



GODBE RESEARCH
Gain Insight



Butte County Library

2008 Community Survey

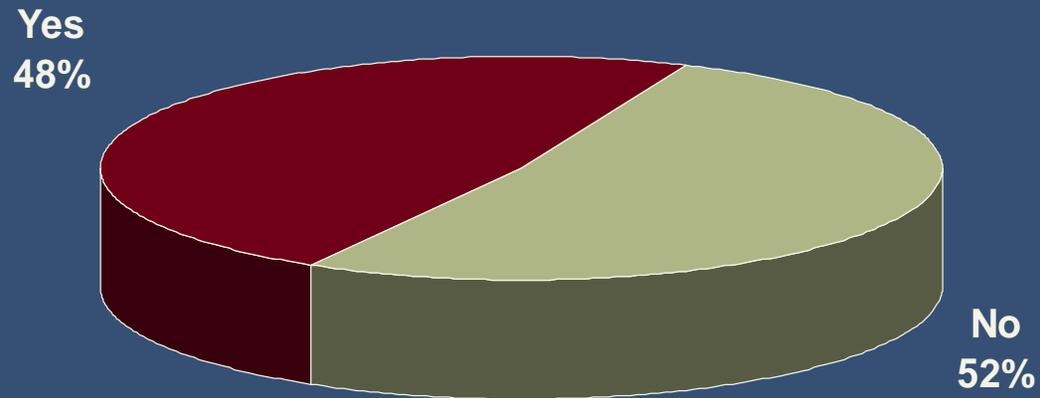
January 2009

Methodology Overview

- Data Collection Telephone Interviewing
- Universe 169,624 adult residents of Butte County
- Fielding Dates September 20 to 24, 2008
- Interview Length 18 minutes
- Sample Size 450 residents, which includes a subset of 300 likely November 2008 voters
- Margin of Error $\pm 4.6\%$ for the overall sample
 $\pm 5.6\%$ for the subset of voters

