Survey Essentials:
Assessing What Library Users, Non-Users and Likely Voters Are Thinking

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Why Survey?

Feedback that accurately reflects the opinions & perceptions of the entire library district, not just its most vocal patrons.
Representative Feedback

Library District

Random Sample

margin of error +/- %
Why Survey?

Quick, Accurate, Cost Effective

Quick: 2 – 4 weeks

Accurate: moe +/- 5%

Cost: 5K – 12K
Sample Size and Margin of Error

<table>
<thead>
<tr>
<th>Sample Size</th>
<th>Margin of Error</th>
</tr>
</thead>
<tbody>
<tr>
<td>100</td>
<td>plus or minus 10%</td>
</tr>
<tr>
<td>400</td>
<td>plus or minus 5%</td>
</tr>
<tr>
<td>600</td>
<td>plus or minus 4%</td>
</tr>
<tr>
<td>800</td>
<td>plus or minus 3.5%</td>
</tr>
<tr>
<td>1,000</td>
<td>plus or minus 3%</td>
</tr>
</tbody>
</table>
DATA COLLECTION

Mail

Telephone

Internet
## Mail vs. Telephone vs. Internet

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Mail</th>
<th>Telephone</th>
<th>Internet</th>
</tr>
</thead>
<tbody>
<tr>
<td>Response Rate</td>
<td>Low</td>
<td>Medium</td>
<td>Very Low</td>
</tr>
<tr>
<td>Anonymity/Confidentiality</td>
<td>Yes/Yes</td>
<td>No/Yes</td>
<td>No/Yes</td>
</tr>
<tr>
<td># of Questions</td>
<td>Many</td>
<td>Moderate</td>
<td>Many</td>
</tr>
<tr>
<td>Speed</td>
<td>Slow</td>
<td>Fast</td>
<td>Fast</td>
</tr>
<tr>
<td>Validity/Accuracy</td>
<td>High</td>
<td>High</td>
<td>Low</td>
</tr>
<tr>
<td>Cost</td>
<td>Most Expensive</td>
<td>Moderately Expensive</td>
<td>Least Expensive</td>
</tr>
</tbody>
</table>
Why Survey?

- Identifying Trends
- Representative Feedback
- Quick, Accurate, Cost Effective
Identifying Trends

Library Staff’s Willingness to Help

<table>
<thead>
<tr>
<th>Year</th>
<th>% Very Good + Good</th>
</tr>
</thead>
<tbody>
<tr>
<td>2002</td>
<td>87%</td>
</tr>
<tr>
<td>2004</td>
<td>79%</td>
</tr>
<tr>
<td>2006</td>
<td>68%</td>
</tr>
<tr>
<td>2008</td>
<td>75%</td>
</tr>
<tr>
<td>2010</td>
<td>84%</td>
</tr>
<tr>
<td>2012</td>
<td>91%</td>
</tr>
</tbody>
</table>
Library Surveys Target:

- Library Users
- Library Non-Users
- Likely Voters
Library Users
Library Users – What to Ask?

- Core Questions
- One-Time Only Questions
- Demographic Questions
Core Questions
Frequency of library usage

- Also used to identify Library Users vs. Non-Users
1. Have you visited the ABC Library in the past 12 months?

1...Yes
2...No (GO TO NON-PATRON SURVEY)
2. In the past 12 months or so, how often have you visited the ABC Library? Would you say:

1...at least once a week,

2...at least once a month, or

3...just a few times in the past 12 months?

Is there another library other than ABC that you use more frequently?

1...No

2...Yes 

   a. May I ask the name of that library?

   b. May I ask why you use that library?
Frequency of Library Use Over the Past 12 Months

- Not at all in the past year: 32%
- At least once a week: 9%
- At least once a month: 21%
- Just a few times in the past year: 38%
Are you satisfied with the ABC Library hours of operation?

