



### **For Immediate Release**

Contact: Derek Wolfgram, Butte County Library Director

Phone: (530) 538-7525

Email: [dwolfgram@buttecounty.net](mailto:dwolfgram@buttecounty.net)

## **Butte County Library survey identifies community priorities**

*Survey results will help shape future services*

OROVILLE At the January 6 Board of Supervisors meeting, Amelia Davidson, Ph.D, a consultant with Godbe Research in San Mateo, presented the results of a community survey about library services. Butte County Library commissioned Godbe to conduct a telephone survey of 450 Butte County residents in late September, funded collaboratively by all five Butte County Friends of the Library Groups and the library's endowment funds with the North Valley Community Foundation.

The survey investigated which services appeal to residents who do not use the Library, satisfaction with current services among residents who use the Library, potential new services that appeal to users and non-users, and community support for a potential future sales tax measure to maintain and improve services.

Highlights of the survey included:

- An overall satisfaction rating of 93% among library users, with 66% very satisfied and 27% somewhat satisfied
- A satisfaction rating of 97% for interactions with library staff, with 90% very satisfied and 7% somewhat satisfied
- While 20% of non-users and infrequent users said that they prefer to use the internet instead of visiting a library, people who use the internet regularly were also highly likely to be frequent library users; most people tend to use the internet and the library to complement each other rather than exclusively using one or the other
- Non-users indicated they might be more likely to use the Library if they knew more about interlibrary loan services, the ability to browse online for items, online databases and articles on the library website, and the availability of staff to answer research and reference questions by phone or email
- Most residents tend to use the library in their home communities, but residents in communities where libraries are open fewer hours were more likely to use the Chico branch
- Despite residents' high levels of satisfaction, they did indicate a desire for an increased selection of books, magazines, CDs and audio books; more seating; larger buildings; and more hours of service (hours were of particular concern in the smaller branches)
- The highest priorities for new services to add included free wireless access; downloadable books, audio books, movies and music; free sessions with tax, business and legal experts; and local history programs and collections
- 75% of registered voters surveyed indicated potential support for a future 1/8 cent sales tax to support library services and facilities, with 41% saying "Definitely yes" and 34% saying "probably yes." Support for a sales tax was highest among library users, but 67% of non-users also indicated support.

Library staff will utilize the survey results to establish budget priorities for the 2009-10 fiscal year, as well as developing a strategic plan identifying the most essential library services to meet the needs expressed by residents. Library Director Derek Wolfgram said, "The Library is delighted by the high levels of community support indicated by the survey results, and we look forward to using this information to enhance the services we currently offer and to attract even more Butte County residents to check out their local branch libraries." The full presentation is available online at [www.buttecounty.net/bclibrary](http://www.buttecounty.net/bclibrary).