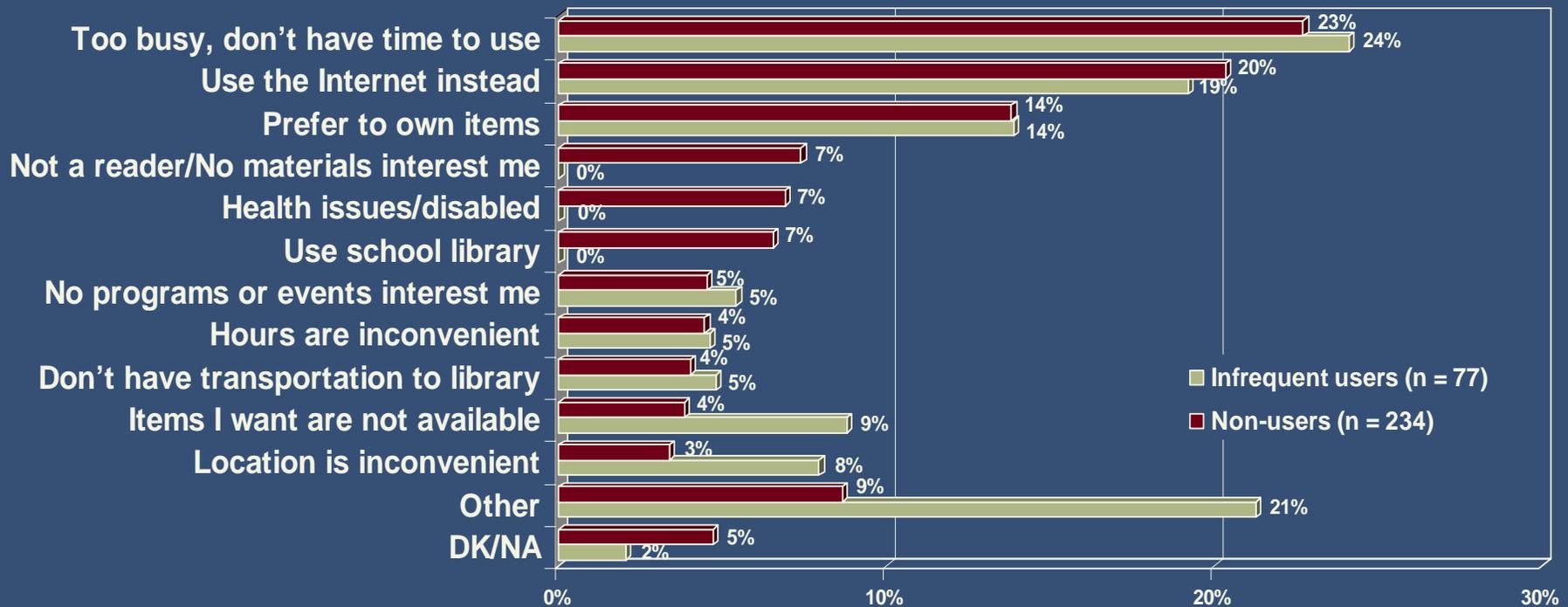
Library Use

Approximately half of the residents surveyed reported that they had visited a public library branch in Butte County within the past 12 months, whereas the other half reported that they had not. The American Library Association estimates that two-thirds of Americans are library card holders and users (2006), so these results suggest that library use among Butte County residents is slightly below the national average.



