

# **Metropolitan Library System**

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## **Telephone Survey of Oklahoma County**

**January – February 2008**

Prepared by Planning Services

5/7/2008

This document reports the results of a telephone survey of Oklahoma County adults conducted by the OU Poll on behalf of the Metropolitan Library System. The purpose of this survey was to establish a baseline of residents' perceptions of the library system in order to set achievement targets in conjunction with the library's strategic plan goals and to enable measurement of the progress made toward their realization.

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## Introduction



YOUR INVITING, INNOVATIVE  
LINK TO THE WORLD

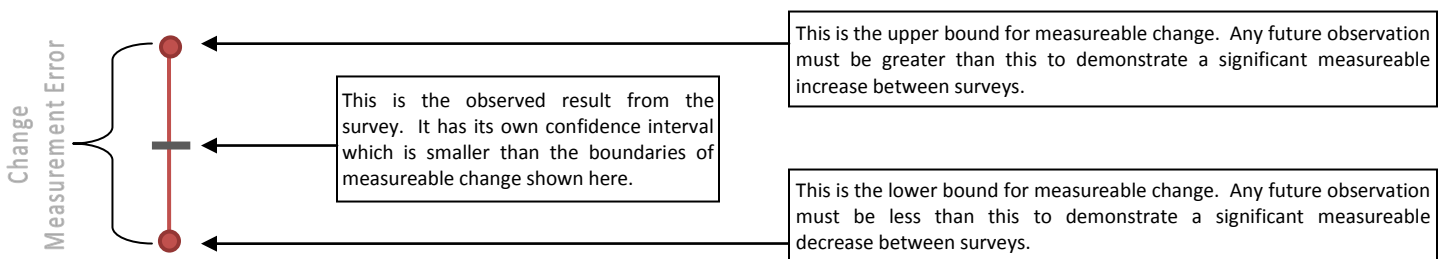
### **The Metropolitan Library System**

commissioned this survey from the OU POLL in

order to gauge current library awareness and perception levels in Oklahoma County as they relate to our new strategic plan. The results of this survey will function as a baseline against which future survey results can be evaluated as we chart our progress over the next five years. Additionally, these results will be used to help direct activities intended to achieve the goals of the strategic plan (see Appendix B).

The survey was conducted by telephone beginning on January 7<sup>th</sup>, 2008 and continuing through February 22<sup>nd</sup>, 2008. The sample consists of 1,094 completed and 76 partial interviews with Oklahoma County residents at least eighteen years of age. Overall, 34,437 phone calls were made to 6,499 unique telephone numbers generated using a random digit dialer. Because there are demographic differences inherent in telephone survey participation rates, an iterative method was used to weight the survey responses by age group, educational attainment, and gender until the survey sample matched the 2006 American Community Survey estimates for Oklahoma County. More information about this process is available in Appendix A.

The survey results are displayed graphically throughout this report. Each graph gives the results for a single survey question along with each response category's boundaries for measurable change in a future survey. Any future result must lie outside of these boundaries for the change between the two observations to be significant at a confidence level of 95%. See Appendix A for more information about the calculation of these boundaries. The diagram below explains how to interpret the charts used in this report.



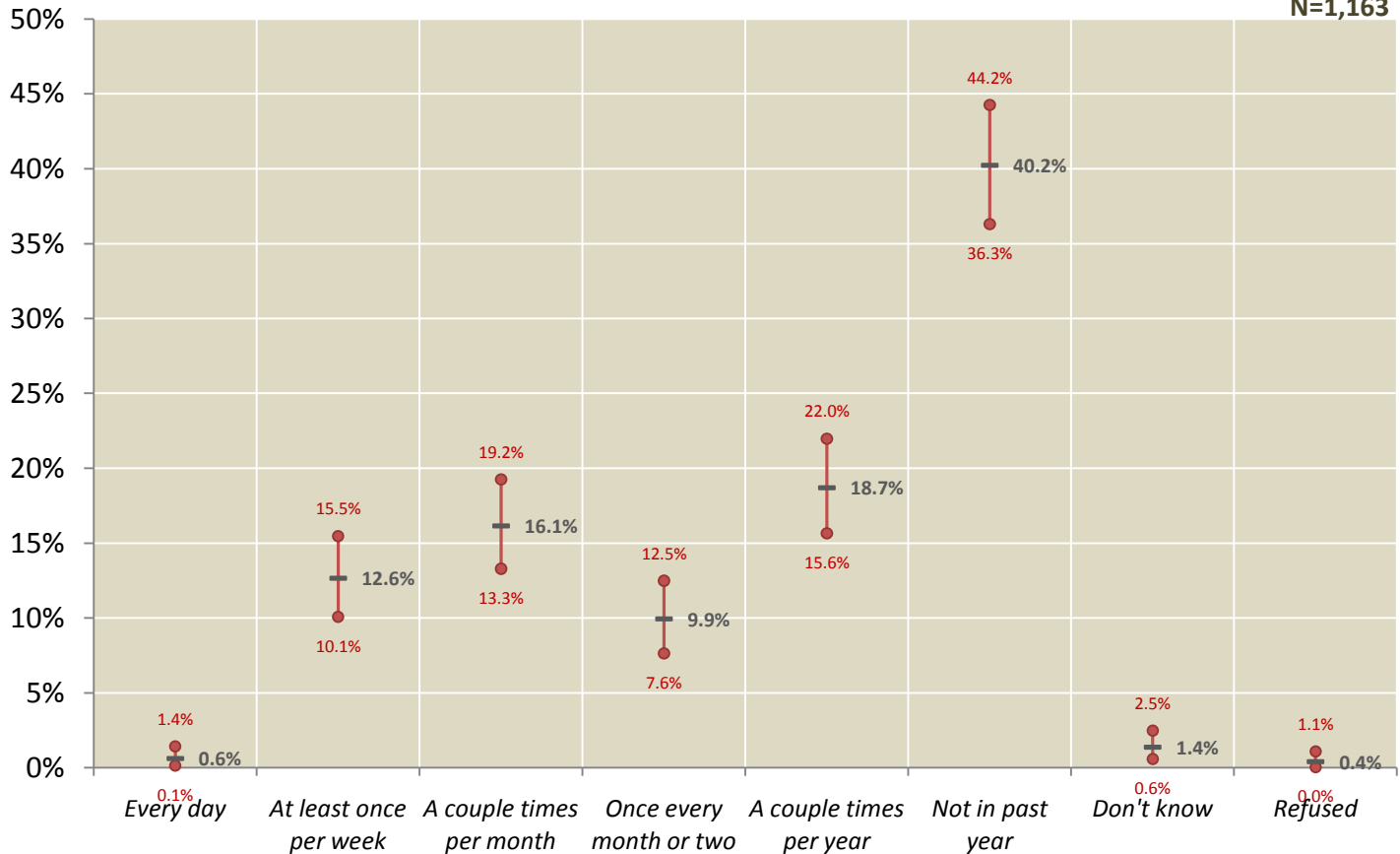
The observed results from our random telephone sample function as estimates of the actual proportions present in Oklahoma County. To put these results in perspective, the Census Bureau's 2007 population estimate for Oklahoma County is 701,807. This means that each percentage point in our sample results represents about 7,000 people. Therefore, achieving even the small increases required to satisfy the threshold of measurability (approx. three percent or 21,000 people) is no small task.

Periodically there is mention of associations between the responses to certain questions. These gamma associations measure how well the responses to one question can be predicted from the responses of another question. They do not indicate a cause and effect relationship. See Appendix C for a listing of the associations between all questions in the survey. See Appendix A for more information about how this measure is calculated.

## Question #3: Library Use Frequency

On average, how often does someone in your household use the Metropolitan Library System?

N=1,163



**Summary:** A significant portion of Oklahoma County residents report not having used the Metropolitan Library System within the past year, while a very small number report using the library system every day. The rest of the responses are somewhat evenly divided among the intervening four categories.

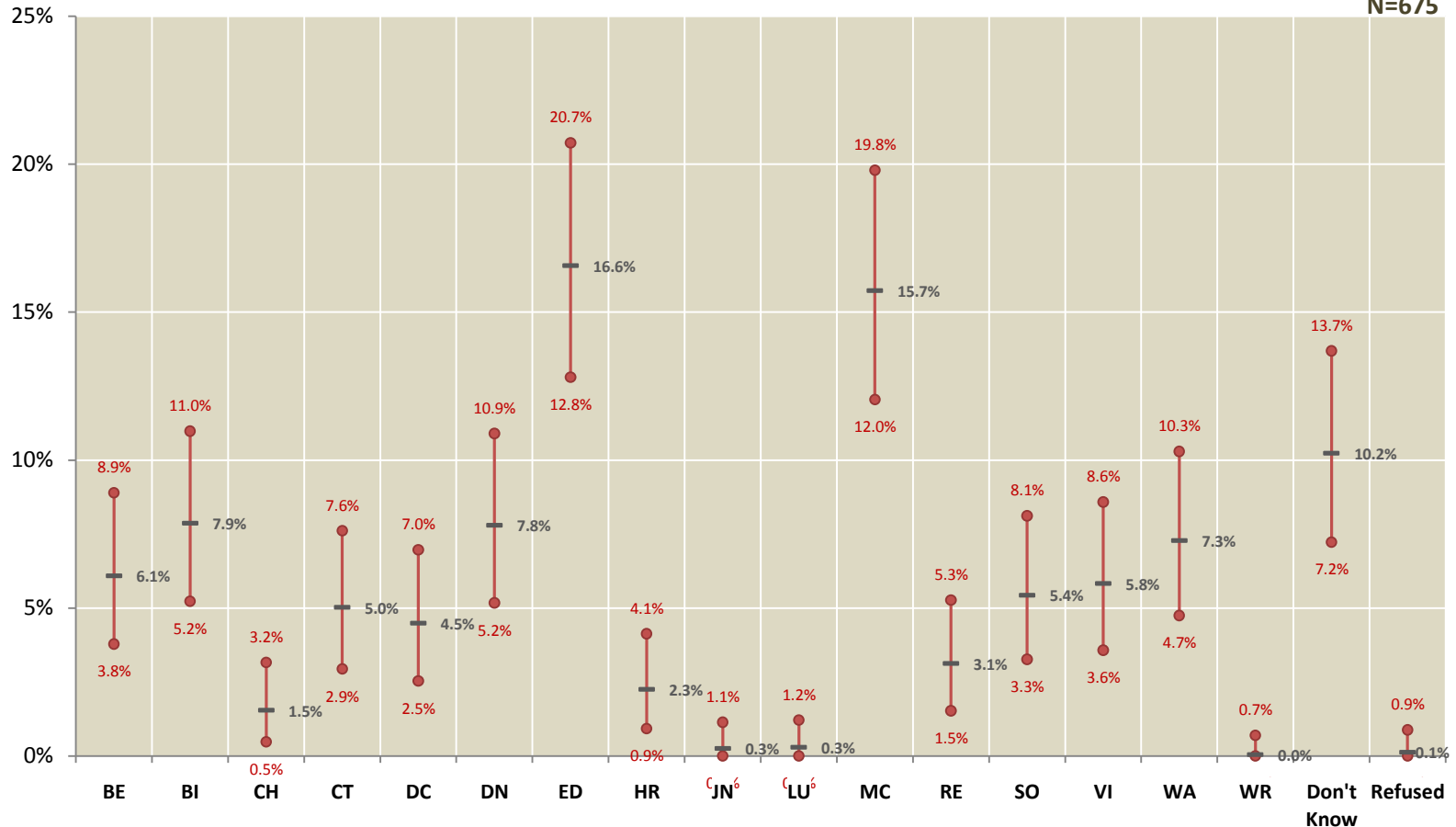
**Goal:** One goal would be to induce some of those that do not use the library to do so; even if only infrequently. Reducing the observed frequency of the “not in the past year” category below 36.3% in a similar survey would demonstrate this. Another approach might be simply to remind this group of our presence by informing them about our resources and role in the community in such a way that they support our mission and are satisfied with our performance. Of the 466 people in this category; only 41.5% strongly agreed that they were satisfied with MLS. It would be necessary to raise this proportion to at least 47.9% in a similar survey for it to be detectable and significant.

**Analysis:** As one would expect, there is a very strong association between how often households utilize the library and whether or not they have a library card. Although association does not reveal cause and effect, it is most likely the case that people obtain a library card because they frequently use the library; not vice versa. One interesting finding is how limited the associations are between library use and awareness of library resources. Most of these associations are weak at best. This suggests that inroads in awareness can be made by advertising these resources to visitors inside the library. Conversely, however, it is also the case that simply being aware of library resources is not highly associated with more visits to the library.

## Question #4: Preferred Library Location

Which library location is used most often by your household?

N=675



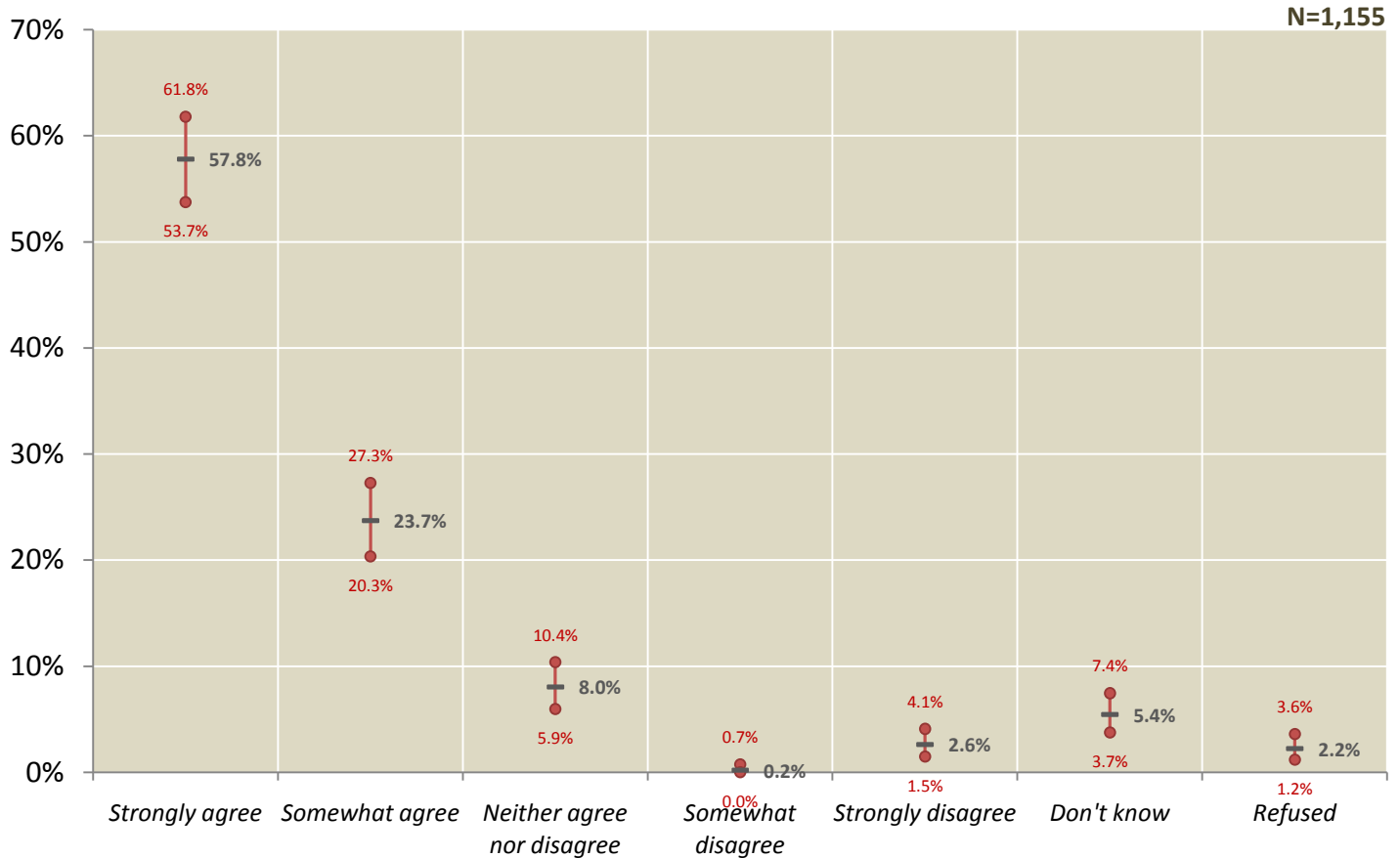
**Summary:** Only those respondents who reported having used the library within the past year were asked this question. Some of the libraries, Southern Oaks in particular, seem underrepresented in the above data. This is due to the fact that cardholders living in Cleveland County were not surveyed. It is interesting that approximately 10% of library users aren't able to identify which library they frequent.

**Goal:** Given that our libraries don't compete with one another, the priority here is to bring the percentage of respondents that can't identify the library they visit down below 7.2%. The new signs being installed at our libraries should improve users' ability to recognize the name of the location they frequent.

**Analysis:** For the most part, the data above reflects usage patterns we are accustomed to seeing. The Harrah library was identified a surprisingly high number of times, whereas the Nicoma Park library was not the response of any survey participants. The upper and lower bounds above indicate the frequencies that would represent a significant change in a similar follow-up survey.

## Question #6: Overall Satisfaction

*I am satisfied with the Metropolitan Library System.*



**Summary:** One of the most important measures of success in any enterprise is customer satisfaction. Here, at the beginning of the survey, respondents offer their overall satisfaction with the library system as a whole by indicating their level of agreement with the statement above. The graph shows that there is relatively little dissatisfaction with the library system.

