

Metropolitan Library System

Telephone Survey of Oklahoma County

July – August 2010

Prepared by Planning Services

2/15/2011

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 measure progress at the mid-point of our strategic plan by comparing the results of this survey to those gathered from an identical survey conducted in 2008.

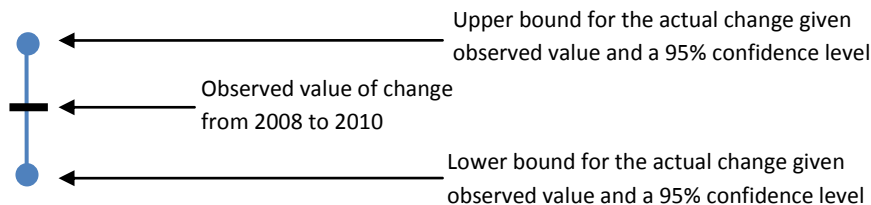
Contents

Introduction	3
Question #3 Library Use Frequency.....	4
Question #4 Household Library Location.....	5
Question #6 Overall Satisfaction.....	6
Question #7 Library Location Satisfaction	7
Question #8 Magazines & Newspapers	8
Question #9 Videos.....	9
Question #10 Audio Books.....	10
Question #11 Music CDs	11
Question #12 Library Sponsored Events	12
Question #13 Online Subscription Access.....	13
Question #14 Computer Workstations	14
Question #15 Wireless Internet Access	15
Question #16 Website Resources	16
Question #17 Diverse Interests.....	17
Question #18 Quiet Environment	18
Question #19 Business & Social Environment	19
Question #20 Interaction Opportunities.....	20
Question #21 Knowledgeable Staff.....	21
Question #22 Information Literacy.....	22
Question #23 Staff Attention	23
Question #24 Current Computers.....	24
Question #25 Computer Assistance.....	25
Question #26 Benefits of Internet Access.....	26
Question #27 Library Value in Community	27
Appendix A: Methodology	28
Appendix B: Strategic Plan Goals	30
Appendix C: Gamma Associations Tables	31
Appendix D: Survey Questionnaire	36
Appendix E: Sample Demographics	39

Introduction

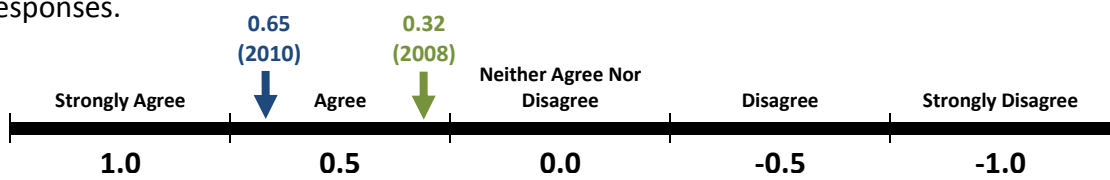
This document reports the results of a telephone survey of Oklahoma County conducted by OU POLL in July and August of 2010. This survey replicated the baseline survey conducted in January and February of 2008. The purpose of the 2010 survey was to examine our progress at the midpoint of the strategic plan and evaluate where our efforts have been effective and where a new approach is warranted. In this report we compare the responses from the 1,063 interviews completed in 2010 to those of the 1,084 interviews completed in the 2008 survey.

The results for each question are presented similarly throughout this report. The chart at the top of each page gives a side-by-side comparison of the 2008 and 2010 results. These numbers are estimates of the prevailing awareness/perception levels for Oklahoma County at large in 2008 and 2010. To avoid confusion and preserve readability, the margin of error for these values is not shown. The second chart on each page presents the estimated change between surveys for each response category. These estimates are the primary focus of this report and are presented with their associated margins of error as illustrated below. Calculation and interpretation of these margins of error is detailed further in Appendix A.



An important objective of our strategic plan is to be able to demonstrate that our efforts have produced a measureable improvement in the awareness and perception of MLS resources and services. When reviewing the change estimates of each response category for a question, it is natural to wonder which of the two years had better results overall, and by how much. Answering this question in a quantitative manner requires making an arbitrary judgment about the relative “value” of the response categories in the scale. The scale below indicates the values that were chosen for computing a weighted average of a question’s overall results. These weighted averages can be used to facilitate comparison between years. An example of such scores is shown in the box to the right. As you can see, the 2010 score was higher than in 2008. The relation between these two scores is shown on the scale below. Note that higher scores on this scale are better and indicate more favorable responses.

Weighted Average	
2008	.32 ± .07
2010	.65 ± .05
Change**	.33 ± .09

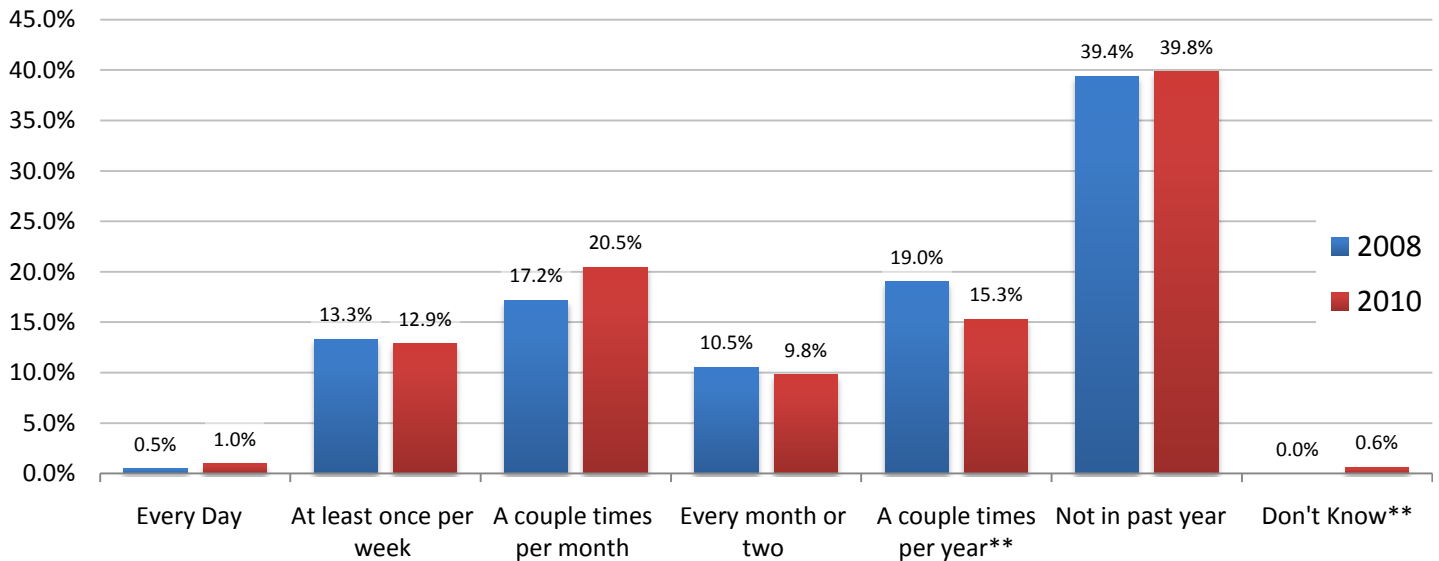


Finally, the last section on each page contains a discussion of the results for that question. These comments attempt to highlight details within the data that may not be apparent from the overall results. Associations between questions and response patterns within subsets of respondents are identified and, where appropriate, used to suggest strategies that may be particularly effective. Many of these comments also cite usage figures or activities that have taken place in the intervening years that are relevant to the results.

Question #3 Library Use Frequency

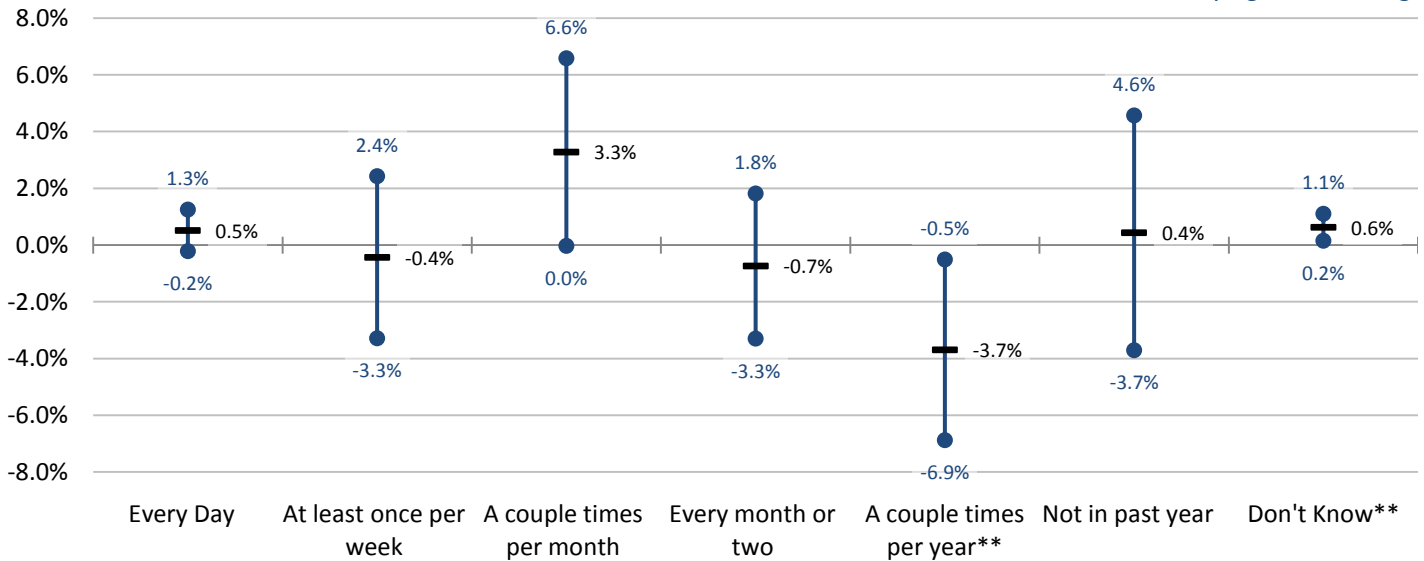
On average, how often does someone in your household use the Metropolitan Library System?

Results:



Change:

**statistically significant change



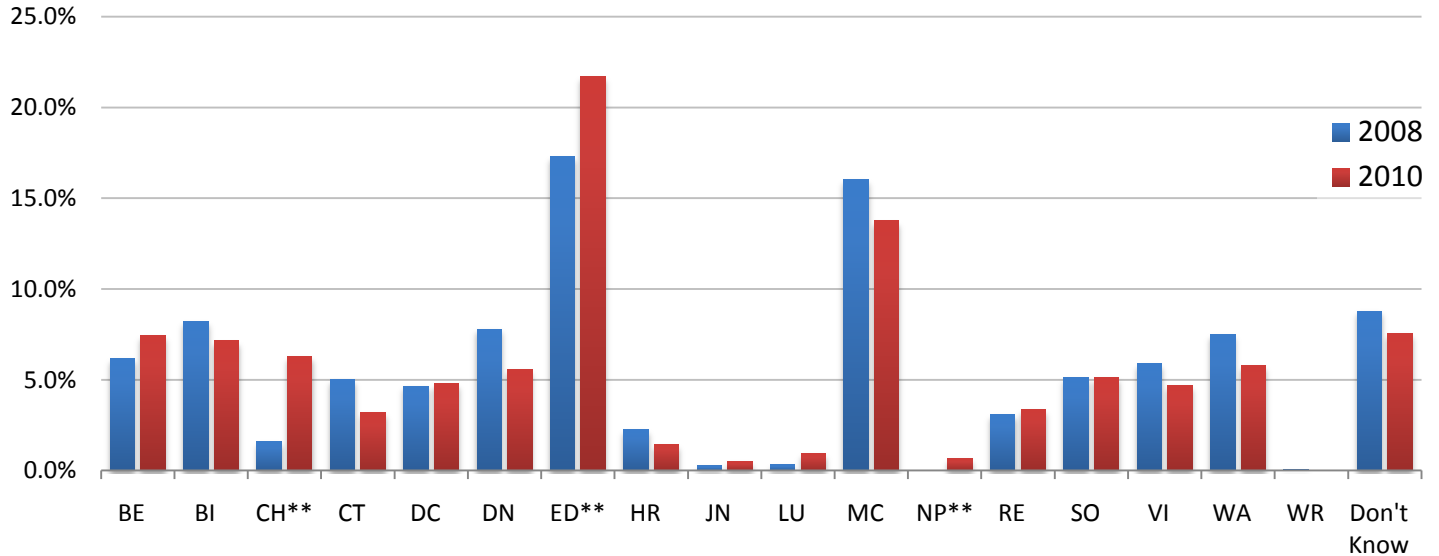
Comments:

The responses to this question show little change over the past two years in how households rate their frequency of library use. The main result is that the proportion of non-users has remained roughly 40%. The only change in the breakdown appears with the infrequent users that only visit our libraries a couple of times per year. This frequency of use declined slightly, with the results suggesting, although not conclusively, that households are instead more likely to visit our libraries a couple of times per month. It should be noted that this breakdown reflects how respondents characterize their own library use pattern. If applied literally to the 700,000+ residents of OK County, the above usage pattern for 2010 would result in at least 8.5 million library “usage” incidents annually. Our actual number of physical library visits falls between 2 – 3 million annually with another 2 – 3 million virtual visits to metrolibrary.org and cyberMARS logons.

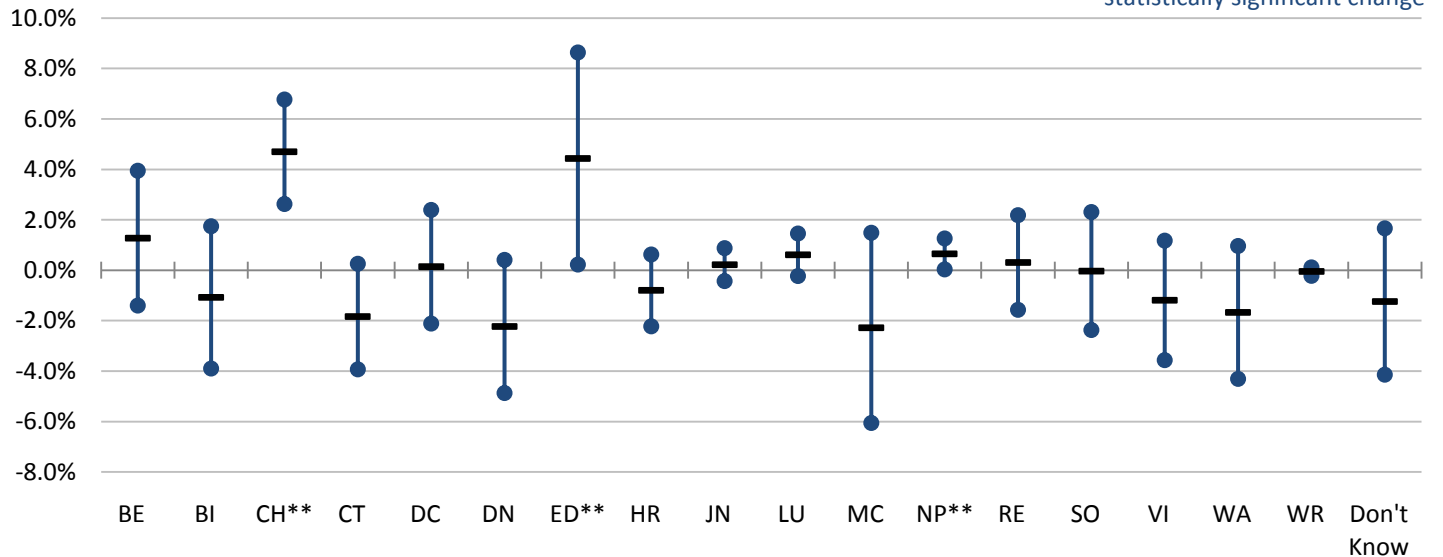
Question #4 Household Library Location

Which library location is used most often by your household?

Results:



Change:



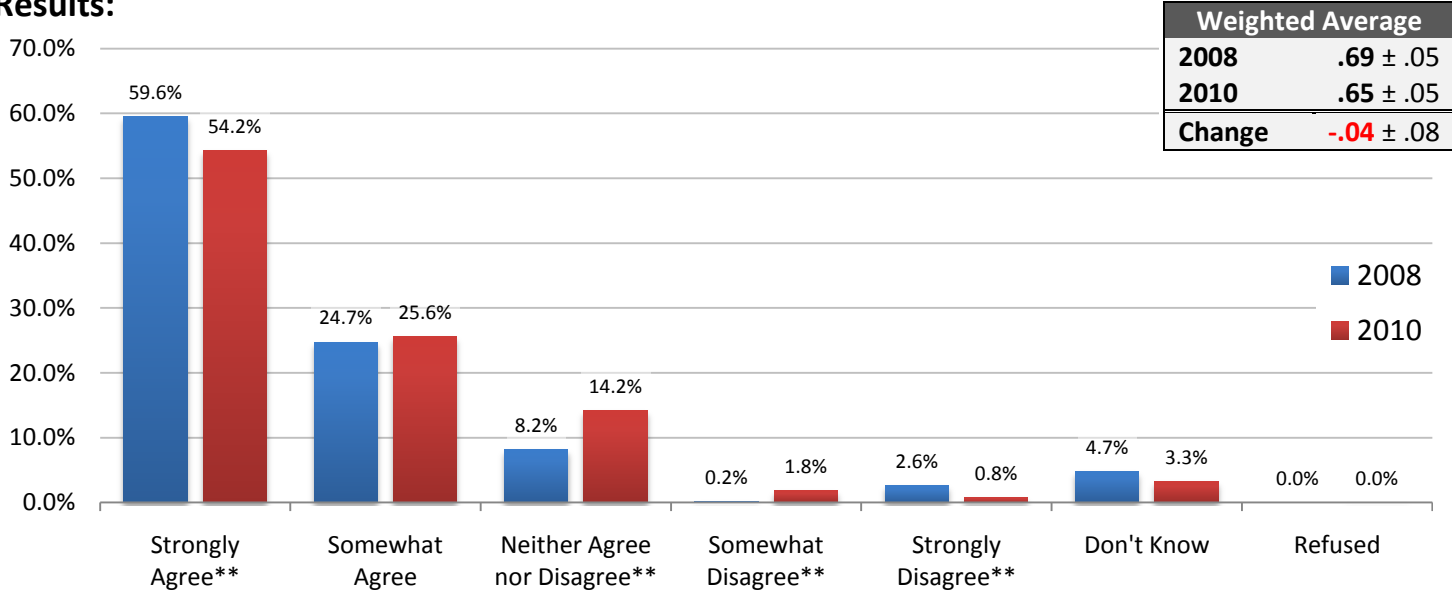
Comments:

This question was asked of the roughly 60% of respondents having used the library within the past year (658 in 2008 and 613 in 2010). Capitol Hill was chosen significantly more often in 2010 than in 2008. This is in agreement with other usage figures. The total monthly circulation for CH was about 25% higher during the 2010 survey versus in 2008. The data also show an increase in Edmond’s already high proportion of users. Nicoma Park registered in this survey after not being mentioned in 2008 while the opposite is true for WR. It is also interesting to see that the proportion of users frequenting the Ralph Ellison library remained essentially unchanged in spite of the renovation that occurred in the interim. Given the increased usage figures for RE after the renovation, we can presume this implies that, although the number of unique customer is unchanged, they are now using that library’s resources more intensively.

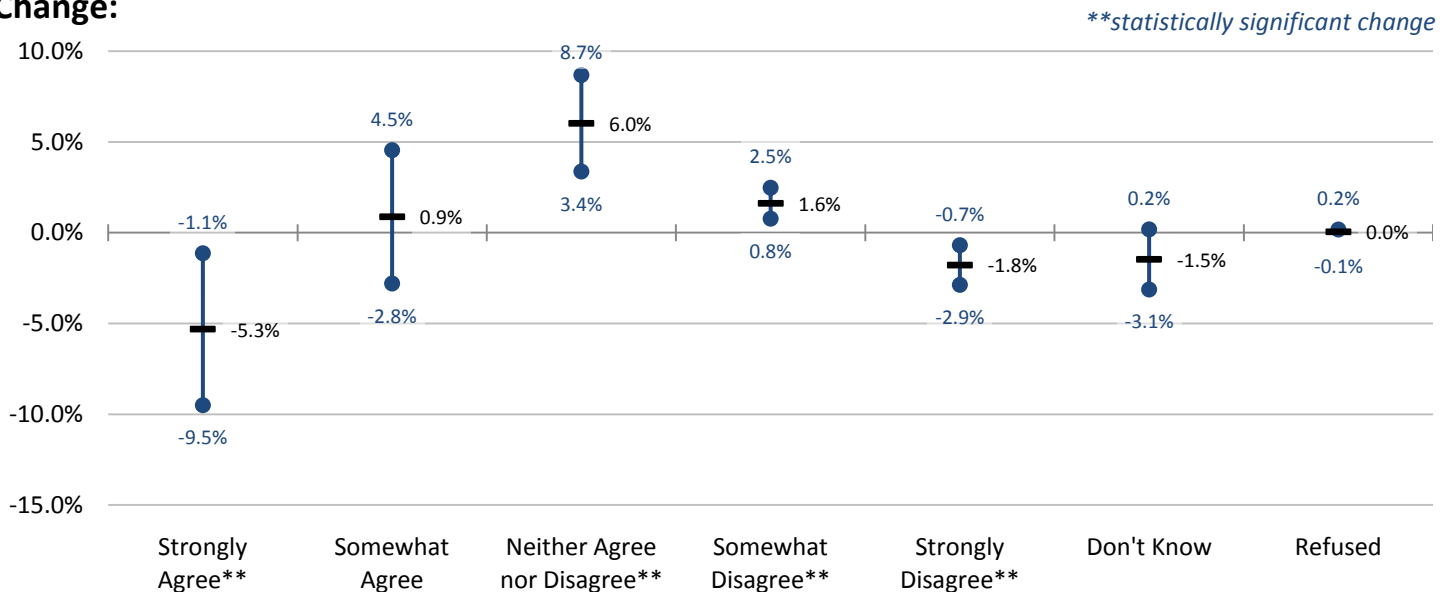
Question #6 Overall Satisfaction

I am satisfied with the Metropolitan Library System.

