# Metropolitan Library System

## Telephone Survey of Oklahoma County

### August – October 2012

Prepared by Planning Services

3/6/2013

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 end-point of our strategic plan by comparing the results of this survey to those of identical surveys conducted in 2008 and 2010.
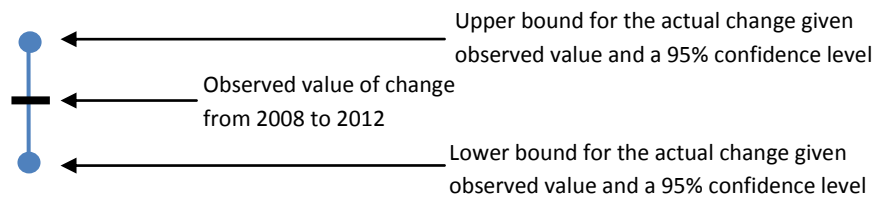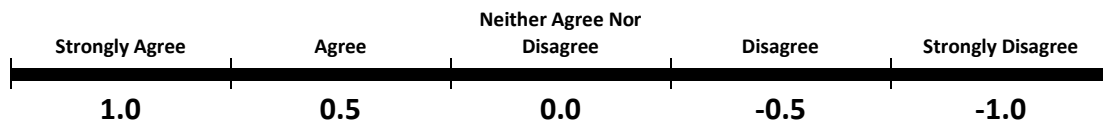
# Contents

# __Introduction__

This document reports the results of a telephone survey of Oklahoma County conducted by the University of Oklahoma Public Opinion Learning Laboratory (OU POLL) during the months of August, September and October of 2012.  The survey replicated a baseline survey conducted in January and February of 2008 and is intended to examine our progress at the endpoint of the 2007-2012 strategic plan, evaluating where our efforts have been effective and where new approaches are warranted.  This detailed report compares the responses gathered from the 1,067 interviews completed during the 2012 survey to those of the 1,084 interviews completed in 2008, and is intended to supplement the Endpoint Evaluation Survey Results Summary included in the January 2012 Metropolitan Library System Commission Meeting Packet.

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, 2010 and 2012 results.  These numbers are estimates of the prevailing awareness/perception levels for Oklahoma County at large in 2008, 2010 and 2012.  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 the 2008 and 2012 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.

Upper bound for the actual change given observed value and a 95% confidence level

Observed value of change from 2008 to 2012

Lower bound for the actual change given observed value and a 95% confidence level

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, one may wonder which of the two years had better results overall.  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 chosen values used to compute a weighted average of a given question's overall results.

| Strongly Agree | Agree | Neither Agree Nor Disagree | Disagree | Strongly Disagree |
|:---:|:---:|:---:|:---:|:---:|
| 1.0 | 0.5 | 0.0 | -0.5 | -1.0 |

This weighted average was then used to facilitate a comparison between survey years through a process called bootstrapping, which calculates the weighted average for thousands of randomly selected sets of a given response. The last section of pages six through twenty-seven contains a visualization of each of these comparisons. It is hoped that these visualizations will provide a meaningful view of overall community sentiment expectations and their associated degrees of consensus through the lens of this statistic. The example below illustrates an observed public sentiment more agreeable overall in 2012 than that which was observed in 2008. The bootstrapping methodology employed in this analysis is further detailed in Appendix A.
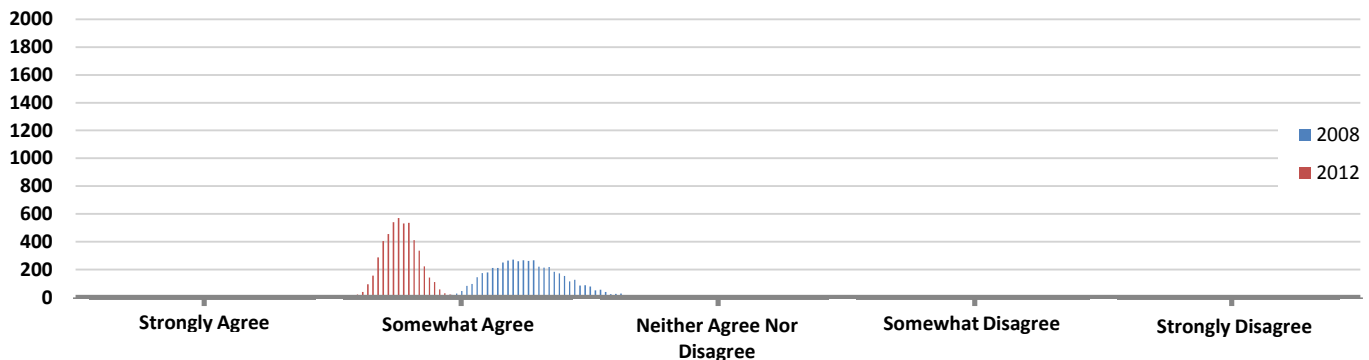
# Question #3 Library Use Frequency

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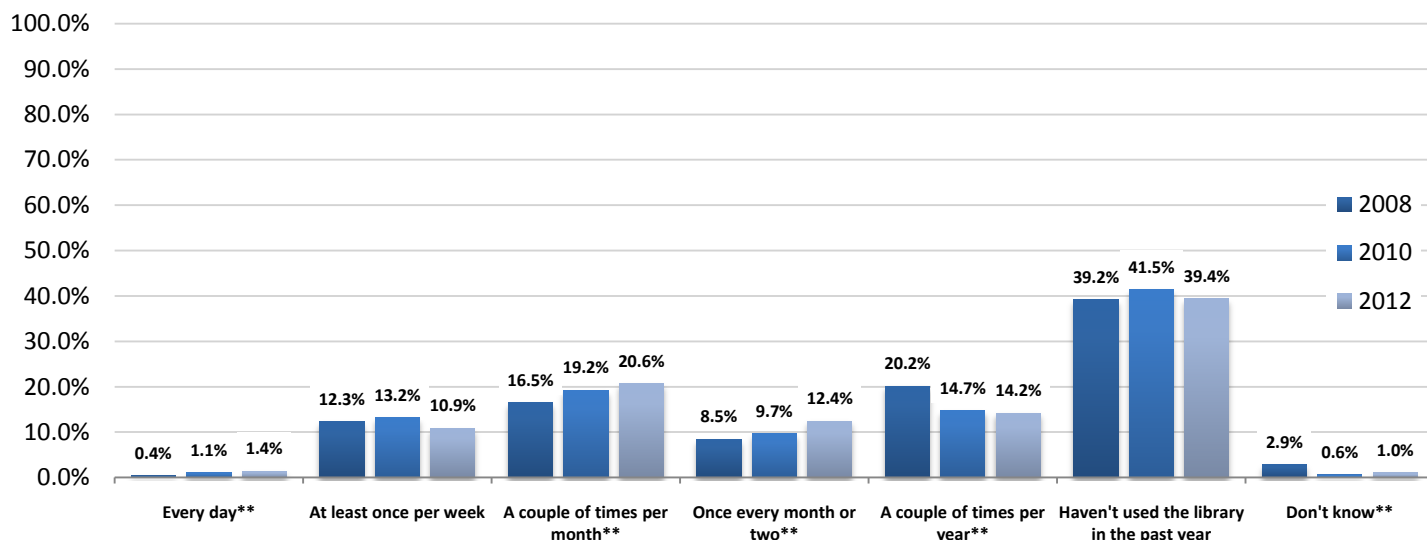
**Results:**



**Change:**

**statistically significant change**
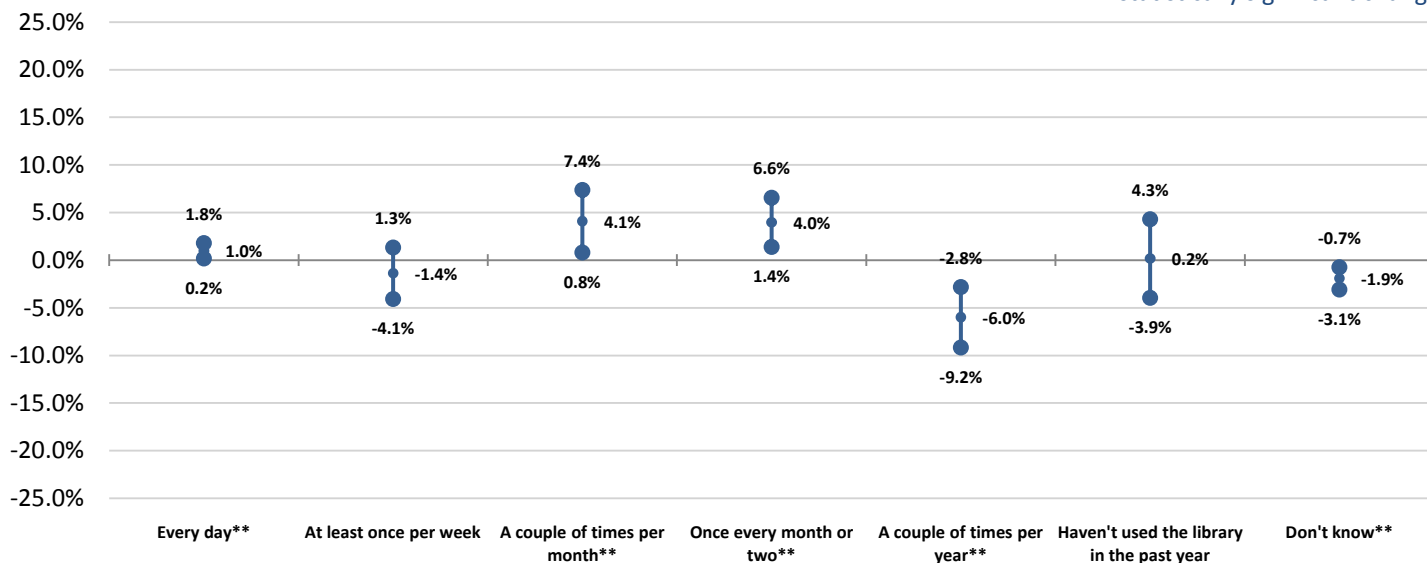
# Question #4 Household Library Location

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

**Results:**
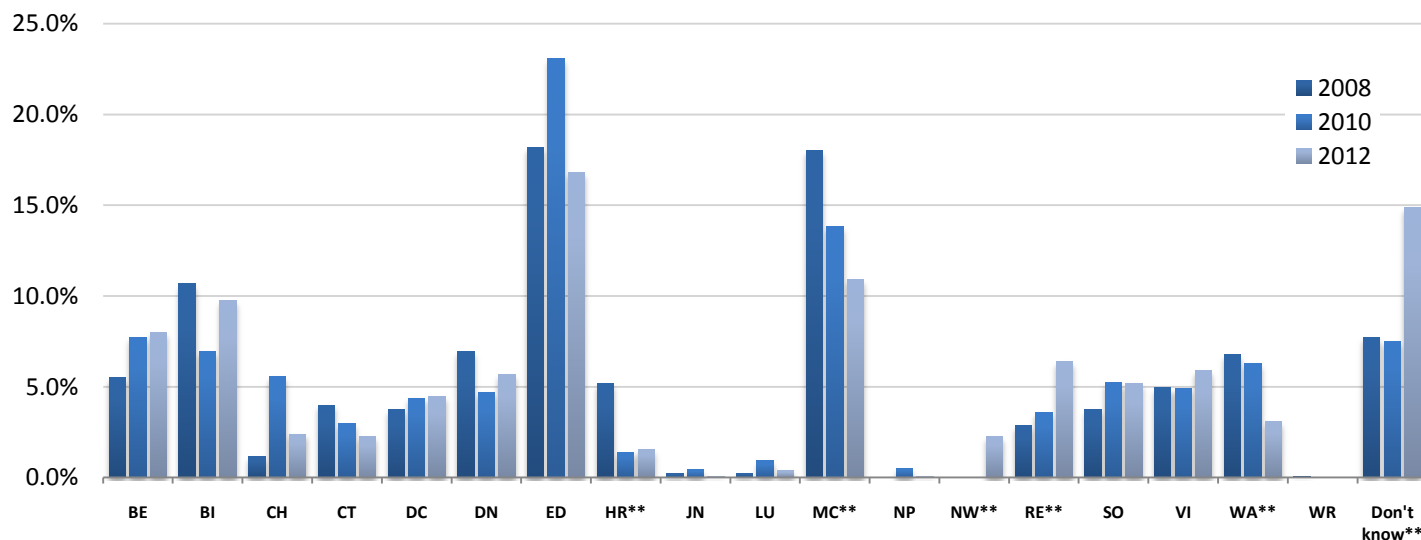


**Change:**

**statistically significant change

# Question #6 Overall Satisfaction
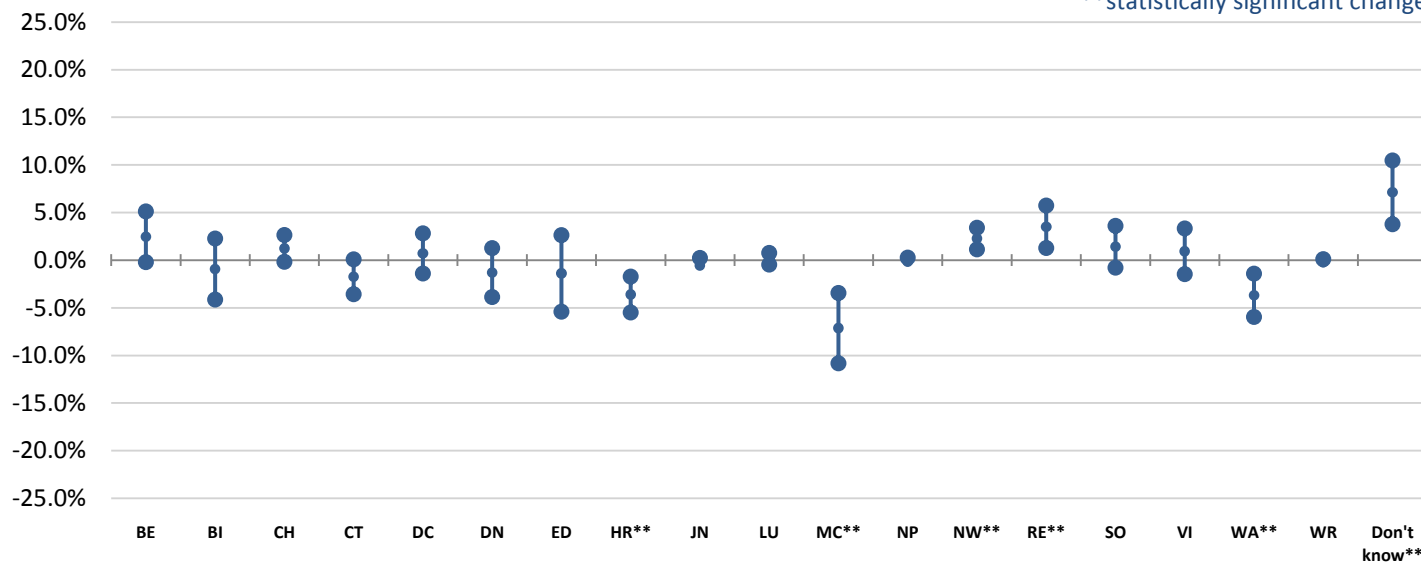
*I am satisfied with the Metropolitan Library System.*
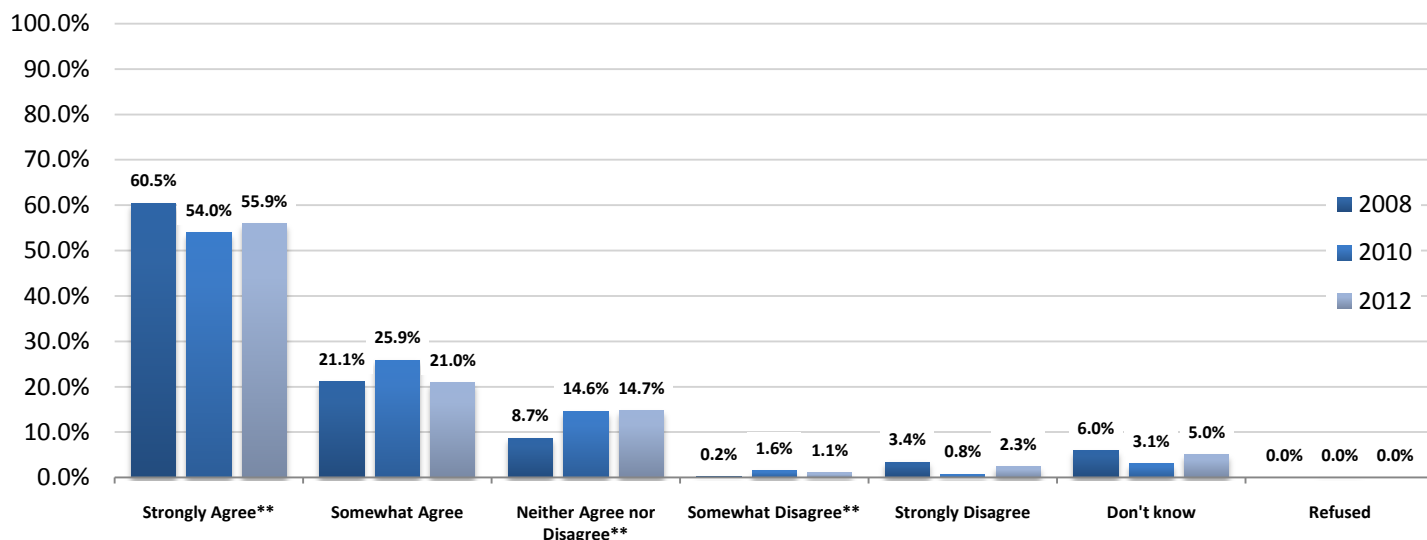
**Results:**



**Change:**

*\*\*statistically significant change*
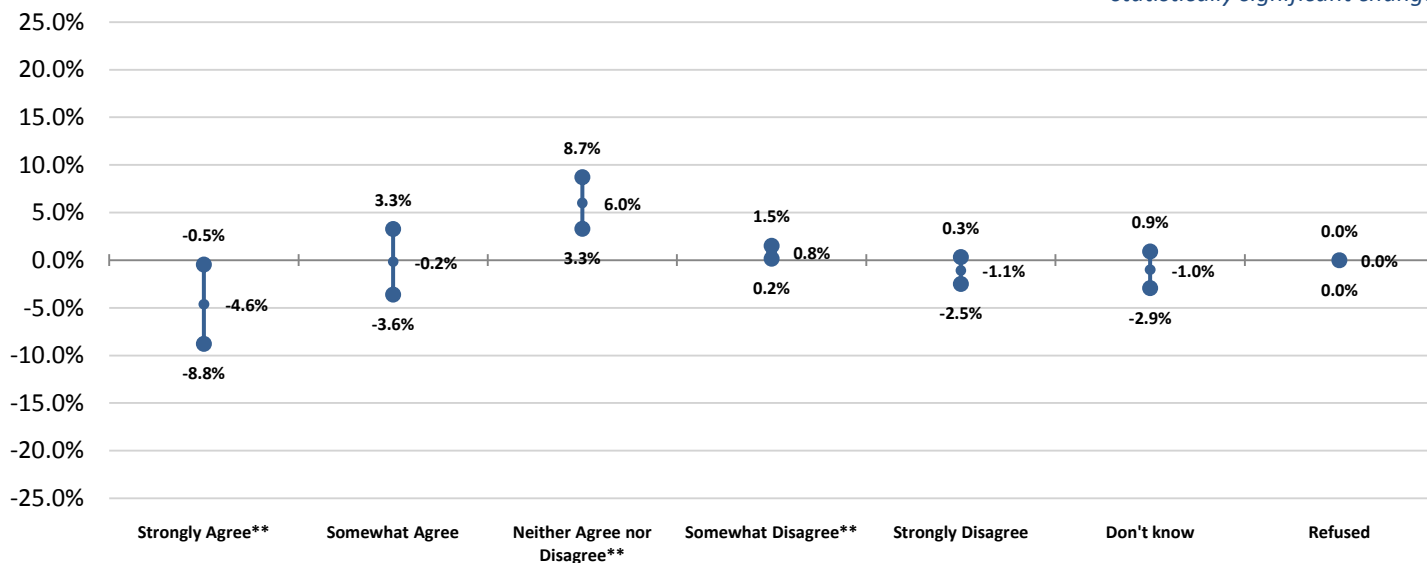


## Weighted Average Probability Mass Functions *(Bootstrapped, j=5000)*:

# Question #7 Library Location Satisfaction

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

**Results:**



Legend: 2008, 2010, 2012

| | Strongly Agree | Somewhat Agree | Neither Agree nor Disagree** | Somewhat Disagree | Strongly Disagree | Don't know** | Refused |
|---|---|---|---|---|---|---|---|
| 2008 | 72.8% | 20.6% | 0.2% | 0.6% | 2.3% | 3.6% | 0.0% |
| 2010 | 71.2% | 23.9% | 1.1% | 1.9% | 1.0% | 0.8% | 0.2% |
| 2012 | 70.3% | 24.0% | 1.9% | 1.1% | 2.3% | 0.4% | 0.0% |

**Change:**

*\*\*statistically significant change*



| | Strongly Agree | Somewhat Agree | Neither Agree nor Disagree** | Somewhat Disagree | Strongly Disagree | Don't know** | Refused |
|---|---|---|---|---|---|---|---|
| | 2.7% | 8.1% | 2.9% | 1.6% | 1.7% | -1.7% | 0.0% |
| | -2.4% | 3.4% | 1.7% | 0.5% | 0.0% | -3.2% | 0.0% |
| | -7.6% | -1.3% | 0.5% | -0.5% | -1.7% | -4.7% | 0.0% |

**Weighted Average Probability Mass Functions *(Bootstrapped, j=5000)*:**



Legend: 2008, 2012

x-axis: Strongly Agree, Somewhat Agree, Neither Agree Nor Disagree, Somewhat Disagree, Strongly Disagree

# Question #8 Magazines & Newspapers

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

**Results:**



| | Strongly Agree** | Somewhat Agree** | Neither Agree nor Disagree** | Somewhat Disagree** | Strongly Disagree** | Don't know | Refused |
|---|---|---|---|---|---|---|---|
| 2008 | 72.4% | 11.9% | 1.2% | 4.1% | 5.8% | 4.7% | 0.0% |
| 2010 | 74.4% | 15.1% | 5.5% | 1.5% | 0.8% | 2.6% | 0.0% |
| 2012 | 67.7% | 17.1% | 5.0% | 2.1% | 2.5% | 5.5% | 0.1% |

**Change:**

**statistically significant change



**Weighted Average Probability Mass Functions** *(Bootstrapped, j=5000)*:
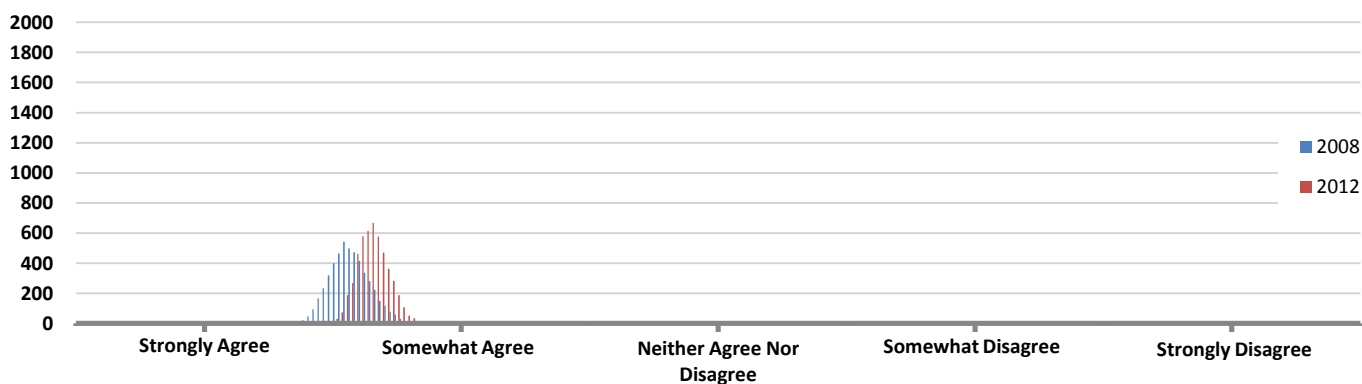
# Question #9 Videos

