

*Brown County  
Library Survey  
2006*

**Final Report**



*Sponsored by:*

*Brown County Library*

*Prepared by:*



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## **BROWN COUNTY LIBRARY SURVEY**



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# Brown County Library Survey

## *Final Report* *2006*

### Table of Contents

<u>Section</u>	<u>Title Page Number</u>
<a href="#"><u>Methodology, Sample weights and percentages</u></a> .....	1
<a href="#"><u>What do percentages represent?</u></a> .....	1
<a href="#"><u>Key Findings</u></a> .....	3
<a href="#"><u>Key Finding #1</u></a>	
Demographics.....	5
<a href="#"><u>Key Finding # 2</u></a>	
Library Usage - Cards and Branches.....	7
<a href="#"><u>Key Finding #3</u></a>	
Library Usage - Frequency of Visits and Services.....	9
<a href="#"><u>Key Finding #4</u></a>	
Library Usage - Satisfaction and Prevention.....	11
<a href="#"><u>Key Finding #5</u></a>	
Child Usage of the Brown County Library.....	14

**[Key Finding #6](#)**

Value Proposition.....16

**[Key Finding #7](#)**

Economic Proposition.....18

**[Key Finding #8](#)**

Financial contributions.....20

**[Key Finding #9](#)**

Brown County Library Artifact Sales.....21

**[Key Finding #10](#)**

Future Services/Impressions.....23

**[Appendix I](#)**.....Gender Weighted Questionnaire Frequencies

**[Appendix II](#)**.....Job Aid

# **BROWN COUNTY LIBRARY SURVEY**

## **Methodology, Sample weights and percentages**

The St. Norbert College Survey Center located in De Pere, Wisconsin conducted the Brown County Library System Survey with adult residents of Brown County, Wisconsin. The goal of the study was to gather information from residents to determine adult and child usage, perceived value, the current economic situation, and possible future services.

The data from the Library Survey can be used to inform decision makers about the quality of library services provided, the range and use of services, and the economic impact and future needs of the library system.

A total of 401 telephone surveys from randomly selected Brown County residents were completed for this study. The interviews were conducted between March 20<sup>th</sup> and March 29<sup>th</sup>, 2006. Respondents consisted of representative adults 18-years-old and older who reside in Brown County. The sample of random telephone numbers, obtained from Genesys Sampling Systems of Fort Washington, Pennsylvania, was selected from both listed and unlisted numbers. Respondents within each household were randomly selected using the Trolldahl-Carter selection technique. Up to six attempts were made to contact a respondent at each household.

The margin of error for the Brown County Library Survey is +/- 5%. With 401 completions we can be 95% confident that the survey results mirror those of the adult population of Brown County. The margin of error for smaller subgroups will be greater.

The 401 completed cases for the Brown County Library Study represented a sample that was initially comprised of 37% male responders and 63% female. The gender split for the survey differs significantly from the 2000 U.S. Census for the county (50% male and 50% female). To correct the overage of female respondents we have weighed the data to reflect the census breakdown.

## **What do the percentages represent?**

Results of the Brown County Library Survey can be generalized to the overall adult population (persons 18-years-old or older) of Brown County. The 2000 U.S. Census reported that 167,655 persons residing in the county were 18 years old or older.

When using percentages from the Brown County Library Survey, it is important to keep in mind what each percentage point actually represents in terms of the adult population of the area studied. For example, since 12% of all respondents hold a graduate or professional degree, this number can be extrapolated to represent 12% of the adult population of Brown County or 20,119 adults.

The report contains percentages that are rounded up at the .5 level and down for levels below .5, thus leading to some overall percentages not equaling 100%. Decimal point reporting for percentages is not necessary because this level of precision does not significantly impact the percentage rates and can affect figure and chart readability.

A base questionnaire was initially supplied by Ms. Kathy Pletcher. Modifications of the draft questionnaire, including additional questions and deletions were made by the Survey Center in consultation with Ms. Pletcher. Several pretests were conducted with a total of 25 adult residents of Brown County. The final questionnaire was based on feedback from pretest respondents, interviewers, supervisors and Survey Center project staff in collaboration with Ms. Pletcher.

## **Key Findings**

### **Brown County Library Survey**

- 1. The population that was surveyed for the Brown County Library Study was weighted by gender to reflect the 2000 U.S. Census count of 50% males and 50% females. The majority of respondents (52%) are middle aged (35 to 54). Sixty-seven percent (67%) are married, while 61% are employed outside of the home.**
- 2. No matter where the location, the youngest and oldest survey participants tend to visit libraries the least. The great majority of survey participants that do visit all the various locations registered very high satisfaction levels. Predictably, the Central Library attracts the most visitors while sites located in smaller communities and the bookmobile have the least visits.**
- 3. The Brown County Library system is used by the vast majority of survey participants although some barriers hamper greater usage. Taking out books, CDs, etc. was the service most used.**
- 4. Overall, survey members who are satisfied with the Brown County Library System also feel that the benefits of the library are at the “top of the list” vis-à-vis other tax-supported services. High satisfaction levels also reflect a respondent’s willingness to pay more than the current amount for this service. The majority is satisfied with the public library regardless of their educational attainment. Not having enough time is the main reason preventing more use of library services.**
- 5. The great majority of respondents with children said they visit the library with their kids. These respondents are also satisfied with the library and its services no matter what their income level. Although survey participants with children prefer to keep the cost per person the same a substantial percent have considered making a contribution.**
- 6. A number of survey participants feel that tax payers should pay more for library services while many still feel that the price per tax payer should remain the same. Better educated respondents are more apt to rate the library at the top of the list when compared to other tax supported services and highly value library services being free.**
- 7. The majority of respondents feel that funding per person for the library system should remain the same. However a great many support the idea of increasing the cost slightly or much more. In general, the age and income of a respondent are not strong determinates of viewpoints.**
- 8. Approximately one-fourth of survey participants would consider a financial contribution to the library system. Those who considered the library “at the top of the list” for value are most likely to donate with the top selection for their contribution going to their local library branch.**



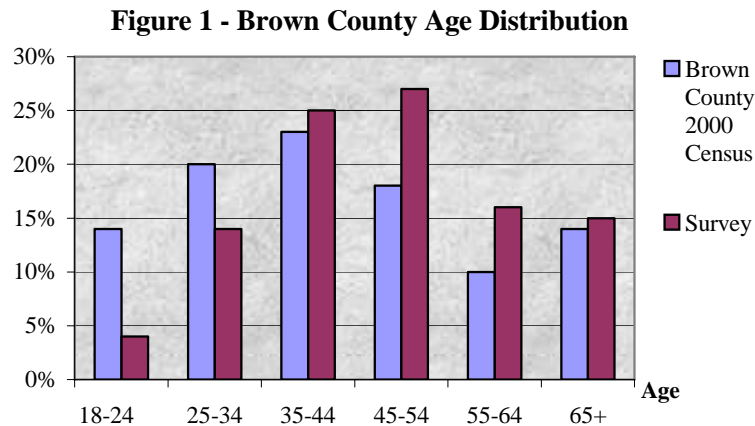
- 9. The artifact in question has more of a bearing on opinions of Brown County residents than level of satisfaction with the library, county spending, or willingness to make contributions, when it comes to the sale of library holdings. County residents disagree 52% with the sale of the high profile Lincoln Photograph, while only 38% disagree to the sale of Persian rugs and 40% with selling paintings.**
  
- 10. Respondents overwhelmingly feel that not only will libraries still be essential in the future but also consider the major “critical issues” facing the Brown County Library system today as important and are very supportive of addressing these concerns.**

## Demographics

### Key Finding #1

**The population that was surveyed for the Brown County Library Study was weighted by gender to reflect the 2000 U.S. Census count of 50% males and 50% females. The majority of respondents (52%) are middle aged (35 to 54). Sixty-seven percent (67%) are married, while 61% are employed outside of the home.**

- ◆ Overall, the sample residents participating in the Brown County Library Survey were weighted to resemble the demographic characteristics of the area's U.S. Census population count for 2000. The gender breakdown for the survey was initially 63% female and 37% male. The 2000 Census bureau figures for Brown County recorded a split of 50% female and 50% male. Therefore, the survey breakdown was weighted by gender to reflect the 2000 Census breakdown.
- ◆ As witnessed in the chart below, the age breakdowns for the library survey are within a few percentage points of the 2000 US Census categories for Brown County. Those in the 18-24 year old cohort are somewhat underrepresented, however, this is not uncommon for this age group in survey research. Many times, members of this age group are much more difficult to reach, do not have landlines, or are not interested. Conversely, those ages 45-54 are somewhat over-represented. Again, this is common in research endeavors. Please see Figure 1 below.