Results:



Change:



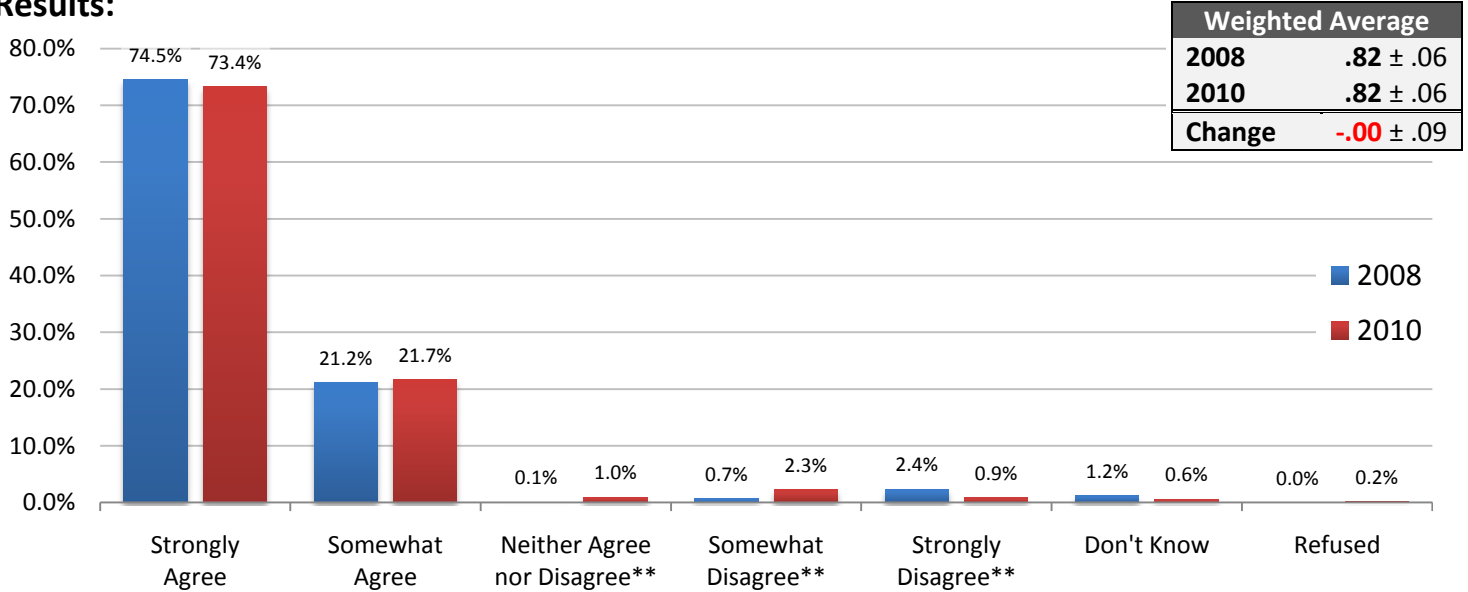
Comments:

As is true of the breakdown for many of the survey questions, the proportion of respondents who feel either strongly satisfied or strongly dissatisfied with the MLS declined from 2008 to 2010. However, this question was one of only a few for which the decline in the strongly agree category was significant. It is evident from both of the above charts that there was a shift in responses from the strongly agree category to the neither category. While the size of the shift is modest (est. 5–6%), it does warrant further consideration of possible contributing factors and remedies. The data shows that much of this shift took place in the responses of non-library-users. It is also worth noting the similar results for the associated question (#23) regarding perceptions of staff attentiveness. As such, placing an emphasis in our external advertising on the friendly and attentive customer service available from our staff could help improve perceptions in both of these areas.

Question #7 Library Location Satisfaction

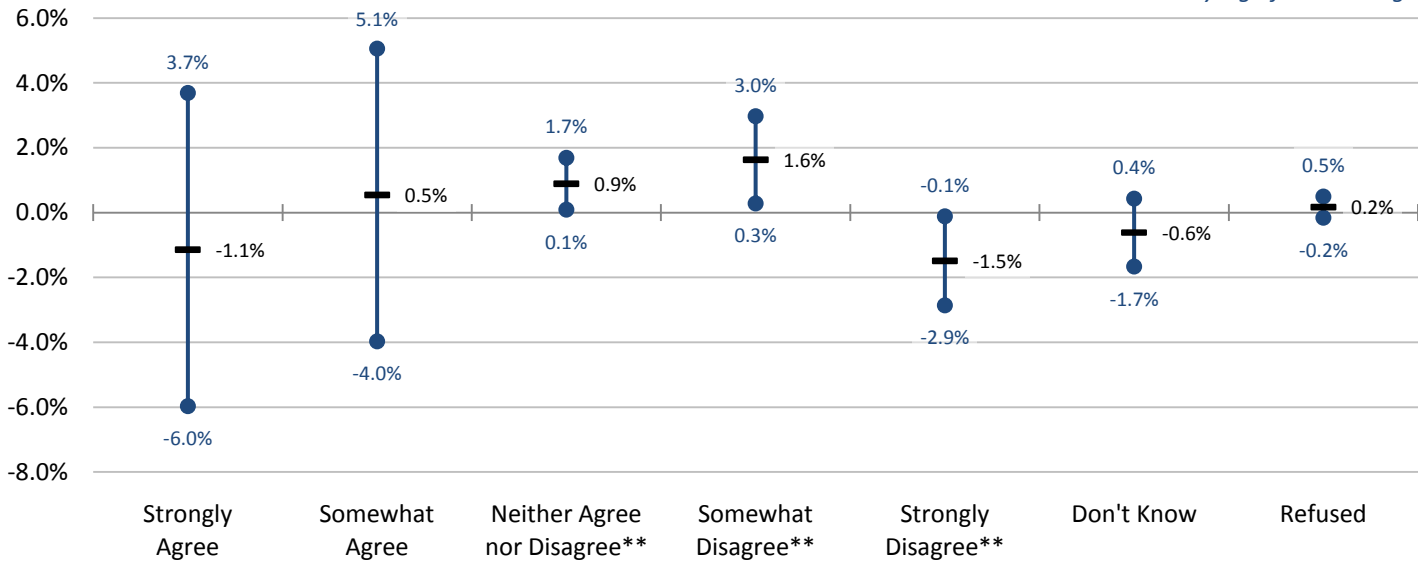
I am satisfied with the library location used most often by my household.

Results:



Change:

***statistically significant change*



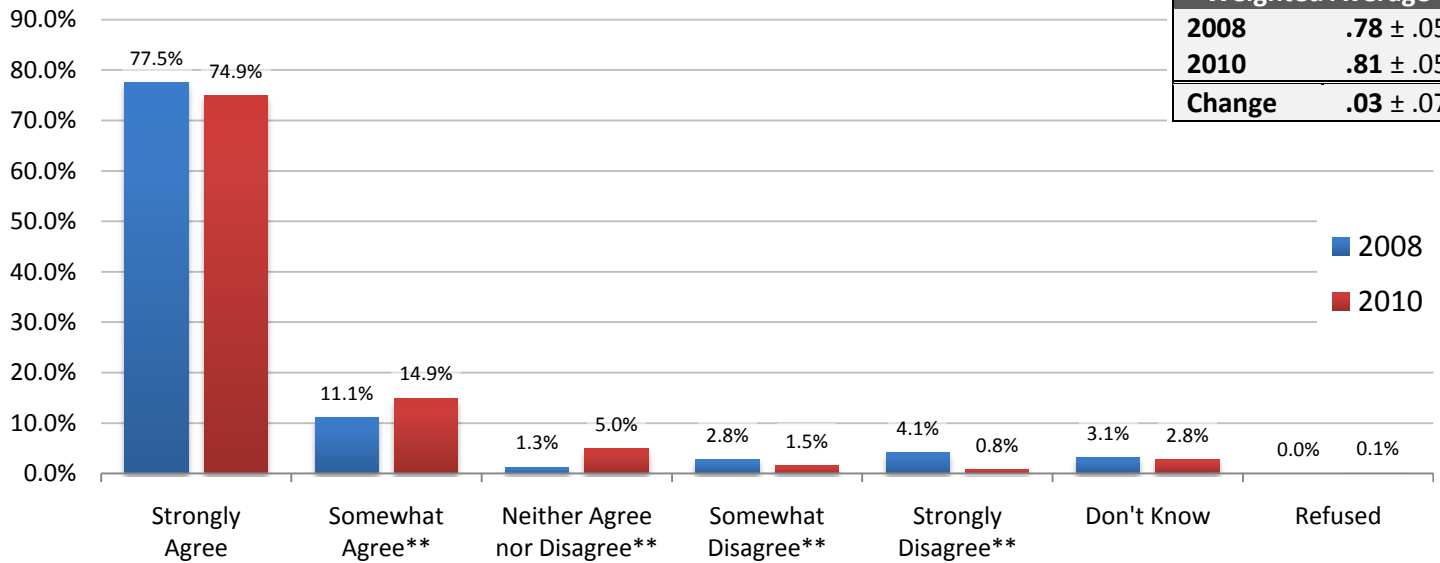
Comments:

This question was only asked of the subset of respondents able to indicate which library they used in the past 12 months. As shown above, there was very little change from 2008 to 2010. There was a small but significant response shift from the strongly disagree category to the next two higher categories. Overall, it seems that both MLS and local library satisfaction among library users was unchanged from 2008 to 2010; whereas, MLS satisfaction was down significantly among non-users. This is somewhat counter-intuitive as the cause of lower satisfaction would normally be attributed to poor service or unpleasant experiences at our libraries. Clearly, this cannot explain changing perceptions among residents who do not use our library system. Other factors that might influence the altered perceptions of non-users could be word-of-mouth, media coverage, or a related change in perceptions of government or other related services in general.

Question #8 Magazines & Newspapers

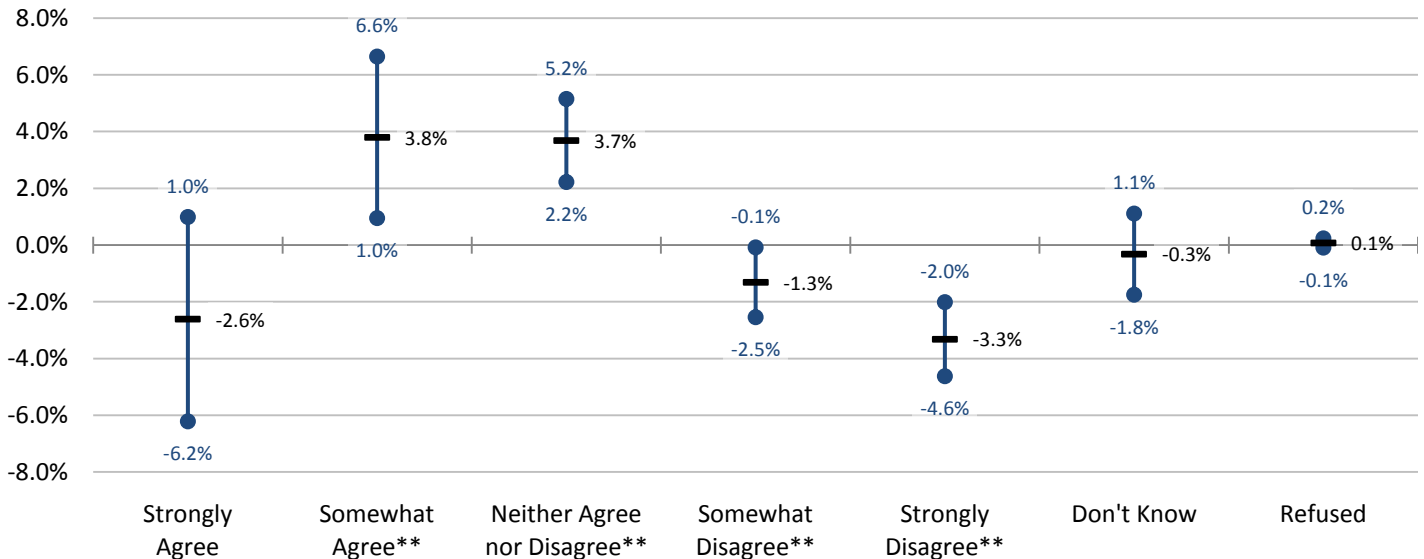
I am aware that the library offers access to: Magazines & Newspapers

Results:



Change:

**statistically significant change



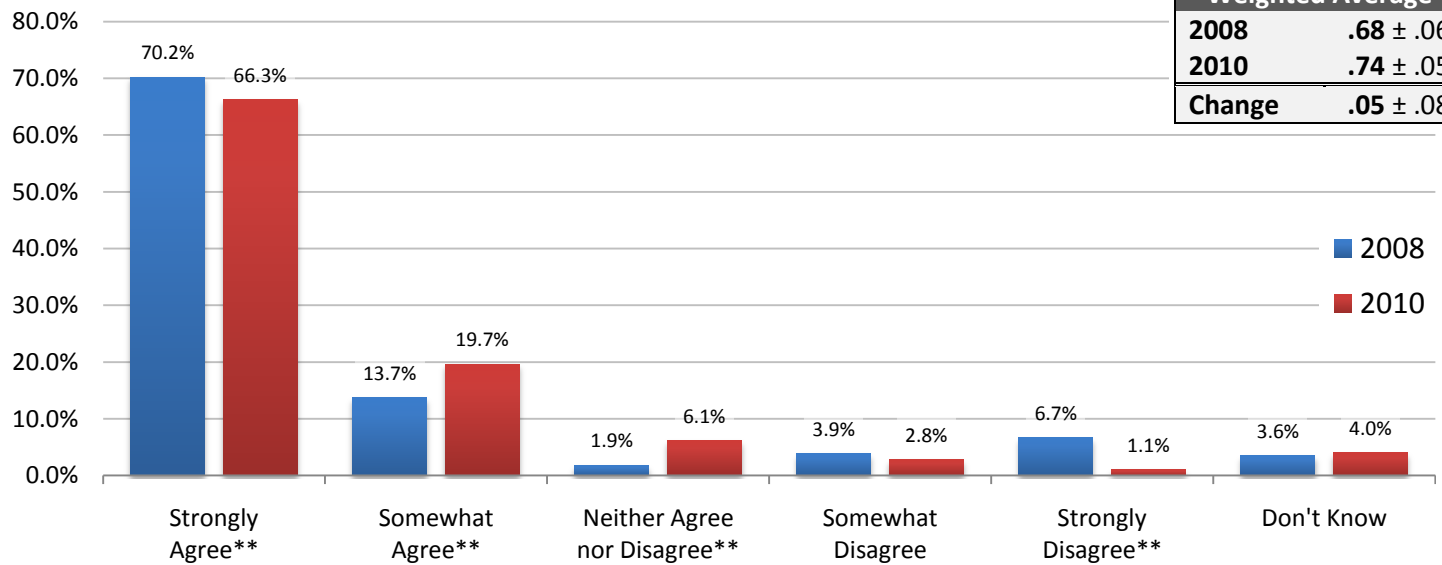
Comments:

Among questions about awareness of MLS resources, the change from 2008 to 2010 for Magazines & Newspapers is the least notable. Of the resources we asked about in the survey, Magazines & Newspapers have the greatest public awareness. This is hardly surprising as libraries have traditionally offered these resources. There was a welcome decline in the strongly disagree category for this question, but, as it was already relatively low, there was less opportunity for large gains to be made. As shown above, the decline in the disagree responses was accompanied by an increase in the neither and somewhat agree categories. During the final part of the strategic plan, we would hope to maintain the reductions in the strongly disagree category while affecting a further increasing public awareness resulting in a significantly higher result in the strongly agree category.

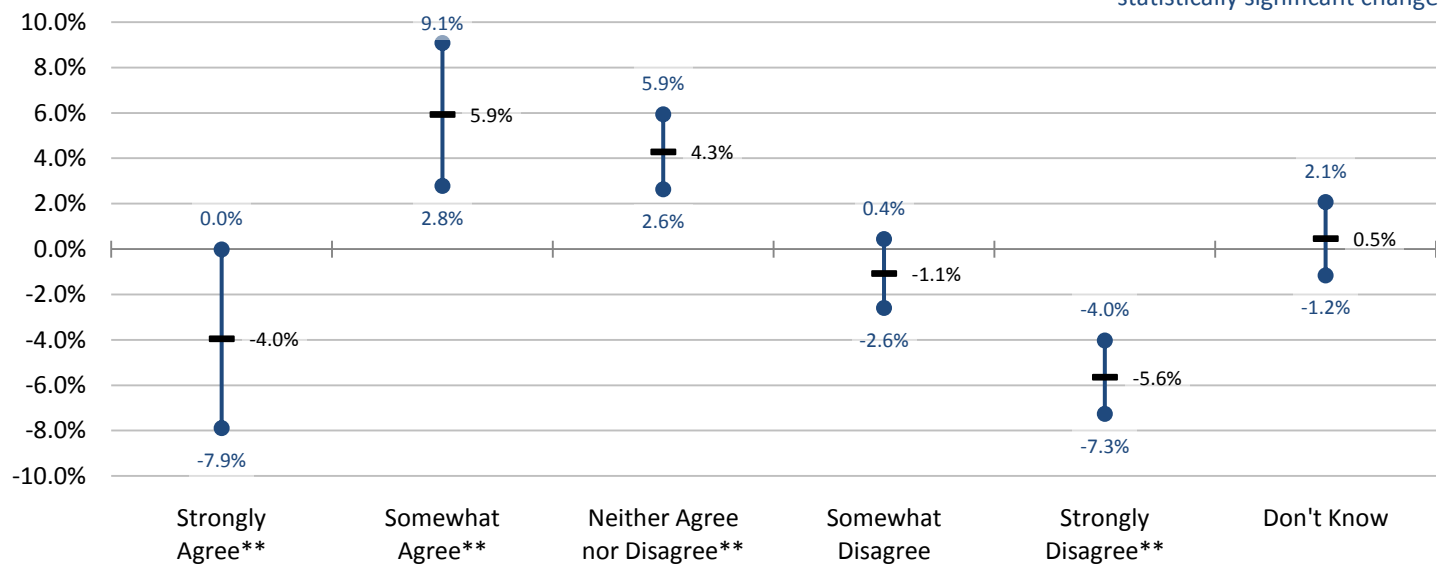
Question #9 Videos

I am aware that the library offers access to: Videos

Results:



Change:



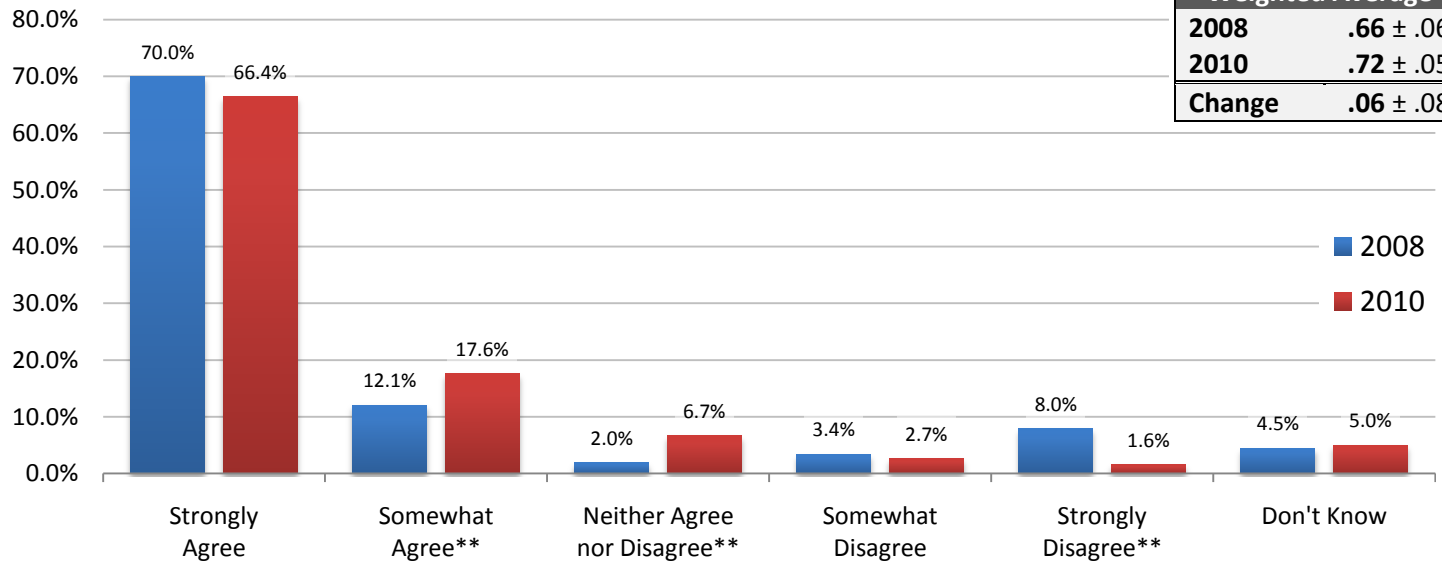
Comments:

The change in awareness of our video resources was very similar to that of periodicals, only a little more pronounced. One explanation for this difference could come from the fact that between FY08 and FY10, the size of our periodicals holdings declined eight percent while the size of our video (VHS and DVD) collection rose over twenty-six percent. Circulation for our video holdings increased over twelve percent during this period as our VHS collection was largely withdrawn and replaced with titles newly available in DVD format. The significant decline in strongly agree responses was primarily driven by library users, men in particular. This would suggest creating in-library displays or otherwise highlighting DVDs that appeal to a male audience as a strategy for broadening awareness of our video collection.

