

# Hamilton Public Library Customer Satisfaction Survey

Welcome,

**Your feedback is important to us.** It will help us identify areas where we can improve services and better understand the needs in our community.

Please note that **you can skip any questions** that do not apply to you.

Your survey response is confidential, however you may provide your information if you would like Library staff to contact you to discuss your survey answers. Data collected from this survey is used in our ongoing efforts to enhance customer satisfaction.

Thank you for your time.

Sincerely,

Paul Takala, Chief Librarian  
HAMILTON PUBLIC LIBRARY

Please select the Library location that you use most often below:

- |  |   |  |  |
|--|---|--|--|
| <input type="checkbox"/> <b>Ancaster</b>   | <input type="checkbox"/> <b>Concession</b>  | <input type="checkbox"/> <b>Lynden</b>     | <input type="checkbox"/> <b>Stoney Creek</b> |
| <input type="checkbox"/> <b>Barton</b>     | <input type="checkbox"/> <b>Dundas</b>      | <input type="checkbox"/> <b>Millgrove</b>  | <input type="checkbox"/> <b>Terryberry</b>   |
| <input type="checkbox"/> <b>Binbrook</b>   | <input type="checkbox"/> <b>Freelton</b>    | <input type="checkbox"/> <b>Mount Hope</b> | <input type="checkbox"/> <b>Turner Park</b>  |
| <input type="checkbox"/> <b>Bookmobile</b> | <input type="checkbox"/> <b>Greensville</b> | <input type="checkbox"/> <b>Red Hill</b>   | <input type="checkbox"/> <b>Valley Park</b>  |
| <input type="checkbox"/> <b>Carlisle</b>   | <input type="checkbox"/> <b>Kenilworth</b>  | <input type="checkbox"/> <b>Saltfleet</b>  | <input type="checkbox"/> <b>Waterdown</b>    |
| <input type="checkbox"/> <b>Central</b>    | <input type="checkbox"/> <b>Locke</b>       | <input type="checkbox"/> <b>Sherwood</b>   | <input type="checkbox"/> <b>Westdale</b>     |

then BEGIN THE SURVEY (starting on Page 2).

After you have finished, please return the completed survey to a staff member. Thank you for your time.

Note:

Our Privacy Policy Statement follows at the end of this survey document.

# Customer Satisfaction Survey

Please circle the answer (number) that best reflects your opinion.