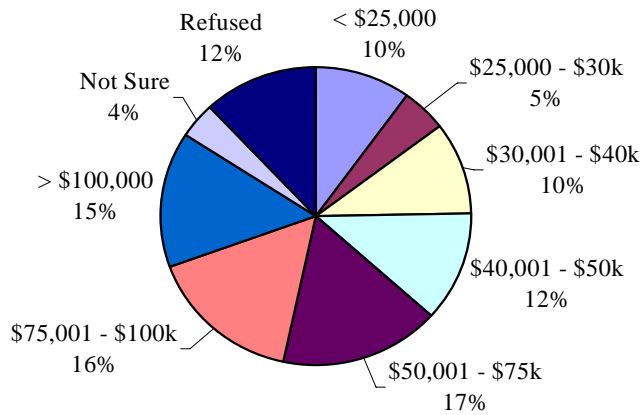
- ◆ The majority of respondents are married (67%), while 11% said they are single and not living with anyone, with a further 11% being divorced. Only 6% of respondents are widowed and 5% said they are single, but are living with someone.
- ◆ Most survey participants (61%) are employed outside the home, while a large number are out of the workforce (22%). Please see Table 1 below.

**Table 1 – Employment Situation**

<b>Employment</b>	<b>Percent</b>
Employed outside the home	61%
Run a business within your home	5
Stay at home parent/homemaker	7
Student	2
Unemployed-looking	3
Out of the workforce	22

- ◆ Forty percent (40%) of respondents have a child or children less than 18 years of age currently living in their household.
- ◆ Ninety-eight percent (98%) of respondents have at least a high school education, while 41% have had college or postgraduate schooling.
- ◆ When reporting income ranges, 15% of the sample had a household income before taxes of \$30,000 or less, 39% had incomes between \$30,001 and \$75,000 and 31% of surveyed household had incomes over \$75,000 per year. The remaining respondents (16%) represented those who refused to answer or didn't know their income. Please see Figure 2 below.

**Figure 2 – Income of Respondents**



**Library Usage – Cards and Branches**

**Key Finding #2** No matter where the location, the youngest and oldest survey participants tend to visit libraries the least. The great majority of survey participants that do visit all the various locations registered very high satisfaction levels. Predictably, the Central Library attracts the most visitors while sites located in smaller communities and the bookmobile have the least visits.

- ◆ Three quarters (75%) of respondents indicated they possess a Brown County Library card. Considering the large number of bookstores in the area, and ready access to the Internet in many homes and businesses, the fact that such a large number of people have a card is a good sign that many people still value what libraries have to offer.
- ◆ The plurality of participants (24%) indicated they most often visit the Central Library branch, while between 10% and 13% indicated they visit the Ashwaubenon, East Green Bay, De Pere, and Howard branches. Overall, 22% indicated they had not visited any branch within the past year.
- ◆ When library visits by location are examined by age group the Central Library (downtown branch) garners the highest percentage of visits for all age categories over the past year followed by the Howard and East Green Bay locations. Sites not used or rarely used by all age cohorts were the Pulaski and Wrightstown branches and the bookmobile. Overall, the oldest age cohort recorded the highest percentage of non-visits (38%) within the past year followed closely by those 18-24 (36%). Those aged 35-44 were the most frequent visitors at eighty-seven percent (87%). Please see Table 2 below.

**Table 2 – Location of Library Visits by Age**

Branch	18-24	25-34	35-44	45-54	55-64	65+
Central Library	21%	24%	29%	24%	22%	21%
Ashwaubenon	7	6	8	12	11	13
Denmark	0	2	2	3	0	0
De Pere	7	16	18	9	9	8
East Green Bay	7	11	11	13	12	5
Howard	21	15	14	9	22	3
Pulaski	0	0	0	0	0	0
Southwest Green Bay	0	7	3	7	5	10
Wrightstown	0	0	1	2	0	2
Bookmobile	0	0	0	0	2	0
Did not visit in person	36	20	13	21	19	38

- ◆ A cross-tabulation of location visits by the “main reason that prevented respondents from using the Brown County Library more often” reveals that, for all sites, not having enough time was the major roadblock to frequenting the library more. Lack of visits by the youngest group (36%) may be attributable to Internet usage, available time and interest. Those sixty-five years old and older (65+) may not frequent libraries as much as the other respondents due to transportation problems, age, low Internet usage or need. Please see Key Finding #4 for additional information.

- ◆ Positive satisfaction levels (extremely and very) were exceptionally high when compared to visits by library location. Percentages of satisfaction ranged from 100% for the Bookmobile (n=1) to 79% for the Ashwaubenon branch. This data reveals that there is no significant statistical difference among branches regarding satisfaction levels. High rankings were even given to those branches that had little or no visitations over the past year (Pulaski, Wrightstown and the bookmobile). It should be noted that even those who did not visit any location in the library system registered a fifty-three percent (53%) satisfaction level along with a twenty-seven percent (27%) “Not sure” rating. Please see Table 3 below, and Key Finding #4 for additional information.

**Table 3 – Location of Library Visits by Overall Satisfaction with the Brown County Library System**

Branch	Extremely satisfied	Very satisfied	Somewhat satisfied	Only a little satisfied	Not at all satisfied	Not sure
Central Library	29%	54%	16%	1%	0%	1%
Ashwaubenon	23	56	18	3	0	0
Denmark	0	83	17	0	0	0
De Pere	33	59	8	0	0	0
East Green Bay	43	39	14	0	0	5
Howard	42	52	6	0	0	0
Pulaski	0	0	0	0	0	0
Southwest Green Bay	32	55	14	0	0	0
Wrightstown	0	67	33	0	0	0
Bookmobile	100	0	0	0	0	0
Did not visit in person	17	36	16	2	2	27

- ◆ Respondents with children under age eighteen (18) tend to visit their local library branches more than the Central Library. Thirty-nine percent (39%) of this group went to the Central Library within the past year. The Southwest location had the lowest percentage of visits with children at twenty-six percent (26%) while Denmark had the highest at sixty-seven percent (67%). Interestingly, the one survey participant that used the bookmobile did not have any children under the age of eighteen. Please see Table 4 below and Key Finding #5 for additional information.

**Table 4 – Location of Library Visits by Do You Have Children Under the Age of 18?**

Branch	Yes	No	RF
Central Library	39%	62%	0%
Ashwaubenon	50	50	0
Denmark	67	33	0
De Pere	53	47	0
East Green Bay	42	58	5
Howard	55	43	2
Pulaski	0	0	0
Southwest Green Bay	26	74	0
Wrightstown	50	50	0
Bookmobile	0	100	0
Did not visit in person	21	79	0

*Library Usage – Frequency of Visits and Services*

**Key Finding #3**            **The Brown County Library system is used by the vast majority of survey participants although some barriers hamper greater usage. Taking out books, CDs, etc. was the service most used.**

- ◆ During the past year, 79% of participants have used the library at least once. Thirty-three percent (33%) utilized the library in person, by phone or Internet between 1 and 5 times last year, while 15% indicated their usage at 6 to 10 times. Thirty-one percent (31%) have used library services 11 or more times last year. Only 21% said they did not use any library services in the past year.
- ◆ For respondents that did visit the library in the past year the plurality mentioned, no matter how many times they visited, that they just don't have enough time to visit more often. People's preference to buy what they need rather than borrow was considered the next major barrier to more frequent library use followed by parking. Lack of transportation was not a major hurdle to visitation and neither was branch location, long checkout lines, not feeling welcomed or not feeling safe. Please see Table 5 below and Key Finding #4 for additional information.

