

**St. Tammany Parish Library – All Branches**  
**Library Perception Survey Report**

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# Introduction

In July 2011, Gallinghouse & Associates retained Tweed-Weber, Inc. to facilitate a Library Perception Survey for St. Tammany Parish Library. This initiative was undertaken in two parts:

- ◆ Library perception and performance information was gathered from library users through an online survey activity.
- ◆ Information about the characteristics and perceptions of library non-users was collected through a combination of secondary research activities and a brief online survey offering.

The broad goal of this survey effort is to obtain community-based information that will help St. Tammany Parish Library and its branches make confident, strategic planning and marketing decisions going forward. Specific objectives of this research program include:

- ◆ Design and implement a survey process that provides a quantifiable index for measuring awareness and satisfaction with current library services.
- ◆ Identify the level of value, importance, and impact library users assign to libraries in general, as well as to St. Tammany Parish Library in particular.
- ◆ Gather branch-specific library user feedback (satisfaction, usage, preferences), as well as collectively for St. Tammany Parish Library.
- ◆ Identify the library programs and services (current and future) that are most needed by each library branch, given the diversity of those libraries and the communities they serve.
- ◆ Test the awareness of St. Tammany Parish Library users regarding library funding and the importance of public support.
- ◆ Identify what prevents non-users from utilizing library services and what St. Tammany Parish Library could do to attract them in the future.
- ◆ Overall, provide sufficient information from the survey results to inform the content of a marketing plan.

The full sample of responses includes a total of 2,588 usable responses, among which are 2,327 complete online interviews and 261 interviews containing a substantial amount of information gathered before the respondents chose to terminate their survey session. The program results are presented in a series of reports, including:

- ◆ A full sample report with analysis of overall library users' and non-users' perceptions and key comparisons between library branch results, needs, and identified trends
- ◆ A series of 12 reports presenting the data gathered for each library branch
- ◆ A supplemental report covering secondary data and analysis

This report presents the data collected from the 2,588 respondents representing primary end users of all St. Tammany Parish Library branches (full sample). Included is an analysis of the full sample data and comparisons of branch results, where appropriate. Tallies of open-ended responses across the full sample are presented here along with analysis of these responses, while noteworthy user comments are presented in the individual branch reports.

The distribution of responses across branches was determined by library users' self-reporting of which St. Tammany Parish Library branch they use most often. Self-assignment of survey responses to branch reports resulted in the following branch groups:

- ◆ Slidell: *751 responses*
- ◆ Covington: *527 responses*
- ◆ Mandeville: *509 responses*
- ◆ Causeway: *264 responses*
- ◆ Online access: *108 responses*
- ◆ Black River: *86 responses*
- ◆ Abita Springs: *84 responses*
- ◆ Pearl River: *70 responses*
- ◆ Lacombe: *68 responses*
- ◆ Lee Road: *51 responses*
- ◆ Folsom: *37 responses*
- ◆ Bush: *33 responses*

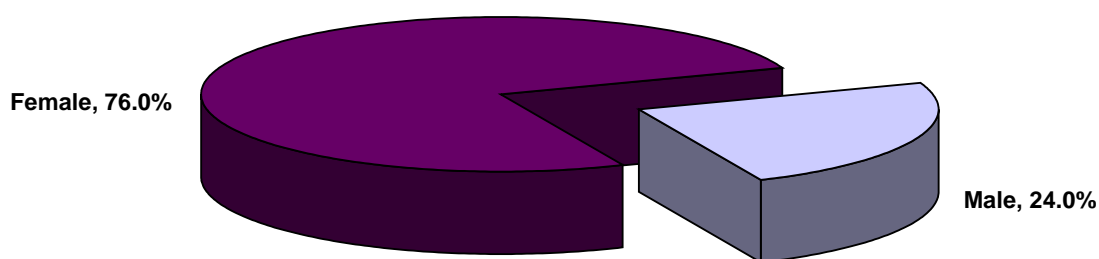
The online access “branch” is made up of those who indicated they access library resources online more often than they do by going to any physical branch, and they make up only about 4 percent of St. Tammany Parish Library users today. Even so, primary online users account for just one-half of one percentage point less users than the three least-utilized branches combined. In contrast, the three most-utilized locations are the primary branches for 69 percent of library users.

# Branch Survey Data

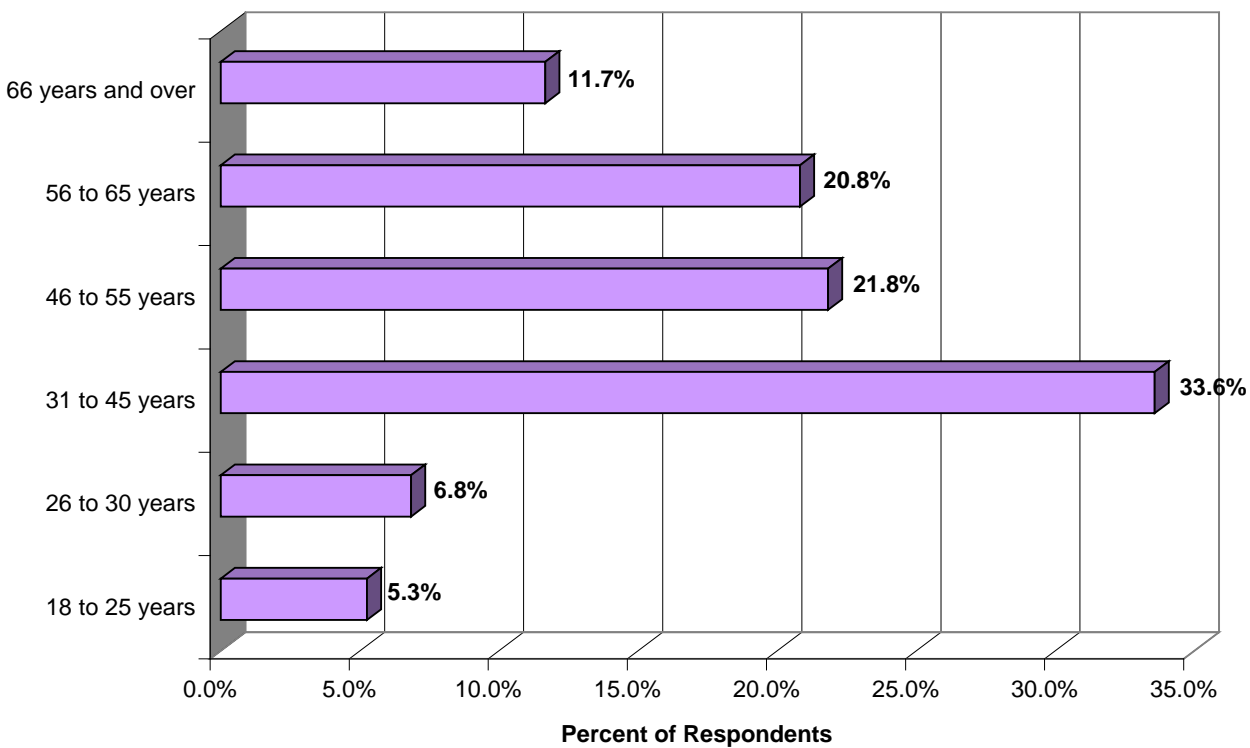
## Sample Characteristics

### Gender and Age

**Gender of Survey Participants: Full Sample**

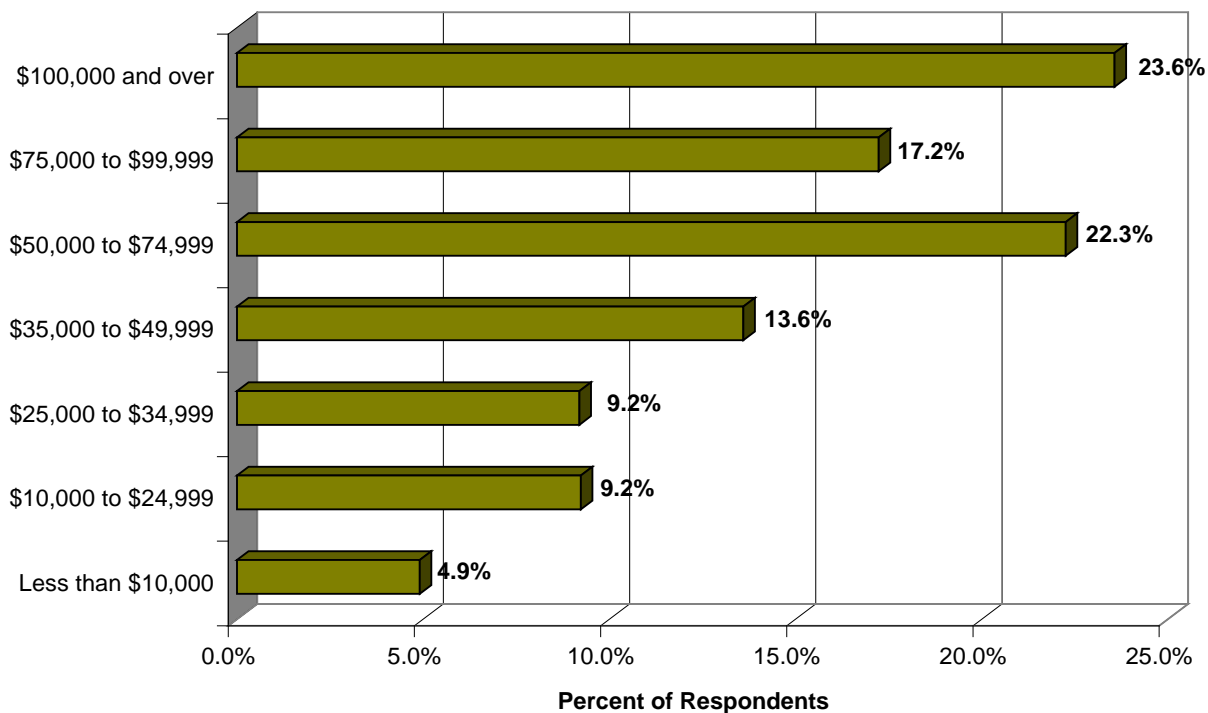


**Age Groups of Survey Participants: Full Sample**

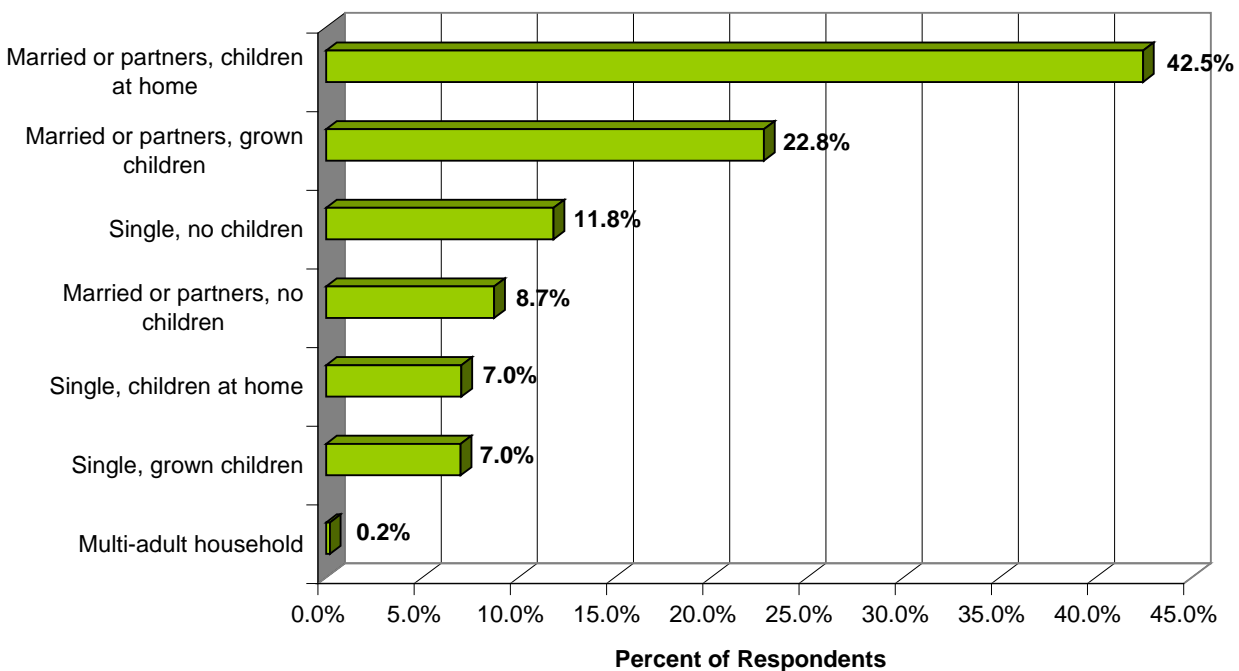


*Household Characteristics*

**Household Incomes of Survey Participants: Full Sample**



**Household Composition Among Survey Participants: Full Sample**

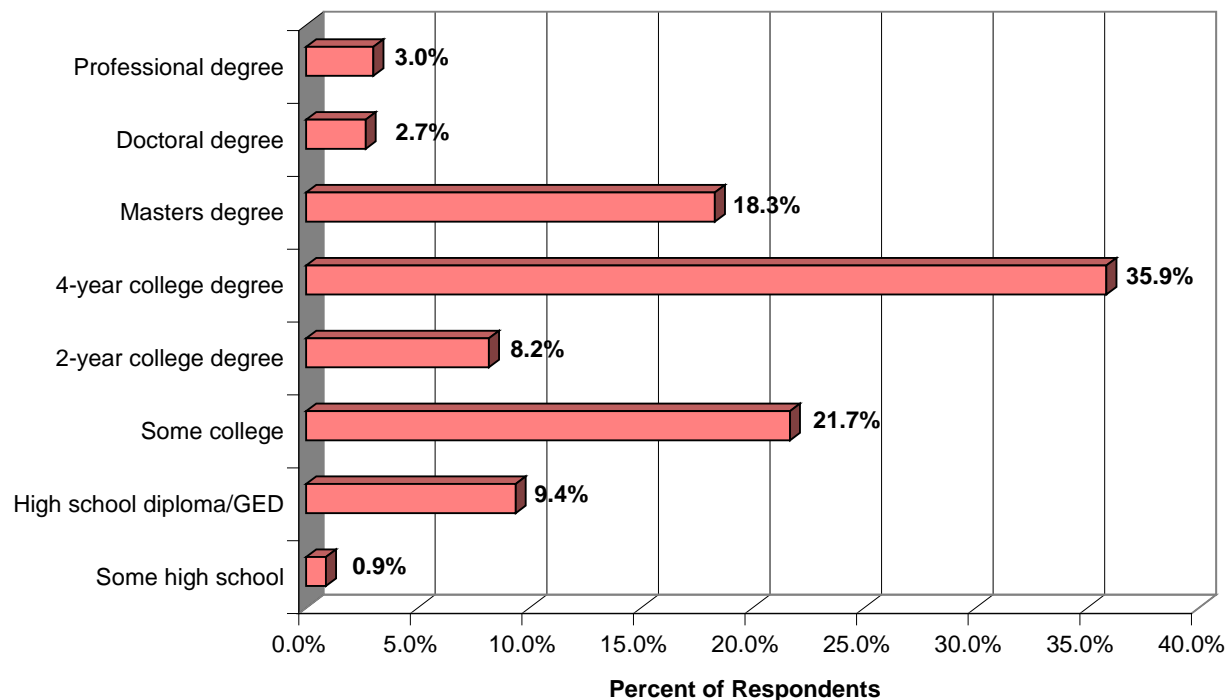


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## *Respondent Education*

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### Education Level of Survey Participants: Full Sample