*I am aware that the library offers access to: Videos*

**Results:**
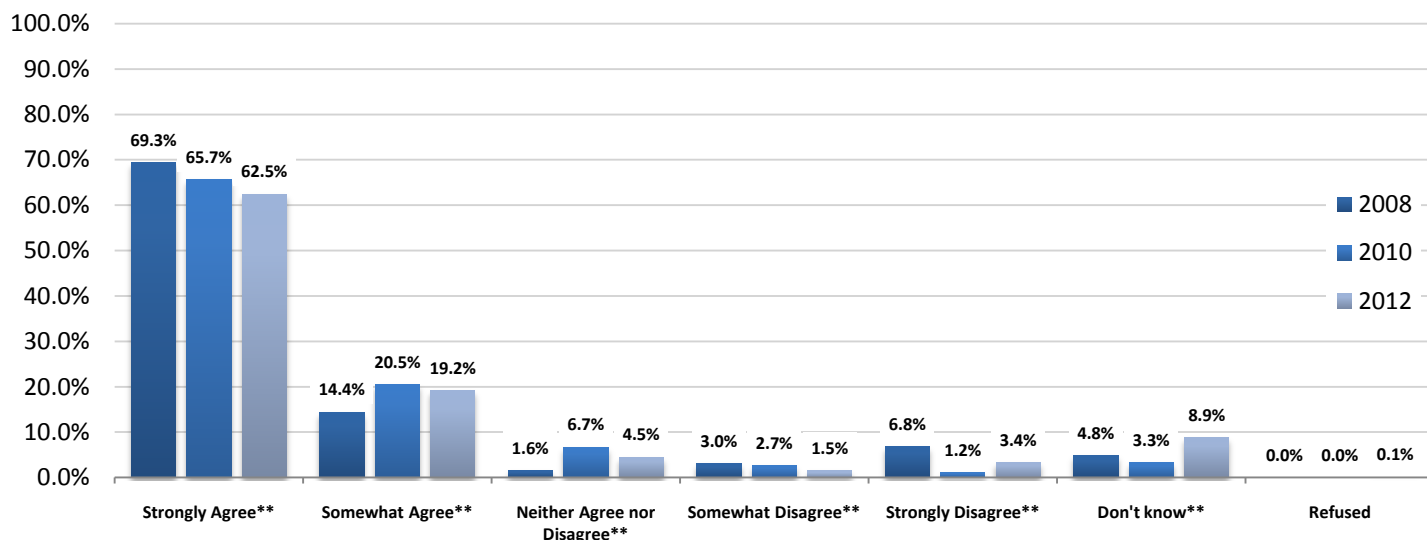


**Change:**

**statistically significant change



## Weighted Average Probability Mass Functions *(Bootstrapped, j=5000)*:
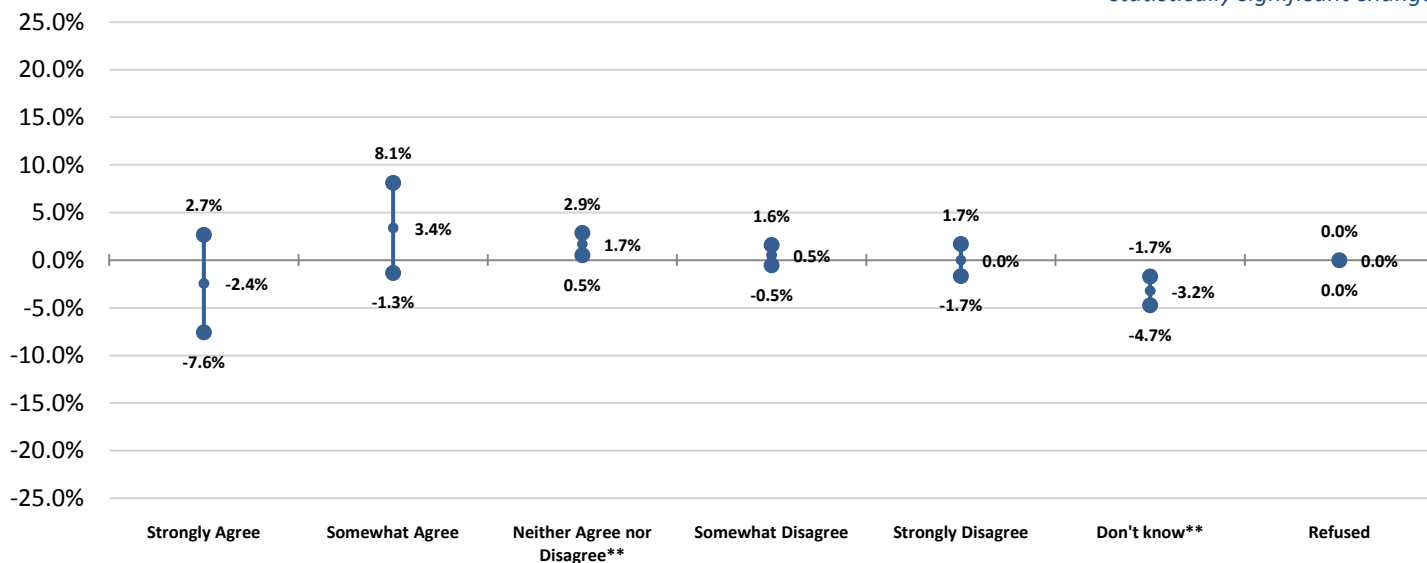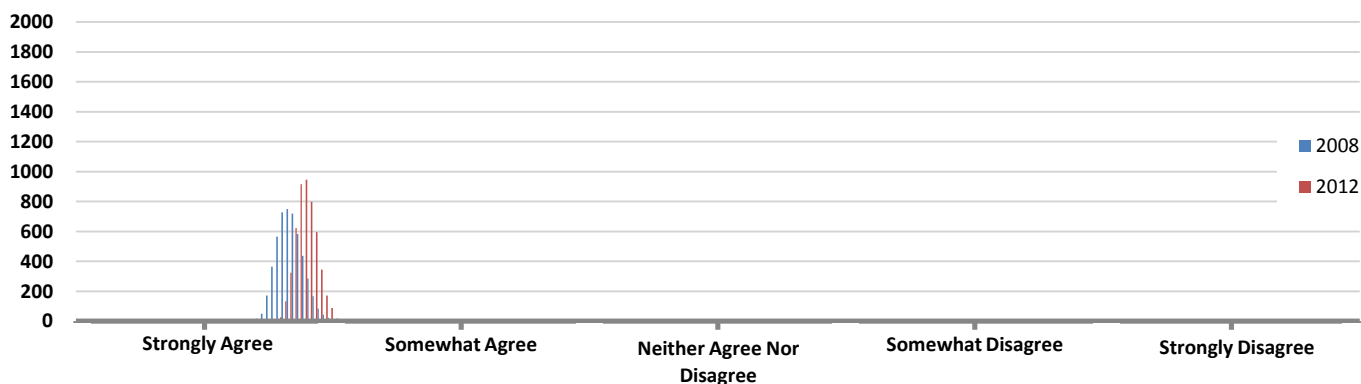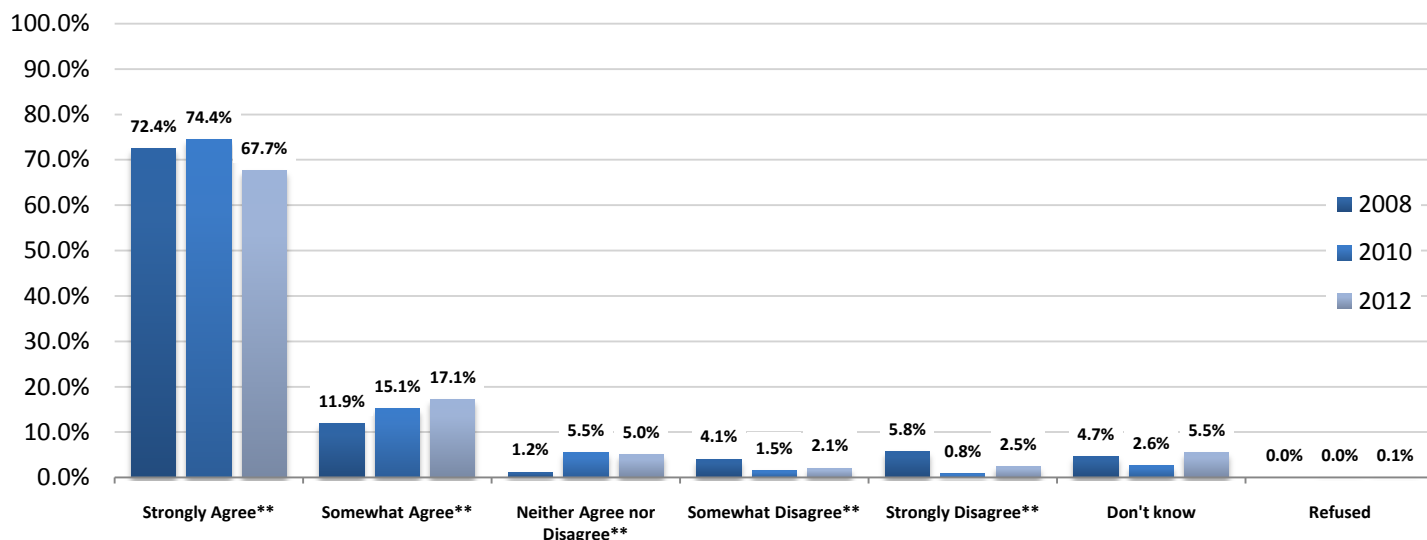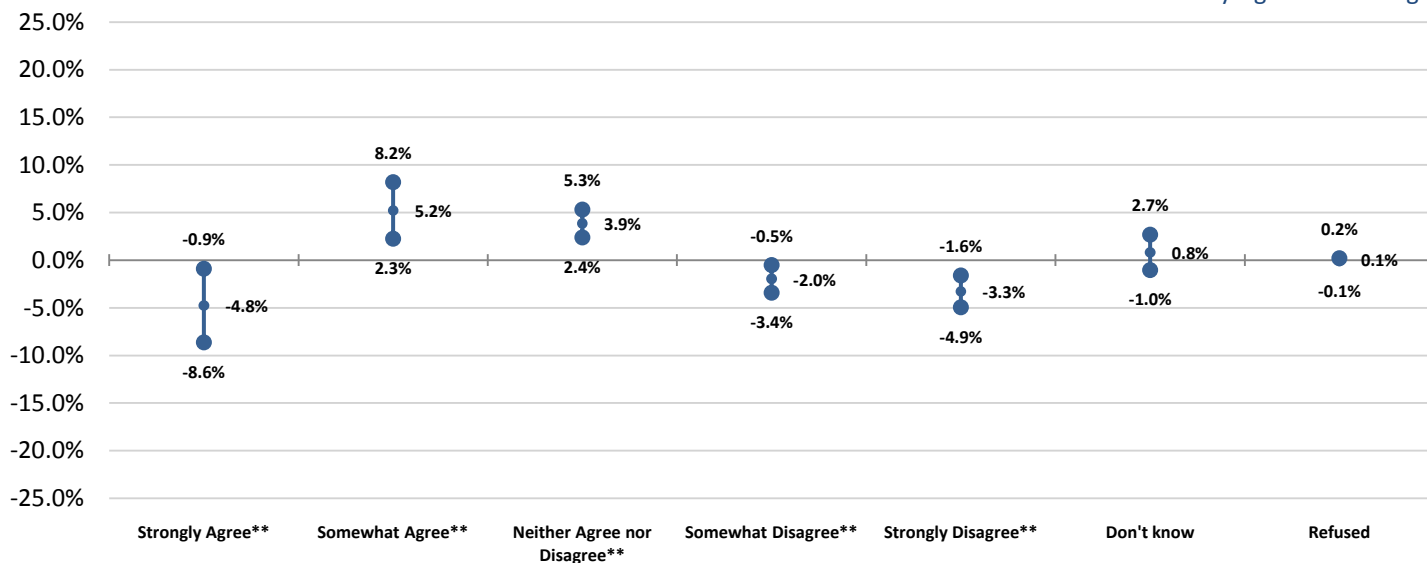
# Question #10 Audio Books

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

**Results:**

Strongly Agree: 2008 64.9%, 2010 68.1%, 2012 66.0%
Somewhat Agree: 2008 13.9%, 2010 17.1%, 2012 14.7%
Neither Agree nor Disagree**: 2008 1.8%, 2010 6.6%, 2012 5.0%
Somewhat Disagree**: 2008 3.9%, 2010 2.5%, 2012 2.0%
Strongly Disagree**: 2008 9.6%, 2010 1.5%, 2012 3.3%
Don't know**: 2008 5.8%, 2010 4.2%, 2012 8.8%
Refused: 2008 0.0%, 2010 0.0%, 2012 0.3%

Legend: 2008, 2010, 2012

**Change:**

**statistically significant change

Strongly Agree: 5.1%, 1.1%, -2.9%
Somewhat Agree: 3.7%, 0.7%, -2.2%
Neither Agree nor Disagree**: 4.7%, 3.2%, 1.6%
Somewhat Disagree**: -0.4%, -1.8%, -3.2%
Strongly Disagree**: -4.3%, -6.3%, -8.4%
Don't know**: 5.1%, 2.9%, 0.7%
Refused: 0.6%, 0.3%, 0.0%

**Weighted Average Probability Mass Functions** *(Bootstrapped, j=5000)*:

Categories: Strongly Agree, Somewhat Agree, Neither Agree Nor Disagree, Somewhat Disagree, Strongly Disagree

Legend: 2008, 2012

# Question #11 Music CDs

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

**Results:**
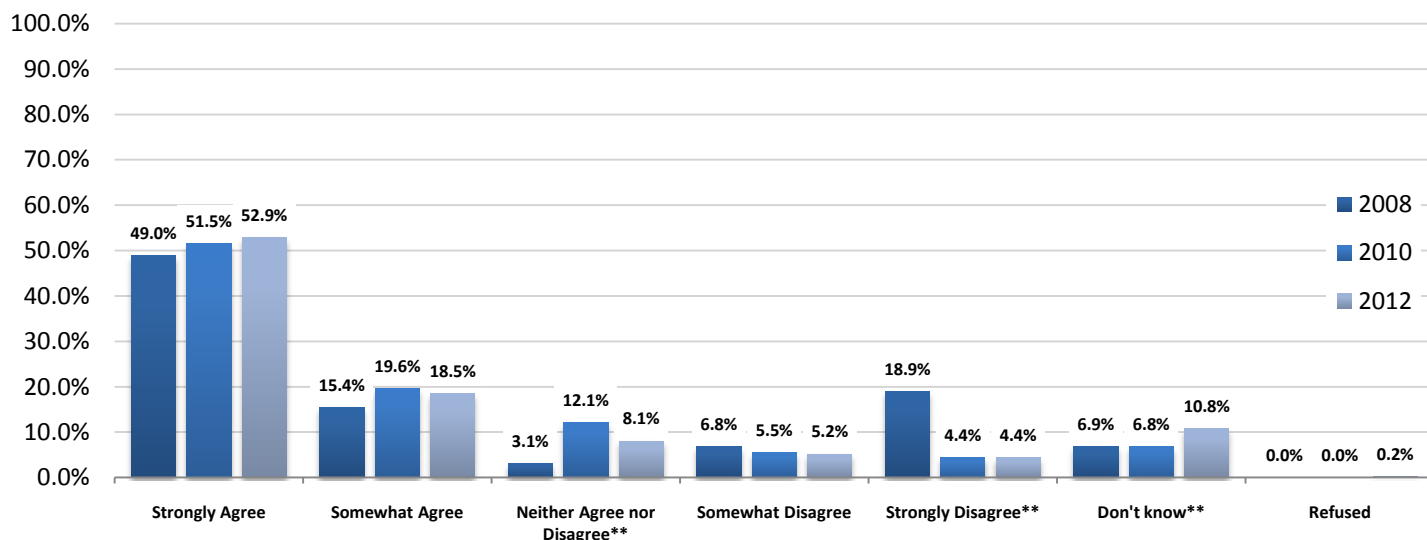


Legend: 2008, 2010, 2012

| Category | 2008 | 2010 | 2012 |
|---|---|---|---|
| Strongly Agree | 49.0% | 51.5% | 52.9% |
| Somewhat Agree | 15.4% | 19.6% | 18.5% |
| Neither Agree nor Disagree** | 3.1% | 12.1% | 8.1% |
| Somewhat Disagree | 6.8% | 5.5% | 5.2% |
| Strongly Disagree** | 18.9% | 4.4% | 4.4% |
| Don't know** | 6.9% | 6.8% | 10.8% |
| Refused | 0.0% | 0.0% | 0.2% |

**Change:**

**statistically significant change



| Category | Values |
|---|---|
| Strongly Agree | 8.1% / 3.9% / -0.3% |
| Somewhat Agree | 6.2% / 3.1% / -0.1% |
| Neither Agree nor Disagree** | 6.9% / 5.0% / 3.1% |
| Somewhat Disagree | 0.4% / -1.6% / -3.6% |
| Strongly Disagree** | -11.9% / -14.5% / -17.1% |
| Don't know** | 6.3% / 3.9% / 1.5% |
| Refused | 0.5% / 0.2% / -0.1% |