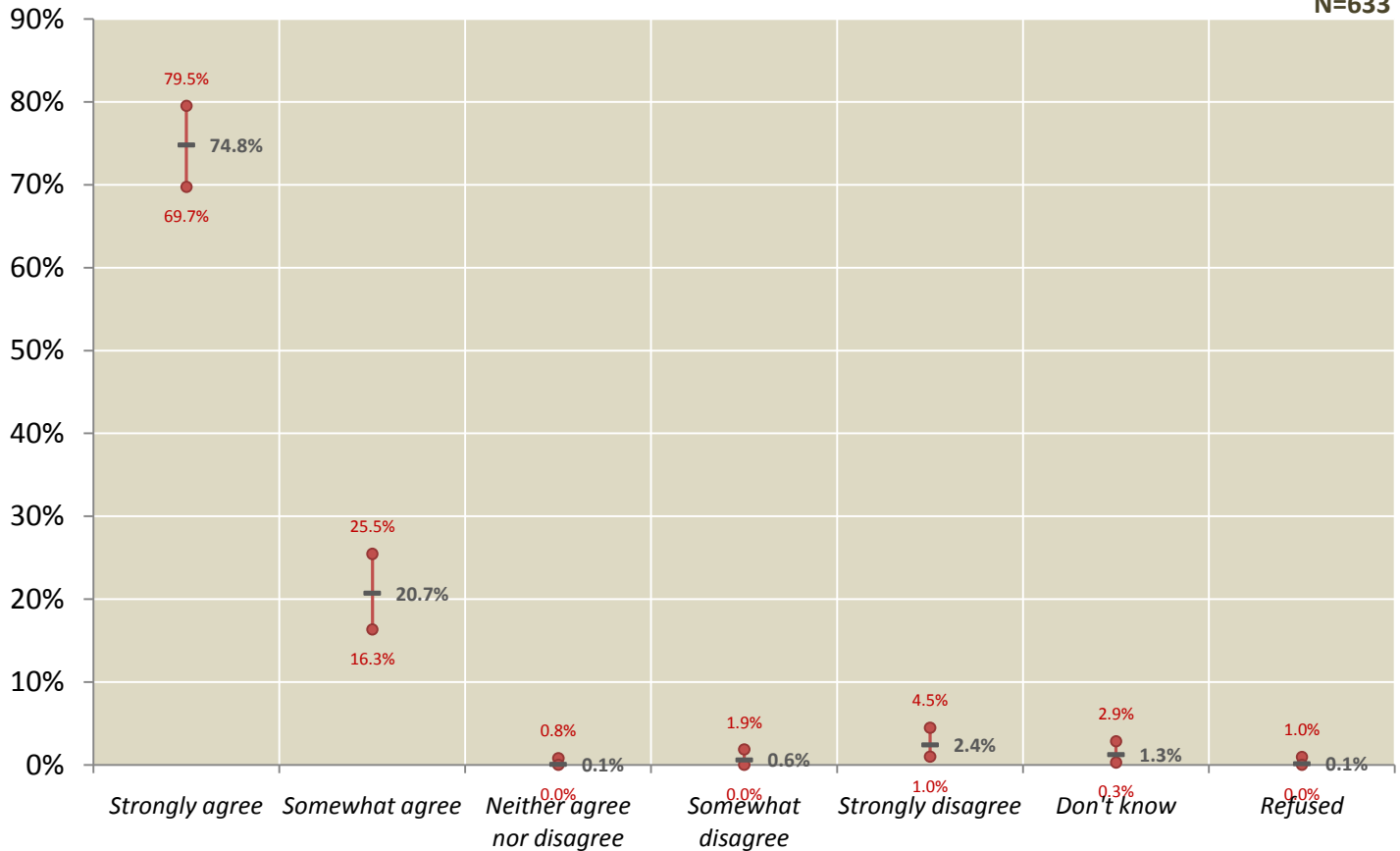
**Goal:** The challenge is to reach those respondents who only somewhat agree and give them cause to become very satisfied with our library system. To demonstrate unambiguous progress towards this goal, a similar survey conducted in the future would need to register over 61.8% of respondents in the strongly agree category.

**Analysis:** For those that have used the library within the previous year, there is a strong positive association between overall system satisfaction and satisfaction with the location they frequent (*on next page*). There also exist moderate positive associations between overall system satisfaction and respondents' perceptions about both how knowledgeable the staff is and how much time they devote to understanding their needs. This suggests that it is citizens' perceptions of our staff, more than any other factor, which influences how satisfied they are with the Metropolitan Library System. Perceptions about how current our computer equipment is and whether we provide an inviting environment to study/read quietly also exhibit moderate positive association with this question.

## Question #7: Preferred Location Satisfaction

*I am satisfied with the library location used most often by my household.*

N=633



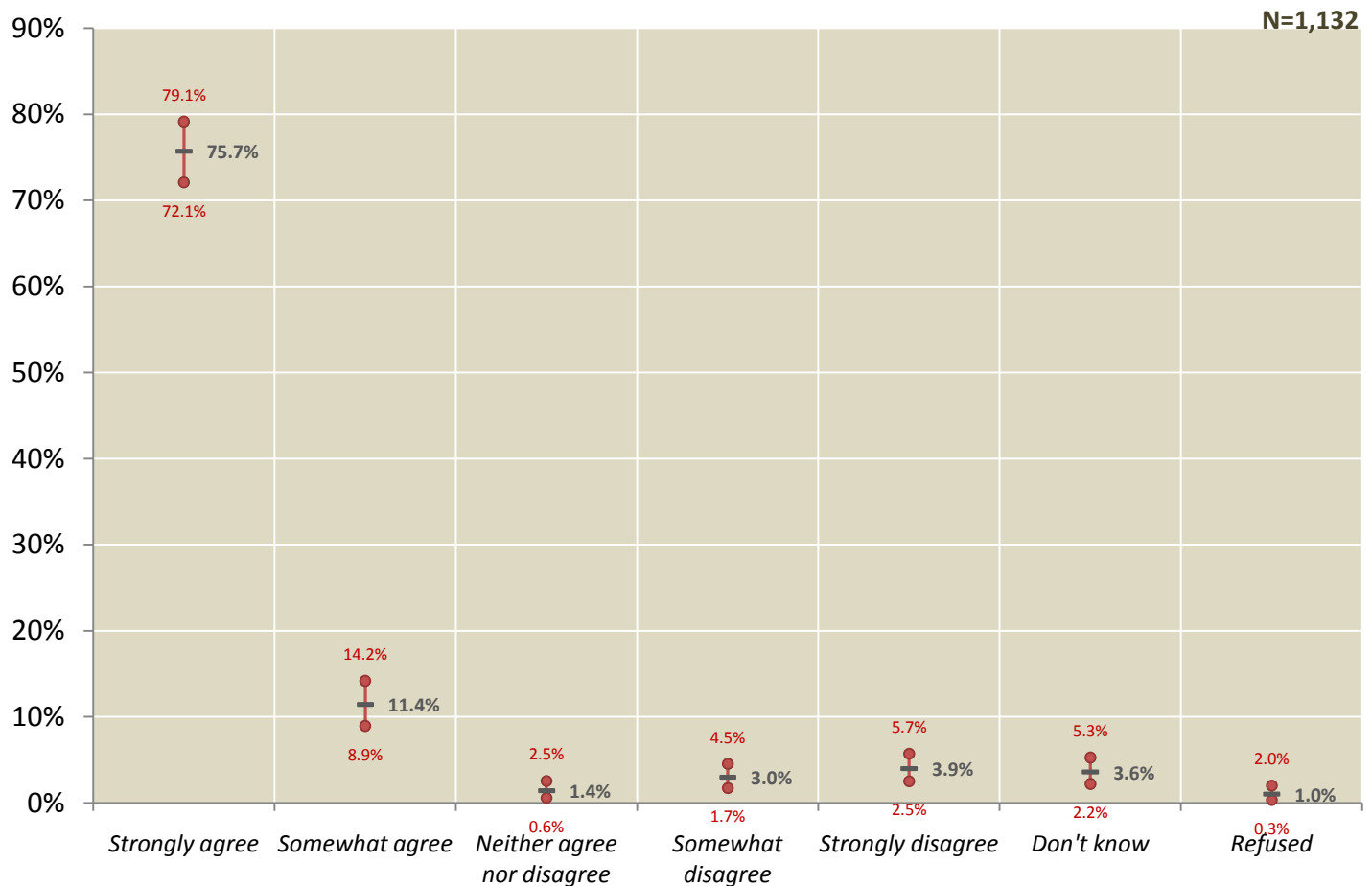
**Summary:** This question was asked only of those respondents who have used the library within the past year. Within this subset of 633 people, the proportion in the strongly agree category listed above is nearly 6% higher than that for the system as a whole. This represents a disconnect in public opinion between local libraries and the system as a whole that, as a general phenomenon, is surprising. Working to bridge this gap by emphasizing citizens' connection to the entire library system via their local library (and the added value that connection brings to them) should have a positive impact on both library and system satisfaction levels.

**Goal:** Again the most room for improvement can be realized by moving somewhat agree responses to strongly agree. To demonstrate unambiguous progress towards this goal, a similar survey conducted in the future would need to register over 79.5% of respondents in the strongly agree category.

**Analysis:** Because customers' satisfaction with their local library and the system as a whole are so closely associated (*previous page*), they are likely to be similarly associated with respect to other factors. And, for the most part this is true. However, location satisfaction is less associated with resource awareness and more strongly associated with perceptions of the library, particularly with respect to staff. There is also a very strong positive association here with the degree to which the respondent values having a public library in the community.

## Question #8: Magazines and Newspapers

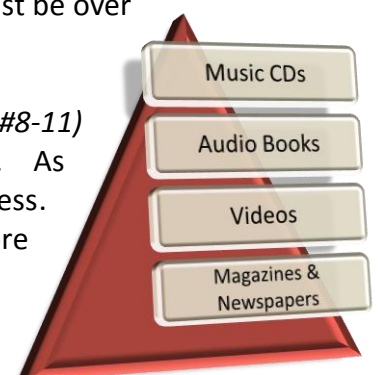
*I am aware that the library offers access to the following materials and services:*  
**{Magazines and Newspapers}**



**Summary:** The responses to this question indicate widespread awareness that the library offers magazines and newspapers.

**Goal:** The proportion of the survey sample strongly agreeing with this question must be over 79.1% in a future survey to detect a positive change.

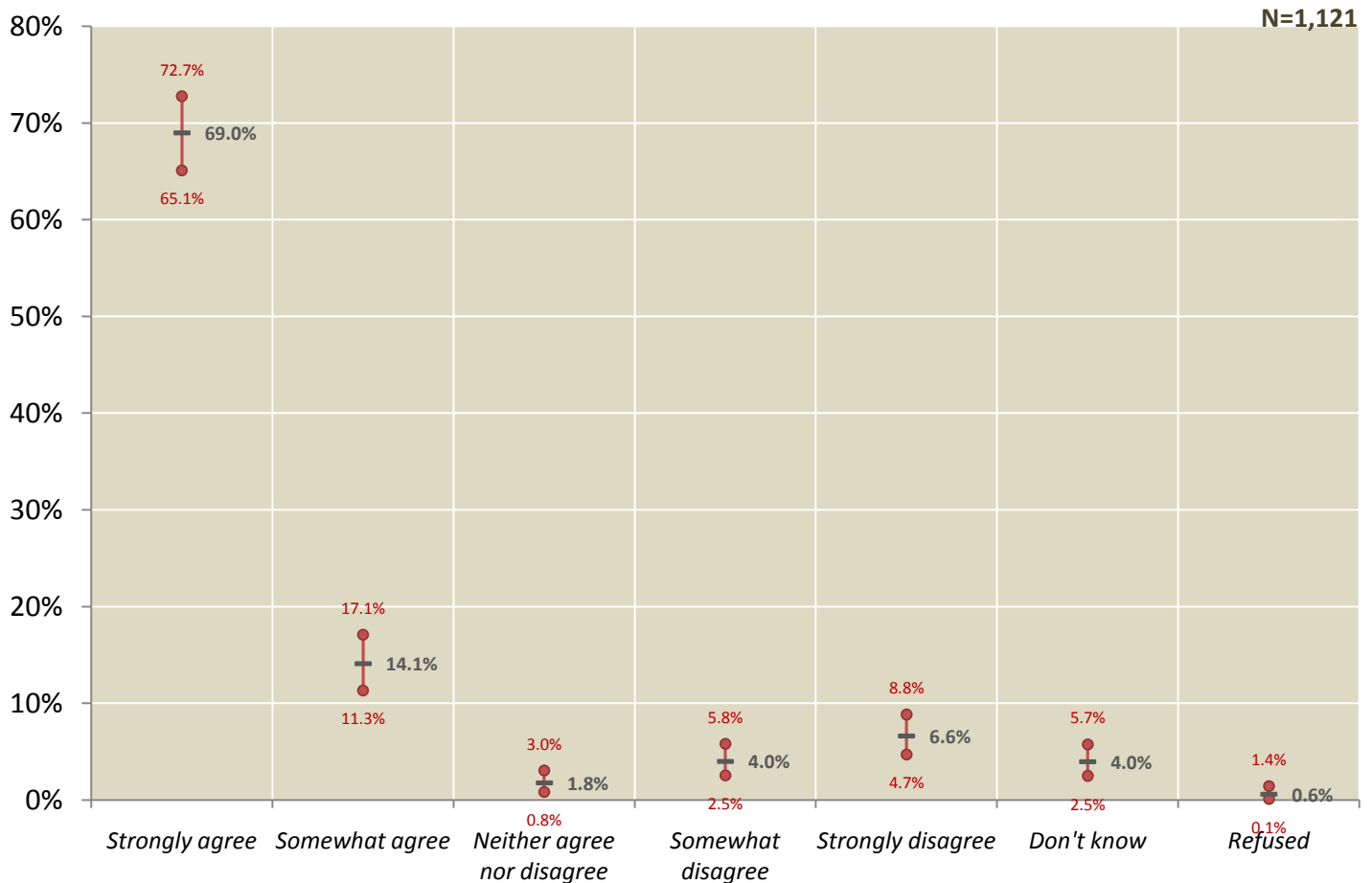
**Analysis:** There are moderate to strong associations among the questions (#8-11) concerning awareness of the different media formats available at the library. As displayed to the right, Magazines & Newspapers enjoy the broadest awareness. Oklahoma County residents with higher educational attainment are generally more likely to know that these formats are available.





## Question #9: Videos

*I am aware that the library offers access to the following materials and services:*  
**{Videos}**



**Summary:** Although realization that our libraries offer videos for check-out is high, this information has yet to reach ten to fifteen percent of Oklahoma County. Videos make up over six percent of our collection. It is improbable that individuals lacking such key information concerning the materials we have available are able to form accurate judgments about the services we provide. This is why creating awareness that we carry a variety of media formats such as video is so important and is a goal of the strategic plan.

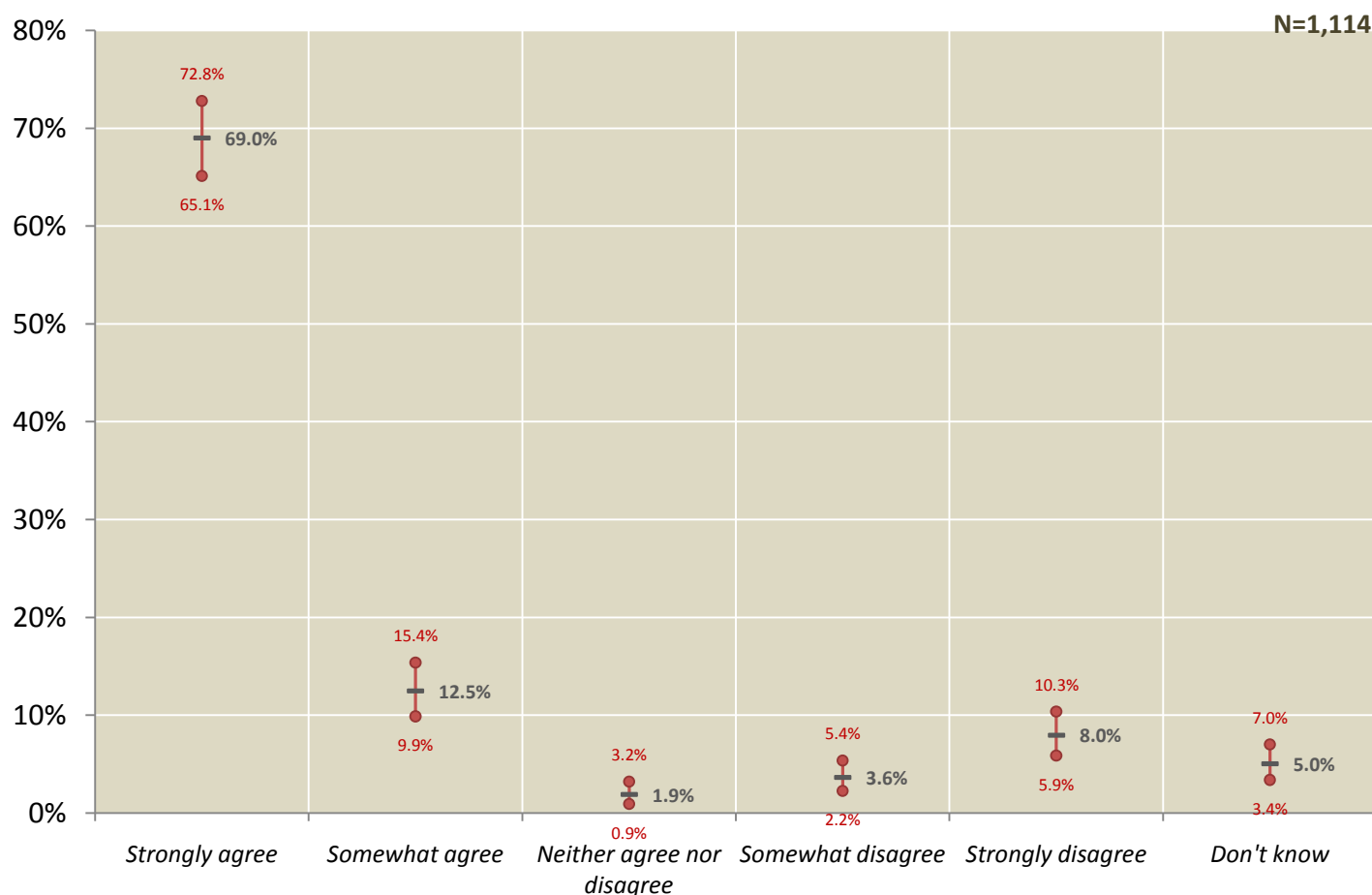
**Goal:** Observing over 72.7% of respondents strongly agreeing or less than 4.7% strongly disagreeing with the above statement in a similar survey would provide measurable progress.

**Analysis:** As stated previously, there is positive association between awareness of video and other material formats. Regarding this question in particular, there is a moderate association with whether a household member possesses a library card. It may be that discovering the library carries videos provides a slight additional impetus to obtain a library card.