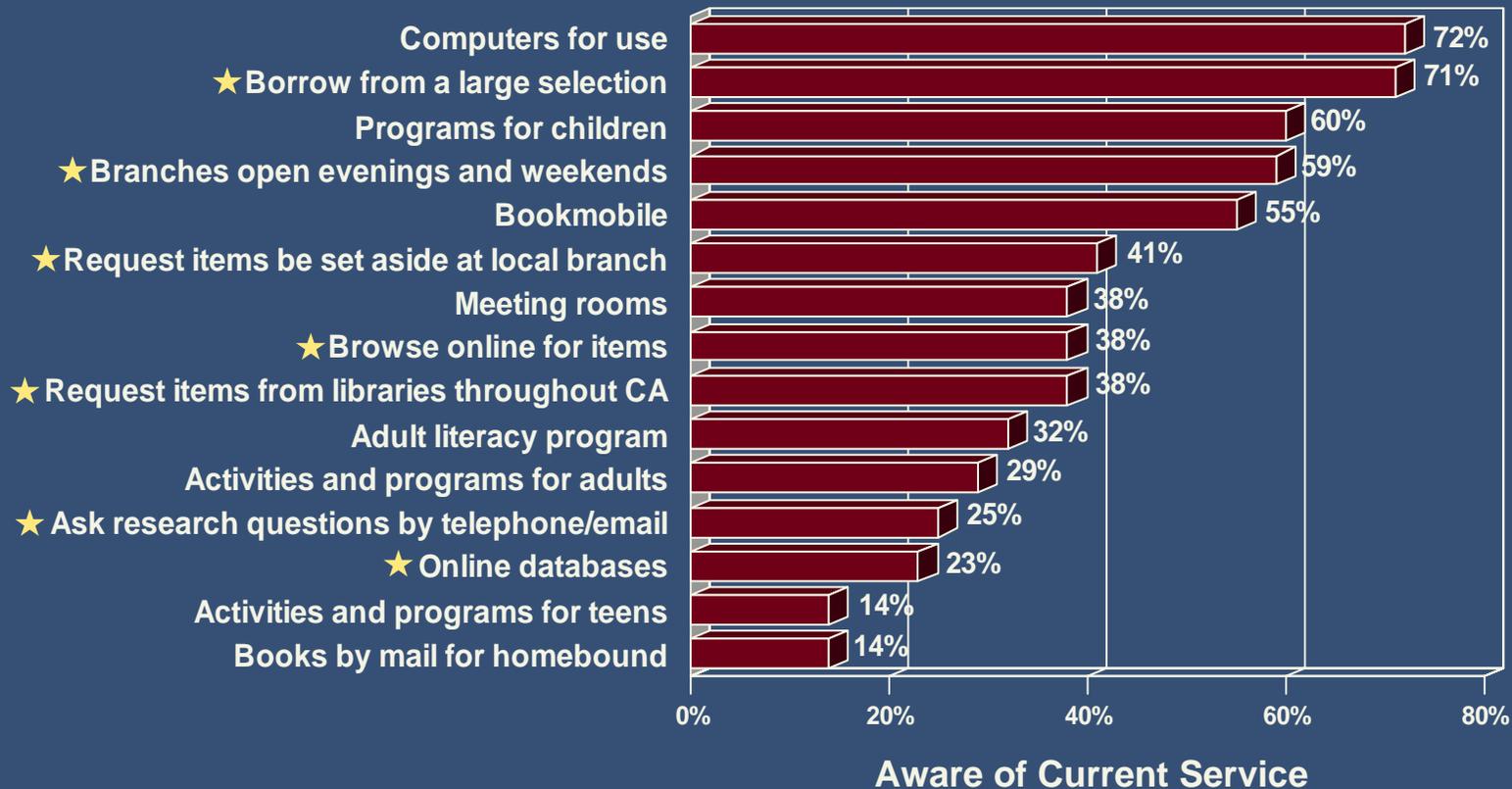
Reasons for Non-Use

Among the residents who do not use the library (n = 234) and those who use the library just a few times a year or less (n = 77), the most frequently mentioned reasons for not visiting the library largely reflect personal preferences, rather than a defect or problem with the library. Specifically, the three most frequently mentioned responses included the following: “Too busy, don’t have time to use”; “Use the Internet instead”; and “Prefer to own the items.” When interpreting the responses regarding a preference for the Internet, it is important to also note that the residents who access the Internet are more likely to be library users. Library use and use of the Internet tend to go hand in hand, rather than being in competition with one another.



Awareness of Current Services (Non-Users)

The residents who do not use the library (n = 234) were read a list of 15 library services and features and asked whether they knew about each. As shown in the chart below, less than 50 percent of the library non-users reported that they were aware of 10 of the 15 services. Overall, the library non-users were most aware of traditional library services and features, such as the availability of computers (72%) and the selection of materials (71%), and less aware of online or remote services and features, such as browsing online for items (38%), asking staff a research or reference question by telephone or email (25%), and the availability of online databases (23%).



Recommendations

- Library use is below the national average, as such, a general recommendation is to increase residents' use of the library system.
- The results suggest a strategic approach to marketing services and increasing awareness:
 - A first priority is offering information on Interlibrary services, ability to browse online for items, online databases and articles, and availability of library staff to answer research questions by telephone and email.
 - A second priority is offering information on place a hold services, evening and weekend hours at branches, and the large selection of materials.