**Table 5 – Number of Library Visits in Past Year by Main Reasons Preventing Using the Library More Often**

<b>Reasons</b>	<b>1 to 5 times</b>	<b>6 to 10 times</b>	<b>11 to 25 times</b>	<b>Over 25 times</b>	<b>None</b>
I don't have time	58%	43%	51%	33%	43%
Parking	6	9	3	11	6
Hours	2	7	13	2	0
Location	0	3	2	3	1
Lack of transportation	2	2	0	0	2
What I want is checked out	0	2	2	3	0
Long check out lines	1	2	0	0	0
I buy materials I want	14	12	5	6	24
I don't feel welcome	0	0	0	0	1
I don't feel safe	0	2	0	0	0
Not applicable/not sure	18	19	24	43	22

- ◆ Predictably, respondents who use the library the most often (over 25 times a year) are more inclined to have considered giving a financial contribution to the library (42%). Forty-one percent (41%) who frequented between 11 and 25 times considered donations, while only 28% visiting 6-10 times, and 17%, 1 to 5 times thought about donations to the library. Of those that never visited the library last year, 6% still considered giving a contribution. The library may want to consider adding “donations” to their website menu. Please see Key Finding #8 for additional information.

- ◆ There appears to be a strong correlation between the number of visits made to the library in the past year and the approval level of selling the Lincoln photograph. For the most part, survey members who frequented the library **the least** tended to be more supportive of selling the Lincoln photograph. Forty-eight percent (48%) of respondents who visited the library up to five (5) time in the last year strongly or somewhat agreed to selling the Lincoln photograph while only thirty-nine percent (39%) of those who visited the library over twenty-five times (25) felt the same way. This data maybe the result of the recent media exposure given to the Lincoln photograph. Please see Table 6 below and Key Finding #9 for additional information.
- ◆ The selling of Persian rugs and paintings by frequency of visits did not have as strong an impact on approval ratings. Surprisingly, fifty-seven percent (57%) of those who least visit the Brown County Library system approve of selling rugs compared to a fifty-six percent (56%) rating for those who visit the most. The same results are seen for the selling of paintings. Here, fifty-eight percent (58%) of the infrequent visitors (1 to 5 times) and fifty-three percent (53%) of constant (over 25 times) users both approve of selling the paintings. This approval of selling rugs and paintings could be due to the lack of exposure given to these items. More media exposure and more prominent displays may reverse this opinion. Please see Table 6 below and Key Finding #9 for additional information.

**Table 6 – Number of Library Visits in Past Year by Level of Agreement Concerning Selling Certain Library Holdings**

Agreement	1 to 5 times	6 to 10 times	11 to 25 times	Over 25 times	None
<b>Lincoln Photograph</b>					
Strongly agree	10%	12%	15%	17%	9%
Somewhat agree	37	27	21	22	22
Somewhat disagree	18	12	8	19	20
Strongly disagree	30	39	49	37	35
Not sure	5	2	7	6	13
<b>Persian Rugs</b>					
Strongly agree	21%	21%	28%	31%	21%
Somewhat agree	36	26	23	25	26
Somewhat disagree	16	22	18	15	18
Strongly disagree	15	22	25	25	18
Not sure	12	9	7	5	18
<b>Paintings</b>					
Strongly agree	18%	24%	18%	25%	17%
Somewhat agree	40	27	28	28	26
Somewhat disagree	13	14	18	15	21
Strongly disagree	22	29	28	25	19
Not sure	8	7	8	8	18

- ◆ When examining number of visits by marital status, those who utilize the library the most (over 25 times last year), are single, but living together (25%), followed by the widowed (17%), married individuals (17%) and divorcees (16%). Looking at those who use the library the least, (1 to 5 times) single respondents, not living together registered 36%, with a further 29% not using the library at all. Furthermore, 27% of divorced participants also did not use library services at all last year.

- ◆ As expected, the vast majority of survey members (84%) use the library system to take out books, CDs, videos or computer software. A majority (56%) also used the library to consult the librarian. The least used service was to take a class or workshop at 2% followed closely by working of family trees (6%) and conducting job searches or resume writing at 8%. Please see Table 7 below.

**Table 7 – Brown County Library Services Used**

Services	Yes, used	No, not used	Not sure
Take out books, CD's, videos, or computer software	84%	16%	0%
Use reference materials, like the encyclopedia	26	74	0
Consult the librarian	56	44	0
Read newspapers or magazines	34	66	0
Use computers/Internet	42	58	0
Attend a program	15	84	1
Take a class or workshop	2	98	0
Work on family trees	6	94	0
To conduct a job-search or write a resume	8	92	0

*Library Usage – Satisfaction and Prevention*

**Key Finding #4**

**Overall, survey members who are satisfied with the Brown County Library System also feel that the benefits of the library are at the “top of the list” vis-à-vis other tax-supported services. High satisfaction levels also reflect a respondent’s willingness to pay more than the current amount for this service. The majority is satisfied with the public library regardless of their educational attainment. Not having enough time is the main reason preventing more use of library services.**

- ◆ Overall, 79% of survey participants said they are satisfied with the Brown County Public Library (29% extremely satisfied, 50% very satisfied). Fourteen percent (14%) registered middle of the road (somewhat satisfied), while only 2% were either only a little satisfied or not at all satisfied. Seven percent (7%) were unsure.
- ◆ When reviewing satisfaction levels with the Brown County Library system against the benefits of the library as a tax-supported service compared to other services such as schools, parks and roads some interesting results are seen. The plurality (43%) of those extremely satisfied with the library also feel the system is at the “top of the list” when viewed against other tax-paid services. Respondents who were “very satisfied” classified the library as “in the middle” with a majority percentage (54%). Survey members who were only “somewhat satisfied” registered the highest “at the bottom” ranking with 39%. Please see Table 8 below and Key Finding #6 for additional information.



- ◆ Surprisingly, participants who were unsure of the benefits of the library vis-à-vis other services gave a fourteen percent rating (14%) for the “at the bottom” category compared to 3% for “at the top of the list” and 5% for “in the middle”. Non-use or little information about the services provided by the library system may be at the root of this ranking. Please see Table 8 below and Key Finding #6 for additional information.

**Table 8 – Satisfaction with the Public Library by Ranking the Benefits of the Library as a Tax-Supported Service**

Satisfaction	At the top of the list	In the middle	At the bottom
Extremely satisfied	43%	23%	14%
Very satisfied	48	54	29
Somewhat satisfied	3	17	39
Only a little satisfied	1	1	0
Not at all satisfied	0	1	4
Not sure	3	5	14

- ◆ Examining satisfaction levels against the “amount that should be spent per person for Brown County Library services,” 89% of participants who were willing to pay “slightly more” than the current \$24 per person were either extremely or very satisfied with the Brown County Library System, while another 85% who would pay “much more” were also extremely or very satisfied. Ninety-nine percent (99%) of respondents who said they wanted to pay “much less” were somewhat satisfied, only a little satisfied or not sure. Again, there is a direct correlation between satisfaction levels and willingness to pay for library services. Please see Table 9 below and Key Finding #7 for additional information.

