

BUTTE COUNTY LIBRARY: 2008 Community Survey
Topline Report
October 2008

Butte County Library commissioned Godbe Research to conduct a survey of County residents to assess use and satisfaction with library services and features. The survey was conducted with the following research objectives: (a) identify the current library services and features that appeal to residents who do not use the library; (b) assess satisfaction with current library services and features among residents who use the library; (c) identify potential services and features that appeal to library users and non-users; and (d) gauge voter support for a sales tax measure to maintain and improve library services and facilities.

SURVEY METHODOLOGY

Overall, 450 residents in Butte County completed the survey, representing a total universe of approximately 169,624 adult residents in the County. The study parameters resulted in a margin of error of plus or minus 4.6 percent. Interviews were conducted from September 20 through September 24, 2008, and the average interview length was approximately 18 minutes.

In order to allow segmentation of the results by region of Butte County, approximately 11 percent of the interviews were completed in the region of Gridley, Biggs, and Durham. For the overall results presented in this report, the over-sampling was corrected by statistically weighting the data by this region's actual representation in the County population (6%).

Once collected, the sample of 450 respondents was compared with the adult population of Butte County (based on 2006 US Census Estimates) to examine possible differences between the demographics of the sample of respondents and the actual County population. The data were weighted to correct differences, and the results presented are representative of the adult population of Butte County in terms of gender, age, ethnicity and region of residence.

QUESTIONNAIRE METHODOLOGY

To avoid the problem of systematic position bias, where the order in which a series of questions is asked systematically influences the answers, several questions in the survey were randomized such that the respondents were not consistently asked the questions in the same order. The series of items in Questions 3, 4, 10 and 17 were randomized to avoid such position bias.

Questions 2, 6, 8, 13, 22, 23, 24, 26, and E allowed the residents surveyed to mention multiple responses. For this reason, the response percentages may sum to more than 100, and these represent the percent of the residents that mentioned a particular response, rather than the percent of total responses.

MEAN SCORES AND ROUNDING

In addition to the percentage breakdown of responses to each question, results for the questions relating to non-users' likelihood of using the library (Q4), users' satisfaction with library services and features (Q10), and the influence of potential services and features on residents' likelihood of using the library (Q17) include a mean score. For example, to derive the non-users' likelihood of using the library given a current service or feature (Q4), a number value is first assigned to each response category (in this case, "Much More Likely" = +2, "Somewhat More Likely" = +1, and "No Effect" = 0). The individual answer of each respondent is then assigned the corresponding number – from +2 to 0 in this example. Finally, all respondents' answers are averaged to produce a final score that reflects overall likelihood of using the library. The resulting mean score makes the interpretation of the data considerably easier. Responses of "Don't Know" (DK/NA) were not included in the calculations of the means for any question.

Conventional rounding rules apply to the percentages shown in this report, .5 or above is rounded up to the next number, and .4 or below is rounded down to the previous number. As a result, the percentages may not add up to 100 percent.

1. In the past 12 months, have you visited a public library branch in Butte County?

Yes	48%
No	52%

Library non-users (n = 234): Barriers to use and awareness of services

2. [ASK IF Q1 = NO OR DK/NA] What is the main reason you don't use or visit a Butte County public library more often? [DON'T READ CHOICES; RECORD MULTIPLE RESPONSES]

Too busy, don't have time to use	23%
Use the Internet instead	20%
Prefer to own the items (books, CDs, etc.)	14%
Not a reader/No materials interest me	7%
Health issues/Disabled	7%
Use school library	7%
No programs or events interest me	5%
Hours are inconvenient	4%
Don't have transportation to library	4%
Items I want are not available	4%
Location is inconvenient	3%
Other	9%
DK/NA	5%

Public libraries in Butte County offer a variety of services, and I would like to read you a few. For each one, please first tell me whether you know about the service, and then if it affects your likelihood of using the library.