## Question #10: Audio Books

*I am aware that the library offers access to the following materials and services:*

**{Audio Books}**



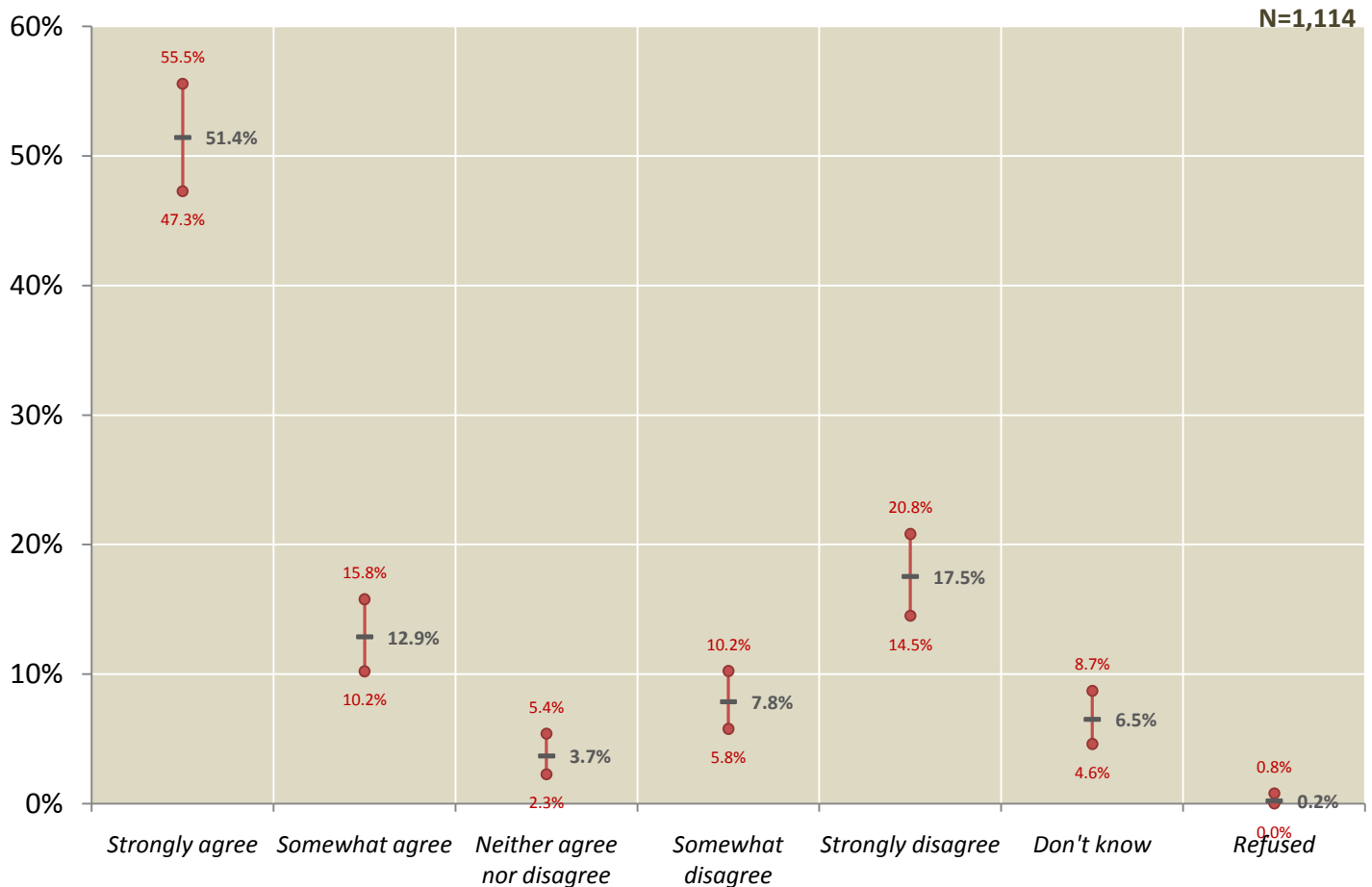
**Summary:** Public awareness that the library offers audio books is similar to that for videos.

**Goal:** The goal must be at minimum to increase the strongly agree category above 72.8% and to decrease the strongly disagree category to below 5.9%.

**Analysis:** This was one of the few questions to register a slight statistically significant association with gender. All of the questions that show significant associations with gender indicate that females are generally more informed about the library. This holds true for audio books as well. Age also is significant. Younger (18 to 24) and older (65 to 74, and 75+) individuals are much more likely to strongly disagree with the statement in question. In fact, 29% of those seventy-five or older are in the strongly disagree category. In addition to our large print collection, audio books could be a resource of particular value to senior citizens.

## Question #11: Music CDs

*I am aware that the library offers access to the following materials and services:*  
**{Music CDs}**



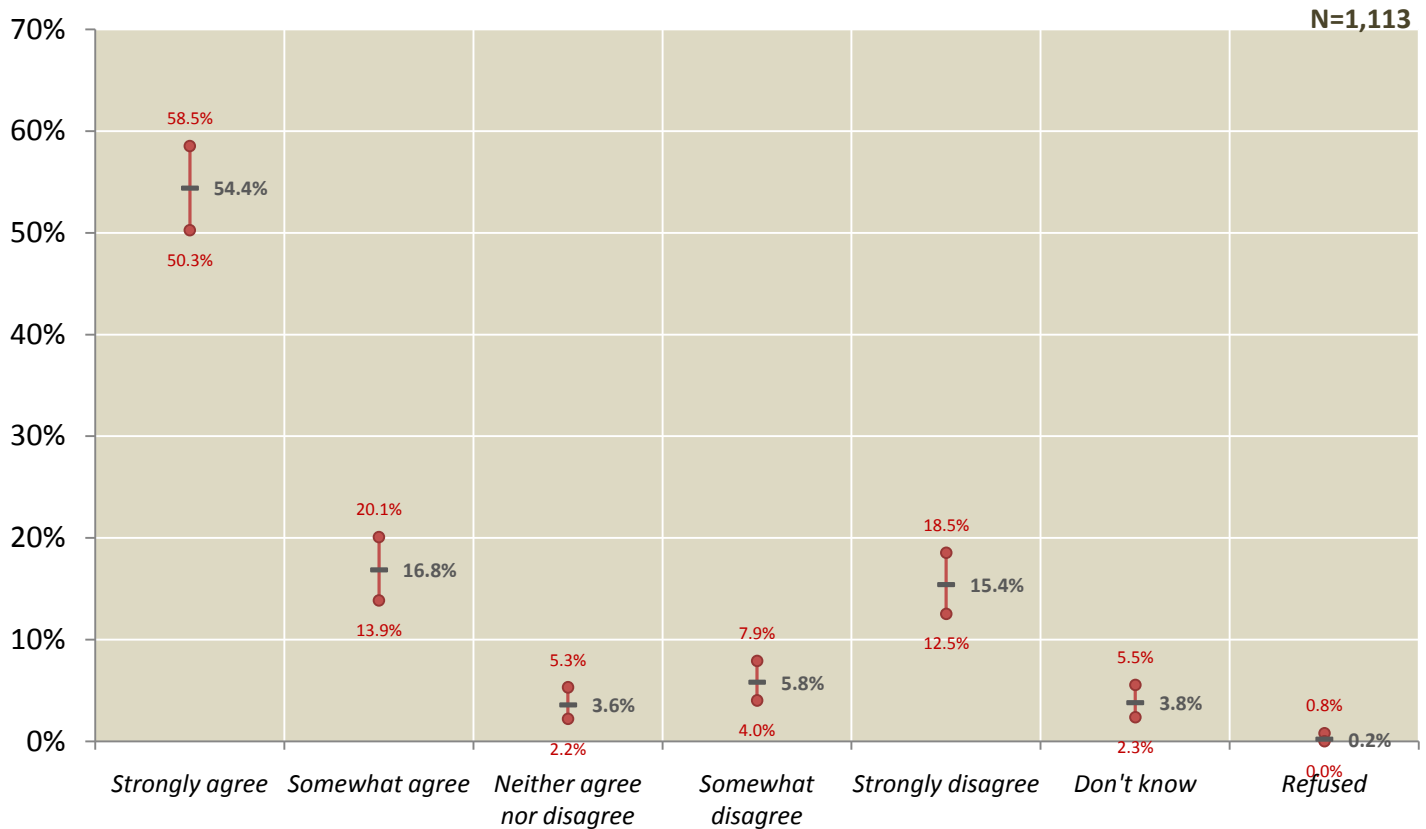
**Summary:** Of the four media types so far discussed, the public is least aware that we offer music CDs for them to borrow. This could be due in part to their small visibility footprint within the libraries.

**Goal:** Progress is attainable across the spectrum of responses to this question, with the focus being to increase the strongly agree proportion to above 55.5% and to decrease the strongly disagree proportion below 14.5%.

**Analysis:** The music CDs in our collection certainly do not suffer from a lack of circulation. It is likely that a person's responses to questions about media format awareness are in some cases based on their expectation of what is available at the library rather than firsthand knowledge. Lower awareness of non-traditional library offerings such as music CDs may reflect this. Part of raising awareness is therefore creating the expectation that these new resources *should* be found in libraries. Changing customers' expectations involves challenging the stereotypes from which they are derived. The benefits of adopting a more general approach will be maintained long after compact discs become obsolete.

## Question #12: Library Sponsored Events

*I am aware that the library offers access to the following materials and services:  
{Library sponsored events, programs, and training classes}*



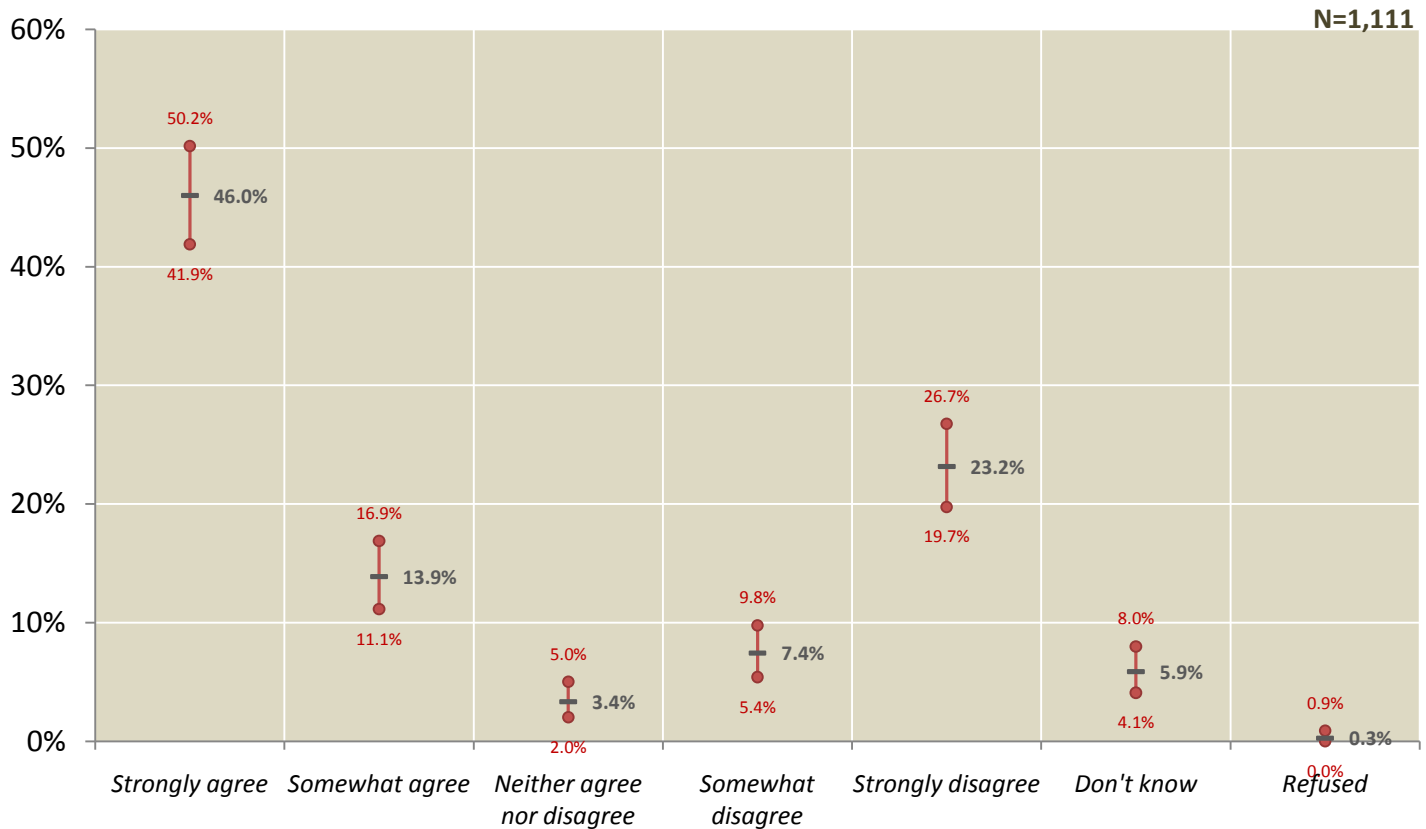
**Summary:** Despite the considerable resources we spend planning, promoting and putting on events, recognition of our efforts in the community appears rather soft.

**Goal:** Progress would be shifting the strongly agree and strongly disagree proportions above/below their respective measurement boundaries, 58.5% and 12.5%, in a future survey.

**Analysis:** Our strategic plan emphasizes recognition in the community that we provide noteworthy opportunities for interaction at the library. One of the ways we accomplish this is by offering events and programs on an assortment of cultural, civic and/or community interests. After having offered these programs for years, just over half of the population is fully aware that we provide these services. If we had followed up this question with examples (such as our Summer Reading Program or story times), many of the disagreeing respondents would then realize they are in fact aware the library offers programs. The distinction here is one of whether it is known that MLS offers noteworthy events versus whether offering noteworthy events is something MLS is *known for*. One way to become known for our events and move people beyond vague awareness is to challenge preconceptions about library programming. To do this, we must emphasize quality over quantity and strive to make a permanent impression with each event.

## Question #13: Online Subscription Access

*I am aware that the library offers access to the following materials and services:*  
**{Free access to the library's online subscriptions}**



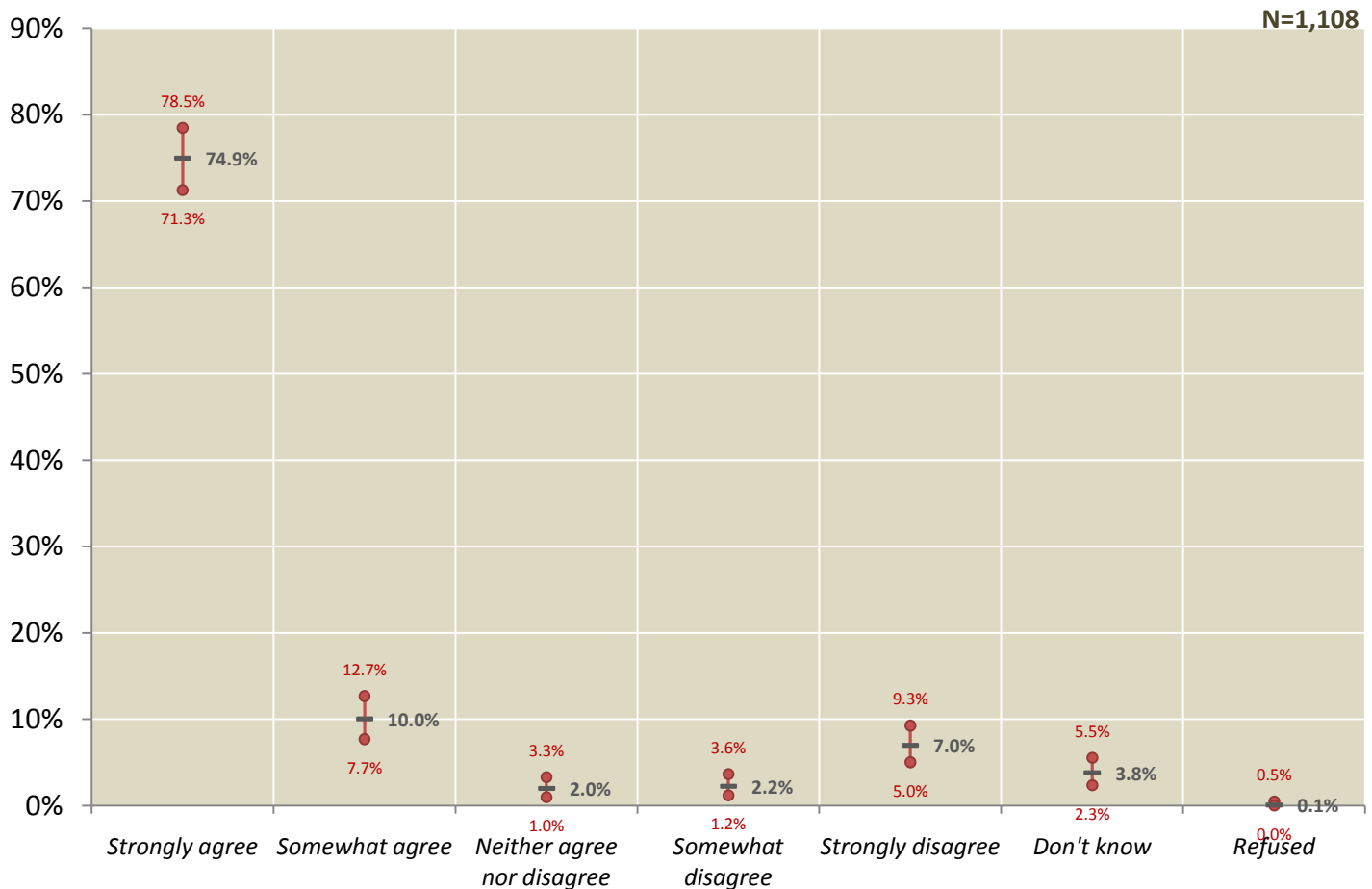
**Summary:** Free access to proprietary databases is probably the most under-recognized and under-utilized resource we provide to our customers. Sadly, not only is a large proportion of citizens unaware we offer this service, many may have very little understanding of what these databases are, the massive amount of information they make available, and/or how to use them.

**Goal:** In some ways the problem here is two-fold. It would be very difficult for residents who lack basic computer skills to become familiar with this resource. Such skills are practically a prerequisite for being aware of this resource. Moving respondents that somewhat agree into the strongly agree category (above 50.2% to be measureable) may therefore be substantially easier than reducing the group in the strongly disagree category below 19.7%.

**Analysis:** At this point in the survey the associations between questions move from the media format section to those that concern computers and the internet. Responses to this question exhibit moderate association with those regarding awareness of our website and its resources. These are the two questions that had the highest proportion of respondents in the strongly disagree category. Since much of this resource is available to customers from home through our website, increased usage has very little marginal cost. This underscores the importance of attracting visitors to our website.

## Question #14: Computer Workstations

*I am aware that the library offers access to the following materials and services:*  
**{Computer workstations connected to the internet}**



**Summary:** There is an impressive level of awareness in the community that we offer computer workstations connected to the internet.