**Table 9 – Satisfaction with the Public Library by Amount That Should be Spent Per Person for Brown County Library Services**

Satisfaction	Much less	Slightly less	The same	Slightly more	Much more
Extremely satisfied	0%	18%	28%	33%	33%
Very satisfied	0	47	49	56	52
Somewhat satisfied	44	18	17	7	12
Only a little satisfied	22	0	1	0	0
Not at all satisfied	0	6	1	0	0
Not sure	33	12	5	4	3

- ◆ Further exploration of library satisfaction shows 51% who believe libraries will no longer exist in the future are satisfied (extremely and very) with the public library, compared to 82% satisfaction from respondents who believe libraries will still be needed. Only 2% or less from each cohort (those that believe in future libraries and those that do not) showed little or no satisfaction with the library. However, a significant percentage of those discounting the future existence of libraries were unsure of their satisfaction with the Brown County Public Library (20%). This may be a product of certain respondents’ low awareness levels concerning library services. Please see Key Finding #10 for additional information.

- ◆ The overwhelming majority is extremely or very satisfied with the public library no matter what education attainment they have achieved. Those with less than a high school diploma or its equivalency gave the library the lowest satisfaction rating at 66%, while respondents with a graduate or professional degree gave the highest satisfaction percentage (86%). It can be said that the more educated a person is the more they are satisfied with the Brown County Library System. Please see Table 10 below.

**Table 10 – Satisfaction with the Public Library by Education**

Satisfaction	Less than a high school diploma	Graduated from high school or GED	Some college or tech. school	Graduated from college	Graduate or professional degree
Extremely satisfied	44%	34%	27%	22%	38%
Very satisfied	22	39	53	57	48
Somewhat satisfied	11	16	15	12	10
Only a little satisfied	0	1	1	1	2
Not at all satisfied	11	0	1	0	0
Not sure	11	10	4	9	2

- ◆ Respondents were then asked about the main reason they do not visit the library more often. The plurality of respondents (47%) stated time was a factor for not using the library, while 13% stated they simply buy materials they want. Twenty percent (20%) did indicate the question is not applicable to them because they simply use the library when they want, without any preventative issues.
- ◆ Survey participants who either ran a business within their home or were employed outside the home mentioned “not having enough time” as their main reason for not using the library more (68% and 51%, respectively). In fact, “not having enough time” was either the main reason or tied for the main reason for all employment categories. The second largest reason given for not using the library more was “not sure” and the third highest-ranking reason among all employment groups was “I buy materials I want”. Please see Table 11 below.

**Table 11 – Main Reasons Preventing You From Using the Library More Often by Employment Situation**

Reasons	Employed outside the home	Run a business within your home	Stay at home parent or homemaker	Student	Unemployed but looking	Out of workforce
I don't have time	51%	68%	43%	50%	39%	33%
Parking	8	0	3	0	15	7
Hours	5	0	7	0	8	1
Location	1	0	7	0	0	1
Lack of transportation	1	5	0	0	0	2
What I want is checked out	1	0	3	0	0	1
Long check out lines	<1	0	0	0	0	1
I buy materials I want	12	16	7	13	15	19
I don't feel welcome	<1	0	0	0	0	0
I don't feel safe	0	0	0	0	0	1
Not applicable/not sure	21	11	30	38	23	33

- ◆ When reviewing reasons preventing library use by age cohort a similar pattern is seen. Participants ages 18-64 gave a majority or a plurality percentage to “not enough time” while the oldest group (65+) were unsure why they did not use the library more. “I buy materials I want” was the third most mentioned reason for lack of library use for most age groups. It should be noted that both “parking” and “hours” both garnered percentages high enough to be considered meaningful to certain age cohorts. Please see Table 12 below.

**Table 12 – Main Reasons Preventing Using the Library More Often by Age**

Reasons	18-24	25-34	35-44	45-54	55-64	65+
I don't have time	39%	57%	51%	54%	46%	25%
Parking	0	8	5	9	5	10
Hours	8	9	4	5	2	0
Location	0	6	2	0	0	2
Lack of transportation	8	0	1	0	2	3
What I want is checked out	8	0	2	0	2	0
Long check out lines	8	0	0	0	2	0
I buy materials I want	0	6	11	14	12	25
I don't feel welcome	0	2	0	0	0	0
I don't feel safe	0	0	0	0	0	2
Not applicable/not sure	31	13	24	19	32	34

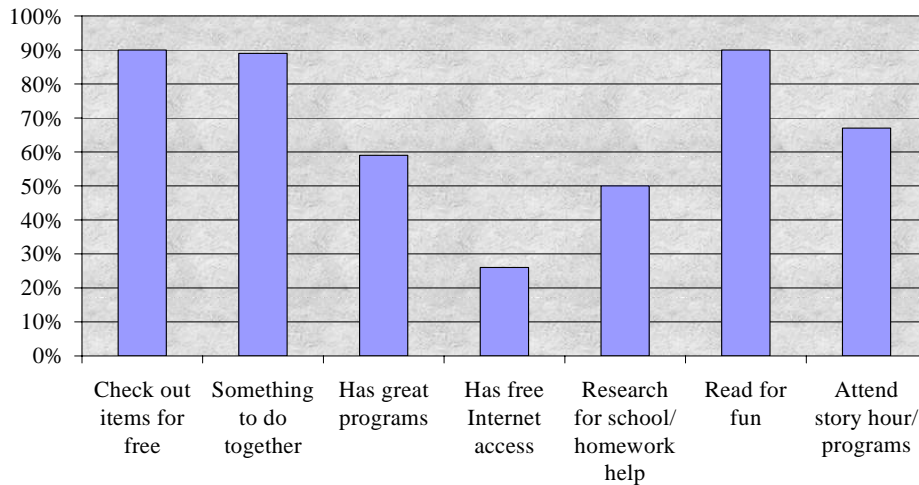
*Child Usage of the Brown County Library*

**Key Finding #5      The great majority of respondents with children said they visit the library with their kids. These respondents are also satisfied with the library and its services no matter what their income level. Although survey participants with children prefer to keep the cost per person the same a substantial percent have considered making a contribution.**

- ◆ Forty percent (40%) of library survey participants said they have children under age 18. Seventy-nine percent (79%) of those respondents with children said they visit the library with their kids.
- ◆ Eighty-seven percent (87%) of respondents who take their children to the library said they are satisfied (extremely and very) with their public library compared to 73% who do not take their children. Only 1% who took their children and 6% who do not take them were unsatisfied (only a little and not at all). Moreover, 1% that take their children compared to 18% who do not take their children were unsure of their satisfaction with the library. This could mean people that do not take their children utilize library services less, and therefore do not have a good knowledge base of the libraries’ services and benefits. Please see Key Finding #4 for additional information.
- ◆ Respondents with incomes between \$25,000 and \$100,000 use the library with their children the most (77% to 100%), while those under \$25,000 (70%) and over \$100,000 (71%) use it the least.

- ◆ Respondents who visit the library with their children feel the value of library services and benefits are either at the top of the list (43%) or in the middle (52%). Furthermore, only 29% of those who don't visit with their children feel the library is at the top, and 57% feel it is more in the middle. Please see Key Finding #6 for additional information.
- ◆ Slightly over half of participants who do, and do not visit a library with their children feel the amount spent per person on library resources should stay the same (52% and 51% respectively). However, 40% of respondents with children visits are in favor of more spending, while only 34% of those without children visits endorse more spending. Please see Key Finding #7 for additional information.
- ◆ Interestingly, 31% of respondents that visit a library with their child have considered a financial contribution to the library, while only 6% of participants that do not use the library with their child consider giving a donation. Please see Key Finding #8 for additional information.
- ◆ When respondents were asked what were their main reasons for taking their child(ren) to the library three selections were virtually tied. "Check out items for free" and "read for fun" both realized a 90% rating and "something to do together" garnered 89%. The reason with the lowest percentage was "has free Internet access" at 26%. This may be attributable to having Internet access at home, school, work or other locations. Please see Figure 3 below.

