



Jefferson County Public Library Resident Survey 2010

Report of Results

October 2010

Prepared by:



3005 30th Street • Boulder, Colorado 80301
t: 303-444-7863 • f: 303-444-1145 • www.n-r-c.com

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Executive Summary

Survey Background

Jefferson County Public Library (JCPL) contracted with National Research Center, Inc. (NRC) to conduct a survey of residents of Jefferson County. As the Library faces difficult decisions in light of the current economic downturn, it wanted to hear from a scientifically selected sample of its constituents as a part of the process of planning to meet these challenges. The questionnaire included questions related to the core purpose of the Library, evaluation of Library contribution to the community, and support for or opposition to various possible service expansions or program and service reductions.

A set of 4,000 households were randomly selected from within the boundaries of Jefferson County to receive the Jefferson County Public Library Resident Survey by mail. Of the 4,000 households selected, 3,834 were assumed to have received the mailings (166 postcards/packets were returned as undeliverable by the post office). A total of 924 completed surveys were received, for a response rate of 24%. Survey results were weighted so that respondent age, gender, race/ethnicity and housing tenure (own or rent) were represented in the proportions reflective of all Jefferson County adults.

Survey Results

Survey respondents placed a high value on the Library.

- ◆ Virtually all (98%) believed that public libraries should remain free and accessible to everyone.
- ◆ Almost 85% strongly agreed that funding the library is a good use of tax money, and nearly all (97%) at least somewhat agreed. Over half of survey respondents (54%) strongly agreed that they would rather see an increase in taxes to support libraries rather than see reductions in library services.
- ◆ Less than 10% of respondents believe libraries provide little or no value to themselves or the community.

Those completing the survey considered it important for the Library to provide a variety of contributions to the community. Each of the six possible core purposes rated was deemed essential or very important by over 60% of respondents.

- ◆ Providing opportunities for individuals to grow without regard to demographic or personal characteristics and supporting education by providing resources for children, parents and teachers were deemed the most essential core purposes of the Library by respondents.
- ◆ In the next tier of priority were providing public access to computers and the Internet and promoting life-long learning.
- ◆ Contributing to economic development and supporting social and civic engagement were given the lowest priority among the possibilities presented by those completing the survey.

Respondents felt that the Library is doing a good job of contributing in important ways to the community. In general, the functions deemed most important were given the highest quality ratings, while those that were considered somewhat less important were given somewhat less positive ratings. However, all seven of the ways in which the Library might contribute to the community included on the survey were rated quite positively; over three-quarters of respondents rated each as excellent or good. Nearly 90% felt that JCPL does an excellent or good job in meeting the needs of the local community.

Expansion of Library programs and services garnered robust support.

- ◆ When asked to what extent they would support or oppose expansion of a variety of Library programs and services, two-thirds or more of respondents supported each of the options listed.
- ◆ The most popular options for expansion, strongly supported by more than 40% of respondents and supported by over 90%, included:
 - resources for self-directed learning,
 - popular titles/current topics,
 - technology access and training,
 - early literacy/reading skills, and
 - support for educational achievement.
- ◆ The two items receiving the lowest support for expansion were social/networking opportunities and Spanish language resources.
- ◆ Those completing the survey were also in favor of technology improvements at the Library. Over half of those completing the questionnaire strongly supported or supported each of the possible technology improvements listed on the survey. The most popular options were more wireless Internet access, more online databases/resources, more computers/computer stations, more places to plug in laptop computers, and more computer classes/training.

The survey asked respondents what types of program or service reductions they would support if JCPL needed to cut services to meet lowered budgets. Of the six options presented, the one with the most support was to reduce library hours of operation, supported by nearly two-thirds of respondents.

- ◆ Two options were supported by about as many respondents as opposed them; these were reducing or eliminating outreach programs to special populations and reducing or eliminating classes and programs.
- ◆ A third or less of respondents supported the idea of reducing or eliminating technology access and training, or reducing the collections, while two-thirds of respondents or more opposed these options.
- ◆ The option with the least support was to permanently close one or more libraries; this alternative was supported by only 14% of respondents and opposed by 86%.

Use of the Library was quite high among those completing the survey. Over 80% said they currently have a Jefferson County Public Library card, and more than 80% also reported they had visited a Jefferson County Public Library location at least once in the previous 12 months.

Virtually all who had visited the Library had borrowed books or audio books. About half had borrowed a video or DVD. The next most popular activities, in which 20% or more of patrons had participated, were: reading or borrowing magazines; researching topics of interest; accessing the Internet; using designated quiet areas to read or do work; borrowing music; and using public access computers.

Over half of those completing the questionnaire had used the JCPL Website at least once in the previous 12 months. Virtually all who had used the Website had used it to search the Library catalogue. Other popular online activities, in which three-quarter or more of Website users had engaged, were to place a hold on books or other Library materials, or to renew Library books or materials.

Survey Background

What the Survey Was About

Development of the questionnaire for the Jefferson County Public Library Resident Survey was undertaken by JCPL staff, with input from National Research Center, Inc. (NRC). The questionnaire included questions related to the core purpose of the Library, evaluation of Library contribution to the community, and support for or opposition to various possible service expansions or program and service reductions.

How the Survey Was Conducted

A set of 4,000 households were randomly selected from within the boundaries of Jefferson County to receive the Jefferson County Public Library Resident Survey by mail. Of the 4,000 households selected, 3,834 were assumed to have received the mailings (166 postcards/packets were returned as undeliverable by the post office). A total of 924 completed surveys were received, for a response rate of 24%.

Each of the 4,000 selected households was contacted three times. First, a prenotification announcement, informing the household members that they had been selected to participate in the survey was sent in August 2010. Approximately one week after mailing the prenotification, each household was mailed a survey containing a cover letter signed by the executive director of Jefferson County Public Library, Marcellus Turner, enlisting participation. The packet also contained a postage paid return envelope in which the survey recipients could return the completed questionnaire to NRC. A reminder letter and survey was sent one week after the first survey. The second cover letter asked those who had not completed the survey to do so and those who have already done so to refrain from turning in another survey. A fourth mailing was sent to all recipients reminding them to complete the survey if they had not yet done so. They were also invited to complete the survey online if they no longer had a hard copy of their questionnaire.

About 4% of the surveys (166) were returned because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. Of the 3,834 remaining recipients, 924 completed the survey (17 of them online), providing a response rate of 24%.

It is customary to describe the precision of estimates made from surveys by a “level of confidence” (or margin of error). The 95 percent confidence level for this survey is generally no greater than plus or minus 3.5 percentage points around any given percent reported for the entire sample (924). For comparisons among subgroups, the margin of error rises to approximately plus or minus 5% for sample sizes of 400 to plus or minus 10% for sample sizes of 100.

Survey results were weighted so that respondent age, gender, race/ethnicity and type of housing tenure (own versus rent) were represented in the proportions reflective of all Jefferson County adults. More information about the survey methodology can be found in *Appendix E: Survey Methodology*. A copy of the survey materials received by recipients can be found in *Appendix F: Survey Materials*.

How the Results Are Reported

Several of the questions included on the survey were evaluative in nature; that is, residents were asked to rate the quality of the contribution of JCPL to the community. They were given four rating options: excellent, good, fair or poor. This is a “positively-skewed” scale, meaning the first three choices are positive, and the last is a negative response. The body of the report displays only the

percent of respondents choosing one of the top two choices (excellent or good). Likewise, some of the questions asked to what extent recipients agreed or disagreed with a set of statements, or to what extent they supported or opposed various options. For some survey items, respondents rated the importance of each. The body of the report often presents the percent of respondents giving a certain rating, with the understanding that the remaining respondents gave the other ratings. The proportion of respondents giving each response choice for every survey question is presented in *Appendix B: Responses to Survey Questions*.

“Don’t Know” Responses and Rounding

On many of the questions in the survey, respondents could give an answer of “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in *Appendix B: Responses to Survey Questions* and is noted in the body of this report if it is 25% or greater. However, these responses have been removed from the analyses presented in the body of the report. In other words, the tables and graphs in the body of the report display the responses from respondents who had an opinion about a specific item.

Responses to Open-Ended Questions

Most of the questions included on the survey were “closed-ended” questions, meaning the respondent would choose their answer from a given set of responses. There was one “open-ended” question on the questionnaire to which survey participants could respond in their own words. In addition, several of the questions on the survey included an “other” option where the participant could write in another response. These written responses were typed up and included in the dataset. *Appendix C: Verbatim Responses to Survey Questions* includes the responses as written by respondents.

Survey Results for Subgroups of Respondents

A code was included on the survey packet that identified the geographic area in which the address was located. Tables summarizing survey results by geographic area and other demographic characteristics can be found in *Appendix D: Survey Results by Respondent Characteristics*.

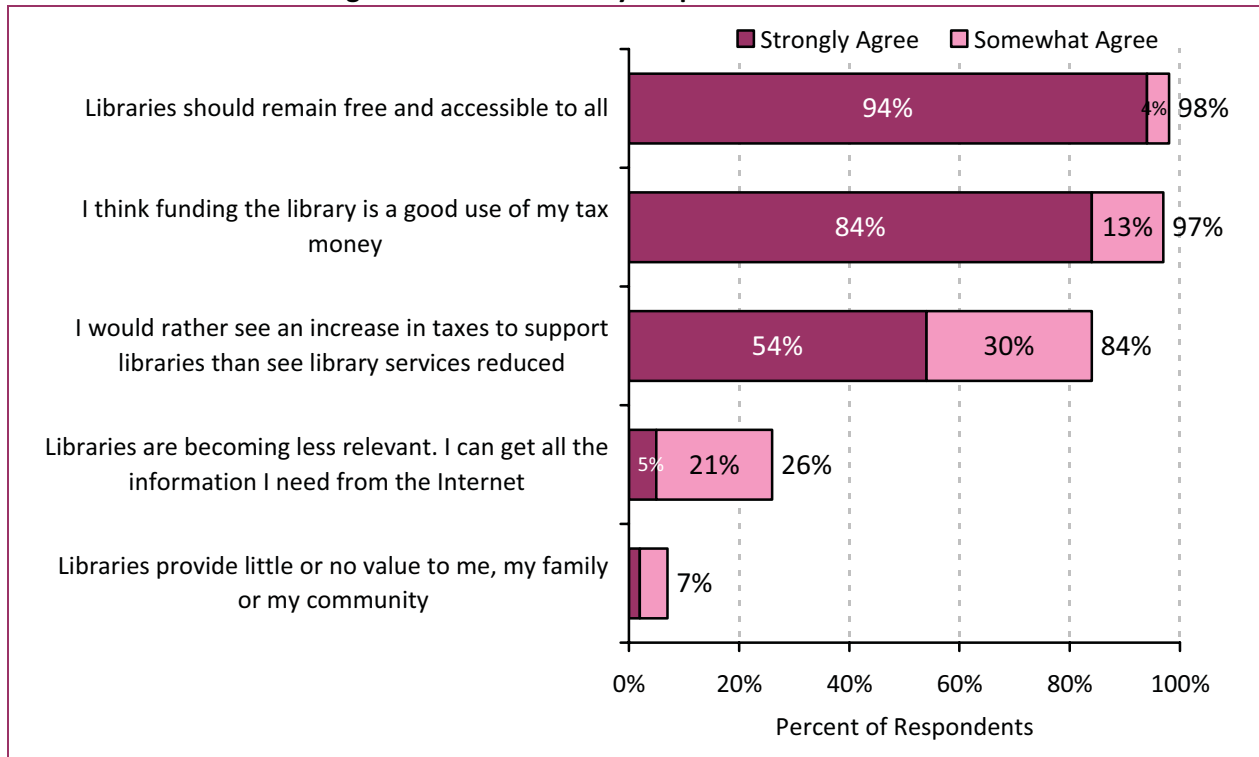
Survey Results

Those completing the Jefferson County Public Library Resident Survey were asked about the value of the library to the community, the core purposes of the Library, support for or opposition to various possible service expansions or program and service reductions, and their own use of the Library.