3. Here's the (first/next): _____. Did you know about this library service?

	Yes	No	DK/NA
3A. Most library branches are open evenings and weekends	59%	40%	1%
3B. Borrow from a large selection of books, audio books, magazines, CDs, DVDs and more	71%	28%	0%
3C. Library staff are available to answer research questions by telephone and email	25%	75%	1%
3D. Computers for your use with Internet access and a variety of software	72%	27%	1%
3E. Request books, magazines, CDs, and DVDs from libraries throughout California for pick-up at your local branch	38%	61%	1%
3F. Request that items be set aside for you at your local branch - library staff will find books, CDs, and DVDs and have them waiting under your name at the library	41%	59%	0%
3G. Browse online for items available at library branches	38%	61%	1%
3H. Activities and programs for teens, such as movie nights and writing workshops	14%	84%	3%
3I. Programs for children, such as storytimes	60%	39%	1%
3J. Activities and programs for adults, such as book discussions, lectures, and films	29%	71%	0%
3K. Adult literacy program provides one-on-one tutors for adults who are learning to read	32%	67%	1%
3L. Meeting rooms for community organizations and small groups	38%	61%	1%
3M. Online databases with articles and information you can't get anywhere else on the Web, including arts, business, health and medicine, and consumer ratings	23%	76%	1%
3N. Library will send books by mail for residents who are homebound	14%	86%	1%
3O. Bookmobile brings books and other items to outlying areas of the county and assisted living facilities	55%	44%	1%

4. [GET ANSWER TO Q3 ITEM, THEN ASK:] Does this service make your household much more likely or somewhat more likely to use the library, or does it have no effect?

	Mean Score	Much More Likely	Somewhat More Likely	No Effect	DK/NA
4A. Most library branches are open evenings and weekends	0.7	20%	31%	49%	1%
4B. Borrow from a large selection of books, audio books, magazines, CDs, DVDs and more	0.6	13%	34%	53%	0%
4C. Library staff are available to answer research questions by telephone and email	0.7	18%	30%	52%	0%
4D. Computers for your use with Internet access and a variety of software	0.4	10%	16%	74%	0%
4E. Request books, magazines, CDs, and DVDs from libraries throughout California for pick-up at your local branch	0.6	15%	31%	54%	0%
4F. Request that items be set aside for you at your local branch - library staff will find books, CDs, and DVDs and have them waiting under your name at the library	0.7	18%	37%	45%	0%
4G. Browse online for items available at library branches	0.6	15%	27%	56%	1%
4H. Activities and programs for teens, such as movie nights and writing workshops	0.3	7%	10%	80%	2%
4I. Programs for children, such as storytimes	0.3	8%	12%	79%	1%
4J. Activities and programs for adults, such as book discussions, lectures, and films	0.4	7%	28%	64%	1%
4K. Adult literacy program provides one-on-one tutors for adults who are learning to read	0.1	3%	3%	94%	1%
4L. Meeting rooms for community organizations and small groups	0.4	9%	26%	65%	1%
4M. Online databases with articles and information you can't get anywhere else on the Web, including arts, business, health and medicine, and consumer ratings	0.7	19%	33%	49%	0%
4N. Library will send books by mail for residents who are homebound	0.4	10%	21%	68%	2%
4O. Bookmobile brings books and other items to outlying areas of the county and assisted living facilities	0.3	7%	11%	82%	1%

Mean Score Computation: "Much More Likely" = +2, "Somewhat More Likely" = +1, and "No Effect" = 0"

Library users (n = 216): Satisfaction and derived importance of services and features

5. [ASK IF Q1 = YES] On average, how often do you visit a public library branch in Butte County?

More than once a week	9%
Once a week	11%
Few times a month	26%
Once a month	18%
Few times a year or less	36%
DK/NA	1%

6. [ASK IF Q5 = FEW TIMES A YEAR OR LESS; n = 77] What is the main reason you don't use or visit a public library more often? [DON'T READ CHOICES; RECORD MULTIPLE RESPONSES]

Too busy, don't have time to use	24%
Use the Internet instead	19%
Prefer to own the items (books, CDs, etc.)	14%
Items I want are not available	9%
Location is inconvenient	8%
No programs or events interest me	5%
Don't have transportation to library	5%
Hours are inconvenient	5%
Other	21%
DK/NA	2%