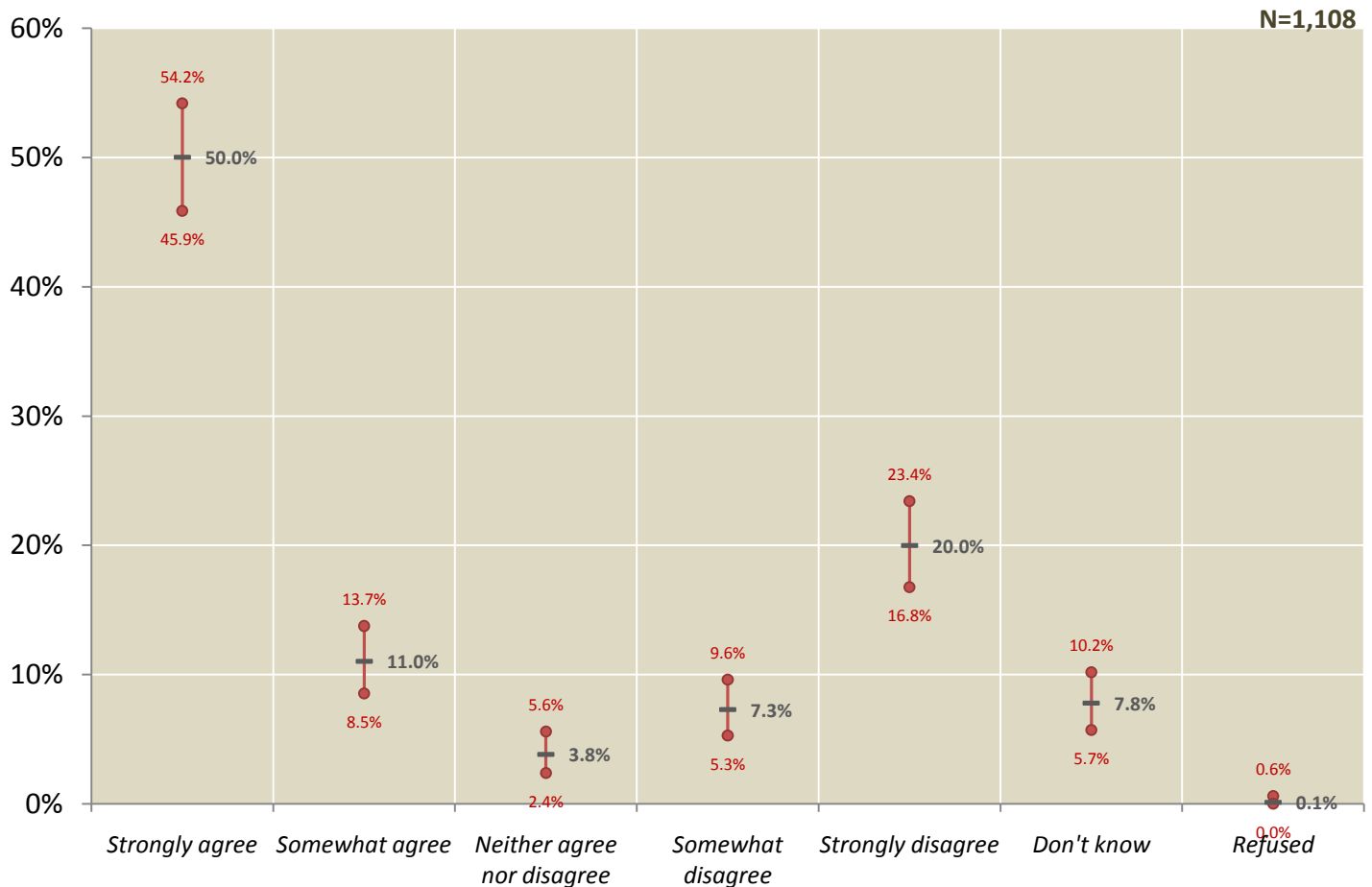
**Goal:** A proportion of strongly agree responses over 78.5% in a future survey would be measureable progress.

**Analysis:** The first question posed by the above results is, “How did awareness of this resource become so pervasive so quickly?” Computers and internet access have quickly become key services that citizens expect from their library. Computers’ increasing footprint inside of each library makes it very difficult for visitors not to take notice. Widespread media coverage, good and bad, of the role of computers in libraries has also played a part. Most of all, though, has been the library’s unique ability to meet this need. The public seems to appreciate this. There is a strong positive association between a respondent’s answer to this question and how highly they value having a library in the community. Unfortunately, this awareness is distributed unevenly. As one might expect, awareness among senior citizens lags behind that of other groups.

## Question #15: Wireless Internet Access

*I am aware that the library offers access to the following materials and services:*

**{Wireless Internet Access}**



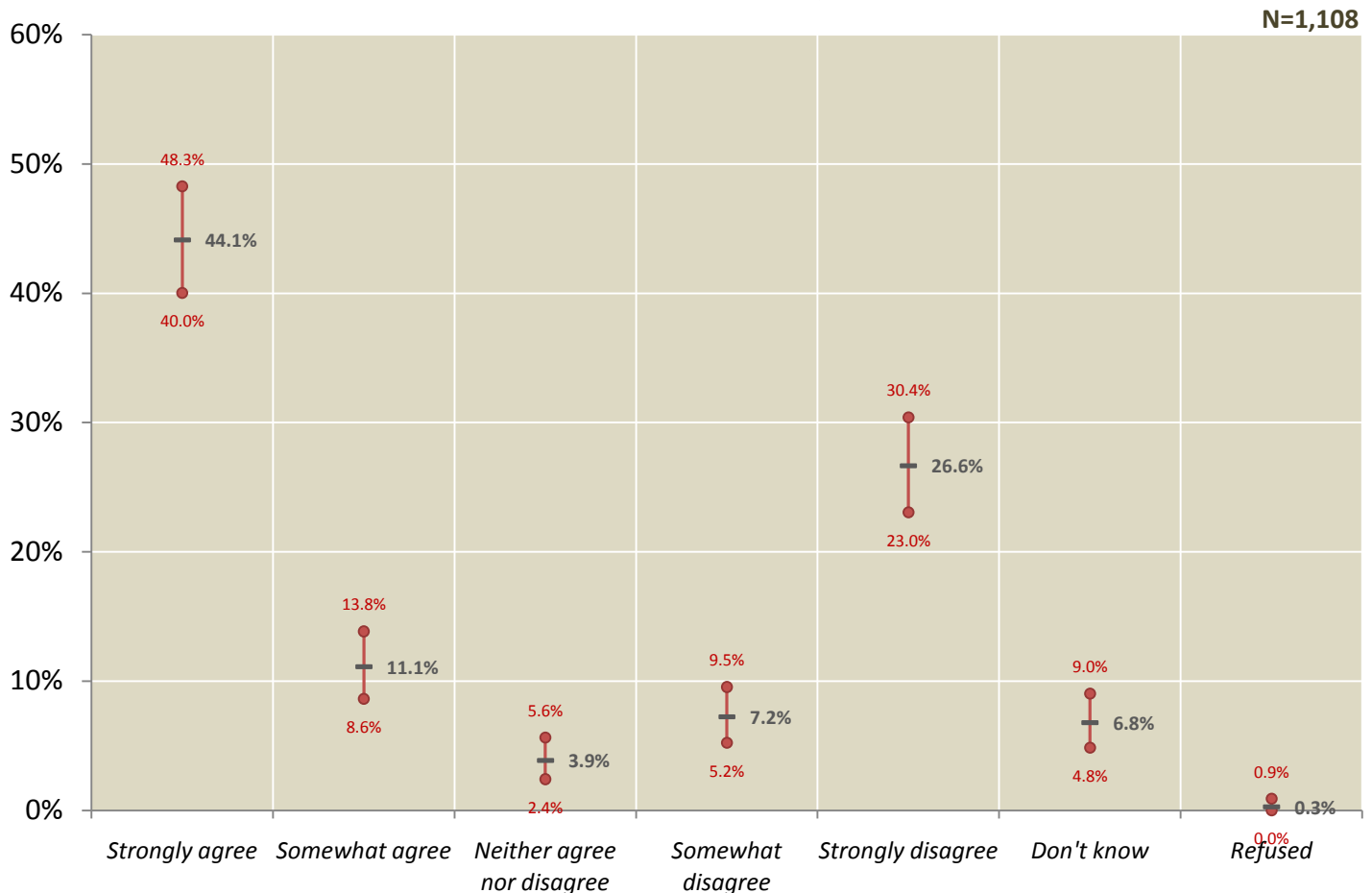
**Summary:** The library began offering wireless internet access in August 2006. In the two and a half years since, fifty percent of Oklahoma County residents (approx. 350,000 people) have learned that it is available here. Wireless internet (Wi-Fi) is quickly expanding beyond the traditional laptop computer to more ubiquitous electronic devices such as cell phones. As using these devices to log on to the internet wirelessly becomes commonplace, awareness that MLS libraries provide free Wi-Fi should increase. The momentum of this technology is such that Wi-Fi is fast becoming an expectation for any public place.

**Goal:** Although the minimums for detection would be to raise strongly agree above 54.2% and reduce strongly disagree below 16.8%, given the recent introduction of this service, it seems reasonable to expect more substantial gains over the strategic plan's five-year time frame.

**Analysis:** The high incidence of strongly disagree responses in the telephone version may result from a portion of the general public being unfamiliar with what wireless internet access is. This group may be difficult to reach.

## Question #16: Website Resources

*I am aware that many library resources are available 24/7 through the library's website, [www.metrolibrary.org](http://www.metrolibrary.org).*



**Summary:** Although visits to our homepage have been increasing at a rapid pace, a significant number of respondents remain unaware of the MLS services available to them online. As more resources are made available through our website, connecting with our customers online will progressively become more important.

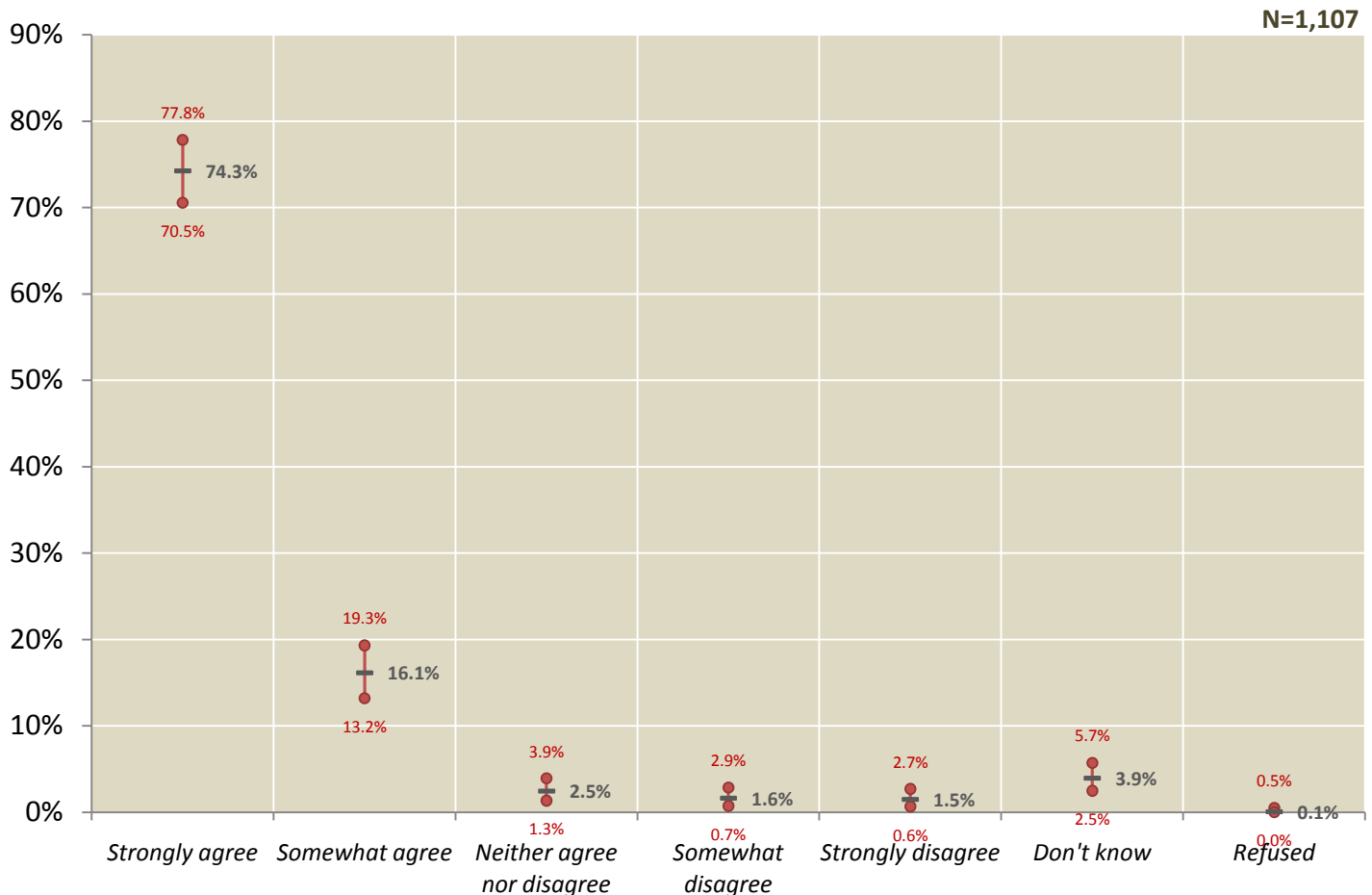
**Goal:** The first priority should be lowering the strongly disagree category below 23%.

**Analysis:** Many of the respondents in the strongly disagree group may not have the computer skills necessary to utilize our online services, and these are the customer who stand to benefit most by using our public computers. To meet the goal set in the strategic plan, we must take the opportunities we have with our customers and point out those services that are available online. These tools should be presented in ways that make them seem accessible and don't intimidate would be users that have limited experience with computers.



## Question #17: Diverse Interests

*The Metropolitan Library System is an important resource for diverse cultural, civic, and/or community interests in our county.*



**Summary:** There is high regard in Oklahoma County for our role as a facilitator of diverse interests in the community. This result is encouraging because the question is a good indicator of how well the public believes we are fulfilling our [mission](#). As one of our fundamental values, it is critical for the public to accept and support the Metropolitan Library System as a promoter of diversity in Oklahoma County. We must therefore strive to be recognized and respected as a leader on this issue in our county and state.

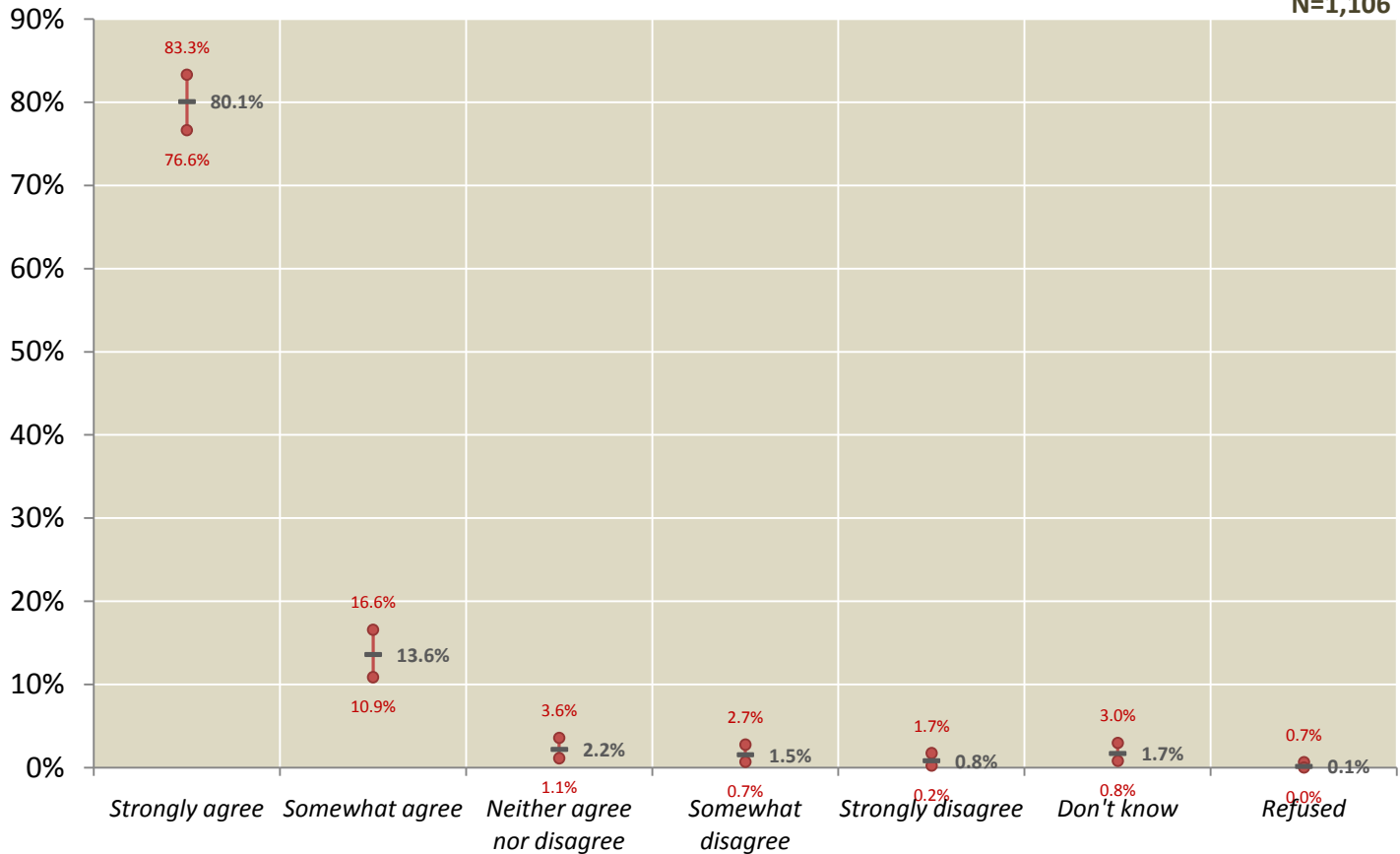
**Goal:** To demonstrate progress, the strongly agree result must register above 77.8% in a future survey.

**Analysis:** This question marks a shift in the survey from gauging awareness of library resources to measuring perceptions about the library in the community. With nearly three-quarters of the population strongly agreeing with the statement in question, it makes sense to find out more about and target the quarter of the population in the other categories. The characteristics that are over-represented in this group belong to young, less educated males that don't frequent the library or have a library card.

## Question #18: Quiet Environment

*The library provides an inviting environment to read quietly and/or study.*

N=1,106



**Summary:** The statement above received the second highest level of agreement in the survey. It accords with traditional notions of what the environment in a library should be like. However, the goal of the strategic plan is not merely to provide a place to read quietly and/or study; it is to provide an *inviting* environment to do these things (and others as well).