Virtually all of those participating in the survey felt that public libraries should remain free and accessible to all (see Figure 1 below). Almost 85% strongly agreed that funding the library is a good use of tax money, and nearly all (97%) at least somewhat agreed. Over half of survey respondents (54%) strongly agreed that they would rather see an increase in taxes to support libraries rather than see reductions in library services.

Less than 10% of respondents believe libraries provide little or no value to themselves or the community. About a quarter of respondents at least somewhat agreed that libraries are becoming less relevant, as they can get the information they need from the Internet. However, three-quarters of respondents disagreed with the statement.

Figure 1: Value Placed by Respondents on Libraries



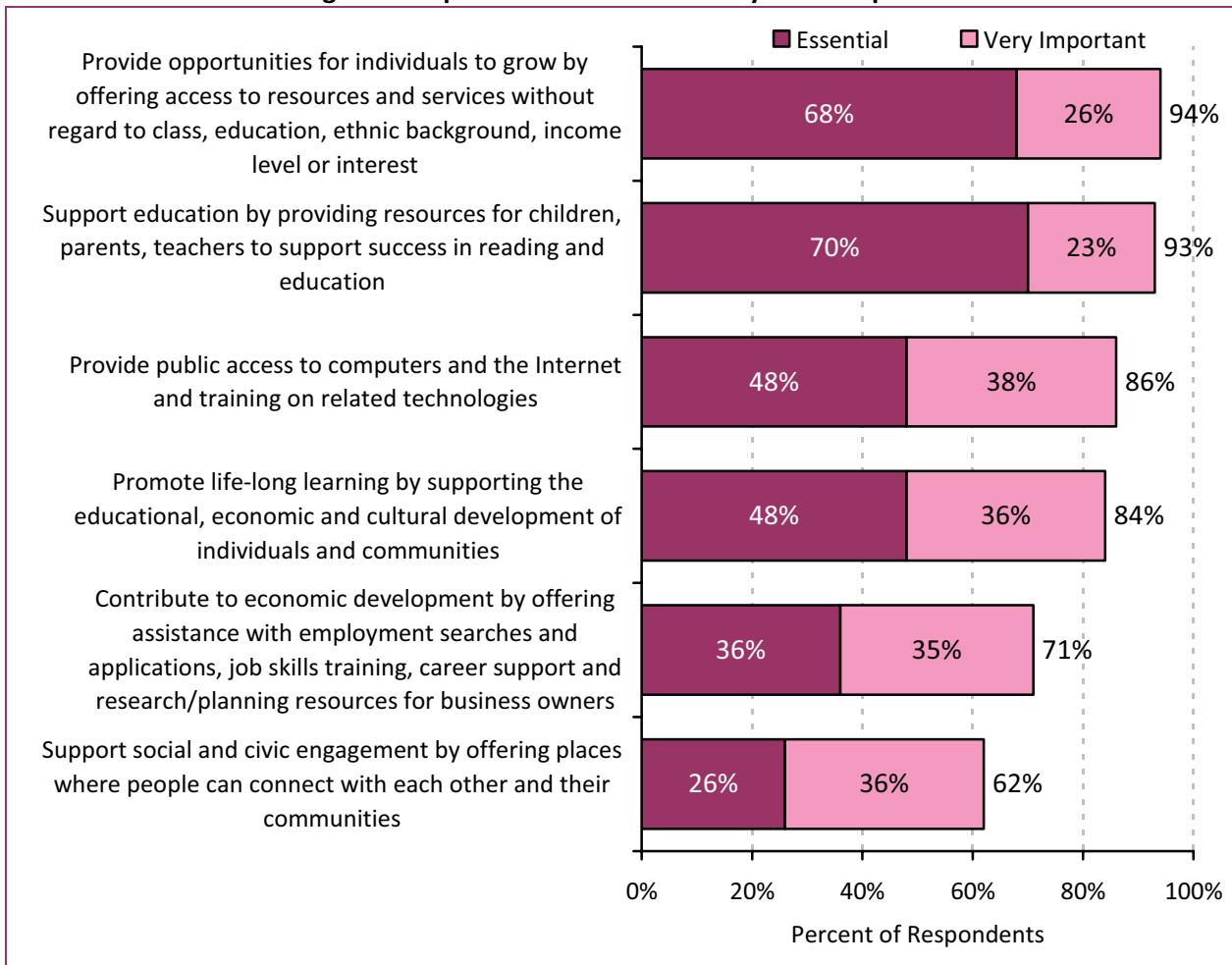
A variety of purposes can be served by public libraries, and those charged with providing library services must be certain that they are placing the emphasis in service delivery where residents expect. A series of six statements about possible overarching purposes for Jefferson County Public Library was presented to survey respondents, who were asked to rate the importance of each of these potential purposes. Each of the six statements was considered essential or very important by over 60% of respondents.

However, two potential core purposes were deemed essential by over two-thirds of respondents, and as at least very important by over 90% of respondents. These were: providing opportunities for individuals to grow without regard to demographic or personal characteristics and supporting education by providing resources for children, parents and teachers (see Figure 2).

The two core purposes in the next tier of priority were providing public access to computers and the Internet and promoting life-long learning. Each of these was considered essential by nearly half of respondents, and as at least very important by over 80% of respondents.

Contributing to economic development was believed to be essential by a third of respondents, and as at least very important by about 70%. Supporting social and civic engagement was given the lowest priority among the possibilities presented by those completing the survey; however, the importance ratings were still strong, with about a quarter rating it an essential purpose of the Library and over 60% rating it as at least very important.

Figure 2: Importance Placed on Library Core Purposes



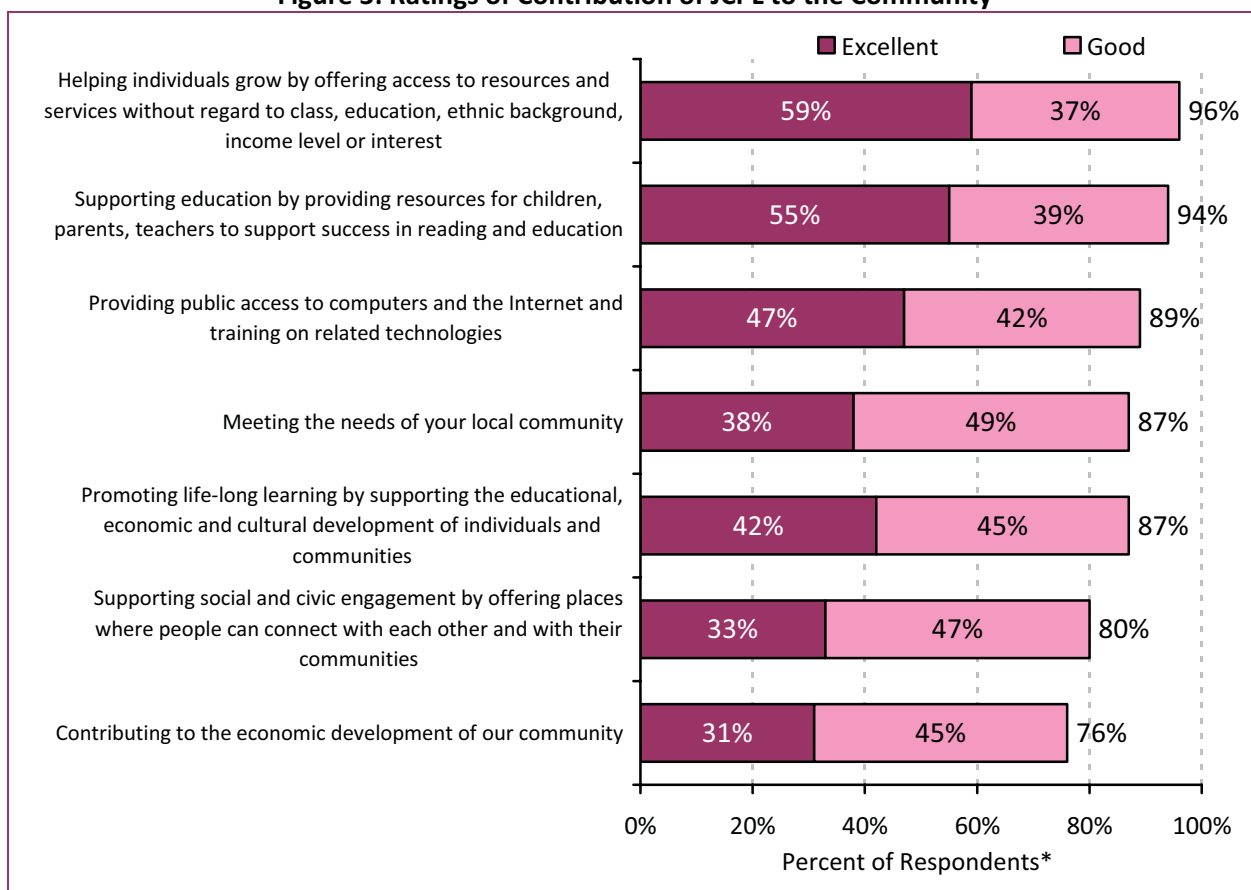
After rating how important they felt the various potential core purposes of JCPL were, respondents were asked how well they felt JCPL was currently fulfilling each of them. In general, the functions deemed most important were given the highest quality ratings, while those that were considered somewhat less important were given somewhat less positive ratings.

However, all seven of the ways in which the Library might contribute to the community included on the survey were rated quite positively; over three-quarters of respondents rated each as excellent or good (see Figure 3). Nearly 90% felt that JCPL does an excellent or good job in meeting the needs of the local community.