**Figure 3 - Main Reasons You Take Your Child(ren) to a Brown County Library**



*Value Proposition*

**Key Finding #6**

**A number of survey participants feel that tax payers should pay more for library services while many still feel that the price per tax payer should remain the same. Better educated respondents are more apt to rate the library at the top of the list when compared to other tax supported services and highly value library services being free.**

- ◆ When asked how respondents value the library as a tax-supported benefit/service, compared to other items such as schools, parks, and roads, 36% said the library was at the top of the list, while 54% feel it is in the middle. Overall, only 7% thought the library is at the bottom, with 3% unsure of its standing.
  
- ◆ Comparing value by gender shows females have a higher opinion of the library than their male counterparts. Forty-two percent (42%) of females feel the library is at the top of the list for tax-supported benefits/services, versus 30% males. Fifty-eight (58%) percent males believe the library is more in the middle, and 10% said it is at the bottom, 3% were unsure. Females had similar percentages for middle (50%), bottom (5%), and unsure (3%).
  
- ◆ The plurality (50%) of respondents who classified library services “at the top of the list” when compared to other services feel the amount per person should stay the same as it is now (\$24). In addition, these survey members also gave high percentages to paying slightly more and much more per person for the library system (31% and 14%, respectively). Those who felt the library was “in the middle” for tax-supported services also believe that payments should stay the same (53%) with a good number citing they would pay slightly and much more (32% and 5%, respectively). Interestingly, those who mentioned the library as “at the bottom” of the list gave a combined rating of slightly and much less at 26%. Conversely, this group also gave a 33% rating to pay slightly or much more. The plurality of responses for these respondents rested at 37% to keep the cost per person the same. Please see Table 13 below and Key Finding #7 for additional information.

**Table 13 – Amount That Should be Spent Per Person for Brown County Library Services by Ranking the Benefits of the Library as a Tax-Supported Service**

<b>Amount spent per person should be...</b>	<b>At the top of the list</b>	<b>In the middle</b>	<b>At the bottom</b>
Much less	0%	1%	22%
Slightly less	1	6	4
The same	50	53	37
Slightly more	31	32	22
Much more	14	5	11
Not sure	5	2	4

- ◆ When viewing participants’ library benefit ranking by consideration of financial contribution, 57% of those willing to contribute feel the library is at the top of the list for tax-supported services, compared to 30% of those who do not consider giving to the library, but still feel it is at the top of the list. Non-donors feel library services are more middle of the road (59%) compared to possible donors (39%). Only 4% of possible contributors believe the library value is at the bottom, compared to 8% of non-donors. Three percent (3%) of non-donors are also unsure as to the value of the library as a tax-supported service. Please see Key Finding #8 for additional information.
- ◆ Interestingly, 10% of respondents who feel libraries will no longer exist in the future feel their value is “at the top of the list” compared to 39% who believe libraries will still be needed. Twenty-six percent (26%) of people without future library needs think library services rank at the bottom, while only 5% of those with a need for future libraries feel the same. Please see Key Finding #10 for additional information.
- ◆ When viewing education attainment, fifty-six percent (56%) of those who hold a graduate or professional degree mentioned that the library is “at the top of the list” with another thirty-five percent (35%) indicating it is “in the middle.” The majority of all other education groups classified library services as “in the middle” (ranging from 54% to 60%). Ten percent (10%) of respondents who graduated from college said the library is “at the bottom” and 20% of those who held less than a high school diploma were unsure. It is evident that those who are better educated value library services more than their less educated counterparts. Please see Table 14 below.

**Table 14 – Ranking the Benefits of the Library as a Tax-Supported Service by Education**

Rating of value of library services/ benefits	Less than a high school diploma	Graduated from high school or GED	Some college or tech. school	Graduated from college	Graduate or professional degree
At the top of the list	20%	38%	35%	29%	56%
In the middle	60	54	56	59	35
At the bottom	0	4	7	10	6
Not sure	20	3	2	2	2

- ◆ When respondents were asked to rate the value of certain services offered by the library, 93% felt that “services being free” was very important or somewhat important. Eighty-six percent (86%) mentioned that the library providing information for school and work was very or somewhat important and 75% chose “serves as a community center/gathering place”. Please see Table 15 below.
- ◆ The library service deemed “not too important” or “not important at all” was “helping in starting a business” garnering 45% of the responses, “providing accurate and up-to-date financial information” held a combined 34% “not important” reading. Please see Table 15 below.

**Table 15 – Level of Importance of Library Service to Respondent**

Service	Very important	Somewhat important	Not too important	Not important at all	Not sure	Refused
Services are free	69%	24%	4%	1%	2%	0%
Provides information for school and work	57	29	6	6	2	0
Provides accurate and up-to-date health information	34	34	14	12	6	0
Provides accurate and up-to-date financial info.	27	33	20	14	6	0
Serves as a community center/gathering place	37	38	12	9	3	0
Helps in finding a job	21	33	17	23	5	<1
Helps in starting a business	20	29	19	26	6	<1
Provides computer access, training and support	43	28	10	15	4	0

***Economic Proposition***

**Key Finding #7**      **The majority of respondents feel that funding per person for the library system should remain the same. However a great many support the idea of increasing the cost slightly or much more. In general, the age and income of a respondent are not strong determinates of viewpoints.**

- ◆ Respondents were told the Brown County Library currently spends \$24 per person for library services, while other communities in Wisconsin spend between \$23 and \$45 per person. When asked their opinion on the amount spent, only 6% said less should be spend per person (much less and slightly), 51% thought the amount should stay the same (\$24), and 38% felt more should be spent (slightly and much more). Only 4% were unsure.
- ◆ When looking at opinions on amount spent per person by gender, slightly more males feel the library should spend less (8% males, 5% females), while many more females believe they should spend more per person (33% males, 44% females). Overall, the plurality of both males and females are content with the current amount spent per person (56% males, 46% females).
- ◆ Overall, no matter what income bracket a respondent represented, the plurality of all participants would prefer keeping the amount spent per person for library services the same. Some divergence is witnessed for respondents willing to pay slightly or much more for library services. Here a combined rating of forty-nine percent (49%) represents the lowest income group compared to a combined rating of 35% for those with the highest income. Those making between \$25,000 to \$30,000/year registered the lowest percentage for the combined rating at thirty percent (30%). Please see Table 16 below.

- ◆ The income category with the highest percentage that feels that they should be paying slightly or much less for library services comes from those making more than \$100,000/year (12%). Although percentages vary across groups the income of a respondent is not a good indication regarding payment per person. However, it appears that those with the lowest incomes are much more willing to pay more for library services than those making the most. Please see Table 16 below.

**Table 16 – Amount That Should be Spent Per Person for Brown County Library Services by Income**

Amount spent per person should be...	Under \$25,000	\$25,000 to \$30,000	\$30,001 to \$40,000	\$40,001 to \$50,000	\$50,001 to \$75,000	\$75,001 to \$100,000	More than \$100,000
Much less	0%	0%	0%	2%	3%	3%	5%
Slightly less	5	5	0	4	2	3	7
The same	39	60	60	50	49	47	52
Slightly more	37	30	33	37	37	32	25
Much more	12	0	3	4	9	10	10
Not sure	7	5	5	2	0	5	2

- ◆ As with income, age does not seem to be a major factor, except for the youngest age group, regarding the amount spent per person for library services. The plurality of responses across all ages is to keep spending per person the same as it is now. This is especially true for ages 18-24 where eighty-six percent (86%) of them prefer costs to remain the same. When merging the slightly more and much more options older respondents tend to support increasing the cost. Here, forty-eight percent (48%) of those between 55 and 64 and forty-one percent (41%) of the 65+ group favor a slight or much higher increase. Those ages 35-44 also endorse an increase when combining slightly and much higher with a 41% support level. Little support is given to reducing the per person cost. The group favoring a slight or much higher cut in costs at 11% are those ages 45-54 followed closely by those 65+ (10%) and those ages 25-34 at nine percent (9%). Please see Table 17 below.