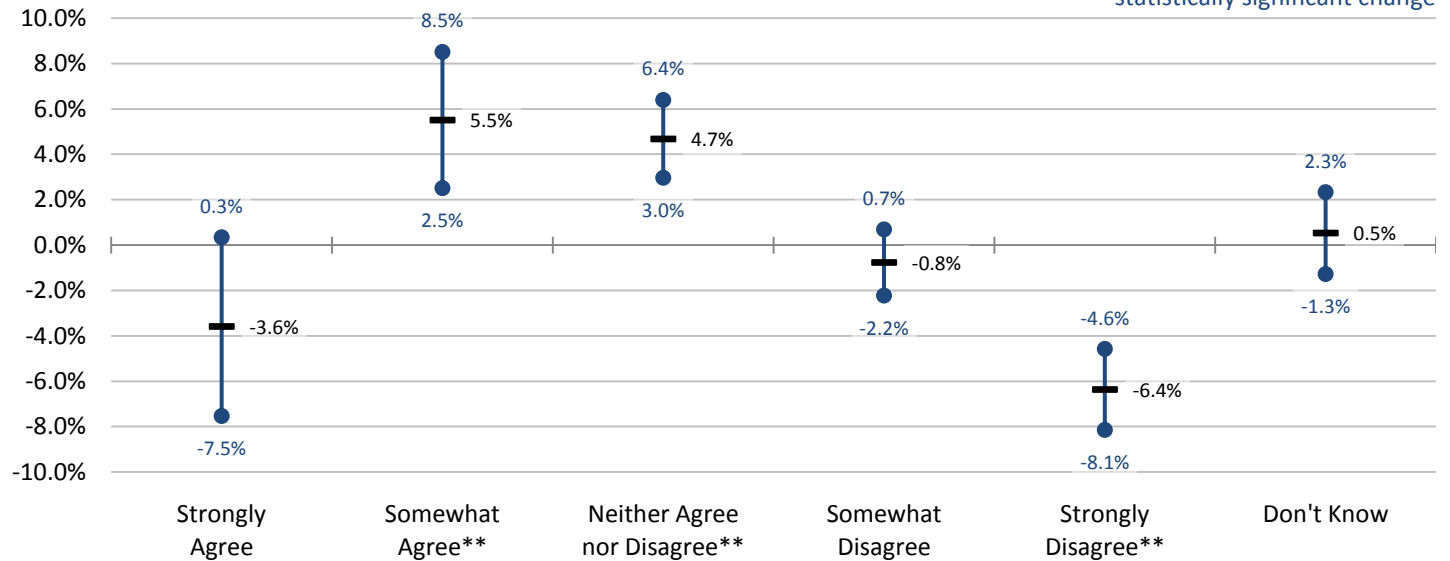
Question #10 Audio Books

I am aware that the library offers access to: Audio Books

Results:



Change:



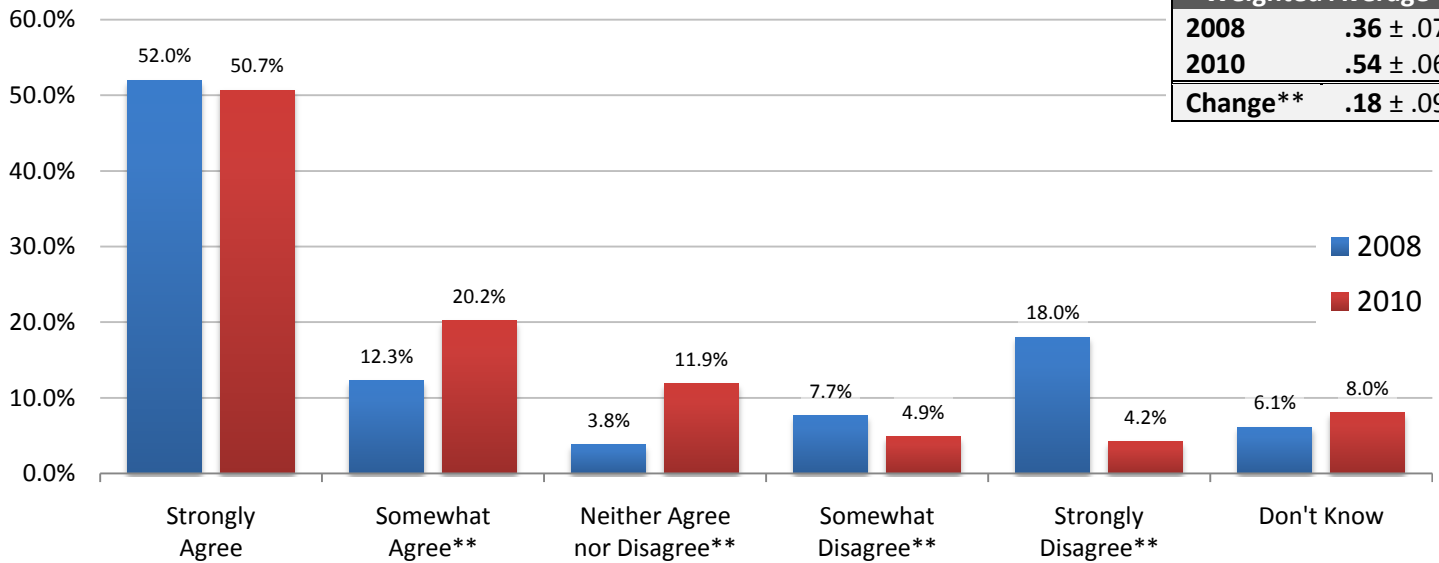
Comments:

Again, the results concerning public awareness of audio book availability closely tracked those for periodicals and videos. Unsurprisingly, there is a strong association among participant responses to these three particular questions. Of these three media types, the distribution of responses for this question about audio books saw the most improvement, particularly among non-library users and senior citizens (65+), which were singled out in the 2008 survey report as an area for improvement. An intensive marketing campaign for audio books (*'Herd any good books lately?'*) occurred in May 2008, and a lot of attention has been given recently to the addition of eMedia downloadable audio books to our collection. These and other efforts contributed to the positive shift in responses shown; however, they did not except audio book awareness from the general pattern of small declines in the strongly agree category prevalent throughout the 2010 survey.

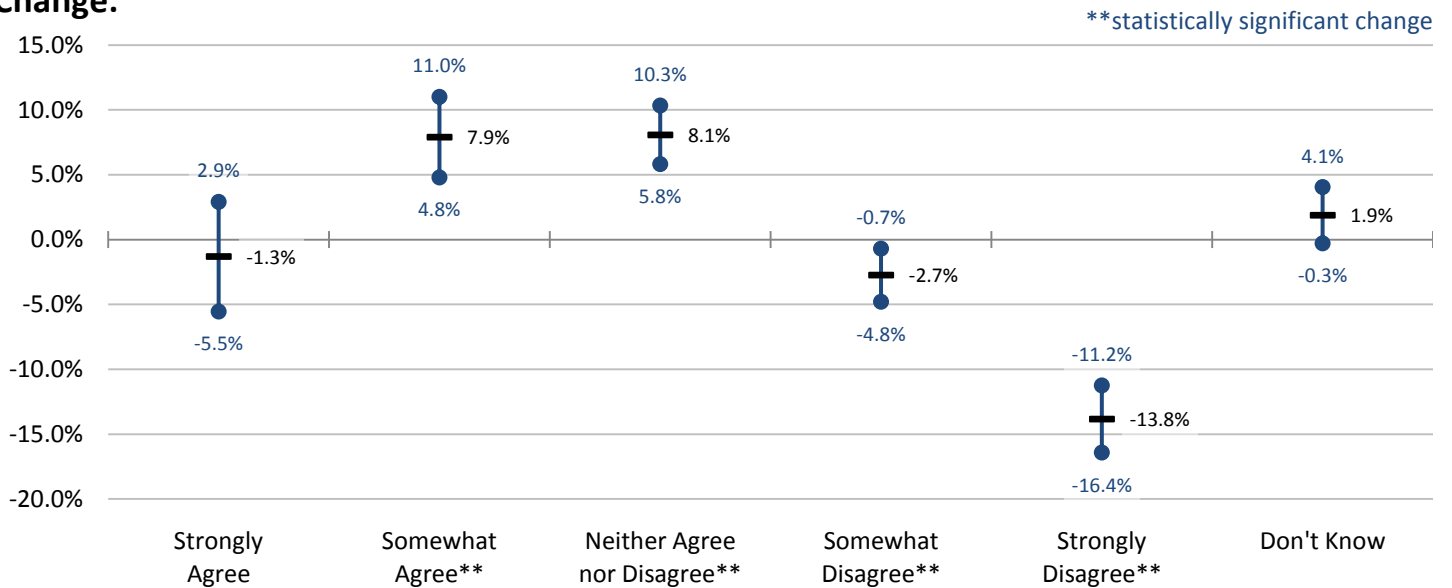
Question #11 Music CDs

I am aware that the library offers access to: Music CDs

Results:



Change:



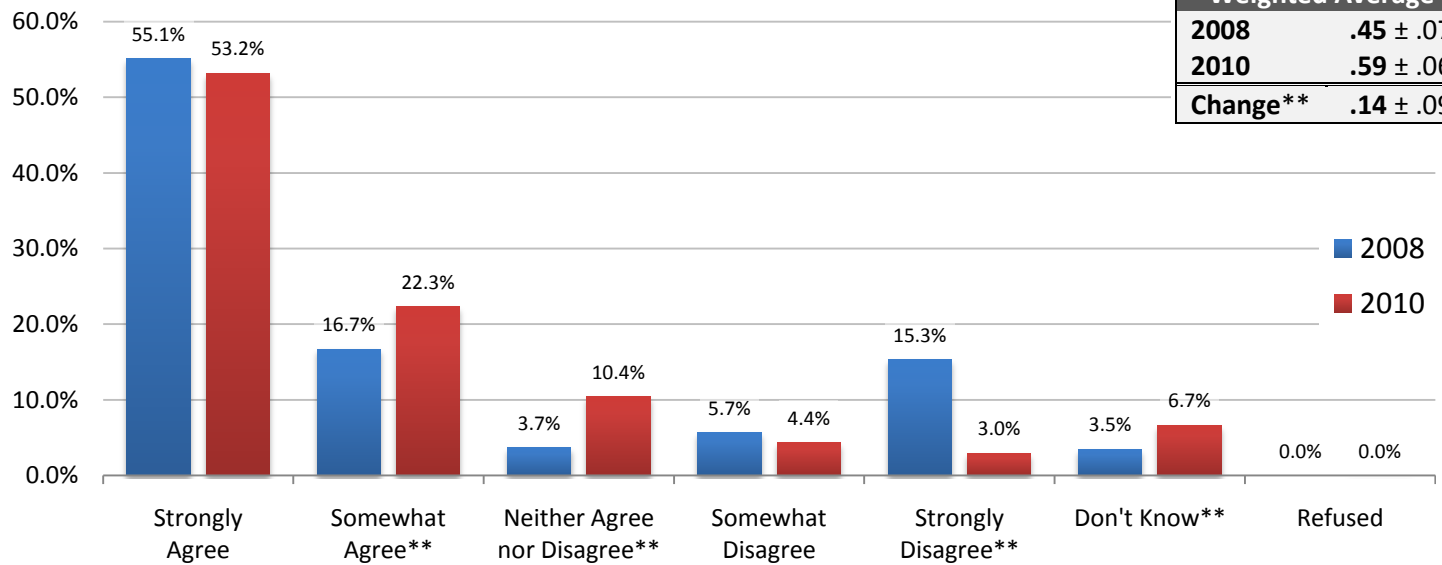
Comments:

Our efforts to foster public awareness of MLS materials and services had a substantial impact with respect to music CDs. Starting from a 2008 baseline in which approximately 18% of the community was completely unaware we offered these items, the most recent survey indicates that this level of unawareness has fallen by double digits to approximately 4.2%. While still lagging the overall awareness levels of periodicals, videos, and audio books, this media made significant gains in all but the strongly agree category. In the two years between surveys, our collection of music CDs rose 18.7% to 28,434 items at the end of FY10. However, circulation of these items fell during this period by 7.5%, likely as a result of widespread adoptions of mp3 devices. This demonstrates that increased awareness may not necessarily correspond to increased usage. This is especially true when awareness increases among non-library users, as was the case with music CDs.

Question #12 Library Sponsored Events

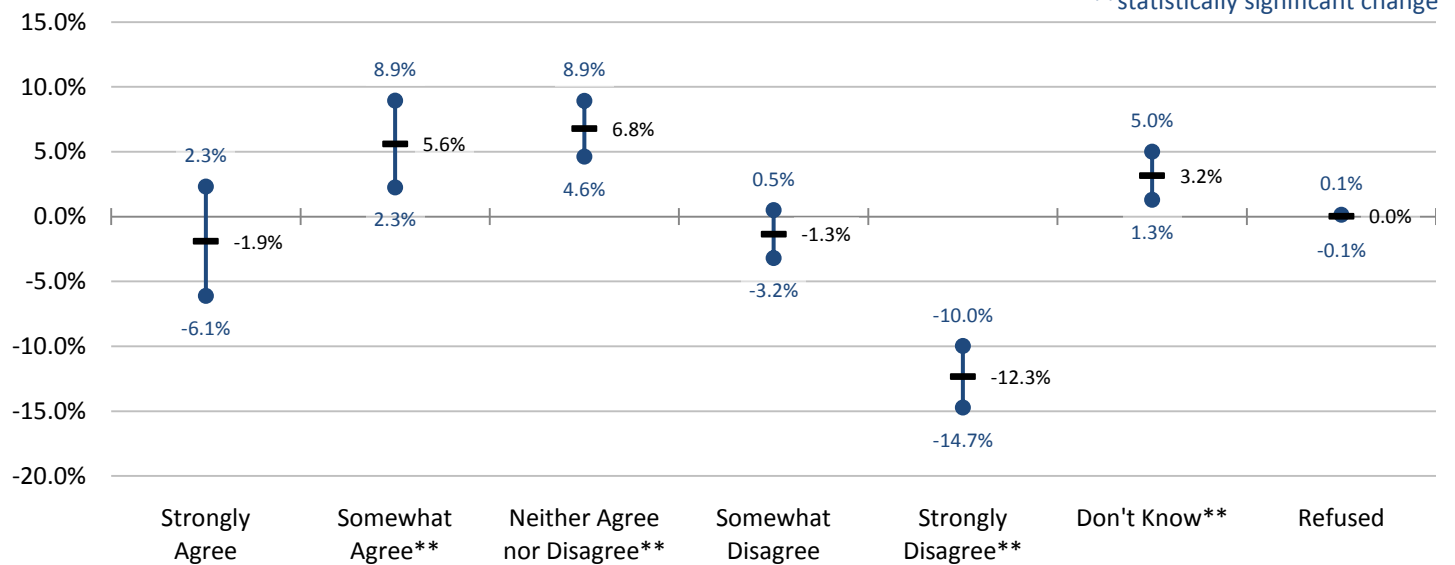
I am aware that the library offers access to: Library Sponsored Programs

Results:



Weighted Average	
2008	.45 ± .07
2010	.59 ± .06
Change**	.14 ± .09

Change:



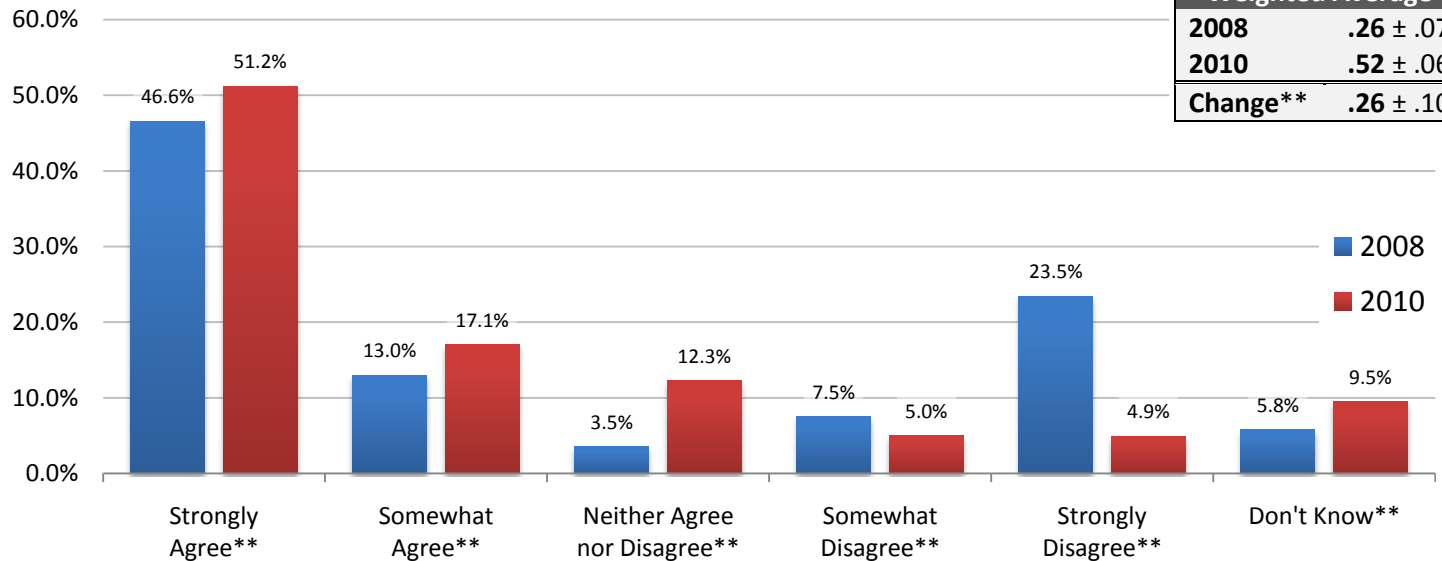
Comments:

Overall program attendance rose 27% and average attendance was up 21% during the two-year period, FY08 to FY10, and a corresponding increase in community awareness of our programming activities is shown above. These results are, without a doubt, positive and reflect the quality of our programs and advertising. The results also reflect a relatively large baseline proportion of strongly disagree responses in 2008 (15.3%). Either such respondents were generally much easier to reach during the two years between surveys, or the proportion of residents in the strongly disagree category is fluid and generally more prone to fluctuate. However, nowhere in the survey did the strongly disagree category show a significant increase in 2010. This category only fell; and the larger the proportion was in 2008, the more it declined in 2010. This suggests that large proportions of strongly disagree responses represent opportunities to obtain sizeable progress.

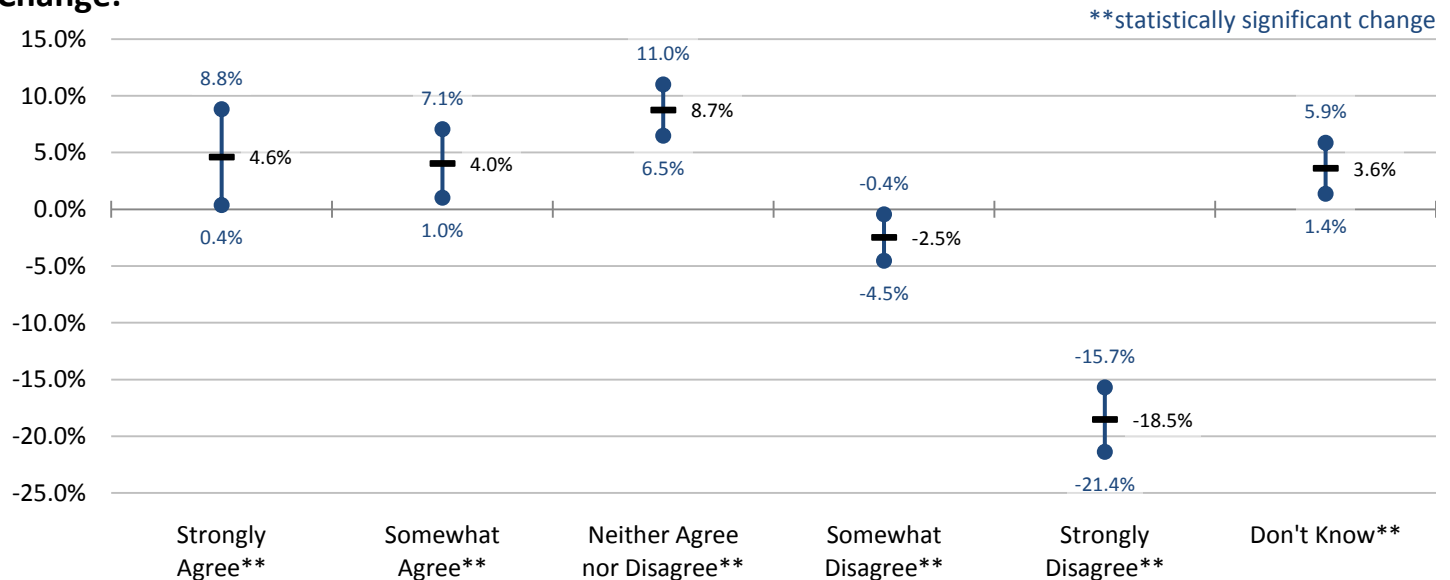
Question #13 Online Subscription Access

I am aware that the library offers access to: Online Subscriptions

Results:



Change:



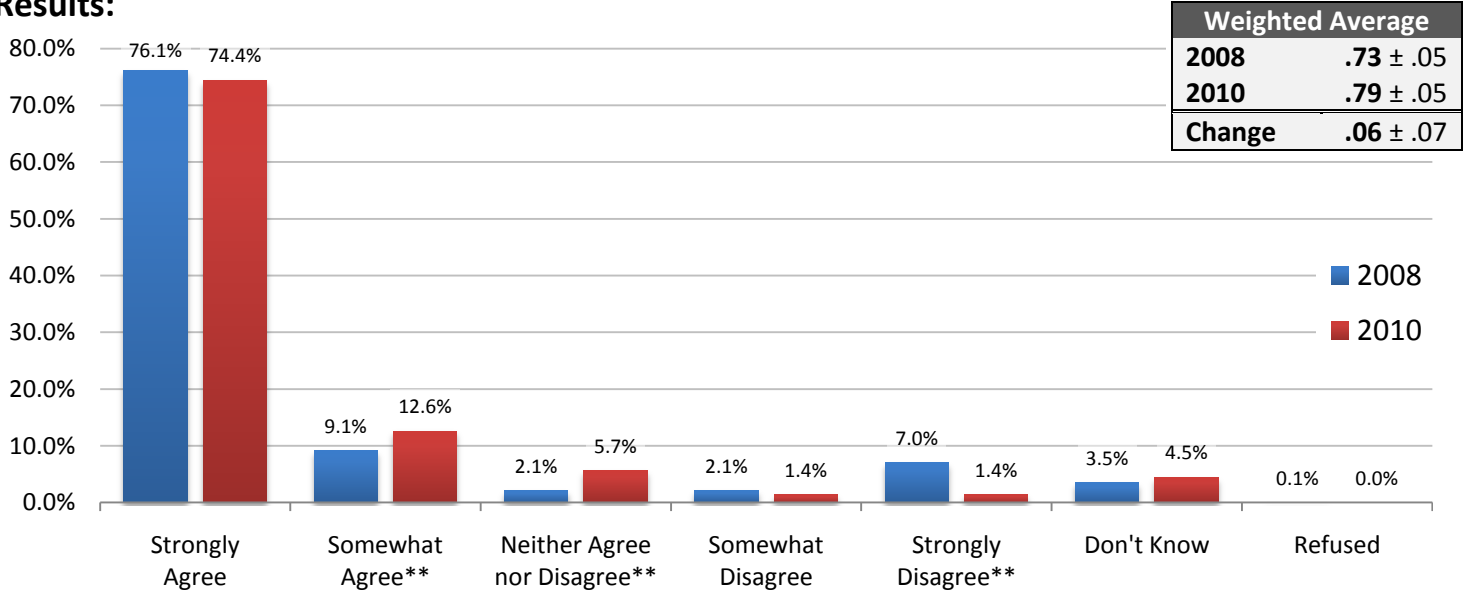
Comments:

The outstanding results for this question show the impact of a concerted effort to better communicate with the public about the resources the MLS makes available online, of which subscription databases are an integral part. Significant progress is shown for every response category above with the increase in strongly agree responses being the most notable. Marketing has published a series of articles in INFO magazine over the past two years highlighting our databases. Additionally, libraries have placed stickers on items in our libraries, such as *Value Line*, that are supplemented by our collection of online databases. Efforts to promote our new *Mango* language database subscription have been particularly successful as well. Thus, although overall usage of our online databases has not increased substantially since 2008, this survey demonstrates efforts to inform the public about these resources have produced results.

