Buffalo & Erie County Public Library System Profile
Adult Survey Results and Community Implications

Report Information
Topic: Summer Reading
Programs: See full list on page 2
Date Range: None

Overview

Wherever public libraries are working, possibility lives. People who work in public libraries know that library services open new opportunities for anyone who enters – putting people on the path to literacy, technological know-how, or a better job. Libraries see evidence of this every day – what they are often missing is the data to support it. Measuring outcome data helps libraries demonstrate the good they are doing and the value their impact is having in the community. For example, the Project Outcome: Year in Review 2016 Annual Report sites that nearly 80% of library users surveyed report that library programs and services have had some kind of positive impact on their lives in the last year, with a majority of patrons reporting that the educational aspect of these programs and services is what they like most. And these patron benefits are in high demand. Patrons most commonly suggested improvement for the library is new, more, or more frequent classes and programs.[i]

Buffalo & Erie County Public Library System Profile Survey Work

Buffalo & Erie County Public Library System Profile conducted follow-up surveys to program participants to collect data and insights about how their summer reading services and programs are supporting community needs. Buffalo & Erie County Public Library System Profile surveyed patrons using the **Project Outcome Summer Reading Adult Survey**, which measures patron-reported outcomes after a period of time has passed. A total of **111** survey responses were collected.

Results

A total of **111** survey responses were collected. Of the percentage of patrons surveyed who either **agreed or strongly agreed** that they benefited from the service or program:
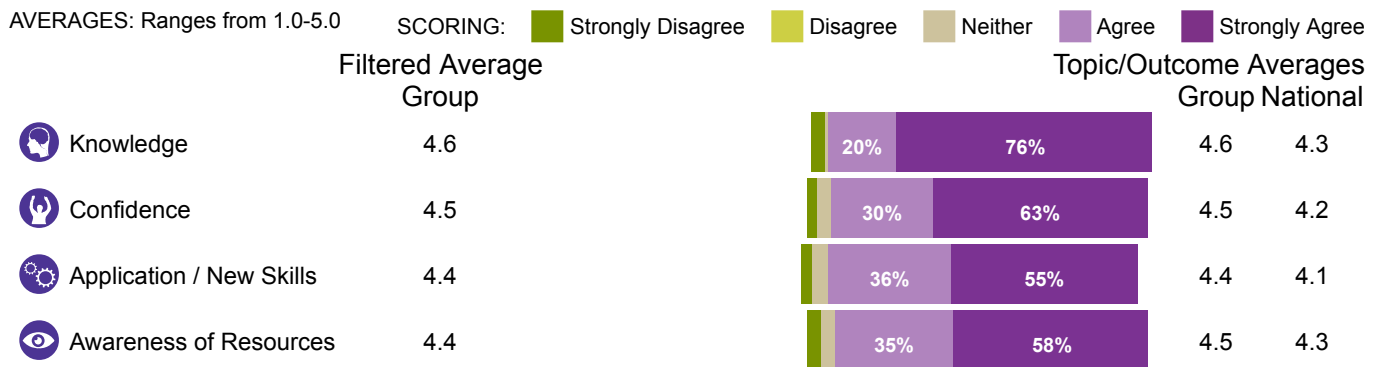
96% learned something new from what they read or experienced

91% read more often

93% enjoy reading more

93% want to use the library more often

The full results of the survey(s) are shown below.

AVERAGES: Ranges from 1.0-5.0   SCORING: ■ Strongly Disagree ■ Disagree ■ Neither ■ Agree ■ Strongly Agree

	Filtered Average Group			Topic/Outcome Averages Group	National
Knowledge	4.6	20%	76%	4.6	4.3
Confidence	4.5	30%	63%	4.5	4.2
Application / New Skills	4.4	36%	55%	4.4	4.1
Awareness of Resources	4.4	35%	58%	4.5	4.3

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1

A total of **111** survey responses were collected across 37 libraries. The Response Rate is based on the number of surveys distributed to each library.