7. Which public library branch do you visit the most often in Butte County? [IF RESPONDENT HESITATES, READ CHOICES; RECORD SINGLE RESPONSE]

Chico	47%
Oroville	24%
Paradise	21%
Gridley	5%
Durham	2%
DK/NA	1%

8. Have you visited any other public library branches in Butte County in the past 12 months? [IF RESPONDENT HESITATES, READ CHOICES; RECORD MULTIPLE RESPONSES]

Chico	20%
Durham	5%
Paradise	5%
Oroville	4%
Gridley	1%
Biggs	<1%
DK/NA	71%

9. In general, are you satisfied or dissatisfied with the public library within Butte County? [GET ANSWER, THEN ASK:] Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?

Very Satisfied	66%
Somewhat Satisfied	27%
Somewhat Dissatisfied	5%
Very Dissatisfied	1%
DK/NA	1%

10. Moving on, I'd like to hear your opinion of specific library services and features. For each of the following, please tell me if you are satisfied or dissatisfied. If you did not know about the service or feature, just let me know and we'll move on to the next.

Here's the (first/next), are you satisfied or dissatisfied with _____? [GET ANSWER, THEN ASK:] Is that very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?

	Mean Scores	Very Satisfied	Somewhat Satisfied	Somewhat Dissatisfied	Very Dissatisfied	DK/NA
10A. The hours the library is open	1.0	47%	32%	10%	7%	3%
10B. The selection of books and magazines that are available for checkout	1.4	59%	27%	4%	4%	6%
10C. The selection of CDs and audio books that are available for checkout	1.0	26%	28%	9%	3%	34%
10D. The availability of library staff and resources to answer research or reference questions	1.6	65%	23%	3%	1%	8%
10E. The number of computers with Internet access	0.7	28%	19%	11%	8%	34%
10F. Interlibrary services - request items from libraries throughout California for pick-up at your local branch	1.6	38%	12%	3%	0%	47%
10G. Place a hold services - library staff will find items and have them waiting under your name at your local branch	1.7	54%	11%	2%	1%	33%
10H. The online library catalog that allows you to search all library items	1.6	49%	16%	4%	1%	31%
10I. The availability of classes and programs for teens, such as movie nights and writing workshops	1.4	16%	6%	3%	0%	75%
10J. The availability of children's programs, such as story-times	1.6	37%	10%	3%	1%	49%
10K. The availability of classes and programs for adults, such as book discussions, lectures, and films	1.1	14%	12%	3%	2%	69%
10L. Meeting rooms for community organizations and small groups	1.4	27%	16%	2%	2%	53%

Mean Score Computation: "Very Satisfied" = +2, "Somewhat Satisfied" = +1, "Somewhat Dissatisfied" = -1, and "Very Dissatisfied" = -2

	Mean Score	Very Satisfied	Somewhat Satisfied	Somewhat Dissatisfied	Very Dissatisfied	DK/NA
10M. Online databases with articles and information on arts, business, health and medicine, and consumer ratings	1.3	24%	15%	3%	1%	57%
10N. The books by mail program for residents who are homebound	1.7	12%	6%	0%	0%	82%
10O. Bookmobile services for outlying areas of the county and assisted living facilities	1.3	17%	9%	2%	1%	70%
10P. The safety of the parking lot and surrounding area of the library	1.6	72%	19%	5%	1%	3%
10Q. The cleanliness and maintenance of the library	1.8	79%	18%	1%	0%	2%
10R. The number of chairs and tables available for reading or studying	1.4	54%	31%	3%	3%	9%
10S. The overall size of the library building	1.4	58%	31%	9%	1%	1%
10T. The adult literacy program that provides one-on-on tutoring for adults who are learning to read	1.3	12%	6%	1%	1%	79%

Mean Score Computation: "Very Satisfied" = +2, "Somewhat Satisfied" = +1, "Somewhat Dissatisfied" = -1, and "Very Dissatisfied" = -2

11. What is the single, MOST important improvement that you would like to see to the [PIPE IN RESPONSE TO Q7] library branch? [OPEN-ENDED RESPONSE; RECORD SINGLE RESPONSE]

Books that I want (incl. audio books)	20%
Computers or computer time	13%
Evening hours	10%
Library needs bigger building/more space	9%
Updated material	5%
Weekend hours	3%
Need more information on programs/events	2%
Open more days	2%
More activities/programs for children	2%
Music that I want (incl. CDs)	2%
Quieter or more places to read	1%
Nothing	13%
Other	9%
DK/NA	10%

Library users (n = 216): Interactions with library staff and ratings

12. Thinking of your most recent visit to a public library in Butte County, did you interact with any library staff or receive any help from a library staff member?