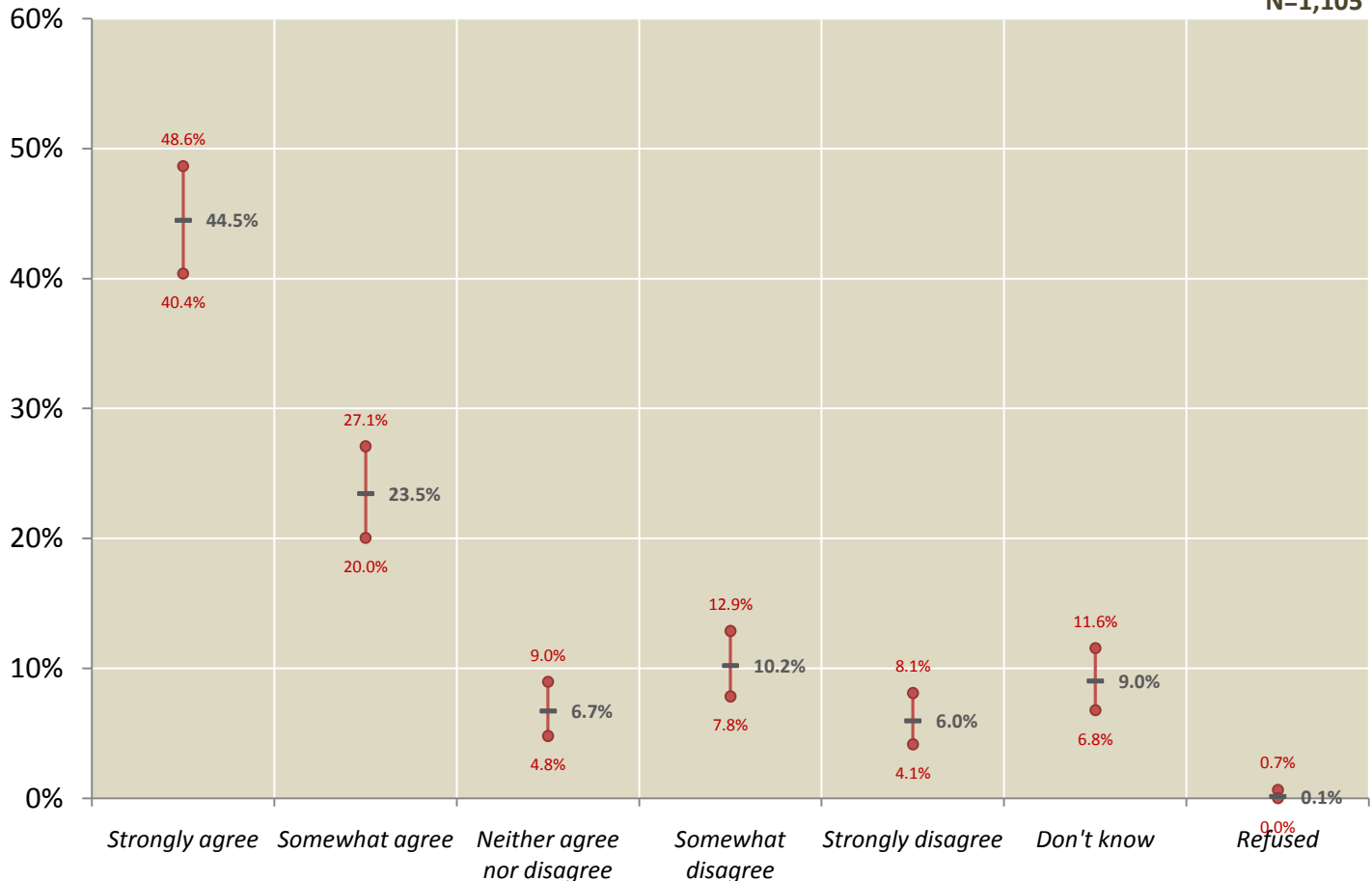
**Goal:** Most of the progress will be made by moving respondents from the somewhat agree category into the strongly agree category. For this change to be significant, 83.3% of the respondents sampled in a similar survey must strongly agree that the library provides an inviting environment to read quietly and/or study.

**Analysis:** With the increasing presence of electronic devices in the library (cell phones, laptops, etc.); it is becoming more difficult to provide an environment free of distractions for our customers who wish to quietly read or study. Each person who disagreed on this question probably has a specific negative experience at the library to justify their response. It is very important that staff minimize negative experiences of this kind by being observant of noise levels and maintaining inviting places for quiet activities. Our ability to provide this kind of environment is significantly associated with customer satisfaction levels both for library locations and the system as a whole.

## Question #19: Business & Social Environment

*The library provides an inviting environment for business and social activities.*

N=1,105



**Summary:** As the results of the previous question demonstrate, there is wide recognition of the library as a good place to study or read quietly. It may be difficult for some to reconcile that perception of the library with the one presented in this question. To achieve our goals, we must broaden our customers' perceptions by demonstrating the multifarious functions our facilities can accommodate.

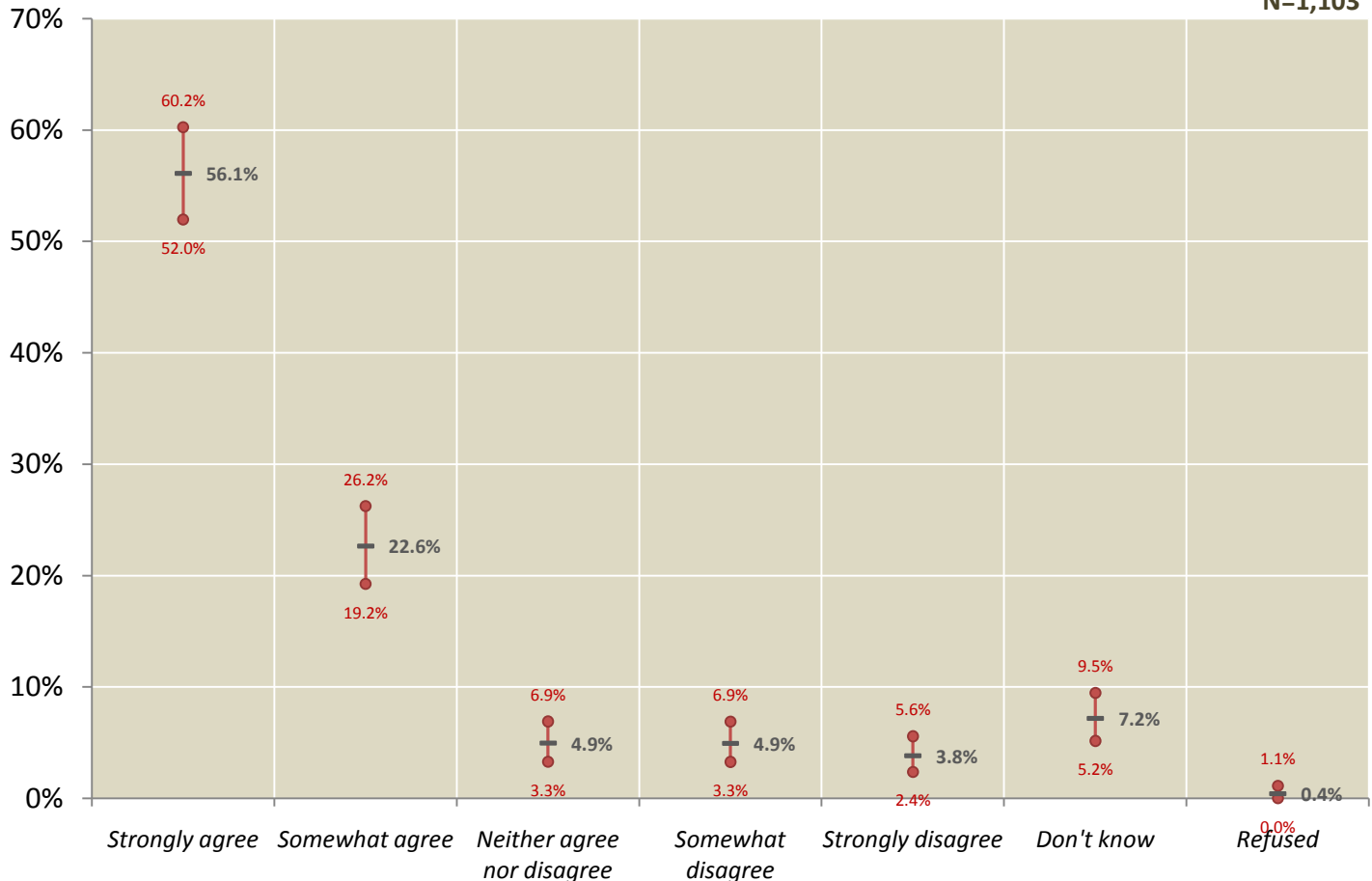
**Goal:** The target for this question should be to raise the strongly agree proportion of responses to more than 48.6% of the total sample in a future survey.

**Analysis:** The relatively low agreement with this question may indicate that the public lacks an understanding of the context in which business and social activities can take place at our libraries. We need to give them a frame of reference by providing examples of the variety of uses that our meeting rooms allow for. This will require setting aside a block of time to focus on positioning our meeting rooms as community forums in the minds of our customers. They should feel a sense of pride and ownership of our spaces. This will help us to meet this goal.

## Question #20: Interaction Opportunities

*The library provides opportunities for interaction.*

N=1,103



**Summary:** It is a goal of the new strategic plan for our libraries to be perceived as places where visitors can find physical and virtual interaction. This could be parents bringing their children for a lapsit or story time program. Or, it could be senior citizens coming to the library for personal contact. It could also be teens coming afterschool to use the computers. We must pay special attention to ensure our facilities, programs, and resources provide opportunities for these interactions to happen in a safe environment.

**Goal:** Our target for improvement should be to get over 60.2% of the population to strongly agree that the library provides opportunities for interaction.

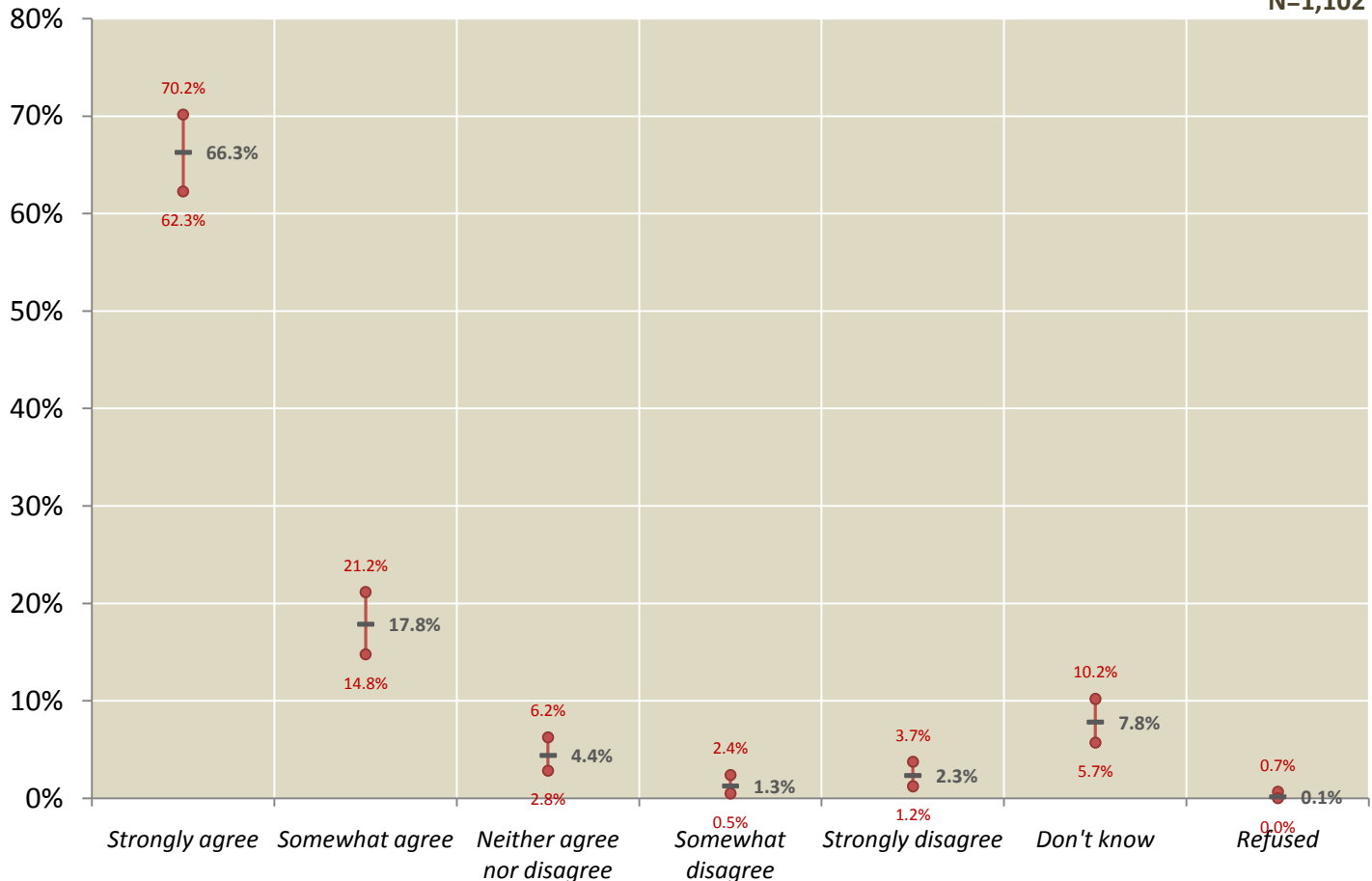
**Analysis:** As with the previous question, the don't know category is higher than most of the other questions, and this may reflect an unfamiliarity with the types of interactions that can take place at our libraries. To overcome this, we need to emphasize the interaction aspects of what takes place at our libraries. Posters with a collage of the scenarios cited above with a caption similar to the one below would be an example.

"The Metropolitan Library System: [Your](#) Inviting, Innovative Link to.....**Interaction.**"

## Question #21: Knowledgeable Staff

*The library staff is up-to-date and knowledgeable about sources of information.*

N=1,102



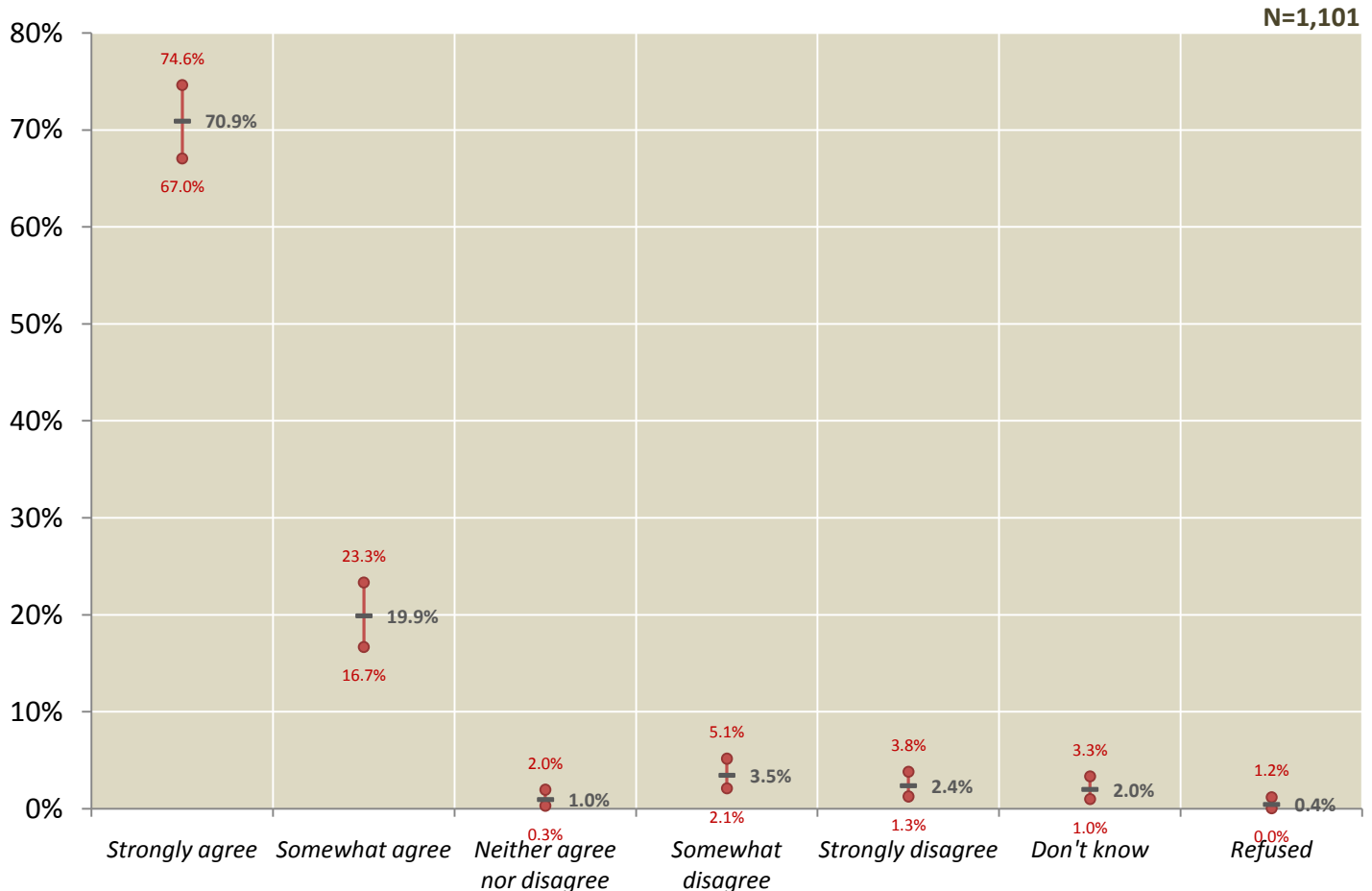
**Summary:** As a library system, it is our job to bring people and information together. It is crucial that we make people aware that not only can we provide access to reputable information sources, but that our expert staff is available to help find and interpret the information as well. With all of the information available today at the click of a mouse, staying relevant requires the public to perceive our staff as information experts.

**Goal:** We must raise the strongly agree proportion above 70.2% to demonstrate progress on this goal of the strategic plan.

**Analysis:** There is a positive association between how respondents rate our staff and how they rate our library system as a whole. There is also a strong association between perceptions of how knowledgeable our staff is and whether or not they take the time to understand customers' needs. This suggests that changing the public's perceptions about our library system requires a personal touch. Our staff must have the tools and training to make each customer encounter a positive one.

## Question #22: Information Literacy

*I am comfortable with my ability to find and evaluate the information I need.*



**Summary:** According to the American Library Association, Information literacy is “a set of abilities requiring individuals to recognize when information is needed and have the ability to locate, evaluate, and use effectively the needed information.” Such is the importance of information literacy that a similar definition could, in general, be given for what it means to be educated.