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## *Where do you live?*

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### *Multiple responses*

- ♦ Slidell: 742 responses
- ♦ Mandeville: 657 responses
- ♦ Covington: 497 responses
- ♦ Madisonville: 156 responses
- ♦ Pearl River: 103 responses
- ♦ Lacombe: 99 responses
- ♦ Abita Springs: 95 responses
- ♦ Folsom: 62 responses
- ♦ Bush: 41 responses
- ♦ Barker's Corner: 35 responses
- ♦ Picayune, MS: 9 responses
- ♦ Sun: 9 responses
- ♦ Ponchatoula, LA: 8 responses
- ♦ Unincorporated St. Tammany Parish: 7 responses
- ♦ Franklinton, LA: 5 responses

- ♦ Metairie, LA: 5 responses
- ♦ New Orleans, LA: 5 responses
- ♦ Hammond, LA: 4 responses
- ♦ Waldheim, LA: 4 responses

*Three responses each*

- ♦ Bedico, LA
- ♦ Carriere, MS
- ♦ Hickory, LA

*Two responses each*

- ♦ Bogalusa, LA
- ♦ Frequent visitor to LA
- ♦ Goodbee, LA
- ♦ Jefferson, LA
- ♦ Loranger, LA
- ♦ Ramsay, LA
- ♦ Vancleave, MS

*One response each*

- ♦ Albany, LA
- ♦ Amite, LA
- ♦ Baton Rouge, LA
- ♦ Bay Saint Louis, MS
- ♦ Big Branch, LA
- ♦ Blond, LA
- ♦ Dorset, VT
- ♦ Fontainebleau State Park
- ♦ Houston, TX
- ♦ Husser, LA
- ♦ Independence, LA
- ♦ Kenner, LA
- ♦ Las Vegas, NV
- ♦ Meridian, MS
- ♦ Montgomery, AL
- ♦ Poplarville, MS
- ♦ Robert, LA
- ♦ Saint Benedict
- ♦ St. Charles Parish
- ♦ Tampa, FL
- ♦ Texas
- ♦ Washington Parish

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*What St. Tammany Parish Library branch is closest to your home?*

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### Branch Proximity and Usage: Full Sample

Branch	Number of Users Identifying This as Their Closest Branch	Number of Users Identifying This as Their Primary Branch	Primary Users as a Percentage of Closest Users
Slidell	761	751	98.7%
Mandeville	446	509	114.1%
Covington	413	527	127.6%
Causeway	292	264	90.4%
Abita Springs	164	84	51.2%

Branch	Number of Users Identifying This as Their Closest Branch	Number of Users Identifying This as Their Primary Branch	Primary Users as a Percentage of Closest Users
Black River	137	86	62.8%
Lacombe	103	68	66.0%
Pearl River	100	70	70.0%
Lee Road	68	51	75.0%
Folsom	62	37	59.7%
Bush	42	33	78.6%
Total	2,588	2,480	95.8%

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### *Analysis of sample characteristics*

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#### **Key Points: Demographics and household characteristics**

- ✓ Survey participants are mostly female, both overall and in branch-level samples, although this may simply indicate female household members are more likely to be completing the survey on behalf of their household than males.
- ✓ Just over half of participants are between the ages of 31 and 55, and age patterns do not differ significantly across branches.
  - Compared to library users, the adult population of St. Tammany Parish includes a significantly greater percentage of people in the 18 to 25 and 66 and older age groups, and a significantly smaller percentage between the ages of 26 and 45 and between the ages of 56 and 65.
  - So, the adult library user population in St. Tammany Parish is more middle-aged than the population of the parish as a whole.
- ✓ 63 percent of respondents report household incomes of \$50,000 or more, and 65 percent report living in households with two adults, either married or as partners.
  - Household characteristics do vary somewhat from branch to branch, most likely reflecting differing housing stock, economic opportunities, and similar local conditions across the parish.
  - The library user population contains a greater percentage of people from households with incomes between \$50,000 and \$99,999 and a lower percentage from households with incomes between \$10,000 and \$24,999 than the parish does as a whole.
  - This shows the library user population is generally a bit more affluent than the broader population of St. Tammany Parish.
- ✓ Education levels of participants also vary notably from branch to branch, likely correlated with household characteristics and incomes in different parts of St. Tammany Parish.

- Library users are far more likely to have college, graduate, or professional degrees than the general parish population.

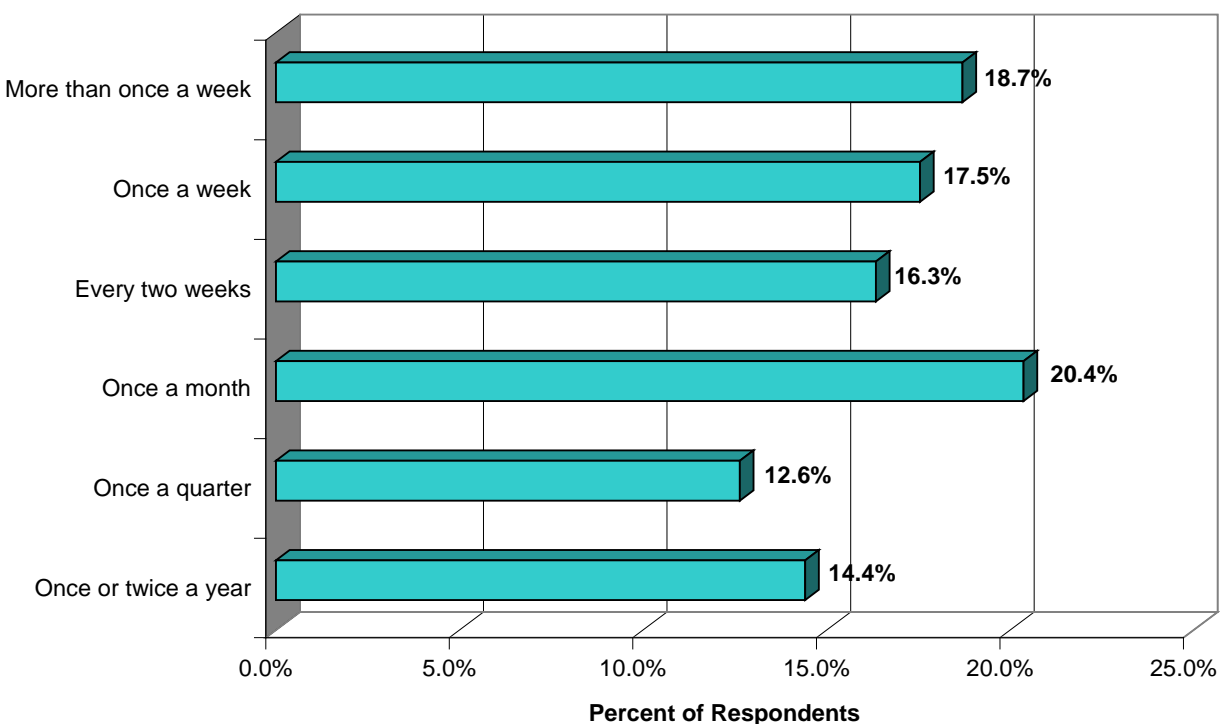
### Key Points: Location and branch usage

- ✓ Almost 96 percent of users primarily utilize one of the 11 physical library branches, while the remainder are primarily online resource users.
- ✓ Two branches—Covington and Mandeville—clearly attract far more primary users than exist in the potential user pool living closest to these branches.
- ✓ All other branches attract at least half of users who live nearby as primary users.
  - Only two—Abita Springs and Folsom—attract primary users amounting to less than 60 percent of all users living closest to these branches.

## Use of Library Services

*On average, how often do you use St. Tammany Parish Library services (whether personally visiting the library or using the services online)?*

### Frequency of Library Use Among Survey Participants: Full Sample

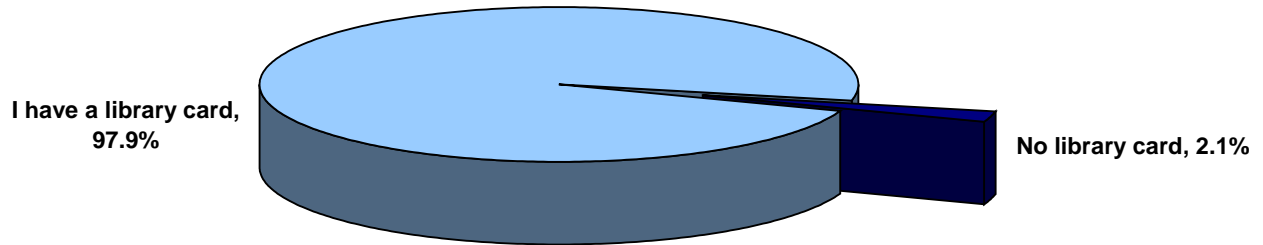


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*Do you have a library card?*

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**Survey Participants With Library Cards: Full Sample**

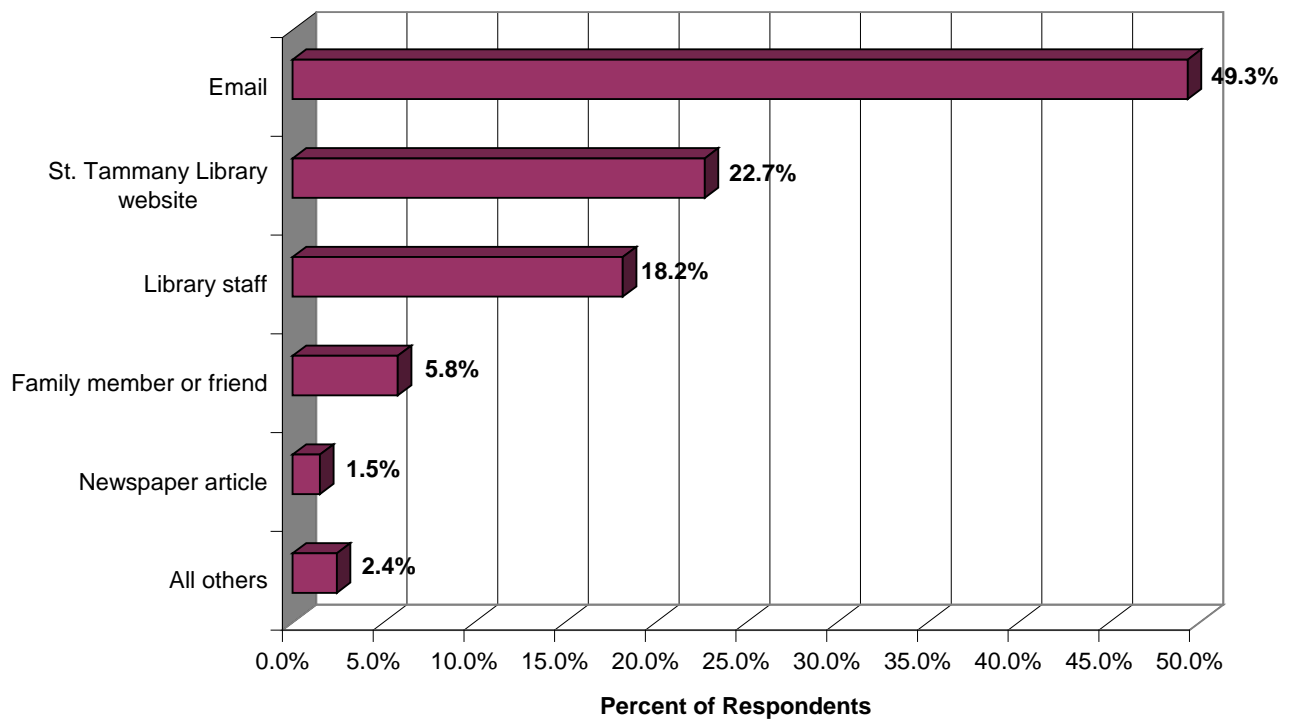


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*How did you learn about the survey?*

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**How Participants Learned About the Survey: Full Sample**



**Other responses**

*Multiple responses*

- ♦ Online/website (unspecified): 23 responses
- ♦ Flyer/card in the library: 19 responses
- ♦ Passing by the library: 9 responses
- ♦ Sophisticated Woman advertising: 4 responses

- ◆ Postcard/mailing: 3 responses
- ◆ Facebook: 2 responses

*One response each*

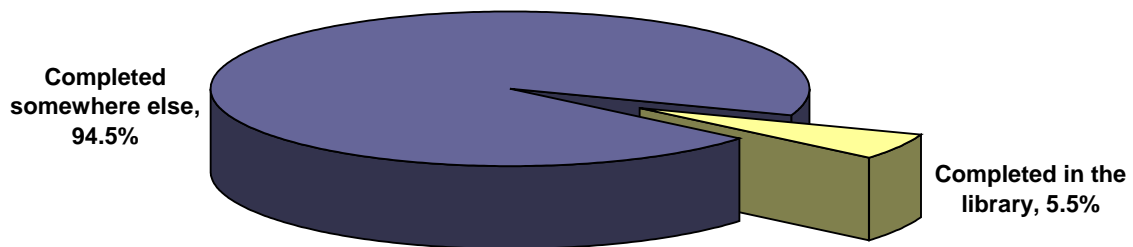
- ◆ Church office
- ◆ St. Tammany Chamber newsletter
- ◆ St. Tammany School Board website

