

Applied Survey Research Analysis

Lucy Casey

Survey Research, San Jose State University

1. Research question

The research question for my survey is “*How aware are Parsippany-Troy Hills community members of the range of services offered by Parsippany Library?*” Answering this question will help Parsippany Library staff understand which types of services community members are most aware of, and thus approach outreach and marketing the library in a more effective way.

2. Concepts associated with the research question.

Given the research question “*How aware are Parsippany-Troy Hills community members of the range of services offered by Parsippany Library?*” These are the concepts that will be measured in the survey:

- Community Members:
 - Age groups
 - Township residency
 - Library card holder status
- Parsippany Library Service Awareness:
 - Awareness of specific library services
 - How community members learned about services
 - Perceived relevance of library services
 - Frequency of library service use

3. Survey respondents

At the time of the survey, respondents are Parsippany-Troy Hills community members.

Parsippany community members reside in the surrounding area of the Parsippany Township, including Mount Tabor and Lake Hiawatha. To effectively reach a majority of community members, a link to the survey will be distributed in the *Parsippany Mayor's Newsletter*, through local digital newspapers, and on the Parsippany Library website and social media accounts.

4. Survey questionnaire

Parsippany Library Services Awareness Survey

1. Do you live in or regularly use services in the Parsippany-Troy Hills area?
 - Yes
 - No (*Please exit the survey*)
2. Do you currently have a Parsippany Library card?
 - Yes
 - No
 - Not sure
3. In the past three months, how many times have you used Parsippany Library services?
 - 0 times
 - 1–2 times
 - 3–5 times
 - 6–10 times
 - 11+ times
4. Before today, which of the following services did you know Parsippany Library offers?
Select all that apply.
 - Borrowing print books and materials
 - eBooks and/or Audiobooks
 - Online research databases
 - Children's programs
 - Teen Programs
 - Adult programs
 - Technology help (Tech Tuesday or classes)
 - Public computers and free Wi-Fi
 - Business services (printing, scanning, copying)
 - Meeting and study rooms
 - Notary services
 - Library of Things (borrowing non-book library materials)
 - Other services (*if picking this option, please specify*): _____
 - None of the above
5. Overall, how aware do you feel you are of the full range of services offered by Parsippany Library?
 - Not at all aware
 - Slightly aware
 - Somewhat aware
 - Moderately aware
 - Very aware
6. Where do you usually learn about Parsippany Library services and events? *Select all that apply.*

- Library website
- Library email newsletter(s)
- Social media (Instagram, Facebook, etc.)
- In-library signage
- Word of mouth from friends and family
- Schools or PTA communications
- Township communications
- Local news resources (ParsippanyFocus, PATCH, etc.)
- Community calendars
- Other: _____
- I don't usually hear about library services or events

7. What are your top two preferred ways to receive updates about library services and events? *Select up to 2.*

- Library email newsletter(s)
- Social media
- Text alerts
- Library website
- Township communications
- In-library signage
- Other: _____

8. To what extent do you agree or disagree with this statement - "Parsippany Library offers services and programs that are relevant to my needs and interests."

- Disagree 1 2 3 4 5 Agree

9. How easy is it to find information about library services and events?

- Very difficult
- Somewhat difficult
- Neither difficult nor easy
- Somewhat easy
- Very easy

10. What challenges do you encounter that stops you from using Parsippany Library services? *Please select up to three.*

- I don't visit the library often
- I don't follow the library online
- I don't know where to look for information
- Too much information to keep up with
- Library updates aren't posted where I check
- Not interested in most library services
- Nothing-it's easy to stay informed
- Other please specify _____

11. Which age group are you in?

- Under 18

- 18–24
- 25–34
- 35–44
- 45–54
- 55–64
- 65+
- Prefer not to say

5. How the survey questions measure the relevant concepts

The list below shows which survey questions measure which concepts:

- Community Members:
 - Age groups – Question 11
 - Township residency – Question 1
 - Library card holder status – Question 2
- Parsippany Library Service Awareness:
 - Awareness of specific library services – Question 4
 - How community members learned about services – Question 6
 - Perceived relevance of library services – Question 8
 - Frequency of library service use – Question 3

6. Cover letter

Cover Letter

Dear Parsippany-Troy Hills Community Member,

You are invited to participate in a brief survey about your awareness of the range of services offered by Parsippany Library. Library services include free resources and support for community members; such as borrowing books and non-book materials, accessing digital resources like eBooks and databases, attending programs for children, teens, and adults, using public computers and Wi-Fi, technology help, and more.

The purpose of this survey is to better understand which Parsippany Library services community members are most aware of and how they learn about these services. Your feedback will help Parsippany Library staff improve outreach and marketing so that residents in Parsippany-Troy Hills—including Mount Tabor and Lake Hiawatha—can easily discover and benefit from what the library offers.

The survey should take about 5-8 minutes to complete. Your participation is voluntary and the survey is anonymous. You may skip any question you prefer not to answer and you may stop at any time. No personally identifying information will be collected, and your responses will be reported only in summary form.

By clicking the link below and completing the survey, you are consenting to participate in this study:

<http://parsippanylibrary.org/study/communitymembers/libraryservices/>

The survey will be available for three weeks from December 1, 2025 to December 22, 2025 – thank you for taking the time to share your input. If you have any questions about this survey, please contact Parsippany Library at 973-887-5150.

Sincerely,

Parsippany Library Staff

7. Description of how pilot testing is done and what feedback is received. Explanation of how the questionnaire is revised based on pilot testing feedback.

My pilot tester was a 37 year old Parsippany resident who is a Parsippany Library patron, but doesn't regularly utilize library services. She was complimentary overall of the survey itself, but had some feedback regarding the questionnaire response options. To clarify response options, I adjusted the order of Question 4 and Question 5. She felt that the original language used for Question 10 "***What makes it hard for you to utilize Parsippany Library services?***" was not reflective of the answer options. I adjusted Question 10 to the current version, "***What challenges do you encounter that stops you from using Parsippany Library services?***" in order to set up a clearer, more cohesive question.

8. One example of univariate analysis for the survey data.

I will use frequency distribution for Question 4 to measure the core "awareness" for each service option.

9. One example of bivariate analysis for the survey data.

A bivariate analysis that I would like to examine is if higher service-use frequency (Question 3) is related to greater awareness of the range of services (Question 5). Both variables are ordinal, and I would use Gamma as the bivariate measure for the analysis.

Disclosure – I used ChatGPT to assist in evaluating which survey questions measure relevant concepts in my questionnaire.