**Table 17 – Amount That Should be Spent Per Person for Brown County Library Services by Age**

Amount spent per person should be...	18-24	25-34	35-44	45-54	55-64	65+
Much less	0%	2%	0%	6%	2%	3%
Slightly less	0	7	1	5	3	7
The same	86	56	55	49	43	43
Slightly more	7	24	34	28	40	31
Much more	7	9	7	8	8	10
Not sure	0	2	3	5	5	7

- ◆ Examination of amount spent per person on library services by whether respondents had children under age 18 revealed no significant difference.

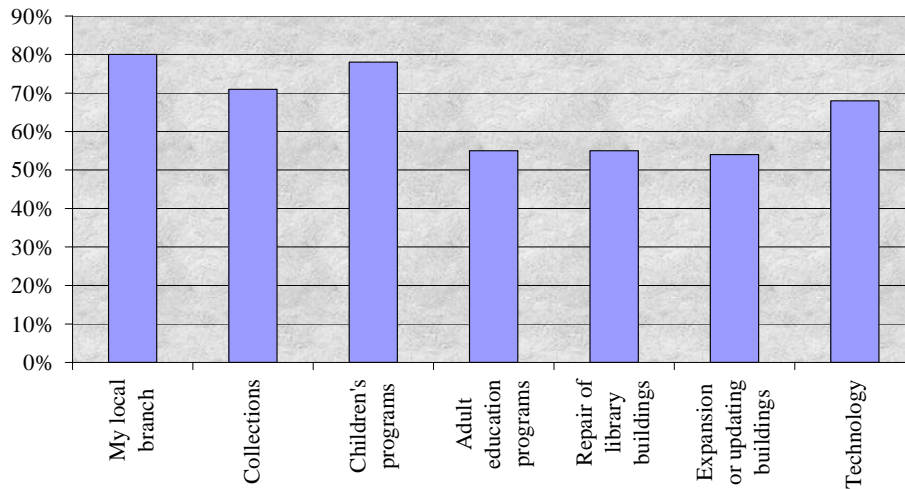


## *Financial Contributions*

**Key Finding #8**      **Approximately one-fourth of survey participants would consider a financial contribution to the library system. Those who considered the library “at the top of the list” for value are most likely to donate with the top selection for their contribution going to their local library branch.**

- ◆ Twenty-four percent (24%) of survey participants have considered giving a financial contribution to the Brown County Library.
- ◆ Slightly more females (27%) than males (21%) have considered financially contributing to the library. Only 2% of females were unsure at this time, compared to 0% of males.
- ◆ Those participants with an income between \$25,000 and \$30,000 were the most likely to give to the library (35%), followed by the upper income brackets (\$50,001 to \$75k, 25%, \$75,001 to \$100k, 29%, and over \$100k, 23%). Respondents making less than \$25,000 were the most unsure at 2%.
- ◆ Divorcees are the most open to a library contribution (36%), whereby single individuals not living together are the least open at 12%. Most other marital categories fall between a 21% and 25% interest level for financially donating to the library.
- ◆ Respondents who feel the library is “at the top of the list” concerning the value of tax-supported money for services and benefits are the most likely to donate to the library (37%). Seventeen percent (17%) who feel the library is “in the middle” would donate, while only 14% who view it “at the bottom” would consider contributing. Please see Key Finding #6 for additional information.
- ◆ When respondents were asked if they were going to make a financial contribution to the Brown County Library System, 80% of them would prefer their donations go to their local library branch. Seventy-eight percent (78%) would prefer their contributions went to children’s programs and 71% would earmark “collections” for their donations. The least selected options were adult education programs (55%), building repairs (55%) and expansion or updating of buildings (54%). Please see Figure 4 below.

**Figure 4 - If Contributing to the Library, What Would You Want Your Funding to Go Toward?**



***Brown County Library Artifact Sales***

**Key Finding #9**

**The artifact in question has more of a bearing on opinions of Brown County residents than level of satisfaction with the library, county spending, or willingness to make contributions, when it comes to the sale of library holdings. County residents disagree 52% with the sale of the high profile Lincoln Photograph, while only 38% disagree to the sale of Persian rugs and 40% with selling paintings.**

- ◆ Respondents weighed in on a number of artifact sales being considered by the Brown County Library. Overall, 40% of respondents agreed (strongly and somewhat) that the Lincoln photograph should be sold, while 52% disagreed (strongly and somewhat). Eight percent (8%) were unsure. The Persian rugs enlisted a higher percent in favor of being sold at 52%, with only 38% not in favor, 10% were uncertain at this time. Fifty-one percent (51%) of respondents felt that paintings could be sold, with 40% in disagreement, and 10% again unsure.
- ◆ Correlation with satisfaction of library services and level of agreement concerning library holdings depends on the artifact in question. Fifty-two percent (52%) of those that are either extremely satisfied or very satisfied also disagree with the sale of the Lincoln photograph. Forty-two (42%) of those that are only a little satisfied or not satisfied at all disagree with selling the photograph and 52% that are somewhat satisfied disagree with the sale. The majority at all levels of satisfaction with the library agree to the sale of the Persian rugs and the paintings. Please see Table 18 below and Key Finding #4 for additional information.

**Table 18 – Satisfaction with the Brown County Public Library  
by Level of Agreement Concerning Selling Certain Library Holdings**

<b>Agreement</b>	<b>Extremely satisfied</b>	<b>Very satisfied</b>	<b>Somewhat satisfied</b>	<b>Only a little satisfied</b>	<b>Not at all satisfied</b>
<b>Lincoln Photograph</b>					
Strongly agree	14%	11%	15%	0%	0%
Somewhat agree	28	27	32	67	0
Somewhat disagree	10	19	13	33	50
Strongly disagree	40	35	39	0	0
Not sure	9	8	2	0	50
<b>Persian Rugs</b>					
Strongly agree	28%	21%	36%	0%	50%
Somewhat agree	28	27	27	67	0
Somewhat disagree	12	21	16	33	50
Strongly disagree	22	20	18	0	0
Not sure	10	11	2	0	0
<b>Paintings</b>					
Strongly agree	25%	18%	24%	0%	0%
Somewhat agree	31	30	35	67	50
Somewhat disagree	10	19	15	33	50
Strongly disagree	22	25	24	0	0
Not sure	11	8	2	0	0

- ◆ Responses from Brown County residents about the level of spending for library services have a negative correlation with the level of agreement on selling certain library holdings such as the Lincoln photograph. Forty-six percent (46%) of those who would like the county to spend less on library services (much less and slightly less), also strongly agree or somewhat agree that the Lincoln photograph should be sold. Whereas, fifty-six percent (56%) of those that are willing to spend more on library services strongly or somewhat disagree with the sale of the Lincoln photograph. Ten percent (10%) are unsure. Moreover, both groups seem to agree with the sale of the Persian rugs. Fifty-nine percent (59%) of those that wish to spend less and 49% of those that wish to spend more agree to the sale of the rugs. Please see Table 19 below and Key Finding #7 for additional information.
  
- ◆ Respondents wishing to spend more for services also agree (47%) to the sale of paintings, but oddly the majority (51%) of those wishing to spend less, somewhat or strongly disagree with the sale of the paintings. Please see Table 19 below and Key Finding #7 for additional information.