**Weighted Average Probability Mass Functions *(Bootstrapped, j=5000)*:**



Legend: 2008, 2012

# Question #12 Library Sponsored Events

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

**Results:**
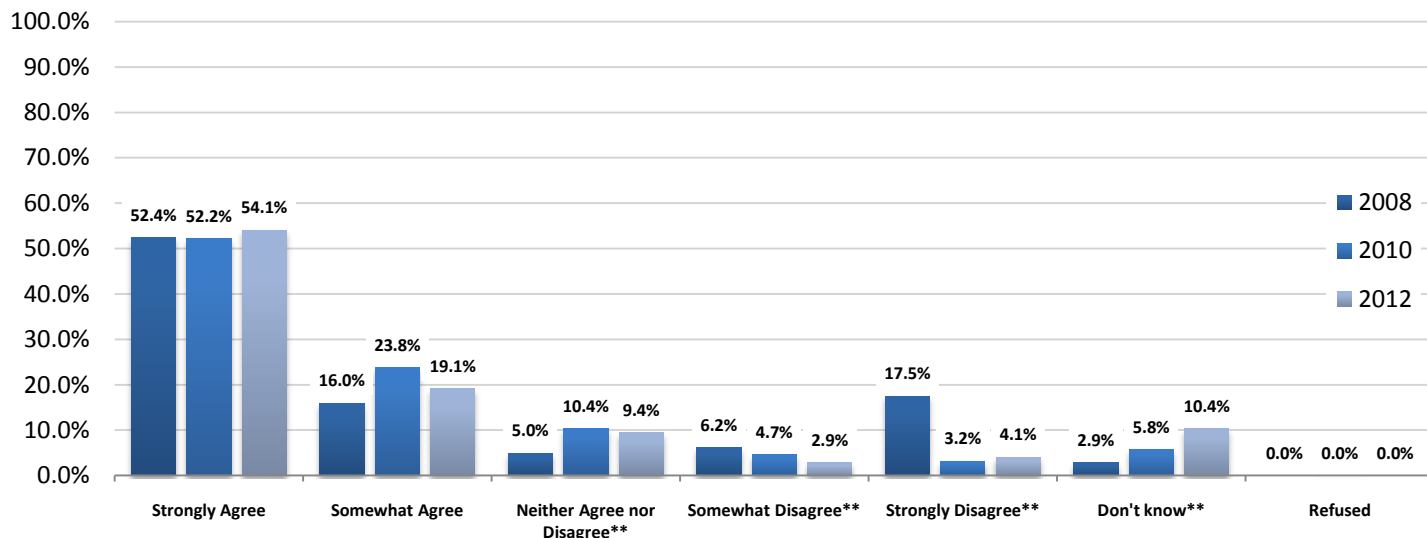


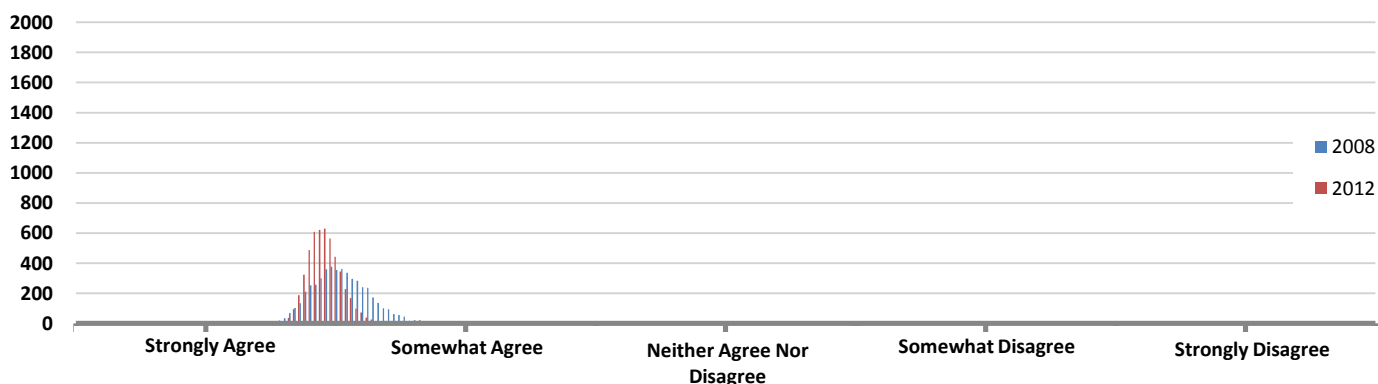**Change:**

**statistically significant change
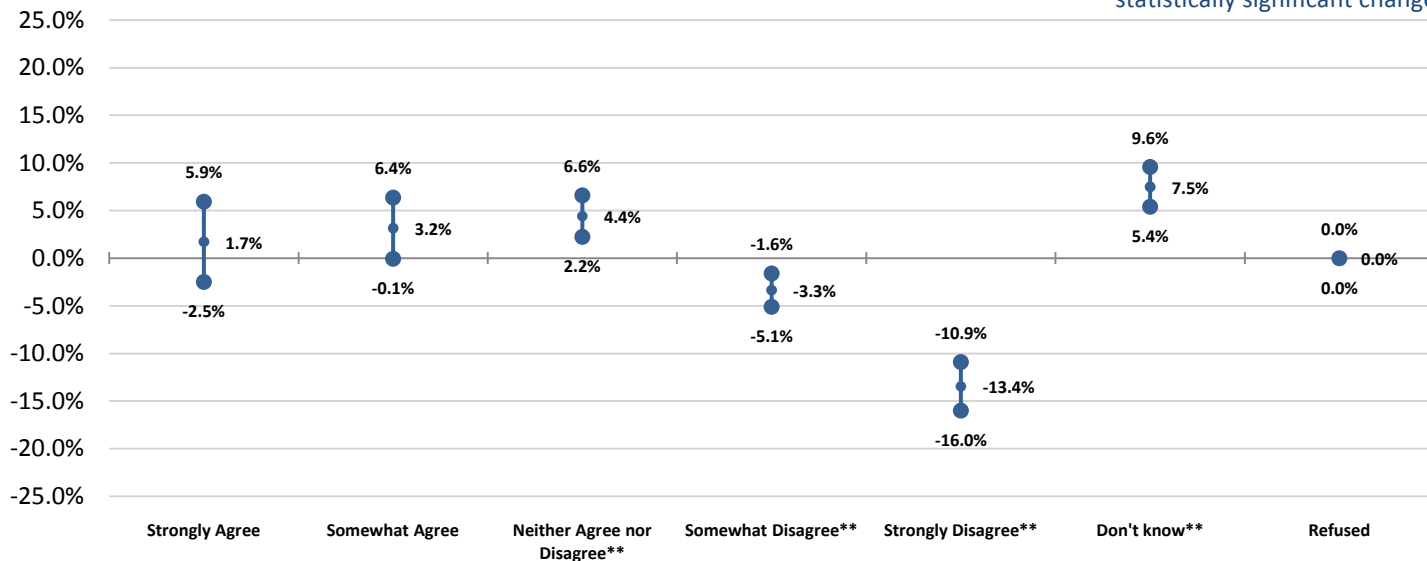


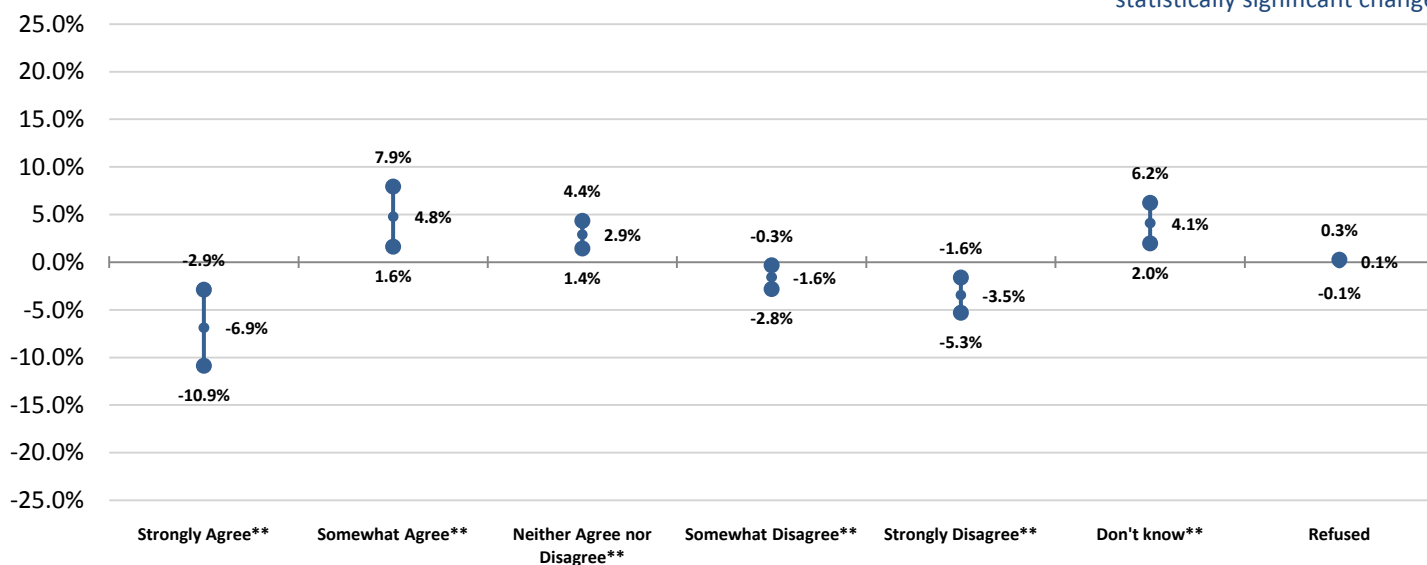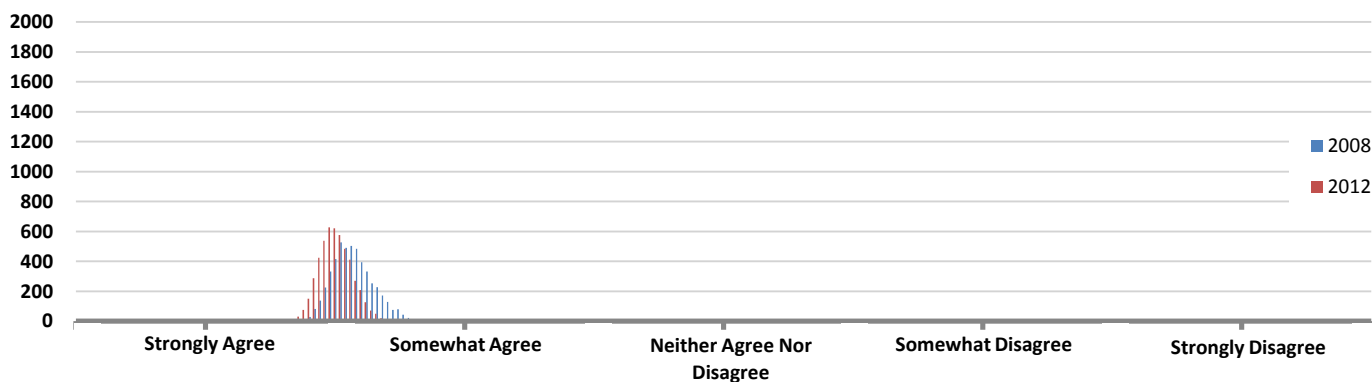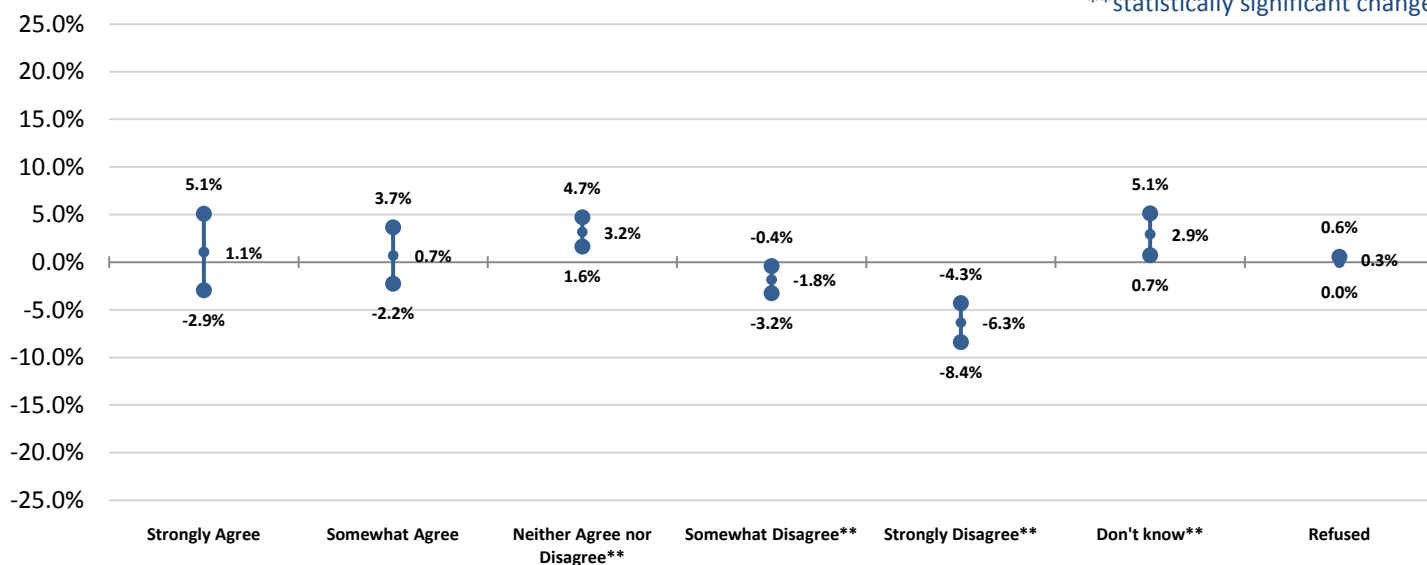## Weighted Average Probability Mass Functions *(Bootstrapped, j=5000)*:
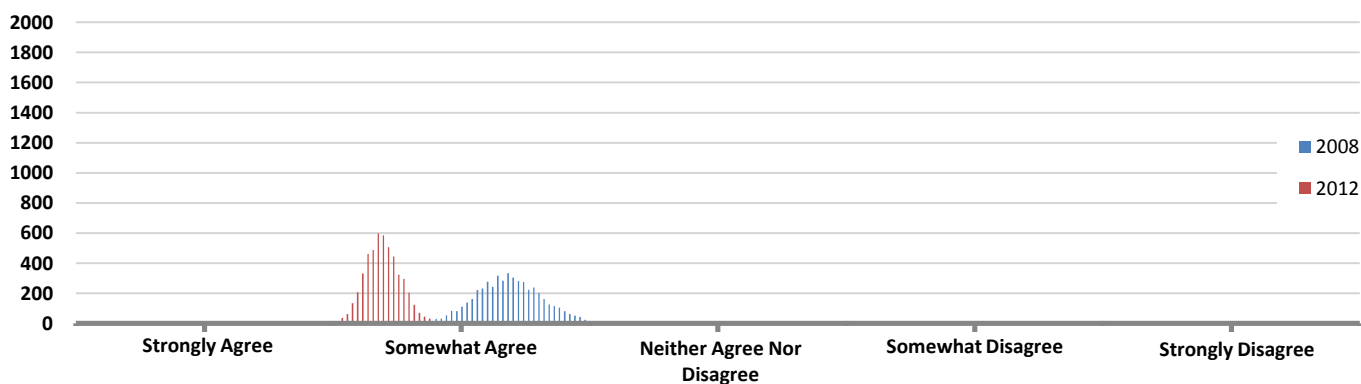
# Question #13 Online Subscription Access

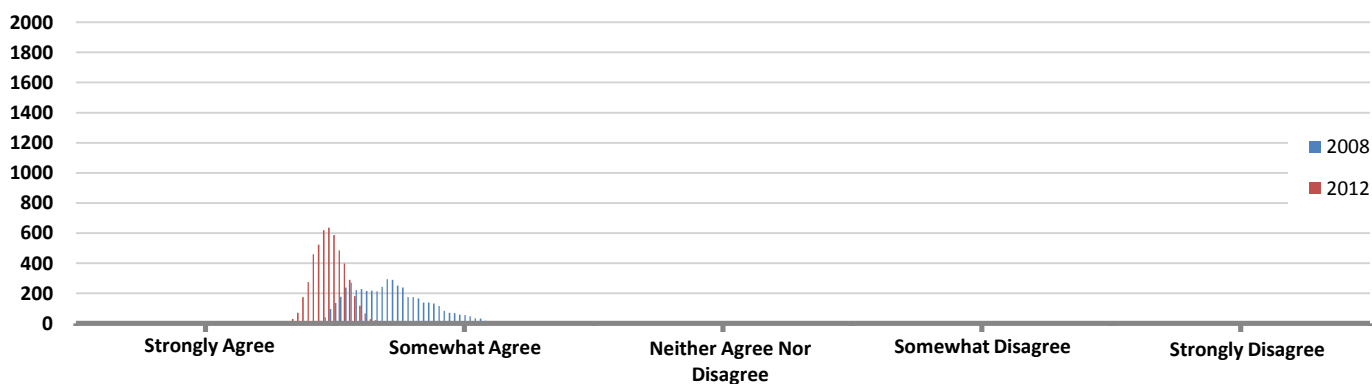*I am aware that the library offers access to: Online Subscriptions*

**Results:**
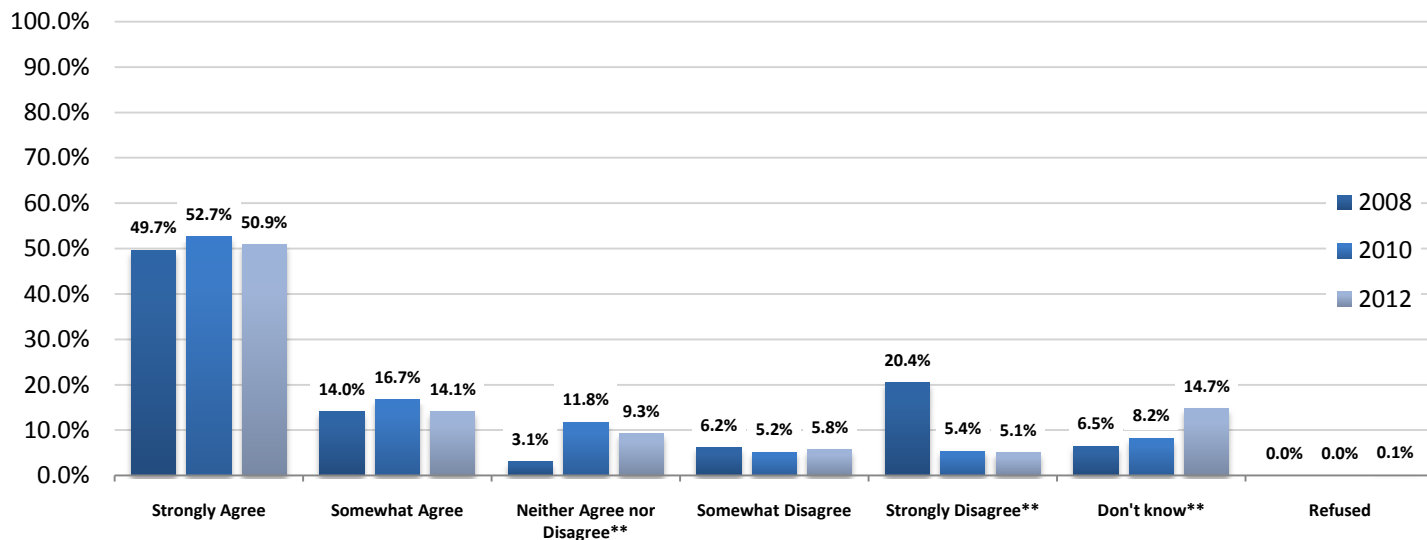


**Change:**

**statistically significant change
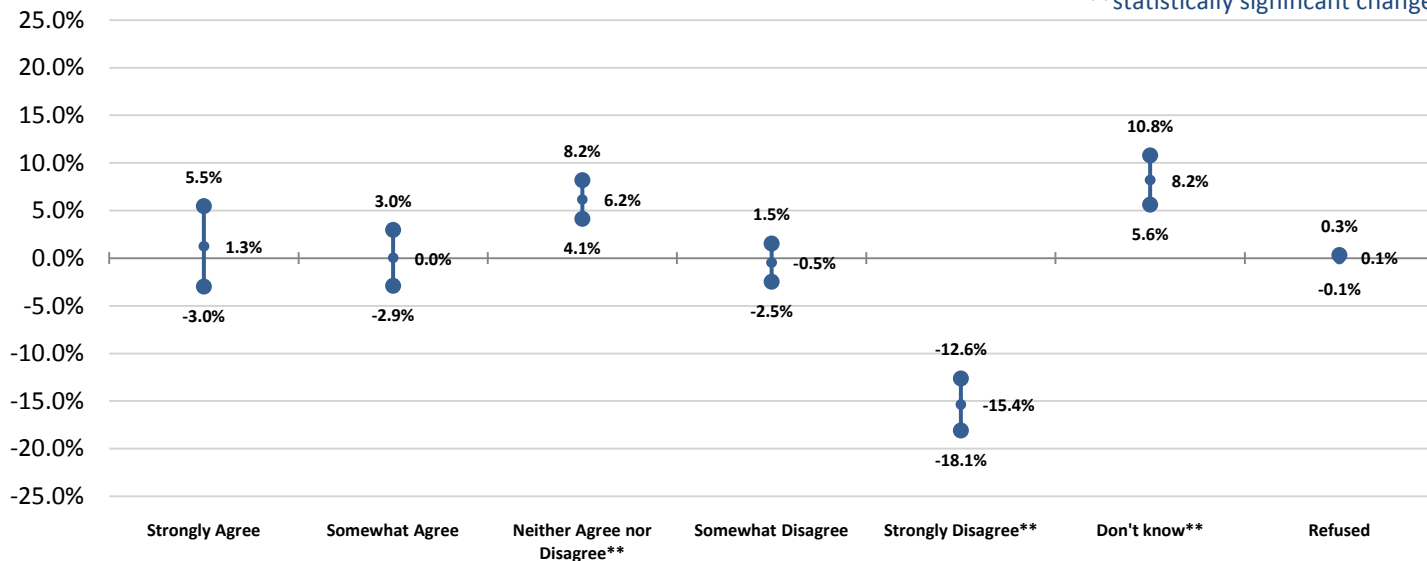


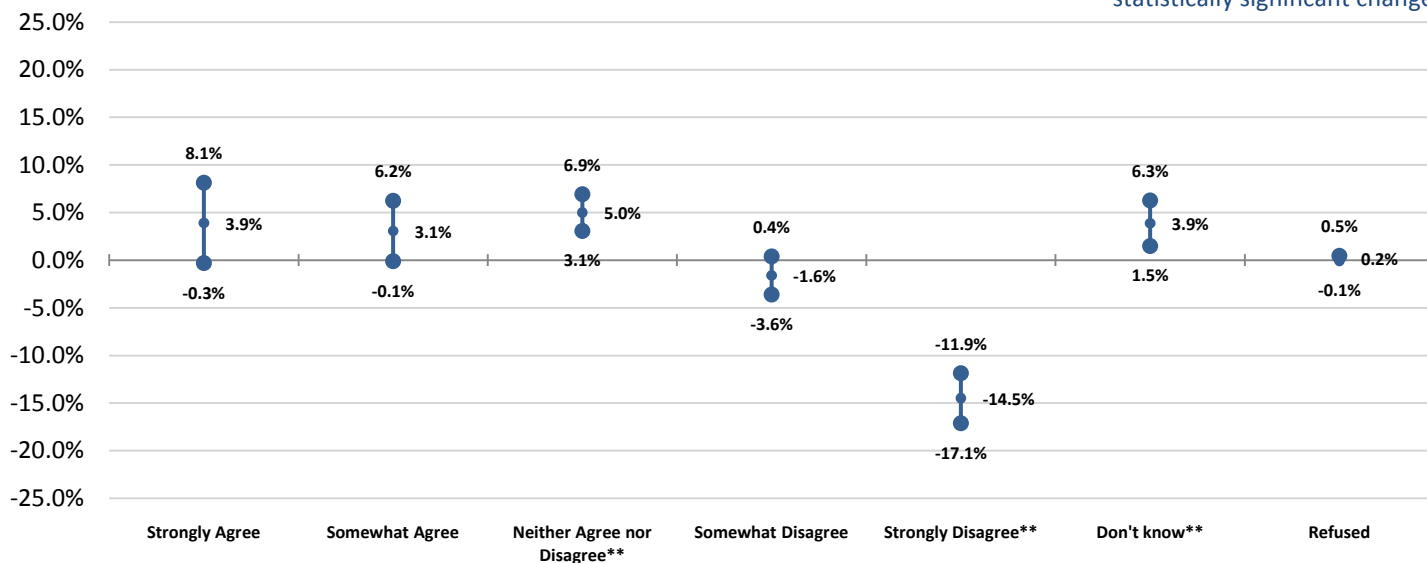**Weighted Average Probability Mass Functions** *(Bootstrapped, j=5000)*:

# Question #14 Computer Workstations

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

**Results:**
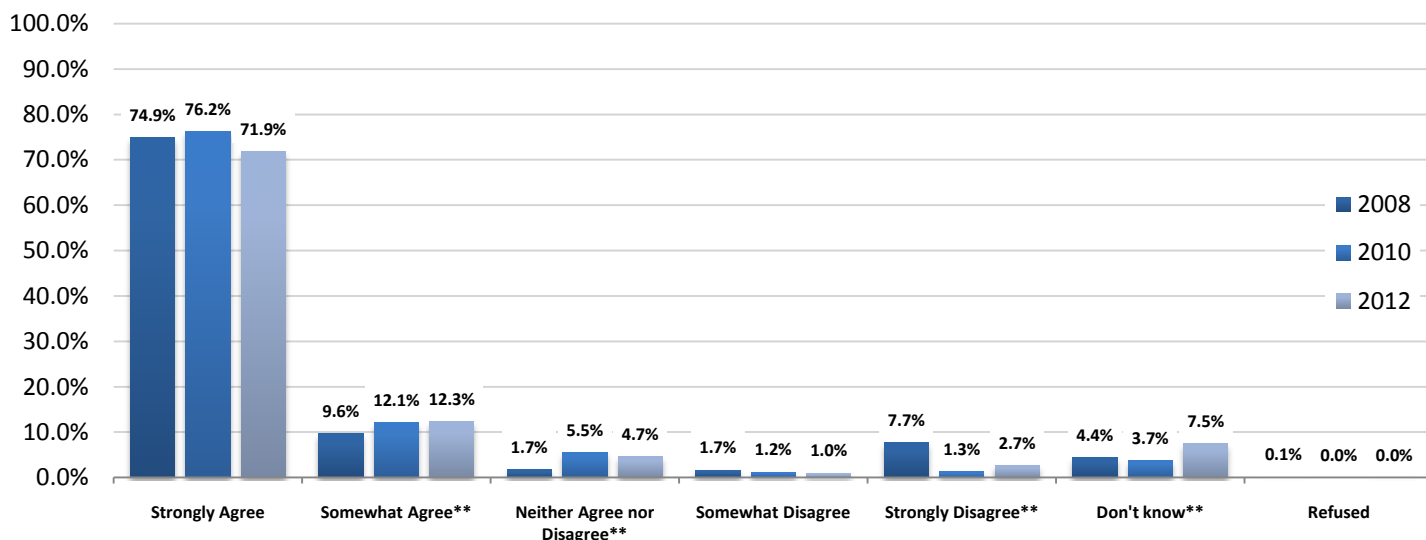


Strongly Agree: 74.9% (2008), 76.2% (2010), 71.9% (2012)
Somewhat Agree**: 9.6% (2008), 12.1% (2010), 12.3% (2012)
Neither Agree nor Disagree**: 1.7% (2008), 5.5% (2010), 4.7% (2012)
Somewhat Disagree: 1.7% (2008), 1.2% (2010), 1.0% (2012)
Strongly Disagree**: 7.7% (2008), 1.3% (2010), 2.7% (2012)
Don't know**: 4.4% (2008), 3.7% (2010), 7.5% (2012)
Refused: 0.1% (2008), 0.0% (2010), 0.0% (2012)

**Change:**

**statistically significant change



Strongly Agree: 0.7%, -3.0%, -6.7%
Somewhat Agree**: 5.3%, 2.7%, 0.0%
Neither Agree nor Disagree**: 4.4%, 3.0%, 1.5%
Somewhat Disagree: 0.3%, -0.7%, -1.6%
Strongly Disagree**: -3.1%, -5.0%, -6.8%
Don't know**: 5.0%, 3.1%, 1.1%
Refused: 0.1%, -0.1%, -0.3%

**Weighted Average Probability Mass Functions** *(Bootstrapped, j=5000)*:

# Question #15 Wireless Internet Access

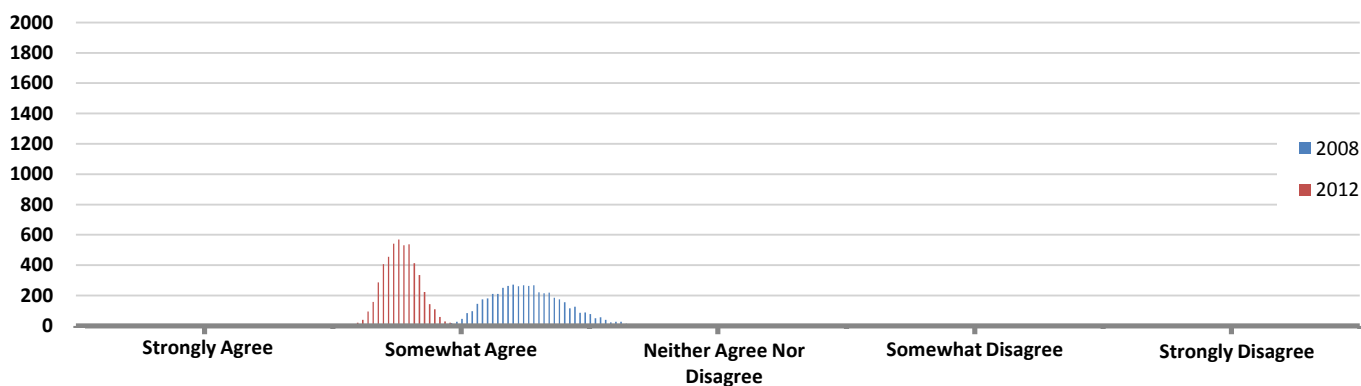*I am aware that the library offers access to: Wireless Internet Access*