The job the Library does at promoting growth to all without regard to individual characteristics and supporting education was rated as excellent by over half of respondents, and as excellent or good by nearly all (96% and 94%, respectively) of those completing the questionnaire.

Providing public access to computers and the Internet, and promoting life-long learning was rated as excellent or good by just under 90% of respondents. Eighty percent of survey participants felt that the Library does an excellent or good job supporting social and civic engagement, while about three-quarters believed the Library does an excellent or good job contributing to the economic development of the community.

Figure 3: Ratings of Contribution of JCPL to the Community

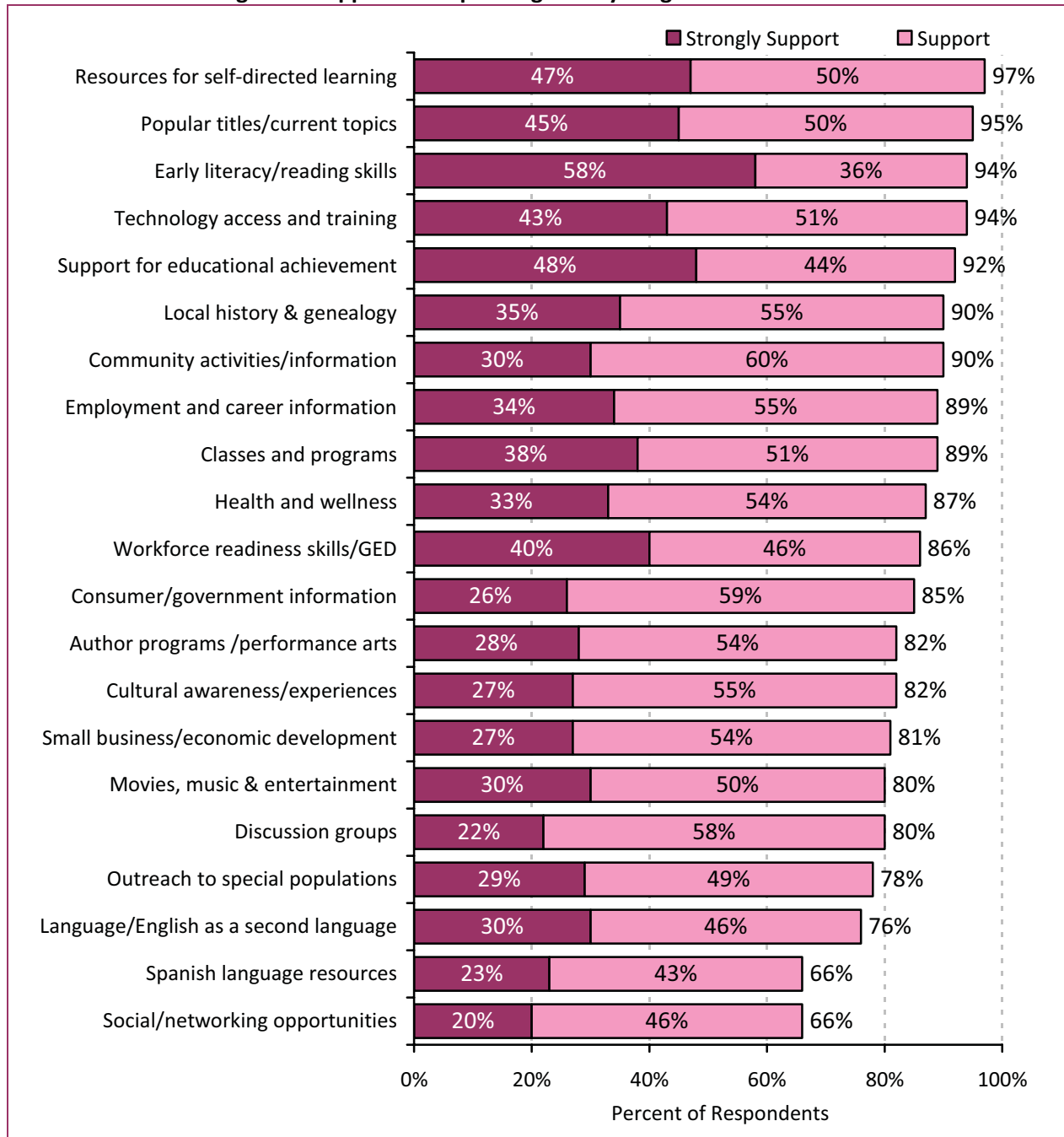


**Note: 20% or more of respondents answered “don’t know” on each item. The two items with the highest proportion of don’t know responses were contributing to economic development (42%) and supporting social and civic engagement (30%). The percents displayed in this figure are among those with an opinion.*

Those completing the questionnaire were asked to what extent they would support or oppose expansion of a variety of Library programs and services. Two-thirds or more of respondents supported each of the options listed. The most popular options for expansion, strongly supported by more than 40% of respondents and supported by over 90%, included resources for self-directed learning, popular titles/current topics, technology access and training, early literacy/reading skills and support for educational achievement (see Figure 4).

The two items receiving the lowest support for expansion, but nevertheless supported by two-thirds of respondents, were social/networking opportunities and Spanish language resources.

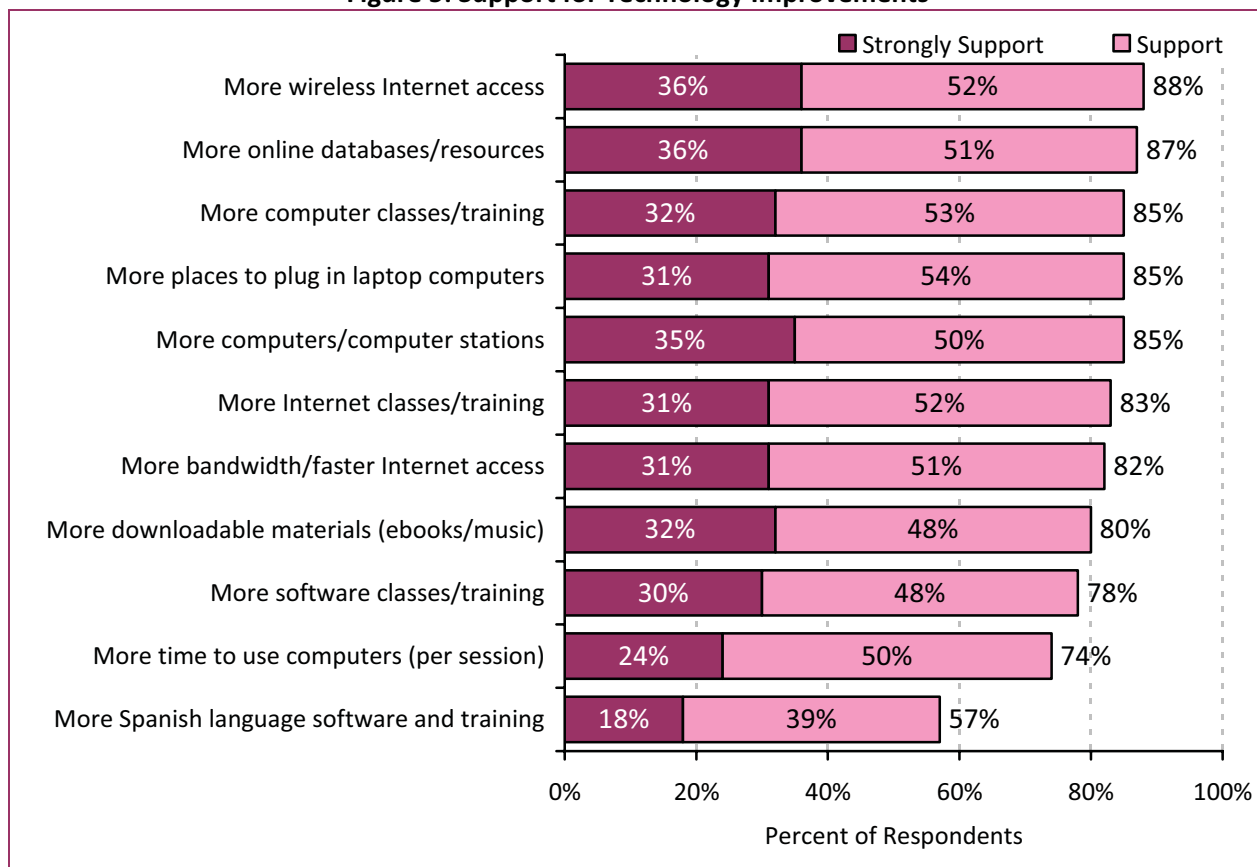
Figure 4: Support for Expanding Library Programs and Services



Those completing the survey were also in favor of technology improvements at the Library. Over half of those completing the questionnaire strongly supported or supported each of the possible technology improvements listed on the survey. The most popular options were more wireless Internet access, more online databases/resources, more computers/computer stations, more places to plug in laptop computers, and more computer classes/training. Each of these was supported by 80% or more of survey respondents (see Figure 5).

Receiving less than 80% support were additional software classes/training and increased time to use computers per session. The option receiving the lowest amount of support, 57%, was more Spanish language software and training.