Yes	68%
No	31%
DK/NA	1%

13. [ASK IF Q12 = YES; n = 146] What did library staff help you with during your visit, or what was the reason for your interaction? [DON'T READ CHOICES; RECORD MULTIPLE RESPONSES]

Helped me find a book or other item	43%
Checked out my books/items	23%
Helped me access the Internet	12%
Looked up the answer to a research question	9%
Helped me find a section	7%
Provided information on community events/services	5%
Explained available services	5%
Helped me use the library catalog	3%
Programs/activities for children	3%
Photocopying	3%
Provided information on library events	2%
Programs/activities for adults	1%
Programs/activities for teens	1%
Other	9%
DK/NA	2%

14. Were you satisfied or dissatisfied with your interaction with library staff? [GET ANSWER, THEN ASK:] Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)? (n = 146)

Very Satisfied	90%
Somewhat Satisfied	6%
Somewhat Dissatisfied	1%
Very Dissatisfied	2%

15. [IF Q14 = VERY OR SOMEWHAT SATISFIED; n = 141] What is the single, MOST important reason you were satisfied with your interaction with library staff? [DON'T READ CHOICES, RECORD FIRST RESPONSE.]

Courtesy/politeness	57%
Accuracy of information provided	16%
How issue was resolved/addressed	13%
Ease of contact	5%
Time it took to answer question	4%
Other	2%
DK/NA	2%

16. [IF Q14 = VERY OR SOMEWHAT DISSATISFIED; n = 5] What is the single, MOST important reason you were dissatisfied with your interaction with library staff? [DON'T READ CHOICES, RECORD FIRST RESPONSE.]

Time it took to answer question	2
Lack of courtesy/politeness	1
Problem not resolved	1
DK/NA	1

County residents (n = 450): Likelihood of using potential library services and features

17. The Butte County Library is considering how to better serve residents in the future by improving or adding library services and features. I'm going to read you a list of these potential services and features. For each one, please tell me if it would make your household more likely to use the library.

Here is the (first/next): _____, would this feature make your household much more likely or somewhat more likely to use the library, or would it have no effect?

	Mean Score	Much More Likely	Somewhat More Likely	No Effect	DK/NA
17A. Free wireless Internet access at library branches	0.9	34%	21%	44%	1%
17B. Additional hours that the library is open	1.0	32%	31%	36%	1%
17C. Café in the library with beverages and snacks	0.8	26%	23%	50%	1%
17D. Individual study and quiet reading rooms	0.6	18%	24%	57%	1%
17E. Electronic books and audio books that can be downloaded to your personal computer	0.9	32%	25%	43%	1%
17F. Movies and music that can be downloaded to your personal computer	0.8	27%	25%	47%	1%
17G. Expanding the selection of books and magazines at library branches	1.1	38%	30%	32%	0%
17H. Expanding the selection of audio books and CDs at library branches	0.9	28%	29%	42%	1%
17I. Expanding the selection of DVDs at library branches	0.9	26%	35%	39%	1%
17J. Free classes on how to use computers and the Internet	0.7	26%	18%	56%	0%
17K. Free sessions with tax preparation, small business planning, and legal experts	0.8	26%	31%	42%	0%
17L. Homework help and tutoring for children and teens	0.6	23%	14%	62%	1%
17M. Career development resources, such as test preparation and a variety of career guides	0.7	21%	29%	50%	1%
17N. Job search resources and resume builders	0.8	25%	26%	50%	0%
17O. Programs on health, nutrition, and well-being	0.8	22%	31%	47%	0%
17P. Family history programs and collections	0.7	21%	25%	53%	1%
17Q. Programs and collections on local history	0.8	21%	37%	41%	0%
17R. Self-checkout machines	0.6	17%	27%	55%	1%
17S. Parenting resources and family activities	0.6	19%	18%	63%	0%

Mean Score Computation: "Much More Likely" = +2, "Somewhat More Likely" = +1, and "No Effect" = 0"

18. Next I'd like you to think about library hours. Are you or a member of your household more likely to visit the library on a weekday or during the weekend?