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*Are you completing this survey from within the library?*

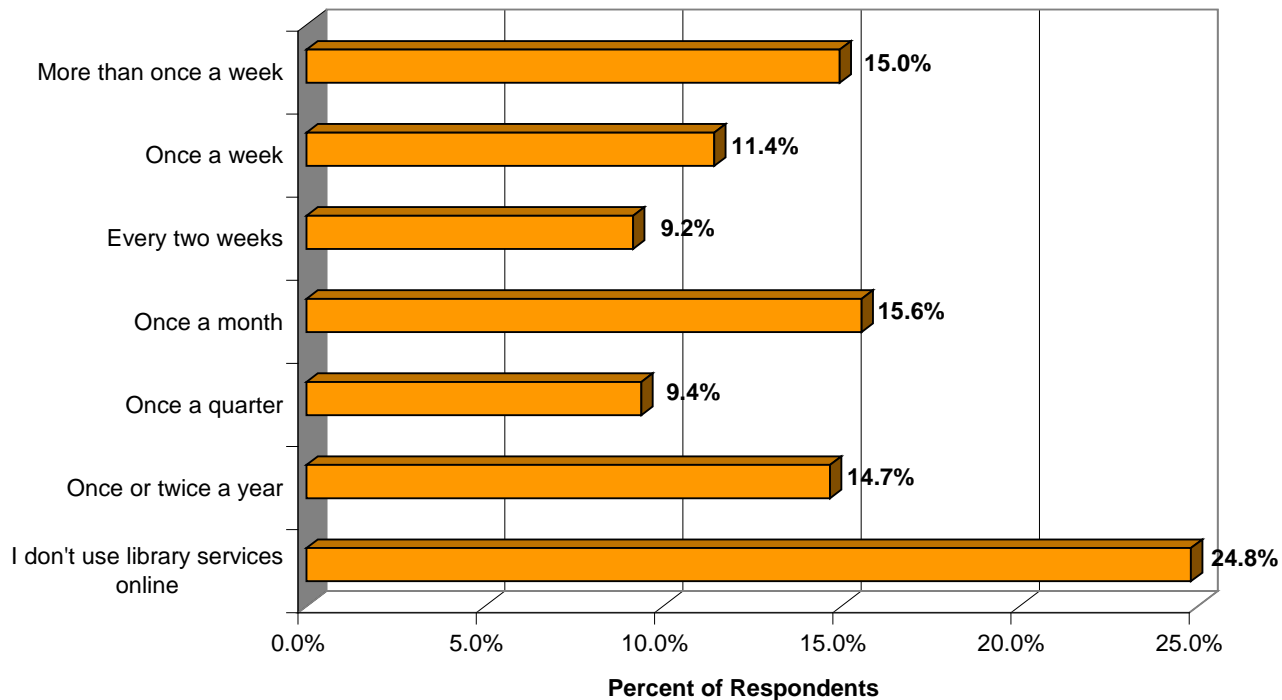
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**Where Participants Completed the Survey: Full Sample**



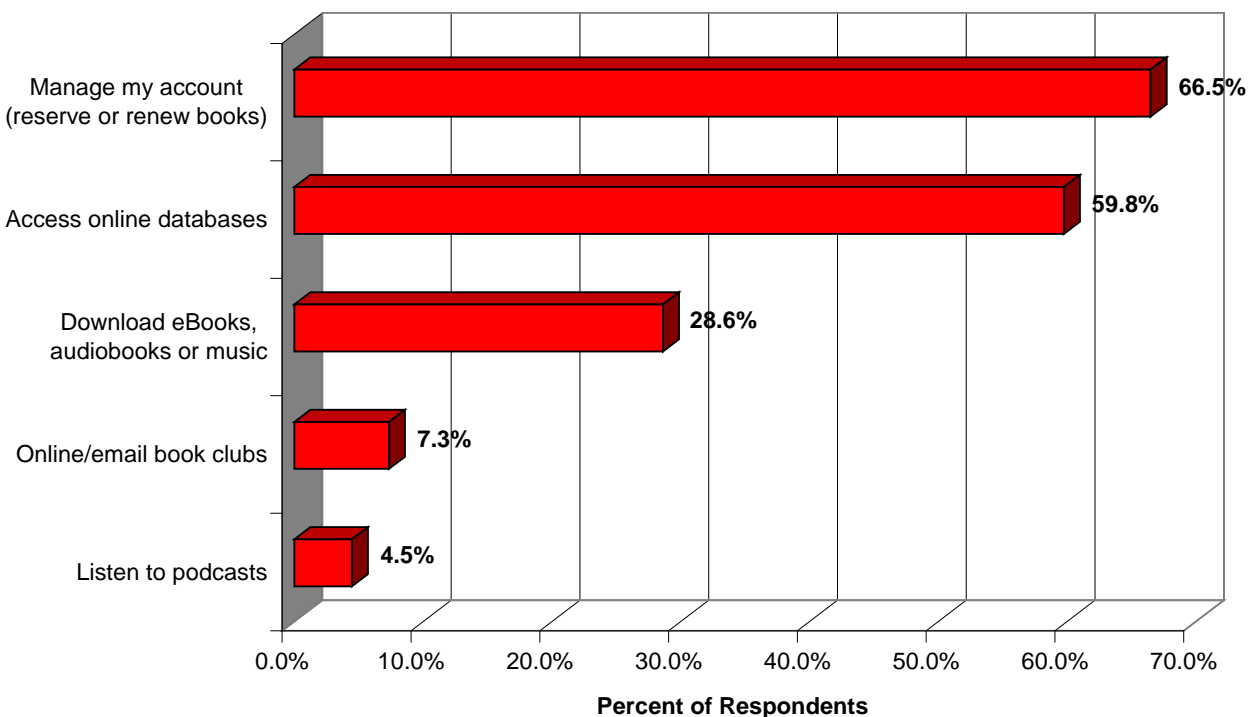
*How often do you use St. Tammany Parish Library's online services/resources?*

**Frequency of Online Library Services Use Among Survey Participants:  
Full Sample**



*(Only respondents who use online services were asked:) Which online services do you use?*

### Services Utilized by Respondents Who Use One or More Online Library Services: Full Sample



### *Analysis of service usage*

#### **Key Points: General usage patterns**

- ✓ Just over half of all survey respondents make use of some kind of library resources more than once each month, and this is generally true across branches.
- ✓ Library cards are extremely common among survey participants, but the primary online users are the only user group in which every member holds a library card.
- ✓ Most respondents found out about the survey through some electronic medium, with email being the most common, and completing the survey in a library branch was relatively rare for survey respondents.
  - Bush, Folsom, Lacombe, Lee Road, and Pearl River primary users all heard about the survey from library staff more often than by other means, and most of these same user groups also completed surveys at their branch much more frequently than those who are primary users of other branches.
  - There appears to be some systematic difference in online access or communication preferences between primary users at small branches and those at larger ones.

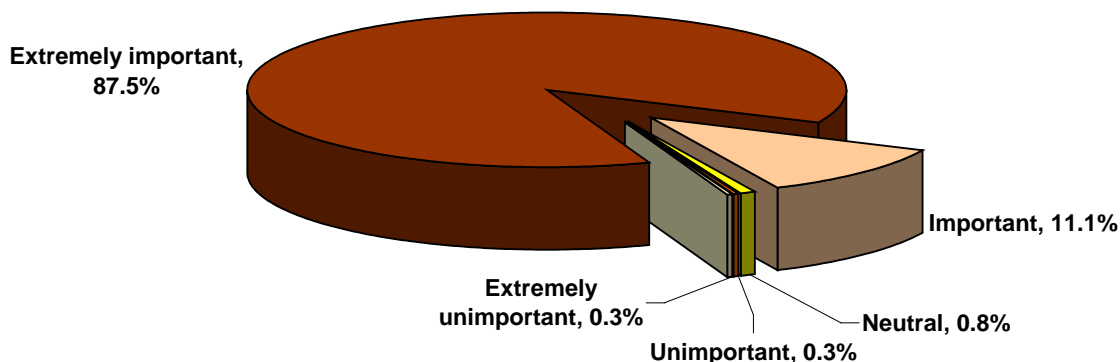
### Key Points: Online services

- ✓ About 75 percent of St. Tammany Parish Library users utilize online services of some kind at least occasionally.
  - Online service utilization is notably higher among primary users of Abita Springs, Causeway, Folsom, and Lacombe branches.
  - Online service utilization is notably lower among primary users of Black River, Bush, Covington, and Mandeville branches.
  - Causeway, Lacombe and Pearl River primary users who do use online library services use them much more often each month than users associated with other branches.
- ✓ Overall, access to online databases and use of account management tools are the most popular online services (by a considerable margin) offered by St. Tammany Parish Library.
  - Online service usage is very similar across physical locations, although downloading eBooks, audio books, and music is as popular as accessing databases and account tools among primarily online users of the library.

## *Perceptions of Community Libraries*

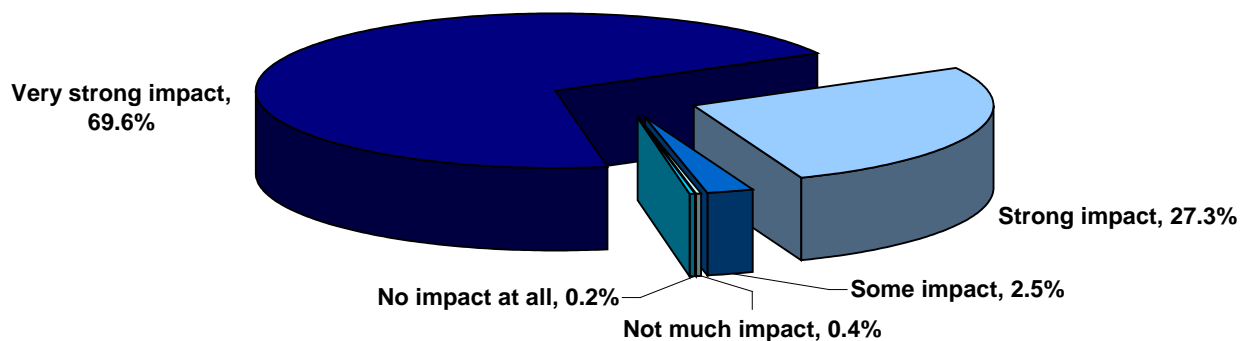
*How important is it to have a community library?*

### Importance of Having a Community Library: Full Sample



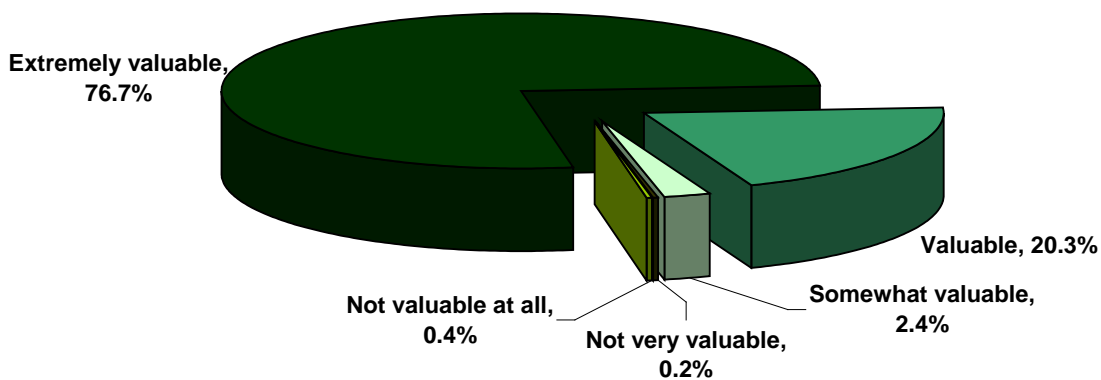
*What kind of an impact do you believe a community library has on the well-being of its community?*

**Impact of Community Libraries on Community Well-being:  
Full Sample**



*How valuable is having a community library to you personally?*

**Value of Having a Community Library to Respondents Personally:  
Full Sample**

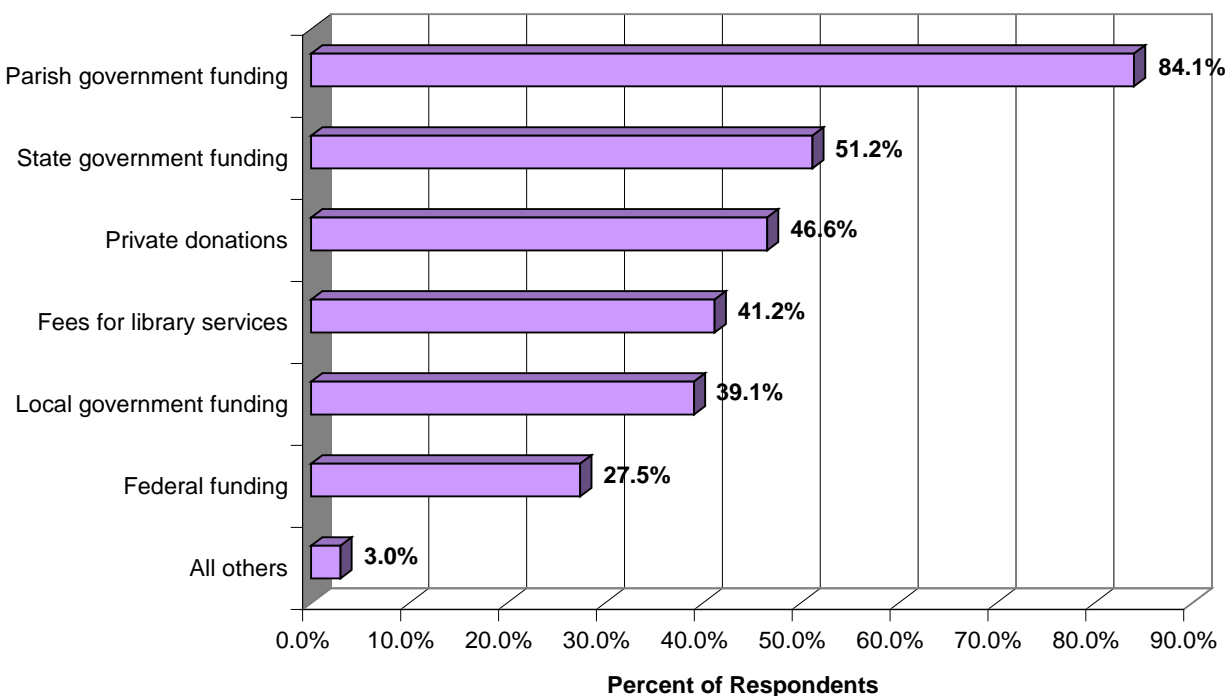


**Key Points: Importance, impact, and value**

- ✓ A large majority of St. Tammany Parish Library users see community libraries as extremely important to the community, extremely valuable to them personally, and having a very strong, positive impact on the community.
- ✓ Individual branch user groups vary little in their perceptions with respect to these issues.