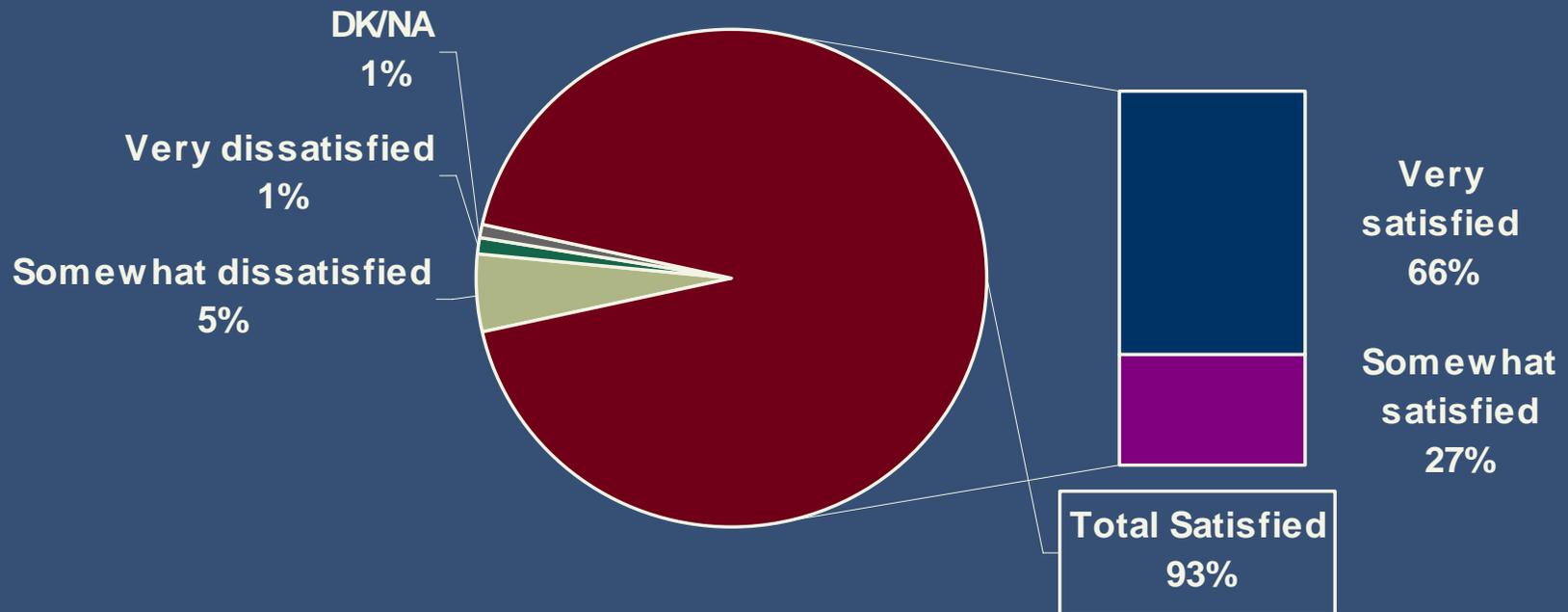
Use of Library Branches

The table below shows the regional differences in use of the Butte County Library branches, and it combines responses to the two questions on library branches visited. Overall, residents who use the library primarily visit the branch located in their region. Specifically, more than 95 percent of the residents in the regions of Chico, Oroville, and Paradise visit their respective branch. At the same time, 25 percent of the library users in the Oroville region and 36 percent of the library users in the Paradise region also visit the Chico branch. Additionally, 42 percent of the library users who reside in the Gridley, Biggs and Durham region visit the library branch in Chico. It is also important to note that use of other library branches was the lowest among residents of the Chico region. Given that the Chico branch is the only library open seven days a week, this result suggests that the other library branches would benefit from additional service hours to meet the needs of their local residents.

	Area of Residence			
	Chico	Oroville	Paradise	Gridley, Biggs and Durham
Total	91	51	45	35
Chico branch	98.1%	24.6%	36.3%	41.5%
Oroville branch	4.8%	96.2%	1.7%	11.8%
Paradise branch	3.3%	3.5%	95.6%	0.0%
Gridley branch	0.0%	5.3%	0.0%	51.0%
Durham branch	6.5%	3.8%	1.4%	28.5%