**Results:**
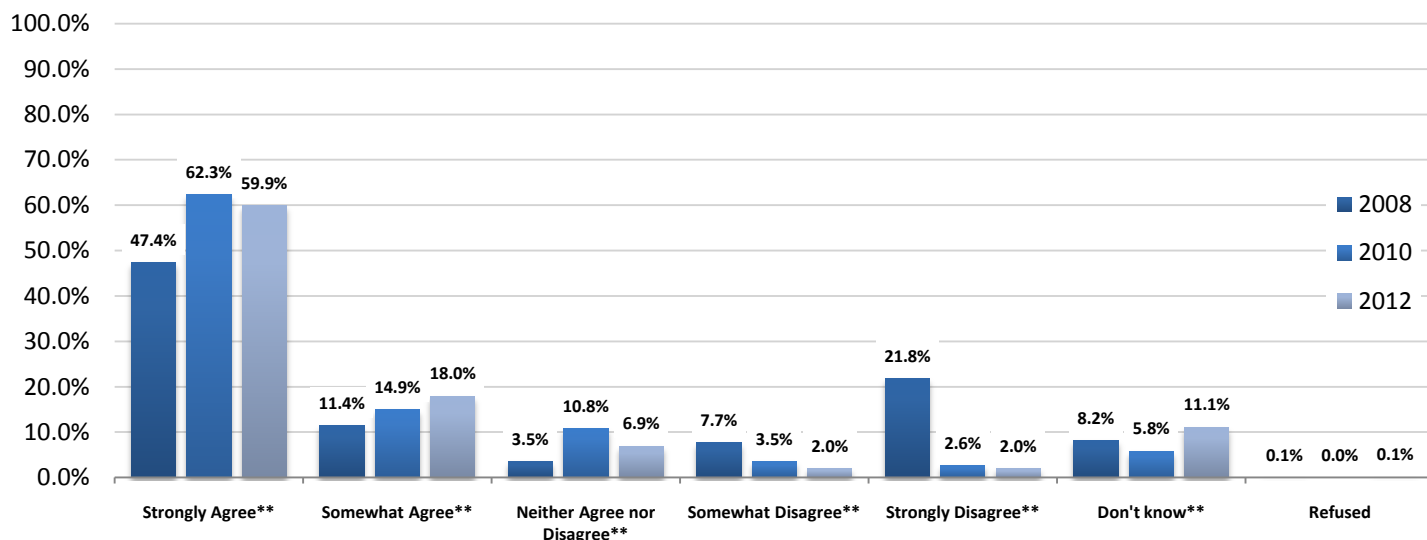


**Change:**

**statistically significant change
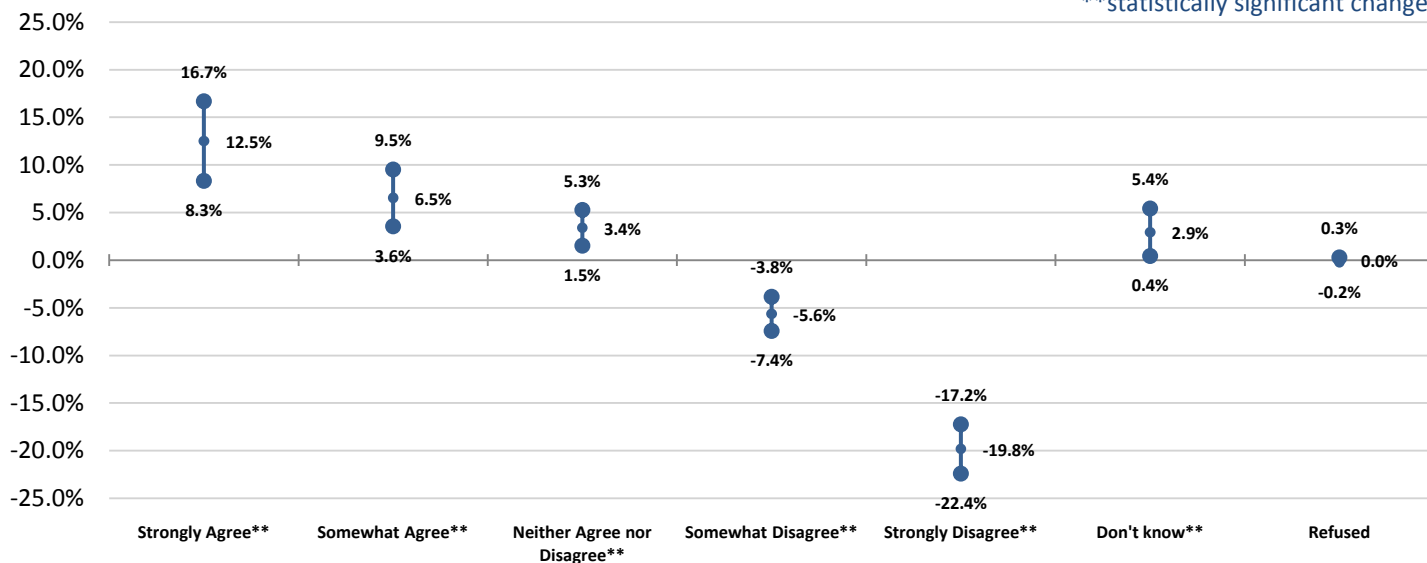


## Weighted Average Probability Mass Functions *(Bootstrapped, j=5000)*:

# Question #16 Website Resources

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

**Results:**
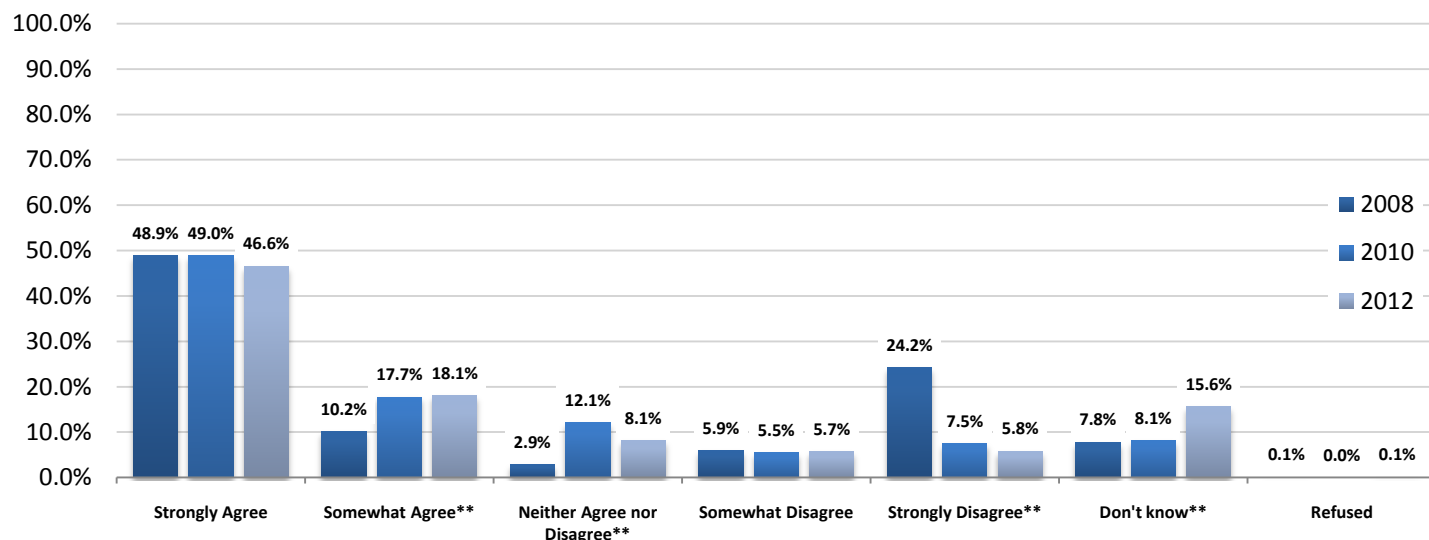


Legend: ■ 2008 ■ 2010 ■ 2012

| | Strongly Agree | Somewhat Agree** | Neither Agree nor Disagree** | Somewhat Disagree | Strongly Disagree** | Don't know** | Refused |
|---|---|---|---|---|---|---|---|
| 2008 | 48.9% | 10.2% | 2.9% | 5.9% | 24.2% | 7.8% | 0.1% |
| 2010 | 49.0% | 17.7% | 12.1% | 5.5% | 7.5% | 8.1% | 0.0% |
| 2012 | 46.6% | 18.1% | 8.1% | 5.7% | 5.8% | 15.6% | 0.1% |

**Change:**

**statistically significant change



| | Strongly Agree | Somewhat Agree** | Neither Agree nor Disagree** | Somewhat Disagree | Strongly Disagree** | Don't know** | Refused |
|---|---|---|---|---|---|---|---|
| | 1.9% | 10.8% | 7.1% | 1.8% | -15.4% | 10.4% | 0.3% |
| | -2.3% | 7.9% | 5.2% | -0.2% | -18.3% | 7.7% | 0.0% |
| | -6.5% | 5.0% | 3.3% | -2.2% | -21.2% | 5.0% | -0.2% |

**Weighted Average Probability Mass Functions *(Bootstrapped, j=5000)*:**



Legend: ■ 2008 ■ 2012

# Question #17 Diverse Interests

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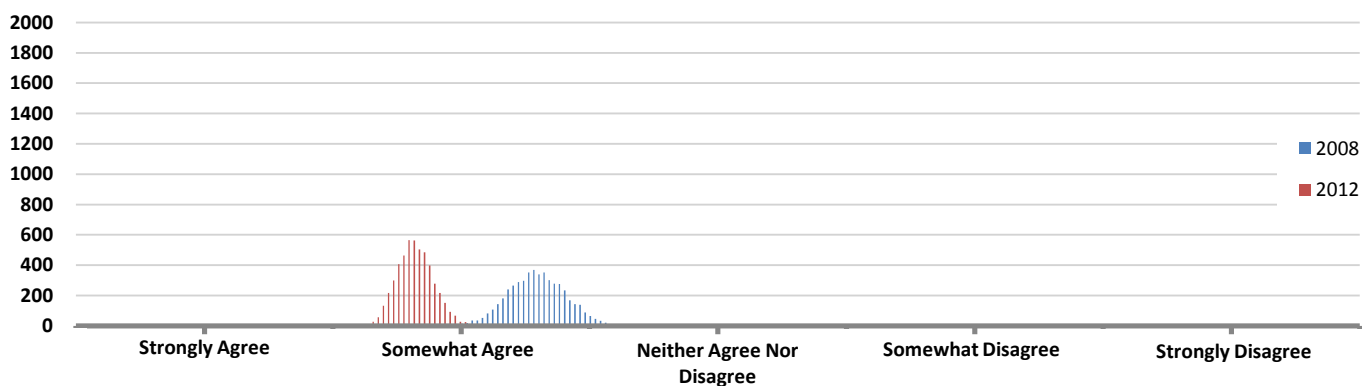
**Results:**



**Change:**

**\*\*statistically significant change**
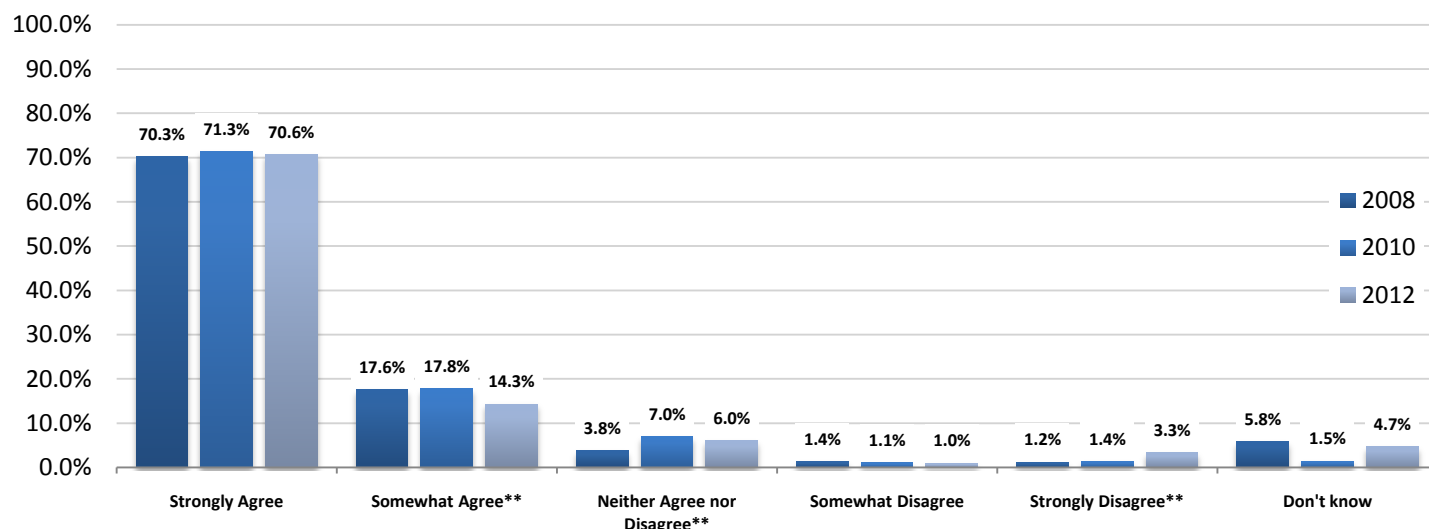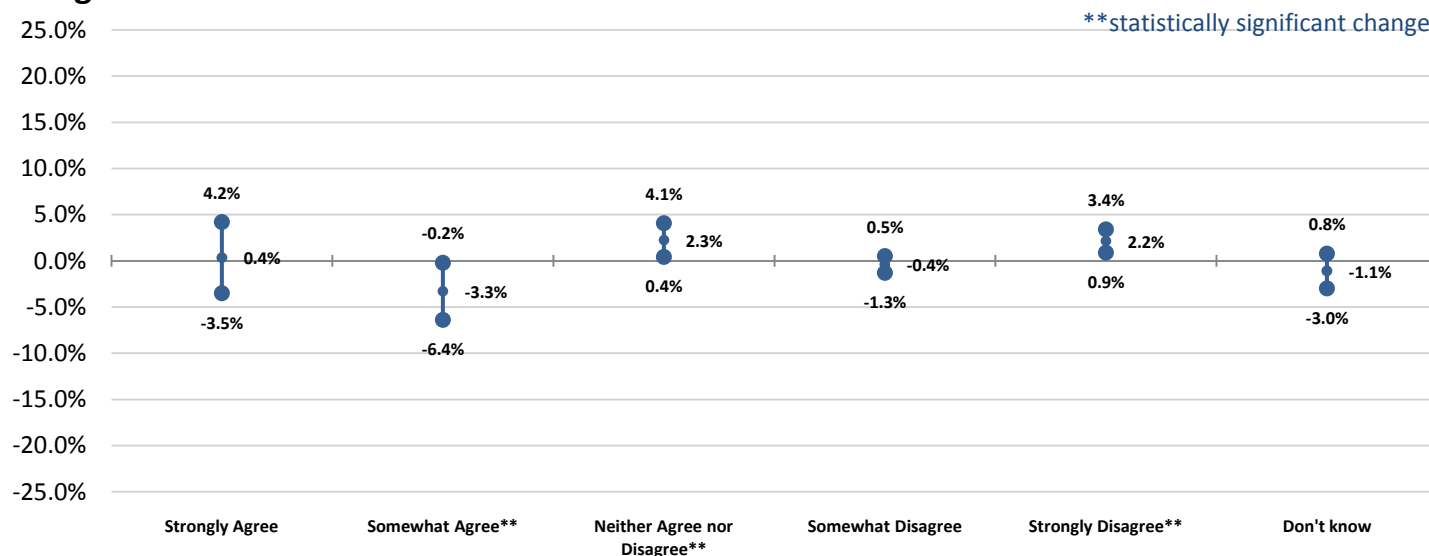


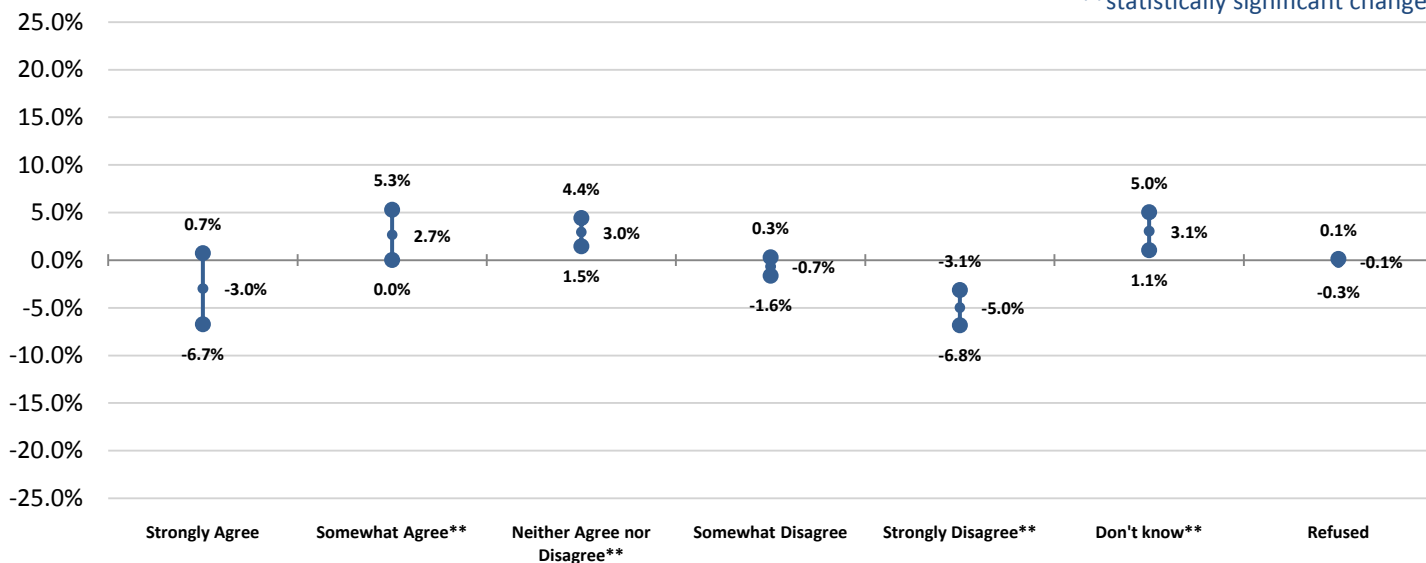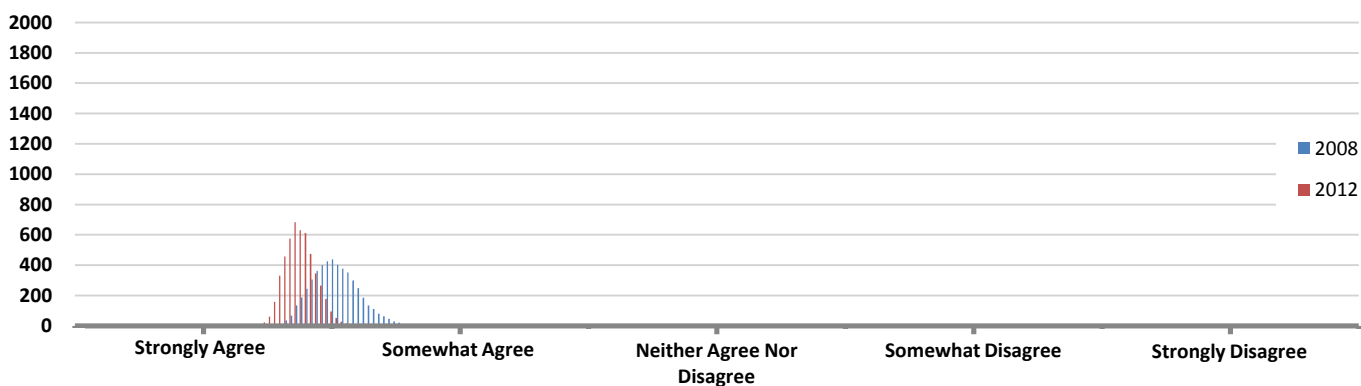**Weighted Average Probability Mass Functions** *(Bootstrapped, j=5000)*:
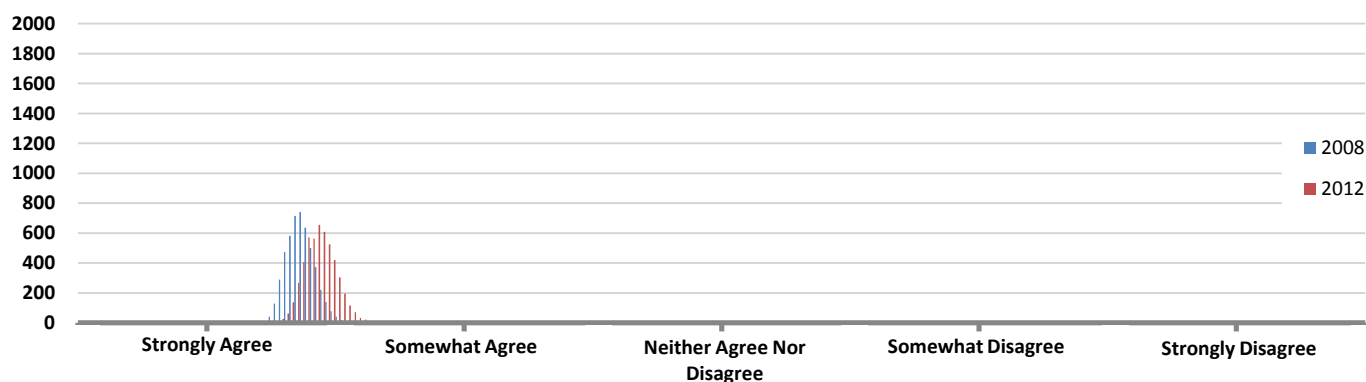
# Question #18 Quiet Environment
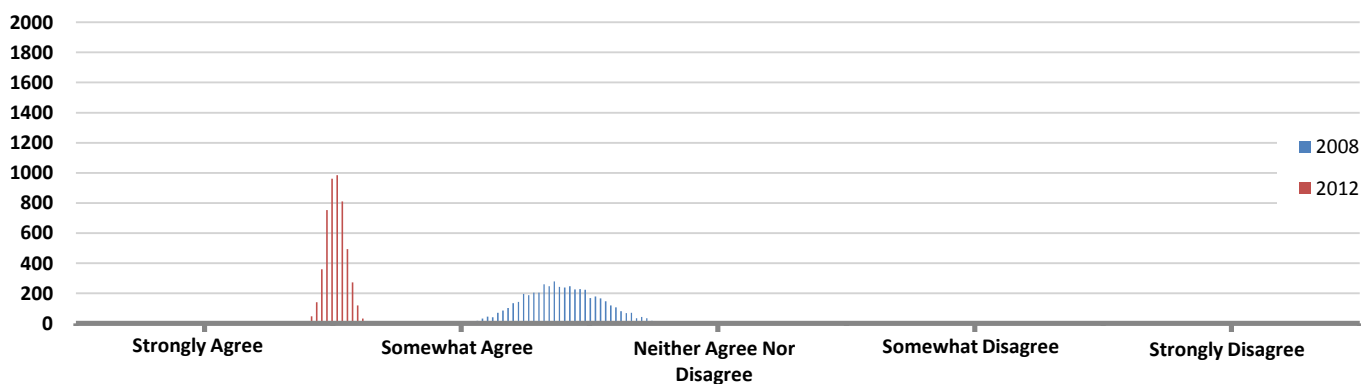
*The library provides an inviting environment to read quietly and/or study.*

**Results:**
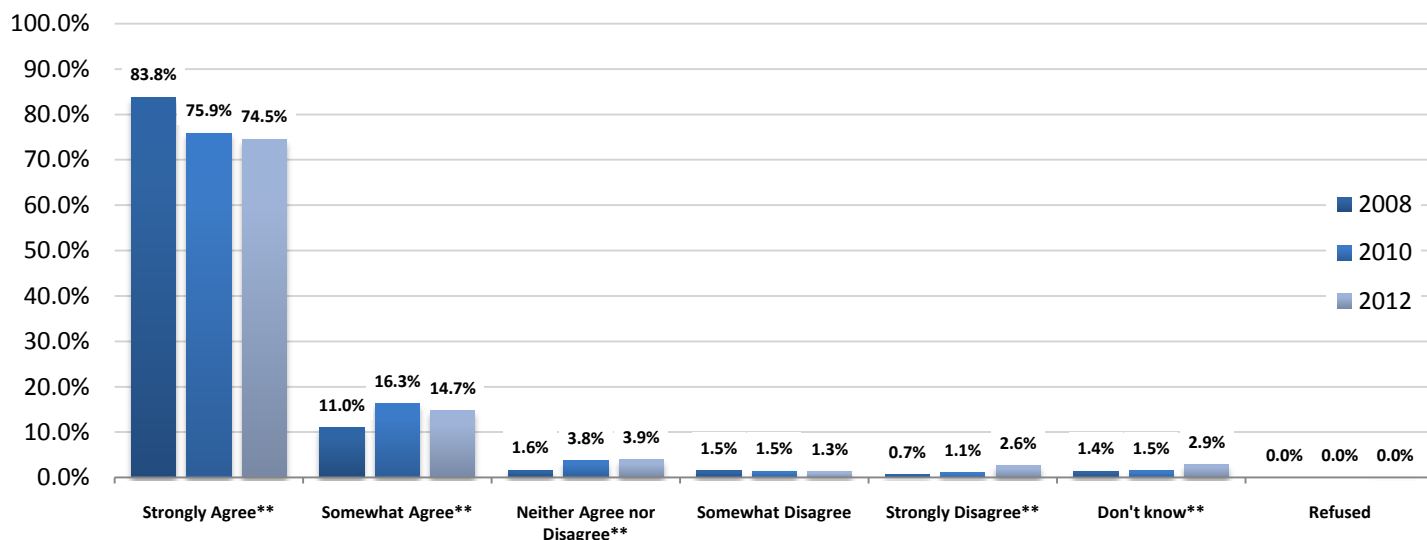


Legend: 2008, 2010, 2012

| Category | 2008 | 2010 | 2012 |
|---|---|---|---|
| Strongly Agree** | 83.8% | 75.9% | 74.5% |
| Somewhat Agree** | 11.0% | 16.3% | 14.7% |
| Neither Agree nor Disagree** | 1.6% | 3.8% | 3.9% |
| Somewhat Disagree | 1.5% | 1.5% | 1.3% |
| Strongly Disagree** | 0.7% | 1.1% | 2.6% |
| Don't know** | 1.4% | 1.5% | 2.9% |
| Refused | 0.0% | 0.0% | 0.0% |