## How do you believe the library is funded?

### How Survey Participants Believe the Library is Funded: Full Sample



### Other responses

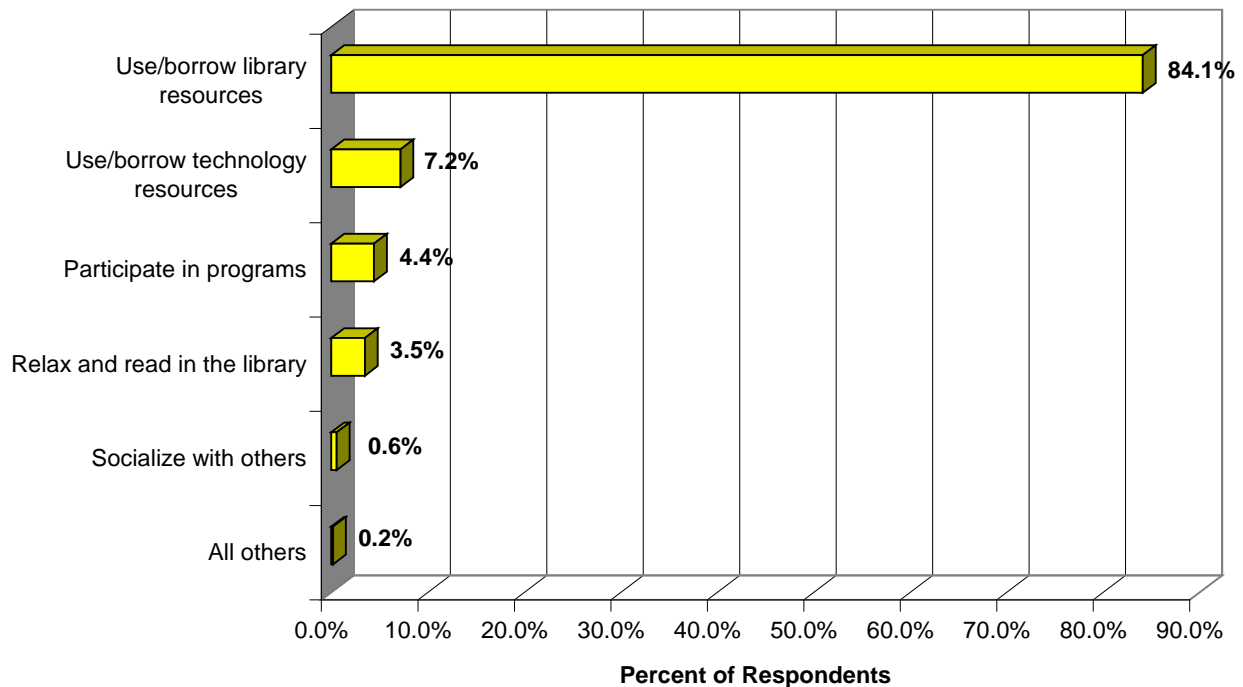
- ♦ Property taxes: 19 responses
- ♦ Fundraisers/special donations: 12 responses
- ♦ Grants: 12 responses
- ♦ Taxes (non-specific): 12 responses
- ♦ Book sales: 8 responses
- ♦ Friends of the Library: 8 responses
- ♦ Library Tax: 3 responses
- ♦ Endowments: 2 responses
- ♦ Community classes: 1 response
- ♦ Interest: 1 response
- ♦ Memberships: 1 response
- ♦ Sales tax: 1 response

### Key Points: Funding

- ✓ The vast majority of St. Tammany Parish Library users understand Parish tax money goes toward funding the library system, and about half also believe state funds are used.
- ✓ Beyond these sources, donations, fundraising, fees, and local government funding are relatively well-known (or widely perceived) funding sources.

*What is the main reason you use the library; for what reason do you go most often?*

**Main Reason Survey Participants Use the Library: Full Sample**



**Other responses**

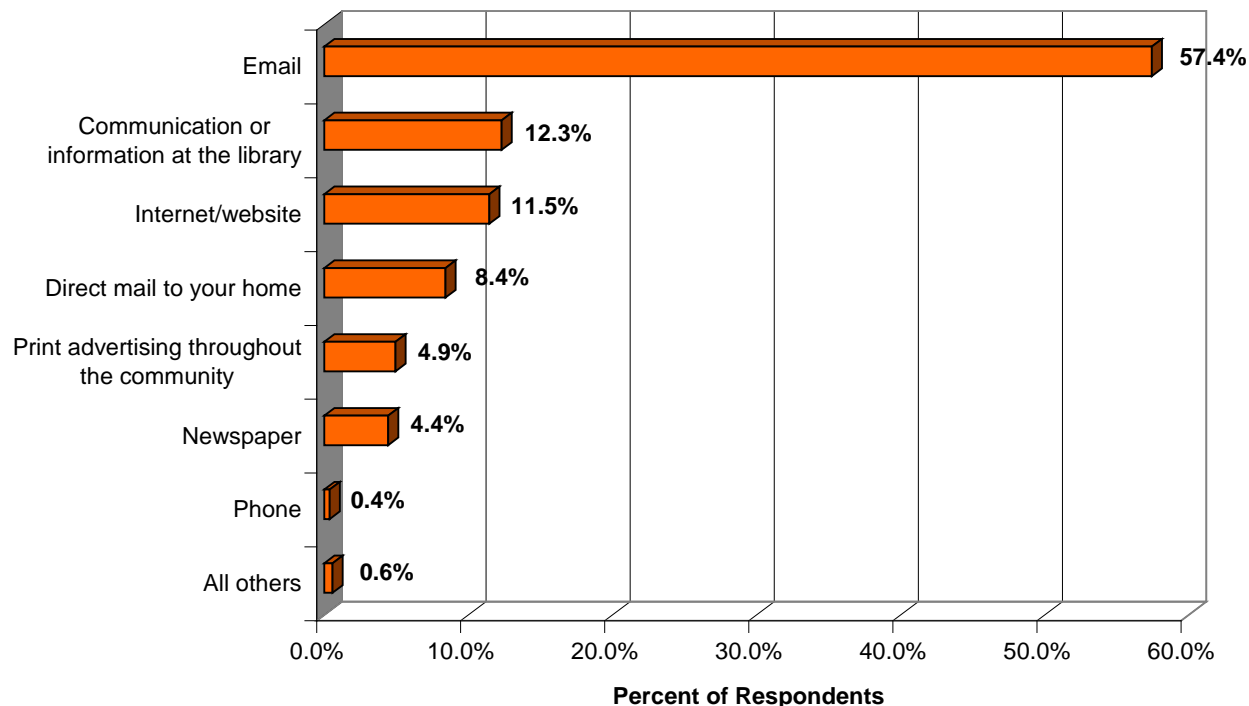
- ♦ Provide tutoring services: *2 responses*
- ♦ Attend meetings: *1 response*
- ♦ Counsel children there: *1 response*
- ♦ Encourage use from my children: *1 response*

**Key Points: Why users go to the library**

- ✓ Far and away, the key reason survey participants use the library is to use or borrow resources, and this holds true across locations.

*What is the most effective way for the library to promote a new service/program, educate you on what's happening at the library, or let you know about a fundraising effort?*

### Most Effective Way to Connect With the Community: Full Sample



#### Other responses

- ♦ Local news, radio, and TV: 7 responses
- ♦ Community outreach at schools: 5 responses
- ♦ Text messaging: 2 responses
- ♦ Community outreach through businesses: 1 response
- ♦ Booths outside community events: 1 response

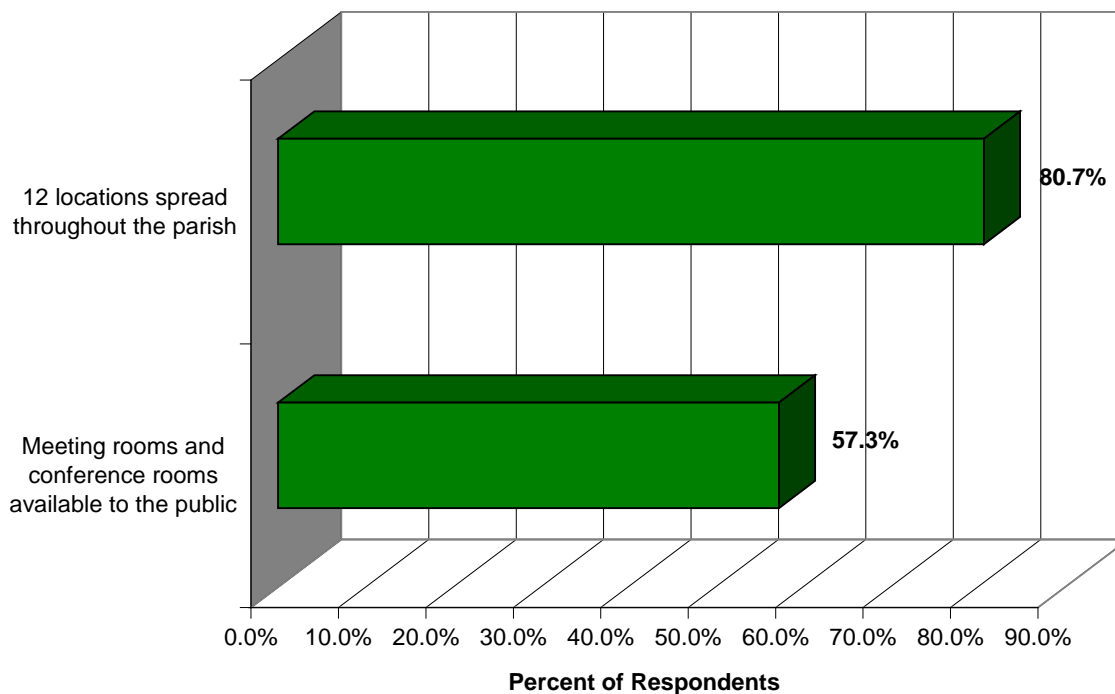
#### Key Points: Effective communication

- ✓ A majority of library users feel email is the best way to connect with the community, and this is not surprising given the success of email in drawing participants to the survey in the first place.
- ✓ Primary users of the Bush and Lee Road branches feel information at the library is as effective as email for community outreach, but primary users of other branches strongly lean toward email as the key method.

# *Awareness and Importance of St. Tammany Parish Library Facilities and Offerings*

## *Library Facilities*

### Awareness of Library Facilities: Full Sample



### Importance of Library Facilities: Full Sample

Number Responding		Library Facilities	Mean Rating	Extremely Important		Important		Neutral		Unimportant		Extremely Unimportant	
No.	% (1)			No.	% (2)	No.	% (2)	No.	% (2)	No.	% (2)	No.	% (2)
2,556	99.5%	12 locations spread throughout the parish	4.23	1,103	43.2%	1,016	39.7%	371	14.5%	56	2.2%	10	0.4%
2,539	98.9%	Meeting rooms and conference rooms available to the public	3.61	491	19.3%	891	35.1%	888	35.0%	211	8.3%	58	2.3%

(1) Respondents who felt they could offer a rating on this factor as a percent of all survey participants who had not yet exited the survey.

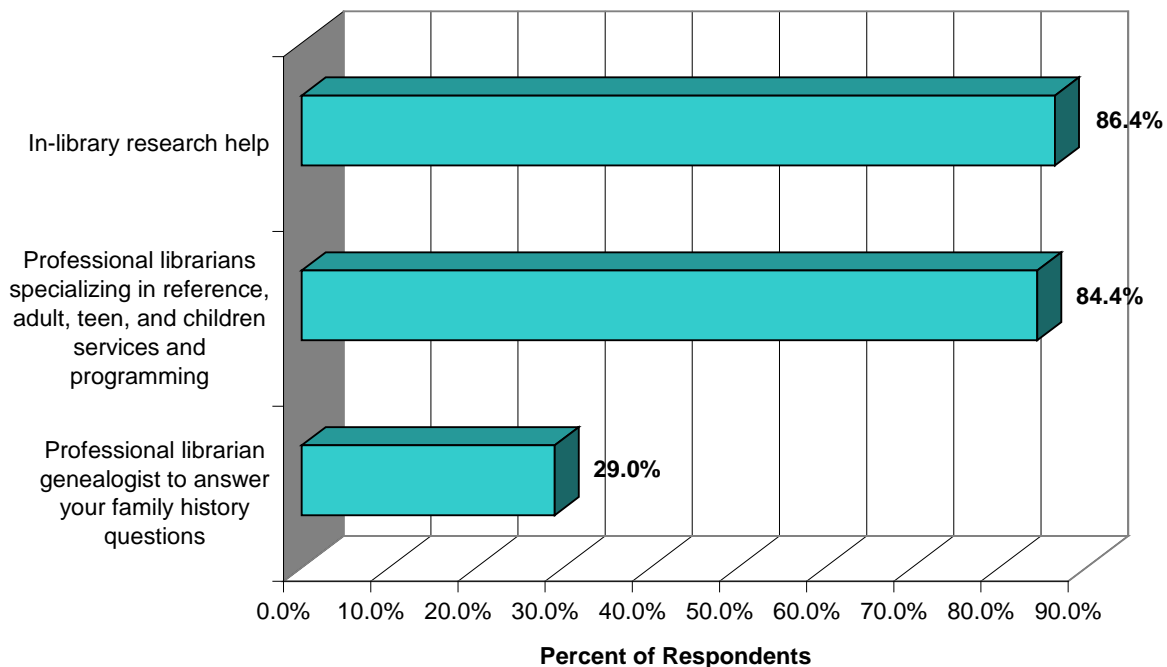
(2) Percent giving each rating out of the total number of respondents offering a rating on this issue.

### Key Points

- ✓ Overall and across branches, St. Tammany Parish Library’s multiple locations are much better known and more important to users than the public availability of its meeting and conference facilities.