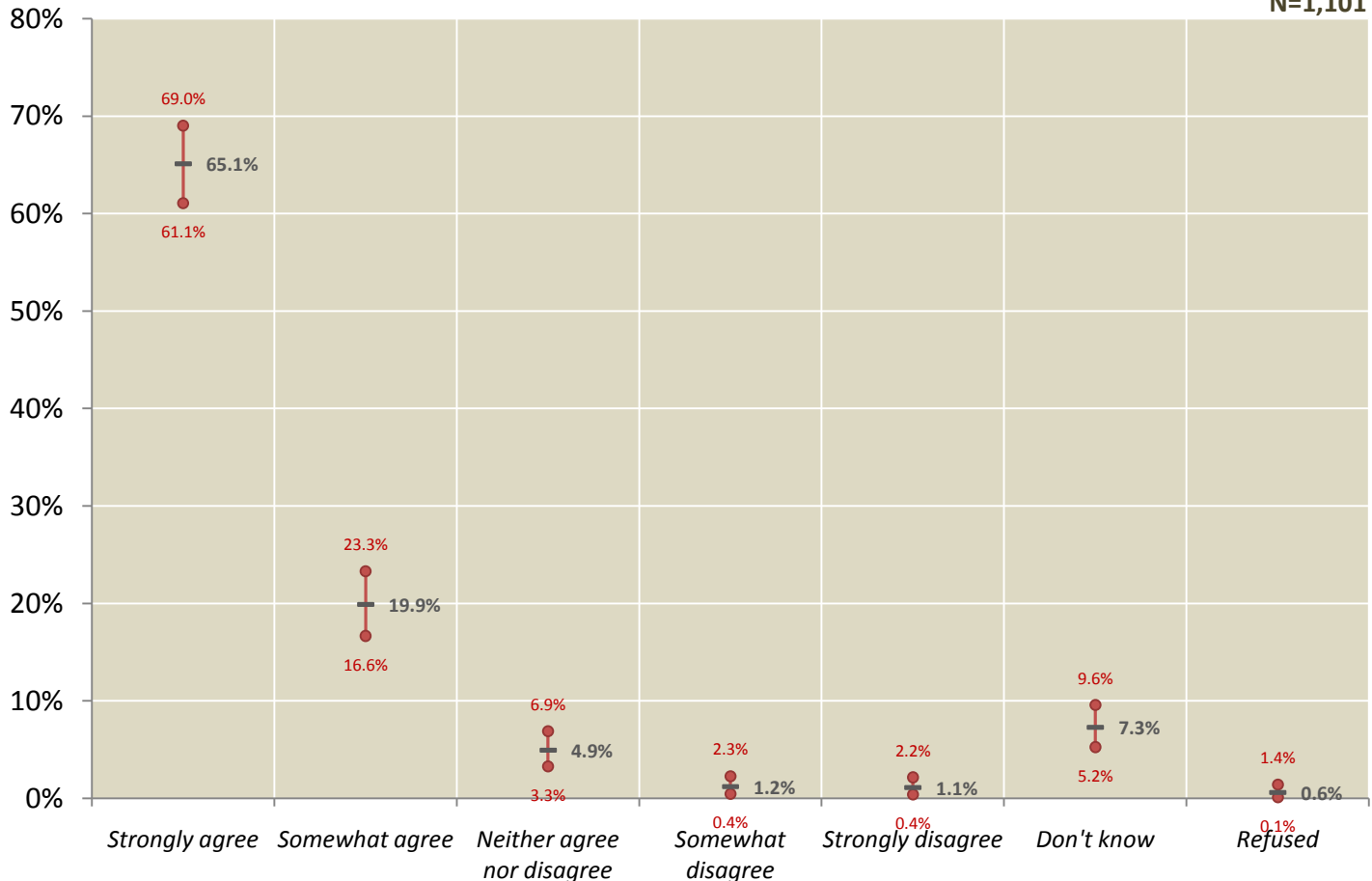
**Goal:** It is necessary to observe an increase that moves the strongly agree category above 74.6% to demonstrate progress in this area.

**Analysis:** It is somewhat surprising that respondents rate their own information literacy this highly. And while widespread information literacy is desirable, these results seem suspiciously high. These numbers may reflect respondents rating the ease or convenience with which they obtain information as opposed to their ability to determine its veracity. Indeed, understanding this distinction is key to being information literate. Educating the public about information literacy is a service that the library is well positioned to provide.

## Question #23: Staff Attention

*Library staff takes the time to understand my needs.*

N=1,101



**Summary:** When customers come to the library for help, they need to feel that they are our staff's number one priority. If this level of service is not met, then we have failed regardless of whether the customer got what he/she came for.

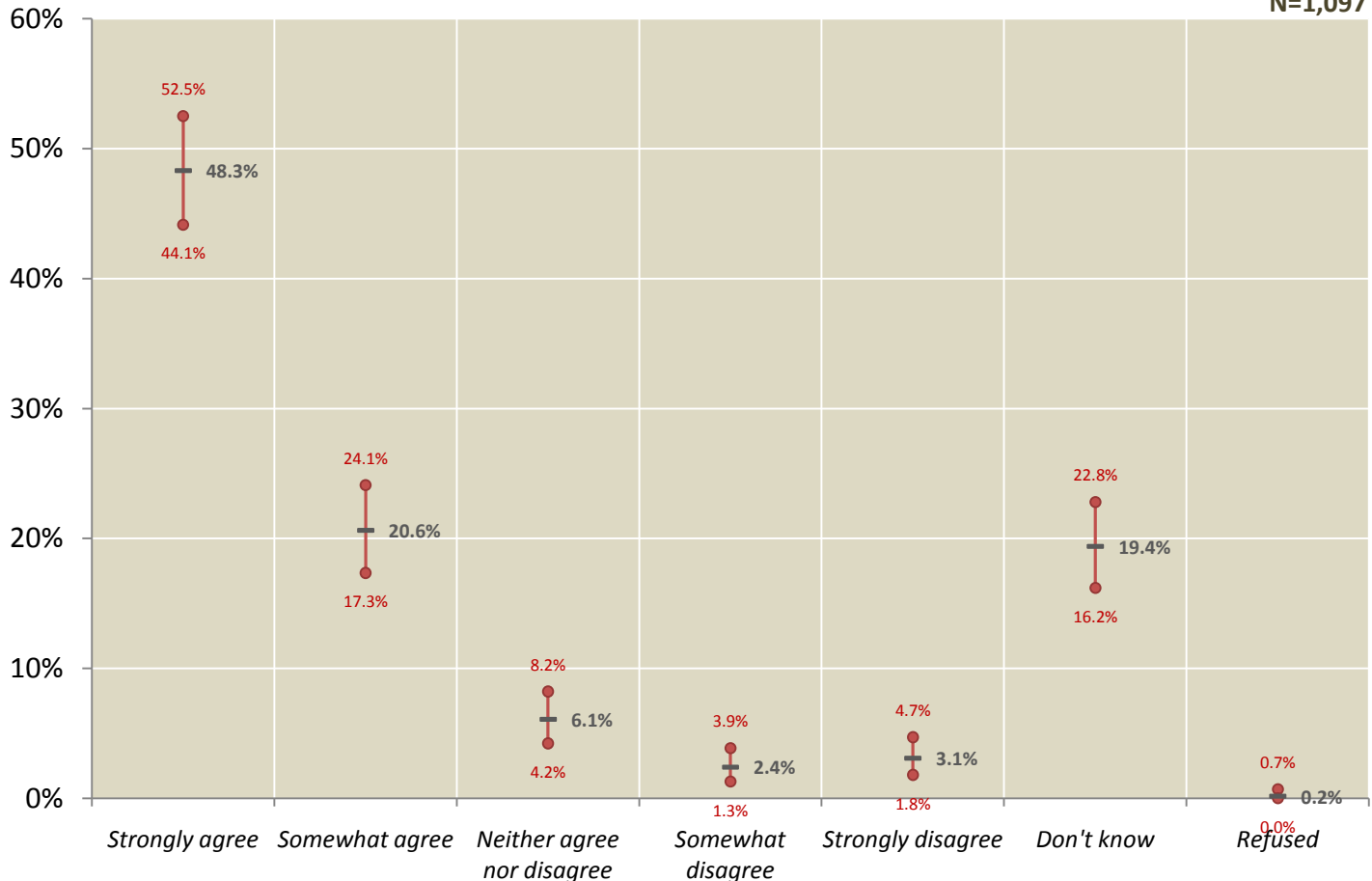
**Goal:** The strongly agree category must be raised to at least 69% in a future survey.

**Analysis:** Older individuals are more likely to indicate that library staff takes time to understand their needs. Given this association with age, extra care should be given to make sure that our customers between the ages of eighteen and thirty-five are being properly served. Generally younger respondents rated our staff less favorably than their older counterparts. This discrepancy could be related to the manner or style in which service is offered. The time of day that these interactions occur could also be a factor. Younger working adults may be more likely to come to the library at peak times and have less time to get what they need. Each library should be aware of when their peak times occur and plan accordingly.

## Question #24: Current Computers

*The library's public computer equipment is current.*

N=1,097



**Summary:** The library's Information Technology department follows a replacement schedule for all of the system's computers. The result is that none of our public computer equipment is ever more than three years old.

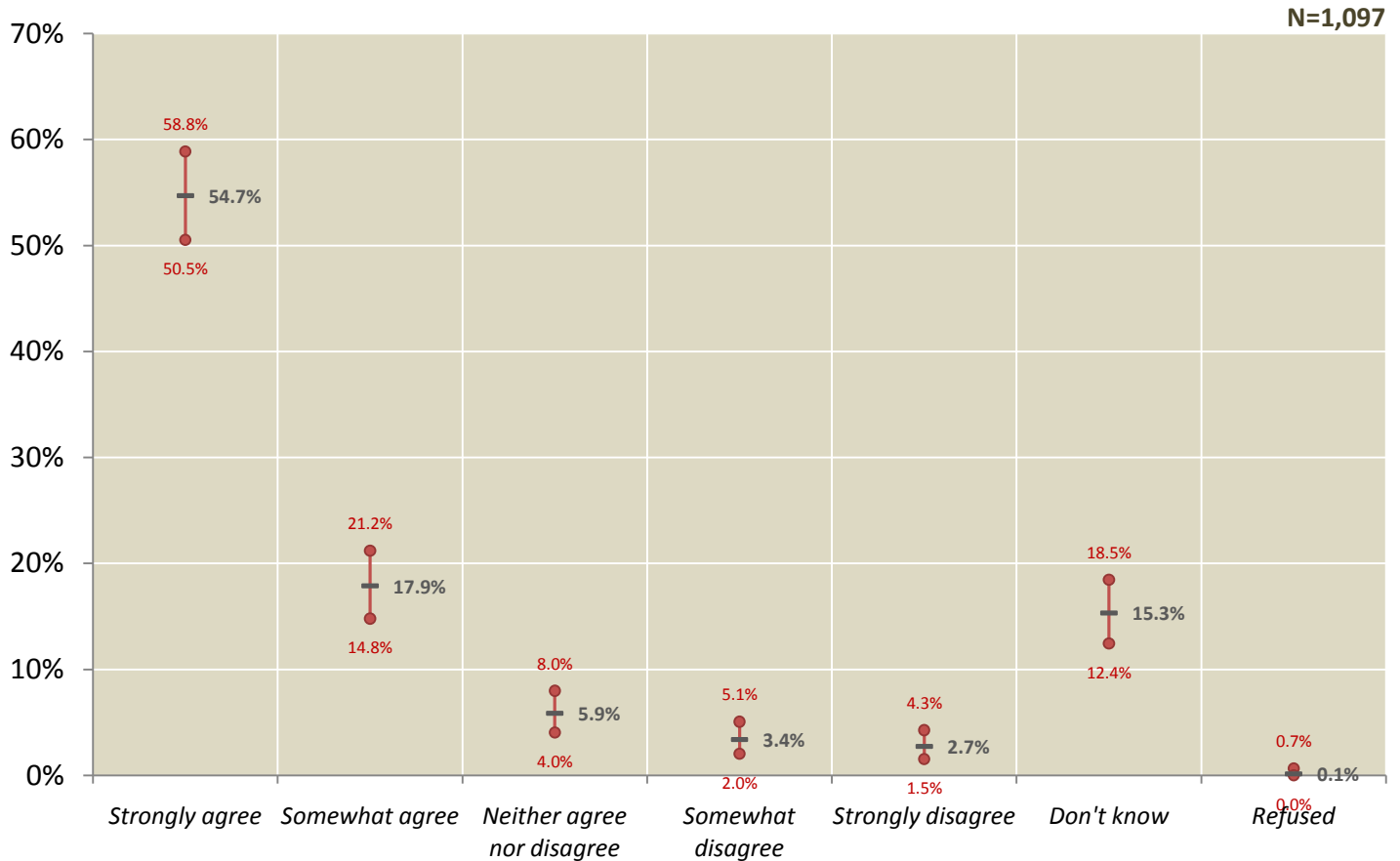
**Goal:** Ideally, it would be good to bring down the don't know category below 16.2% while raising the strongly agree category above 52.5%

**Analysis:** Although there is a large portion of Oklahoma County residents who don't know the condition of our computer equipment, for those that do know, it is a significant component of how satisfied they are with the Metropolitan Library System as a whole. However, there are limits to our ability to provide customers with time on our over three hundred public computers. At current usage levels, waiting times to get on one of our over three hundred public computers can be long during peak hours. We must be cautious when marketing our services and be sure that we can deliver on our promises. Subtlety will be required in any effort to communicate the quality of our computers without ratcheting up demand to unsustainable levels.



## Question #25: Computer Assistance

*The library offers informal computer assistance for all ages.*



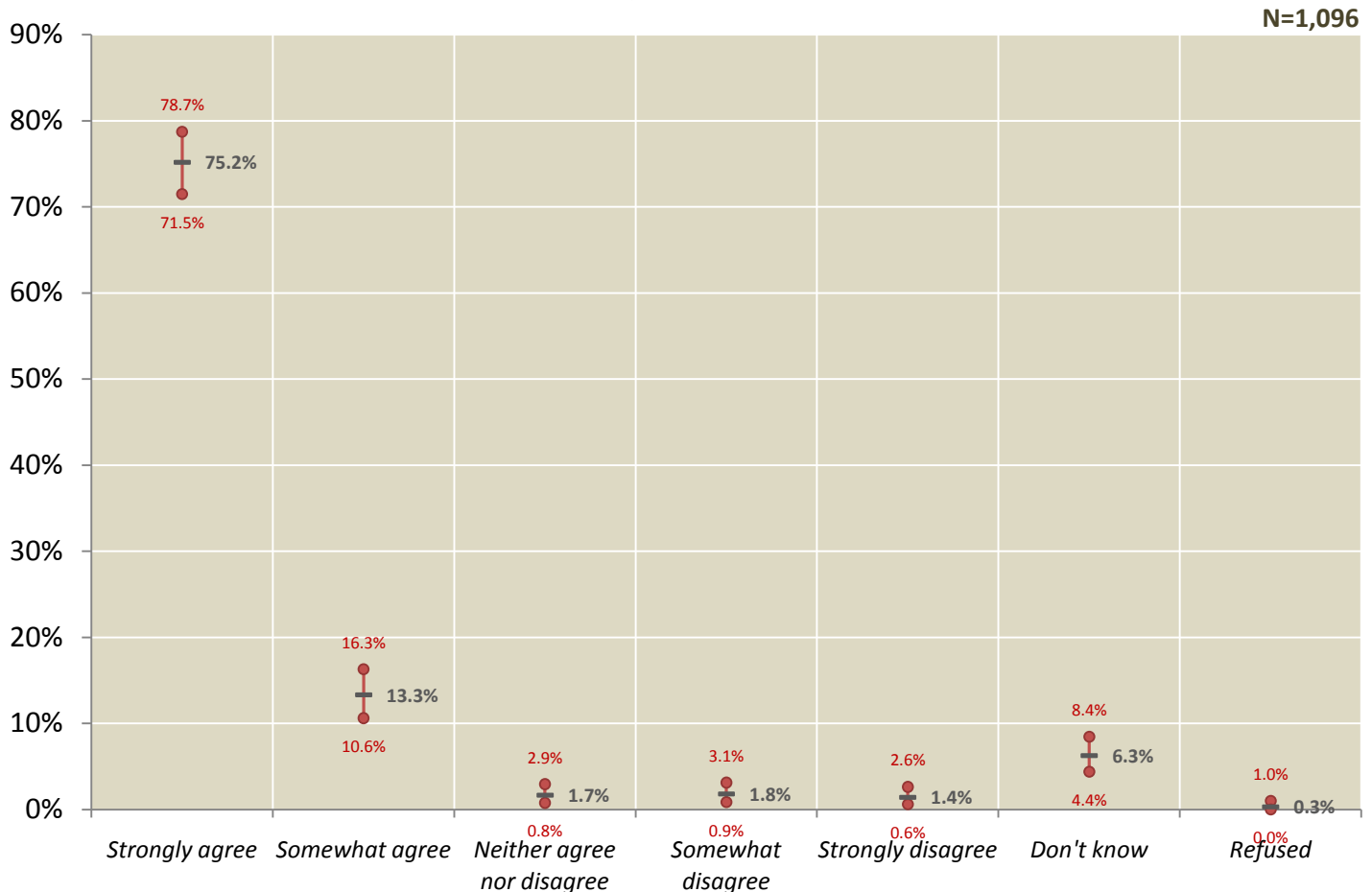
**Summary:** Although we offer formal computer classes, this question emphasizes the informal computer help that we provide to customers. This service doesn't get a whole lot of attention in spite of the fact that, in addition to our regular staff, we have dedicated technology assistants whose primary responsibility is to provide this one-on-one assistance.

**Goal:** Raising the strongly agree category above 58.8% would represent measureable progress.

**Analysis:** There is an association between this question and respondents' income suggesting that more affluent citizens are less likely to be aware of computer assistance. The strongly agree category for households making over \$45,000 per year was twenty-two percentage points below that for households making less than that amount. The strongly agree proportions for the two groups were 44% and 66% respectively. This can be attributed to more affluent groups having access to computers through work or at home and thus not relying on the library for access to or assistance with computers. It is logical that this group would be less aware that we offer informal assistance for the users of these computers. However, a central tenet of the strategic plan involves making everyone aware of our services, including those that may be unlikely to use them.

## Question #26: Benefits of Internet Access

*Internet access at the library is beneficial for people of all ages in order to help develop their skills.*



**Summary:** Internet access has established itself as a core service provided by the library. It is therefore crucial that the public view this as a positive development. With all of the attention paid by the media to the dangers internet access can pose to children, it is encouraging to see that public support for this service is high.

