



**Main Library
Catawba County Library System
115 West C Street
Newton, NC 28658**

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Survey : Locals love their library

Patrons have high regard for Catawba County Library System, according to a recent customer survey conducted by the library system.

Nearly 500 surveys were completed by individuals at all seven branches. Of those, nearly all gave the library system an “excellent” rating.

The library’s goal is to achieve a minimum of 95 percent “excellent” or “good” ratings from the survey. This year, approximately 99 percent of customers gave the library those ratings.

Patrons who took the time to fill out the surveys at the seven library locations were asked to make suggestions to improve service, improve the collection and facilities.

Some written comments tell their own story about how the library is touching lives. One person was especially impressed with a staff member. “She’s a saint,” the person wrote. “The most helpful and friendly person east of the Mississippi and possibly west of the Mississippi.”

Others mentioned economic benefits of the library which is particularly important these days. A customer at Maiden noted, “It has been a godsend for my family. I couldn’t survive without (it).”

A customer at Southwest is impressed with availability of library computers. “It’s very helpful to me as I do not have a computer. (The library) saves me lost of cash,” while a St. Stephens patron was grateful to library resources for another reason: “(The library) helped improve my English.”

The annual survey, part of the county library’s management goals, encourages the public to respond to specific questions about how well the library is doing and what services are effective.

The survey also reminds customers of some services they may not know about or have forgotten about. Among them were questions about using mobile apps for Smartphones, on-line catalog, paying library fees on-line and managing accounts on line such as placing holds and renewing items. A new service mentioned on the survey was aimed at spreading the word about on-line requests for purchases for the library collection.

In addition to rating library service, customers were asked to indicate where they receive most of their library information. Despite the many ways to share information these days, traditional word of mouth remains the most effective, followed by the library website and community newspapers. Less frequently used were email, social media, displays, flyers, newsletters and broadcast media.

Catawba County Library System is headquartered in Newton with branches in Conover, Claremont, Maiden, St. Stephens, Sherrills Ford and Southwest (Mountain View).