



Pro Sign Up Sign Up FREE Sign In

# Public Comment -- The Seattle Public Library Brand Redesign

Survey data trends only

Question Summaries Data Trends

All Pages

Like Tweet LinkedIn

**14083** responses  
 9/17/2015 - 10/16/2015  
 172 views

Q1

The proposed new brand changes the name from "The Seattle Public Library" to "Seattle Public Libraries." For you personally, what is the difference between the two names?

Answered: 12,994 Skipped: 1,089

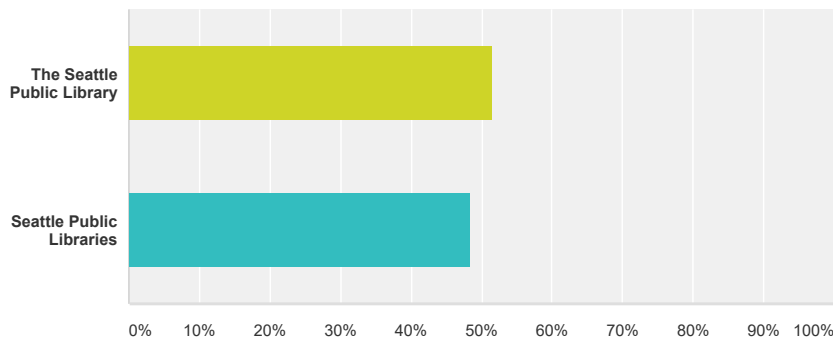
Answer Choices	Responses
"The Seattle Public Library" is:	96.78% 12,575
"Seattle Public Libraries" is:	97.18% 12,627

**Need insights?**  
 SurveyMonkey has dozens of expertly-designed survey templates.  
 Sign up FREE or [Learn more](#)

Q2

Which better evokes the value of communities?

Answered: 13,162 Skipped: 921



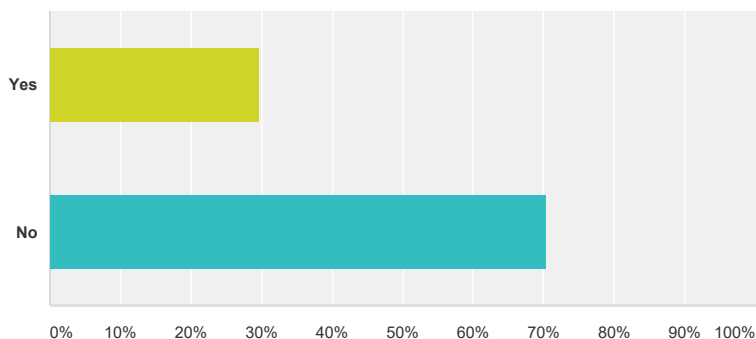
Answer Choices	Responses
The Seattle Public Library	51.56% 6,786
Seattle Public Libraries	48.44% 6,376
Total	13,162

Q3

Does the proposed name change help us move forward as an essential part of the

### Seattle community?

Answered: 13,669 Skipped: 414

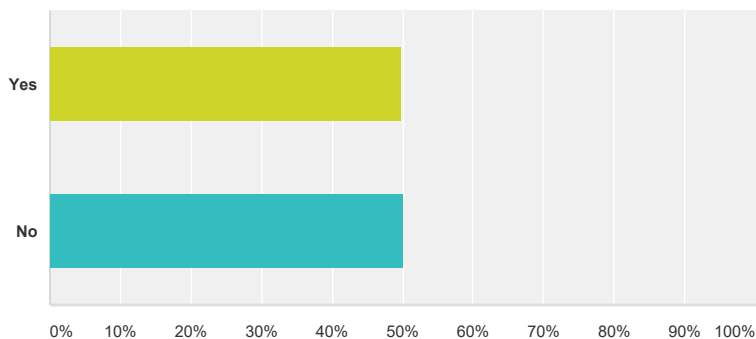


Answer Choices	Responses	Count
Yes	29.70%	4,060
No	70.30%	9,609
Total		13,669

#### Q4

The following is what is known as a brand statement. This brand statement is one of the guiding principles of the organization: "The Library provides access to knowledge, experiences and learning for all. We preserve and create opportunities for the people of Seattle who make it such a dynamic and desirable place to live. When we're empowered as individuals, we become STRONGER TOGETHER." Will this brand statement move us forward as an essential part of the Seattle community?

Answered: 13,013 Skipped: 1,070



Answer Choices	Responses	Count
Yes	49.96%	6,501
No	50.04%	6,512
Total		13,013

#### Q5

### Any additional thoughts on the brand statement?

Answered: 8,820 Skipped: 5,263

Q6

### Please share your thoughts regarding Logo A

Answered: 12,722 Skipped: 1,361

Q7

### Please share your thoughts regarding Logo B.

Answered: 12,694 Skipped: 1,389

Q8

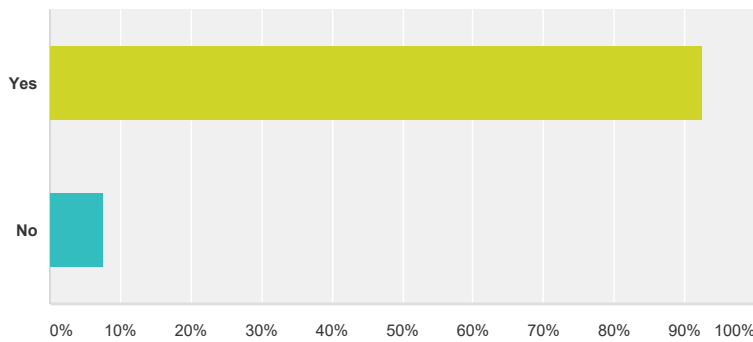
### Please share your thoughts regarding logo C.

Answered: 12,659 Skipped: 1,424

Q9

### Are you a cardholder of The Seattle Public Library?

Answered: 13,054 Skipped: 1,029

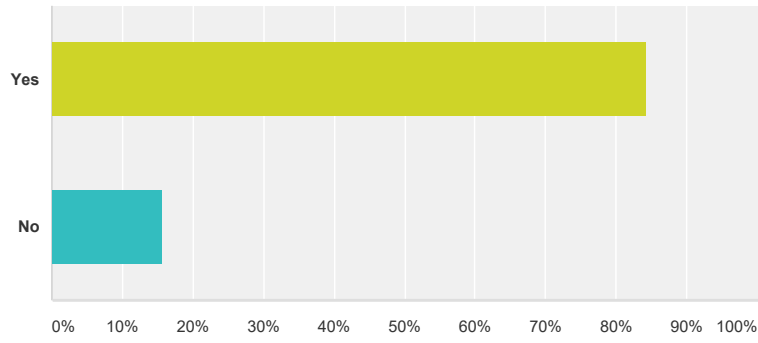


Answer Choices	Responses
Yes	92.54% 12,080
No	7.46% 974
Total	13,054

Q10

### Are you a resident of the City of Seattle?

Answered: 13,026 Skipped: 1,057



Answer Choices	Responses
Yes	84.45% 11,000
No	15.55% 2,026
Total	13,026

Q11

**Please share any additional comments.**

Answered: 5,060 Skipped: 9,023

Powered by  SurveyMonkey™

Check out our [sample surveys](#) and [create your own now!](#)