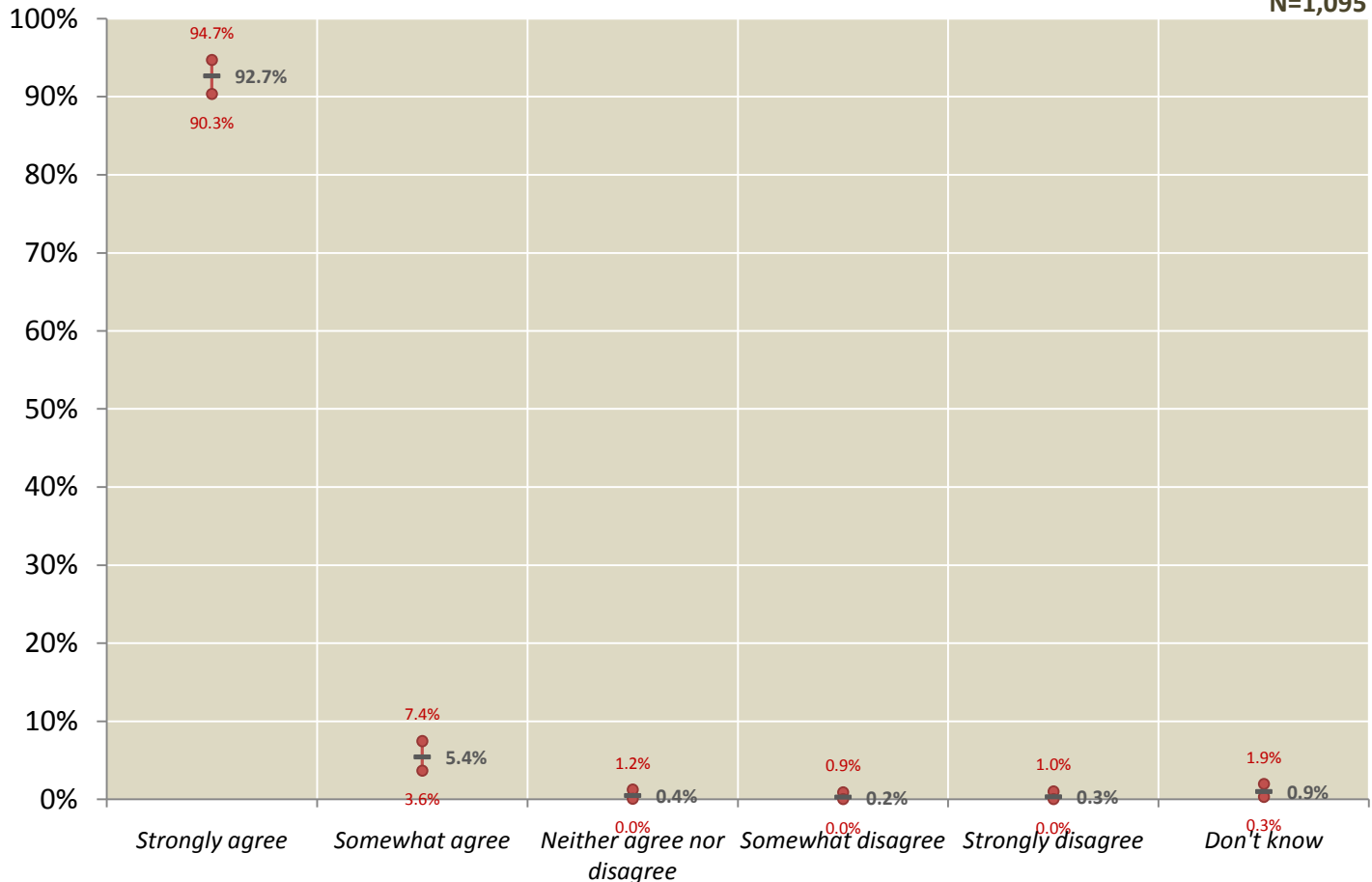
**Goal:** To demonstrate progress, over 78.7% of respondents must agree with the statement in this question in a future similar survey.

**Analysis:** Although customers sometimes complain about specific uses or users of library internet access, what these results show is that the public generally accepts the following principles: **#1)** Skill in using the internet is beneficial. **#2)** The library is an appropriate place for people to gain this skill. **#3)** This is true for customers of all ages. This is a remarkable result that bears repeating whenever events cast doubt upon any one of these three principles. In light of the potential for negative feelings on this topic, the relative lack thereof in these results suggests a strong appreciation within the community of the value and necessity of internet skills.

## Question #27: Library Value in Community

*I value having a public library in the community.*

N=1,095



**Summary:** This question concluded the library-related survey questions. It is important to note that respondents answered this question after learning about all of the resources and services that the Metropolitan Library System provides to Oklahoma County. The results are overwhelmingly positive.

**Goal:** Progress on this question can be measured for any strongly agree result over 94.7% in a future similar survey.

**Analysis:** Although females were more likely to respond positively throughout the survey, this effect was particularly pronounced on this question. This apparent gender bias warrants consideration of why this gap exists and the formulation of strategies that could make our libraries more appealing to the male half of our population. Also, the proportion of 18 to 24 year olds in the strongly agreed category was at least thirteen percentage points below that for any other age group. It is hard to know if this age group will naturally place more value on having a library in the community as they get older; or if the difference is peculiar to this generation in a more fundamental way that needs to be addressed.

## Appendix A: Methodology

### Calculating the Boundaries for Measureable Change:

All measurements are estimates of varying degrees of precision. The measurement error (sampling error in this case) is the difference between the observed value and the actual value. This difference (after many observations) is normally distributed according to the Central Limit Theorem. If two objects are measured ( $M_1$  and  $M_2$ ), there are two margins of error. The estimate of the difference between these measurements is simply  $M_1 - M_2$  with a variance that is the sum of the two measurement variances. The square root of this summed variance gives the standard error of the difference which is then scaled by the number of standard deviations ( $z$ ) contained within the chosen confidence level (95% or 1.96 standard deviations in this case). The result from all of this is an estimate and confidence interval for the difference between  $M_1$  and  $M_2$  as shown below. In our survey we are measuring the proportion of the population ( $M_1$ ) that falls into a certain category with  $n$  being the number of observations that went into each measurement.

$$\text{Change} = \underbrace{(M_1 - M_2)}_{\text{Estimate}} \pm z \underbrace{\sqrt{\frac{M_1(1 - M_1)}{n_1} + \frac{M_2(1 - M_2)}{n_2}}}_{\text{Confidence Interval}}$$

The result of the above equation is an interval with upper and lower bounds. If this interval contains zero, it is possible within our 95% confidence level that there was in fact no change. The goal is thus to determine the critical values of  $M_2$  in a future survey for which the above equation has an upper bound equal to zero and for which it has a lower bound equal to zero.  $M_1$  and  $n_1$  are provided from the results of this survey,  $z = 1.96$  for a 95% confidence level, and we assume that the sample size in the future survey will be the same as this one  $\therefore n_1 = n_2$ . The equation now simplifies to:

$$0 = (M_1 - M_2) \pm 1.96 \sqrt{\frac{M_1(1 - M_1) + M_2(1 - M_2)}{n_1}}$$

Now consider the values for [Question #6](#)'s strongly agree category where  $M_1 = 57.8\%$  and  $n_1 = 1,155$ :

$$0 = (0.578 - M_2) \pm 1.96 \sqrt{\frac{0.578(1 - 0.578) + M_2(1 - M_2)}{1155}}$$

$$M_2 \approx 0.5375264199176 \text{ AND } M_2 \approx 0.6179564346848$$

For this example, if  $M_2$  is between the above values in a future survey, then the result is “no significant change” because the confidence interval for the change between surveys at a 95% confidence level would include zero. When compiling the data for this report, MS Excel’s Solver add-in was used programmatically to calculate and chart the category boundaries for each question.

### **Weighting the Responses:**

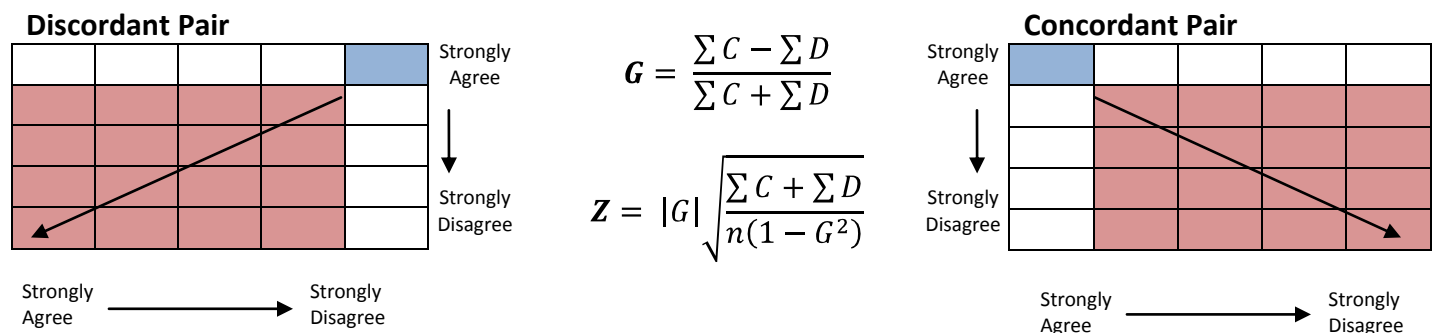
To adjust the telephone survey sample for any demographic biases resulting from the different participation rates among certain groups, the responses were repeatedly weighted until the demographics of the sample matched that of Oklahoma County. For instance, females represented 66% of the sample but only make up 51% of the population of Oklahoma County. The initial weighting factor for gender is calculated by dividing the population proportion by the sample proportion:

$$W_{Female} = 51/66 = 0.7727 ; W_{Male} = 49/34 = 1.4412$$

Each response starts off with a weight of 1. These weights are then multiplied by their respective factors that were calculated as demonstrated above. This process is repeated for each factor many times until the weights for each response converge to the appropriate values and the sample demographics being weighted for match those for Oklahoma County. For this report, the sample was weighted for Gender, Education, and Age.

### **The Gamma Measure of Association:**

The Gamma measure of association is appropriate when measuring the relationship between sets of categorical data. To calculate Gamma, two questions being compared are cross tabulated. Then, all concordant pairs are calculated by multiplying the number in each cell by the sum of all numbers in the table below and to the right of that cell. The discordant pairs are calculated similarly only using the sum of all cells below and to the left of that cell instead. All of the concordant pairs (C) are added up as are the discordant pairs (D). Gamma (G) is defined as:



The Z-score for this measure is given above. It must be greater than 1.96 to satisfy a 95% confidence level. The gamma measure returns a value between -1 and 1. The sign represents the direction of the association and the absolute value gives the magnitude (0 being no association, 1 being perfect association). Association in this instance is the degree to which knowledge of the responses to one question improves prediction of the responses to another question. Perfect positive association would mean that all respondent's answers are the same on each question and all of the numbers in the crosstab are therefore located along the concordant diagonal. Perfect negative association means that all respondents that strongly agree with one question strongly disagree on the other. Such associations do not indicate a cause and effect relationship, nor do they control for the influence of outside variables. However, the net effects measured using these methods exist at the confidence level calculated regardless of their cause. Gamma magnitudes are interpreted as follows:

<b>Virtually No Relationship</b>	<b>Weak Relationship</b>	<b>Moderate Relationship</b>	<b>Strong Relationship</b>
0 to 0.24	0.25 to 0.49	0.5 to 0.74	0.75 to 1.00

## ***Appendix B: Strategic Plan Goals***

### **SATISFY CURIOSITY: LIFELONG LEARNING**

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The resources you need to explore topics of personal interest and continue to learn throughout your life are at your library.

**Goal:** All ages realize their library offers topics in a variety of formats they find captivating and enriching to their lives.

**Goal:** Residents see their library as a resource for introductions to an assortment of cultural, civic and/or community interests.

### **VISIT A COMFORTABLE PLACE: PUBLIC & VIRTUAL PLACES**

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Your library has safe and welcoming physical places to meet and interact with others or to sit quietly and read and has open and accessible virtual spaces that support social networking.

**Goal:** All ages appreciate their library for its designated places for quiet reading or studying and as a place for social or business activities.

**Goal:** All ages recognize their library as a great place both physically and virtually to interact with others due to the noteworthy opportunities provided.

### **KNOW HOW TO FIND, EVALUATE & USE INFORMATION: INFORMATION FLUENCY**

---

When you need information to resolve an issue or answer a question, you have the skills to search for, locate, evaluate, and effectively use information to meet your needs.

**Goal:** All visitors can expect library staff to have up-to-date knowledge, skills, and abilities to deliver library services.

**Goal:** All ages can expect friendly guidance on how to locate the best information resources to meet their request or needs.

### **CONNECT TO THE ONLINE WORLD: PUBLIC INTERNET ACCESS**

---

Your library has high-speed access to the digital world with no unnecessary restrictions or fees to ensure that you can take advantage of the ever-growing resources and services available through the Internet.

**Goal:** All ages discover that their library has current equipment, tools and training for the public to responsibly access the digital world.

**Goal:** Adults understand that using the Internet is beneficial to development for all ages.

**Goal:** All ages recognize and use their library's website and its resources as an extension of the physical library.

*Each of these goals is written from the perspective of what the customer, resident, or user receives rather than from the perspective of what the library will do or provide. This strategic plan is all about what this community gains from the library. To measure our progress we will conduct a baseline survey this fall and another survey near the completion of this 5-year plan.*

## Appendix C: Gamma Associations Table

	Gamma Associations		Factor b							
	Factor a	Gender	Library card	MLS Use Frequency	Registered Voter	MLS Satisfied	Location Satisfied	Magazines and Newspapers	Videos	Audio Books
Q1	Gender		↓ -0.26	↘ -0.15		↘ -0.18				↘ -0.23
Q2	Library card	↓ -0.26		↑ 0.90	↘ 0.46	↑ 0.50		↘ 0.43	↑ 0.50	↘ 0.41
Q3	MLS Use Frequency	↘ -0.15	↑ 0.90			↘ 0.39	↘ 0.27	↘ 0.30	↘ 0.34	↘ 0.29
Q5	Registered Voter		↘ 0.46							↘ 0.26
Q6	MLS Satisfied	↘ -0.18	↑ 0.50	↘ 0.39			↑ 0.82	↘ 0.39	↘ 0.44	↘ 0.33
Q7	Location Satisfied			↘ 0.27		↑ 0.82			↘ 0.38	
Q8	Magazines and Newspapers		↘ 0.43	↘ 0.30		↘ 0.39			↑ 0.75	↑ 0.62
Q9	Videos		↑ 0.50	↘ 0.34		↘ 0.44	↘ 0.38	↑ 0.75		↑ 0.77
Q10	Audio Books	↘ -0.23	↘ 0.41	↘ 0.29	↘ 0.26	↘ 0.33		↑ 0.62	↑ 0.77	
Q11	Music CDs		↘ 0.36	↘ 0.35	↘ 0.20	↘ 0.36		↑ 0.51	↑ 0.62	↑ 0.67
Q12	Events		↘ 0.33	↘ 0.23		↘ 0.42	↘ 0.26	↑ 0.54	↑ 0.54	↑ 0.52
Q13	Online Subscriptions		↘ 0.26	↘ 0.22		↘ 0.39	↘ 0.24	↘ 0.36	↘ 0.48	↘ 0.36
Q14	Internet Computers		↘ 0.36	↘ 0.26		↘ 0.31		↑ 0.59	↑ 0.66	↑ 0.68
Q15	Wi-Fi		↘ 0.25	↘ 0.17		↘ 0.24		↘ 0.35	↘ 0.40	↘ 0.44
Q16	Website Resources		↘ 0.25	↘ 0.29		↘ 0.35		↘ 0.32	↘ 0.37	↘ 0.29
Q17	Diverse Interests					↘ 0.40	↘ 0.45	↘ 0.44	↘ 0.44	↘ 0.28
Q18	Read quietly					↑ 0.51	↑ 0.56	↘ 0.27	↘ 0.30	↘ 0.26
Q19	Social activities.	↘ -0.17		↘ 0.13		↘ 0.38	↘ 0.40	↘ 0.35	↘ 0.38	↘ 0.29
Q20	Interaction Opportunities					↘ 0.34	↘ 0.48	↘ 0.32	↘ 0.43	↘ 0.36
Q21	Knowledgeable Staff	↘ -0.19	↘ 0.34	↘ 0.25		↑ 0.57	↑ 0.64	↘ 0.42	↘ 0.47	↘ 0.35
Q22	Info Literacy					↘ 0.34	↘ 0.45	↘ 0.40	↘ 0.43	↘ 0.36
Q23	Staff Attention	↘ -0.19	↘ 0.31	↘ 0.20		↑ 0.57	↑ 0.68	↘ 0.42	↘ 0.45	↘ 0.35
Q24	Current Computers	↘ -0.22	↘ 0.27	↘ 0.27		↑ 0.53	↘ 0.46	↘ 0.24	↘ 0.43	↘ 0.31
Q25	Computer Assistance					↘ 0.47	↘ 0.49	↘ 0.29	↘ 0.39	↘ 0.32
Q26	Internet beneficial				↓ -0.28	↘ 0.39	↑ 0.50	↘ 0.34	↘ 0.36	↘ 0.40
Q27	Value Lib in Community	↓ -0.36	↑ 0.69	↑ 0.55		↑ 0.61	↑ 0.85	↑ 0.61	↑ 0.57	↑ 0.60
Q28	Age Group				↘ 0.43		↘ 0.23			↘ -0.15
Q29	Kids?			↘ 0.21					↘ 0.24	
Q30a	Kids 0-3		↓ -0.43	↓ -0.26	↓ -0.62					
Q30b	Kids 4-7									
Q30c	Kids 8-11									
Q30d	Kids 12-15									
Q30e	Kids 16+									
Q33	Education Group		↘ 0.30	↘ 0.16	↘ 0.41			↘ 0.31	↘ 0.16	↘ 0.15
Q34	Income		↘ 0.18		↑ 0.56					