Figure 5: Support for Technology Improvements



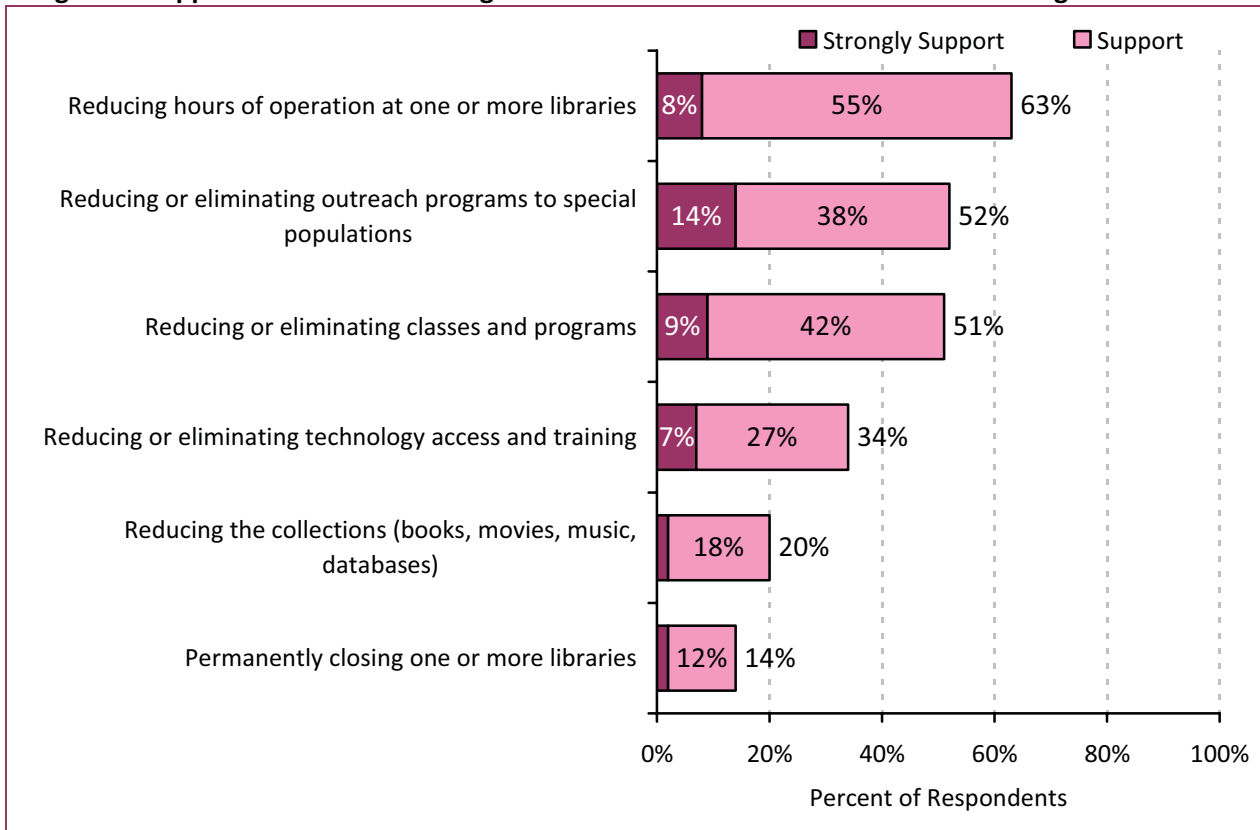
The survey asked respondents what types of program or service reductions they would support if JCPL needed to cut services to meet lowered budgets. Of the six options presented, the one with the most support was to reduce library hours of operation, supported by nearly two-thirds of respondents (see Figure 6).

Two options were supported by about as many respondents as opposed them; these were reducing or eliminating outreach programs to special populations and reducing or eliminating classes and programs.

A third or less of respondents supported the idea of reducing or eliminating technology access and training, or reducing the collections, while two-thirds of respondents or more opposed these options.

The option with the least support was to permanently close one or more libraries; this alternative was supported by only 14% of respondents and opposed by 86%.

Figure 6: Support for Service and Program Reductions and Eliminations to Meet Budget Reductions



One question was included on the survey that asked respondents, in their own words, in what ways they thought Jefferson County Public Library could better serve them and their community. The responses in their own words are shown in *Appendix C: Verbatim Responses to Survey Questions*. About one-third of respondents wrote in a response. A few themes emerged in examining the responses given by respondents. These are shown in Figure 7 below. Many of those who wrote something on their questionnaire commended JCPL for the services it offers, or felt that there was not anything additional JCPL could do to serve them better. Some respondents felt that JCPL should concentrate on what they felt to be the “core” mission of the library – books, information and literacy. Some respondents also included computer access in the “core” mission. Some commented that they wanted to see additional books (some mentioned specific kinds of books), or more copies of popular book titles. A few mentioned increased access to digital media.

Figure 7: Suggestions for Jefferson County Public Library

In what ways could Jefferson County Public Library better serve you and your community?	Percent of Respondents*
Did not write in a response	65%
Love/like/appreciate the library // Doing a good job	11%
More books / emphasize books	4%
Need more outreach on what the library has to offer	3%
Don't close the libraries/Don't reduce hours/keep libraries open	2%
JCPL is an important resource for the community	2%
Library is important source of computer/technology access/learning	2%
Provide resources for gaining employment	2%
More ebooks	1%
We use other libraries	1%
We rarely/never use library	1%
JCPL should use more volunteers	1%
Don't know	1%
Provide more music/videos	1%
Provide access to search/print/download professional/scientific literature	1%
Expand library hours	1%
Other	12%

Note: Responses may add to more than 100%, as respondents could give more than one answer.

The questionnaire assessed residents' use of the Library. Over 80% said they currently have a Jefferson County Public Library card (see Figure 8). Over 80% also reported they had visited a Jefferson County Public Library location at least once in the previous 12 months (see Figure 9). Over 40% visited at least every three weeks. Virtually all who had visited the Library had borrowed books or audio books (see Figure 10 on the next page). About half had borrowed a video or DVD. The next most popular activities, in which 20% or more of patrons had participated, were: reading or borrowing magazines; researching topics of interest; accessing the Internet; using designated quiet areas to read or do work; borrowing music; and using public access computers.

Figure 8: Library Card Status

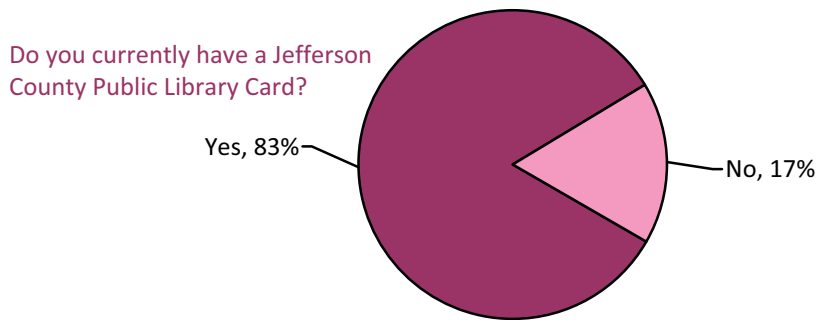


Figure 9: Frequency of Visitation to Library

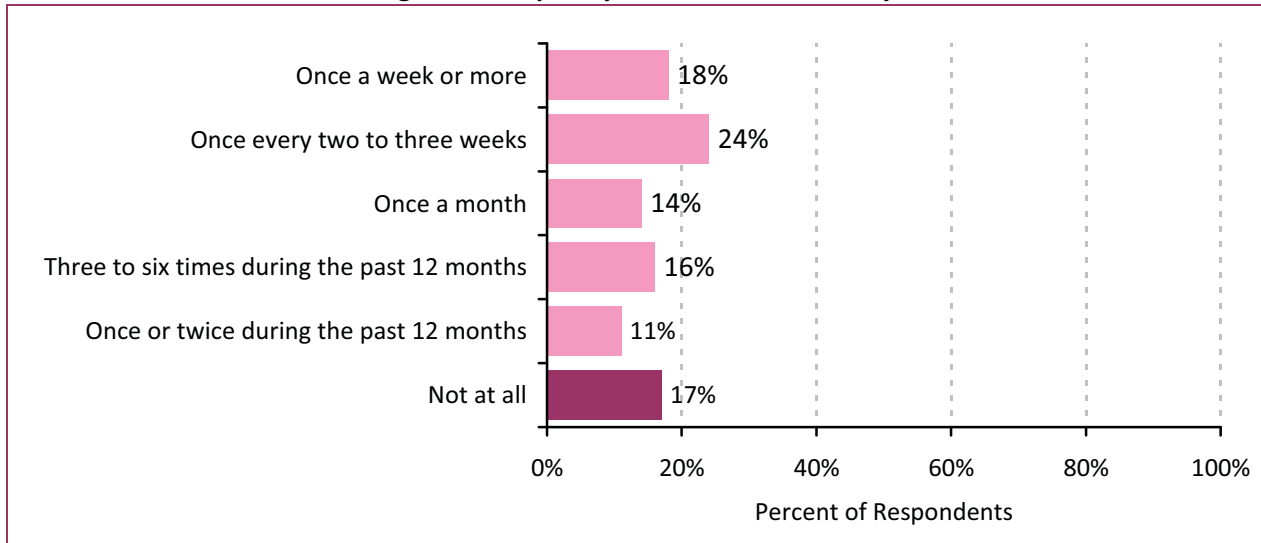
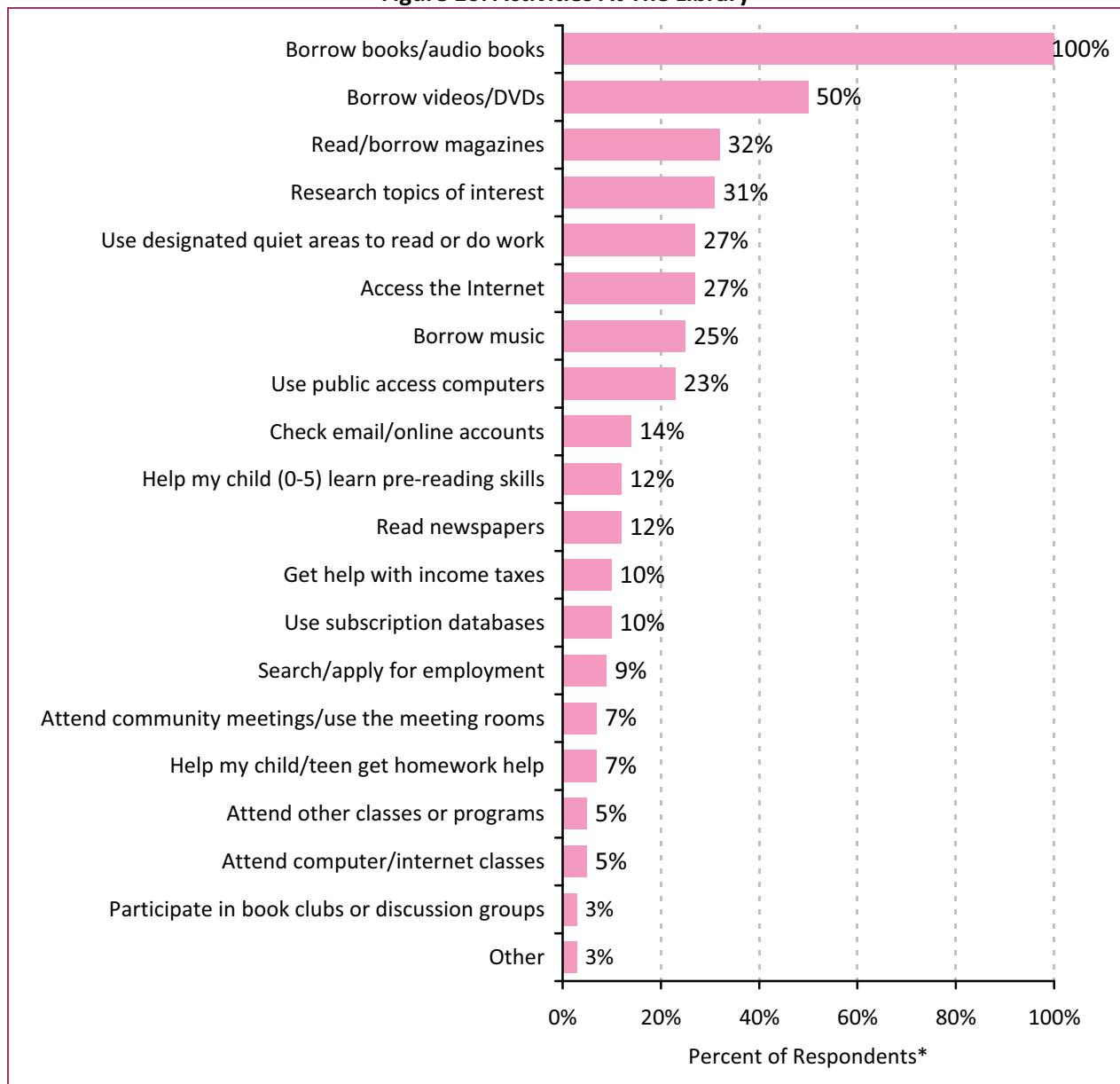


Figure 10: Activities At The Library



* Percents add to more than 100% as respondents could give more than one answer

Over half of those completing the questionnaire had used the JCPL Website at least once in the previous 12 months (see Figure 11). Virtually all who had used the Website had used it to search the Library catalogue (see Figure 12). Other popular online activities, in which three-quarters or more of Website users had engaged, were to place a hold on books or other Library materials, or to renew Library books or materials.