Question #14 Computer Workstations

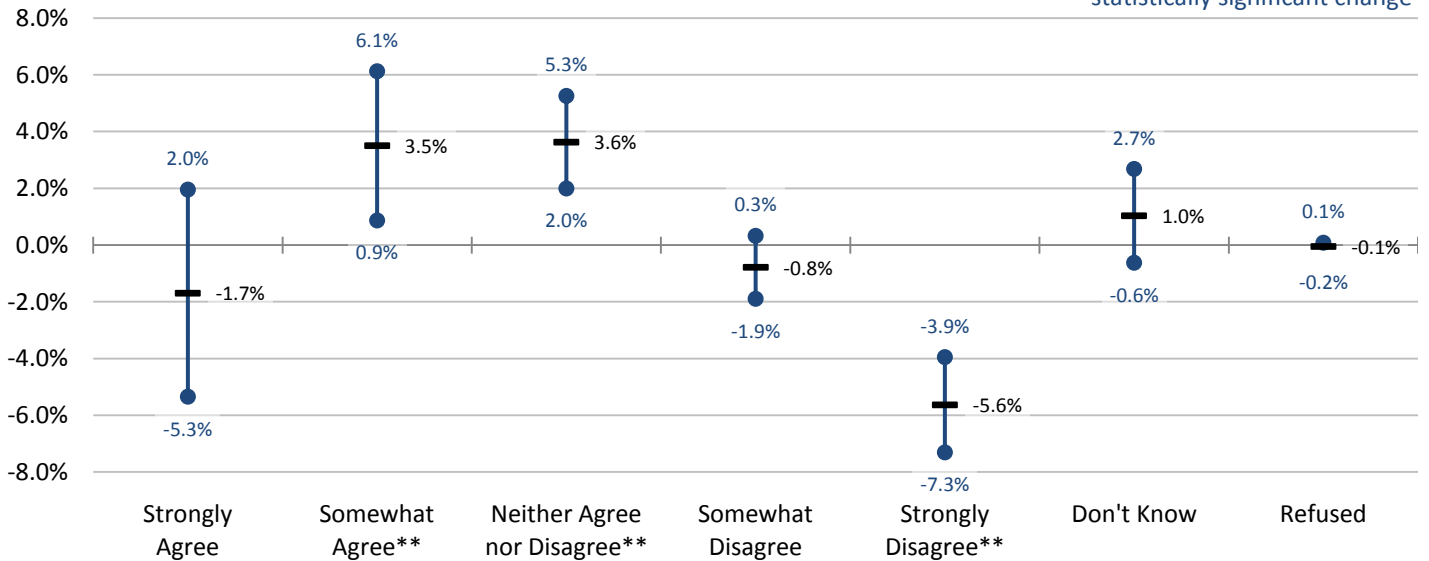
I am aware that the library offers access to: Computer workstations connected to the internet

Results:



Change:

**statistically significant change



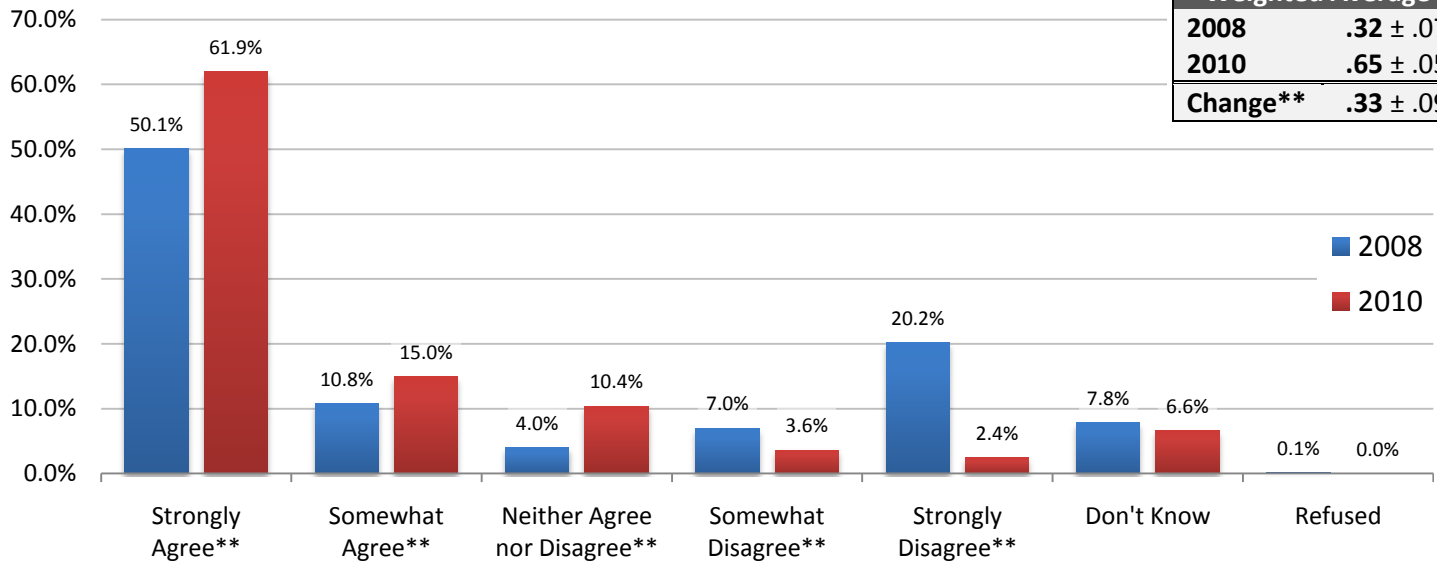
Comments:

Awareness that the library offers access to public internet computers was widespread at the start of our strategic plan and has remained strong over the past two years. During this time we increased the number of internet computers in our libraries by 5.4% to a total of 215. The number of unique customers using our computers increased 4.7% over this period. This is roughly proportional to the increase in the number of terminals, but it is half the increase seen in customer sessions (9.9%) and one-third the increase in hours used (16.2%) over this same period. There was a significant increase in strongly agree responses from participants under the age of 25, with 90.9% ± 4.9% strongly agreeing with this question in the 2010 survey. By contrast, only 52.0% ± 7.3% of senior citizens (65+) chose strongly agree in response to this question.

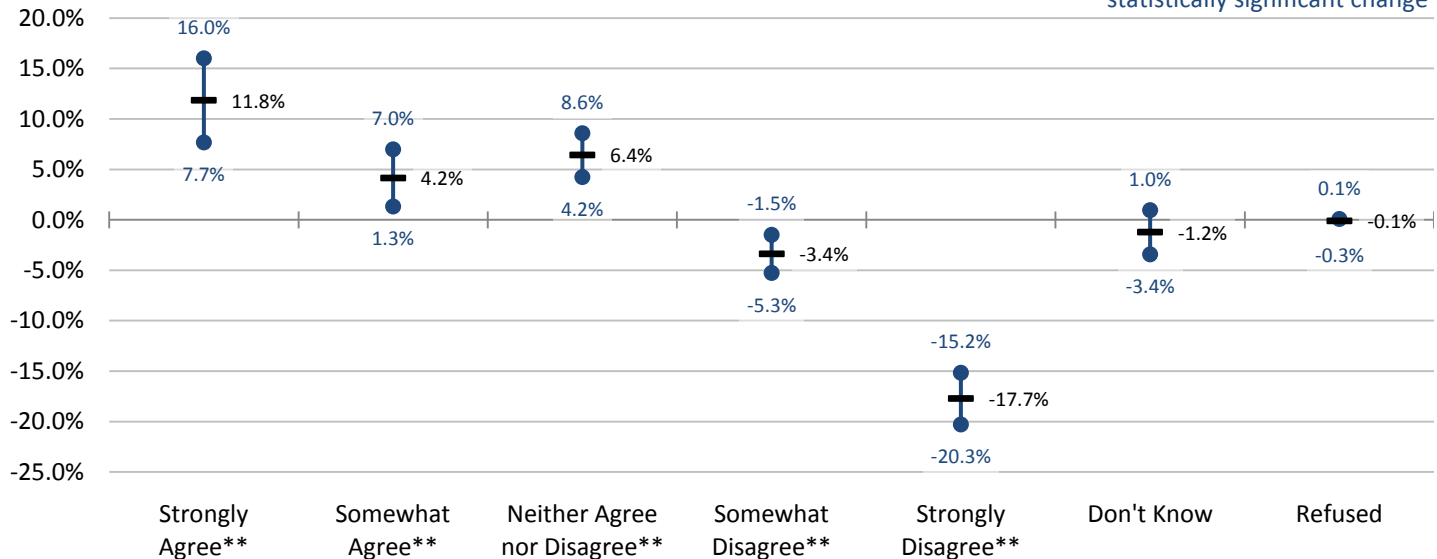
Question #15 Wireless Internet Access

I am aware that the library offers access to: Wireless Internet Access

Results:



Change:



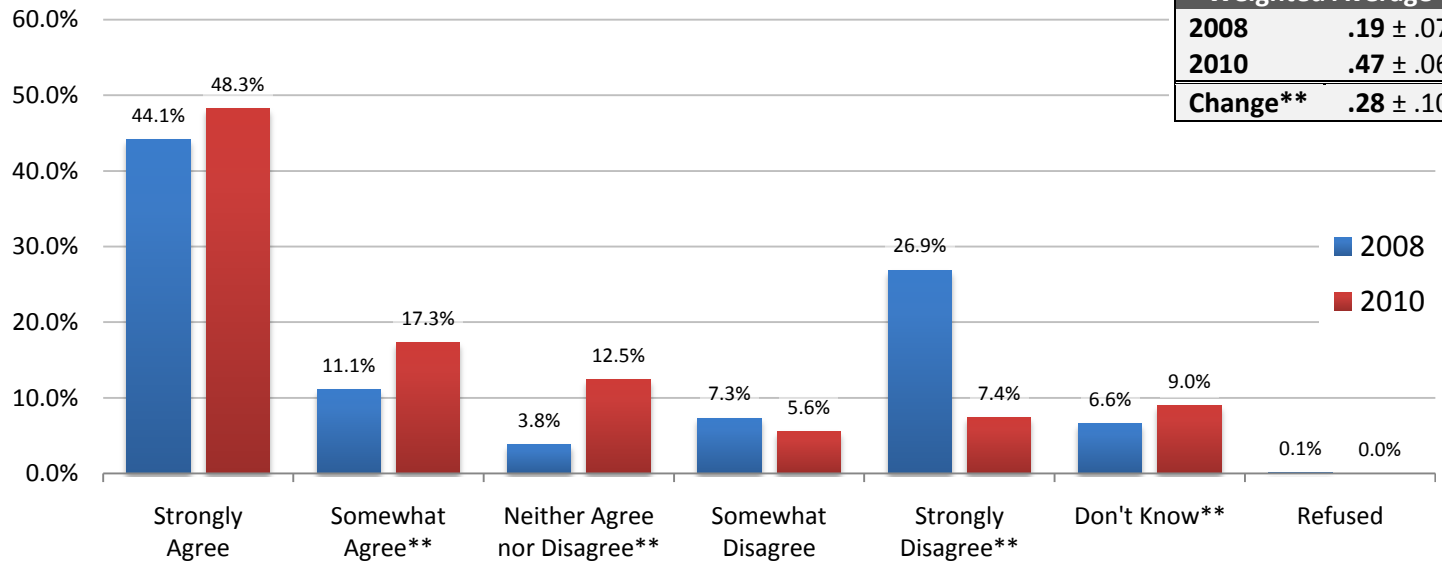
Comments:

Public awareness that wireless internet access is available at our libraries saw the biggest gains of any of the questions asked in the survey. The improved awareness is apparent in all response categories, but especially in the seemingly difficult to move strongly agree category. The rapid adoption of wireless internet technology in laptops and smart phones has no doubt contributed to a rise in both awareness and usage. The number of wireless logons increased by more than 75% over the past two years. Even with the large increase in awareness from 2008 to 2010, a comparison of the most recent results to those of the previous question about computer workstations suggests that there is still ample room for improvement. With the continued proliferation of wifi-enabled devices, there is every reason to suspect that both usage and awareness will keep increasing.

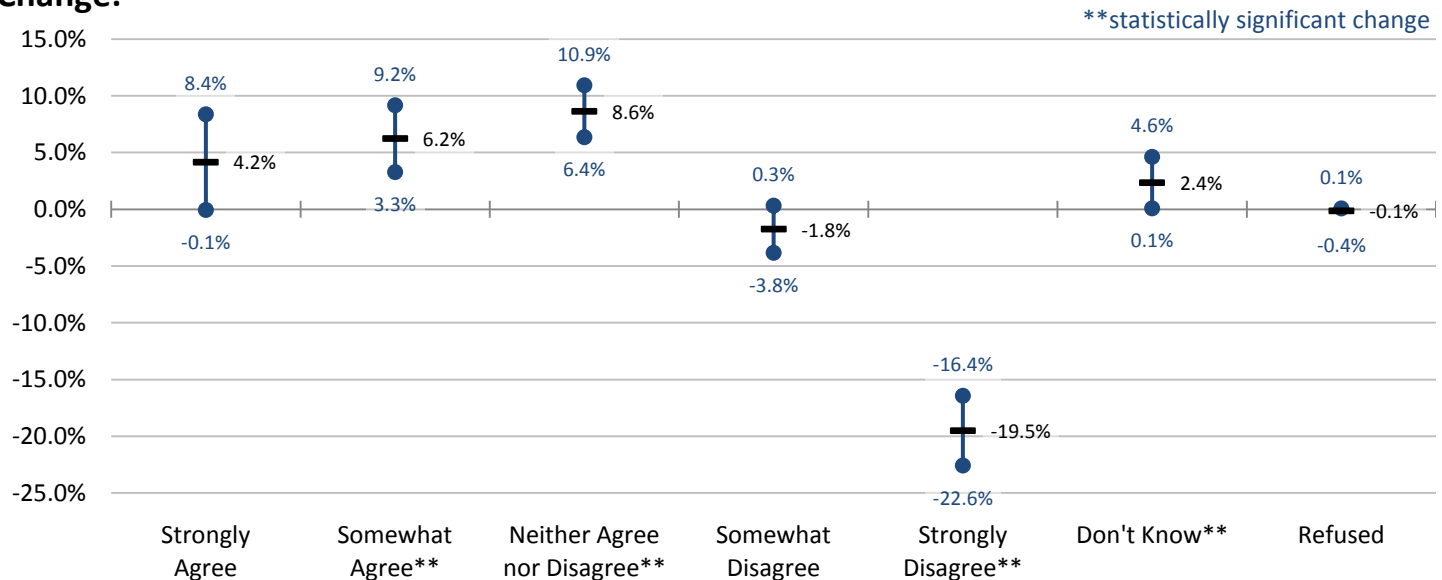
Question #16 Website Resources

I am aware that many library resources are available 24/7 through www.metrolibrary.org

Results:



Change:



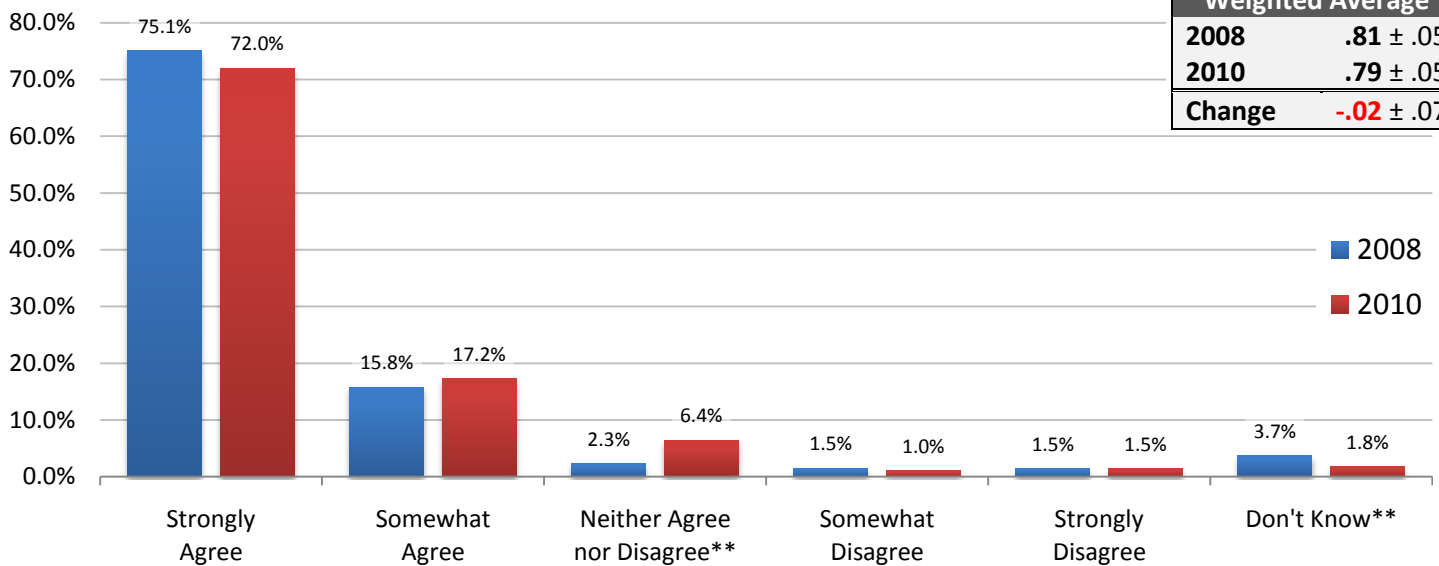
Comments:

A lot of work has gone into expanding and redesigning our website to support its growing role as a direct provider of library information and services to the community. Each new feature and service that is added to our online offerings is another opportunity to talk about our homepage, www.metrolibrary.org. Fortunately, there have been many such opportunities over the past two years, and, awareness of these resources has increased significantly. Furthermore, with the strongly agree proportion still under 50%, there remains a large population of potential users that are not yet fully aware of the services we make available online. MLS social media accounts have been created to help disseminate this information and to link back to our website. New bumper stickers and specialized content pages on our website with social media tie-ins are promoting these resources to targeted audiences.