**Change:**

**statistically significant change



| Category | | |
|---|---|---|
| Strongly Agree** | -5.9% | -9.3% / -12.7% |
| Somewhat Agree** | 6.6% | 3.7% / 0.9% |
| Neither Agree nor Disagree** | 3.7% | 2.3% / 0.9% |
| Somewhat Disagree | 0.9% | -0.1% / -1.1% |
| Strongly Disagree** | 3.0% | 1.9% / 0.8% |
| Don't know** | 2.7% | 1.4% / 0.2% |
| Refused | 0.2% | 0.0% / -0.1% |

**Weighted Average Probability Mass Functions** *(Bootstrapped, j=5000)*:



Legend: 2008, 2012
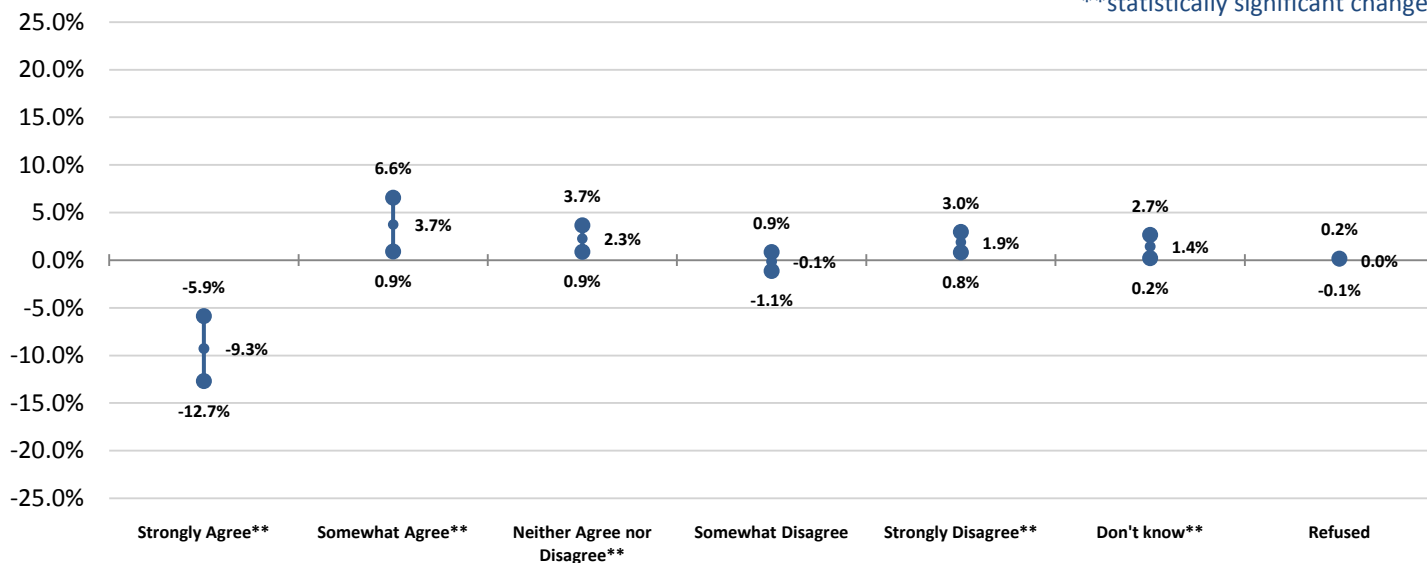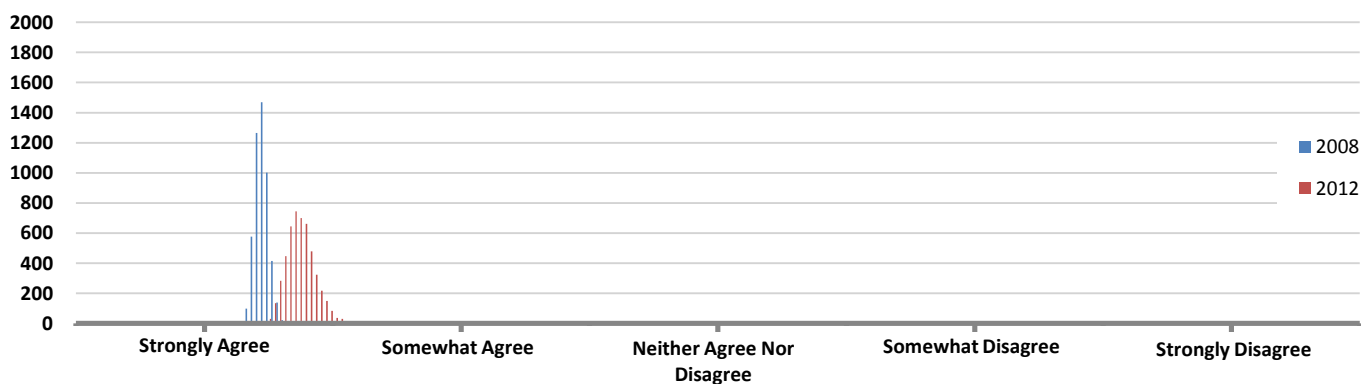
# Question #19 Business & Social Environment

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

**Results:**



Legend: 2008, 2010, 2012

| Category | 2008 | 2010 | 2012 |
|---|---|---|---|
| Strongly Agree | 43.6% | 41.8% | 44.6% |
| Somewhat Agree | 25.4% | 28.8% | 25.5% |
| Neither Agree nor Disagree** | 5.5% | 13.8% | 11.8% |
| Somewhat Disagree** | 11.7% | 7.5% | 4.6% |
| Strongly Disagree** | 6.6% | 3.4% | 3.9% |
| Don't know** | 7.2% | 4.6% | 9.7% |

**Change:**

****statistically significant change*



| Category | values |
|---|---|
| Strongly Agree | 5.1% / 0.9% / -3.3% |
| Somewhat Agree | 3.8% / 0.1% / -3.5% |
| Neither Agree nor Disagree** | 8.7% / 6.3% / 3.9% |
| Somewhat Disagree** | -4.9% / -7.1% / -9.4% |
| Strongly Disagree** | -0.9% / -2.7% / -4.6% |
| Don't know** | 4.8% / 2.5% / 0.2% |

**Weighted Average Probability Mass Functions** *(Bootstrapped, j=5000)*:



Legend: 2008, 2012

X-axis categories: Strongly Agree, Somewhat Agree, Neither Agree Nor Disagree, Somewhat Disagree, Strongly Disagree

# Question #20 Interaction Opportunities

*The library provides opportunities for interaction.*

**Results:**
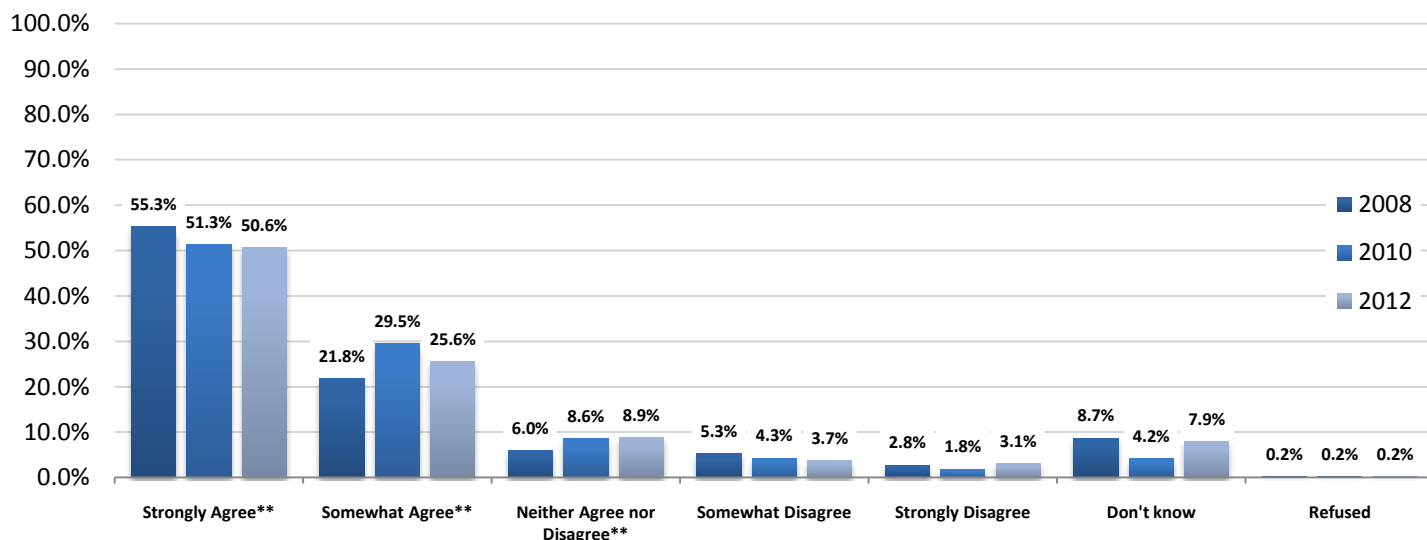


**Change:**

**statistically significant change
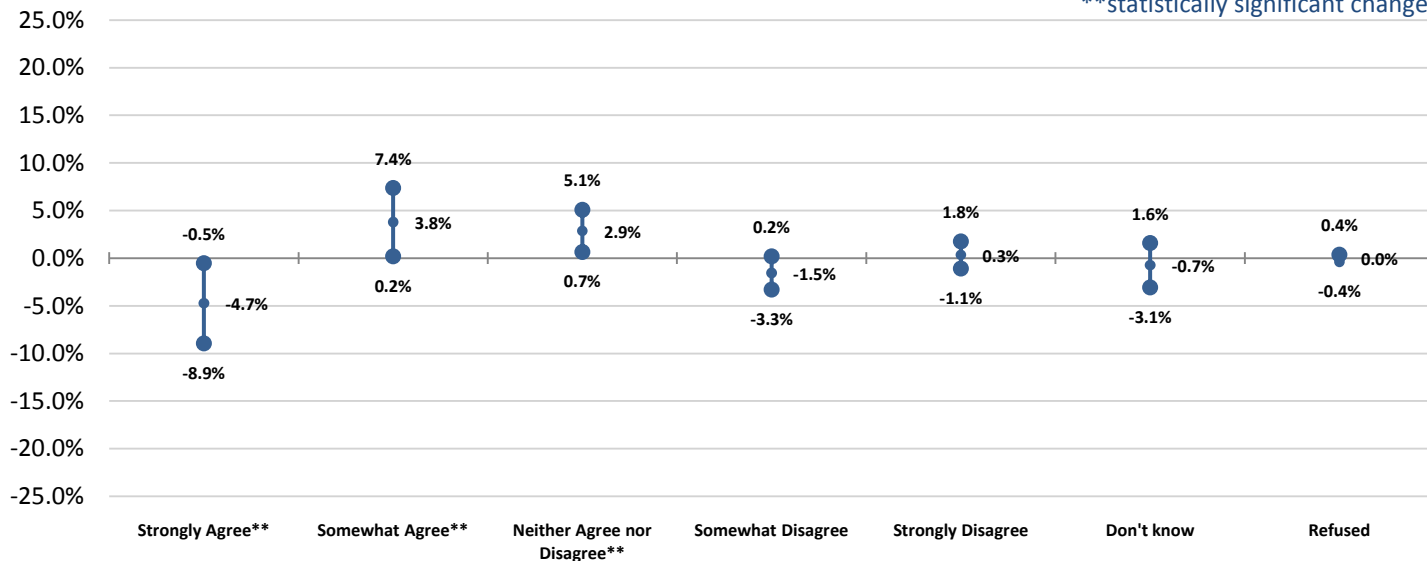


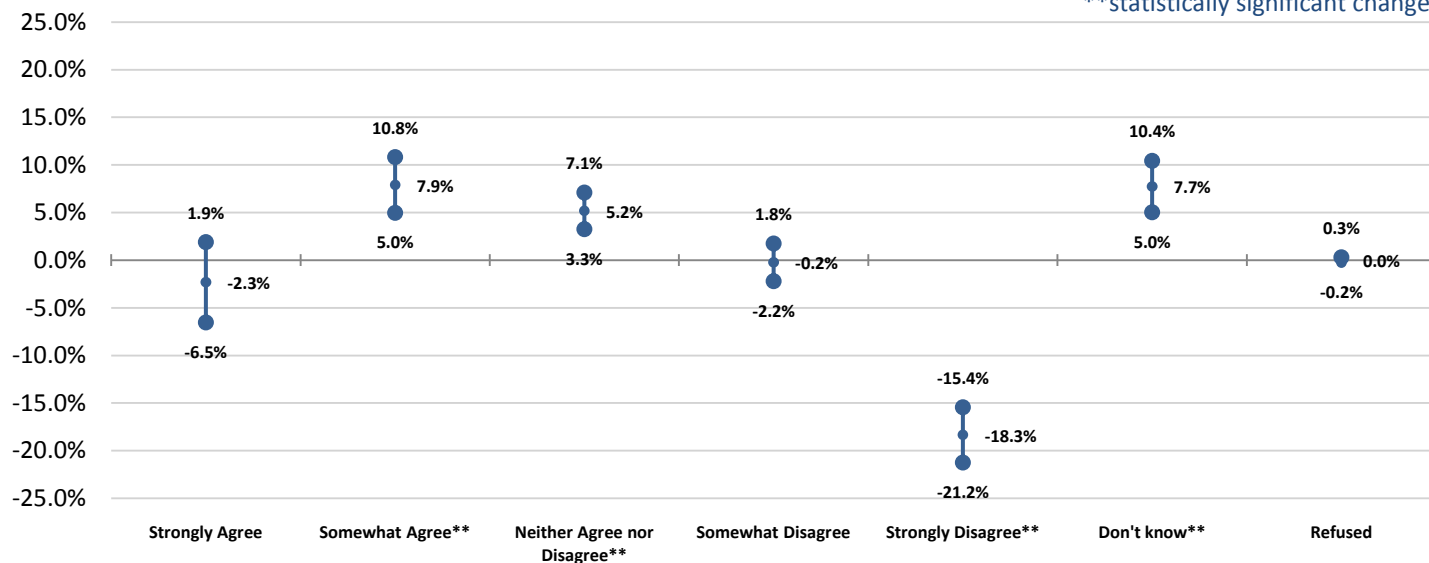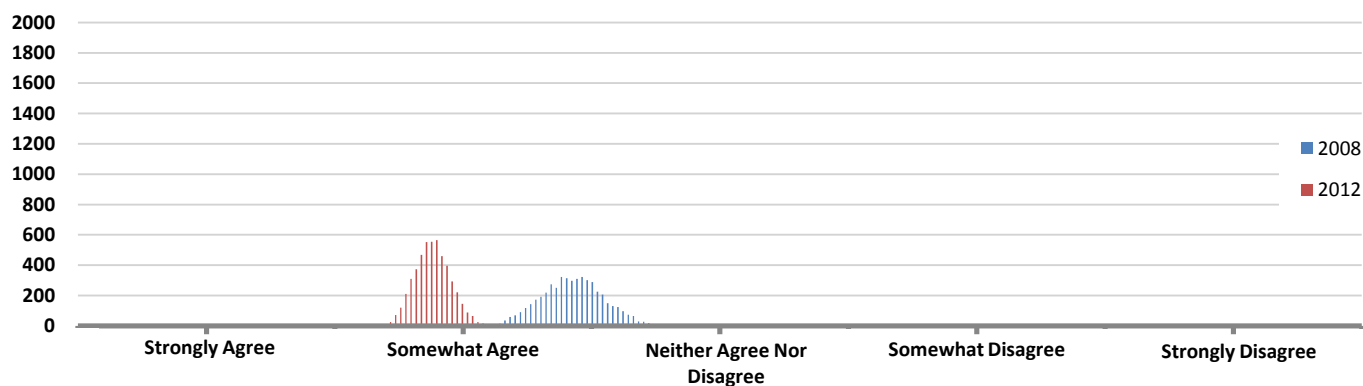## Weighted Average Probability Mass Functions *(Bootstrapped, j=5000)*:

# Question #21 Knowledgeable Staff

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

**Results:**
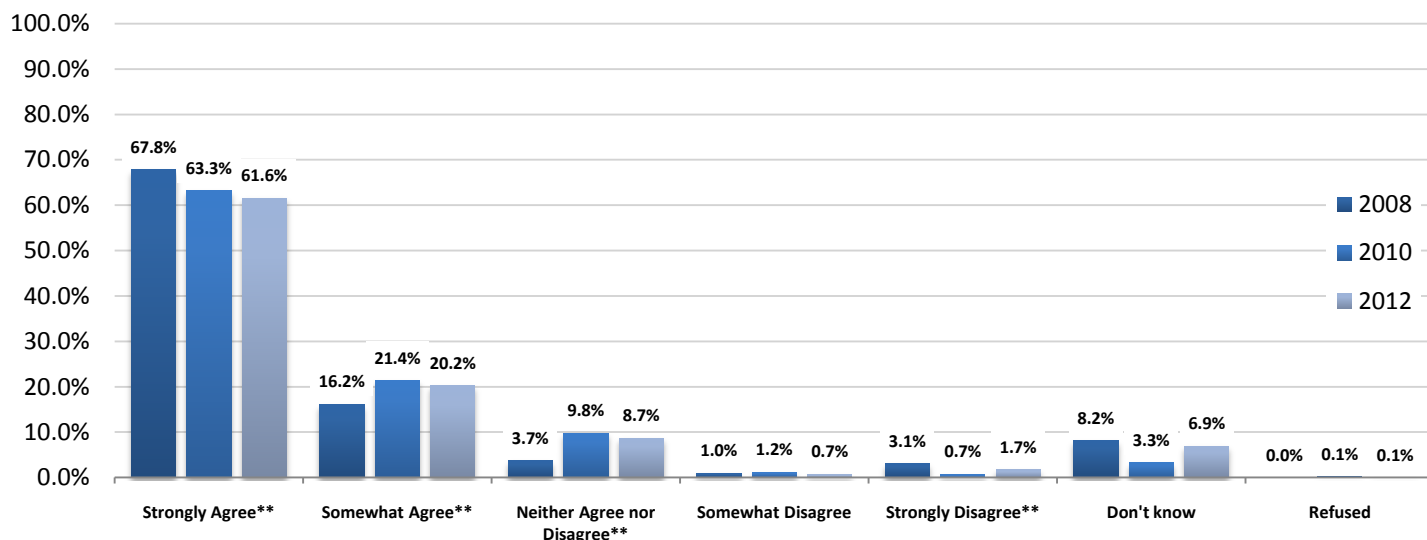


**Change:**

**statistically significant change



**Weighted Average Probability Mass Functions** *(Bootstrapped, j=5000)*:

# Question #22 Information Literacy

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

**Results:**
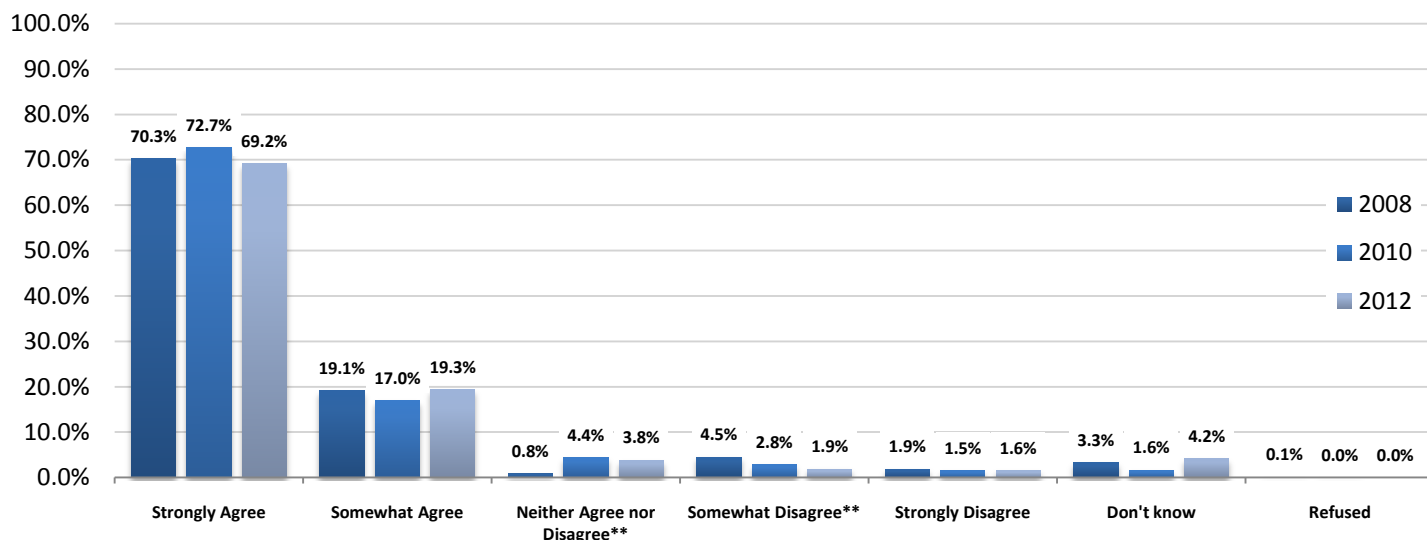


**Change:**

**\*\*statistically significant change**
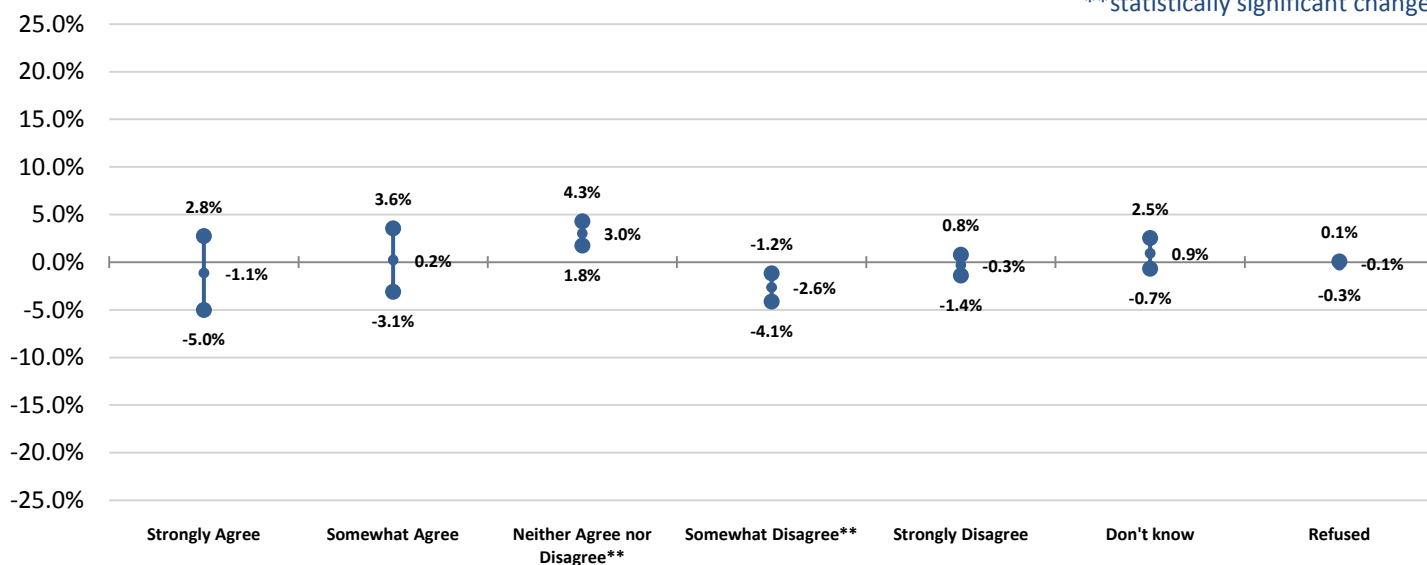


## Weighted Average Probability Mass Functions *(Bootstrapped, j=5000)*:
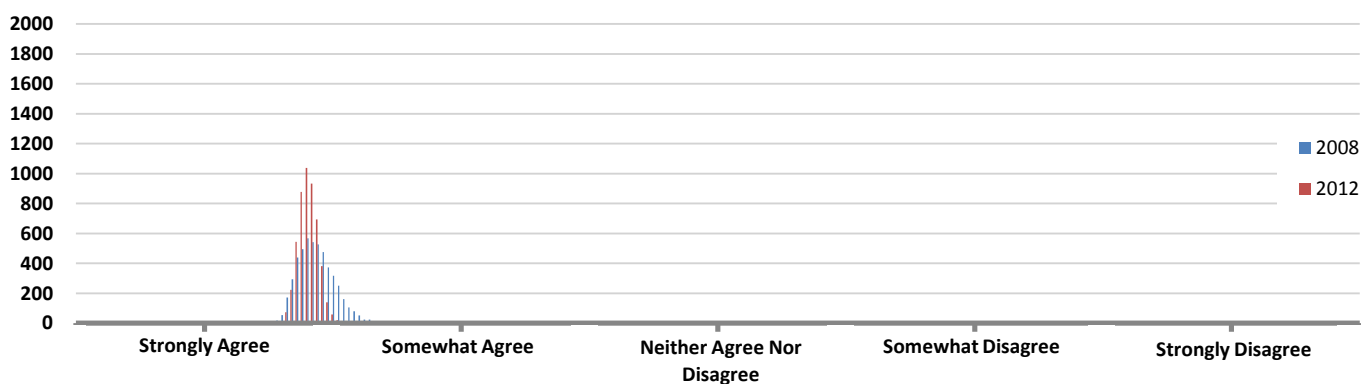
# Question #23 Staff Attention