Figure 11: Use of JCPL Website

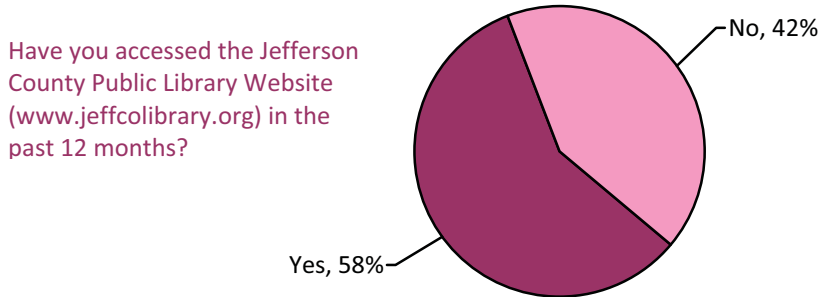
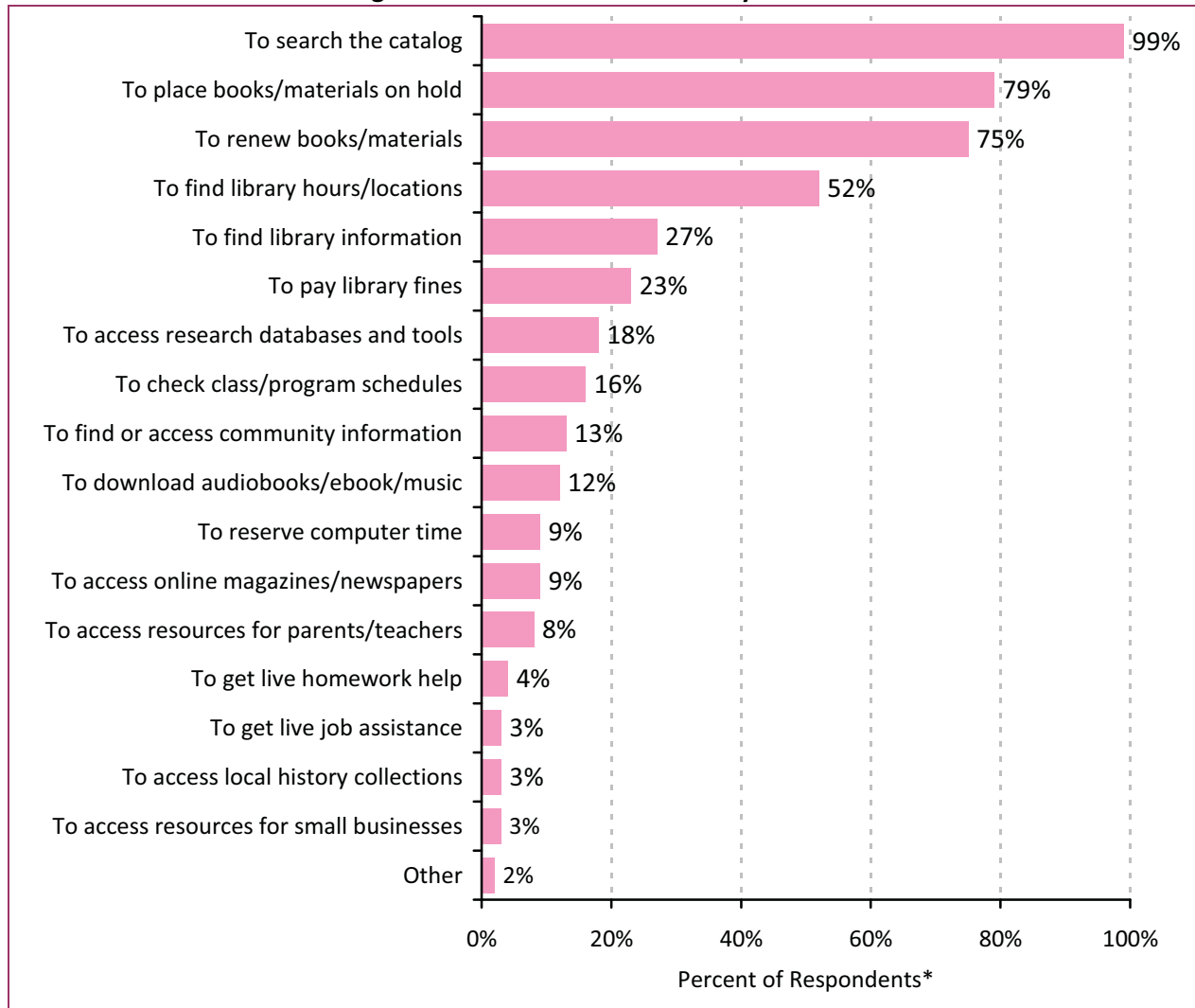


Figure 12: Activities On The Library Website



* Percents add to more than 100% as respondents could give more than one answer

Appendix A: Respondent Demographics

Characteristics of the survey respondents are displayed in the tables and charts on the following pages of this appendix.

Figure 13: Type of Housing Unit

Which best describes the building you live in?	Percent of Respondents
One family house detached from any other houses	62%
House attached to one or more houses	12%
Building with two or more apartments or condominiums	25%
Mobile home	0%
Other	2%
Total	100%

Figure 14: Housing Tenure Status (Rent or Own)

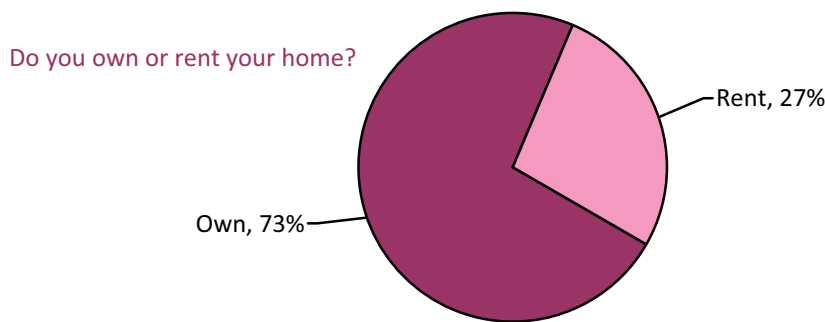


Figure 15: Persons Per Household

Including yourself, how many people live in your household?	Percent of Respondents
1	25%
2	41%
3	16%
4	13%
5	4%
6	1%
7	0%
Total	100%

Figure 16: Presence of Children, Teenagers and Seniors in Household

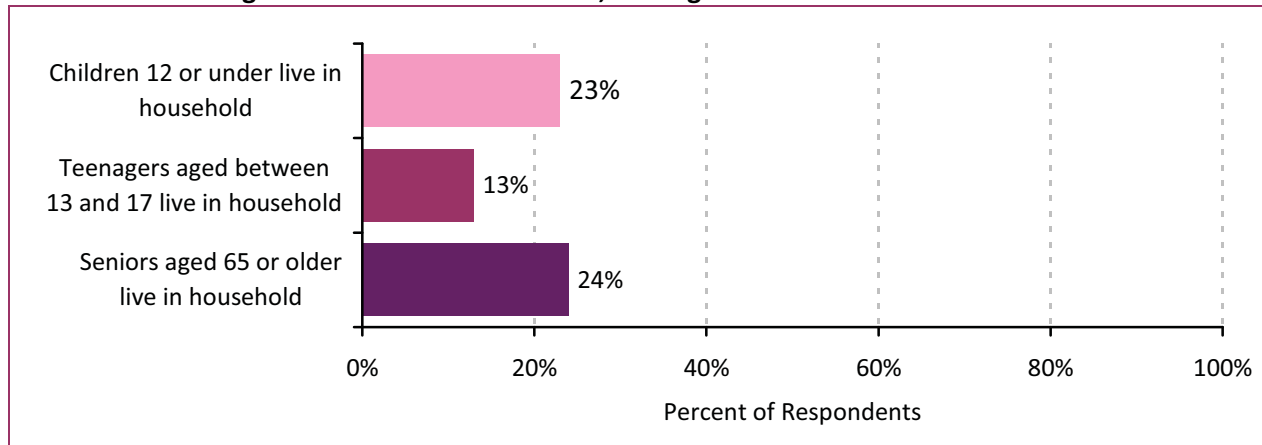


Figure 17: Annual Household Income

How much do you anticipate your household's total income before taxes will be for the current year?	Percent of Respondents
Less than \$24,999	15%
\$25,000 to \$49,999	25%
\$50,000 to \$99,999	37%
\$100,000 to \$149,999	16%
\$150,000 or more	6%
Total	100%

Figure 18: Race of Respondent

What is your race? (Mark one or more races to indicate what race you consider yourself to be.)	Percent of Respondents*
White/European American/Caucasian	100%
Black or African American	4%
Asian or Pacific Islander	2%
American Indian, Eskimo, or Aleut	2%
Other	5%

* Percents may add to more than 100% as respondents could give more than one answer.