**Table 19 – Amount Spent Per Person for the Brown County Library by Level of Agreement Concerning Selling Certain Library Holdings**

<b>Agreement</b>	<b>Much less</b>	<b>Slightly less</b>	<b>The same</b>	<b>Slightly more</b>	<b>Much more</b>
<b>Lincoln Photograph</b>					
Strongly agree	33%	18%	10%	12%	21%
Somewhat agree	22	18	33	29	9
Somewhat disagree	11	24	16	16	6
Strongly disagree	33	29	34	38	52
Not sure	0	12	7	6	12
<b>Persian Rugs</b>					
Strongly agree	33%	44%	22%	24%	30%
Somewhat agree	22	19	33	29	15
Somewhat disagree	11	19	16	21	9
Strongly disagree	33	6	18	20	36
Not sure	0	13	12	7	9
<b>Paintings</b>					
Strongly agree	22%	35%	20%	16%	28%
Somewhat agree	22	6	36	34	16
Somewhat disagree	11	35	15	17	6
Strongly disagree	44	12	18	29	34
Not sure	0	12	11	3	16

- ◆ Further examination concerning the sale of artifacts reveals there is no significant difference between those who have considered contributing to the library, and the sale of the Lincoln photograph. Thirty-eight percent (38%) of those who have considered contributing believe the library should sell the photo, while 41% of those not considering a gift believe the photo should be sold. Similar to the Lincoln photograph, 50% of possible contributors feel the Persian rugs can be sold, compared to 53% of respondents not interested in contributing. Finally, concerning library paintings, 44% of potential contributors feel the paintings should be sold, compared to 53% of those who do not consider contributing. However, concerning the paintings, 12% of possible contributors are unsure about the sale, compared to 9% of non-contributors. Please see Key Finding #8 for additional information.

***Future Services/Impressions***

**Key Finding #10      Respondents overwhelmingly feel that not only will libraries still be essential in the future but also consider the major “critical issues” facing the Brown County Library system today as important and are very supportive of addressing these concerns.**

- ◆ When respondents were asked about the future of library facilities, regardless of the Internet, a majority of people (89%) still feel libraries will be needed in years to come. Only 10% of participants felt the Internet will supersede any need for libraries in the future. One percent (1%) was unsure at this time.

- ◆ Survey participants that frequented the library 11 or more times in the past year have the strongest opinion (95%-97%) that regardless of the Internet, libraries will still be needed in the future. Between 88% and 90% of those using library services 10 times or less last year also believe this to be the case. While 81% of respondents who did not use the library last year still believe they will exist for years to come.
- ◆ When viewing the future of libraries by age cohort, thirty-six percent (36%) of the youngest age group (18-24) feel libraries will no longer be needed. This is the highest percentage across all ages. Conversely, all other age categories believe the need for libraries will still exist in the future – ranging between 86% and 95%. It can be assumed that since the youngest respondents are more familiar with the Internet that their perception of the future usefulness of libraries is less than their older counterparts. Please see Table 20 below.

**Table 20 – View of the Future of Libraries by Age**

Age	Libraries will no longer exist	Libraries will still be needed	Not sure
18-24	36%	64%	0%
25-34	7	93	0
35-44	8	91	1
45-54	11	89	0
55-64	14	86	0
65 & over	5	95	0

- ◆ Interestingly, respondents with less than a high school diploma or equivalency registered the highest percentage (30%) that libraries will no longer exist in the future. All the remaining education categories overwhelmingly believe that libraries will still be an essential component of their community’s future (87% to 98%). Please see Table 21 below.

**Table 21 – View of the Future of Libraries by Education**

Education	Libraries will no longer exist	Libraries will still be needed	Not sure
Less than a High School diploma	30%	70%	0%
Graduated from High School or GED	9	91	1
Some college or tech. school	11	89	0
Graduated from college	13	87	0
Graduate or professional degree	2	98	0

- ◆ The great majority of survey participants considered all four critical issues asked in the study as very or somewhat important. When collapsing percentages for these two categories, 91% of respondents feel “keeping on top of technology” is the issue that should be addressed the most. This concern was closely followed by; “being the most convenient source of information”, “being the most trusted source for information” and “expanding and improving building facilities” (88%, 87% and 72% respectively). Please see Table 22 below.

**Table 22 – Level of Importance for Addressing Future Brown County Library Issues**

<b>Issue</b>	<b>Very important</b>	<b>Somewhat important</b>	<b>Not too important</b>	<b>Not important at all</b>	<b>Not sure</b>
Be the most convenient source for information	47%	41%	7%	3%	3%
Be the most trusted source for information	57	30	7	2	4
Expand, improve building facilities	20	52	17	6	5
Keep on top of technology	63	28	5	2	3

# **APPENDIX I**

## **Questionnaire Frequencies Gender Weighted**

## BROWN COUNTY LIBRARY SURVEY GENDER WEIGHTED FREQUENCIES

We are conducting a public opinion survey among the people of Brown County. The purpose of this survey is to gather information from Brown County citizens about their views of county library services. The information gathered will be used to develop a 5-year Strategic Plan for the Brown County Library System including all 10 locations.

Screener: Resident of Brown County, Age 18 or Over

<b>USAGE</b>
--------------

I am going to ask some questions about the Brown County public libraries.

1. First, do you have a Brown County Library card?

Yes.....	75%
No.....	25
Not Sure.....	0
Refused/NA.....	0

2. **WHICH BRANCH OF THE LIBRARY DID YOU MOST OFTEN VISIT IN THE PAST YEAR?  
(READ LIST)**

Central Library .....	24%
Ashwaubenon .....	10
Denmark .....	2
De Pere .....	12
East Green Bay.....	11
Howard.....	13
Pulaski.....	0
Southwest Green Bay .....	6
Wrightstown.....	1
Bookmobile .....	<1
Did Not Visit a Library Branch in person .....	22
Not Sure.....	0
Refused/NA.....	0

3. **HOW MANY TIMES HAVE YOU VISITED OR USED THE BROWN COUNTY LIBRARY EITHER  
IN PERSON, BY PHONE, OR INTERNET IN THE PAST YEAR? (READ LIST)**

1 to 5 times .....	33%
6 to 10 times .....	15
11 to 25 times.....	15
Over twenty-five time .....	16
None (0 times).....	21 <b>GOTO Q5</b>
Not Sure.....	<1
Refused/NA.....	0



4. Next, please tell me which of the following services did you use?

<i>Services</i>	<b>Yes</b>	<b>No</b>	<b>Don't Know</b>	<b>Refused</b>
4a. Take out books, CDs, videos, or computer software	84%	16%	0%	0%
4b. Use reference materials, like the encyclopedia	26	74	0	0
4c. Consult the librarian	56	44	0	0
4d. Read newspaper or magazines	34	66	0	0
4e. Use computers/Internet	42	58	0	0
4f. Attend a program	15	84	1	0
4g. Take a class or workshop	2	98	0	0
4h. Working on family trees	6	94	0	0
4i. To conduct a job-search or write a resume	8	92	0	0

5. Overall, when thinking of the Brown County Library, how satisfied are you with your public library – extremely satisfied, very satisfied, somewhat satisfied, only a little satisfied, or not at all satisfied?

Extremely Satisfied .....	29%
Very Satisfied .....	50
Somewhat Satisfied .....	14
Only a little Satisfied .....	1
Not at all Satisfied .....	1
Not Sure .....	7
Refused.....	0

6. What is the main reason that prevents you from using the Brown County Library more often? (READ LIST)

I don't have time .....	47%
Parking .....	7
Hours .....	4
Location.....	2
Lack of transportation .....	1
What I want is checked out .....	1
Long check-out lines .....	1
I buy the materials I want .....	13
I don't feel welcome.....	<1
I don't feel safe.....	<1
Not applicable .....	20
Not Sure .....	4
Refused.....	0

**CHILD USAGE**

Now, let's talk about children using the library.

