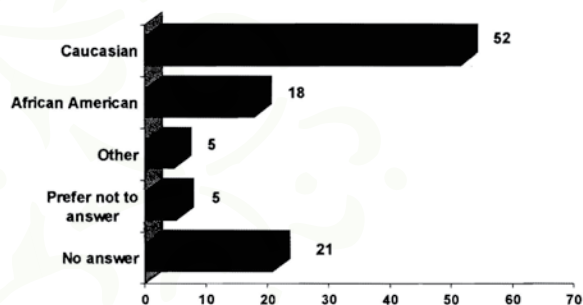
Gender



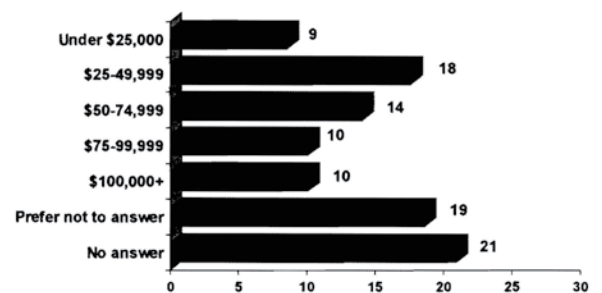
Education



Ethnicity

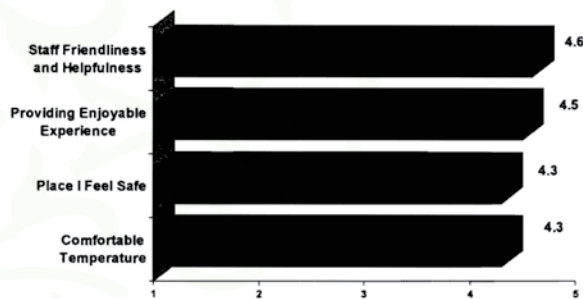


Household Income

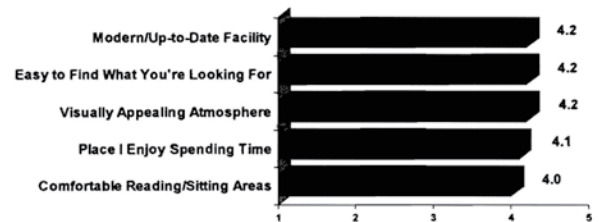


Staff and Facility Evaluation

Library Evaluation on Key Factors (1 of 2)
(mean rating on 5-point scale, 5 = *very positive*)

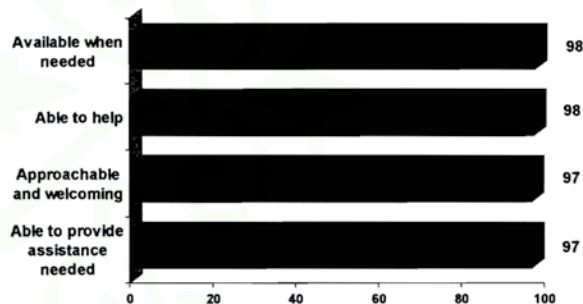


Library Evaluation on Key Factors (2 of 2)
(mean rating on 5-point scale, 5 = *very positive*)



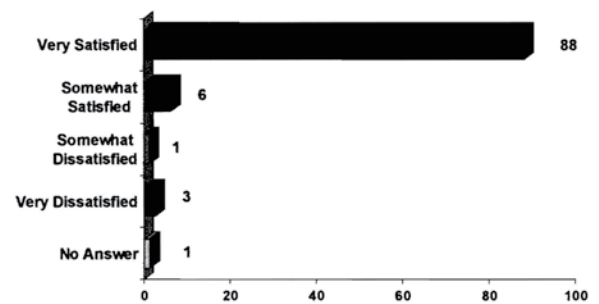
Experience When Asking for Assistance

(% indicating "yes" for each dimension, among those who requested assistance during their visit, N = 715)



Satisfaction with Assistance Experience

(among those who requested assistance during their visit, N = 715)



**"The Richland County Public Library
is an essential part of our community."**