**Overall, how important is this Library to you?**

< not important very important >

1 2 3 4 5 6 7 8 9 10

**Overall, how satisfied are you with the services of this Library?**

< not satisfied very satisfied >

1 2 3 4 5 6 7 8 9 10

**How well do these services compare to your expectations?**

< fall short exceed >

1 2 3 4 5 6 7 8 9 10

**Overall, how do you rate the quality of services?**

< low quality high quality >

1 2 3 4 5 6 7 8 9 10

**Would you recommend the services of this Library to others?**

< unlikely very likely >

1 2 3 4 5 6 7 8 9 10

**How likely are you to reuse the services of this Library?**

< unlikely very likely >

1 2 3 4 5 6 7 8 9 10

**Compared with other Library Systems ... (circle the best fit)**

**This Library provides ...** Don't Use Other Libraries

Much Higher Value

More Value

Essentially Equal Value

Lower Value

Much Lower Value

**In the past year, you have used ...** This Library More Often

This and other Libraries Equally

Other Libraries More Often

**You ...** Prefer This Library

Have No Strong Preference

Prefer To Use Other Libraries

**When dealing with our Library staff ... (circle the best fit)**

**Overall, you are satisfied with your experiences.**

< disagree agree >  
1 2 3 4 5 6 7 8 9 10

**Considering the services used, you are supportive of Library staff.**

< disagree agree >  
1 2 3 4 5 6 7 8 9 10

**When called upon, staff provide useful assistance.**

< disagree agree >  
1 2 3 4 5 6 7 8 9 10

**When dealing with our Library staff ...**

**Staff respond in a professional manner.**

< disagree agree >  
1 2 3 4 5 6 7 8 9 10

**Your inquiries are routed to the appropriate person.**

< disagree agree >  
1 2 3 4 5 6 7 8 9 10

**Your inquiries are answered in a timely manner.**

< disagree agree >  
1 2 3 4 5 6 7 8 9 10

**The overall quality of service, provided by staff, is excellent.**

< disagree agree >  
1 2 3 4 5 6 7 8 9 10

**Materials describing available services are excellent.**

< disagree agree >  
1 2 3 4 5 6 7 8 9 10

**It is easy to submit suggestions and comments.**

< disagree agree >  
1 2 3 4 5 6 7 8 9 10

**Please circle how long have you been using the services of this Library.**

less than 1 year                      1 - 5 years                      6 - 10 years                      10+ years



**You use the services provided by this Library for ...**

*(check all that apply)*

- education related**
- self-improvement**
- leisure activities**
- work related**
- other reasons**

**To find information in this Library, in the past year you have ...**

*(check all that apply)*

- Located information on my own, without assistance.**
- Received help from a Library staff member.**
- Found information using a Library workstation (computer, Internet, CD-ROM, public access terminal).**
- Found information using the Library's posted signs and browsing the Library's collections.**
- Found information by accessing one of the Library's online information systems from a location other than the Library.**
- Found information from other sources.**

**You are ...** *(circle the best fit)*

- a student**
- in the workforce (not an educator)**
- a homemaker**
- an educator**
- retired**
- other**





**For the following Library services, please indicate:**

**a) the importance to you;**

**b) your satisfaction with; and,**

**c) the likelihood of recommending the Library service to others.**

(on a scale from 1 to 10, where 10 is the highest rating level)

	<i>Importance</i>	<i>Satisfaction</i>	<i>Recommendation</i>
<i>Example:</i> Borrowing items (e.g., books and/or other materials)	8	9	9
	<b>Importance</b>	<b>Satisfaction</b>	<b>Recommendation</b>
Borrowing items (e.g., books and/or other materials)			
Using materials while in the Library (e.g., read, view, listen to, browse)			
Using the Library's equipment (e.g., computers, workstations, audio/video equipment, printers, copiers)			
Attending events, programs or meetings			
Using the Library's facilities (e.g., chairs, tables, rooms, washrooms, parking)			
Accessing Library services from a location other than the Library (e.g., online or over-the-phone)			
Accessing the Internet while at the Library			
Accessing an online database at the Library			



**The following information is strictly optional.**

**This information will help us identify response coverage throughout our community.**

**Postal Code:**

**Do you wish to receive an Email reminder for an annual survey follow-up?**

**Email Address:**

Thank you for taking the time to participate in our Customer Satisfaction Survey. Your information will be combined with the results from other survey respondents. We appreciate your feedback.

Should you have any additional questions or comments regarding this survey, please contact: **Kimberly Silk at [ksilk@hpl.ca](mailto:ksilk@hpl.ca)**

## **Hamilton Public Library Customer Satisfaction Survey Privacy Statement**

Hamilton Public Library is committed to respecting your privacy and protecting your personal information.

All information is treated as confidential. There are no mandatory questions. You may choose to opt-out of some (or all) of the survey questions if you are not comfortable with providing a response.

The combined responses of all survey respondents will be used by Library staff to determine customer satisfaction opportunities and trends.

Summary results, consisting of overall response data, may be published from time-to-time. At no time will we publish information that would reveal the identity of individual respondents or their responses.

During the completion of the survey, you may optionally provide your Email address. If you choose to provide your Email address, we will use this information strictly for the purpose of sending annual Email reminders regarding updating your survey responses. Other personal information, if provided, is used strictly to track trends in customer satisfaction by comparing current and previous responses.

Certain socio-demographic data is used for purposes of validating the survey sample and for determining the statistical significance of survey results.

For information regarding this policy or your privacy, please contact:

**Paul Takala, Chief Librarian**  
Hamilton Public Library