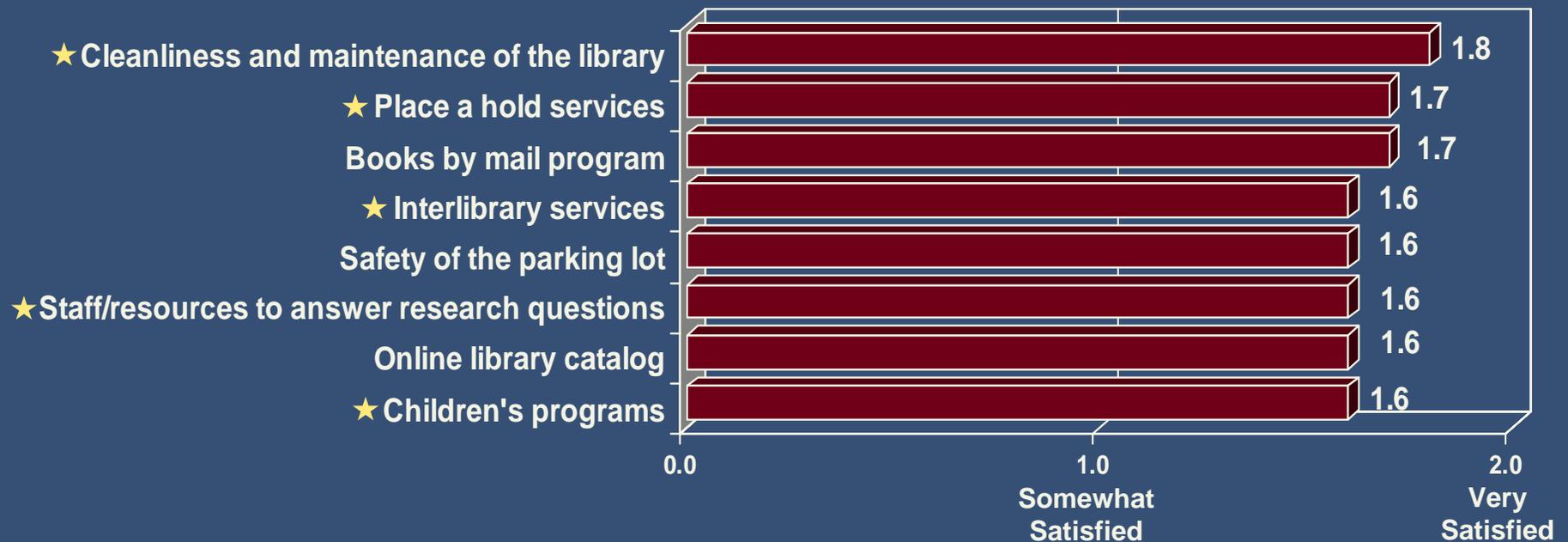
Satisfaction with Butte County Library

The survey revealed that library users (n = 216) are highly satisfied with the public library within Butte County. Specifically, 9 out of 10 library users reported that they are satisfied. When asked to clarify their level of satisfaction, 66 percent reported that they are “very satisfied” and 27 percent reported that they are “somewhat satisfied.”



Satisfaction with Services and Features

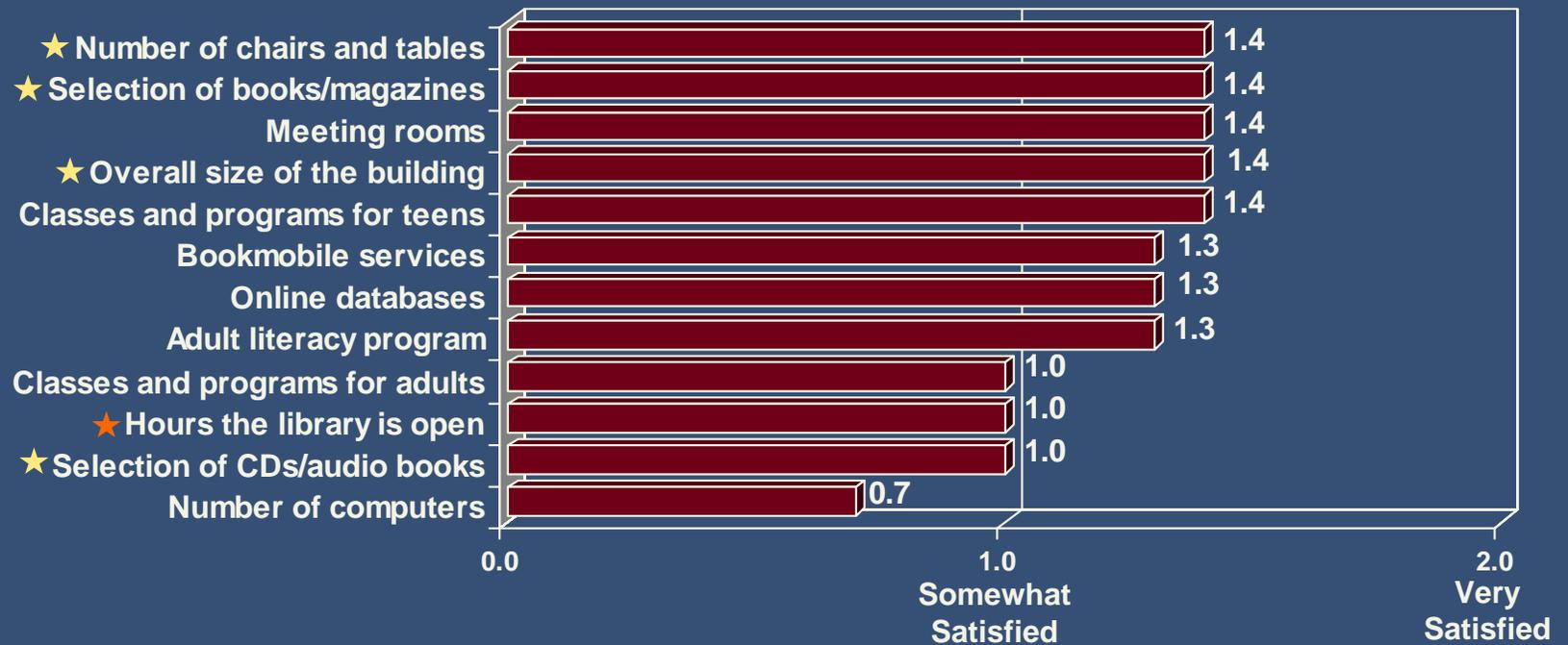
The library users were read a list of 20 library services and features, and they were asked to rate their satisfaction with each. The ratings were coded and averaged, such that the higher the score, the higher the satisfaction with a service. Overall, the satisfaction ratings of the services were quite high, and 19 out of 20 earned mean scores above 1.0 which indicates that the average library user is at least “somewhat satisfied.” Shown in the chart below are the 8 services that received higher than average satisfaction scores