Question #17 Diverse Interests

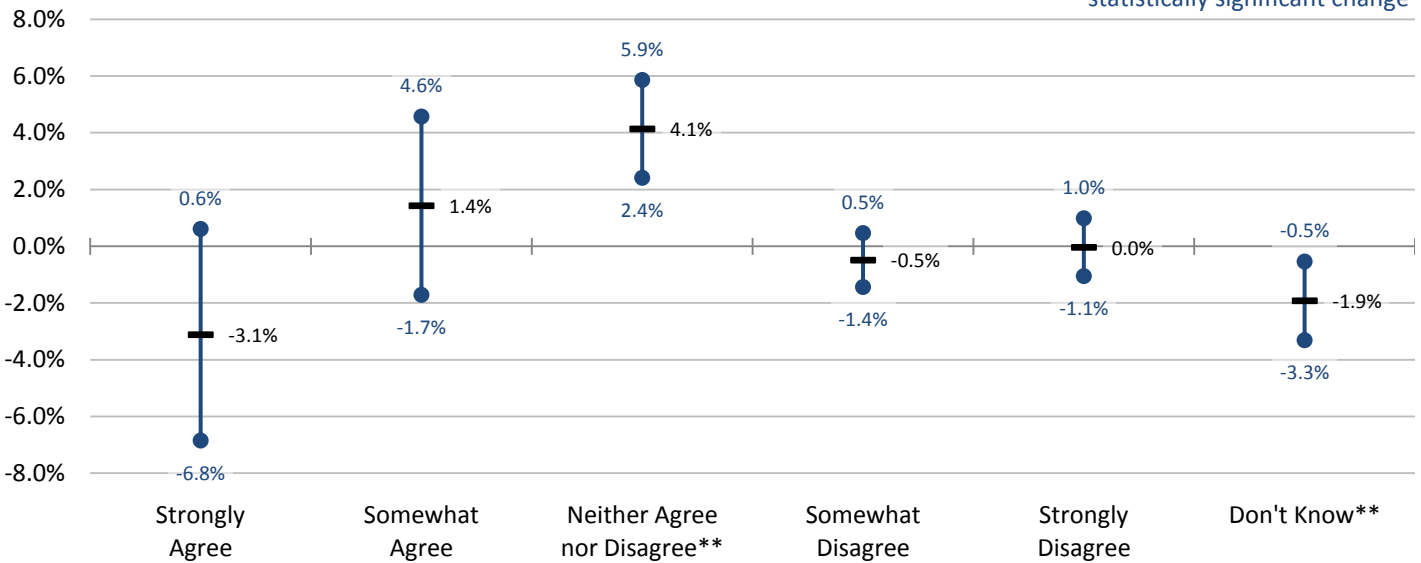
The Metropolitan Library System is an important resource for diverse cultural, civic, and/or community interests in our county.

Results:



Change:

**statistically significant change



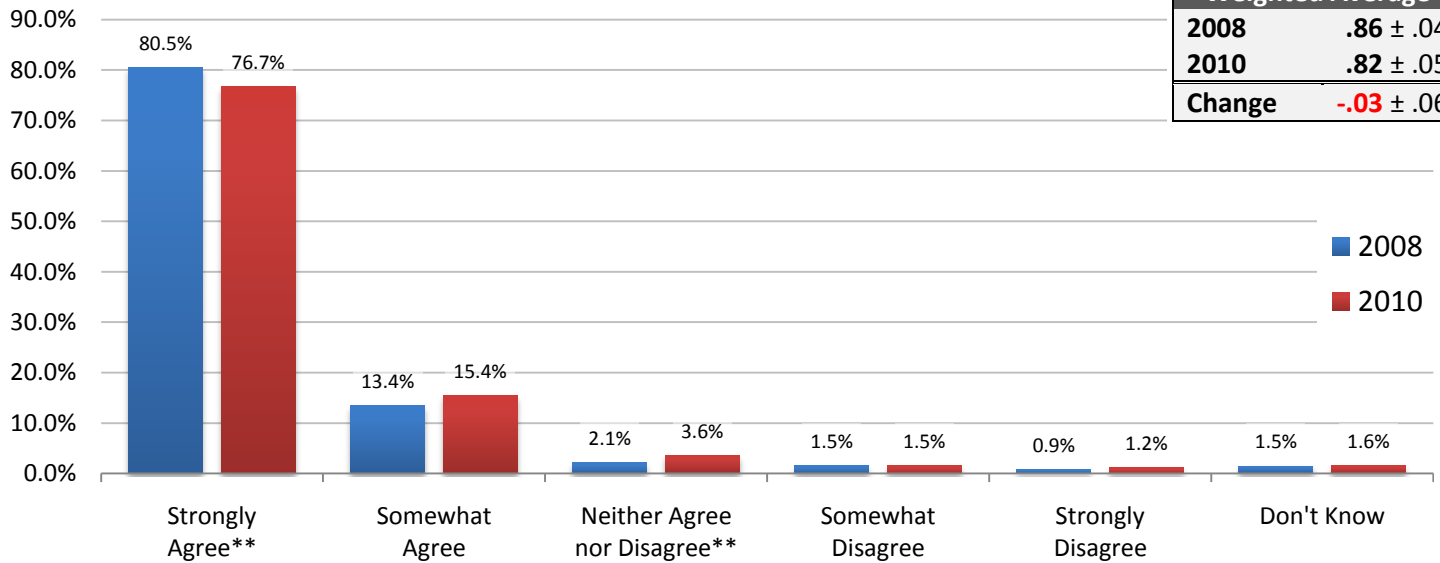
Comments:

At this point in the survey, the questions shift away from resource awareness to instead query participants about their perceptions of the MLS. Many of these questions had very low rates of strong disagreement in the 2008 survey, and, as a result, were more of a challenge to significantly change. Regarding the responses to this question, the overall response distribution appears to be slightly less desirable than that recorded in 2008. However, the only significant changes occurred in the neither and don't know response categories. Small gains in some demographic groups were offset by significant declines in the intervening two years among registered voters between the ages 40 – 59. It's not clear why perceptions changed among this particular group of mostly working adults without small children.

Question #18 Quiet Environment

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

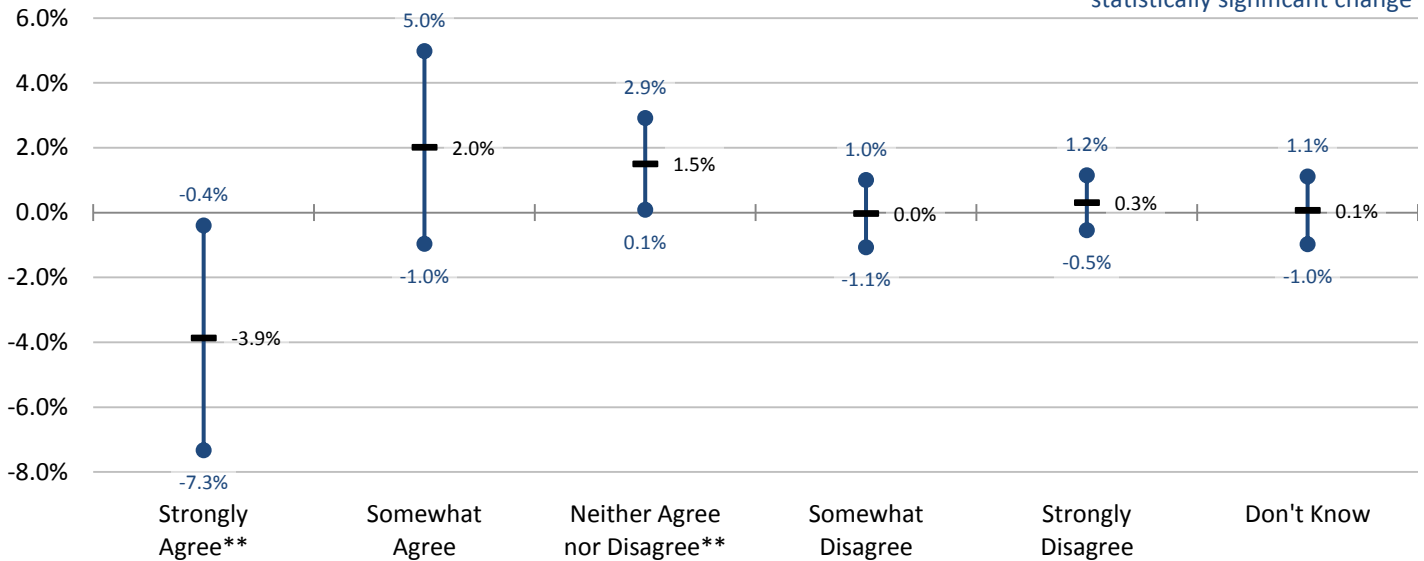
Results:



Weighted Average	
2008	.86 ± .04
2010	.82 ± .05
Change	-.03 ± .06

Change:

**statistically significant change



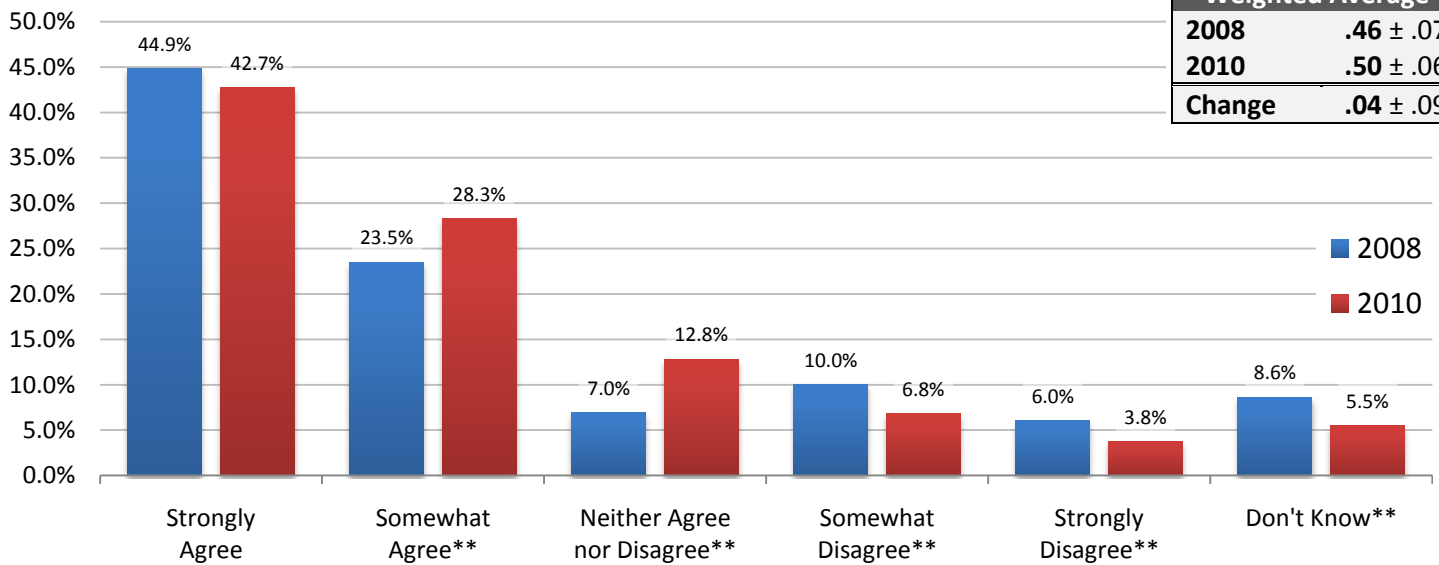
Comments:

This question garnered the second-highest level of agreement in both the 2008 and 2010 surveys. However, the 2010 survey showed a significant decline in the proportion of residents who strongly agree that the library provides an inviting environment to read quietly and/or study. There has been a coordinated effort in recent years to expand the public’s perception of library service beyond “merely” being a quiet place to read and checkout books. This is especially true of efforts to appeal to teen audiences with programs such as gaming nights and wizard rock concerts. Although the results to this question remain very good, we must be careful that these worthwhile programming efforts, combined with the ever expanding footprint of computers in libraries, do not infringe upon our ability to provide our customers with areas for quiet reading and study. The responses above reaffirm that this is what most of our customers expect when they visit the library.

Question #19 Business & Social Environment

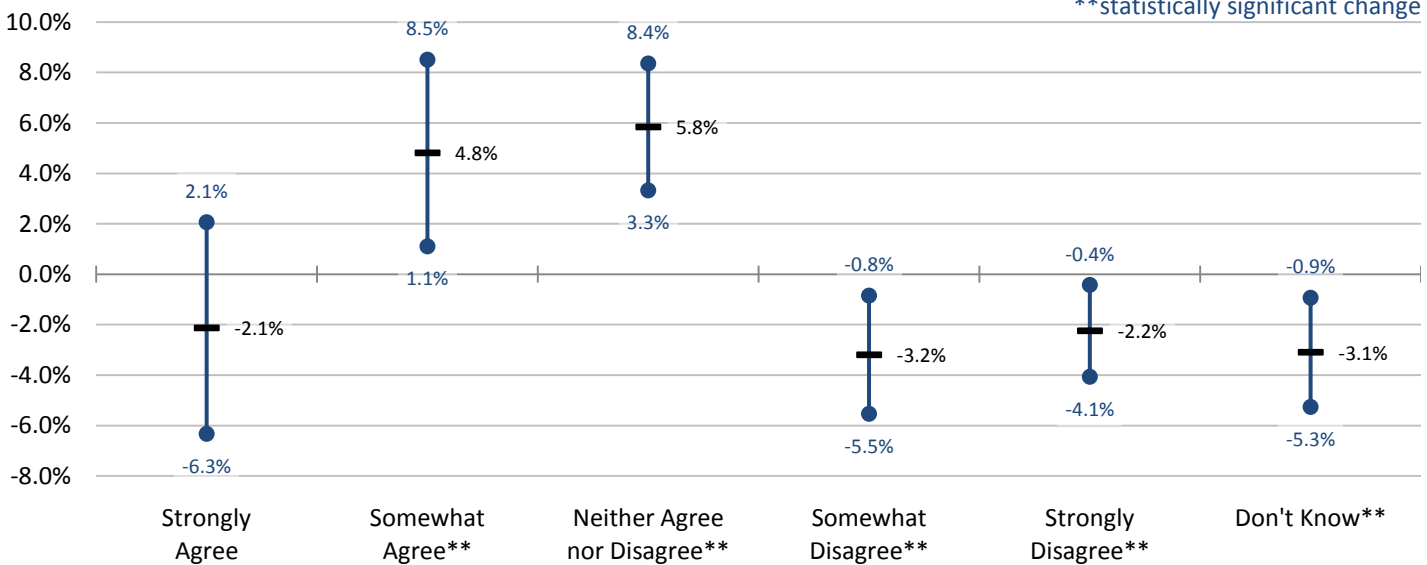
The library provides an inviting environment for business and social activities.

Results:



Weighted Average	
2008	.46 ± .07
2010	.50 ± .06
Change	.04 ± .09

Change:



**statistically significant change

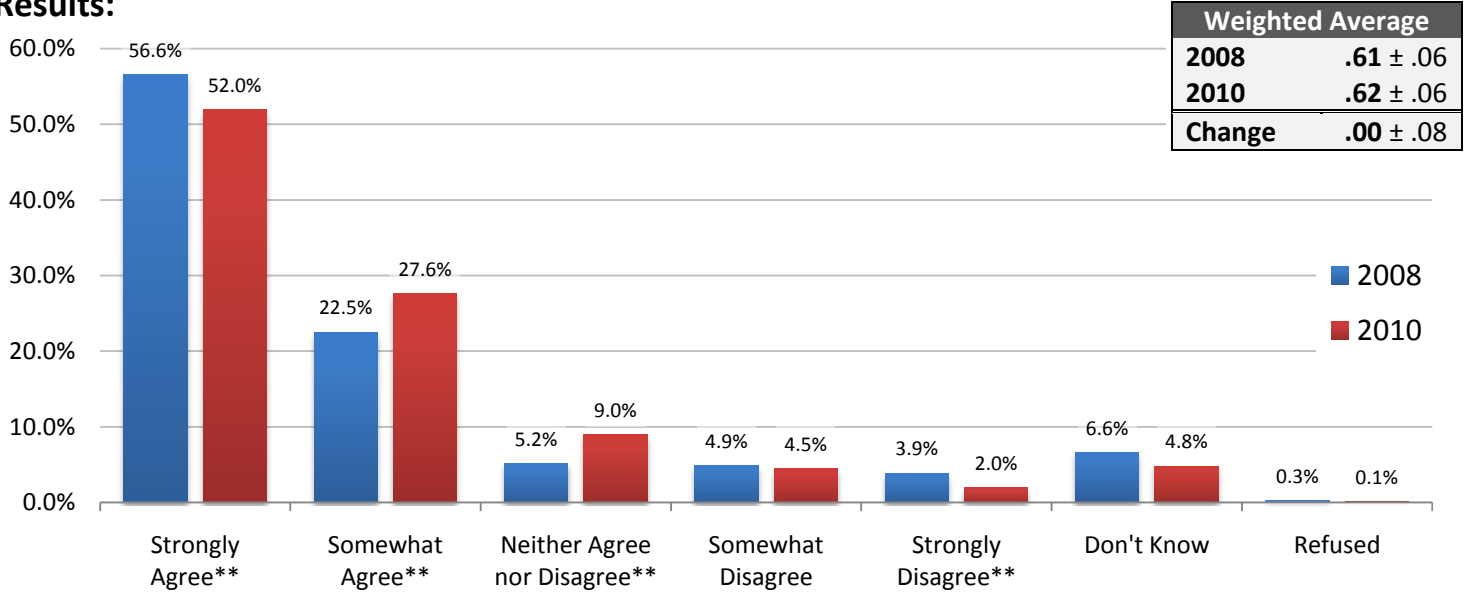
Comments:

The responses to this question suggest a small amount of progress has occurred in shifting attitudes about the library’s environment for business and social activities. The environment for business at our libraries has improved as indicated by the number of paid uses of our meeting rooms system-wide increasing by 3.7% from FY08 to FY10, and the fees associated with these bookings increasing by 14.7%. A 19% increase in bookings and 39.5% increase in fees at the Downtown Library during this time confirm that specific efforts to court the downtown business community have been successful. To enhance the social environment for our customers, our libraries and Outreach department have been holding gaming events, open houses, and a host of other well-attended programs.

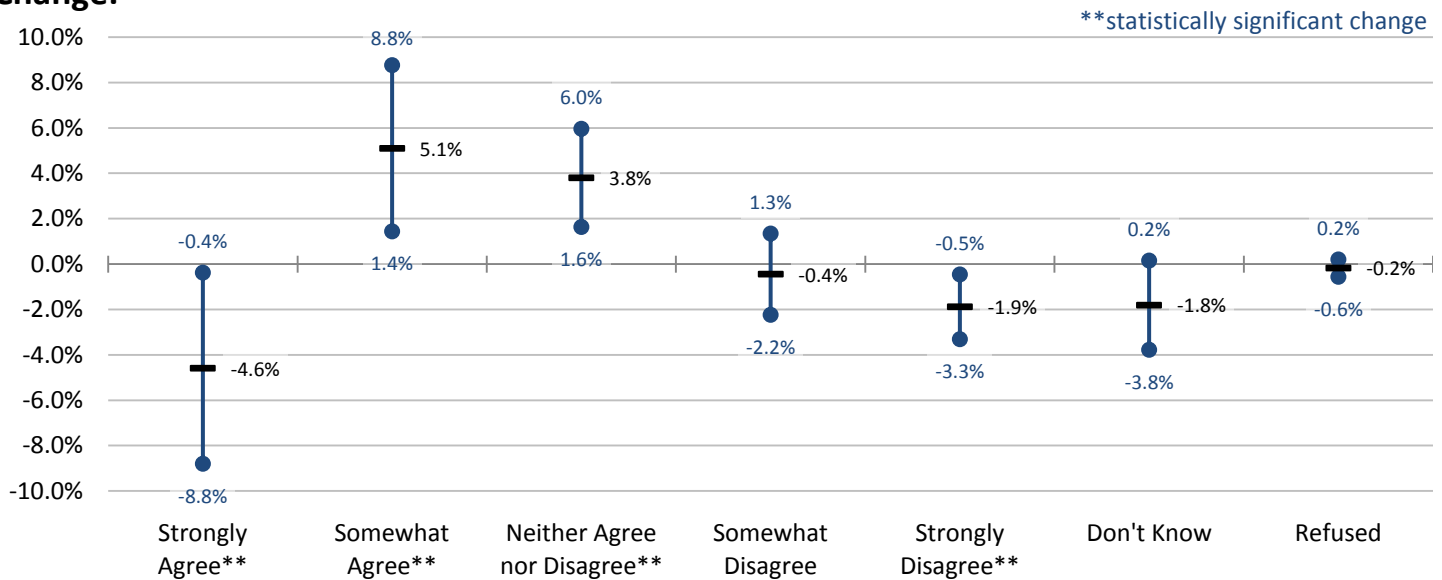
Question #20 Interaction Opportunities

The library provides opportunities for interaction.

Results:



Change:



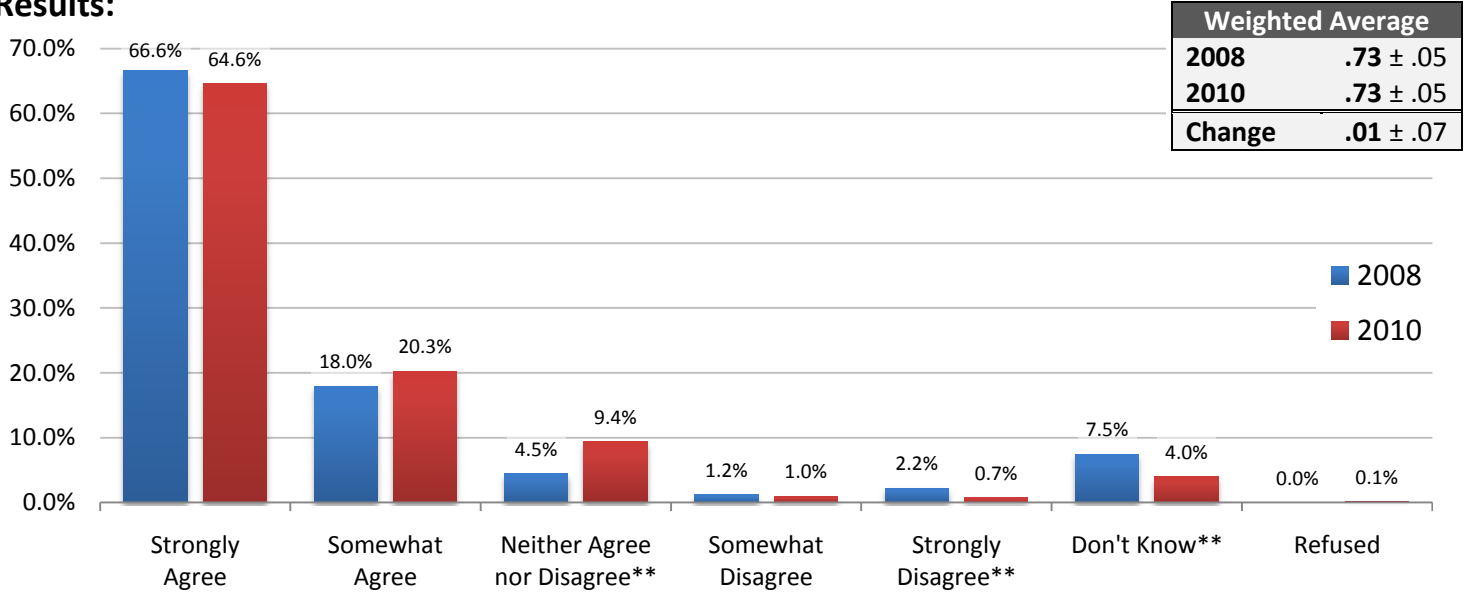
Comments:

There were significant differences between the 2008 and 2010 surveys in several of this question’s response categories. To achieve our goal of increasing awareness of the interactions that take place at the library, we can emphasize our role as a community gathering place in conjunction with efforts to improve the environment for business and social activities as detailed on the previous page. In particular, much of the public may be unaware of how those with special needs, from homeschoolers to group home residents, use the library as a place for positive interaction. The designation of the Downtown Library as the official school library for the Positive Tommorrow’s school for homeless children is a prime example of how the library provides a safe and inviting environment for a wide range of interactions that may go unnoticed by the general public.