Program Name	Survey Name	Response Rate
Summer Reading - 7/1/2017	Summer Reading - Adult - WSE*	0.00%
Summer Reading - 7/1/2017	Summer Reading - Adult - Amherst (4)	19.00%
Summer Reading - 7/1/2017	Summer Reading - Adult - City of Tonawanda	16.00%
Summer Reading - 7/1/2017	Summer Reading - Adult - CON	20.00%
Summer Reading - 7/1/2017	Summer Reading - Adult - OPK	28.00%
Summer Reading - 7/1/2017	Summer Reading - Adult - NCO	12.00%
Summer Reading - 7/1/2017	Summer Reading - Adult - MAR	0.00%
Summer Reading - 7/1/2017	Summer Reading - Adult - LNC	20.00%
Summer Reading - 7/1/2017	Summer Reading - Adult - LCW	16.00%
Summer Reading - 7/1/2017	Summer Reading - Adult - Town of Tonawanda (2)	8.00%
Summer Reading - 7/1/2017	Summer Reading - Adult - Hamburg (2)	18.00%
Summer Reading - 7/1/2017	Summer Reading - Adult - GRI	32.00%
Summer Reading - 7/1/2017	Summer Reading - Adult - ELM	0.00%
Summer Reading - 7/1/2017	Summer Reading - Adult - EDN	12.00%
Summer Reading - 7/1/2017	Summer Reading - Adult - EAU	96.00%
Summer Reading - 7/1/2017	Summer Reading - Adult - COL	0.00%
Summer Reading - 7/1/2017	Summer Reading - Adult - CLA	0.00%
Summer Reading - 7/1/2017	Summer Reading - Adult - Cheektowaga (2)	4.00%
Summer Reading - 7/1/2017	Summer Reading - Adult - BOS	0.00%
Summer Reading - 7/1/0017	Summer Reading - Adult - ANG	4.00%
Summer Reading - 7/1/2017	Summer Reading - Adult - ALD	0.00%
Summer Reading - 7/1/2017	Summer Reading - Adult - NST	28.00%
Summer Reading - 7/1/2017	Summer Reading - Adult - Buffalo (9)	2.70%

* West Seneca Public Library was closed for construction during the survey period. Surveys were not distributed in the temporary space.

Topic: Summer Reading

Survey Type: Adult | Report Created On: 11/8/2017

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2

Additional Survey Information

The library also asked the following questions:

- What did you like most about the program/service?
- What could the library do to help you continue to learn more?

About the Surveys

The Project Outcome surveys were developed by the Public Library Association's Performance Measurement Task Force, which is comprised of a diverse group of public and state library leaders, consultants, data researchers and analysts. The surveys are designed to help libraries measure the outcomes of programs and services and the impact they have on patrons. The results are intended to show a direction of change, not rigorous statistical proof of change. To learn more about Project Outcome, visit www.projectoutcome.org (https://www.projectoutcome.org).

Implications for Community Impact

Summer reading programs are an essential public library service that benefits a range of patrons from children, teens and adults. Public libraries intend summer reading programs to be engaging and fun while providing structure that supports ongoing learning opportunities for adults and protects against literacy backsliding for children out of school.

- According to the Library Research Service, Colorado State Library, adult summer reading programs benefit patrons by providing opportunities in literacy development and exposure to new literary genres. Summer reading programs promote the value of reading and its immense benefits, including reduced stress and modeling good reading behavior for children.[ii]
- Adults continue to pursue interests and self-growth, such as reading, past formal education. According to research produced by the Pew Research Institute, 74% of adults are "personal learners," which means they do activities such as reading or taking classes tied to personal interests. There are a multitude of social and psychological benefits that come from personal learning. According to Pew, 87% of personal learners feel well-rounded and 64% reported their learning helped them make new friends.[iii]
- Most people in the United States view public libraries as an integral part of the education system by providing resources to everyone, while also being advocates of digital and information literacy. A recent report produced by the Pew Research Institute found that those over the age of 15 feel that public libraries have an important role in fulfilling the educational needs of the community they serve. In addition, 78% feel libraries adequately encourage literacy and an enthusiasm for reading.[iv]

Sources

[i]Project Outcome. "Project Outcome: A Year in Review 2016 Annual Report," Accessed March 23, 2017. https://www.projectoutcome.org/annual-report (https://www.projectoutcome.org/annual-report)

[ii]Linda Hofschire. "Summer in Colorado Means Reading Programs for All Ages." Fast Facts – Recent Statistics from the Library Research Service (2011). Accessed April 20, 2016. https://www.lrs.org/documents/fastfacts/300_SummerReading.pdf (https://www.lrs.org/documents/fastfacts/300_SummerReading.pdf)

[iii]John B. Horrigan. "Lifelong Learning and Technology." Pew Research Center (2016). Accessed April 20, 2016. http://www.pewinternet.org/2016/03/22/lifelong-learning-and-technology/ (http://www.pewinternet.org/2016/03/22/lifelong-learning-and-technology/)

[iv]John B. Horrigan, Lee Rainie, and Dana Page. "Libraries at the crossroads." Pew Research Center (2015). Accessed October 23, 2015. http://www.pewinternet.org/files/2015/09/2015-09-15librariesFINAL.pdf (http://www.pewinternet.org/files/2015/09/2015-09-15librariesFINAL.pdf)

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3