Please note: the responses were recoded to calculate mean scores:
“Very Satisfied” = +2, “Somewhat Satisfied” = +1, “Somewhat Dissatisfied” = -1, and “Very Dissatisfied” = -2.

Satisfaction with Services and Features

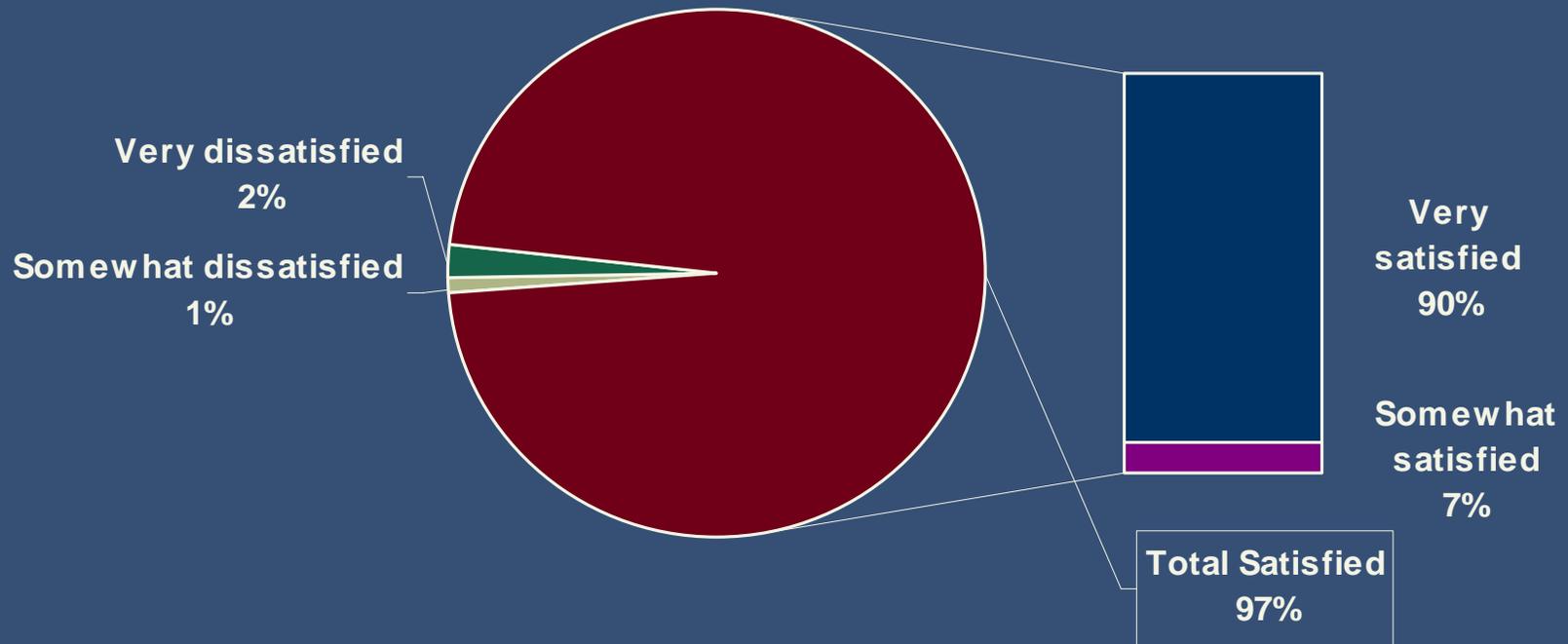
The following chart shows the library services and features that earned average satisfaction scores (1.4) or below average satisfaction scores. The feature with the lowest satisfaction score was the number of computers with Internet access. Although 47 percent of the library users reported that they are satisfied with this feature, 19 percent reported that they are dissatisfied, and the remaining 34 percent did not offer an opinion.