Question #21 Knowledgeable Staff

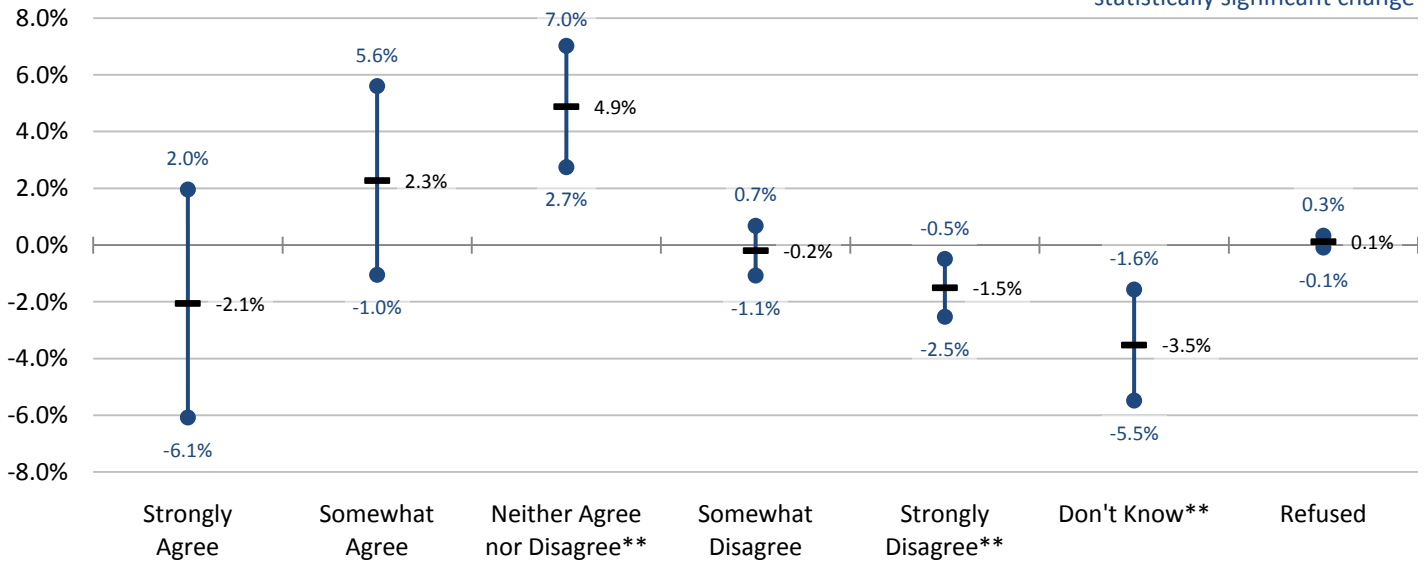
The library staff is up-to-date and knowledgeable about sources of information.

Results:



Change:

**statistically significant change



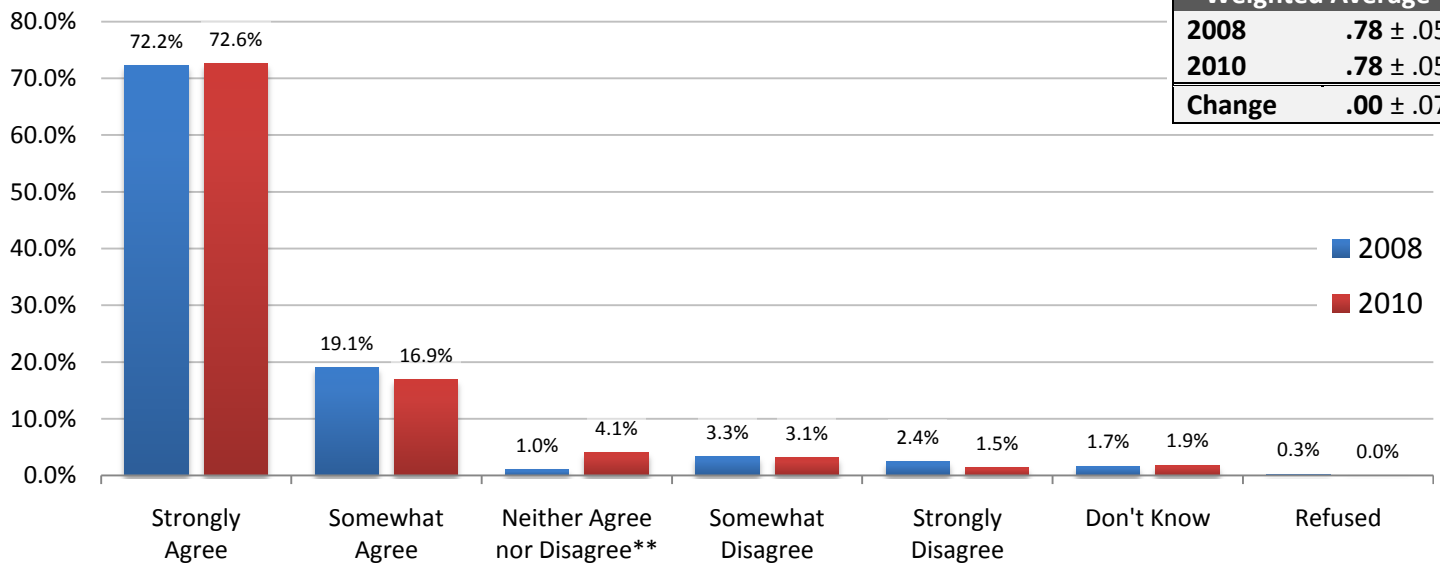
Comments:

Although the public’s perception of how knowledgeable our staff is remained fairly steady, there was a decline in strongly disagree responses, which is positive. It would be preferable to increase the strongly agree proportion as well, but instead, the results show participants mostly choosing the *Neither* option in place of *Don’t Know*. Perceptions about the knowledge level of our staff fell mostly among residents holding a bachelor’s degree or higher. A significant portion of the responses among this group migrated from the *Strongly Agree* category into the *Somewhat Agree* or *Neither* categories. By contrast, the perceptions among those with less education improved between surveys. We strive to have all residents appreciate the special skills and training our staff has to assist them. Even those residents who may choose not to utilize this service can appreciate its value to those who do and to the community as a whole.

Question #22 Information Literacy

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

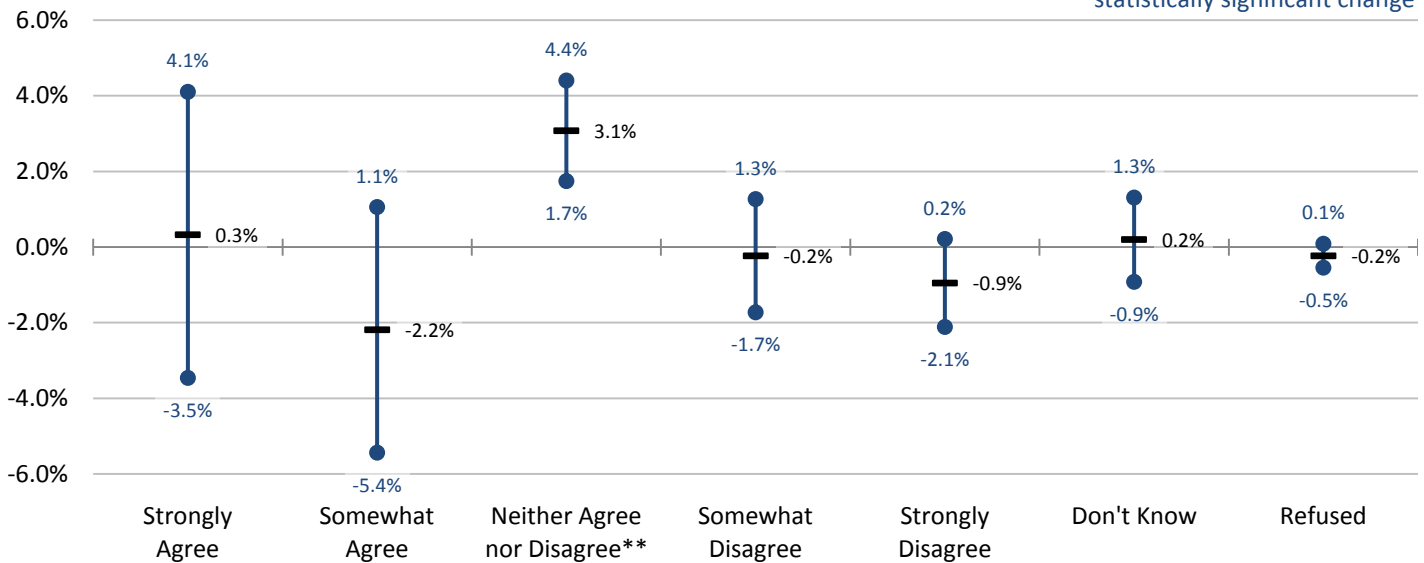
Results:



Weighted Average	
2008	.78 ± .05
2010	.78 ± .05
Change	.00 ± .07

Change:

**statistically significant change



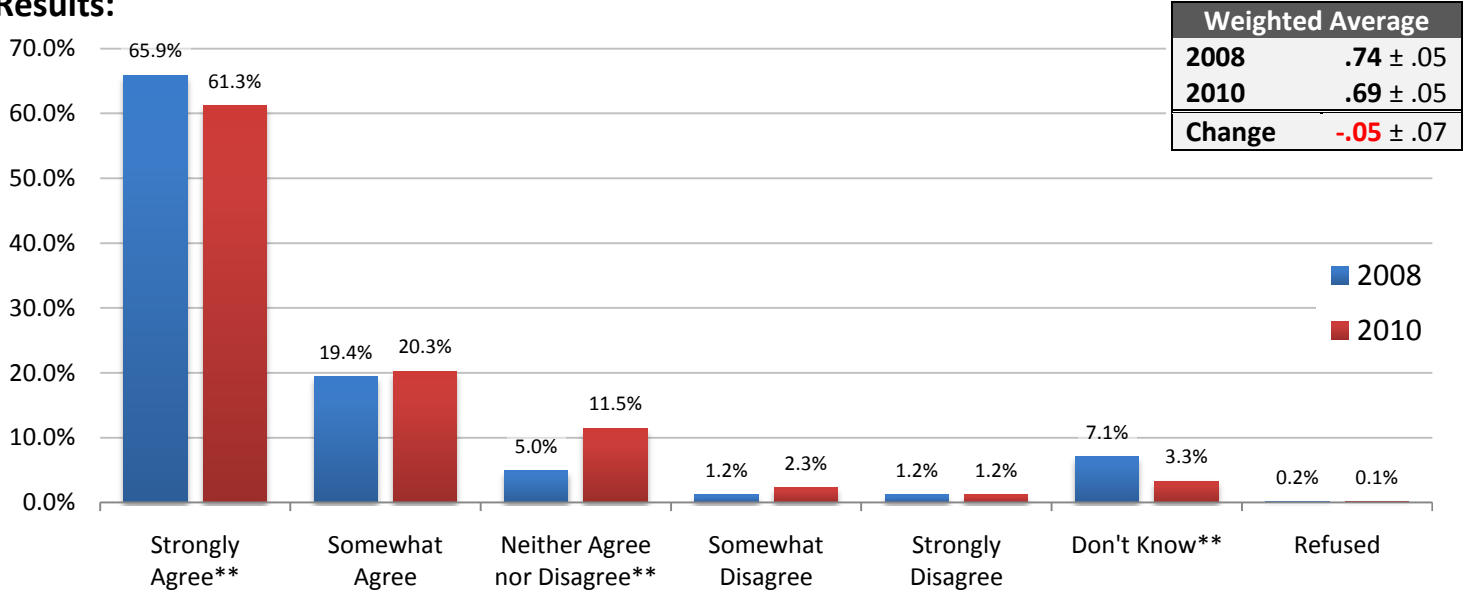
Comments:

We ask participants this question to obtain a self-reported gauge of information fluency among our service population. Information fluency is one of the four service responses that comprise our strategic plan. As part of this particular service response, our specific goals relate to our ability to meet the public’s information needs by maintaining a knowledgeable and customer-service-oriented staff. However, one desired outcome of these customer service interactions, beyond meeting the customer’s immediate needs, is to increase information fluency within our community. Overall there was little change in respondents’ self-reported comfort in finding and evaluating information. Interestingly, in 2008, seniors (65+) rated their comfort level higher (77.4 ± 5.8% *Strongly Agree*) than did those under age 65 (71.2 ± 3.0% *Strongly Agree*). However, the responses from seniors were significantly lower in 2010 (60.9 ± 5.9% *Strongly Agree*).

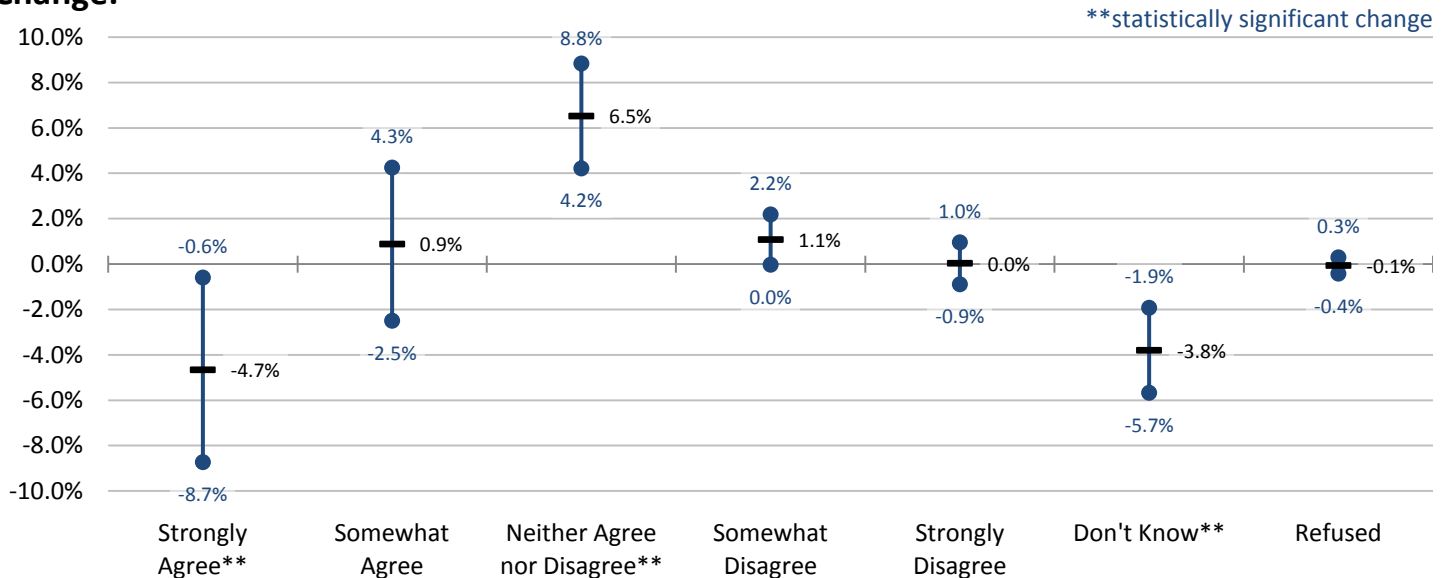
Question #23 Staff Attention

Library staff takes the time to understand my needs.

Results:



Change:



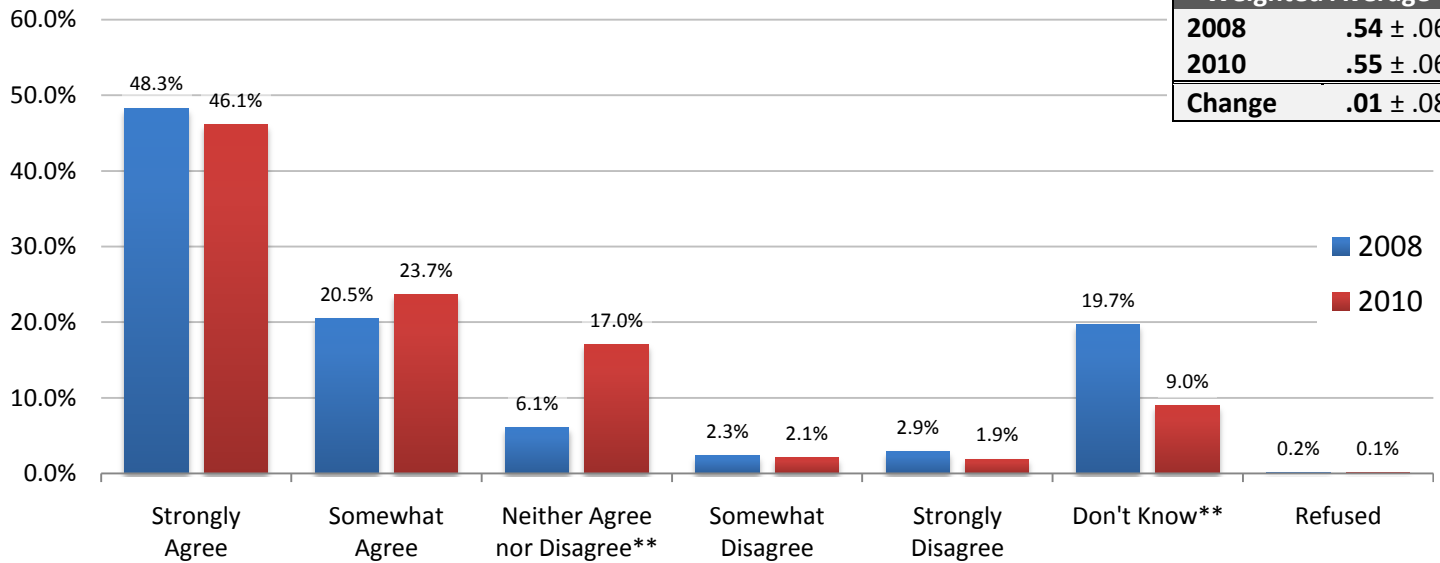
Comments:

In light of our efforts to promote customer service, the change in the perception of staff attentiveness apparent in the 2010 survey is surprising. Among frequent library users (using the library *a couple times per month* or more) there was virtually no change in the responses from 2008. It was the remaining two-thirds of residents, comprised of infrequent and non-library users, that account for the less favorable 2010 results. As noted previously, participant responses to this question closely tracked those to question #6 concerning overall MLS satisfaction, with both being similarly less favorable in 2010 and exhibiting a higher association. Also, the source of the less favorable responses was the same for both: infrequent and non-library users. This is one of the most important results of the survey and suggests that improving the perception of our staff's attentiveness among non-library-users should be a priority during the remainder of the strategic plan.

Question #24 Current Computers

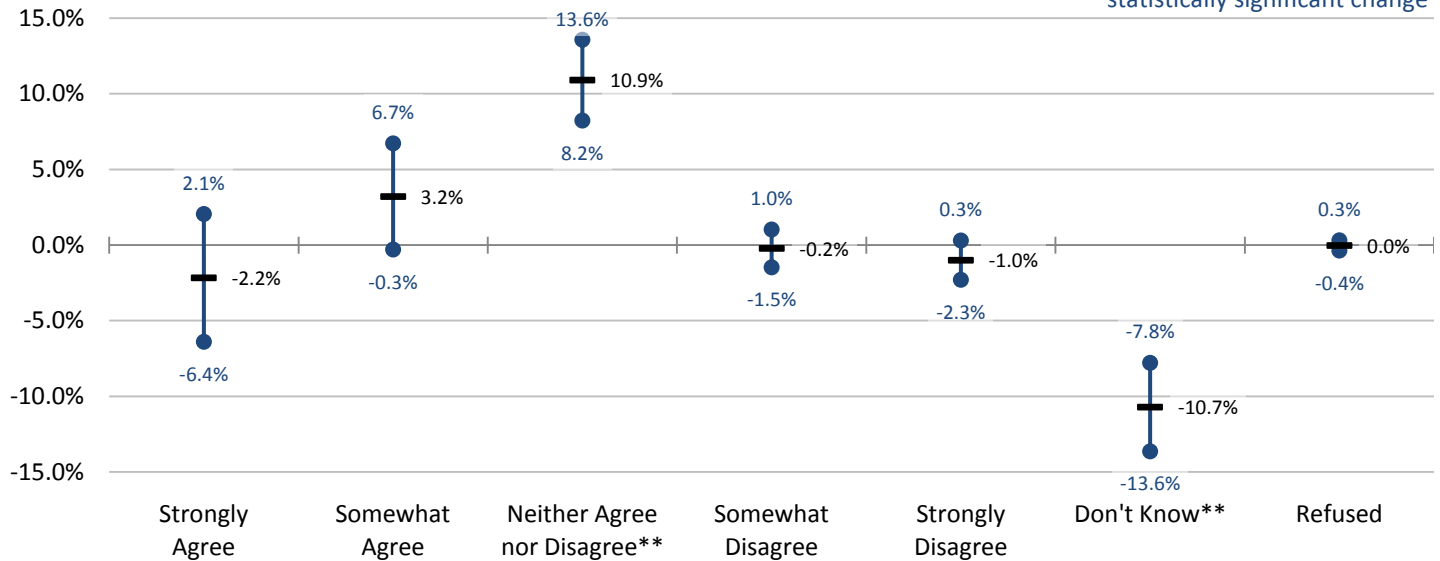
The library's public computer equipment is current.