Weekday	49%
Weekend	35%
Both	9%
Neither	5%
DK/NA	2%

19. What time of day would you or a member of your household be most likely to visit the library?
[DON'T READ CHOICES]

Morning (9 AM to Noon)	25%
Afternoon (Noon to 5 PM)	40%
Evening (5 PM to 9 PM)	29%
DK/NA	6%

20. Next, I'd like to ask you a few questions about your other activities. Do you currently volunteer for any organization?

Yes	36%
No	64%

21. Would you be interested in volunteer opportunities within the Butte County Library?

Yes	21%
No	77%
DK/NA	2%

22. [IF Q21 = YES; n = 95] Would you be interested in any of the following volunteer opportunities within the Butte County Library? [RANDOMIZE CHOICES; READ CHOICES; RECORD MULTIPLE RESPONSES]

Helping an adult learn to read	47%
Friends of the library activities, including book sales and community events	43%
Assist library staff and shelve books	39%
Storytelling programs for children	31%
Homework tutoring for children and teens	28%
Assist with fundraising or event planning	27%
Assist customers using library computers	24%
DK/NA	13%

23. Aside from those we've discussed, are there any other volunteer activities that you would be interested in and like to suggest to the Butte County Library? [DON'T READ CHOICES; RECORD MULTIPLE RESPONSES; n = 95]

Teach a class on business-related topics	5%
Read to homebound residents	5%
Teach a class on arts and crafts	2%
Lead a book club	2%
Teach a language class	2%
Nothing	57%
Other	12%
DK/NA	22%

24. Moving on, where do you usually go to find information on topics you want to learn about, such as to answer a general, reference, or research question? [DON'T READ CHOICES; RECORD MULTIPLE RESPONSES]

Internet/Website	74%
Public library branch	14%
Friends or family	7%
College, university, or school library	7%
Bookstore	2%
Television	1%
Public library website	1%
Radio	1%
Newspaper (local edition)	1%
Newspaper (other edition)	1%
Do not need such information	3%
Other	2%
DK/NA	2%

25. In general, how often do you access the Internet? [DON'T READ CHOICES]

Several times a day or more	47%
Once a day	18%
Few times a week	11%
Once a week	4%
Few times a month	1%
Once a month or less	4%
Do not use the Internet	14%
DK/NA	1%

26. Where do you usually access the Internet? [DON'T READ CHOICES; RECORD MULTIPLE RESPONSES; n = 387]

Home	89%
Work	14%
Public library	7%
School	5%
College, university, or school library	5%
Other	2%
DK/NA	1%

27. Do you have Internet access at home? (n =387)

Yes	93%
No	7%

28. Are you aware that the Butte County Library has an official website? (n = 387)

Yes	56%
No	43%

29. [ASK IF Q28 = YES; n = 219] On average, how often do you visit the Butte County Library website?

More than once a week	3%
Once a week	7%
Few times a month	8%
Once a month	9%
Few times a year or less	32%
Have never visited the website	42%

30. In general, is it easy or difficult to find the information you are looking for on the Butte County Library website? [GET ANSWER, THEN ASK:] Is that very (easy/difficult) or somewhat (easy/difficult)? (n =127)

Very Easy	43%
Somewhat Easy	35%
Somewhat Difficult	7%
Very Difficult	2%
DK/NA	12%

31. [IF VOTER SAMPLE; n = 300] In the future, voters in Butte County may be voting on a local ballot measure. Let me read you a summary of one of the proposals being considered:

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? [72 WORDS]

If the election were held today, would you vote yes or no on this measure? [GET ANSWER, THEN ASK:] Would that be definitely (yes/no) or probably (yes/no)?