## Library Staff

### Awareness of Library Staff: Full Sample



### Importance of Library Staff: Full Sample

Number Responding		Library Staff	Mean Rating	Extremely Important		Important		Neutral		Unimportant		Extremely Unimportant	
No.	% <sup>(1)</sup>			No.	% <sup>(2)</sup>	No.	% <sup>(2)</sup>	No.	% <sup>(2)</sup>	No.	% <sup>(2)</sup>	No.	% <sup>(2)</sup>
2,553	99.6%	Professional librarians specializing in reference, adult, teen, and children services and programming	4.44	1,403	55.0%	920	36.0%	195	7.6%	30	1.2%	5	0.2%
2,553	99.6%	In-library research help	4.44	1,401	54.9%	898	35.2%	228	8.9%	19	0.7%	7	0.3%
2,533	98.9%	Professional librarian genealogist to answer your family history questions	3.70	622	24.6%	796	31.4%	888	35.1%	179	7.1%	48	1.9%

(1) Respondents who felt they could offer a rating on this factor as a percent of all survey participants who had not yet exited the survey.

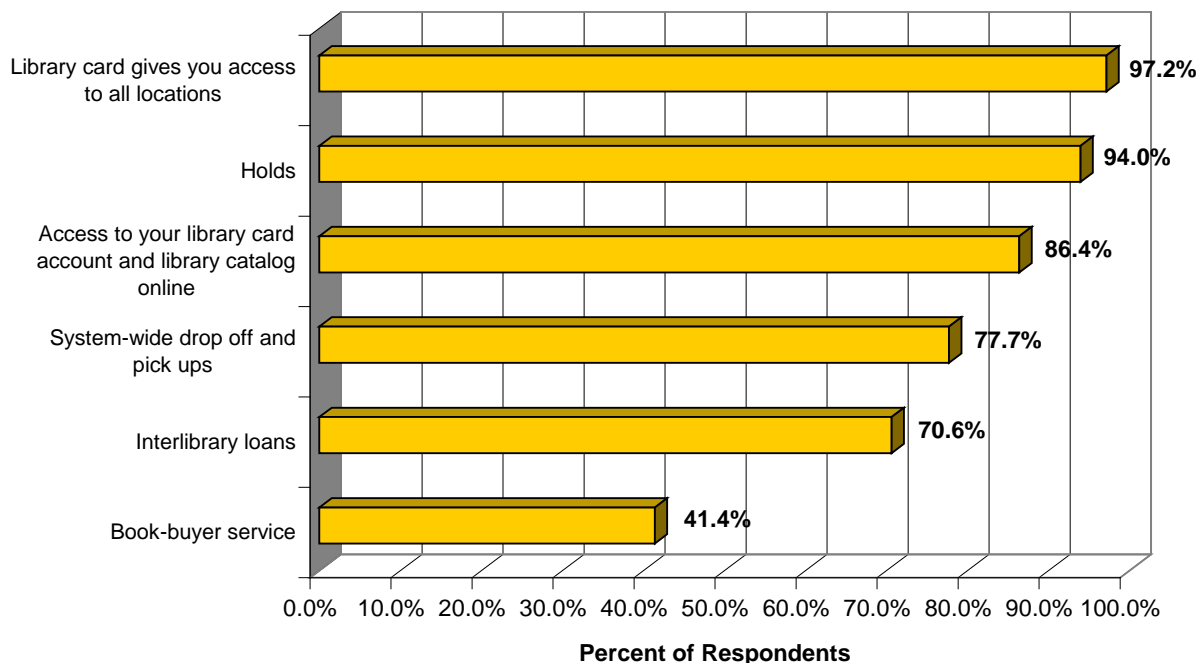
(2) Percent giving each rating out of the total number of respondents offering a rating on this issue.

### Key Points

- ✓ The availability of specialized librarians and offerings of research help are both extremely important to library users overall.
- ✓ User awareness of the on-staff librarian genealogist is poor, but nearly twice as many users feel this position is important to some degree as even knew it existed prior to the survey.
- ✓ This general pattern of staff importance holds across branches, as well, although there are some minor differences in the order of importance from one location to another.

## Access to Library/Library Resources

### Awareness of Library and Resource Access: Full Sample



### Importance of Access to the Library and Its Resources: Full Sample

Number Responding		Library and Resource Access	Mean Rating	Extremely Important		Important		Neutral		Unimportant		Extremely Unimportant	
No.	% <sup>(1)</sup>			No.	% <sup>(2)</sup>	No.	% <sup>(2)</sup>	No.	% <sup>(2)</sup>	No.	% <sup>(2)</sup>	No.	% <sup>(2)</sup>
2,533	99.8%	Library card gives you access to all locations	4.64	1,765	69.7%	648	25.6%	97	3.8%	17	0.7%	6	0.2%
2,534	99.8%	Holds	4.62	1,720	67.9%	698	27.5%	99	3.9%	11	0.4%	6	0.2%
2,530	99.7%	Access to your library card account and library catalog online	4.61	1,706	67.4%	681	26.9%	129	5.1%	10	0.4%	4	0.2%
2,533	99.8%	System-wide drop off and pick up	4.56	1,649	65.1%	690	27.2%	163	6.4%	24	0.9%	7	0.3%
2,523	99.4%	Interlibrary loans	4.36	1,294	51.3%	893	35.4%	303	12.0%	28	1.1%	5	0.2%
2,512	99.0%	Book-buyer service	4.18	1,045	41.6%	941	37.5%	479	19.1%	38	1.5%	9	0.4%

(1) Respondents who felt they could offer a rating on this factor as a percent of all survey participants who had not yet exited the survey.

(2) Percent giving each rating out of the total number of respondents offering a rating on this issue.

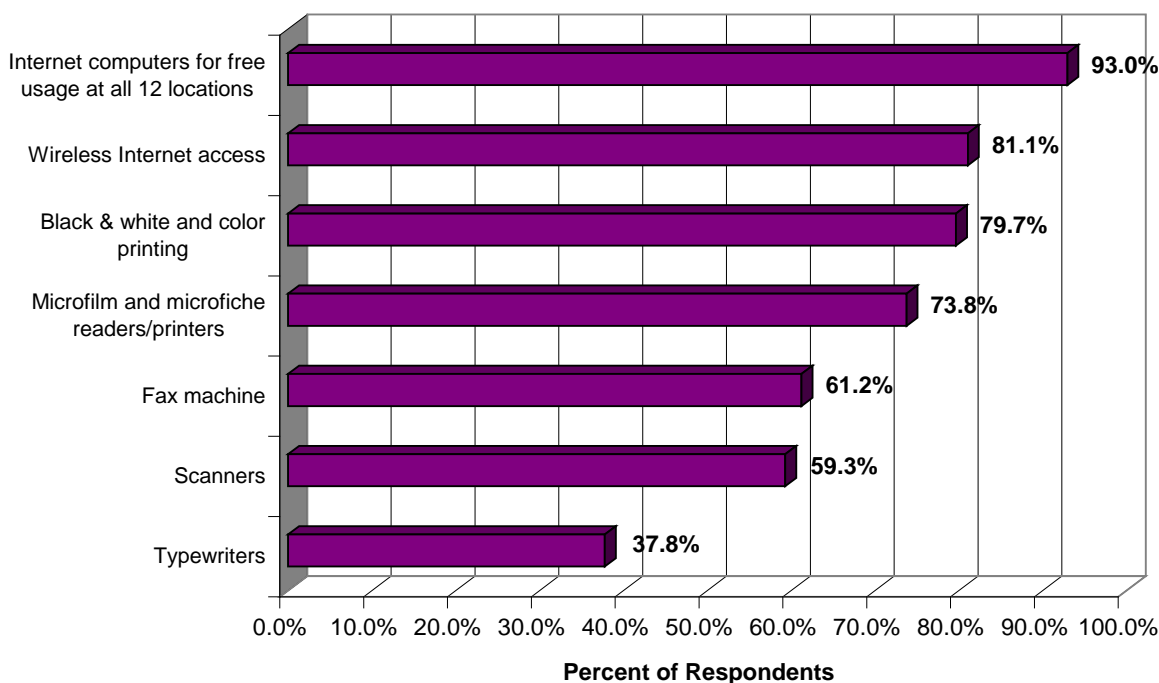
### Key Points

- ✓ Various ways of accessing library resources and services are generally well known among users, although book-buyer services apparently could be better publicized.

- ✓ Overall, four access offerings are seen as extremely important and two are seen simply as important, and this general ratings pattern holds across branches, as well.

### Technology Resources

#### Awareness of Technology Resources: Full Sample



#### Importance of Technology Resources: Full Sample

Number Responding		Technology Resources	Mean Rating	Extremely Important		Important		Neutral		Unimportant		Extremely Unimportant	
No.	% <sup>(1)</sup>			No.	% <sup>(2)</sup>	No.	% <sup>(2)</sup>	No.	% <sup>(2)</sup>	No.	% <sup>(2)</sup>	No.	% <sup>(2)</sup>
2,524	99.8%	Internet computers for free usage at all 12 locations	4.40	1,443	57.2%	740	29.3%	257	10.2%	69	2.7%	15	0.6%
2,518	99.6%	Wireless Internet access	4.31	1,289	51.2%	814	32.3%	336	13.3%	63	2.5%	16	0.6%
2,522	99.8%	Black & white and color printing	4.19	1,099	43.6%	930	36.9%	388	15.4%	84	3.3%	21	0.8%
2,515	99.5%	Fax machine	3.92	834	33.2%	871	34.6%	611	24.3%	161	6.4%	38	1.5%
2,516	99.5%	Scanners	3.91	792	31.5%	904	35.9%	656	26.1%	136	5.4%	28	1.1%
2,507	99.2%	Microfilm and microfiche readers/printers	3.86	758	30.2%	840	33.5%	732	29.2%	143	5.7%	34	1.4%
2,497	98.8%	Typewriters	3.28	449	18.0%	515	20.6%	966	38.7%	410	16.4%	157	6.3%

(1) Respondents who felt they could offer a rating on this factor as a percent of all survey participants who had not yet exited the survey.

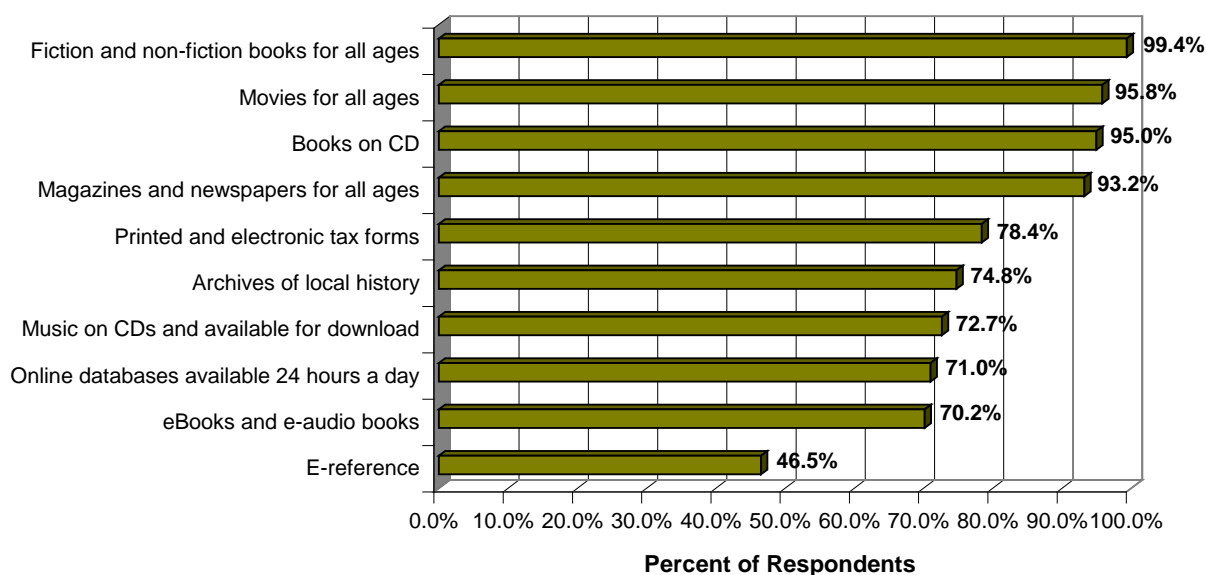
(2) Percent giving each rating out of the total number of respondents offering a rating on this issue.

## Key Points

- ✓ The results for the technology offerings show computer and Internet related offerings are generally better known and more desirable to library users than more traditional communication and document technologies.
- ✓ Free use of Internet-enabled computers at each location is identified as an extremely important offering to library users overall and within each branch.
- ✓ Typewriters are the least important library offering across all categories, both overall and for each individual branch primary user group.