1...Yes

2...No---What hours would be more convenient for you?_________
Which ONE of the following library hours of operation is **most** convenient for you?

1...Weekdays (9-5)
2...Weeknights (5-9)
3...Saturday (9-5)
4...Sunday afternoon (1-5)
Rate the following library hours of operation in terms of convenience to you.

<table>
<thead>
<tr>
<th></th>
<th>Very Inconvenient</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Weekdays (9-5)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. Weeknights (5-9)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. Saturday (9-5)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4. Sunday afternoon (1-5)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
How long do you typically stay when you visit the ABC Library?

1...Less than 15 minutes
2...15 minutes to an hour
3...1 to 2 hours
4...More than 2 hours
Library Services Used in the Past 12 Months
• Asked library staff for assistance

• Used a library computer to access the Internet (or on-line data base)
• Used the library to conduct research or study

• Read a magazine or newspaper in the library
• Used the library meeting room

• Meet/socialized with friends
• Attended a library program

• Accessed genealogy materials
Rating Various Library Services

Five-Point Scale: Very Poor to Very Good
Rating Various Library Services

Two-Point Scale: Favorable v. Unfavorable
• Library staff

- Willingness to help
- Knowledge of library services
- Friendliness
• Overall appearance & attractiveness of the library

• Convenience of the library’s location
• Variety of books & other materials for:
  • Adults
  • Teens
  • Children
• Variety & selection of magazines
• Collection of large print books
• DVD collection
• Wait time for the library computers
• Handicap accessibility

• Number of tables & seating availability
Library Services You Would Like to See Expanded or Made Available
• Bookmobile Services
• Additional Parking
• More Quiet Areas

PLEASE!
upon re-entering the library
• More Comfortable Seating
• More computers

• More computer classes
• After school programs for children
• After school programs for teens
• Outreach services for homebound
• Book discussion groups
• More programs and activities for:

• Teens
• More programs and activities for:

• Children
Overall Satisfaction

If “Dissatisfied,” ask why:_________________
Evaluating Library Programs
Adult Programs
Programs for Children
In the past 12 months, have you attended an ABC Library program for children?
1...No
2...Yes

How would you rate the overall quality of these programs?
1...Very Good
2...Good
3...Average
4...Poor
5...Very Poor
Are there certain types of children’s programs not currently offered that you would like to see offered?

1...No
2...Yes --> What types of programs? _______
Availability of Library Materials
Are the library materials you need available at the ABC Library?
1..Yes
2..No --> Is the library able to get those materials for you from another branch quickly? 1..Yes 2…No

Are there materials you need that the library cannot get for you even from other branches?
1…No
2…Yes --> What types of materials would those be? ___________________
Do you or does anyone in your household have an interest in library materials, services, and/or programs for any of the following age groups?

- Infants through 4 years old
- 5 – 8 years old
- 9 – 12 years old
- Teens
- Adults
Learning About Library Services, Programs, and Events

**Library Programs**

**CHILDREN**

**Wednesday Story Time**
Wednesdays at 10:30am. All Ages, enjoy a story and a craft.

**Family Games & Chess Club**
Wednesdays from 6-7:30pm. All ages, enjoy family games and chess.

**Anime Club**
2nd & 4th Friday of each month at 4:30pm. For ages 12-17. Get together with other Anime fans.

**Second Saturday Story Time**
2nd Saturday of each month at 1pm. All Ages, enjoy stories and making crafts.

**Newbery Book Club**
4th Monday of each month at 3:30pm. For ages 10-14. Read and discuss Newbery Award winning books.

**Bedtime Story Time**
3rd Tuesday of each month at 6:30pm. All Ages. Come and listen to a classic children’s story.

**ADULT**

**Sunday Escapes Book Club**
2nd Sunday of every month at 1:30pm. Adults take turns to choose books to read.

**Otaku Minot**
3rd Saturday of every month from 4-6pm. Adults come and play strategy games and watch Anime Films with other Otaku enthusiasts.