Results:



Weighted Average	
2008	.54 ± .06
2010	.55 ± .06
Change	.01 ± .08

Change:



**statistically significant change

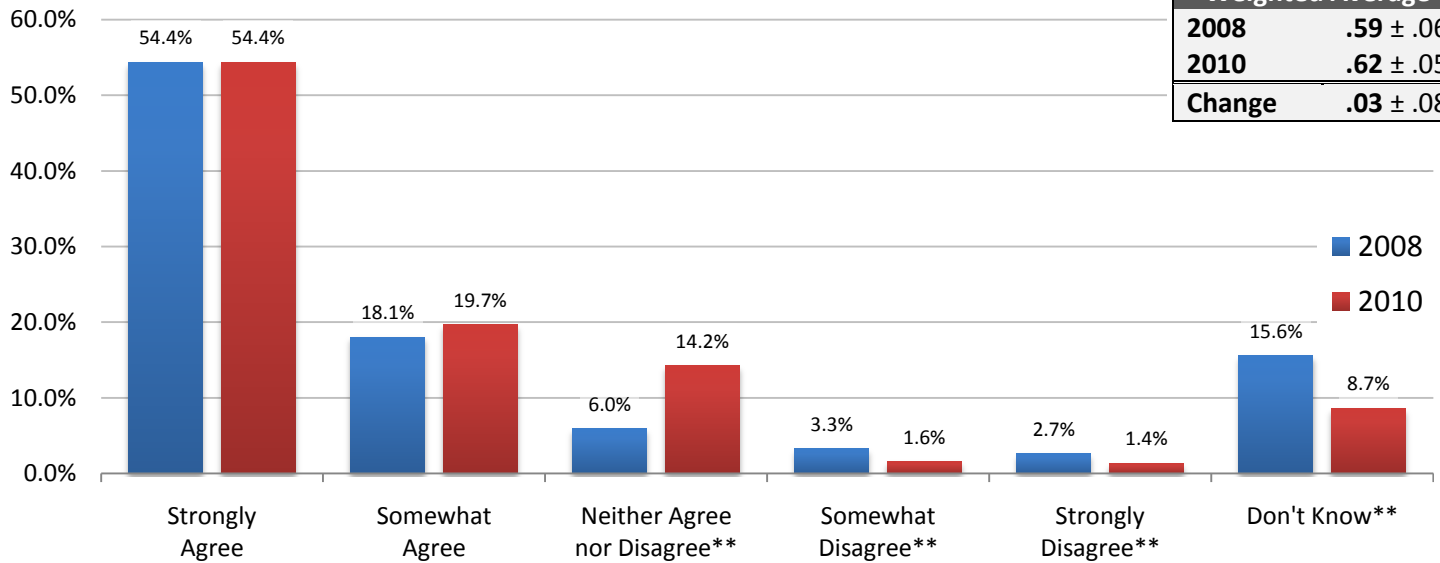
Comments:

The most obvious result for this question is the somewhat puzzling shift in responses from the *Don't Know* to the *Neither Agree nor Disagree* category. It's not clear why approx. 10% of the respondents might have changed their answers from essentially "no opinion" to "neutral". However, within the responses for this question there was more differentiation according to household income in 2010 than in 2008. The perceptions of higher income households about our computers fell while those of lower income households improved. It could be that, while our computer equipment is more sufficient to meet the needs of most lower-income households, the technological expectations of the upper income groups are simply advancing at a faster pace.

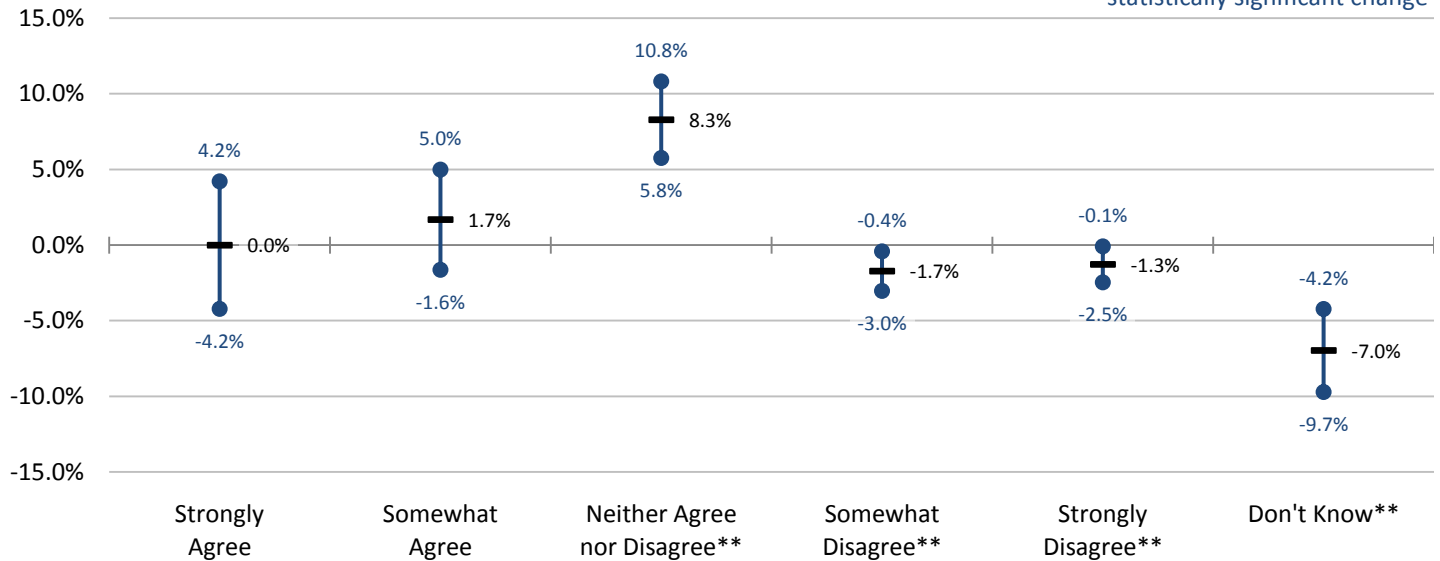
Question #25 Computer Assistance

The library offers informal computer assistance for all ages.

Results:



Change:



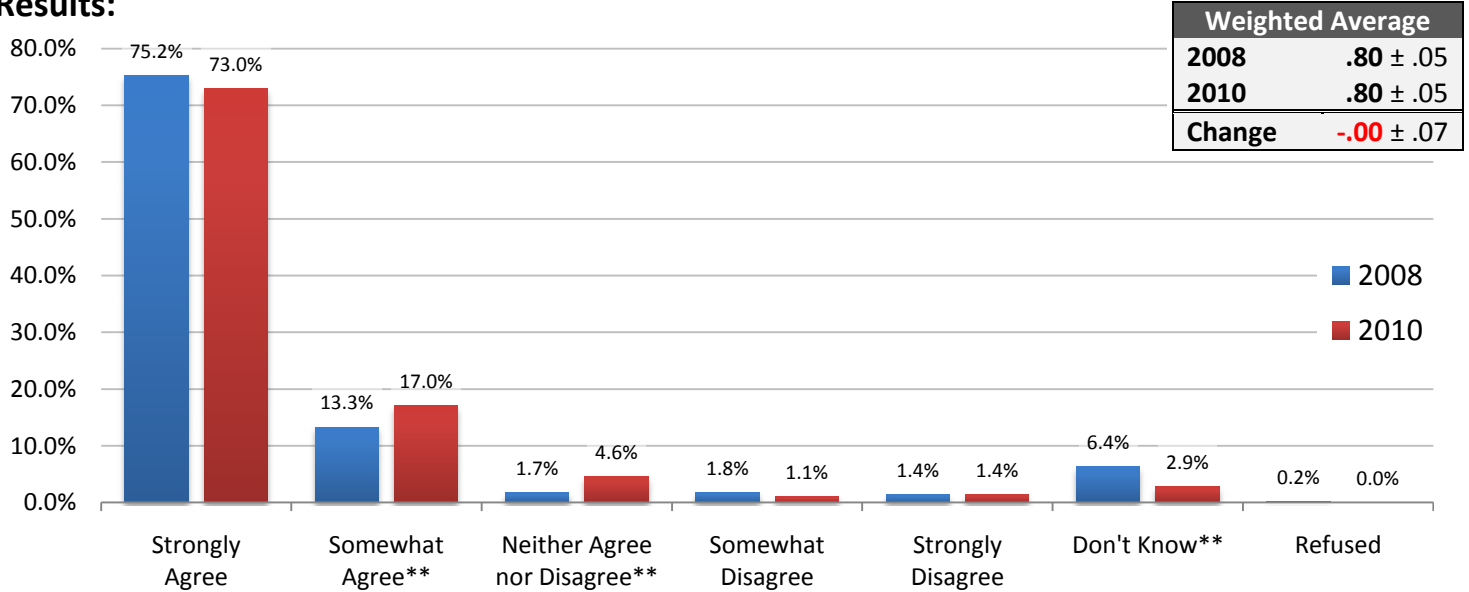
Comments:

The responses to this question in the 2010 survey show a broad shift in answers from the *Don't Know* to the *Neither Agree nor Disagree* category similar to that for the previous question about our computer equipment. This shift was the only change apparent in the responses of infrequent and non-users. The small overall increase in awareness that the library offers informal computer assistance came from the responses of our most frequent users (the 10 – 15% of residents that use the library at least once per week). Several libraries allow customers to make short appointments with their public computer specialists during pre-defined windows for one-on-one help. However, the bulk of our computer assistance is provided on-demand to customers having difficulty during their computer session. Educating the public about our computer specialists could be one piece of a general effort to promote the knowledge and attentiveness of our staff.

Question #26 Benefits of Internet Access

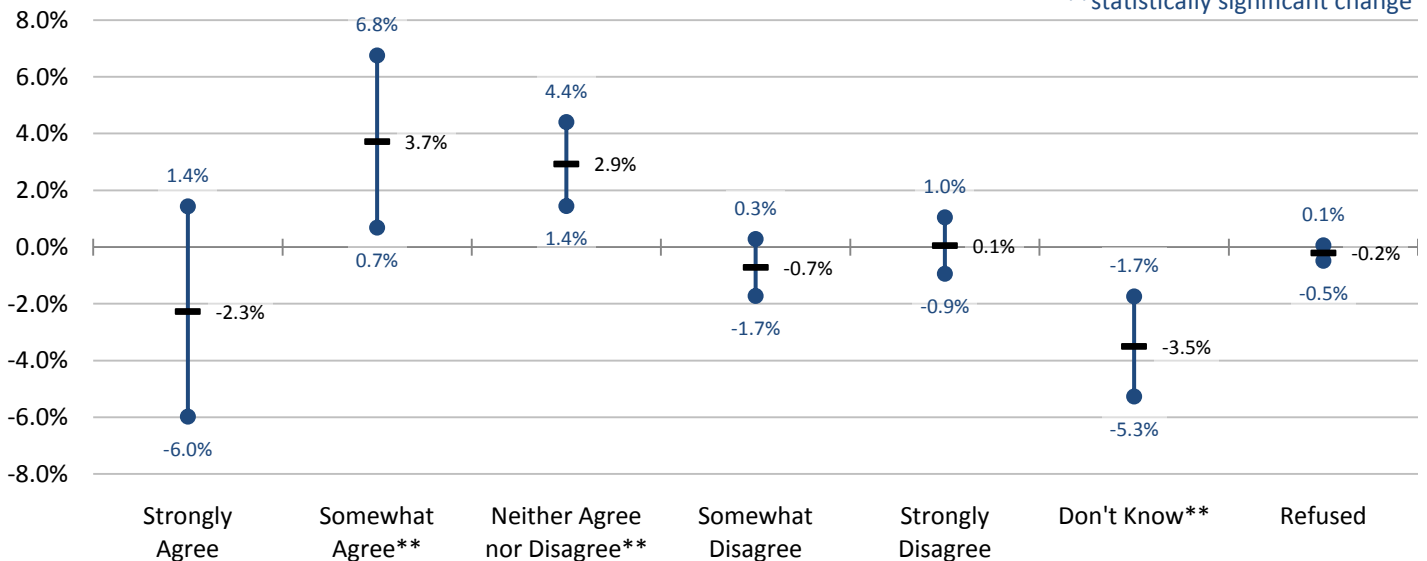
Internet access at the library is beneficial for all ages in order to help develop their skills.

Results:



Change:

**statistically significant change



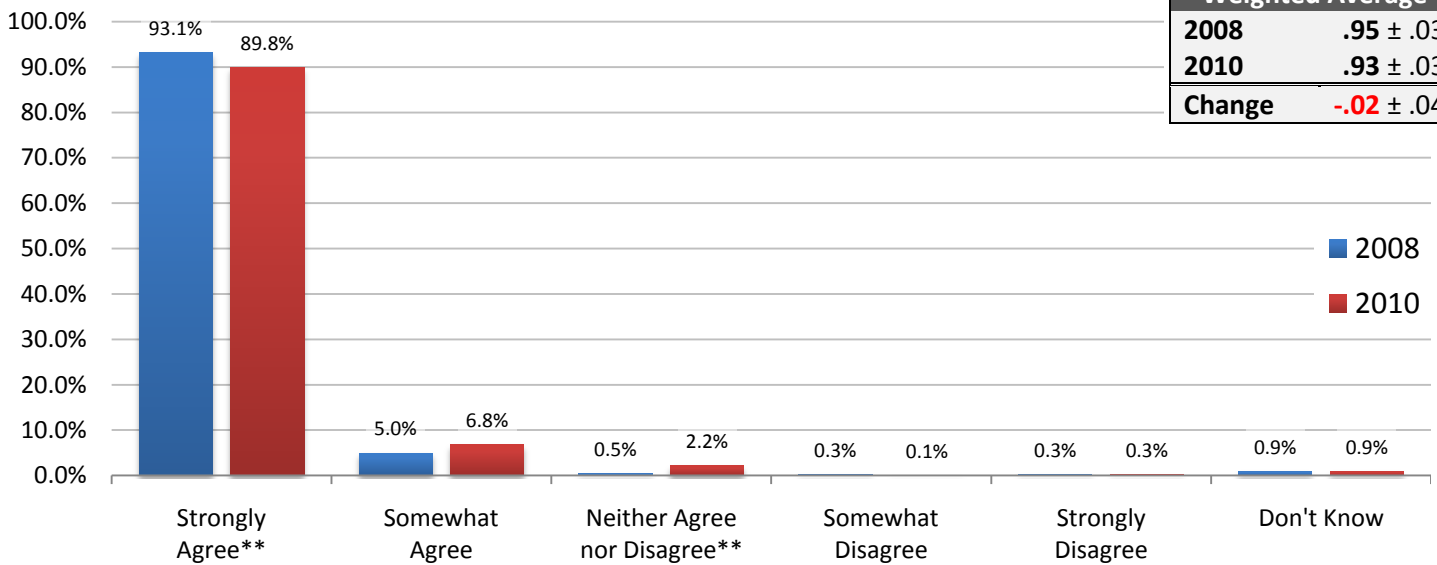
Comments:

The numbers illustrated above demonstrate continued broad support for public internet access at the library. There was very little change in the answers to this question, even among smaller sub-groups of respondents. In that respect, the consistency of the responses from 2008 to 2010 is the most remarkable property of these results. While this is good news, given that the overall results for this question are largely positive, it does make affecting perceptions to produce even better results more difficult. To accomplish this, many of our libraries have been offering computer programs targeted for seniors and job seekers. The importance of computer and internet access at the library is enhanced by the absence of similar access points elsewhere in the community. Therefore as part of promoting the importance of internet access (and other resources) at the library, we can ask the public to consider, "Where else but the library could this be available?"

Question #27 Library Value in Community

I value having a public library in the community.

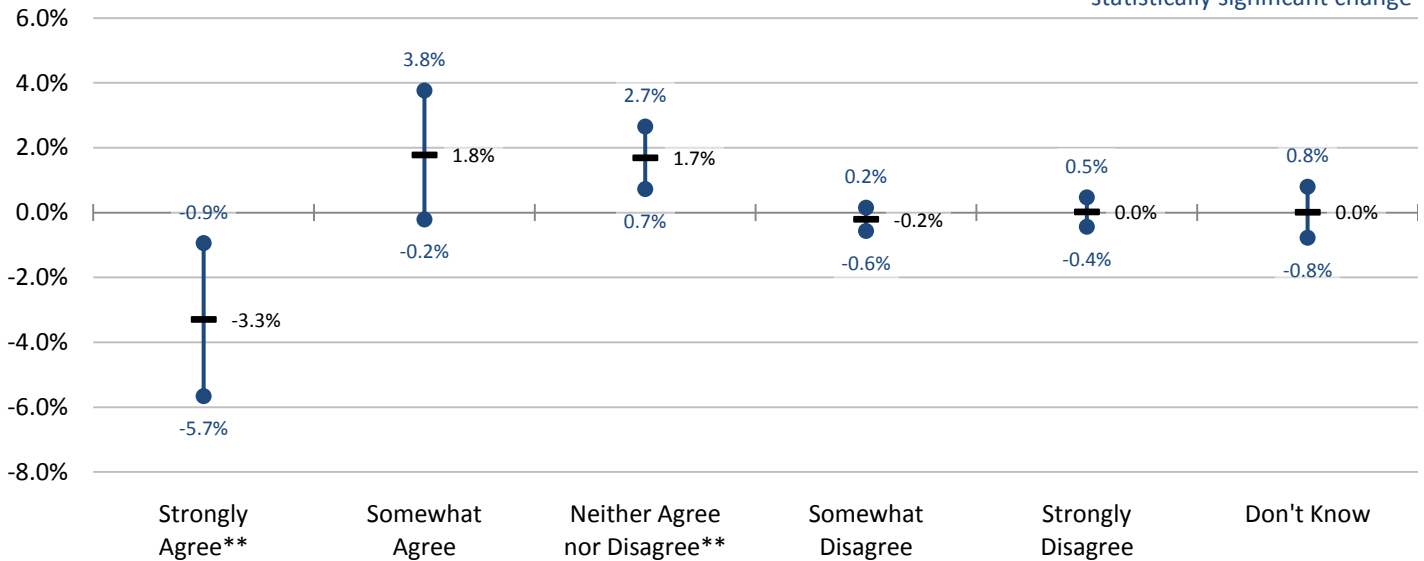
Results:



Weighted Average	
2008	.95 ± .03
2010	.93 ± .03
Change	-.02 ± .04

Change:

**statistically significant change



Comments:

Although still by far the question with the highest level of agreement, the proportion of *Strongly Agree* responses declined from the measurement taken in 2008. The good news is that the proportion of residents that either *Somewhat Disagree* or *Strongly Disagree* with this statement remained virtually zero in 2010. Out of the 1,063 interviews completed for this survey, only 3 participants chose either disagree option. It is difficult to imagine very many issues about which over 96.5% of the population is in agreement. These results demonstrate that there is a deep reservoir of appreciation for libraries in general; while the previous questions show that some of this good will comes even without an understanding of all that the library offers. Through our strategic plan, we hope to increase such understanding and transform vague support for libraries in general into specific support for MLS and our role in the community.

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 (unknown) 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 measurement errors. 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 variances 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 is an estimate and confidence interval for the difference between M_1 and M_2 as shown below. In our 2008 and 2010 surveys we measured the proportion of the population (M_1 in 2008, M_2 in 2010) that fell into a certain category with n_1 and n_2 being the number of observations behind each measurement, respectively.

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

Estimate 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. If this interval does not contain zero, the change is said to be significant. Note that a change being “significant” says nothing about the size or magnitude of the change, only that it meets the property of being non-zero with a 95% confidence level.

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 64% of the sample but only make up 52% of the population of Oklahoma County. The initial weighting factor for gender is calculated by dividing the population proportion by the sample proportion:

$$W_{Female} = 52/64 = 0.8125; \quad W_{Male} = 48/36 = 1.3333$$

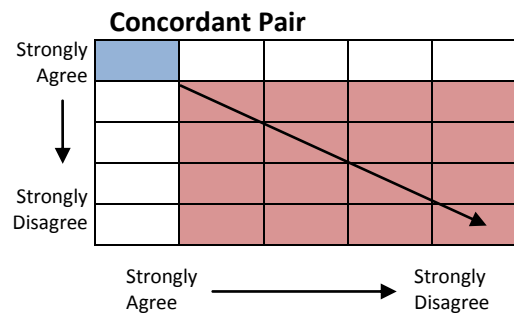
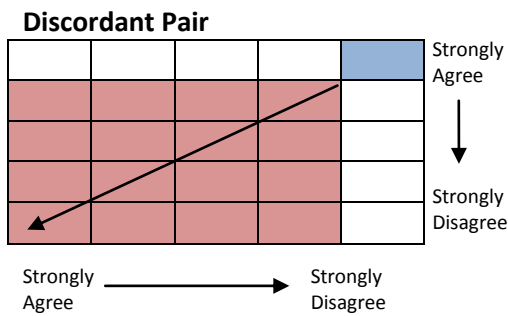
Each response starts off with a weight of 1. These weights are then multiplied by their respective factors that were calculated as demonstrated above. This process is repeated for each factor many times until the weights for each response converge to the appropriate values that result in all of the sample demographics being

weighted for matching the demographic makeup of 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:

$$G = \frac{\sum C - \sum D}{\sum C + \sum D} \qquad Z = |G| \sqrt{\frac{\sum C + \sum D}{n(1 - G^2)}}$$



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 respondents' 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:

Virtually No Relationship	Weak Relationship	Moderate Relationship	Strong Relationship
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

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

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 Tables

Associations shown are significant to at least a 95% confidence level.