Please note: the responses were recoded to calculate mean scores:
"Very Satisfied" = +2, "Somewhat Satisfied" = +1, "Somewhat Dissatisfied" = -1, and "Very Dissatisfied" = -2.

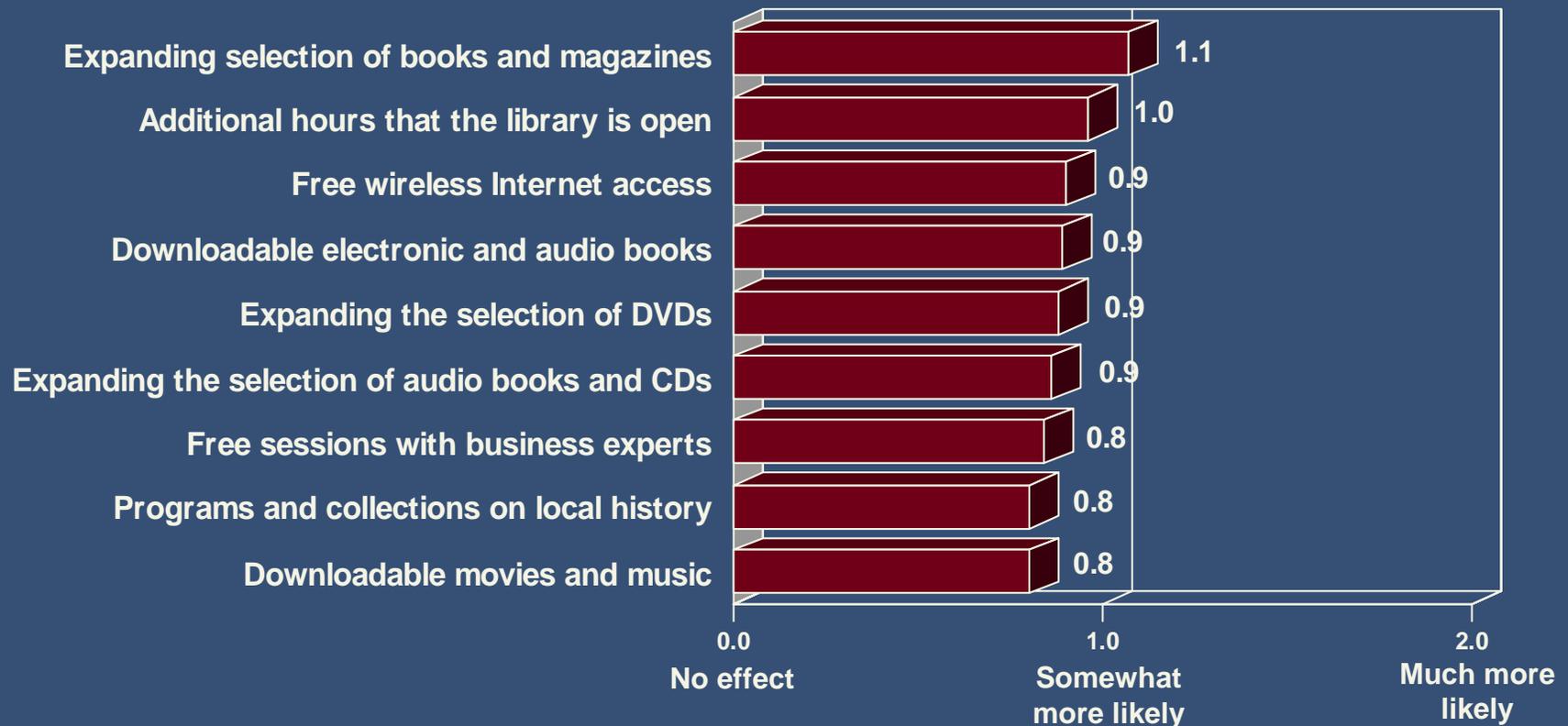
Satisfaction with Staff Interaction

An overwhelming majority of the library users who had interacted with staff (n = 146) were satisfied with the interaction. Further, fully 90 percent of these library users reported that they were “very satisfied.” These ratings indicate excellent work on the part of library staff.