**Recipe Swappers Club**
1st Thursday of each month at 6:30pm. An adult book club for fans of recipes and cook books.

**Family Games & Chess Club**
Wednesdays from 6-7:30pm. All ages, enjoy family games and chess.
How would you prefer to learn about library services, programs & events?

- Newspaper
- Library Web site
- TV/radio
- Library staff
- Library newsletter
- Word of mouth (other than library staff)
- Information posted at the library
- School
- Facebook
- Twitter
- E-mail
- Direct mail
- Other, please specify: ____________________________
Evaluating Library Website
In the past 12 months, have you accessed the Library’s website?

1...No

2...Yes--->What is your overall impression of the website?

Very Good       Good      Average       Poor       Very Poor

[Blank boxes for rating]

(If “Poor” or “Very Poor”)--->Why do you have a “Poor/Very Poor” impression?________________________
Suggestions for Change or Improvement
If you could make ONE or TWO changes or improvements to the ABC Library facility/facilities, what would they be?

If you could add ONE or TWO library services to improve the ABC Library, what would they be?
One-Time Only Questions

- Preferred location – New Branch
- Level of Support for Implementing Fees for Various Library Services
Support for Implementing Fees for Various Services

<table>
<thead>
<tr>
<th>Service</th>
<th>Strongly Support</th>
<th>SW Support</th>
<th>Neutral</th>
<th>SW Oppose</th>
<th>Strongly Oppose</th>
</tr>
</thead>
<tbody>
<tr>
<td>Meeting rooms</td>
<td>33%</td>
<td>30%</td>
<td>18%</td>
<td>11%</td>
<td>8%</td>
</tr>
<tr>
<td>Holds not picked up</td>
<td>26%</td>
<td>25%</td>
<td>19%</td>
<td>16%</td>
<td>14%</td>
</tr>
<tr>
<td>Computer classes</td>
<td>21%</td>
<td>22%</td>
<td>14%</td>
<td>24%</td>
<td>19%</td>
</tr>
<tr>
<td>Annual fee for library card</td>
<td>11%</td>
<td>14%</td>
<td>26%</td>
<td>18%</td>
<td>31%</td>
</tr>
</tbody>
</table>
Demographic Questions
Examine responses to every survey question by each demographic variable to determine if significant differences of opinion exist.
# Overall Satisfaction with Library ABC

(Very Satisfied + Satisfied)

<table>
<thead>
<tr>
<th>Education Level</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>HS or Less</td>
<td>48%</td>
</tr>
<tr>
<td>Some College</td>
<td>74%</td>
</tr>
<tr>
<td>College Grad</td>
<td>88%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Gender</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>82%</td>
</tr>
<tr>
<td>Female</td>
<td>84%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Income</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt; $40K</td>
<td>58%</td>
</tr>
<tr>
<td>$40K–$75K</td>
<td>77%</td>
</tr>
<tr>
<td>&gt; $75K</td>
<td>90%</td>
</tr>
</tbody>
</table>
Library Surveys Target:

- Library Users
- Library Non-Users
- Likely Voters
Library Non-Users – What to Ask?

Have you visited the ABC Public Library in the past 12 months?

[If NO, continue with survey; If YES, Thank Respondent & END SURVEY]
Reasons why some people do not use the ABC Public Library.
• You don’t have the time

• The library is too far away

• Your household buys their own books and magazines, videos, CDs, & DVDs
• You have your own computer and Internet access at home or work

• Library hours are not convenient

• Lack of interest

• Parking is not convenient
• Lack of transportation to the library
• The library is too noisy
• Health reasons
• Lack of information about library programs and materials
Reasons why some people do not use the ABC Public Library.