Definitely Yes	41%
Probably Yes	34%
Probably No	8%
Definitely No	9%
DK/NA	8%

ADDITIONAL RESPONDENT INFORMATION:

A. How many years have you lived in Butte County?

Less than one year	1%
One year to less than three years	9%
Three years to less than five years	9%
Five years to less than ten years	16%
Ten or more years	65%

B. In which city or town do you live? [DON'T READ CHOICES]

Chico	39%
Oroville	21%
Paradise	21%
Magalia	6%
Gridley	4%
Durham	2%
Berry Creek	1%
Thermalito	1%
Biggs	1%
Forest Ranch	1%
Other	4%

C. What is your home zip code?

95969	19%
95928	14%
95966	14%
95926	13%
95973	10%
95965	6%
95954	6%
95948	4%
95938	3%
95916	1%
95941	1%
95917	1%
95942	1%
95967	1%
95925	1%
Other	5%
DK/NA	3%

D. Do any children under the age of 18 live in your household?

Yes	32%
No	68%

E. [IF QD = YES; n = 143] What are the ages of these children living in your household? [MULTIPLE RESPONSES PERMITTED. IF NECESSARY, PROMPT WITH GRADE LEVELS]

0 to 5 years (pre-school)	26%
6 to 12 years (grade-school)	31%
13 to 14 years (middle-school)	18%
15 to 18 years (high-school)	24%
DK/NA	2%

F. Including yourself, if appropriate, how many adults ages 65 and over live in your household?

None	69%
One	16%
Two	13%
Three or more	1%
DK/NA	1%

G. What is the last grade or level you completed in school [DON'T READ CHOICES]

Some high school or less	2%
High school graduate (12 years)	24%
Technical/vocational school	2%
Some college (2 year degree)	32%
College graduate (4 year degree)	23%
Some graduate school	5%
Graduate, professional, doctorate degree (DDS, DVM, JD, LL.M, MA, MS, MBA, MD, PhD)	11%
DK/NA	1%

H. What ethnic group do you consider yourself a part of or feel closest to? [IF RESPONDENT HESITATES, READ LIST]

Caucasian/White	81%
Latino(a)/Hispanic	9%
Asian	3%
Native American	2%
Two or more races	3%
DK/NA	3%

I. What is your age? [DON'T READ LIST]

18 to 24	18%
25 to 34	17%
35 to 44	13%
45 to 54	16%
55 to 59	6%
60 to 64	7%
65 to 74	9%
75 to 84	8%
85 and over	3%
DK/NA	3%

J. Respondent's Gender [RECORD BY VOICE]:

Male	47%
Female	53%

VOTER INFORMATION (n = 300):

K. Voting History:

	Poll	Mail	No
A. Voted March 2002	34%	12%	54%
B. Voted November 2002	39%	14%	46%
C. Voted Recall 2003	36%	23%	41%
D. Voted June 2004	32%	21%	47%
E. Voted November 2004	41%	31%	28%
F. Voted November 2005	27%	31%	42%
G. Voted June 2006	17%	29%	55%
H. Voted November 2006	31%	38%	31%
I. Voted February 2008	31%	42%	27%

L. Times Voted in Last Nine Elections:

Never Voted	41%
1 of 9	8%
2 of 9	4%
3 of 9	3%
4 of 9	3%
5 of 9	6%
6 of 9	3%
7 of 9	8%
8 of 9	7%
9 of 9	18%

M. Absentee Voter:

Never Voted Absentee	64%
1 of 9	8%
2 of 9	5%
3 of 9	3%
4 of 9	3%
5 of 9	4%
6 of 9	4%
7 of 9	2%
8 of 9	3%
9 of 9	5%

N. Party:

Democrat	36%
Republican	40%
Other	8%
DTS	16%

O. Household Party Type:

Democrat (1)	20%
Democrat (2+)	10%
Republican (1)	14%
Republican (2+)	19%
Other (1)	12%
Other (2+)	5%
Democrat & Republican	8%
Democrat & Other	5%
Republican & Other	7%

P. Homeownership Status:

Owner	62%
Renter	38%