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

## Results:
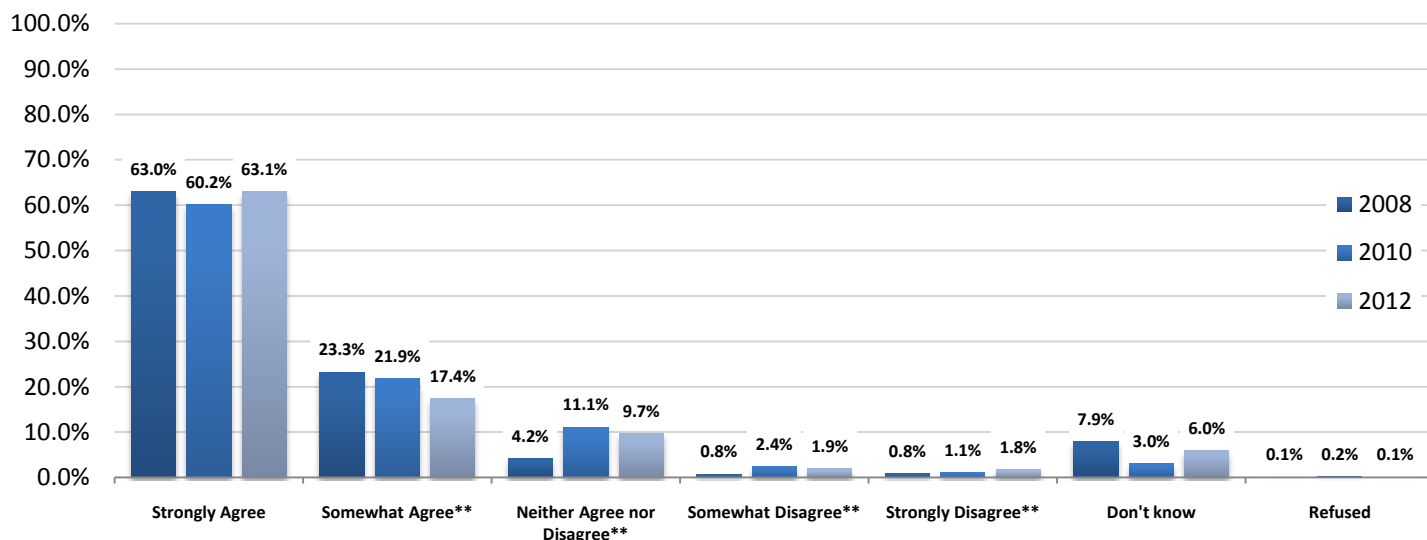


Legend: 2008, 2010, 2012

| Category | 2008 | 2010 | 2012 |
|---|---|---|---|
| Strongly Agree | 63.0% | 60.2% | 63.1% |
| Somewhat Agree** | 23.3% | 21.9% | 17.4% |
| Neither Agree nor Disagree** | 4.2% | 11.1% | 9.7% |
| Somewhat Disagree** | 0.8% | 2.4% | 1.9% |
| Strongly Disagree** | 0.8% | 1.1% | 1.8% |
| Don't know | 7.9% | 3.0% | 6.0% |
| Refused | 0.1% | 0.2% | 0.1% |

## Change:

**statistically significant change



| Category | | |
|---|---|---|
| Strongly Agree | 4.1% | -4.0% | 0.0% |
| Somewhat Agree** | -2.5% | -9.3% | -5.9% |
| Neither Agree nor Disagree** | 7.6% | 3.3% | 5.5% |
| Somewhat Disagree** | 2.1% | 0.2% | 1.2% |
| Strongly Disagree** | 2.0% | 0.1% | 1.0% |
| Don't know | 0.3% | -4.0% | -1.9% |
| Refused | 0.3% | -0.2% | 0.0% |

## Weighted Average Probability Mass Functions *(Bootstrapped, j=5000)*:



Legend: 2008, 2012
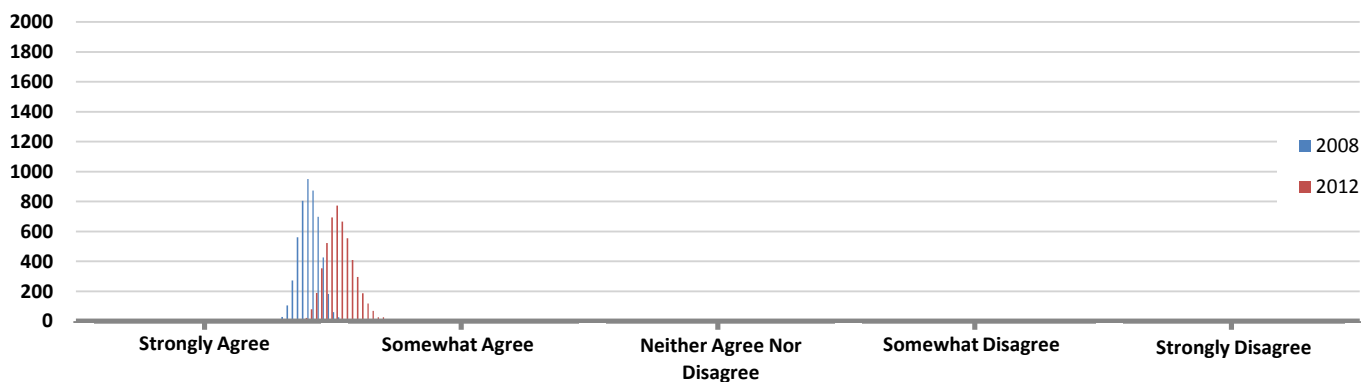
# Question #24 Current Computers

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

**Results:**
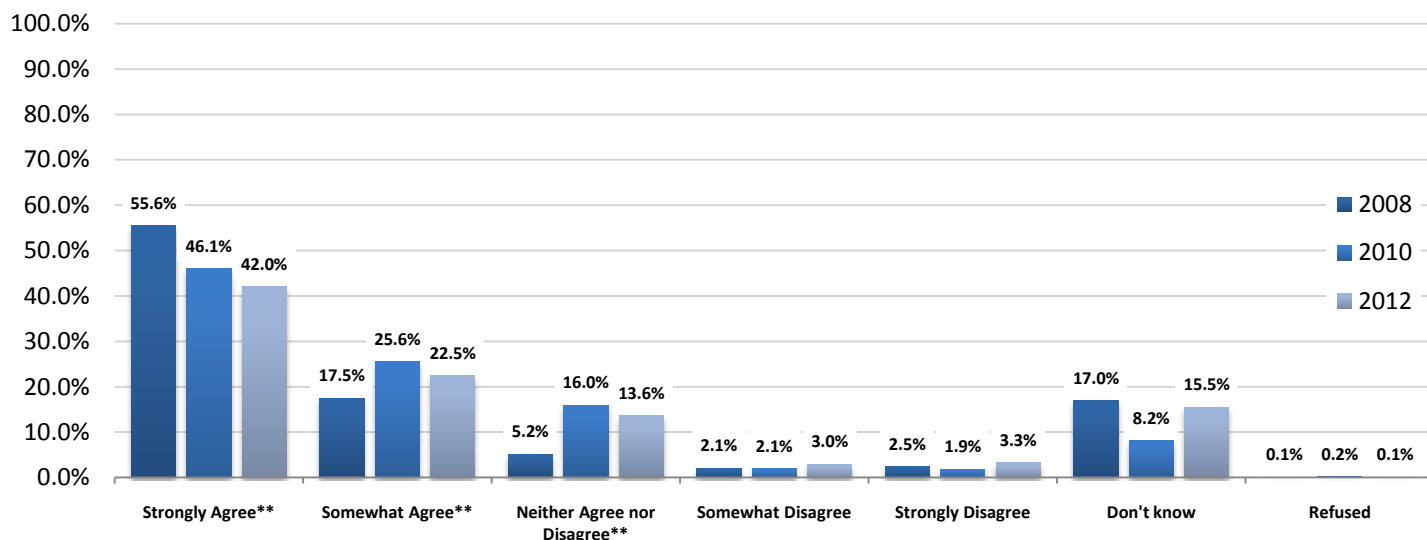


**Change:**

*statistically significant change
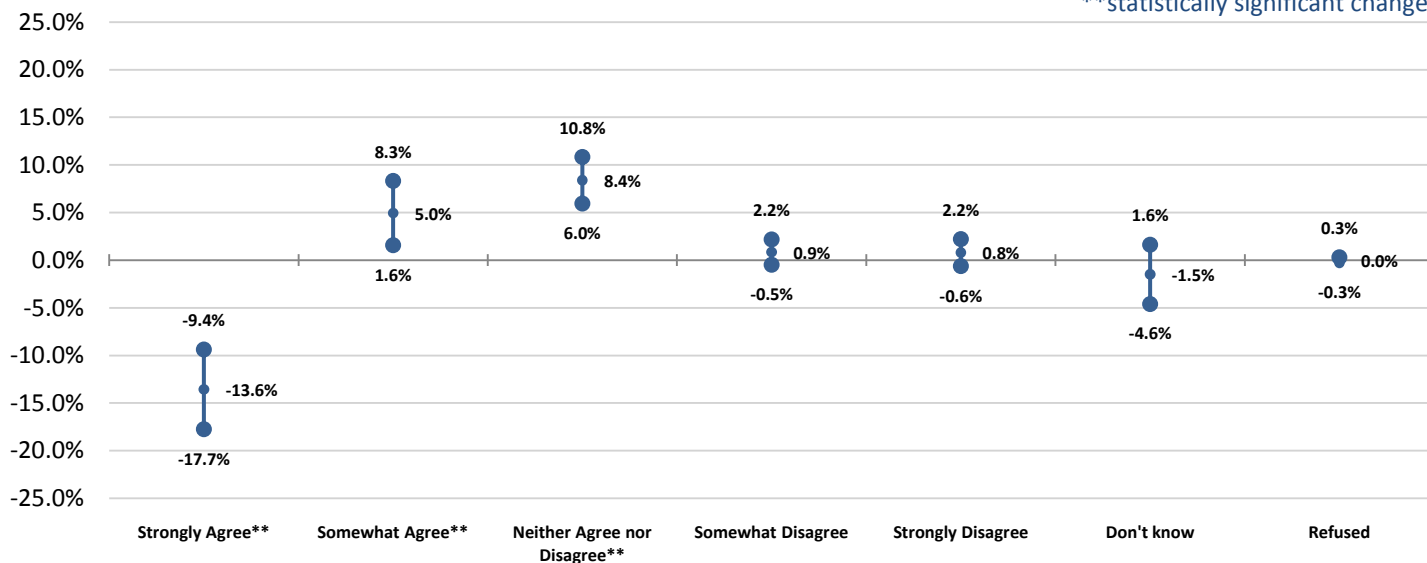


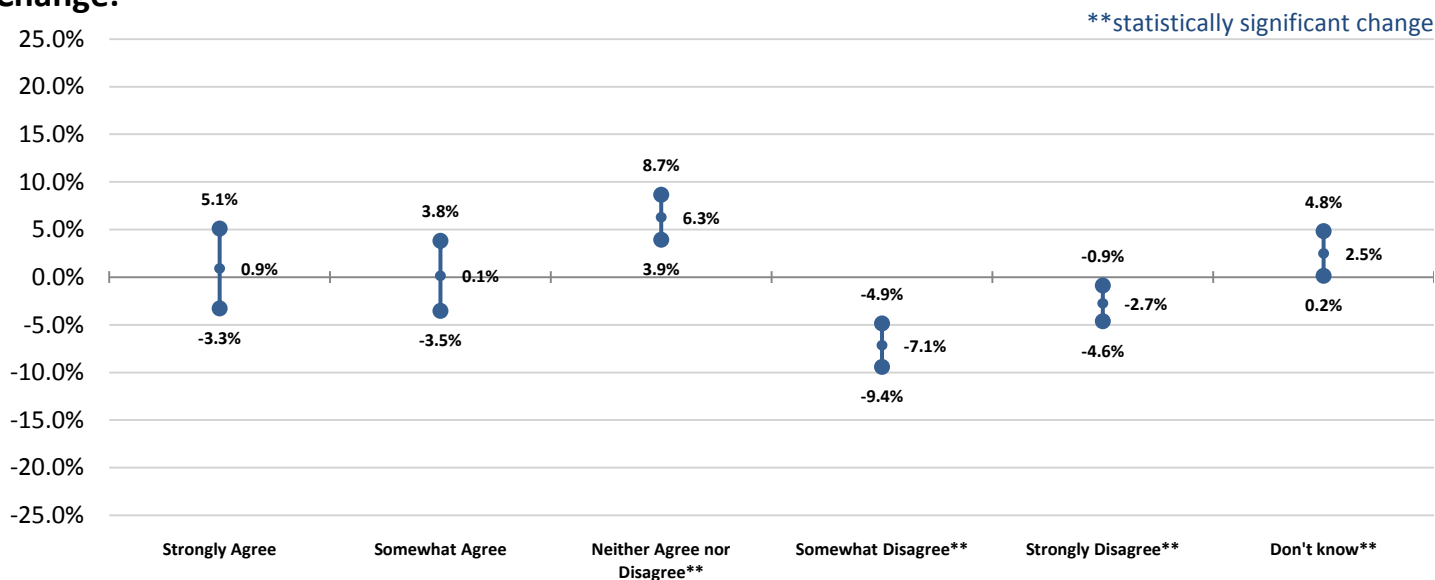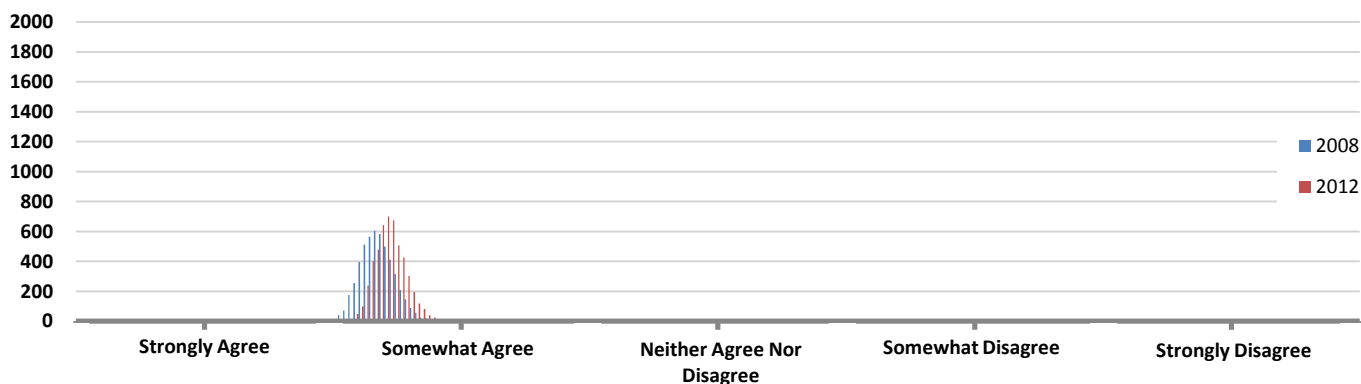**Weighted Average Probability Mass Functions** *(Bootstrapped, j=5000)*:
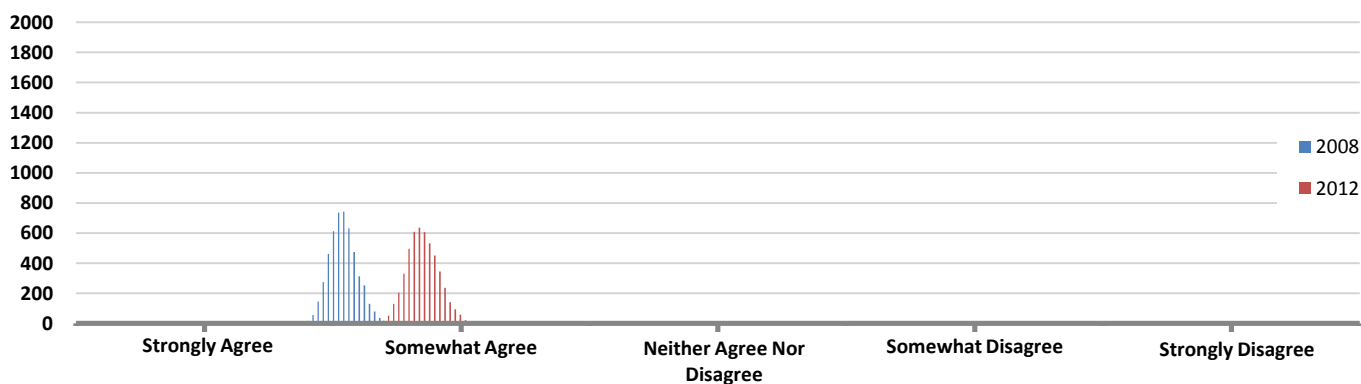
# Question #25 Computer Assistance

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

## Results:
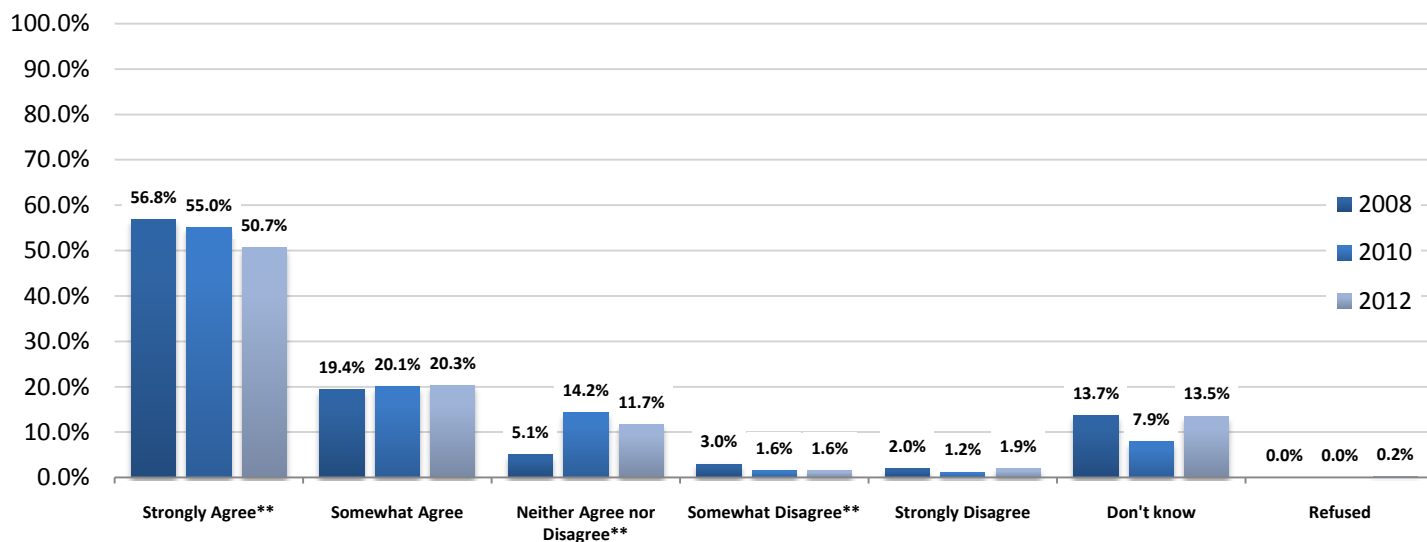


Bar chart legend: 2008, 2010, 2012

| Category | 2008 | 2010 | 2012 |
|---|---|---|---|
| Strongly Agree** | 56.8% | 55.0% | 50.7% |
| Somewhat Agree | 19.4% | 20.1% | 20.3% |
| Neither Agree nor Disagree** | 5.1% | 14.2% | 11.7% |
| Somewhat Disagree** | 3.0% | 1.6% | 1.6% |
| Strongly Disagree | 2.0% | 1.2% | 1.9% |
| Don't know | 13.7% | 7.9% | 13.5% |
| Refused | 0.0% | 0.0% | 0.2% |

## Change:

**statistically significant change



| Category | | |
|---|---|---|
| Strongly Agree** | -1.9% | -6.1% / -10.3% |
| Somewhat Agree | 4.2% / 0.8% | -2.5% |
| Neither Agree nor Disagree** | 9.0% / 6.7% | 4.3% |
| Somewhat Disagree** | -0.1% | -1.4% / -2.6% |
| Strongly Disagree | 1.1% / -0.1% | -1.2% |
| Don't know | 2.7% / -0.2% | -3.1% |
| Refused | 0.5% / 0.2% | -0.1% |

## Weighted Average Probability Mass Functions *(Bootstrapped, j=5000)*:



Legend: 2008, 2012
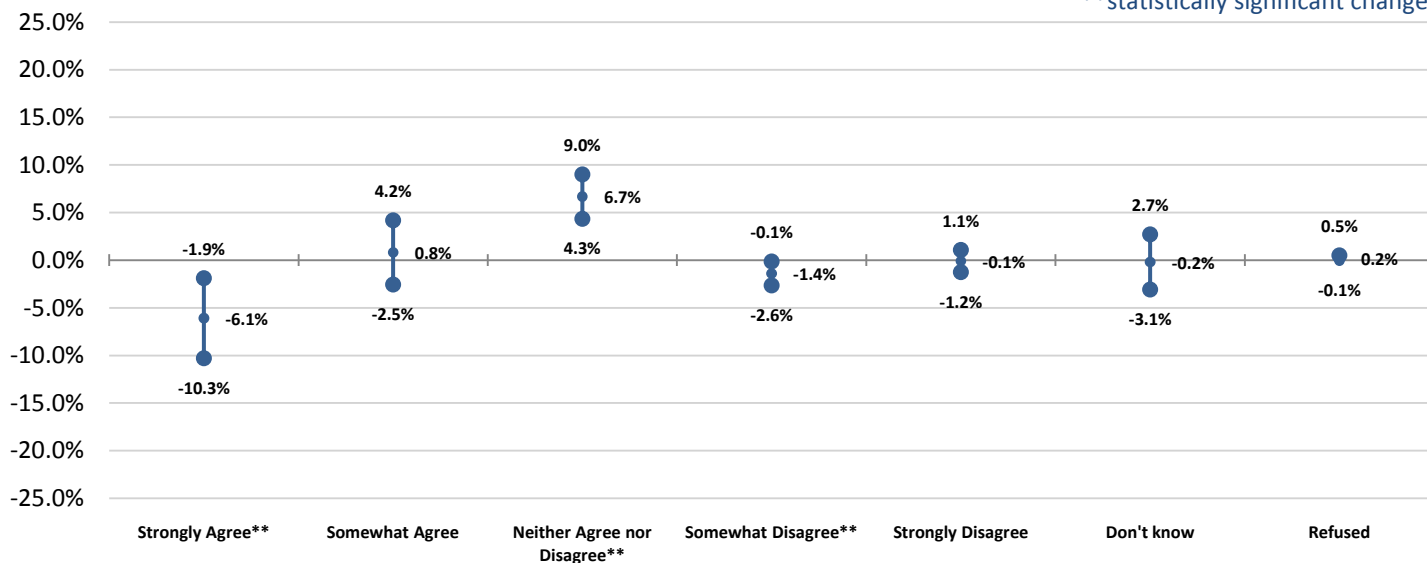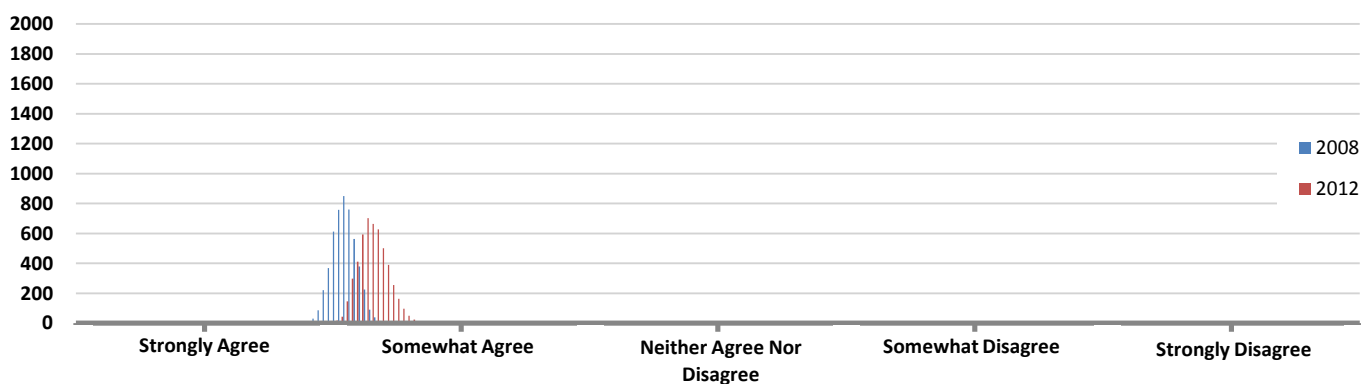
# Question #26 Benefits of Internet Access