Figure 19: Ethnicity of Respondent

Are you Hispanic/Spanish/Latino?	Percent of Respondents
Yes	15%
No	85%
Total	100%

Figure 20: Age of Respondent

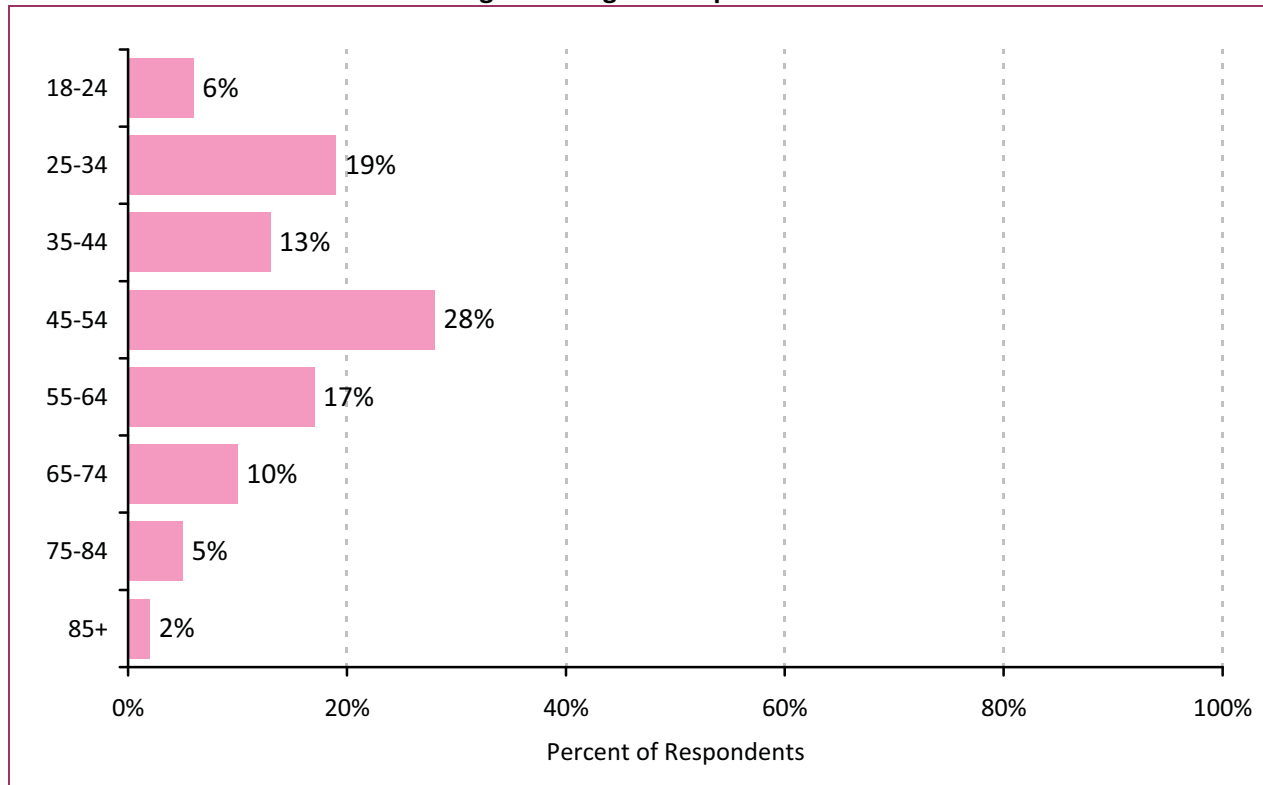
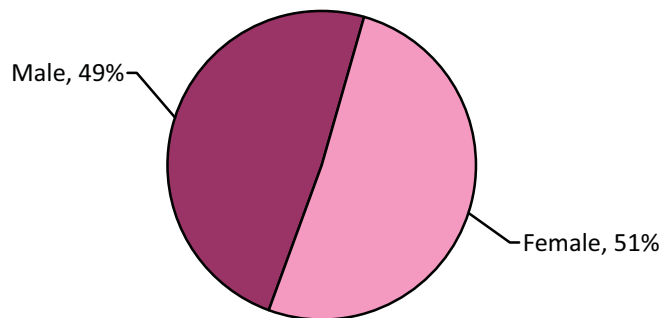


Figure 21: Gender of Respondent



Appendix B: Responses to Survey Questions

The following pages contain a complete set of responses to each question on the survey. For questions that included a “don’t know” response option, two tables are shown: one with the don’t know responses included, and one with them excluded.

Table 1: Question #1

Libraries provide facilities and programs to their residents for a variety of reasons, and base their offerings on their core purposes. Please indicate how important you think it is that Jefferson County Public Library offer facilities and programs to our community for each of the following purposes.	Essential	Very Important	Somewhat Important	Not at all Important	Total
Provide opportunities for individuals to grow by offering access to resources and services without regard to class, education, ethnic background, income level or interest	68%	26%	4%	2%	100%
Support education by providing resources for children, parents, teachers to support success in reading and education	70%	23%	5%	1%	100%
Contribute to economic development by offering assistance with employment searches and applications, job skills training, career support and research/planning resources for business owners	36%	35%	24%	5%	100%
Provide public access to computers and the Internet and training on related technologies	48%	38%	12%	2%	100%
Support social and civic engagement by offering places where people can connect with each other and their communities	26%	36%	33%	6%	100%
Promote life-long learning by supporting the educational, economic and cultural development of individuals and communities	48%	36%	12%	4%	100%

Table 2: Question #2 with Don't Knows

Please rate how well or poorly you think Jefferson County Public Library does each of the following.	Excellent	Good	Fair	Poor	Don't know	Total
Helping individuals grow by offering access to resources and services without regard to class, education, ethnic background, income level or interest	46%	29%	2%	1%	22%	100%
Supporting education by providing resources for children, parents, teachers to support success in reading and education	41%	29%	4%	1%	25%	100%
Contributing to the economic development of our community	18%	26%	11%	3%	42%	100%
Providing public access to computers and the Internet and training on related technologies	37%	34%	8%	1%	20%	100%
Supporting social and civic engagement by offering places where people can connect with each other and with their communities	23%	33%	11%	3%	30%	100%
Promoting life-long learning by supporting the educational, economic and cultural development of individuals and communities	30%	32%	6%	3%	29%	100%
Meeting the needs of your local community	29%	37%	8%	2%	23%	100%

Table 3: Question #2 without Don't Knows

Please rate how well or poorly you think Jefferson County Public Library does each of the following.	Excellent	Good	Fair	Poor	Total
Helping individuals grow by offering access to resources and services without regard to class, education, ethnic background, income level or interest	59%	37%	3%	1%	100%
Supporting education by providing resources for children, parents, teachers to support success in reading and education	55%	39%	5%	1%	100%
Contributing to the economic development of our community	31%	45%	18%	6%	100%
Providing public access to computers and the Internet and training on related technologies	47%	42%	10%	1%	100%
Supporting social and civic engagement by offering places where people can connect with each other and with their communities	33%	47%	16%	4%	100%
Promoting life-long learning by supporting the educational, economic and cultural development of individuals and communities	42%	45%	9%	4%	100%
Meeting the needs of your local community	38%	49%	10%	2%	100%

Table 4: Question #3 with Don't Knows

Please rate the extent to which you agree or disagree with each of the following statements.	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	Don't Know	Total
Libraries should remain free and accessible to all	93%	4%	1%	1%	1%	100%
I think funding the library is a good use of my tax money	83%	13%	2%	1%	1%	100%
I would rather see an increase in taxes to support libraries than see library services reduced	52%	29%	10%	5%	4%	100%
Libraries are becoming less relevant. I can get all the information I need from the Internet	5%	20%	26%	47%	2%	100%
Libraries provide little or no value to me, my family or my community	2%	5%	13%	78%	2%	100%

Table 5: Question #3 without Don't Knows

Please rate the extent to which you agree or disagree with each of the following statements.	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	Total
Libraries should remain free and accessible to all	94%	4%	1%	1%	100%
I think funding the library is a good use of my tax money	84%	13%	2%	1%	100%
I would rather see an increase in taxes to support libraries than see library services reduced	54%	30%	11%	5%	100%
Libraries are becoming less relevant. I can get all the information I need from the Internet	5%	21%	26%	48%	100%
Libraries provide little or no value to me, my family or my community	2%	5%	14%	79%	100%

Table 6: Question #4 with Don't Knows

To what extent would you support or oppose expanding each of the following library programs and services.	Strongly Support	Support	Oppose	Strongly Oppose	Don't know	Total
Popular titles/current topics	43%	48%	3%	3%	4%	100%
Movies, music & entertainment	28%	47%	15%	4%	7%	100%
Resources for self-directed learning	44%	47%	1%	1%	6%	100%
Technology access and training	41%	49%	4%	1%	5%	100%
Classes and programs	34%	46%	7%	2%	11%	100%
Discussion groups	18%	48%	14%	3%	17%	100%
Community activities/information	27%	54%	7%	2%	10%	100%
Cultural awareness/experiences	23%	47%	12%	4%	13%	100%
Local history & genealogy	32%	50%	7%	3%	9%	100%
Health and wellness	31%	51%	9%	3%	6%	100%
Author programs /performance arts	24%	47%	12%	4%	12%	100%
Outreach to special populations	23%	40%	11%	7%	18%	100%
Early literacy/reading skills	55%	34%	3%	2%	5%	100%
Support for educational achievement	45%	41%	5%	2%	7%	100%
Workforce readiness skills/GED	36%	42%	11%	3%	8%	100%
Employment and career information	31%	51%	8%	3%	7%	100%
Small business/economic development	24%	47%	13%	4%	12%	100%
Social/networking opportunities	17%	39%	23%	6%	16%	100%
Language/English as a second language	27%	42%	13%	9%	9%	100%
Consumer/government information	24%	53%	9%	4%	9%	100%
Spanish language resources	19%	36%	16%	12%	16%	100%

Table 7: Question #4 without Don't Knows

To what extent would you support or oppose expanding each of the following library programs and services.	Strongly Support	Support	Oppose	Strongly Oppose	Total
Popular titles/current topics	45%	50%	3%	3%	100%
Movies, music & entertainment	30%	50%	16%	4%	100%
Resources for self-directed learning	47%	50%	1%	2%	100%
Technology access and training	43%	51%	5%	1%	100%
Classes and programs	38%	51%	8%	2%	100%
Discussion groups	22%	58%	17%	3%	100%
Community activities/information	30%	60%	7%	2%	100%
Cultural awareness/experiences	27%	55%	14%	5%	100%
Local history & genealogy	35%	55%	8%	3%	100%
Health and wellness	33%	54%	9%	3%	100%
Author programs /performance arts	28%	54%	14%	5%	100%
Outreach to special populations	29%	49%	14%	8%	100%
Early literacy/reading skills	58%	36%	3%	2%	100%
Support for educational achievement	48%	44%	6%	2%	100%
Workforce readiness skills/GED	40%	46%	12%	3%	100%
Employment and career information	34%	55%	8%	3%	100%
Small business/economic development	27%	54%	14%	5%	100%
Social/networking opportunities	20%	46%	28%	7%	100%
Language/English as a second language	30%	46%	15%	9%	100%
Consumer/government information	26%	59%	10%	5%	100%
Spanish language resources	23%	43%	19%	15%	100%