## Library Resources

### Awareness of Library Resources: Full Sample



### Importance of Library Resources: Full Sample

Number Responding		Library Resources	Mean Rating	Extremely Important		Important		Neutral		Unimportant		Extremely Unimportant	
No.	% <sup>(1)</sup>			No.	% <sup>(2)</sup>	No.	% <sup>(2)</sup>	No.	% <sup>(2)</sup>	No.	% <sup>(2)</sup>	No.	% <sup>(2)</sup>
2,506	99.5%	Fiction and non-fiction books for all ages	4.75	1,944	77.6%	510	20.4%	44	1.8%	4	0.2%	4	0.2%
2,506	99.5%	Movies for all ages	4.42	1,358	54.2%	885	35.3%	217	8.7%	37	1.5%	9	0.4%
2,502	99.4%	Books on CD	4.37	1,341	53.6%	819	32.7%	279	11.2%	53	2.1%	10	0.4%
2,500	99.3%	Online databases available 24 hours a day	4.37	1,288	51.5%	891	35.6%	285	11.4%	29	1.2%	7	0.3%
2,497	99.2%	eBooks and e-audio books	4.28	1,239	49.6%	794	31.8%	393	15.7%	60	2.4%	11	0.4%

Number Responding		Library Resources	Mean Rating	Extremely Important		Important		Neutral		Unimportant		Extremely Unimportant	
No.	% <sup>(1)</sup>			No.	% <sup>(2)</sup>	No.	% <sup>(2)</sup>	No.	% <sup>(2)</sup>	No.	% <sup>(2)</sup>	No.	% <sup>(2)</sup>
2,504	99.4%	Magazines and newspapers for all ages	4.23	1,066	42.6%	1,000	39.9%	389	15.5%	40	1.6%	9	0.4%
2,496	99.1%	Archives of local history	4.20	1,115	44.7%	852	34.1%	451	18.1%	66	2.6%	12	0.5%
2,482	98.6%	E-reference	4.18	1,036	41.7%	914	36.8%	484	19.5%	36	1.5%	12	0.5%
2,498	99.2%	Music on CDs and available for download	4.08	953	38.2%	919	36.8%	527	21.1%	82	3.3%	17	0.7%
2,491	98.9%	Printed and electronic tax forms	3.98	936	37.6%	778	31.2%	611	24.5%	129	5.2%	37	1.5%

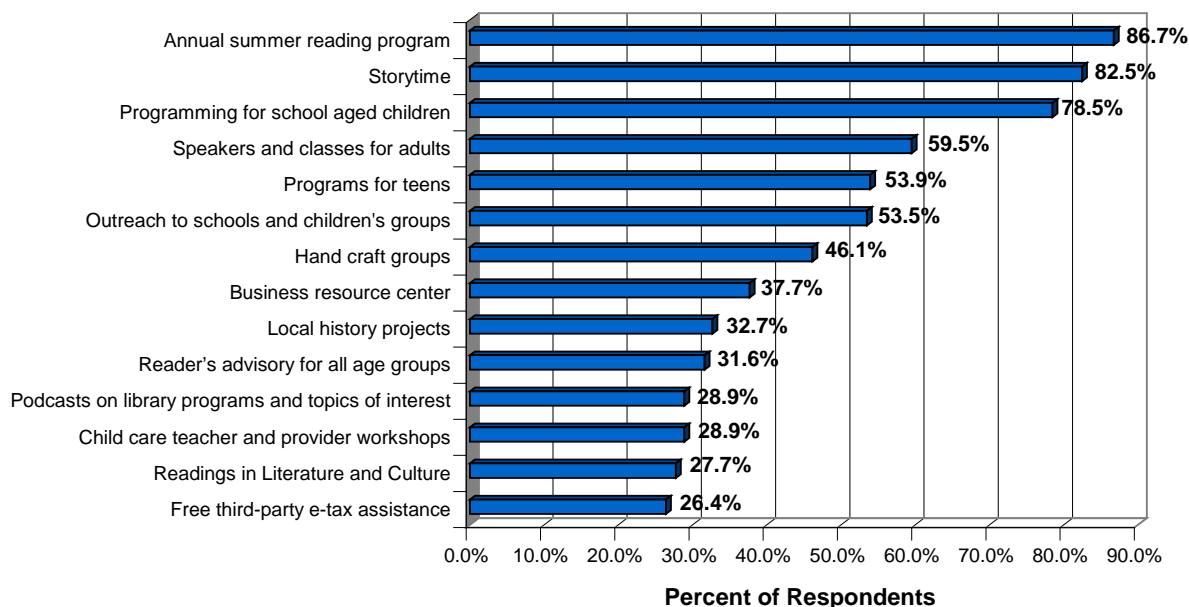
(1) Respondents who felt they could offer a rating on this factor as a percent of all survey participants who had not yet exited the survey.  
 (2) Percent giving each rating out of the total number of respondents offering a rating on this issue.

### Key Points

- ✓ All of the library resources addressed in the survey are important to library users, and all but e-reference resources are also well-known to users overall.
- ✓ As would be expected, users who primarily interact with the library online attached significantly greater importance to eBooks and e-audio books than those who primarily interact at physical branches.
  - Otherwise, overall results and individual branch results are quite similar.

## Library Programs and Services

### Awareness of Library Programs and Services: Full Sample



## Importance of Library Programs and Services: Full Sample

Number Responding		Library Programs and Services	Mean Rating	Extremely Important		Important		Neutral		Unimportant		Extremely Unimportant	
No.	% <sup>(1)</sup>			No.	% <sup>(2)</sup>	No.	% <sup>(2)</sup>	No.	% <sup>(2)</sup>	No.	% <sup>(2)</sup>	No.	% <sup>(2)</sup>
2,454	99.0%	Annual summer reading program	4.29	1,303	53.1%	692	28.2%	342	13.9%	91	3.7%	26	1.1%
2,454	99.0%	Programming for school aged children	4.22	1,214	49.5%	733	29.9%	383	15.6%	93	3.8%	31	1.3%
2,452	98.9%	Programs for teens	4.17	1,111	45.3%	794	32.4%	422	17.2%	94	3.8%	31	1.3%
2,456	99.0%	Speakers and classes for adults	4.17	1,001	40.8%	951	38.7%	433	17.6%	52	2.1%	19	0.8%
2,448	98.7%	Outreach to schools and children's groups	4.15	1,082	44.2%	804	32.8%	435	17.8%	96	3.9%	31	1.3%
2,457	99.1%	Storytime	4.08	1,059	43.1%	746	30.4%	477	19.4%	135	5.5%	40	1.6%
2,438	98.3%	Child care teacher and provider workshops	3.93	840	34.5%	811	33.3%	608	24.9%	138	5.7%	41	1.7%
2,443	98.5%	Reader's advisory for all age groups	3.89	712	29.1%	932	38.1%	645	26.4%	123	5.0%	31	1.3%
2,445	98.6%	Local history projects	3.87	700	28.6%	892	36.5%	711	29.1%	119	4.9%	23	0.9%
2,442	98.5%	Readings in Literature and Culture	3.87	731	29.9%	849	34.8%	706	28.9%	124	5.1%	32	1.3%
2,442	98.5%	Business resource center	3.81	706	28.9%	825	33.8%	699	28.6%	176	7.2%	36	1.5%
2,450	98.8%	Hand craft groups	3.81	699	28.5%	837	34.2%	708	28.9%	161	6.6%	45	1.8%
2,437	98.3%	Podcasts on library programs and topics of interest	3.77	645	26.5%	816	33.5%	788	32.3%	148	6.1%	40	1.6%
2,434	98.1%	Free third-party e-tax assistance	3.75	668	27.4%	786	32.3%	740	30.4%	186	7.6%	54	2.2%

(1) Respondents who felt they could offer a rating on this factor as a percent of all survey participants who had not yet exited the survey.

(2) Percent giving each rating out of the total number of respondents offering a rating on this issue.

### Key Points

- ✓ Apart from a few children's programs—including Storytime and summer reading—library programs are generally not well known to library users system-wide or at the branch level.
  - Program visibility is better at some branches with relatively large numbers of primary users—such as Causeway and Slidell—but not dramatically so.
- ✓ Other than summer reading programs, most programs and services are seen as important, but not particularly important when compared to other library offerings.
- ✓ Several branches with relatively smaller numbers of primary users—including Pearl River, Bush, and Lacombe—have users who attach much higher importance to many program offerings than users of other branches.
  - This is particularly true among the six top-rated program offerings overall.

## *Perceptions of St. Tammany Parish Library*

*If you were given \$100 to spend on increased/improved services, how would you do it?  
Please distribute \$100 to the services listed below that are most important to you.  
You may spend this money in increments of \$5.00 or more on as many different services  
as you like, but please do not exceed \$100 total.*

### **Suggested Distribution of Library Spending: Full Sample**

Items on Which to Spend	Average Desired Spend (\$)	Number Who Would Spend Money on This Item	Percent Who Would Spend Money on This Item
More fiction books (adult)	10.30	1,518	64.0%
More children's books	9.26	1,395	58.8%
More eBooks	8.76	1,138	48.0%
More best sellers	8.46	1,410	59.4%
More non-fiction books (adult)	7.96	1,383	58.3%
More children's programs	5.99	991	41.8%
More audio books	5.68	1,021	43.0%
More videos/DVDs	5.62	1,051	44.3%
Extended library hours	5.52	866	36.5%
More educational programs for adults	5.30	997	42.0%
More library space	3.77	612	25.8%
More public access computers	3.69	696	29.3%
More reference materials	3.46	795	33.5%
More updates on library activities	3.35	798	33.6%
More library staff	3.25	668	28.2%
More parking	2.30	444	18.7%
More scholarly work on focused subjects	2.27	582	24.5%
More music on CDs	2.18	615	25.9%
More library seating	1.48	448	18.9%
More magazines	1.38	466	19.6%

### **Key Points**

- ✓ Primary users in most branches include one or both of more fiction books and more children's books among their top few spending priorities.

- Not surprisingly, primary online users place a far higher priority on spending for eBooks than for any other resource.
- ✓ At the same time, primary users in most branches include both library seating and magazines among their lowest priorities, and all branch groups include at least one of these at the very bottom of their list.
- ✓ A few branch-specific needs stand out in the data:
  - More library space is among the highest spending priorities for primary users of the Lacombe, Lee Road, and Pearl River branches.
  - Extended hours are priority issues for primary users of the Bush and Folsom branches.
  - More parking is the highest spending priority for primary users of the Abita Springs branch.
  - After more library space, the highest spending priority for primary users of the Pearl River branch is the purchase of more public access computers.
- ✓ The general patterns in this data suggest there are two general classes of branches in the St. Tammany Parish Library system:
  - Those with users who are satisfied with the size, condition, and equipping of their physical facility and looking only for enhanced resources and programs.
  - Those with users who see room for improvement in some aspect of their physical facility, which they currently value as much as or more than enhancements to resources and programs.

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*How satisfied are you with each of the following resources, staffing, and related areas at St. Tammany Parish Library?*

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**Resources, Staffing, and Related Satisfaction: Full Sample**

Number Responding		Resources, Staffing, and Related Performance Areas	Mean Rating	Highly Satisfied		Satisfied		Neutral		Dissatisfied		Highly Dissatisfied	
No.	% <sup>(1)</sup>			No.	% <sup>(2)</sup>	No.	% <sup>(2)</sup>	No.	% <sup>(2)</sup>	No.	% <sup>(2)</sup>	No.	% <sup>(2)</sup>
2,394	99.8%	Helpfulness of library staff	4.57	1,528	63.8%	724	30.2%	116	4.8%	22	0.9%	4	0.2%
2,393	99.8%	Accessibility of library staff	4.54	1,453	60.7%	801	33.5%	117	4.9%	20	0.8%	2	0.1%
2,393	99.8%	Overall level of customer service	4.54	1,437	60.1%	825	34.5%	108	4.5%	21	0.9%	2	0.1%
2,362	98.5%	Knowledge/expertise of library staff	4.53	1,429	60.5%	768	32.5%	150	6.4%	14	0.6%	1	0.0%
2,291	95.5%	Library management	4.38	1,196	52.2%	808	35.3%	264	11.5%	19	0.8%	4	0.2%
2,372	98.9%	Overall book collection	4.12	662	27.9%	1,429	60.2%	189	8.0%	85	3.6%	7	0.3%
2,069	86.3%	Audio book collection	3.63	307	14.8%	832	40.2%	802	38.8%	122	5.9%	6	0.3%

Number Responding		Resources, Staffing, and Related Performance Areas	Mean Rating	Highly Satisfied		Satisfied		Neutral		Dissatisfied		Highly Dissatisfied	
No.	% <sup>(1)</sup>			No.	% <sup>(2)</sup>	No.	% <sup>(2)</sup>	No.	% <sup>(2)</sup>	No.	% <sup>(2)</sup>	No.	% <sup>(2)</sup>
2,174	90.7%	Overall video/DVD collection	3.56	298	13.7%	872	40.1%	773	35.6%	215	9.9%	16	0.7%
1,906	79.5%	eBook collection	3.41	236	12.4%	542	28.4%	927	48.6%	177	9.3%	24	1.3%

(1) Respondents who felt they could offer a rating on this factor as a percent of all survey participants who had not yet exited the survey.

(2) Percent giving each rating out of the total number of respondents offering a rating on this issue.

## Key Points

- ✓ Overall, St. Tammany Parish Library users are clearly less impressed with the library's audio book, video/DVD, and eBook collections than they are with resources and staffing available in the library system.
  - This ratings pattern holds individually for all 12 primary branch user groups.

### *How satisfied are you with each of the following programs and services at St. Tammany Parish Library?*

## Programs and Services Satisfaction: Full Sample

Number Responding		Programs and Services Performance Areas	Mean Rating	Highly Satisfied		Satisfied		Neutral		Dissatisfied		Highly Dissatisfied	
No.	% <sup>(1)</sup>			No.	% <sup>(2)</sup>	No.	% <sup>(2)</sup>	No.	% <sup>(2)</sup>	No.	% <sup>(2)</sup>	No.	% <sup>(2)</sup>
2,396	99.9%	Overall level of satisfaction with the library	4.29	905	37.8%	1,304	54.4%	163	6.8%	20	0.8%	4	0.2%
2,378	99.2%	Overall library facilities	4.08	687	28.9%	1,299	54.6%	300	12.6%	74	3.1%	18	0.8%
2,057	85.8%	Library programs (children)	3.96	570	27.7%	861	41.9%	600	29.2%	24	1.2%	2	0.1%
2,295	95.7%	Comfort of library furniture	3.93	554	24.1%	1,156	50.4%	455	19.8%	120	5.2%	10	0.4%
2,109	87.9%	Overall computer technology available	3.90	503	23.9%	945	44.8%	610	28.9%	46	2.2%	5	0.2%
2,110	88.0%	Personal computer availability	3.88	507	24.0%	902	42.7%	641	30.4%	56	2.7%	4	0.2%
2,394	99.8%	Parking	3.84	542	22.6%	1,242	51.9%	348	14.5%	213	8.9%	49	2.0%
2,023	84.4%	Library programs (adult)	3.80	400	19.8%	887	43.8%	673	33.3%	58	2.9%	5	0.2%
2,393	99.8%	Hours of operation	3.77	473	19.8%	1,239	51.8%	379	15.8%	262	10.9%	40	1.7%

(1) Respondents who felt they could offer a rating on this factor as a percent of all survey participants who had not yet exited the survey.

(2) Percent giving each rating out of the total number of respondents offering a rating on this issue.

## Key Points

- ✓ In general, St. Tammany Parish Library users are satisfied, but not delighted, with the library's program and service offerings.
- ✓ While this does not signal an immediate problem for St. Tammany Parish Library, it does suggest room for improvement which may increase user satisfaction or potentially attract new users in the future.
- ✓ There is little differentiation in satisfaction ratings between highest and lowest program and service performance areas, either for the full sample or for individual branches.

