St. Mary's County Library Customer Satisfaction Survey Results
94.6% of customers are satisfied or extremely satisfied with the St. Mary's County Library

October 31, 2017 – Leonardtown, Md. - During the month of October, 2017, St. Mary's County Library conducted a survey to better understand how St. Mary's County Library is meeting the needs of our customers. An amazing 969 individuals took part in the survey, and one lucky winner won a Kindle Fire for participating.

The library offers books, music, DVDs, access to computers and wireless internet, digital content including ebooks, digital audiobooks, downloadable or streaming movies, music and TV shows, as well as a wide variety of online resources, databases and research tools. Our greatest asset, our staff, was very highly praised throughout the survey with 86.1% of respondents satisfied to very satisfied with staff assistance, and 88.2% of respondents are satisfied to very satisfied with the friendliness of staff. 57% of respondents would 'enthusiastically endorse the Library', and 94.6% of respondents are satisfied to extremely satisfied with the Library.

Customers ranked friendly staff, easier ways to download digital materials and shorter wait times on reserves as some of the top priorities for the Library. 80.8% of respondents were satisfied to very satisfied with the ease of placing and picking up holds. 78% of respondents felt satisfied to very satisfied with the safety at the Library locations.

St Mary's County Library Director, Michael Blackwell, said "We confirmed that people want new books, DVDs, and audiobooks. Our branches are all about accessing materials and are a vital source for reading, viewing, and listening. Our services are also valued for study spaces, accessing Wi-Fi, asking reference questions, and getting help downloading digital content."

Highlights from the survey include:

- If an item is not immediately available, 86.2% of respondents reported placing a hold and/or waiting for the item to become available, while only 4% reported purchasing the item from a source outside the library.
- The most popular reason to visit one of our branches is to browse the collection or pick up items on hold. 61.4% frequently (weekly or monthly) came to a branch to browse, and an additional 35.2% came into a branch at least 1 – 4 times each year to browse. 85.6% of respondents came into a branch to pick up items on hold.
- 80.5% of respondents use the Library website to access the catalog and search for items.
- The use of ebooks, digital audiobooks and other digital content continues to be an area of growth for the library. 32.1% of responders have seen an increase in their digital content use, while an additional 28.6% expect to increase use in the future. Only 4.4% of respondents reported decreasing digital content use.
- 58% of respondents reported currently utilizing digital content.

One out of every four households (28%) in St. Mary's County have an active cardholder in them. For comparison, the amount of television households who use alternate delivery services (such as Hulu or Netflix) are around 33% (or 1 out of 3 households). The high market penetration St. Mary's County Library enjoys illustrates the value placed upon and demand for libraries in our community. The Library also has an above average new cardholder retention rate (the rate at which our new library card signups remain active and engaged with our Library) with nearly 50% of our new cardholders remaining active. We compare very favorably with other libraries nationally in both percentage of households engaged and customer retention.

These are only a few of the results from the library's customer satisfaction survey. To read a summary of the survey results, visit www.stmalib.org.

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