Table 8: Question #5 with Don't Knows

To what extent would you support or oppose improvements in technology in each of the following areas.	Strongly Support	Support	Oppose	Strongly Oppose	Don't know	Total
More computers/computer stations	31%	44%	11%	2%	12%	100%
More bandwidth/faster Internet access	27%	44%	12%	3%	13%	100%
More places to plug in laptop computers	27%	47%	11%	2%	14%	100%
More wireless Internet access	31%	45%	8%	2%	14%	100%
More time to use computers (per session)	19%	40%	18%	3%	20%	100%
More online databases/resources	29%	41%	8%	2%	19%	100%
More downloadable materials (ebooks/music)	27%	40%	14%	3%	17%	100%
More computer classes/training	27%	45%	10%	3%	15%	100%
More Internet classes/training	26%	43%	12%	3%	17%	100%
More software classes/training	25%	40%	14%	4%	17%	100%
More Spanish language software and training	14%	30%	21%	13%	22%	100%

Table 9: Question #5 without Don't Knows

To what extent would you support or oppose improvements in technology in each of the following areas.	Strongly Support	Support	Oppose	Strongly Oppose	Total
More computers/computer stations	35%	50%	13%	2%	100%
More bandwidth/faster Internet access	31%	51%	14%	4%	100%
More places to plug in laptop computers	31%	54%	13%	2%	100%
More wireless Internet access	36%	52%	9%	3%	100%
More time to use computers (per session)	24%	50%	23%	4%	100%
More online databases/resources	36%	51%	10%	2%	100%
More downloadable materials (ebooks/music)	32%	48%	17%	3%	100%
More computer classes/training	32%	53%	12%	3%	100%
More Internet classes/training	31%	52%	14%	3%	100%
More software classes/training	30%	48%	17%	5%	100%
More Spanish language software and training	18%	39%	27%	16%	100%

Table 10: Question #6 with Don't Knows

All levels of government in the nation and in Colorado are facing budgetary challenges. If Jefferson County Public Library needs to cut services to meet budget reductions, to what extent would you support or oppose reducing or eliminating each of the following options?	Strongly Support	Support	Oppose	Strongly Oppose	Don't know	Total
	Permanently closing one or more libraries	1%	12%	38%	43%	6%
Reducing hours of operation at one or more libraries	8%	53%	24%	12%	3%	100%
Reducing the collections (books, movies, music, databases)	2%	17%	43%	32%	7%	100%
Reducing or eliminating technology access and training	6%	25%	43%	19%	7%	100%
Reducing or eliminating outreach programs to special populations	12%	33%	31%	11%	14%	100%
Reducing or eliminating classes and programs	8%	37%	30%	14%	11%	100%

Table 11: Question #6 without Don't Knows

All levels of government in the nation and in Colorado are facing budgetary challenges. If Jefferson County Public Library needs to cut services to meet budget reductions, to what extent would you support or oppose reducing or eliminating each of the following options?	Strongly Support	Support	Oppose	Strongly Oppose	Total
	Permanently closing one or more libraries	2%	12%	40%	46%
Reducing hours of operation at one or more libraries	8%	55%	25%	12%	100%
Reducing the collections (books, movies, music, databases)	2%	18%	46%	34%	100%
Reducing or eliminating technology access and training	7%	27%	46%	20%	100%
Reducing or eliminating outreach programs to special populations	14%	38%	36%	12%	100%
Reducing or eliminating classes and programs	9%	42%	33%	16%	100%

Table 12: Question #9

About how often, if at all, have you visited a Jefferson County Public Library in the past 12 months?	Percent of Respondents
Once a week or more	18%
Once every two to three weeks	24%
Once a month	14%
Three to six times during the past 12 months	16%
Once or twice during the past 12 months	11%
Not at all	17%
Total	100%

Table 13: Question #10

What do you do when you visit the library? (Please check all that apply.)	Percent of Respondents*
Borrow books/audio books	100%
Borrow videos/DVDs	50%
Borrow music	25%
Read newspapers	12%
Read/borrow magazines	32%
Use public access computers	23%
Access the Internet	27%
Check email/online accounts	14%
Use subscription databases	10%
Research topics of interest	31%
Help my child (0-5) learn pre-reading skills	12%
Help my child/teen get homework help	7%
Search/apply for employment	9%
Get help with income taxes	10%
Attend computer/internet classes	5%
Attend other classes or programs	5%
Attend community meetings/use the meeting rooms	7%
Participate in book clubs or discussion groups	3%
Use designated quiet areas to read or do work	27%
Other (Please specify: _____)	3%

* Percents may add to more than 100% as respondents could give more than one answer.

Table 14: Question #11

Do you currently have a Jefferson County Public Library Card?	Percent of Respondents
Yes	83%
No	17%
Total	100%

Table 15: Question #12

Have you accessed the Jefferson County Public Library Website (www.jeffcolibrary.org) in the past 12 months?	Percent of Respondents
Yes	58%
No	42%
Total	100%

Table 16: Question #13

In what ways have you used the Website? (Please check all that apply.)	Percent of Respondents*
To search the catalog	99%
To place books/materials on hold	79%
To renew books/materials	75%
To pay library fines	23%
To find library hours/locations	52%
To check class/program schedules	16%
To download audiobooks/ebook/music	12%
To access online magazines/newspapers	9%
To access research databases and tools	18%
To access resources for parents/teachers	8%
To access resources for small businesses	3%
To access local history collections	3%
To get live homework help	4%
To get live job assistance	3%
To reserve computer time	9%
To find or access community information	13%
To find library information	27%
Other (Please specify: _____)	2%

* Percents may add to more than 100% as respondents could give more than one answer.

Table 17: Question #14

Which best describes the building you live in?	Percent of Respondents
One family house detached from any other houses	62%
House attached to one or more houses	12%
Building with two or more apartments or condominiums	25%
Mobile home	0%
Other	2%
Total	100%

Table 18: Question #15

Do you own or rent your home?	Percent of Respondents
Own	73%
Rent	27%
Total	100%

Table 19: Question #16

Including yourself, how many people live in your household?	Percent of Respondents
1	25%
2	41%
3	16%
4	13%
5	4%
6	1%
7	0%
Total	100%

Table 20: Question #17, #18 and #19

Presence of Children, Teenagers and Seniors in Household	Yes	No	Total
Do any children 12 or under live in your household?	23%	77%	100%
Do any teenagers aged between 13 and 17 live in your household?	13%	87%	100%
Are you or any other member of your household aged 65 or older?	24%	76%	100%

Table 21: Question #20

How much do you anticipate your household's total income before taxes will be for the current year?	Percent of Respondents
Less than \$24,999	15%
\$25,000 to \$49,999	25%
\$50,000 to \$99,999	37%
\$100,000 to \$149,999	16%
\$150,000 or more	6%
Total	100%

Table 22: Question #21

What is your race? (Mark one or more races to indicate what race you consider yourself to be.)	Percent of Respondents*
White/European American/Caucasian	100%
Black or African American	4%
Asian or Pacific Islander	2%
American Indian, Eskimo, or Aleut	2%
Other	5%

* Percents may add to more than 100% as respondents could give more than one answer.

Table 23: Question #22

Are you Hispanic/Spanish/Latino?	Percent of Respondents
Yes	15%
No	85%
Total	100%

Table 24: Question #23

Which category contains your age?	Percent of Respondents
18-24	6%
25-34	19%
35-44	13%
45-54	28%
55-64	17%
65-74	10%
75-84	5%
85+	2%
Total	100%

Table 25: Question #24

What is your gender?	Percent of Respondents
Female	51%
Male	49%
Total	100%

Appendix C: Verbatim Responses to Survey Questions

Following are verbatim responses to open-ended questions on the survey. Because these responses were written by survey participants, they are presented here in verbatim form, including any typographical, grammar or other mistakes. Within each question the responses are in alphabetical order.

Question #4. To what extent would you support or oppose expanding each of the following library programs and services. (Other)

- ◆ Adult literacy
- ◆ Anything to do with learning.
- ◆ Art & hobby displays.
- ◆ Beginning reading program for all ages.
- ◆ Children's programs.
- ◆ Classes and online access to medical/professional literature and free publications that we can't get at home (like Denver Library).
- ◆ Classes on culture & different languages. Don't hire people whose husbands make over 60.0.
- ◆ English is our language, I'm Latvian. I had to learn.
- ◆ English language resources.
- ◆ Faster WiFi internet.
- ◆ Financial information
- ◆ French language materials.
- ◆ Gay/lesbian resources, support, awareness.
- ◆ I have never been to the library.
- ◆ Japanese language resources, Chinese language resources.
- ◆ Legal Education Example: citizenship info, small business info, housing rights.
- ◆ More and better young child programs.
- ◆ More classic fiction novels.
- ◆ More copies of popular titles.
- ◆ More large print reading.
- ◆ Only if taking English to help in understanding.
- ◆ Oppose cutting hours. Strongly support early childhood reading/story telling programs to establish early patterns of parents taking young children to libraries.
- ◆ Other languages too – Russian.
- ◆ Physical access to people with physical disabilities – most libraries are totally inaccessible.
- ◆ Provide electronic books to check out or rent to be loaded on an electronic reading tool.
- ◆ Reo Tech Center/Power
- ◆ Research assistance
- ◆ Services for seniors/shut-ins.
- ◆ Strongly support education, economy, not so much entertainment, social opportunities.
- ◆ Summer reading program yes!!

- ◆ Support anything that allows community to gain/learn base life/career skills to make them a productive society member.
- ◆ Support expanding Scandinavian programs, e.g. Swedish.
- ◆ Support library renovations – environmental considerations & better experience.
- ◆ This is not Mexico. Why not German, Swedish, Polish, French or Russian, Hebrew, or Egyptian, etc....!!! I mean it's out of hand!!!
- ◆ When the waiting list for a book is over 20 or 30, get more copies! I am 47 on a list of 89!!!! After 3 weeks of waiting!
- ◆ You provide services for Spanish speakers. What about services for deaf citizens?