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### *What, specifically, do you value the most about your local library?*

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#### Library resources/materials: 1,036 responses

- ◆ Overall availability/variety of books/printed materials: 465 responses
- ◆ Videos and DVDs: 104 responses
- ◆ eBooks: 90 responses
- ◆ Audio books: 81 responses
- ◆ Children's books: 64 responses
- ◆ CD collection: 42 responses
- ◆ Adult fiction: 36 responses
- ◆ Reference materials: 32 responses
- ◆ Adult non-fiction: 31 responses
- ◆ Best sellers: 20 responses
- ◆ Children's videos/DVDs: 13 responses
- ◆ New releases: 12 responses
- ◆ Magazines: 10 responses
- ◆ Large print books: 6 responses
- ◆ Teen books: 5 responses
- ◆ History books: 4 responses
- ◆ Business section: 3 responses
- ◆ Classic books: 3 responses
- ◆ Newest authors: 2 responses
- ◆ Tumblebooks: 2 responses
- ◆ Young adult books: 2 responses

#### *One response each*

- |                          |                 |                 |
|--------------------------|-----------------|-----------------|
| ◆ Books on child-rearing | ◆ Cookbooks     | ◆ Mysteries     |
| ◆ Books on marriage      | ◆ Digital music | ◆ Newspapers    |
| ◆ Christian books        | ◆ LDS film      | ◆ Special books |

### **Access to library/technology: 887 responses**

- ◆ Access to the library/convenient location: 392 responses
- ◆ Online holds/reserves/renewal system: 136 responses
- ◆ Access to public computers/Internet/WiFi: 133 responses
- ◆ Access to online databases/resources/tools: 126 responses
- ◆ Convenient processes/services: 64 responses
- ◆ Convenient hours: 19 responses
- ◆ Access to office technology services (fax, typewriter, copier, etc.): 16 responses
- ◆ Library website: 1 response

### **Library staff: 528 responses**

- ◆ Friendly, helpful, capable staff: 492 responses
- ◆ Overall customer service: 21 responses
- ◆ Librarians/library directors: 15 responses

### **Library programs/services: 473 responses**

- ◆ Free services: 118 responses
- ◆ Children's programs: 115 responses
- ◆ Network with other parish libraries/interlibrary loan system: 74 responses
- ◆ Adult programs/activities: 38 responses
- ◆ Resources for education/research: 29 responses
- ◆ Children's summer activities: 17 responses
- ◆ Storytime for kids: 16 responses
- ◆ Genealogical research: 14 responses
- ◆ Adult reading support/learning programs: 10 responses
- ◆ Book club/discussion groups: 9 responses
- ◆ Help with homework/school papers: 9 responses
- ◆ Center of knowledge: 5 responses
- ◆ Teen programs: 5 responses
- ◆ Archives of local/branch history: 3 responses
- ◆ Computer classes: 3 responses
- ◆ Home school resource: 3 responses
- ◆ Allowing non-residents to become a member: 2 responses
- ◆ Book return grace period: 2 responses
- ◆ Local authors/interactive workshops: 1 response

### **Library facilities: 124 responses**

- ◆ Comfortable/relaxed atmosphere: 58 responses
- ◆ Quiet workspace/reading space: 23 responses

- ◆ Separate children's area: *17 responses*
- ◆ Clean facilities: *11 responses*
- ◆ Meeting rooms/conference rooms: *9 responses*
- ◆ Easy parking: *4 responses*
- ◆ Handicapped accessible: *1 response*
- ◆ New condition: *1 response*

**Personal value: *104 responses***

- ◆ Positive community impact: *32 responses*
- ◆ Instills love of reading: *31 responses*
- ◆ The ability to grow knowledge: *11 responses*
- ◆ Promote reading and literacy in general: *8 responses*
- ◆ Brings families together: *6 responses*
- ◆ The desire to educate the public: *6 responses*
- ◆ The enjoyment it gives: *5 responses*
- ◆ The ability to broaden one's mind at his/her own pace: *4 responses*
- ◆ Serves the young and the old: *1 response*

**Key Points**

- ✓ Today, St. Tammany Parish Library users most value the resources and technology made available to them by the library system, as well as the helpful and friendly staff with whom they interact at their local library.
- ✓ Some key value items cut across locations, while many specific items listed here are quite branch-specific.

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***What other programs or services would you like the library to offer that it currently does not?***

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- ◆ More adult programs: *189 responses*
- ◆ Extended hours (nights/weekends): *97 responses*
- ◆ More eBooks: *65 responses*
- ◆ "How to use computers/new technology" classes: *61 responses*
- ◆ More children's programs: *57 responses*
- ◆ Monthly library activities calendar/updates on what's available: *49 responses*
- ◆ Email notification of hold books ready for pick-up: *39 responses*
- ◆ Training on how to access/download audio books/eBooks: *27 responses*

**Key Points**

- ✓ The eight program and service suggestions given here represent only the general categories common to many or all branch primary user groups.

- ✓ The individual branch reports give additional detail and insight into primary user suggestions for improving programs and services at each library branch.

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*How interested would you be in the following services?*

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### Interest in Additional Library Services: Full Sample

Number Responding		Additional Services	Mean Rating	Extremely Interested		Interested		Neutral		Uninterested		Extremely Uninterested	
No.	% <sup>(1)</sup>			No.	% <sup>(2)</sup>	No.	% <sup>(2)</sup>	No.	% <sup>(2)</sup>	No.	% <sup>(2)</sup>	No.	% <sup>(2)</sup>
2,327	99.2%	Outreach service for assisted living centers and homebound citizens	3.87	649	27.9%	915	39.3%	596	25.6%	137	5.9%	30	1.3%
2,287	97.5%	Homework and home school center at a regional or main library	3.60	575	25.1%	629	27.5%	756	33.1%	257	11.2%	70	3.1%

(1) Respondents who felt they could offer a rating on this factor as a percent of all survey participants who had not yet exited the survey.

(2) Percent giving each rating out of the total number of respondents offering a rating on this issue.

#### Key Points

- ✓ Both additional services suggested here spark interest in a majority of library users, but not a sizeable majority and not at a high interest level.
- ✓ Branch primary user groups do not differ very much with respect to their interest in these suggestions.

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*If you only use the library twice a year or less,  
what would make you want to use the library more often?*

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#### Multiple responses

- ◆ Extended hours (nights/weekends): 73 responses
- ◆ Library calendar of activities/updates on what's available: 68 responses
- ◆ More adult programs: 42 responses
- ◆ Having more personal time to visit/read: 39 responses
- ◆ Better book selection: 37 responses
- ◆ Better availability of best sellers/recent releases: 34 responses
- ◆ More eBooks: 31 responses
- ◆ More children's programs: 29 responses
- ◆ Computer classes: 19 responses
- ◆ More DVDs: 16 responses
- ◆ Better location: 15 responses
- ◆ Updated facilities: 10 responses

## Key Points

- ✓ The library improvement suggestions given here represent only the general categories common to many or all branch primary user groups, with branch-specific issues addressed in the branch-level reports.

# Non-User Survey Data

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## *What prevents you from using the library?*

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### *Multiple responses*

- ◆ Moved out of the St. Tammany Parish area: *12 responses*
- ◆ Too busy/no time to use library: *9 responses*
- ◆ Books are out-of-date/not enough new books or best-sellers: *4 responses*
- ◆ Can find what I need on the Internet: *4 responses*
- ◆ Unaware of library's offerings: *4 responses*
- ◆ Inconvenient locations or facilities: *3 responses*
- ◆ Like to buy books instead of borrowing them: *3 responses*
- ◆ No longer in school/have children in school: *3 responses*
- ◆ Don't have a library card: *2 responses*
- ◆ Library hours are inconvenient: *2 responses*
- ◆ New to the area: *2 responses*

### *One response each*

- ◆ Don't like what other patrons do online at the library
- ◆ Electronic/online tools are difficult to use
- ◆ Library service fees for non-residents
- ◆ No need for library services

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## *What could the library do to interest you in becoming a member and using the services it offers?*

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### *Multiple responses*

- ◆ Would have to see a need/find the time: *11 responses*
- ◆ Better marketing/raise visibility of library services: *6 responses*
- ◆ Better selection/more up-to-date books: *4 responses*
- ◆ Longer/more convenient hours: *4 responses*

### *One response each*

- ◆ Eliminate free Internet access
- ◆ More convenient facilities
- ◆ More user-friendly online tools
- ◆ No fees for non-residents
- ◆ Online library card registration

## Key Points

- ✓ About one-quarter of non-users who responded to the survey are former parish residents and library users who have simply moved away.
- ✓ Among the others, it seems up-to-date resources, convenient hours and locations, and a better understanding of library offerings are the key elements in growing or initiating their interest in the libraries.

## Conclusions

In all, 2,588 St. Tammany Parish Library users responded to the library's request for feedback, more than 96 percent of who are St. Tammany Parish residents. When asked to identify the branch they use most often, just four branches—Slidell, Mandeville, Covington, and Causeway—account for almost 80 percent of all users. Two branches—Mandeville and Covington—attract significantly more primary users than there are users who identify these branches as closest to their homes.

One of the most striking results of this online library user survey is the degree to which primary user groups from different branches seem to agree on many issues and share common perceptions of the libraries. Some key common themes identified as useful for St. Tammany Parish Library's planning processes include:

- ♦ Most library users utilize some kind of library resources more than once a month, and library cards are extremely common among users.
- ♦ About three-quarters of St. Tammany Parish Library users utilize online services of some kind at least occasionally; access to online databases and use of account management tools are the most popular online services by far.
- ♦ St. Tammany Parish Library users see community libraries as extremely important to the community, extremely valuable to them personally, and having very strong, positive impacts.
- ♦ Library users most value the resources and technology made available to them by the library system and utilizing these resources is the main reason they use their local library.
- ♦ Library users see a range of library funding sources, including Parish funds, state funds, donations, fundraising, fees, and local government funding.
- ♦ Library users seem delighted with the library system's staff and services, while they are generally satisfied—but not as impressed—with its facilities, technology, and programs.

At the same time, there are some notable branch-level differences which affect the library's decision making going forward:

- ♦ Many branches with smaller numbers of primary users seem to attract users who rely less on email and online communication methods; some of these same library users would like to see computer resources expanded in their local branch, suggesting home Internet access is an issue.
- ♦ Online library service utilization is notably higher among primary users of Abita Springs, Causeway, Folsom, and Lacombe branches and notably lower among primary users of Black River, Bush, Covington, and Mandeville branches.
- ♦ When it comes to program and service suggestions and finding ways to increase library patronage, key issues are clearly quite branch-specific.

When asked to specifically discuss how they would budget library funds to resources and capital items, two general classes of branch users emerged:

- ◆ Those with users who are satisfied with the size, condition, and equipping of their physical facility and looking only for enhanced resources and programs.
- ◆ Those with users who see room for improvement in some aspect of their physical facility, which they currently value as much as or more than enhancements to resources and programs.

Branches associated with user groups fitting each of these descriptions are evident in the hypothetical budget allocation data presented in the Appendix. Non-user feedback is limited, but it appears non-users who see a need to use the library desire more up-to-date materials, want more convenient access to the library, or simply are not aware of the services offered. In some cases, simply doing a more effective job of raising awareness of library offerings in the community may increase library usage.

There is also a great deal of consistency across primary users of different branches with respect to their awareness of library offerings and the importance they attach to these offerings. Generally, awareness of library facilities, staff, access options, and traditional and technology resources are quite good, while awareness of most programs and services could be improved considerably. With respect to importance, the top areas for library users overall are:

- ◆ 4.75 Fiction and non-fiction books for all ages
- ◆ 4.64 Library card
- ◆ 4.62 Holds
- ◆ 4.61 Access to your library card account and library catalog online
- ◆ 4.56 System-wide drop off and pick up

While other areas are not as critical to library users:

- ◆ 3.28 Typewriters
- ◆ 3.61 Meeting rooms and conference rooms available to the public
- ◆ 3.70 Professional librarian genealogist to answer your family history questions
- ◆ 3.75 Free third-party e-tax assistance
- ◆ 3.77 Podcasts on library programs and topics of interest

St. Tammany Parish Library has established a track record of providing excellent service and valuable resources to the parish community and beyond and has built a good reputation for positively affecting the community as a whole. To the extent St. Tammany Parish Library can address concerns and respond to suggestions offered by an extensive sample of its users during this survey process, the library is positioned to become an even more valuable and well-regarded community resource among all segments of the parish population.

# Appendix

## High to Low Importance Ratings

### *Library Services and Attributes*

<b>Mean Rating</b>	<b>Library Services and Attributes</b>
4.75	Fiction and non-fiction books for all ages
4.64	Library card
4.62	Holds
4.61	Access to your library card account and library catalog online
4.56	System-wide drop off and pick up
4.44	Professional librarians specializing in reference, adult, teen, and children services and programming
4.44	In-library research help
4.42	Movies for all ages
4.40	Internet computers for free usage at all 12 locations
4.37	Books on CD
4.37	Online databases available 24 hours a day
4.36	Interlibrary loans
4.31	Wireless Internet access
4.29	Annual summer reading program
4.28	eBooks and e-audio books
4.23	12 locations spread throughout the parish
4.23	Magazines and newspapers for all ages
4.22	Programming for school aged children
4.20	Archives of local history
4.19	Black & white and color printing

<b>Mean Rating</b>	<b>Library Services and Attributes</b>
4.18	Book-buyer service
4.18	E-reference
4.17	Programs for teens
4.17	Speakers and classes for adults
4.15	Outreach to schools and children's groups
4.08	Music on CDs and available for download
4.08	Storytime
3.98	Printed and electronic tax forms
3.93	Child care teacher and provider workshops
3.92	Fax machine
3.91	Scanners
3.89	Reader's advisory for all age groups
3.87	Local history projects
3.87	Readings in Literature and Culture
3.86	Microfilm and microfiche readers/printers
3.81	Business resource center
3.81	Hand craft groups
3.77	Podcasts on library programs and topics of interest
3.75	Free third-party e-tax assistance
3.70	Professional librarian genealogist to answer your family history questions
3.61	Meeting rooms and conference rooms available to the public
3.28	Typewriters

## High to Low Satisfaction Ratings

### *Library Performance Areas*

<b>Mean Rating</b>	<b>Library Performance Areas</b>
4.57	Helpfulness of library staff
4.54	Accessibility of library staff
4.54	Overall level of customer service
4.53	Knowledge/expertise of library staff
4.38	Library management
4.29	Overall level of satisfaction with the library
4.12	Overall book collection
4.08	Overall library facilities
3.96	Library programs (children)
3.93	Comfort of library furniture
3.90	Overall computer technology available
3.88	Personal computer availability
3.84	Parking
3.80	Library programs (adult)
3.77	Hours of operation
3.63	Audio book collection
3.56	Overall video/DVD collection
3.41	eBook collection