7. Do you have any children under the age of 18?

Yes.....	40%	
No.....	60	<b>SKIP</b>
<b>TO Q10</b>		
Not Sure.....	0	<b>SKIP</b>
<b>TO Q10.....</b>		
Refused.....	<1	<b>SKIP</b>
<b>TO Q10</b>		

8. Do you ever visit the library with your child?

Yes.....	79%	
No.....	21	<b>SKIP</b>
<b>TO Q10</b>		
Not Sure.....	0	<b>SKIP</b>
<b>TO Q10.....</b>		
Refused.....	0	<b>SKIP</b>
<b>TO Q10</b>		

9. What are the main reasons you take your child(ren) to a Brown County Library? Is it because...

<i>Reasons</i>	<b>Yes</b>	<b>No</b>	<b>Don't Know</b>	<b>Refused</b>
9a. You can check out books, movies and music for free	90%	10%	0%	0%
9b. The library gives us something to do together	89	11	0	0
9c. The library has great programs	59	38	3	0
9d. The library has free Internet access	26	74	<1	0
9e. They can do research for school/get homework help	50	50	0	0
9f. They can read for fun	90	10	0	0
9g. They can attend story-hour, other kids' programs	67	33	0	0

**VALUE PROPOSITION**

Now, let me ask you a few questions about how you value the library.

10. Overall, how would you rank the benefits of the public library compared to the benefits of other tax-supported services, such as schools, parks and roads? Would you say it is:

At the top of the list.....36%  
 In the middle.....54  
 At the bottom.....7  
 Not Sure.....3  
 Refused.....0

11. Now, let me read you some ways in which the Brown County Library may be valuable or beneficial to different people. For each one, please tell me how important that characteristic or service is to you personally, is it very important, somewhat important, not too important or not important at all.

<i>Service</i>	<b>Very Important</b>	<b>Somewhat Important</b>	<b>Not too Important</b>	<b>Not Important At all</b>	<b>Don't Know</b>	<b>Refused</b>
11a. Services are free	69%	24%	4%	1%	2%	0%
11b. Provides information for school and work	57	29	6	6	2	0
11c. Provides accurate and up-to-date <u>health</u> information	34	34	14	12	6	0
11d. Provides accurate and up-to-date <u>financial</u> information	27	33	20	14	6	0
11e. Serves as a community center/gathering place	37	38	12	9	3	0
11f. Helps in finding a job	21	33	17	23	5	<1
11g. Helps in starting a business	20	29	19	26	6	<1
11h. Provides computer access, training and support	43	28	10	15	4	0

**ECONOMIC PROPOSITION**

12. Communities in the Wisconsin's 25 largest counties spend anywhere from \$23 per person to \$45 per person on their public libraries. Brown County spends \$24 per person. Do you think we should spend:

Much Less .....2%  
 Slightly less .....4  
 The same .....51  
 Slightly more .....30  
 Much more .....8  
 Not Sure.....4  
 Refused.....0

13. Have you ever considered giving a financial contribution to the Brown County Library?

Yes.....24%  
 No .....75  
 Not Sure.....1  
 Refused.....0

14. If you were going to make a financial contribution to the Brown County Library what would you want your funding to go toward? (READ LIST)

<i>Reasons</i>	Yes	No	Don't Know	Refused
14a. My local branch	80%	16%	4%	0%
14b. Collections (books magazines, videos, newspapers)	71	23	6	0
14c. Children's programs	78	18	4	0
14d. Adult education programs	55	39	6	0
14e. Repair of library buildings	55	39	6	0
14f. Expansion or updating of library buildings	54	40	6	0
14g. Technology, such as wireless network or computer workstations	68	27	5	0

15. The Library Board is considering selling artifacts in order to establish an endowment for the Brown County Library. Please indicate how much you agree with the sale of certain artifacts. Do you strongly agree, somewhat agree, somewhat disagree, or strongly disagree.

<i>Items</i>	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	Don't Know	Refused
15a. The Lincoln photograph	12%	28%	16%	36%	8%	0%
15b. Persian Rugs	24	28	18	20	10	0
15c. Paintings	20	31	16	24	10	0

**FUTURE SERVICES/IMPRESSIONS**

16. Let me read you two statements and please tell me which one comes closest to your own point of view.

**Some people** think libraries will no longer exist in the future, because of all of the information available on the Internet. **Other people** think libraries will still be needed despite all of the information available on the Internet. Do you think libraries will no longer exist in the future, or do you think they will still be needed?

Libraries will no longer exist in the future .....10%  
 Libraries will still be needed .....89  
 Not Sure.....1  
 Refused.....0

17. How important is it for Brown County Library to address the following critical issues in the coming years? Would you say it is very important, somewhat important, not too important, or not important at all? (READ LIST)

18.

<i>Issues</i>	Very Important	Somewhat Important	Not too Important	Not Important At all	Don't Know	Refused
17a. Be the most convenient source for information	47%	41%	7%	3%	3%	0%
17b. Be the most trusted source for information	57	30	7	2	4	0

17c. Expand, improve building facilities	20	52	17	6	5	0
17d. Keep on top of technology	63	28	5	2	3	0

**And lastly, I have some questions about you:**

19. Which of the following statements best describes your employment situation?

- Employed Outside the Home .....61%
- Run a business Within Your Home .....5
- Stay at home parent/homemaker .....7
- Student.....2
- Unemployed-looking.....3
- Out Of The Workforce .....22
- Not Sure.....0
- Refuse/NA .....0

20. Which of the following best describes your CURRENT marital status?  
(READ LIST)

- Single, Living Together.....5%
- Single, Not living together .....11
- Married .....67
- Separated. ....<1
- Divorced .....11
- Widowed, or .....6
- Not Sure.....0
- Refused/NA .....<1

21. Into which of these age categories do you fall? (READ LIST)

- 18-24.....4%
- 25-34.....14
- 35-44.....25
- 45-54.....27
- 55-64, or .....16
- 65 & over.....15
- Not Sure.....0
- Refused/NA .....<1

22. What is the highest level of education you have completed? (READ LIST)

- Less than a High School diploma.....2%
- Graduated from high school or GED .....23
- Some college or tech. school.....34
- Graduated from college, or.....29
- Graduate or Professional degree.....12
- Not Sure.....0
- Refused/NA .....<1

23. What is your combined TOTAL FAMILY INCOME before taxes? Is it... (READ LIST)

Under \$25,000.....	10%
\$25,000 to 30.....	5
\$30,001 to 40.....	10
\$40,001 to 50.....	12
\$50,001 to 75 .....	17
\$75,001 to 100,000 or .....	16
More than \$100,000 .....	15
Not Sure.....	4
Refused/NA .....	12

24. Finally, just to verify your telephone number, is your phone number \_\_\_\_\_?

Yes.....	1
No .....	2 phone

number? \_\_\_\_\_

25. Respondent Gender (DO NOT ASK)

Male.....	50%
Female.....	50

**CLOSE INTERVIEW:**

Thank you for your time.  
We really appreciate your time and cooperation.

# **APPENDIX II**

## **Job Aid**



WELCOME TO THE

**Brown County Library**

GREEN BAY, WISCONSIN

## **Brown County Library Survey Standard Replies**

\* **Who's doing this study?**

This is a research study being conducted by the Brown County Library. We are conducting a study of the services used and views people hold concerning the Brown County Library System.

\* **Who's sponsoring this study?**

The Brown County Library.

\* **Where can I find out about the results?**

The Brown County Library.

\* **Who can I contact to make a contribution to the Library?**

Mary Ryan, Brown County Library, 515 Pine St., Green Bay, WI  
54301 or  
Call 920.448.4400 x353

### **Brown County Library Survey ANSWERING MACHINE MESSAGE**

Hello, I am calling from the St. Norbert College Survey Center. Your household has been randomly selected to participate in our Brown County Library survey regarding resident's views of the library system. Because your opinions are important, we will be calling you again or please call our toll-free number at 1-877-214-7183. Thank you and have a good day/evening.

- Leave message every other answering machine attempt per phone number
- Do not leave a message on or after the 8th call attempt