The Shasta Public Libraries conducted the biennial Customer Satisfaction Survey in December 2018. A total of 446 Library users responded to the survey, which was posted online on the website and conducted in-house at all branch locations. Results were tallied by branch and by response type—paper or online. Online responses were collected as pertaining to all branches. The survey asked questions about use of collections and services, feelings of satisfaction with safety in the environment, the collection, and with staff interaction, and use of services and programs.

Results show a high rate of satisfaction with services at all branches and with the collections. Among notable results are the following. In addition, highlights are provided in the attached graphic.

- The majority of respondents reported they used the library to check out books (over 80%), while over 30% checked out DVDs and more than a quarter had used the library for research during the year.
- In Redding, many respondents visit the Friends Bookstore (42%).
- Computers are significant for 38% of Redding patrons (in-house responses), 30% in Anderson, and 28% in Burney, all statistically significant.
- Digital collections are rising in significance.
- Kindles were highly popular in Anderson (nearly 70% of respondents reporting use) and in Redding 47% of online respondents reported use.
- Patrons liked the board games available for checkout – 50% of online responses and 30% of patrons at Anderson reported use.
- Staff received very high ratings of satisfaction across the board.
- Feeling of being in a safe environment was very high in Burney and Anderson and shows positive direction in Redding (in-house responses).
- Children’s programs were the most frequented programs in the libraries.

Overall, respondents reported a very high usage frequency, with the majority reporting using the library weekly in Anderson and Burney and for Redding in-house users. For online users, a monthly visit was the most reported usage category (still significant usage).
Customer Satisfaction Survey 2018

Patrons are SATISFIED or VERY SATISFIED

- Safe Environment: 85%
- Library Marketing: 93%
- Children’s Programming: 98%
- Library Staff: 100%

Patrons feel safer: 18% increase from 2016!

Frequency of Usage

- Weekly: 54%
- Monthly: 42%
- Other: 4%

Books: Still Popular

83% of participants said they used the library to find books.

Satisfaction with the Library website, our Friends of the Library bookstores, children's programs, & information research remain consistent and considerable among all responses.

Library of Things Suggestions:

- Musical Instruments
- Arts & Crafts Supplies
- Tools
- Video Games
- Educational Toys

“Thank you for doing a great job!”
Customer Satisfaction Survey 2018

Patrons are SATISFIED or VERY SATISFIED

- Anderson Environment: 100%
- Burney Collections: 100%
- Redding Youth Programs: 98%

Food for thought...
- More small business/startup support
- Provide additional fine forgiveness programs
- Restroom upgrades
- Expand board games

“Love my library & librarians!”

Ways to grow...
- Redding: diversify and refine adult programming & continue to improve the feeling of safety
- Anderson: improve teen services and collections
- Burney: improve communications

"Love story times!"

*Percentages do not include N/A responses. Stats reflect responses from all locations. Branches remain consistent, while online responses show primary usage referred to online resources.