	Gender*	Cardholder	Use Frequency	Registered Voter	MLS Satisfied	Location Satisfied	Periodicals
q1 Gender		→ -0.29	→ -0.15		→ -0.19		
q2 Cardholder	→ -0.29		↑ 0.88		→ 0.58		→ 0.28
q3 Use Freq.	→ -0.15	↑ 0.88			→ 0.52	→ 0.24	→ 0.27
q5 Reg. Voter							
q6 MLS Satisfied	→ -0.19	→ 0.58	→ 0.52			↑ 0.87	→ 0.40
q7 Location Satisfied			→ 0.24		↑ 0.87		
q8 Periodicals		→ 0.28	→ 0.27		→ 0.40		
q9 Videos	→ -0.26	→ 0.36	→ 0.29		→ 0.45	→ 0.31	↑ 0.79
q10 Audio Books		→ 0.29	→ 0.27		→ 0.50	→ 0.36	→ 0.70
q11 Music CDs		→ 0.22	→ 0.25		→ 0.42	→ 0.28	→ 0.55
q12 Programs	→ -0.24	→ 0.19	→ 0.21		→ 0.43	→ 0.43	→ 0.52
q13 Databases		→ 0.25	→ 0.23		→ 0.48	→ 0.35	→ 0.31
q14 Computers		→ 0.36	→ 0.32		→ 0.45	→ 0.34	→ 0.72
q15 WiFi		→ 0.18	→ 0.20		→ 0.40	→ 0.41	→ 0.54
q16 Web Resources		→ 0.23	→ 0.25		→ 0.46	→ 0.43	→ 0.37
q17 Diverse Interests	→ -0.25	→ 0.21	→ 0.33		→ 0.57	→ 0.59	→ 0.51
q18 Quiet Env.		→ 0.27	→ 0.18	→ -0.28	→ 0.55	→ 0.52	→ 0.48
q19 Business Env.			→ 0.22		→ 0.46	→ 0.45	→ 0.31
q20 Interaction	→ -0.19	→ 0.19	→ 0.21		→ 0.48	→ 0.47	→ 0.36
q21 Informed Staff		→ 0.40	→ 0.40		→ 0.65	→ 0.52	→ 0.49
q22 Info Literacy		→ 0.30	→ 0.29		→ 0.49	→ 0.48	→ 0.47
q23 Staff Attentive	→ -0.22	→ 0.46	→ 0.36		→ 0.71	→ 0.51	→ 0.48
q24 Current Computers		→ 0.23	→ 0.26		→ 0.58	→ 0.53	→ 0.37
q25 Computer Help		→ 0.19	→ 0.26		→ 0.57	→ 0.52	→ 0.42
q26 Internet Beneficial			→ 0.20		→ 0.51	→ 0.47	→ 0.40
q27 Value Library	→ -0.37	→ 0.58	→ 0.42		→ 0.64	→ 0.72	→ 0.36
q28 Age			→ -0.08	→ 0.34			
q29 Have Kids		→ 0.29	→ 0.29	→ -0.24			
q30a Kids 0-3				→ -0.39			
q30b Kids 4-7	→ -0.26		→ 0.23				
q30c Kids 8-11				→ -0.37			
q30d Kids 12-15							
q30e Kids 16-17							→ 0.38
q33 Education				→ 0.52			
q34 Income				→ 0.40	→ -0.17		

*Negative values for gender indicate favorable or higher responses are associated with females.

Interpretations:

- [0.75, 1.00] Strong positive relation ↑
- [0.50, 0.75) Moderate positive relation →
- (-0.50, 0.50) Weak or no relation →
- (-0.75, -0.50] Moderate negative relation ↘
- [-1.00, -0.75] Strong negative relation ↓

Associations shown are significant to at least a 95% confidence level.

	Videos	Audio Books	Music CDs	Programs	Databases	Computers	WiFi
q1 Gender	→ -0.26			→ -0.24			
q2 Cardholder	→ 0.36	→ 0.29	→ 0.22	→ 0.19	→ 0.25	→ 0.36	→ 0.18
q3 Use Freq.	→ 0.29	→ 0.27	→ 0.25	→ 0.21	→ 0.23	→ 0.32	→ 0.20
q5 Reg. Voter							
q6 MLS Satisfied	→ 0.45	↗ 0.50	→ 0.42	→ 0.43	→ 0.48	→ 0.45	→ 0.40
q7 Location Satisfied	→ 0.31	→ 0.36	→ 0.28	→ 0.43	→ 0.35	→ 0.34	→ 0.41
q8 Periodicals	↑ 0.79	↗ 0.70	↗ 0.55	↗ 0.52	→ 0.31	↗ 0.72	↗ 0.54
q9 Videos		↑ 0.83	↗ 0.64	↗ 0.54	→ 0.37	↗ 0.74	↗ 0.51
q10 Audio Books	↑ 0.83		↗ 0.68	↗ 0.55	→ 0.50	↑ 0.78	↗ 0.58
q11 Music CDs	↗ 0.64	↗ 0.68		↗ 0.52	→ 0.47	↗ 0.60	→ 0.43
q12 Programs	↗ 0.54	↗ 0.55	↗ 0.52		↗ 0.52	↗ 0.51	→ 0.50
q13 Databases	→ 0.37	→ 0.50	→ 0.47	↗ 0.52		↗ 0.52	↗ 0.50
q14 Computers	↗ 0.74	↑ 0.78	↗ 0.60	↗ 0.51	↗ 0.52		↗ 0.74
q15 WiFi	↗ 0.51	↗ 0.58	→ 0.43	→ 0.50	↗ 0.50	↗ 0.74	
q16 Web Resources	→ 0.38	→ 0.41	→ 0.42	→ 0.48	↗ 0.64	→ 0.38	→ 0.42
q17 Diverse Interests	↗ 0.54	↗ 0.51	→ 0.46	↗ 0.61	↗ 0.59	↗ 0.55	↗ 0.50
q18 Quiet Env.	→ 0.45	→ 0.50	→ 0.37	→ 0.41	→ 0.48	↗ 0.51	→ 0.45
q19 Business Env.	→ 0.31	→ 0.42	→ 0.34	↗ 0.50	→ 0.43	→ 0.30	→ 0.40
q20 Interaction	→ 0.40	→ 0.46	→ 0.40	↗ 0.52	→ 0.49	→ 0.43	↗ 0.52
q21 Informed Staff	↗ 0.51	→ 0.45	→ 0.42	→ 0.50	→ 0.47	→ 0.48	→ 0.43
q22 Info Literacy	→ 0.47	↗ 0.51	→ 0.45	→ 0.43	→ 0.49	↗ 0.53	↗ 0.51
q23 Staff Attentive	↗ 0.54	→ 0.46	→ 0.45	→ 0.46	→ 0.49	→ 0.48	→ 0.40
q24 Current Computers	→ 0.40	→ 0.43	→ 0.41	→ 0.49	↗ 0.58	↗ 0.52	↗ 0.54
q25 Computer Help	→ 0.40	↗ 0.51	→ 0.44	↗ 0.59	↗ 0.53	↗ 0.52	↗ 0.58
q26 Internet Beneficial	→ 0.41	→ 0.43	→ 0.38	↗ 0.52	→ 0.48	↗ 0.58	↗ 0.52
q27 Value Library	→ 0.32	→ 0.40	→ 0.36	→ 0.42	→ 0.36	→ 0.43	
q28 Age		→ -0.16				→ -0.29	→ -0.17
q29 Have Kids	→ 0.24	→ 0.26				→ 0.30	→ 0.19
q30a Kids 0-3					→ 0.24		
q30b Kids 4-7	→ 0.31			→ 0.38		→ 0.43	→ 0.34
q30c Kids 8-11							
q30d Kids 12-15							
q30e Kids 16-17							
q33 Education					→ -0.20		→ -0.15
q34 Income				→ -0.15	→ -0.27		→ -0.16

Interpretations:

[0.75, 1.00] Strong positive relation ↑

[0.50, 0.75) Moderate positive relation ↗

(-0.50, 0.50) Weak or no relation →

(-0.75, -0.50] Moderate negative relation ↘

[-1.00, -0.75] Strong negative relation ↓

Associations shown are significant to at least a 95% confidence level.

	Web Resources	Diverse Interests	Quiet Environment	Business Environment	Interaction	Informed Staff
q1 Gender		→ -0.25			→ -0.19	
q2 Cardholder	→ 0.23	→ 0.21	→ 0.27		→ 0.19	→ 0.40
q3 Use Freq.	→ 0.25	→ 0.33	→ 0.18	→ 0.22	→ 0.21	→ 0.40
q5 Reg. Voter			→ -0.28			
q6 MLS Satisfied	→ 0.46	↗ 0.57	↗ 0.55	→ 0.46	→ 0.48	↗ 0.65
q7 Location Satisfied	→ 0.43	↗ 0.59	↗ 0.52	→ 0.45	→ 0.47	↗ 0.52
q8 Periodicals	→ 0.37	↗ 0.51	→ 0.48	→ 0.31	→ 0.36	→ 0.49
q9 Videos	→ 0.38	↗ 0.54	→ 0.45	→ 0.31	→ 0.40	↗ 0.51
q10 Audio Books	→ 0.41	↗ 0.51	→ 0.50	→ 0.42	→ 0.46	→ 0.45
q11 Music CDs	→ 0.42	→ 0.46	→ 0.37	→ 0.34	→ 0.40	→ 0.42
q12 Programs	→ 0.48	↗ 0.61	→ 0.41	↗ 0.50	↗ 0.52	→ 0.50
q13 Databases	↗ 0.64	↗ 0.59	→ 0.48	→ 0.43	→ 0.49	→ 0.47
q14 Computers	→ 0.38	↗ 0.55	↗ 0.51	→ 0.30	→ 0.43	→ 0.48
q15 WiFi	→ 0.42	↗ 0.50	→ 0.45	→ 0.40	↗ 0.52	→ 0.43
q16 Web Resources		↗ 0.56	→ 0.37	→ 0.49	↗ 0.55	↗ 0.51
q17 Diverse Interests	↗ 0.56		↗ 0.69	↗ 0.59	↗ 0.66	↗ 0.70
q18 Quiet Env.	→ 0.37	↗ 0.69		↗ 0.59	↗ 0.57	↗ 0.66
q19 Business Env.	→ 0.49	↗ 0.59	↗ 0.59		↗ 0.68	↗ 0.52
q20 Interaction	↗ 0.55	↗ 0.66	↗ 0.57	↗ 0.68		↗ 0.59
q21 Informed Staff	↗ 0.51	↗ 0.70	↗ 0.66	↗ 0.52	↗ 0.59	
q22 Info Literacy	→ 0.49	↗ 0.57	↗ 0.54	→ 0.46	↗ 0.55	↗ 0.62
q23 Staff Attentive	↗ 0.51	↗ 0.62	↗ 0.58	↗ 0.53	↗ 0.58	↑ 0.78
q24 Current Computers	↗ 0.51	↗ 0.59	↗ 0.56	↗ 0.54	↗ 0.56	↗ 0.64
q25 Computer Help	↗ 0.55	↗ 0.63	↗ 0.56	↗ 0.59	↗ 0.63	↗ 0.60
q26 Internet Beneficial	→ 0.43	↗ 0.67	↗ 0.58	→ 0.46	↗ 0.57	↗ 0.64
q27 Value Library	→ 0.29	↗ 0.58	→ 0.45	→ 0.32	↗ 0.51	↗ 0.53
q28 Age						→ 0.14
q29 Have Kids						
q30a Kids 0-3					→ 0.24	
q30b Kids 4-7		→ 0.39		→ 0.33	→ 0.34	
q30c Kids 8-11			→ 0.33			
q30d Kids 12-15						
q30e Kids 16-17						
q33 Education	→ -0.17		→ -0.29	→ -0.20	→ -0.20	→ -0.21
q34 Income	→ -0.18	→ -0.25	→ -0.21	→ -0.25	→ -0.32	→ -0.24

Interpretations:

[0.75, 1.00] Strong positive relation ↑

[0.50, 0.75) Moderate positive relation ↗

(-0.50, 0.50) Weak or no relation →

(-0.75, -0.50] Moderate negative relation ↘

[-1.00, -0.75] Strong negative relation ↓

Associations shown are significant to at least a 95% confidence level.

	Info Literacy	Staff Attentive	Current Computers	Computer Help	Internet Beneficial	Value Library	Age
q1 Gender		→ -0.22				→ -0.37	
q2 Cardholder	→ 0.30	→ 0.46	→ 0.23	→ 0.19		↗ 0.58	
q3 Use Freq.	→ 0.29	→ 0.36	→ 0.26	→ 0.26	→ 0.20	→ 0.42	
q5 Reg. Voter							→ 0.34
q6 MLS Satisfied	→ 0.49	↗ 0.71	↗ 0.58	↗ 0.57	↗ 0.51	↗ 0.64	
q7 Location Satisfied	→ 0.48	↗ 0.51	↗ 0.53	↗ 0.52	→ 0.47	↗ 0.72	
q8 Periodicals	→ 0.47	→ 0.48	→ 0.37	→ 0.42	→ 0.40	→ 0.36	
q9 Videos	→ 0.47	↗ 0.54	→ 0.40	→ 0.40	→ 0.41	→ 0.32	
q10 Audio Books	↗ 0.51	→ 0.46	→ 0.43	↗ 0.51	→ 0.43	→ 0.40	→ -0.16
q11 Music CDs	→ 0.45	→ 0.45	→ 0.41	→ 0.44	→ 0.38	→ 0.36	
q12 Programs	→ 0.43	→ 0.46	→ 0.49	↗ 0.59	↗ 0.52	→ 0.42	
q13 Databases	→ 0.49	→ 0.49	↗ 0.58	↗ 0.53	→ 0.48	→ 0.36	
q14 Computers	↗ 0.53	→ 0.48	↗ 0.52	↗ 0.52	↗ 0.58	→ 0.43	→ -0.29
q15 WiFi	↗ 0.51	→ 0.40	↗ 0.54	↗ 0.58	↗ 0.52		→ -0.17
q16 Web Resources	→ 0.49	↗ 0.51	↗ 0.51	↗ 0.55	→ 0.43	→ 0.29	
q17 Diverse Interests	↗ 0.57	↗ 0.62	↗ 0.59	↗ 0.63	↗ 0.67	↗ 0.58	
q18 Quiet Env.	↗ 0.54	↗ 0.58	↗ 0.56	↗ 0.56	↗ 0.58	→ 0.45	
q19 Business Env.	→ 0.46	↗ 0.53	↗ 0.54	↗ 0.59	→ 0.46	→ 0.32	
q20 Interaction	↗ 0.55	↗ 0.58	↗ 0.56	↗ 0.63	↗ 0.57	↗ 0.51	
q21 Informed Staff	↗ 0.62	↑ 0.78	↗ 0.64	↗ 0.60	↗ 0.64	↗ 0.53	→ 0.14
q22 Info Literacy		↗ 0.56	↗ 0.56	↗ 0.56	↗ 0.60	↗ 0.54	→ -0.16
q23 Staff Attentive	↗ 0.56		↗ 0.58	↗ 0.63	↗ 0.58	↗ 0.54	
q24 Current Computers	↗ 0.56	↗ 0.58		↗ 0.73	↗ 0.61	→ 0.47	
q25 Computer Help	↗ 0.56	↗ 0.63	↗ 0.73		↗ 0.65	→ 0.39	
q26 Internet Beneficial	↗ 0.60	↗ 0.58	↗ 0.61	↗ 0.65		↗ 0.62	
q27 Value Library	↗ 0.54	↗ 0.54	→ 0.47	→ 0.39	↗ 0.62		
q28 Age	→ -0.16						
q29 Have Kids							↘ -0.58
q30a Kids 0-3			→ 0.27				↘ -0.61
q30b Kids 4-7					→ 0.39		→ -0.21
q30c Kids 8-11		→ 0.27					
q30d Kids 12-15							→ 0.28
q30e Kids 16-17						→ -0.43	→ 0.41
q33 Education	→ -0.21		→ -0.32	→ -0.29	→ -0.17		→ 0.09
q34 Income	→ -0.35		→ -0.42	→ -0.35	→ -0.26		→ 0.10

Interpretations:

[0.75, 1.00] Strong positive relation ↑

[0.50, 0.75) Moderate positive relation ↗

(-0.50, 0.50) Weak or no relation →

(-0.75, -0.50] Moderate negative relation ↘

[-1.00, -0.75] Strong negative relation ↓

Associations shown are significant to at least a 95% confidence level.

	Have Kids	Kids 0-3	Kids 4-7	Kids 8-11	Kids 12-15	Kids 16-17	Education	Income
q1 Gender			→ -0.26					
q2 Cardholder	→ 0.29							
q3 Use Freq.	→ 0.29		→ 0.23					
q5 Reg. Voter	→ -0.24	→ -0.39		→ -0.37			↗ 0.52	→ 0.40
q6 MLS Satisfied								→ -0.17
q7 Location Satisfied								
q8 Periodicals						→ 0.38		
q9 Videos	→ 0.24		→ 0.31					
q10 Audio Books	→ 0.26							
q11 Music CDs								
q12 Programs			→ 0.38					→ -0.15
q13 Databases		→ 0.24					→ -0.20	→ -0.27
q14 Computers	→ 0.30		→ 0.43					
q15 WiFi	→ 0.19		→ 0.34				→ -0.15	→ -0.16
q16 Web Resources							→ -0.17	→ -0.18
q17 Diverse Interests			→ 0.39				→ -0.14	→ -0.25
q18 Quiet Env.				→ 0.33			→ -0.29	→ -0.21
q19 Business Env.			→ 0.33				→ -0.20	→ -0.25
q20 Interaction		→ 0.24	→ 0.34				→ -0.20	→ -0.32
q21 Informed Staff							→ -0.21	→ -0.24
q22 Info Literacy							→ -0.21	→ -0.35
q23 Staff Attentive				→ 0.27				
q24 Current Computers		→ 0.27					→ -0.32	→ -0.42
q25 Computer Help							→ -0.29	→ -0.35
q26 Internet Beneficial			→ 0.39				→ -0.17	→ -0.26
q27 Value Library						→ -0.43		
q28 Age	↘ -0.58	↘ -0.61	→ -0.21		→ 0.28	→ 0.41		
q29 Have Kids								
q30a Kids 0-3					↘ -0.63	↘ -0.75		→ -0.26
q30b Kids 4-7				→ 0.44	→ -0.41	↘ -0.53		
q30c Kids 8-11			→ 0.44			→ -0.31		
q30d Kids 12-15		↘ -0.63	→ -0.41			→ 0.33		
q30e Kids 16-17		↘ -0.75	↘ -0.53	→ -0.31	→ 0.33			
q33 Education								↗ 0.55
q34 Income		→ -0.26					↗ 0.55	

Interpretations:

[0.75, 1.00] Strong positive relation ↑

[0.50, 0.75) Moderate positive relation ↗

(-0.50, 0.50) Weak or no relation →

(-0.75, -0.50] Moderate negative relation ↘

[-1.00, -0.75] Strong negative relation ↓

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 *I am satisfied with the Metropolitan Library System.*

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

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

Q9 *Videos*

Q10 *Audio books*

Q11 *Music CDs*

Q12 *Library sponsored events, programs, and training classes*

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

Q14 *Computer workstations connected to the internet*

Q15 *Wireless Internet access*

Q16 *I am aware that many library resources are available 24/7 through the library's website, www.metrolibrary.org.*

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

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

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

Q20 *The library provides opportunities for interaction.*

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

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

Q23 *Library staff takes the time to understand my needs.*

Q24 *The library's public computer equipment is current.*

Q25 *The library offers informal computer assistance for all ages.*

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

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

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?*

Q30b *What about 4-7?*

Q30c *Ages 8-11?*

Q30d *Ages 12-15?*

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

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 2009?*

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 2010 telephone survey sample. They have been weighted (as detailed in Appendix A) to match the Census Bureau's 2008 American Community Survey (ACS) estimates for Oklahoma County. The *Don't know* and *Refused* responses were not included during the weighting process.

Gender (population 18 and over)	Sample	Percentage
Male	509	47.87%
Female	554	52.13%
Total	1,063	100.00%

Age (population 18 and over)	Sample	Percentage
18 to 24	131	12.30%
25 to 34	199	18.68%
35 to 44	185	17.36%
45 to 54	195	18.30%
55 to 64	150	14.12%
65 to 74	92	8.61%
75+	87	8.15%
Refused	26	2.49%
Total	1,063	100.00%

Education (population 18 and over)	Sample	Percentage
Less than high school	157	14.73%
High school	266	25.04%
Some college	368	34.62%
B.A. or B.S.	177	16.62%
Postgraduate degree	89	8.42%
Don't know	1	0.11%
Refused	5	0.45%
Total	1,063	100.00%

Household Income (population 18 and over)	Sample	Percentage
Less than \$25,000	233	21.91%
\$25,000 to \$44,999	183	17.25%
\$45,000 to \$84,999	191	17.93%
\$85,000 to \$124,999	89	8.37%
Over \$125,000	55	5.16%
Don't know	76	7.15%
Refused	236	22.22%
Total	1,063	100.00%