### Importance of Library Facilities: Branch Comparisons

Library Facilities Factors	Full Sample	Abita Springs	Black River	Bush	Causeway	Covington	Folsom	Lacombe	Lee Road	Mandeville	Pearl River	Slidell	Online
12 locations spread throughout the parish	4.23	4.33	4.26	4.33	4.24	4.22	4.19	4.40	4.39	4.23	4.49	4.18	4.18
Meeting rooms and conference rooms available to the public	3.61	3.51	3.56	3.66	3.53	3.64	3.56	3.74	3.45	3.53	3.81	3.69	3.47

### Importance of Library Staff: Branch Comparisons

Library Staff Factors	Full Sample	Abita Springs	Black River	Bush	Causeway	Covington	Folsom	Lacombe	Lee Road	Mandeville	Pearl River	Slidell	Online
Professional librarians specializing in reference, adult, teen, and children services and programming	4.44	4.33	4.49	4.42	4.40	4.46	4.49	4.46	4.36	4.42	4.61	4.46	4.39
In-library research help	4.44	4.41	4.42	4.38	4.29	4.45	4.19	4.44	4.43	4.47	4.63	4.48	4.35
Professional librarian genealogist to answer your family history questions	3.70	3.64	3.63	3.88	3.53	3.78	3.58	3.81	3.72	3.60	3.97	3.74	3.68

### Importance of Access to the Library and Its Resources: Branch Comparisons

Library Access Factors	Full Sample	Abita Springs	Black River	Bush	Causeway	Covington	Folsom	Lacombe	Lee Road	Mandeville	Pearl River	Slidell	Online
Library card gives you access to all locations	4.64	4.67	4.62	4.52	4.76	4.67	4.73	4.51	4.72	4.63	4.72	4.58	4.65
Holds	4.62	4.57	4.52	4.52	4.72	4.62	4.81	4.66	4.68	4.59	4.78	4.60	4.68
Access to your library card account and library catalog online	4.61	4.65	4.51	4.45	4.68	4.62	4.73	4.50	4.60	4.55	4.64	4.61	4.81
System-wide drop off and pick up	4.56	4.55	4.58	4.52	4.67	4.60	4.59	4.46	4.62	4.57	4.74	4.46	4.58
Interlibrary loans	4.36	4.36	4.30	4.13	4.40	4.36	4.36	4.45	4.28	4.33	4.42	4.39	4.38
Book-buyer service	4.18	4.12	4.10	4.13	4.17	4.18	4.35	4.36	4.23	4.13	4.26	4.21	4.19

### Importance of Technology Resources: Branch Comparisons

Technology Resources	Full Sample	Abita Springs	Black River	Bush	Causeway	Covington	Folsom	Lacombe	Lee Road	Mandeville	Pearl River	Slidell	Online
Internet computers for free usage at all 12 locations	4.40	4.31	4.25	4.45	4.30	4.46	4.11	4.55	4.46	4.36	4.67	4.43	4.28
Wireless Internet access	4.31	4.16	4.12	4.16	4.24	4.34	4.22	4.39	4.28	4.30	4.44	4.36	4.23
Black & white and color printing	4.19	4.16	3.99	4.16	4.02	4.23	4.03	4.35	4.24	4.15	4.49	4.26	4.08
Fax machine	3.92	4.03	3.76	4.23	3.76	3.92	3.97	4.15	4.06	3.83	4.32	3.99	3.59
Scanners	3.91	3.93	3.73	4.10	3.79	3.95	3.78	4.06	3.84	3.90	4.13	3.96	3.69
Microfilm and microfiche readers/ printers	3.86	3.68	3.64	3.74	3.70	3.90	3.94	3.92	3.90	3.87	4.00	3.91	3.75
Typewriters	3.28	3.27	3.28	3.32	3.14	3.31	3.25	3.50	3.24	3.23	3.54	3.33	2.98

### Importance of Library Resources: Branch Comparisons

Library Resources	Full Sample	Abita Springs	Black River	Bush	Causeway	Covington	Folsom	Lacombe	Lee Road	Mandeville	Pearl River	Slidell	Online
Fiction and non-fiction books for all ages	4.75	4.78	4.70	4.65	4.81	4.73	4.84	4.73	4.80	4.76	4.81	4.73	4.76
Movies for all ages	4.42	4.48	4.43	4.35	4.44	4.44	4.35	4.41	4.49	4.41	4.65	4.37	4.32
Books on CD	4.37	4.30	4.23	4.23	4.37	4.39	4.43	4.45	4.55	4.37	4.47	4.35	4.35
Online databases available 24 hours a day	4.37	4.16	4.27	4.19	4.30	4.39	4.19	4.45	4.29	4.38	4.50	4.40	4.48
eBooks and e-audio books	4.28	4.18	4.18	4.16	4.28	4.27	4.32	4.19	4.12	4.30	4.40	4.26	4.59
Magazines and newspapers for all ages	4.23	4.09	4.28	4.16	4.17	4.25	4.14	4.20	4.12	4.24	4.35	4.24	4.20
Archives of local history	4.20	3.96	4.19	4.13	4.00	4.30	4.08	4.43	4.18	4.18	4.41	4.22	4.10
E-reference	4.18	4.03	4.16	4.06	4.06	4.24	4.03	4.25	3.98	4.17	4.35	4.21	4.17
Music on CDs and available for download	4.08	3.95	4.12	4.10	4.07	4.04	4.14	4.20	3.94	4.10	4.29	4.09	4.13
Printed and electronic tax forms	3.98	3.90	3.83	4.00	3.75	4.06	3.97	4.12	4.16	3.97	4.10	4.04	3.77

### Importance of Library Programs and Services: Branch Comparisons

Library Programs and Services	Full Sample	Abita Springs	Black River	Bush	Causeway	Covington	Folsom	Lacombe	Lee Road	Mandeville	Pearl River	Slidell	Online
Annual summer reading program	4.29	4.11	4.36	4.53	4.29	4.27	4.19	4.45	4.36	4.33	4.45	4.25	4.15
Programming for school aged children	4.22	4.09	4.33	4.47	4.18	4.24	4.08	4.36	4.23	4.25	4.39	4.21	4.05
Programs for teens	4.17	4.03	4.17	4.19	4.17	4.12	4.08	4.36	4.17	4.20	4.40	4.17	4.08
Speakers and classes for adults	4.17	4.16	4.06	4.13	4.12	4.22	4.19	4.27	4.13	4.14	4.36	4.16	4.06
Outreach to schools and children's groups	4.15	4.05	4.14	4.23	4.13	4.11	4.06	4.36	4.21	4.17	4.36	4.15	4.00
Storytime	4.08	3.82	4.17	4.27	4.03	4.08	4.00	4.25	4.02	4.08	4.26	4.09	3.97
Child care teacher and provider workshops	3.93	3.76	3.99	4.03	3.86	3.96	3.57	4.09	3.96	3.94	4.15	3.95	3.76
Reader's advisory for all age groups	3.89	3.68	4.00	4.10	3.80	3.88	3.69	3.98	3.81	3.92	4.06	3.91	3.81
Local history projects	3.87	3.73	3.83	4.10	3.74	3.93	3.86	4.14	3.89	3.82	4.12	3.90	3.69
Readings in Literature and Culture	3.87	3.67	3.76	3.97	3.81	3.92	3.74	3.98	3.87	3.87	3.91	3.89	3.79
Business resource center	3.81	3.59	3.81	3.90	3.81	3.81	3.66	3.83	3.78	3.84	3.91	3.86	3.57
Hand craft groups	3.81	3.89	3.66	3.94	3.78	3.82	3.92	3.98	3.94	3.76	4.07	3.81	3.70
Podcasts on library programs and topics of interest	3.77	3.57	3.76	3.77	3.73	3.74	3.74	3.91	3.70	3.77	3.92	3.82	3.63
Free third-party e-tax assistance	3.75	3.61	3.66	3.77	3.63	3.80	3.75	3.80	3.74	3.73	3.97	3.81	3.53

## Suggested Distribution of Library Spending: Branch Comparisons

Items	Full Sample	Abita Springs	Black River	Bush	Causeway	Covington	Folsom	Lacombe	Lee Road	Mandeville	Pearl River	Slidell	Online
More fiction books (adult)	10.30	8.99	9.08	7.57	10.25	10.30	11.71	8.65	11.60	11.59	7.05	10.54	7.79
More children's books	9.26	9.92	10.44	8.20	9.04	9.77	9.57	6.95	7.66	10.40	5.52	8.85	8.18
More eBooks	8.76	6.10	6.51	6.07	10.88	8.17	11.57	6.95	6.17	8.53	3.68	7.56	24.12
More best sellers	8.46	6.99	7.94	6.97	10.02	8.73	5.86	7.60	5.00	9.60	6.23	7.87	8.50
More non-fiction books (adult)	7.96	7.58	7.30	7.57	7.87	9.64	5.14	8.40	7.87	7.06	5.45	7.92	7.79
More children's programs	5.99	4.76	7.13	8.07	5.92	5.82	4.43	5.24	5.04	6.70	4.31	6.07	5.10
More audio books	5.68	4.81	7.19	4.73	7.22	5.30	7.00	5.10	7.98	5.39	4.11	5.52	5.89
More videos/DVDs	5.62	7.54	5.20	6.57	5.80	5.73	3.57	5.48	5.64	5.68	7.75	5.60	2.57
Extended library hours	5.52	6.12	4.42	8.07	4.99	4.73	11.29	5.73	4.47	4.97	5.18	6.46	5.00
More educational programs for adults	5.30	2.86	6.54	5.77	4.69	5.61	4.71	6.05	5.00	4.97	4.54	5.85	4.40
More library space	3.77	6.82	3.57	4.93	3.13	2.48	3.00	8.21	10.11	3.51	14.86	2.95	3.19
More public access computers	3.69	2.41	2.76	4.17	3.18	4.03	3.00	4.16	2.13	4.09	8.31	3.46	2.25
More reference materials	3.46	3.06	3.14	3.93	2.73	3.96	2.14	2.71	3.83	3.41	2.71	3.52	4.35
More updates on library activities	3.35	2.36	5.46	2.73	3.45	3.83	3.00	1.53	4.00	3.58	3.15	3.14	1.62
More library staff	3.25	2.37	2.48	2.33	2.62	3.07	2.43	4.37	4.47	3.23	3.15	3.76	2.97
More parking	2.30	11.05	1.91	1.37	1.18	1.80	5.86	2.35	1.28	0.64	6.86	2.89	1.38
More scholarly work on focused subjects	2.27	0.99	1.87	3.30	2.24	2.76	1.71	3.10	2.23	1.79	1.22	2.65	1.26
More music on CDs	2.18	2.08	2.57	4.07	2.37	1.82	2.29	3.08	3.19	2.02	1.80	2.28	1.90
More library seating	1.48	1.86	1.28	1.77	0.94	1.17	1.29	3.05	1.49	1.44	2.78	1.78	0.54
More magazines	1.38	1.35	3.22	1.83	1.47	1.28	0.43	1.29	0.85	1.38	1.34	1.32	1.18

### Resources, Staffing, and Related Satisfaction: Branch Comparisons

<b>Resources and Staffing</b>	<b>Full Sample</b>	<b>Abita Springs</b>	<b>Black River</b>	<b>Bush</b>	<b>Causeway</b>	<b>Covington</b>	<b>Folsom</b>	<b>Lacombe</b>	<b>Lee Road</b>	<b>Mandeville</b>	<b>Pearl River</b>	<b>Slidell</b>	<b>Online</b>
Helpfulness of library staff	4.57	4.69	4.68	4.77	4.56	4.53	4.77	4.83	4.77	4.44	4.81	4.57	4.57
Accessibility of library staff	4.54	4.71	4.72	4.67	4.53	4.53	4.74	4.71	4.77	4.43	4.76	4.53	4.45
Overall level of customer service	4.54	4.69	4.70	4.63	4.49	4.50	4.71	4.75	4.79	4.46	4.75	4.53	4.50
Knowledge/expertise of library staff	4.53	4.65	4.63	4.70	4.47	4.49	4.74	4.71	4.74	4.44	4.79	4.53	4.49
Library management	4.38	4.54	4.65	4.57	4.36	4.39	4.59	4.58	4.57	4.30	4.46	4.34	4.33
Overall book collection	4.12	4.09	4.16	4.07	4.12	4.18	4.23	4.17	4.21	4.02	4.21	4.12	4.11
Audio book collection	3.63	3.72	3.70	3.78	3.53	3.67	3.80	3.71	3.88	3.57	3.84	3.63	3.55
Overall video/DVD collection	3.56	3.70	3.61	3.79	3.45	3.61	3.81	3.60	3.86	3.45	3.73	3.57	3.47
eBook collection	3.41	3.42	3.48	3.67	3.23	3.48	3.54	3.50	3.47	3.37	3.57	3.44	3.20

### Programs and Services Satisfaction: Branch Comparisons

<b>Programs and Services</b>	<b>Full Sample</b>	<b>Abita Springs</b>	<b>Black River</b>	<b>Bush</b>	<b>Causeway</b>	<b>Covington</b>	<b>Folsom</b>	<b>Lacombe</b>	<b>Lee Road</b>	<b>Mandeville</b>	<b>Pearl River</b>	<b>Slidell</b>	<b>Online</b>
Overall level of satisfaction with the library	4.29	4.28	4.38	4.23	4.29	4.30	4.46	4.38	4.49	4.26	4.18	4.27	4.27
Overall library facilities	4.08	3.86	4.23	4.13	4.00	4.15	4.14	3.89	4.19	4.07	3.79	4.10	4.04
Library programs (children)	3.96	3.91	4.01	4.18	3.78	4.00	3.96	4.04	4.19	3.94	4.10	3.96	3.95
Comfort of library furniture	3.93	3.80	4.03	4.20	3.89	3.94	4.00	3.97	4.07	3.89	3.66	3.96	3.87
Overall computer technology available	3.90	4.00	3.97	4.04	3.75	3.92	3.97	4.05	4.21	3.80	3.85	3.94	3.87
Personal computer availability	3.88	3.97	3.91	4.14	3.78	3.89	3.88	4.05	4.30	3.81	3.65	3.89	3.90
Parking	3.84	2.60	3.95	3.83	3.84	3.92	3.97	3.98	4.13	4.05	3.35	3.78	3.86
Library programs (adult)	3.80	3.90	3.84	3.83	3.79	3.82	3.93	3.69	4.10	3.73	3.90	3.79	3.84
Hours of operation	3.77	3.56	3.71	3.97	3.80	3.79	3.86	3.83	4.00	3.83	3.71	3.73	3.67