	Gamma Associations									
	Factor a	Music CDs	Events	Online Subscriptions	Internet Computers	Wi-Fi	Website Resources	Diverse Interests	Read quietly	Social Activities
Q1	Gender									↘ -0.17
Q2	Library card	↗ 0.36	↗ 0.33	↗ 0.26	↗ 0.36	↗ 0.25	↗ 0.25			
Q3	MLS Use Frequency	↗ 0.35	↗ 0.23	↗ 0.22	↗ 0.26	↗ 0.17	↗ 0.29			↗ 0.13
Q5	Registered Voter	↗ 0.20								
Q6	MLS Satisfied	↗ 0.36	↗ 0.42	↗ 0.39	↗ 0.31	↗ 0.24	↗ 0.35	↗ 0.40	↑ 0.51	↗ 0.38
Q7	Location Satisfied		↗ 0.26	↗ 0.24				↗ 0.45	↑ 0.56	↗ 0.40
Q8	Magazines and Newspapers	↑ 0.51	↑ 0.54	↗ 0.36	↑ 0.59	↗ 0.35	↗ 0.32	↗ 0.44	↗ 0.27	↗ 0.35
Q9	Videos	↑ 0.62	↑ 0.54	↗ 0.48	↑ 0.66	↗ 0.40	↗ 0.37	↗ 0.44	↗ 0.30	↗ 0.38
Q10	Audio Books	↑ 0.67	↑ 0.52	↗ 0.36	↑ 0.68	↗ 0.44	↗ 0.29	↗ 0.28	↗ 0.26	↗ 0.29
Q11	Music CDs		↗ 0.38	↗ 0.43	↗ 0.44	↗ 0.44	↗ 0.42	↗ 0.27		↗ 0.28
Q12	Events	↗ 0.38		↗ 0.47	↗ 0.49	↗ 0.35	↗ 0.43	↗ 0.40	↗ 0.26	↗ 0.36
Q13	Online Subscriptions	↗ 0.43	↗ 0.47		↑ 0.53	↑ 0.56	↑ 0.58	↗ 0.28	↗ 0.22	↗ 0.32
Q14	Internet Computers	↗ 0.44	↗ 0.49	↑ 0.53		↑ 0.52	↗ 0.22	↗ 0.40	↗ 0.41	↗ 0.21
Q15	Wi-Fi	↗ 0.44	↗ 0.35	↑ 0.56	↑ 0.52		↗ 0.43	↗ 0.27	↗ 0.25	↗ 0.32
Q16	Website Resources	↗ 0.42	↗ 0.43	↑ 0.58	↗ 0.22	↗ 0.43		↗ 0.29		↗ 0.34
Q17	Diverse Interests	↗ 0.27	↗ 0.40	↗ 0.28	↗ 0.40	↗ 0.27	↗ 0.29		↑ 0.59	↑ 0.60
Q18	Read quietly		↗ 0.26	↗ 0.22	↗ 0.41	↗ 0.25		↑ 0.59		↗ 0.46
Q19	Social activities.	↗ 0.28	↗ 0.36	↗ 0.32	↗ 0.21	↗ 0.32	↗ 0.34	↑ 0.60	↗ 0.46	
Q20	Interaction Opportunities	↗ 0.34	↗ 0.33	↗ 0.32	↗ 0.36	↗ 0.37	↗ 0.36	↑ 0.54	↑ 0.61	↑ 0.68
Q21	Knowledgeable Staff	↗ 0.29	↗ 0.42	↗ 0.39	↗ 0.33	↗ 0.32	↗ 0.33	↑ 0.59	↑ 0.68	↑ 0.53
Q22	Info Literacy	↗ 0.25	↗ 0.32	↗ 0.36	↗ 0.43	↗ 0.35	↗ 0.24	↑ 0.53	↑ 0.55	↗ 0.49
Q23	Staff Attention	↗ 0.21	↗ 0.32	↗ 0.27	↗ 0.36	↗ 0.21	↗ 0.25	↑ 0.56	↑ 0.65	↑ 0.52
Q24	Current Computers	↗ 0.30	↗ 0.36	↗ 0.41	↗ 0.36	↗ 0.34	↗ 0.38	↗ 0.39	↑ 0.58	↑ 0.53
Q25	Computer Assistance	↗ 0.26	↗ 0.36	↗ 0.37	↗ 0.44	↗ 0.33	↗ 0.27	↗ 0.46	↑ 0.61	↑ 0.57
Q26	Internet beneficial	↗ 0.27	↗ 0.35	↗ 0.29	↑ 0.52	↗ 0.37	↗ 0.28	↑ 0.63	↑ 0.70	↑ 0.57
Q27	Value Lib in Community	↗ 0.43	↗ 0.43	↗ 0.35	↑ 0.70	↗ 0.38	↗ 0.28	↑ 0.59	↑ 0.65	↑ 0.57
Q28	Age Group			↘ -0.15	↓ -0.27					
Q29	Kids?				↘ 0.35					
Q30a	Kids 0-3									
Q30b	Kids 4-7									
Q30c	Kids 8-11									
Q30d	Kids 12-15			↓ -0.31						
Q30e	Kids 16+									
Q33	Education Group		↗ 0.14		↗ 0.20			↗ 0.17	↘ -0.22	
Q34	Income									↘ -0.24



	Gamma Associations									
	Factor a	Interaction Opportunities	Knowledgeable Staff	Info Literacy	Staff Attention	Current Computers	Computer Assistance	Internet beneficial	Value Lib in Community	
Q1	Gender		↘ -0.19		↘ -0.19	↘ -0.22			↓ -0.36	
Q2	Library card		↗ 0.34		↗ 0.31	↗ 0.27			↑ 0.69	
Q3	MLS Use Frequency		↗ 0.25		↗ 0.20	↗ 0.27			↑ 0.55	
Q5	Registered Voter							↓ -0.28		
Q6	MLS Satisfied	↗ 0.34	↑ 0.57	↗ 0.34	↑ 0.57	↑ 0.53	↗ 0.47	↗ 0.39	↑ 0.61	
Q7	Location Satisfied	↗ 0.48	↑ 0.64	↗ 0.45	↑ 0.68	↗ 0.46	↗ 0.49	↑ 0.50	↑ 0.85	
Q8	Magazines and Newspapers	↗ 0.32	↗ 0.42	↗ 0.40	↗ 0.42	↗ 0.24	↗ 0.29	↗ 0.34	↑ 0.61	
Q9	Videos	↗ 0.43	↗ 0.47	↗ 0.43	↗ 0.45	↗ 0.43	↗ 0.39	↗ 0.36	↑ 0.57	
Q10	Audio Books	↗ 0.36	↗ 0.35	↗ 0.36	↗ 0.35	↗ 0.31	↗ 0.32	↗ 0.40	↑ 0.60	
Q11	Music CDs	↗ 0.34	↗ 0.29	↗ 0.25	↗ 0.21	↗ 0.30	↗ 0.26	↗ 0.27	↗ 0.43	
Q12	Events	↗ 0.33	↗ 0.42	↗ 0.32	↗ 0.32	↗ 0.36	↗ 0.36	↗ 0.35	↗ 0.43	
Q13	Online Subscriptions	↗ 0.32	↗ 0.39	↗ 0.36	↗ 0.27	↗ 0.41	↗ 0.37	↗ 0.29	↗ 0.35	
Q14	Internet Computers	↗ 0.36	↗ 0.33	↗ 0.43	↗ 0.36	↗ 0.36	↗ 0.44	↑ 0.52	↑ 0.70	
Q15	Wi-Fi	↗ 0.37	↗ 0.32	↗ 0.35	↗ 0.21	↗ 0.34	↗ 0.33	↗ 0.37	↗ 0.38	
Q16	Website Resources	↗ 0.36	↗ 0.33	↗ 0.24	↗ 0.25	↗ 0.38	↗ 0.27	↗ 0.28	↗ 0.28	
Q17	Diverse Interests	↑ 0.54	↑ 0.59	↑ 0.53	↑ 0.56	↗ 0.39	↗ 0.46	↑ 0.63	↑ 0.59	
Q18	Read quietly	↑ 0.61	↑ 0.68	↑ 0.55	↑ 0.65	↑ 0.58	↑ 0.61	↑ 0.70	↑ 0.65	
Q19	Social activities.	↑ 0.68	↑ 0.53	↗ 0.49	↑ 0.52	↑ 0.53	↑ 0.57	↑ 0.57	↑ 0.57	
Q20	Interaction Opportunities		↑ 0.54	↑ 0.59	↑ 0.57	↑ 0.53	↑ 0.63	↑ 0.64	↑ 0.63	
Q21	Knowledgeable Staff	↑ 0.54		↑ 0.62	↑ 0.77	↑ 0.64	↑ 0.66	↑ 0.69	↑ 0.65	
Q22	Info Literacy	↑ 0.59	↑ 0.62		↑ 0.66	↑ 0.52	↑ 0.65	↑ 0.64	↑ 0.65	
Q23	Staff Attention	↑ 0.57	↑ 0.77	↑ 0.66		↑ 0.58	↑ 0.64	↑ 0.63	↑ 0.73	
Q24	Current Computers	↑ 0.53	↑ 0.64	↑ 0.52	↑ 0.58		↑ 0.68	↑ 0.66	↗ 0.45	
Q25	Computer Assistance	↑ 0.63	↑ 0.66	↑ 0.65	↑ 0.64	↑ 0.68		↑ 0.75	↗ 0.50	
Q26	Internet beneficial	↑ 0.64	↑ 0.69	↑ 0.64	↑ 0.63	↑ 0.66	↑ 0.75		↑ 0.71	
Q27	Value Lib in Community	↑ 0.63	↑ 0.65	↑ 0.65	↑ 0.73	↗ 0.45	↗ 0.50	↑ 0.71		
Q28	Age Group				↗ 0.23				↗ 0.28	
Q29	Kids?	↗ 0.20		↗ 0.21					↗ 0.45	
Q30a	Kids 0-3			↗ 0.31			↗ 0.28	↗ 0.42		
Q30b	Kids 4-7									
Q30c	Kids 8-11		↓ -0.30						↓ -0.61	
Q30d	Kids 12-15									
Q30e	Kids 16+									
Q33	Education Group	↘ -0.16					↘ -0.19			
Q34	Income	↘ -0.16				↘ -0.21	↓ -0.26			

## Gamma Associations

	Factor a	Age Group	Kids?	Kids 0-3	Kids 4-7	Kids 8-11	Kids 12-15	Kids 16+	Education	Income
Q1	Gender									
Q2	Library card			↓ -0.43					↗ 0.30	↗ 0.18
Q3	MLS Use Frequency		↗ 0.21	↓ -0.26					↗ 0.16	
Q5	Registered Voter	↗ 0.43		↓ -0.62					↗ 0.41	↗ 0.56
Q6	MLS Satisfied									
Q7	Location Satisfied	↗ 0.23								
Q8	Magazines and Newspapers								↗ 0.31	
Q9	Videos		↗ 0.24						↗ 0.16	
Q10	Audio Books	↘ -0.15							↗ 0.15	
Q11	Music CDs									
Q12	Events								↗ 0.14	
Q13	Online Subscriptions	↘ -0.15					↓ -0.31			
Q14	Internet Computers	↓ -0.27	↗ 0.35						↗ 0.20	
Q15	Wi-Fi									
Q16	Website Resources									
Q17	Diverse Interests								↗ 0.17	
Q18	Read quietly								↘ -0.22	
Q19	Social activities.									↘ -0.24
Q20	Interaction Opportunities		↗ 0.20						↘ -0.16	↘ -0.16
Q21	Knowledgeable Staff					↓ -0.30				
Q22	Info Literacy		↗ 0.21	↗ 0.31						
Q23	Staff Attention	↗ 0.23								
Q24	Current Computers									↘ -0.21
Q25	Computer Assistance			↗ 0.28					↘ -0.19	↓ -0.26
Q26	Internet beneficial			↗ 0.42						
Q27	Value Lib in Community	↗ 0.28	↗ 0.45			↓ -0.61				
Q28	Age Group		↓ -0.66	↓ -0.64			↗ 0.45			↗ 0.14
Q29	Kids?	↓ -0.66								
Q30a	Kids 0-3	↓ -0.64				↓ -0.63	↓ -0.70	↓ -0.64		
Q30b	Kids 4-7						↓ -0.39	↓ -0.64		
Q30c	Kids 8-11			↓ -0.63			↗ 0.40			
Q30d	Kids 12-15	↗ 0.45		↓ -0.70	↓ -0.39	↗ 0.40				
Q30e	Kids 16+			↓ -0.64	↓ -0.64				↓ -0.39	
Q33	Education Group							↓ -0.39		↗ 0.48
Q34	Income	↗ 0.14							↗ 0.48	

## ***Appendix D: Survey Questionnaire***

I would like to start by asking you a few general questions about yourself.

Q1 Interviewer: Record respondent gender but do not ask.

Male

Female

Q2 First will you please tell me if you or someone in your household has a library card for the Oklahoma County Metropolitan Library System?

Yes

No

Don't know

Q3 On average, how often does someone in your household use the Metropolitan Library System? Would you say...

Every day

At least once per week

A couple times per month

Once every month or two

A couple times per year

Haven't used the library in the past year (skip next question)

Q4 Which library location is used most often by your household?

Q5 Are you registered to vote?

Yes

No

Don't know

Now I am going to read several statements about the Metropolitan Library System. For each, please tell me if you strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree, or strongly disagree.

Q6 The first one is...

I am satisfied with the Metropolitan Library System. Do you...

Strongly agree

Somewhat agree

Neither agree nor disagree

Somewhat disagree

Strongly disagree

Q7 I am satisfied with (enter library location most often visited).

Strongly agree

Somewhat agree

Neither agree nor disagree

Somewhat disagree

Strongly disagree

Q8 I am aware that the library offers access to the following materials and services:

Magazines and newspapers

Strongly agree

Somewhat agree

Neither agree nor disagree

Somewhat disagree

Strongly disagree

Q9 Videos

Strongly agree

Somewhat agree

Neither agree nor disagree

Somewhat disagree

Strongly disagree

Q10 Audio books

Strongly agree

Somewhat agree

Neither agree nor disagree

Somewhat disagree

Strongly disagree

Q11 Music CDs

Strongly agree

Somewhat agree

Neither agree nor disagree

Somewhat disagree

Strongly disagree

Q12 Library sponsored events, programs, and training classes

Strongly agree

Somewhat agree

Neither agree nor disagree

Somewhat disagree

Strongly disagree

Q13 Free access to the library's on-line subscriptions

Strongly agree

Somewhat agree

Neither agree nor disagree

Somewhat disagree

Strongly disagree

Q14 Computer workstations connected to the internet

Strongly agree

Somewhat agree

Neither agree nor disagree

Somewhat disagree

Strongly disagree

Q15 Wireless Internet access

Strongly agree

Somewhat agree

Neither agree nor disagree

Somewhat disagree

Strongly disagree

Q16 I am aware that many library resources are available 24/7 through the library's website, [www.metrolibrary.org](http://www.metrolibrary.org).

Strongly agree

Somewhat agree

Neither agree nor disagree

Somewhat disagree

Strongly disagree

Q17 The Metropolitan Library System is an important resource for diverse cultural, civic, and/or community interests in our county.

Strongly agree

Somewhat agree

Neither agree nor disagree

Somewhat disagree

Strongly disagree

Q18 The library provides an inviting environment to read quietly and/or study.

Strongly agree

Somewhat agree

Neither agree nor disagree

Somewhat disagree

Strongly disagree

Q19 The library provides an inviting environment for business and social activities.

Strongly agree

Somewhat agree

Neither agree nor disagree

Somewhat disagree

Strongly disagree

Q20 The library provides opportunities for interaction.

Strongly agree

Somewhat agree

Neither agree nor disagree

Somewhat disagree

Strongly disagree

Q21 Library staff is up-to-date and knowledgeable about sources of information.

Strongly agree

Somewhat agree

Neither agree nor disagree

Somewhat disagree

Strongly disagree

Q22 I am comfortable with my ability to find and evaluate the information I need.

Strongly agree

Somewhat agree

Neither agree nor disagree

Somewhat disagree

Strongly disagree

Q23 Library staff takes the time to understand my needs.

Strongly agree

Somewhat agree

Neither agree nor disagree

Somewhat disagree

Strongly disagree

Q24 The library's public computer equipment is current.

Strongly agree

Somewhat agree

Neither agree nor disagree

Somewhat disagree

Strongly disagree

Q25 The library offers informal computer assistance for all ages.

Strongly agree

Somewhat agree

Neither agree nor disagree

Somewhat disagree

Strongly disagree

Q26 Internet access at the library is beneficial for people of all ages in order to help develop their skills.

Strongly agree

Somewhat agree

Neither agree nor disagree

Somewhat disagree

Strongly disagree

Q27 I value having a public library in the community. Do you...

Strongly agree

Somewhat agree

Neither agree nor disagree

Somewhat disagree

Strongly disagree

Now I just have a few more questions and then we'll be done.

Q28 What is your age? Or what year were you born?

Q29 Do you have children, under the age of 18, living in your household?

Yes

No (skip all children questions)

Q30a Do you have any children between the ages of 0 and 3 living in your household?

Yes

No

Q30b What about 4-7?

Yes

No

Q30c Ages 8-11?

Yes

No

Q30d Ages 12-15?

Yes

No

Q30e And finally, do you have any children over 16 living in your household?

Yes

No

Q31 How do you most often get information about local community events?

Internet

Radio advertisements

Television advertisements

Mailings

Magazines & Newspapers

Email Newsletters

Word-of-Mouth

Some other method (specify)

Q32 What is your zip code?

Q33 What is the highest year of formal education that you have completed?

Less than high school

High school

Some college

Associate degree

B.A. or B.S.

Postgraduate degree (masters, PhD, JD, MD)

Q34 Finally I would like to ask what was your total household income, before taxes, for 2007?

Less than \$25,000

\$25,001 to \$45,000

\$45,001 to \$85,000

\$85,001 to \$125,000

More than \$125,000

## Appendix E: Sample Demographics

The tables below reveal the demographics of the telephone survey sample. They have been weighted (as detailed in Appendix A) to match the Census Bureau's 2006 American Community Survey (ACS) estimates for Oklahoma County. The *Don't know* and *Refused* responses were not included in the weighting.

<b>Gender</b> (population 18 and over)	<b>Sample</b>	<b>Percentage</b>
Male	557	47.64%
Female	613	52.36%
<b>Total</b>	<b>1,170</b>	<b>100.00%</b>

<b>Age</b> (population 18 and over)	<b>Sample</b>	<b>Percentage</b>
18 to 24	137	12.48%
25 to 34	208	18.99%
35 to 44	193	17.65%
45 to 54	198	18.12%
55 to 64	146	13.30%
65 to 74	90	8.23%
75+	86	7.89%
Refused	37	3.34%
<b>Total</b>	<b>1,095</b>	<b>100.00%</b>

<b>Education</b> (population 18 and over)	<b>Sample</b>	<b>Percentage</b>
Less than high school	182	16.65%
High school	304	27.78%
Some college	327	29.92%
B.A. or B.S.	175	15.98%
Postgraduate degree	88	8.16%
Don't know	7	0.65%
Refused	11	1.00%
<b>Total</b>	<b>1,093</b>	<b>100.00%</b>

<b>Household Income</b> (population 18 and over)	<b>Sample</b>	<b>Percentage</b>
Less than \$25,000	192	17.57%
\$25,000 to \$44,999	189	17.25%
\$45,000 to \$84,999	183	16.74%
\$85,000 to \$124,999	68	6.21%
Over \$125,000	53	4.81%
Don't know	183	16.70%
Refused	227	20.73%
<b>Total</b>	<b>1,093</b>	<b>100.00%</b>