You use a library other than the ABC Public Library
[If YES,]: May I ask which library?__________________

The ABC Public Library does not have the materials or services you need
[If YES, ASK]: May I ask what those materials or services would be?____________________________

What is the **main reason** you do not use the ABC Library?
Library Surveys Target:

- Library Users
- Library Non-Users
- Likely Voters
Surveying Likely Voters

– Bond and Levy Elections
Library Bond & Levy Surveys

- Telephone
- Likely Voters
- Relatively short (3-5 minutes)
Key to Identifying Likely Voters

Past Voting Behavior
Measure Voter Support & Intensity

Voter Support for Library Tax Increase

- Favor: 44%
- Oppose: 40%
- DK: 16%

Intensity of the Vote

- 14% Strongly Support
- 30% SW Support
- 16% Undecided
- 10% SW Oppose
- 30% Strongly Oppose
Measure Voter Support & Intensity

Voter Support for Library Proposals:

A
- Strongly Support: 14%
- SW Support: 30%
- Undecided: 16%
- SW Oppose: 10%
- Strongly Oppose: 30%

B
- Strongly Support: 7%
- SW Support: 15%
- Undecided: 8%
- SW Oppose: 20%
- Strongly Oppose: 50%

C
- Strongly Support: 16%
- SW Support: 40%
- Undecided: 10%
- SW Oppose: 14%
- Strongly Oppose: 20%
ABC Library is considering holding an election in April to ask voter approval for a property tax increase to provide funding for ... Would you be willing to increase your property taxes by _______ a year on a $100,000 home to fund these projects?

1...$45
2...$40
3...$35
ABC Library is considering holding an election in April to ask voter approval for a property tax increase to provide funding for ... Would you be willing to increase your property taxes by _______ a year on a $100,000 home to fund these projects?

1...$35
2...$40
3...$45
Test Campaign Messages

Forget the cooking
I’m going to sit and read!
She’s using her library: shouldn’t you?

Dick Williams
– Identify strongest arguments in support of library proposal

Use these arguments to guide the campaign via media (direct mail, radio, yard signs) public presentations, etc.
- Identify strongest arguments opposing the library proposal

Use this information to prepare responses (respond quickly and consistently, be preemptive)
Identifying Arguments

There are several reasons why people might support the funding of the library tax proposal. For each, please tell me if you think that reason is very convincing, somewhat convincing, or not convincing. Here’s the first one:
There are several reasons why people might oppose the funding of the library tax proposal. For each, please tell me if you think that reason is very convincing, somewhat convincing, or not convincing. Here’s the first one:
Subgroup Support for Library Tax Increase

<table>
<thead>
<tr>
<th>Subgroup</th>
<th>Strongly Favor</th>
<th>Somewhat Favor</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Households w/children</td>
<td>40%</td>
<td>27%</td>
<td>67%</td>
</tr>
<tr>
<td>Less than 60 yrs of age</td>
<td>39%</td>
<td>25%</td>
<td>64%</td>
</tr>
<tr>
<td>Library card holders</td>
<td>33%</td>
<td>23%</td>
<td>56%</td>
</tr>
<tr>
<td>South side</td>
<td>30%</td>
<td>21%</td>
<td>51%</td>
</tr>
<tr>
<td>Female</td>
<td>30%</td>
<td>20%</td>
<td>50%</td>
</tr>
<tr>
<td>Male</td>
<td>26%</td>
<td>24%</td>
<td>50%</td>
</tr>
<tr>
<td>North side</td>
<td>25%</td>
<td>22%</td>
<td>47%</td>
</tr>
<tr>
<td>Households w/o children</td>
<td>25%</td>
<td>20%</td>
<td>45%</td>
</tr>
<tr>
<td>60+ years of age</td>
<td>22%</td>
<td>20%</td>
<td>42%</td>
</tr>
<tr>
<td>No library card</td>
<td>15%</td>
<td>18%</td>
<td>33%</td>
</tr>
</tbody>
</table>

- Strongly Favor
- Somewhat Favor
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