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

**Results:**
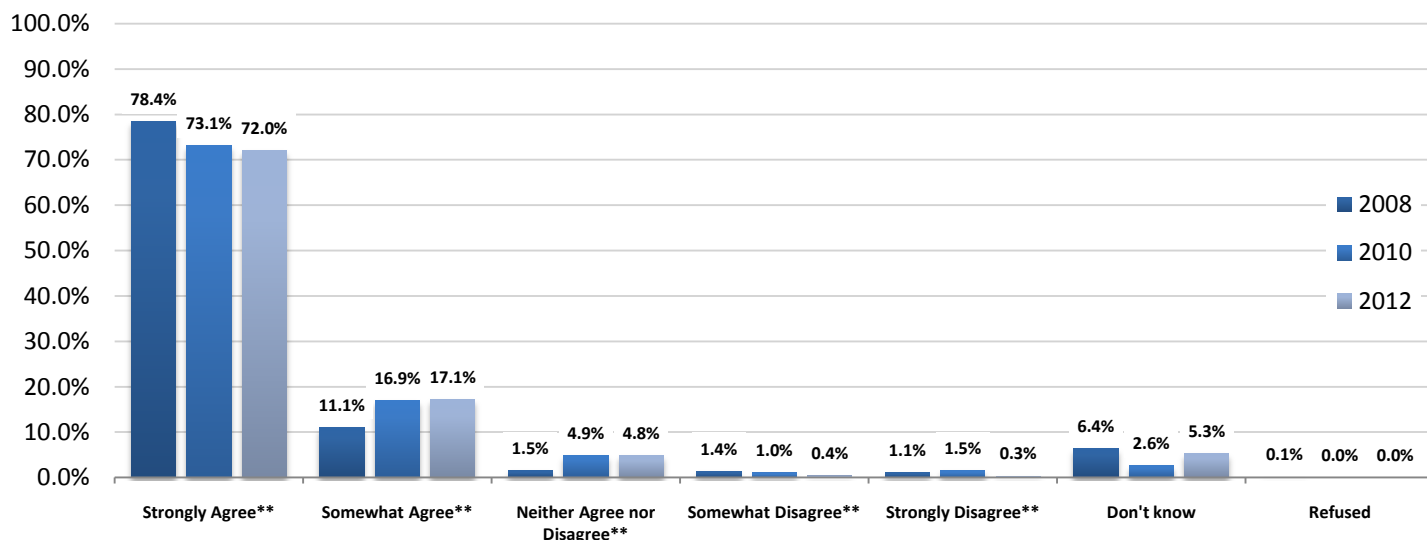


**Change:**

**statistically significant change
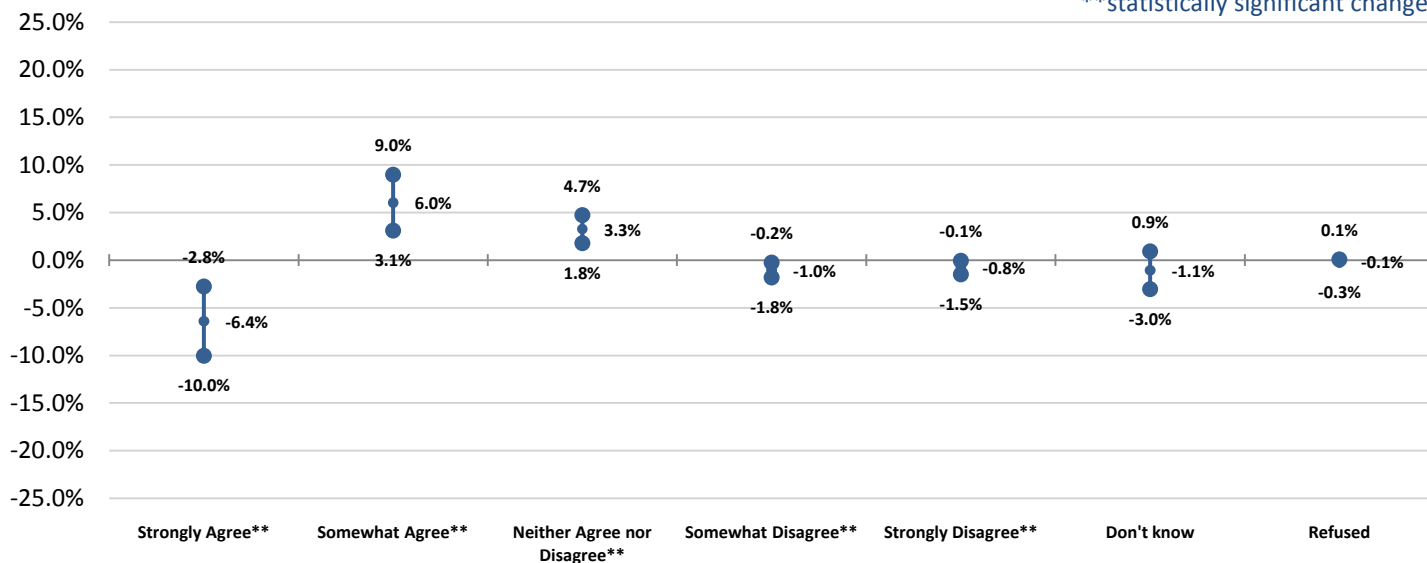


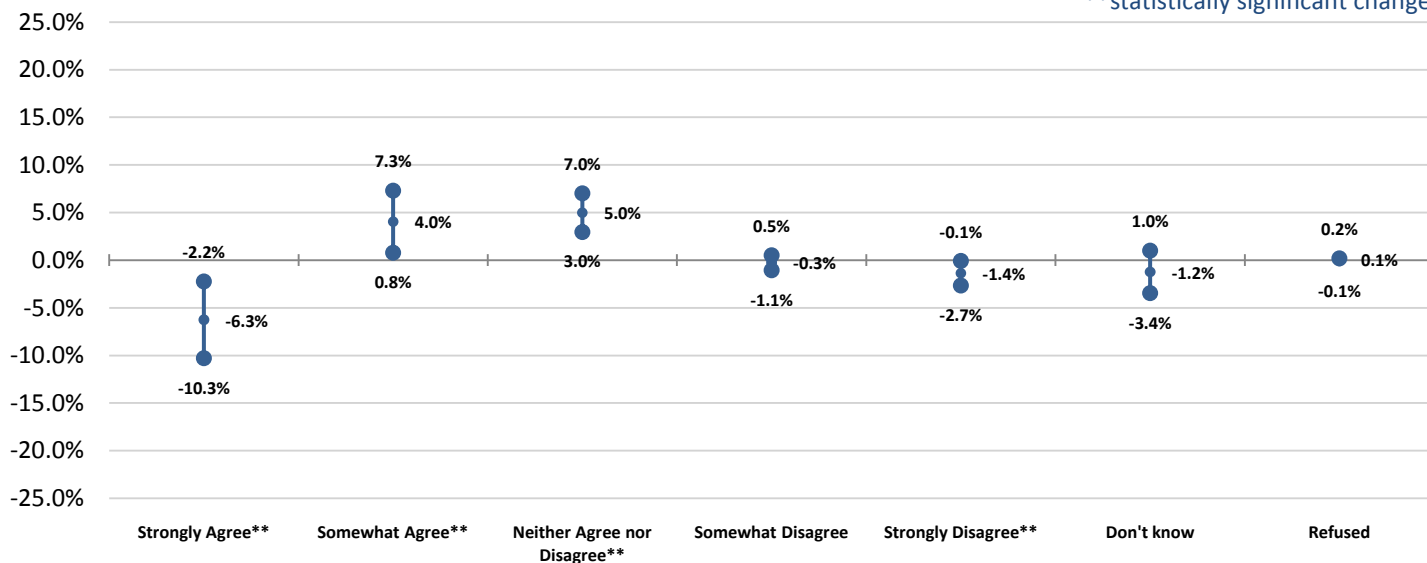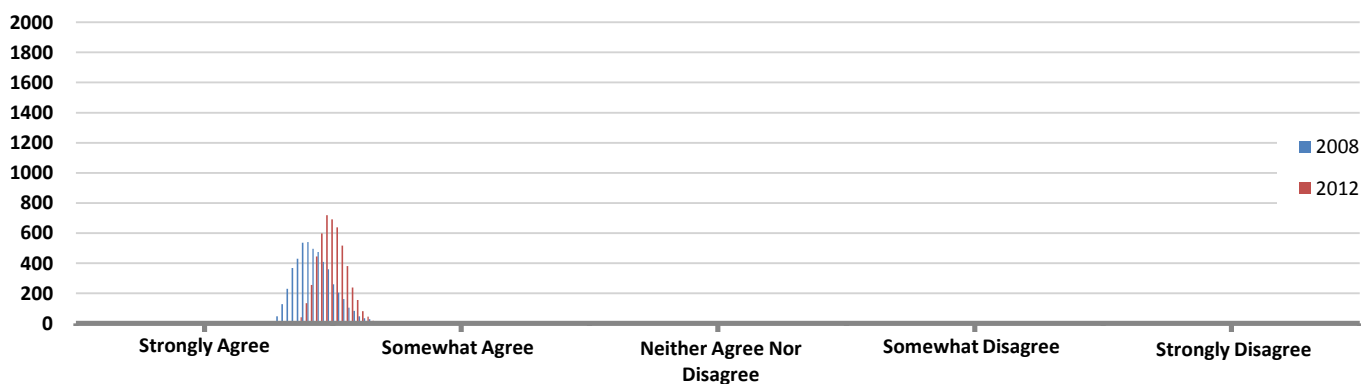**Weighted Average Probability Mass Functions** *(Bootstrapped, j=5000)*:
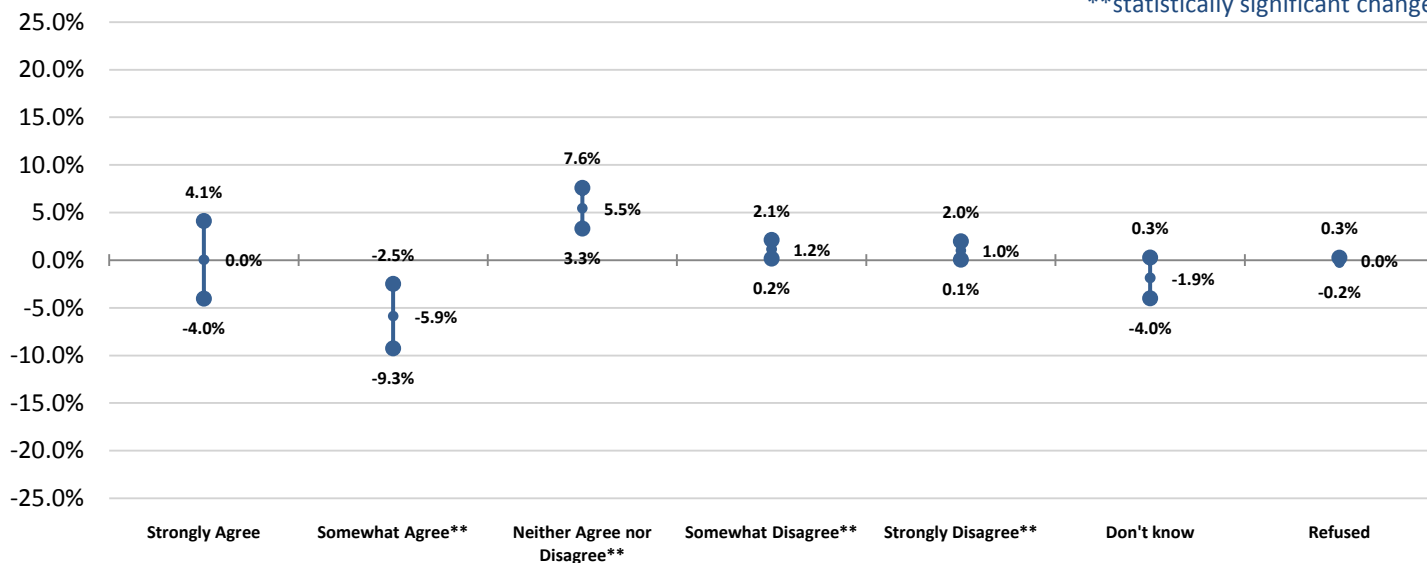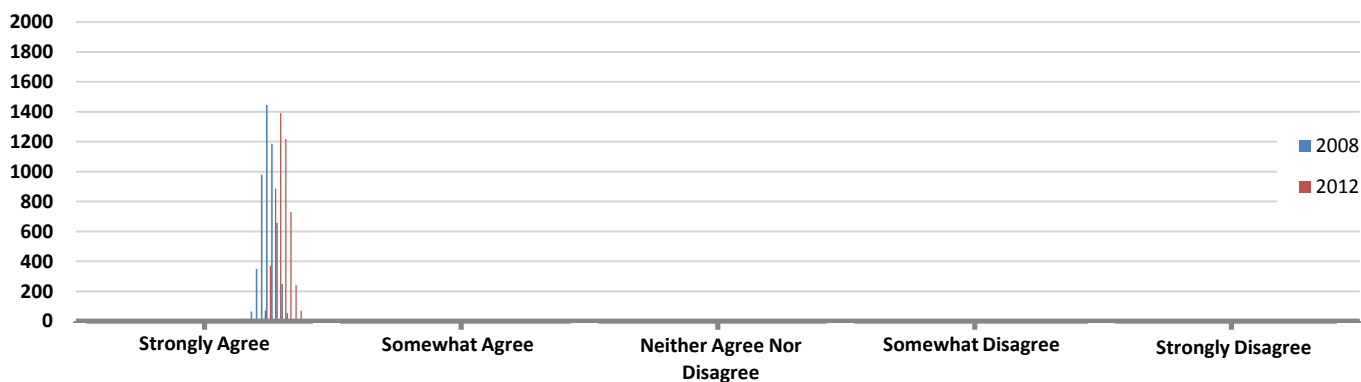
# Question #27 Library Value in Community

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

**Results:**
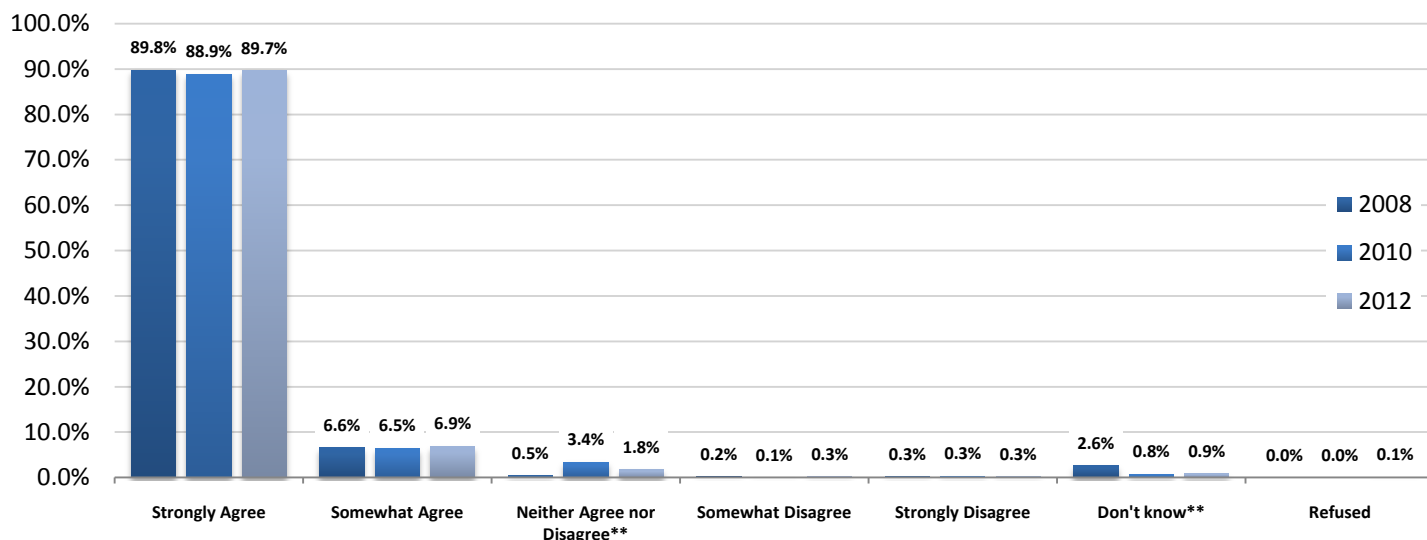


Bar chart showing results for 2008, 2010, 2012:

| Response | 2008 | 2010 | 2012 |
|---|---|---|---|
| Strongly Agree | 89.8% | 88.9% | 89.7% |
| Somewhat Agree | 6.6% | 6.5% | 6.9% |
| Neither Agree nor Disagree** | 0.5% | 3.4% | 1.8% |
| Somewhat Disagree | 0.2% | 0.1% | 0.3% |
| Strongly Disagree | 0.3% | 0.3% | 0.3% |
| Don't know** | 2.6% | 0.8% | 0.9% |
| Refused | 0.0% | 0.0% | 0.1% |

**Change:**

**statistically significant change



| Response | Values |
|---|---|
| Strongly Agree | 2.5%, -0.1%, -2.7% |
| Somewhat Agree | 2.4%, 0.3%, -1.9% |
| Neither Agree nor Disagree** | 2.2%, 1.3%, 0.4% |
| Somewhat Disagree | 0.5%, 0.1%, -0.3% |
| Strongly Disagree | 0.4%, 0.0%, -0.4% |
| Don't know** | -0.6%, -1.7%, -2.8% |
| Refused | 0.3%, 0.1%, -0.1% |
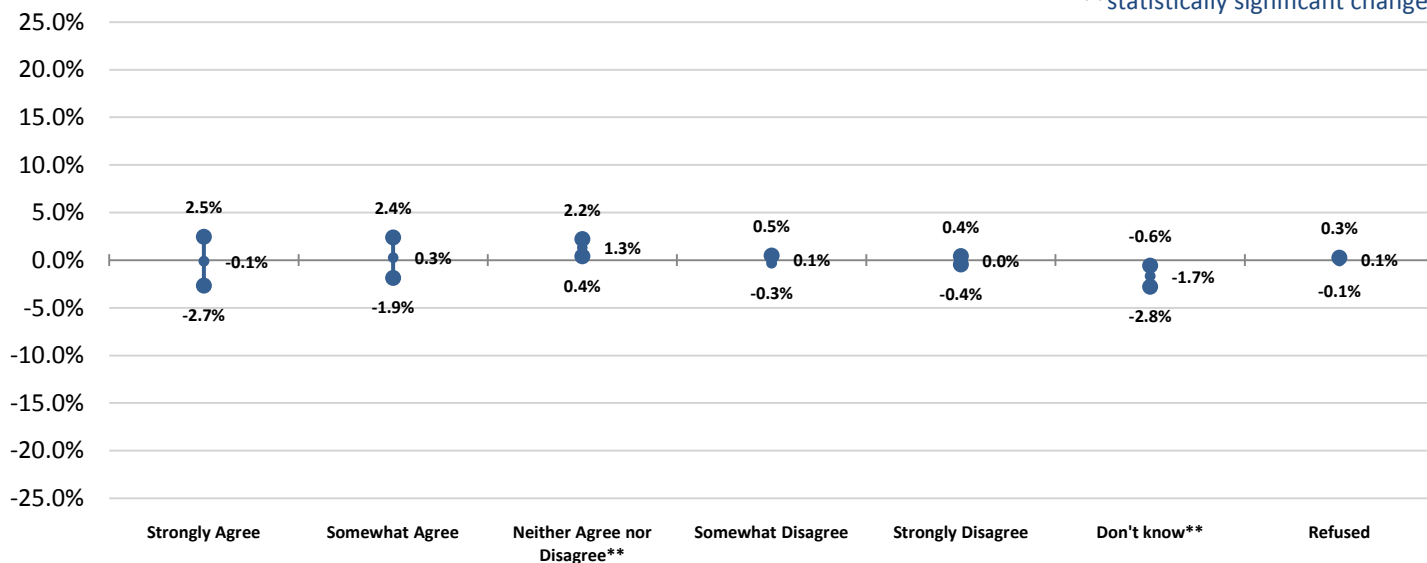
**Weighted Average Probability Mass Functions *(Bootstrapped, j=5000)*:**
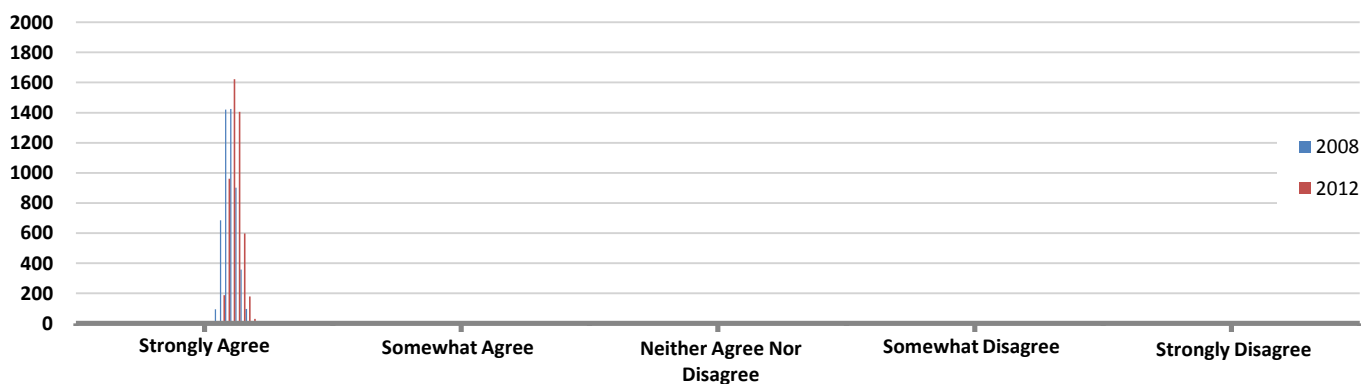
# Appendix B: Methodology

## 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 weighted such that the demographics of the sample match that of Oklahoma County. For instance, if females represented 64% of the sample but only made up 52% of the population of Oklahoma County, the weighting factor for gender would be calculated by dividing the population proportion by the sample proportion:

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

Each response begins 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 until the weight for each response converges to the appropriate value, resulting in the sample demographics closely matching the demographics of Oklahoma County. For this report, the sample was weighted for Gender, Education, and Age.