Influence of Potential Services and Features

The residents surveyed were read a list of 19 potential services and features, and they were asked whether each would influence their households' use of the library. Shown in the chart below are the services that are relatively more likely to influence library use among county households. As a whole, the residents responded the most positively to expanding the library collection and offering additional library hours.



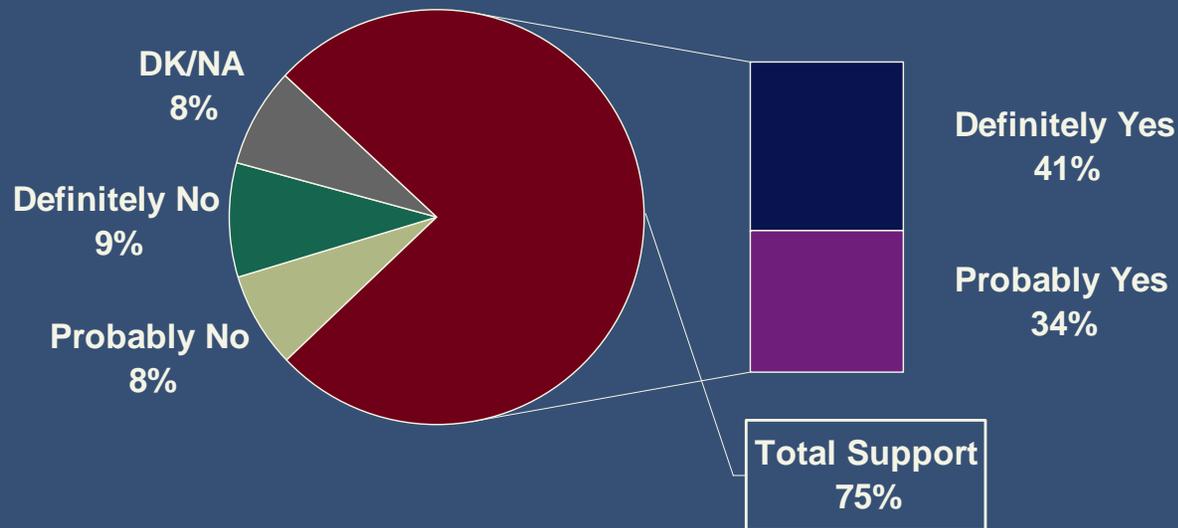
Please note: the responses were recoded to calculate mean scores:
"Much more likely" = +2; "Somewhat more likely" = +1; "No effect" = 0.

Recommendations

- Residents who use the library tend to rely on their local branch – highlighting the need for well developed services and features at library branches throughout the county.
- Overall, the residents who use the library are highly satisfied with the Butte County Library and their interactions with library staff.
- The results suggest a strategic approach to improvement and maintenance of services and features:
 - Priority to improve: selection of books, magazines, CDs and audio books; number of chairs and tables; size of the library building; and hours the library is open.
 - Priority to maintain: staff or resources to answer research questions; Interlibrary services; place a hold services; children’s programs; and cleanliness and maintenance of the library.
 - Priority to add: free wireless Internet access; downloadable books, audio books, movies, and music; free sessions with tax, business, and legal experts; and programs and collections on local history.

Potential Voter Support for Sales Tax Measure

In the final substantive question of the survey, the subset of 300 voters were read a summary of a one-eighth cent sales tax measure to maintain and improve library services and facilities. In response, 75 percent of the voters indicated support for the measure with 41 percent “Definitely Yes” and 34 percent “Probably Yes.” Given the 6 percent margin of error for this question, we can conservatively estimate that support for the measure among all likely November 2008 voters is between 69 percent and 81 percent. Although previous questions in the survey may have influenced reported support for the measure, this initial test is a strong indication that a future measure could be viable.



In order to maintain and improve library services and facilities, such as:

- Maintain and expand library hours;
- Expand the selection of books, audio books, CDs, and DVDs;
- Increase the availability of computers with Internet access;
- Provide classes, programs, and tutoring for children and teens;
- Provide full access for persons with disabilities; and
- Expand library facilities

Shall Butte County Library enact a one-eighth cent sales tax with annual audits and reports to the community?



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