## 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 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 is an estimate and confidence interval for the difference between $M_1 \; and \; M_2$ as shown below. In our 2008 and 2012 surveys we measured the proportion of the population ($M_1 \, in \, 2008, M_2 \, in \, 2012$) that fell into a certain category with $n_1 \; and \; n_2$ being the number of observations behind each measurement, respectively.

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

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.  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 95% confidence.

## Bootstrapping:

Bootstrapping is a randomized procedure based on a Monte Carlo method that involves taking repeated, random samples from the original data set, and of the same size as the original data set, while allowing for the selection of a given response multiple times. This process, referred to as random resampling with replacement, thereby facilitates the repeated calculation of the desired statistic, in this case the weighted average as described in the introduction. These results can then be used to obtain reliable inferences about independent and identically distributed populations, regardless of whether or not their observed sampling distributions adhere to the usual assumptions involved with many classical statistical measures.

Once determined, the sampling distributions of each weighted average were then used per se to determine a $(1 - \alpha) \times 100\%$ confidence interval $(\alpha = 0.05)$ for each response and year, forming the basis for a two-tailed statistical test of significance for overall change between years. (See Figure 1.)
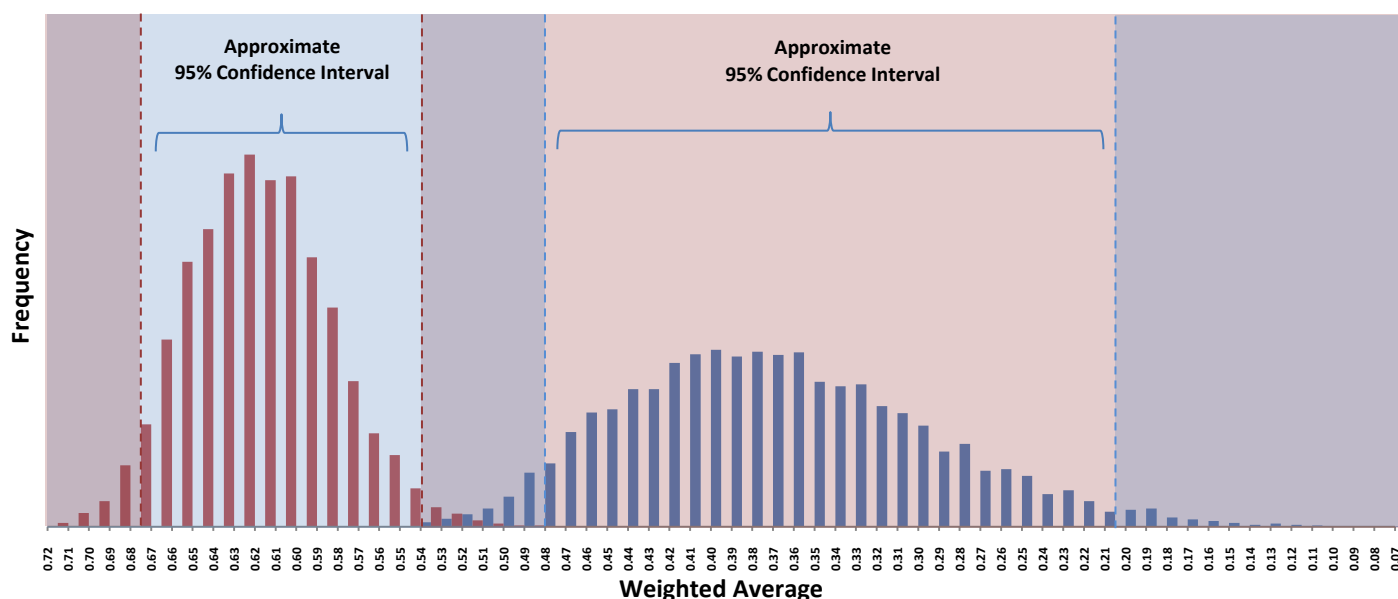


Figure 1. Bootstrapped Confidence Intervals. The figure above illustrates the underlying concept behind the bootstrapping of confidence intervals.

## 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) and discordant pairs (D) are then summed and Gamma (G) is defined as:

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

**Discordant Pair**



Strongly Agree / Strongly Disagree

Strongly Agree → Strongly Disagree

**Concordant Pair**



Strongly Agree / Strongly Disagree

Strongly Agree → Strongly Disagree
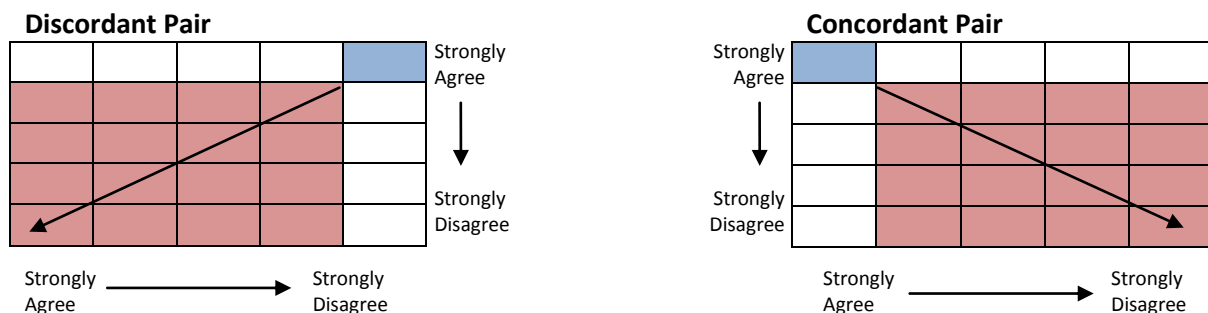
The Z-score for this measure is given above.  It must be greater than 1.96 to satisfy a 95% confidence level. The gamma measure returns a value between -1 and 1.  The sign represents the direction of the association and the absolute value gives the magnitude (0 being no association, 1 being perfect association).  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 C: 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 D: 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 | | (0.20) | | | (0.26) | | |
| q2 Cardholder | (0.20) | | 0.83 | 0.44 | 0.59 | | 0.46 |
| q3 Use Freq. | | 0.83 | | | 0.55 | 0.28 | 0.46 |
| q5 Reg. Voter | | 0.44 | | | | (0.43) | |
| q6 MLS Satisfied | (0.26) | 0.59 | 0.55 | | | 0.88 | 0.51 |
| q7 Location Satisfied | | | 0.28 | (0.43) | 0.88 | | 0.47 |
| q8 Periodicals | | 0.46 | 0.46 | | 0.51 | 0.47 | |
| q9 Videos | (0.23) | 0.48 | 0.30 | | 0.49 | | 0.79 |
| q10 Audio Books | (0.21) | 0.48 | 0.35 | | 0.57 | 0.32 | 0.77 |
| q11 Music CDs | | 0.40 | 0.36 | | 0.50 | 0.31 | 0.77 |
| q12 Programs | (0.29) | 0.27 | 0.24 | (0.23) | 0.47 | 0.32 | 0.56 |
| q13 Databases | | 0.33 | 0.25 | | 0.43 | | 0.50 |
| q14 Computers | (0.28) | 0.50 | 0.41 | | 0.58 | 0.40 | 0.74 |
| q15 WiFi | (0.28) | 0.34 | 0.25 | | 0.43 | 0.47 | 0.51 |
| q16 Web Resources | | 0.33 | 0.32 | 0.24 | 0.40 | | 0.42 |
| q17 Diverse Interests | | 0.33 | 0.33 | 0.24 | 0.63 | 0.54 | 0.60 |
| q18 Quiet Env. | | | | (0.33) | 0.51 | 0.63 | 0.55 |
| q19 Business Env. | | | 0.25 | | 0.46 | 0.57 | 0.50 |
| q20 Interaction | (0.19) | 0.25 | 0.21 | | 0.38 | 0.49 | 0.43 |
| q21 Informed Staff | (0.26) | 0.42 | 0.38 | (0.26) | 0.62 | 0.64 | 0.56 |
| q22 Info Literacy | (0.23) | 0.42 | 0.28 | | 0.48 | 0.45 | 0.54 |
| q23 Staff Attentive | | 0.46 | 0.42 | | 0.61 | 0.57 | 0.54 |
| q24 Current Computers | (0.25) | 0.29 | 0.32 | (0.22) | 0.52 | 0.37 | 0.49 |
| q25 Computer Help | (0.20) | 0.23 | 0.26 | (0.36) | 0.52 | 0.48 | 0.46 |
| q26 Internet Beneficial | (0.30) | 0.21 | 0.23 | (0.43) | 0.51 | 0.53 | 0.46 |
| q27 Value Library | (0.55) | 0.62 | 0.57 | | 0.69 | 0.72 | 0.61 |
| q29 Have Kids | | 0.37 | 0.31 | (0.31) | 0.16 | | |
| q30a Kids 0-3 | | (0.30) | | (0.33) | | 0.42 | (0.34) |
| q30b Kids 4-7 | | (0.31) | | (0.46) | | | |
| q30c Kids 8-11 | | | 0.22 | | | | |
| q30d Kids 12-15 | | | 0.24 | | | 0.34 | 0.37 |
| q30e Kids 16-17 | | 0.40 | 0.20 | | | | 0.58 |
| q33 Education | | (0.37) | (0.12) | (0.52) | | | (0.35) |
| q34 Income | (0.22) | (0.21) | | (0.56) | | | (0.21) |
| Age | | (0.17) | | (0.39) | | | (0.19) |

*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 | (0.23) | (0.21) | | (0.29) | | (0.28) | (0.28) |
| q2 Cardholder | 0.48 | 0.48 | 0.40 | 0.27 | 0.33 | 0.50 | 0.34 |
| q3 Use Freq. | 0.30 | 0.35 | 0.36 | 0.24 | 0.25 | 0.41 | 0.25 |
| q5 Reg. Voter | | | | (0.23) | | | |
| q6 MLS Satisfied | 0.49 | 0.57 | 0.50 | 0.47 | 0.43 | 0.58 | 0.43 |
| q7 Location Satisfied | | 0.32 | 0.31 | 0.32 | | 0.40 | 0.47 |
| q8 Periodicals | 0.79 | 0.77 | 0.77 | 0.56 | 0.50 | 0.74 | 0.51 |
| q9 Videos | | 0.88 | 0.70 | 0.64 | 0.60 | 0.81 | 0.61 |
| q10 Audio Books | 0.88 | | 0.72 | 0.60 | 0.60 | 0.79 | 0.60 |
| q11 Music CDs | 0.70 | 0.72 | | 0.55 | 0.49 | 0.67 | 0.52 |
| q12 Programs | 0.64 | 0.60 | 0.55 | | 0.66 | 0.76 | 0.46 |
| q13 Databases | 0.60 | 0.60 | 0.49 | 0.66 | | 0.64 | 0.43 |
| q14 Computers | 0.81 | 0.79 | 0.67 | 0.76 | 0.64 | | 0.69 |
| q15 WiFi | 0.61 | 0.60 | 0.52 | 0.46 | 0.43 | 0.69 | |
| q16 Web Resources | 0.51 | 0.51 | 0.42 | 0.52 | 0.66 | 0.58 | 0.41 |
| q17 Diverse Interests | 0.63 | 0.71 | 0.58 | 0.57 | 0.50 | 0.67 | 0.52 |
| q18 Quiet Env. | 0.52 | 0.62 | 0.44 | 0.41 | 0.37 | 0.67 | 0.53 |
| q19 Business Env. | 0.32 | 0.44 | 0.51 | 0.44 | 0.41 | 0.41 | 0.36 |
| q20 Interaction | 0.46 | 0.42 | 0.44 | 0.41 | 0.41 | 0.44 | 0.51 |
| q21 Informed Staff | 0.56 | 0.59 | 0.44 | 0.50 | 0.41 | 0.61 | 0.57 |
| q22 Info Literacy | 0.57 | 0.64 | 0.42 | 0.47 | 0.52 | 0.59 | 0.61 |
| q23 Staff Attentive | 0.49 | 0.57 | 0.55 | 0.40 | 0.41 | 0.50 | 0.48 |
| q24 Current Computers | 0.52 | 0.49 | 0.53 | 0.54 | 0.45 | 0.56 | 0.55 |
| q25 Computer Help | 0.46 | 0.56 | 0.53 | 0.56 | 0.57 | 0.60 | 0.56 |
| q26 Internet Beneficial | 0.52 | 0.56 | 0.47 | 0.47 | 0.35 | 0.60 | 0.70 |
| q27 Value Library | 0.55 | 0.52 | 0.46 | 0.56 | 0.45 | 0.62 | 0.57 |
| q29 Have Kids | | | | | | 0.31 | |
| q30a Kids 0-3 | (0.32) | | | | | | |
| q30b Kids 4-7 | | (0.40) | (0.29) | | | | (0.27) |
| q30c Kids 8-11 | 0.46 | | | | | 0.60 | |
| q30d Kids 12-15 | | | 0.34 | | | | |
| q30e Kids 16-17 | | 0.48 | | | | | |
| q33 Education | (0.30) | (0.28) | (0.16) | | | (0.29) | |
| q34 Income | | (0.19) | | | | | |
| Age | (0.14) | | | | | | 0.14 |

**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 | Info Literacy |
|---|---|---|---|---|---|---|---|
| q1 Gender | | | | | (0.19) | (0.26) | (0.23) |
| q2 Cardholder | 0.33 | 0.33 | | | 0.25 | 0.42 | 0.42 |
| q3 Use Freq. | 0.32 | 0.33 | | 0.25 | 0.21 | 0.38 | 0.28 |
| q5 Reg. Voter | 0.24 | 0.24 | (0.33) | | | (0.26) | |
| q6 MLS Satisfied | 0.40 | 0.63 | 0.51 | 0.46 | 0.38 | 0.62 | 0.48 |
| q7 Location Satisfied | | 0.54 | 0.63 | 0.57 | 0.49 | 0.64 | 0.45 |
| q8 Periodicals | 0.42 | 0.60 | 0.55 | 0.50 | 0.43 | 0.56 | 0.54 |
| q9 Videos | 0.51 | 0.63 | 0.52 | 0.32 | 0.46 | 0.56 | 0.57 |
| q10 Audio Books | 0.51 | 0.71 | 0.62 | 0.44 | 0.42 | 0.59 | 0.64 |
| q11 Music CDs | 0.42 | 0.58 | 0.44 | 0.51 | 0.44 | 0.44 | 0.42 |
| q12 Programs | 0.52 | 0.57 | 0.41 | 0.44 | 0.41 | 0.50 | 0.47 |
| q13 Databases | 0.66 | 0.50 | 0.37 | 0.41 | 0.41 | 0.41 | 0.52 |
| q14 Computers | 0.58 | 0.67 | 0.67 | 0.41 | 0.44 | 0.61 | 0.59 |
| q15 WiFi | 0.41 | 0.52 | 0.53 | 0.36 | 0.51 | 0.57 | 0.61 |
| q16 Web Resources | | 0.58 | 0.36 | 0.44 | 0.38 | 0.44 | 0.47 |
| q17 Diverse Interests | 0.58 | | 0.71 | 0.60 | 0.43 | 0.63 | 0.61 |
| q18 Quiet Env. | 0.36 | 0.71 | | 0.56 | 0.42 | 0.72 | 0.55 |
| q19 Business Env. | 0.44 | 0.60 | 0.56 | | 0.67 | 0.54 | 0.44 |
| q20 Interaction | 0.38 | 0.43 | 0.42 | 0.67 | | 0.48 | 0.56 |
| q21 Informed Staff | 0.44 | 0.63 | 0.72 | 0.54 | 0.48 | | 0.64 |
| q22 Info Literacy | 0.47 | 0.61 | 0.55 | 0.44 | 0.56 | 0.64 | |
| q23 Staff Attentive | 0.43 | 0.61 | 0.63 | 0.58 | 0.47 | 0.79 | 0.57 |
| q24 Current Computers | 0.48 | 0.54 | 0.57 | 0.64 | 0.52 | 0.69 | 0.58 |
| q25 Computer Help | 0.45 | 0.57 | 0.67 | 0.61 | 0.52 | 0.71 | 0.56 |
| q26 Internet Beneficial | 0.37 | 0.63 | 0.69 | 0.49 | 0.57 | 0.71 | 0.67 |
| q27 Value Library | 0.36 | 0.73 | 0.53 | 0.39 | 0.56 | 0.70 | 0.70 |
| q29 Have Kids | | | | | | | 0.19 |
| q30a Kids 0-3 | | | 0.33 | | | | |
| q30b Kids 4-7 | | | | | | | |
| q30c Kids 8-11 | | | | | | | |
| q30d Kids 12-15 | | | | 0.45 | | 0.47 | |
| q30e Kids 16-17 | | | | | | | |
| q33 Education | (0.18) | | | 0.16 | | | |
| q34 Income | | | | 0.25 | 0.22 | | |
| Age | (0.14) | | | | | | 0.15 |

**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.

| | Staff Attentive | Current Computers | Computer Help | Internet Beneficial | Value Library | Have Kids | Have Kids |
|---|---|---|---|---|---|---|---|
| q1 Gender | | (0.25) | (0.20) | (0.30) | (0.55) | | -0.26 |
| q2 Cardholder | 0.46 | 0.29 | 0.23 | 0.21 | 0.62 | 0.37 | 0.41 |
| q3 Use Freq. | 0.42 | 0.32 | 0.26 | 0.23 | 0.57 | 0.31 | |
| q5 Reg. Voter | | (0.22) | (0.36) | (0.43) | | (0.31) | -0.33 |
| q6 MLS Satisfied | 0.61 | 0.52 | 0.52 | 0.51 | 0.69 | 0.16 | 0.26 |
| q7 Location Satisfied | 0.57 | 0.37 | 0.48 | 0.53 | 0.72 | | -0.37 |
| q8 Periodicals | 0.54 | 0.49 | 0.46 | 0.46 | 0.61 | | |
| q9 Videos | 0.49 | 0.52 | 0.46 | 0.52 | 0.55 | | -0.37 |
| q10 Audio Books | 0.57 | 0.49 | 0.56 | 0.56 | 0.52 | | |
| q11 Music CDs | 0.55 | 0.53 | 0.53 | 0.47 | 0.46 | | |
| q12 Programs | 0.40 | 0.54 | 0.56 | 0.47 | 0.56 | | |
| q13 Databases | 0.41 | 0.45 | 0.57 | 0.35 | 0.45 | | -0.23 |
| q14 Computers | 0.50 | 0.56 | 0.60 | 0.60 | 0.62 | 0.31 | -0.43 |
| q15 WiFi | 0.48 | 0.55 | 0.56 | 0.70 | 0.57 | | -0.31 |
| q16 Web Resources | 0.43 | 0.48 | 0.45 | 0.37 | 0.36 | | |
| q17 Diverse Interests | 0.61 | 0.54 | 0.57 | 0.63 | 0.73 | | |
| q18 Quiet Env. | 0.63 | 0.57 | 0.67 | 0.69 | 0.53 | | |
| q19 Business Env. | 0.58 | 0.64 | 0.61 | 0.49 | 0.39 | | |
| q20 Interaction | 0.47 | 0.52 | 0.52 | 0.57 | 0.56 | | -0.34 |
| q21 Informed Staff | 0.79 | 0.69 | 0.71 | 0.71 | 0.70 | | |
| q22 Info Literacy | 0.57 | 0.58 | 0.56 | 0.67 | 0.70 | 0.19 | -0.34 |
| q23 Staff Attentive | | 0.67 | 0.71 | 0.65 | 0.45 | | |
| q24 Current Computers | 0.67 | | 0.79 | 0.59 | 0.45 | 0.23 | -0.25 |
| q25 Computer Help | 0.71 | 0.79 | | 0.73 | 0.54 | 0.21 | -0.22 |
| q26 Internet Beneficial | 0.65 | 0.59 | 0.73 | | 0.79 | | |
| q27 Value Library | 0.45 | 0.45 | 0.54 | 0.79 | | | |
| q29 Have Kids | | 0.23 | 0.21 | | | | |
| q30a Kids 0-3 | (0.33) | | | | | | |
| q30b Kids 4-7 | | | | | | | |
| q30c Kids 8-11 | | | | | | | |
| q30d Kids 12-15 | 0.33 | 0.45 | 0.48 | | | | |
| q30e Kids 16-17 | | | | | | | |
| q33 Education | | 0.13 | 0.15 | | | | |
| q34 Income | | 0.25 | 0.20 | | | | |
| Age | | | | | | 0.57 | |

**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.

| | Kids 0-3 | Kids 4-7 | Kids 8-11 | Kids 12-15 | Kids 16-17 | Education | Income |
|---|---|---|---|---|---|---|---|
| q1 Gender | | | | | | | (0.22) |
| q2 Cardholder | (0.30) | (0.31) | | | 0.40 | (0.37) | (0.21) |
| q3 Use Freq. | | | 0.22 | 0.24 | | (0.12) | |
| q5 Reg. Voter | (0.33) | (0.46) | | | | (0.52) | (0.56) |
| q6 MLS Satisfied | | | | | | | |
| q7 Location Satisfied | 0.42 | | | 0.34 | | | |
| q8 Periodicals | (0.34) | | | 0.37 | 0.58 | (0.35) | (0.21) |
| q9 Videos | (0.32) | | 0.46 | | | (0.30) | |
| q10 Audio Books | | (0.40) | | | 0.48 | (0.28) | (0.19) |
| q11 Music CDs | | (0.29) | | 0.34 | | (0.16) | |
| q12 Programs | | | | | | | |
| q13 Databases | | | | | | | |
| q14 Computers | | | 0.60 | | | (0.29) | |
| q15 WiFi | | (0.27) | | | | | |
| q16 Web Resources | | | | | | (0.18) | |
| q17 Diverse Interests | | | | | | | |
| q18 Quiet Env. | 0.33 | | | | | | |
| q19 Business Env. | | | | 0.45 | | 0.16 | 0.25 |
| q20 Interaction | | | | | | | 0.22 |
| q21 Informed Staff | | | | 0.47 | | | |
| q22 Info Literacy | | | | | | | |
| q23 Staff Attentive | (0.33) | | | 0.33 | | | |
| q24 Current Computers | | | | 0.45 | | 0.13 | 0.25 |
| q25 Computer Help | | | | 0.48 | | 0.15 | 0.20 |
| q26 Internet Beneficial | | | | | | | |
| q27 Value Library | | | | | | | |
| q29 Have Kids | | | | | | | |
| q30a Kids 0-3 | | 0.30 | (0.35) | (0.49) | (0.74) | | 0.30 |
| q30b Kids 4-7 | 0.30 | | | | (0.66) | 0.30 | |
| q30c Kids 8-11 | (0.35) | | | | | | |
| q30d Kids 12-15 | (0.49) | | | | | | |
| q30e Kids 16-17 | (0.74) | (0.66) | | | | | |
| q33 Education | | 0.30 | | | | | 0.54 |
| q34 Income | 0.30 | | | | | 0.54 | |
| Age | 0.51 | 0.33 | | | (0.52) | 0.17 | |

**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 E: 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 F: Sample Demographics

The tables below reveal the demographics of the 2012 telephone survey sample. They have been weighted (as detailed in Appendix A) to match the Census Bureau's 2011 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 | 488 | 45.78% |
| Female | 579 | 54.22% |
| **Total** | **1,067** | **100.00%** |

| Age (population 18 and over) | Sample | Percentage |
|---|---|---|
| 18 to 24 | 165 | 15.51% |
| 25 to 34 | 216 | 20.22% |
| 35 to 44 | 174 | 16.32% |
| 45 to 54 | 164 | 15.34% |
| 55 to 64 | 150 | 14.09% |
| 65 to 74 | 89 | 8.34% |
| 75+ | 72 | 6.71% |
| Refused | 37 | 3.47% |
| **Total** | **1,067** | **100.00%** |

| Education (population 18 and over) | Sample | Percentage |
|---|---|---|
| Less than high school | 167 | 15.65% |
| High school | 269 | 25.21% |
| Some college | 324 | 30.34% |
| B.A. or B.S. | 186 | 17.47% |
| Postgraduate degree | 109 | 10.23% |
| Don't know | 2 | 0.18% |
| Refused | 10 | 0.91% |
| **Total** | **1,067** | **100.00%** |

| Household Income (population 18 and over) | Sample | Percentage |
|---|---|---|
| Less than $25,000 | 219 | 20.52% |
| $25,000 to $44,999 | 154 | 14.39% |
| $45,000 to $84,999 | 161 | 15.12% |
| $85,000 to $124,999 | 85 | 7.97% |
| Over $125,000 | 54 | 5.02% |
| Don't know | 135 | 12.67% |
| Refused | 259 | 24.31% |
| **Total** | **1,067** | **100.00%** |