Question #5. To what extent would you support or oppose improvements in technology in each of the following areas. (Other)

- ◆ Can't think of anything else.
- ◆ Classes seem to belong with rec center, but maybe not. Ok, but not at the expense of more books!
- ◆ Don't know what is available, so hard to say what improvements are appropriate. However, I am supportive of adequate technological facilities.
- ◆ Having computers for word processing/writing docs is very helpful. Having databases for finding people would be great too like Comp Program Reverse Directories.
- ◆ I do not know how to use the computers yet, but wish I did take the time to learn.
- ◆ I have never used a computer at a library.
- ◆ I support English training for Spanish speakers.
- ◆ I took an intro computer class at the library (Belmar) and I'm still clueless (probably my fault).
- ◆ I use the computer at home or work.
- ◆ If you do Spanish then you have to include all languages especially important languages like Chinese, Japanese, Arabic, & Russian.
- ◆ Kindle readers.
- ◆ Let people buy their own computers!
- ◆ More accessible child comp.
- ◆ Need more adult computers – don't need for for kids.
- ◆ Offer technology classes at more locations.
- ◆ Smoking area.
- ◆ This is all good in my mind.
- ◆ We all speak English – everyone.
- ◆ We seldom use the computers at the library or wireless services, thus the large number of my "DK" responses.
- ◆ What improvements will you make for deaf people?
- ◆ WIFI

Question #6. All levels of government in the nation and in Colorado are facing budgetary challenges. If Jefferson County Public Library needs to cut services to meet budget reductions, to what extent would you support or oppose reducing or eliminating each of the following options? (Other)

- ◆ Increase fines.
- ◆ A.C. – too damn cold in some libraries. Use a “politically correct environmental control system.”
- ◆ All programs and libraries are needed.
- ◆ Can’t really give anything up.
- ◆ Cash pool or something.
- ◆ Charge the income tax for persons not returning books or abusing public library property or time.
- ◆ Child area extended.
- ◆ Close Sunday
- ◆ Cut people who have 2 paychecks in household – ask for volunteers. Cut till we are back on our feet.
- ◆ Eliminating staff.
- ◆ Have more people who break laws have to do community service for the libraries as part of probation.
- ◆ If you must cut, decrease classes, programs. Don’t close the library! Don’t reduce hours! I’d give up all the other stuff. I can still request books and have regular hours.
- ◆ Increasing use of volunteers.
- ◆ Keep libraries as they are.
- ◆ Keep libraries closed on Sundays.
- ◆ Lighten staffing, use more parttime help. What would private enterprise do?
- ◆ Manage the budget better.
- ◆ Maybe limited certain things at certain libraries – as in not all.
- ◆ No need to provide free training! Job/workforce centers are available for job search & skills counseling.
- ◆ Only as a last resort – reducing or eliminating classes.
- ◆ Reduce movies & music – not books.
- ◆ Reduce staff.
- ◆ Reducing children’s programs – strongly disagree.
- ◆ Reducing staff or using more volunteers.
- ◆ Run the library like a business. Keep it open.
- ◆ Staff workers
- ◆ Would support reducing music/entertainment type videos because there are so many other options available to people

Question #7. In what ways could Jefferson County Public Library better serve you and your community?

- ◆ *We need to find a way to make libraries “cool” again. Libraries are an essential element to the community – reducing hours and/or eliminating libraries will have negative repercussions on multiple levels. We need a good marketing campaign & we need to re-evaluate who are your “target” library users. Also, libraries in the U.S.A. should provide resources that promote/teach the English language – instead of facilitating its depreciation by providing services in Spanish.
- ◆ ? Honestly, I never go to the library, but know that many of my friends & their children go to learn. It has seemed to make a huge difference in the quality of their lives & as a big resource in learning & self-growth. Maybe if I new more about what the libraries here had to offer (advertising??), I would be more inclined to go to one. It’s pretty much “out of sight, out of mind” for me.
- ◆ “By Being Kept Open.” Our libraries are very important to us and our children for learning among all the other opportunities they provide to our communities. Closing down any of our libraries is not the answer. Please don’t let them take away those towers of education. Next will be our schools. We need our libraries and the people who make them so great.
- ◆ 1. Keep current staff – no cutbacks.
2. Keep same hours – no cutbacks. Libraries should be open 24/7.
3. It’s all about access to information and reading, reading, reading! We must stay informed.
- ◆ A greater selection of ebooks – popular fiction. I work during the day and only have time in the evening after closing to browse and download. Jeffco has a very limited selection of ebooks. Denver is much, much larger.
- ◆ A place to relax & meditate. Get away from stress of everything associated with hurry up. I would like to spend about 2 or 3 hrs at a library a week.
- ◆ Add a library return drop box that’s off Hwy 285 in Conifer. It’s a hassle to return books to Conifer High School branch. Can’t just drive up, school hours and gate sometimes closed.
- ◆ Advertise more – street signs, etc. So we know what services are available to families.
- ◆ Altho I live in Jeffco & have a Jeffco card I entirely rely on the Denver Library system for my & my family’s needs. I find the Denver Library far superior to Jeffco., e.l. More books on shelves. I have internet at home, so I don’t use this feature of the library.
- ◆ Although I live close by, children are all gone and I rarely go to the library.
- ◆ Always be there for help in research, reading and employment information. They should also have the card alphabetic file for seniors or those who do not use computers.
- ◆ Arvada library does an excellent job in serving our community. Robin is excellent in providing books, computers & special activities in the children’s dept. My grandchildren have benefited from their love of books.
- ◆ As a relative newcomer to Jefferson County, I have not had occasion to use the library. In the past, library resources have provided me with invaluable assistance with job hunting, consumer research and in many other areas.
- ◆ As a teacher, our students & parents need access to technology – as most things & communication are expected to happen that way. However, many families cannot afford tech, yet schools/teachers are expected to require students to use tech. For many, the library is their only source. However, books, research materials, etc. – are INVALUABLE. As an English teacher, I believe libraries are the core to a continuing education for all of us. So, don’t change.

- ◆ As an out of state student in Colorado I was turned away from your library because I do not have a CO ID. I feel the Jefferson County Public Library should offer access to all residents, even if they are temporary residents.
- ◆ As the economy slowed, the library filled. I go to the library 2-5 times a week so I have noticed a bit increase in the number of people at the library. I think that access to computers by people of meager means is so important. Also, the availability of books is needed to support education & entertainment of those who can no longer afford to purchase these items.
- ◆ As you can probably ascertain from my responses in 2, my opinions may not count for much. Jeffco should support its users, not necessarily its survey respondents! Buy my books and work in technology. But I recognize that healthy libraries are an indicator of healthy communities. If Jeffco needs a better wireless infrastructure or more books, by all means, do what you need to do to support the users.
- ◆ At the very least, stay the same! We love our library – the internet will never replace the value of libraries.
- ◆ Audio books on tape are easier to start & stop than CD books. Easier for people with low vision to use. Newer is not always better.
- ◆ Be more staff efficient – make better use of the available funds.
- ◆ Be more teen-friendly. Offer ebooks for my ereader like DPS does.
- ◆ Because we live in unincorporated Jeffco, we are about 25-30 minutes from any Jeffco library, making it impractical to travel the distance to use the library on a regular basis so perhaps Conifer or Aspen Park could use a library.
- ◆ Better marketing to let local community know what is offered - Arvada Press, City of Arvada website, flyers in restaurants, coffee shops in area.
- ◆ Better road signs for the library. Sometimes the libraries are hard to find. You don't even realize they are there.
- ◆ Bigger library in Golden – not enough space available & very crowded conditions. As a result, I choose to travel outside Golden to access library resources, which is a major inconvenience.
- ◆ Books are going digital (iPods, Kindles, etc.). Libraries need to head that way.
- ◆ By being open Friday and Saturday from 10:00 am to 9:00 pm and not closing permanently because me and my family depend on you for information resources and entertainment and a lot of Jefferson County does as well.
- ◆ By consistently lowering noise levels inside the library & enforcing the no smoking within 25' of entrances & exits. By lowering the \$5.00 overdue fine to \$1.00 under which patrons may check out books. By eliminating the Manga/Japanese & other “comic book” trash. By removing noisy patrons (including those using loud headphones).
- ◆ By continuing do what they are doing.
- ◆ By having the bookmobile I am able to get books. I can't afford to purchase books or walk to the library. Thank you so much for the availability of the bookmobile to seniors.
- ◆ By providing information regarding the importance of the local library within a community.
- ◆ By providing more 1:1 support for learning computer skills for people with disabilities. Modern typewriters at standby table library, on two separate occasions, the same man was viewing porno and – sexually. This happened on library computer and library staff said there wasn't anything they could do to prevent this!
- ◆ By staying open for our children and our communities. The librarys are place of education and should never be taken away. It also provides jobs to many people with families they need to

support. Jefferson County Libraries are the best! And to our future's importance. United We Stand.

- ◆ Comfortable couches and fireplaces. Windows to view garden areas and nature scenes. Coffee shops. A library should be a place to slow down and focus on growing, a place to remember the creative and imaginative beings that we are. A place to receive and reflect.
- ◆ Conifer and surrounding area needs access to a library with normal hours of operation, located closer to the business community. In my opinion, the library at Conifer HS is NOT a public library. Also, all the steps are difficult for many older people to negotiate. This library was a failure to use our taxes wisely.
- ◆ Conifer Library is not convenient at all.
- ◆ Content is status quo.
- ◆ Continue providing books, music, ebooks and reference material. Keep your employees regardless of budget cuts. Reduce other types of programs for only the time in which budget cuts are a mandatory event. Re-instate those programs when budget issues are resolved = if budget cuts are necessary go back to basics.
- ◆ Continue to expand your audio library.
- ◆ Continue to keep them open. Use available budget where needed most.
- ◆ Continue to stay strong especially in hard times, so that people have resources they need to establish new goals, job and continue pursuing their dreams.
- ◆ Create volunteer base for sorting and filing books.
- ◆ Cultured in all phases of livings diversified. Easy (close up front) with papers, etc. Hold AARP meetings @ libraries, partner with AARP. Large print books, more of them. Contact visitors = employees that help in the library – keep them. Office types – fire them and ask community for volunteers.
- ◆ Currently have no need or desire to use the library.
- ◆ Do we need a bookmobile? Who does it serve? Could those populations use library buildings? Could they use more volunteer staff to help costs some?
- ◆ Does a good job now. If it is possible to maintain status quo in these times that would be great. Not a good time to expand services and/or facilities.
- ◆ Doing fine job now.
- ◆ Doing more community events, “job fairs.” Maybe an update on books and materials.
- ◆ Don't know – they are doing a great job already.
- ◆ Don't know what more than is now ongoing that Jeffco could do.
- ◆ Don't know.
- ◆ Don't know.
- ◆ Don't know.
- ◆ Don't order book that have profanity and detail sex scenes in it. Don't have porn movies. Don't have porn magazines. Don't have porn reading material.
- ◆ Drive-up book return; more classic titles in book collection.
- ◆ Easier access – better hours at Conifer, better collection at Conifer. Probably not going to happen, I know.
- ◆ Electronic access to resources if hard-copy becomes too expensive.
- ◆ Email about classes offered.
- ◆ Emails about programs, new offerings, services that are available. Card holders could sign up by providing their email address (same as used for book checkout/overdue notices). Just send them

½ a month so as not to become spam/junk. I think there are a lot of resources available that I'm unaware of or don't have time to look into when I'm at the library, but if I could read about it (condensed) periodically, it would help.

- ◆ English should be the common language in the USA. I do not want my tax dollars spent providing services in Spanish for only one segment of the population. What about improving technology and resources for those of us that are disabled?
- ◆ Even if you need to cut the budget, I would think that it is very important to maintain a high level of current titles (book) & maintain the hours. That is the basic service that libraries offer & the rest of the stuff is nice, but we can't always afford to offer classes, more computers, etc.
- ◆ Except for ESL classes and adult literacy classes and programs, I am opposed to any other language than English language classes and programs being offered.
- ◆ Expand hours of operation & faster internet access for WiFi.
- ◆ Face the fact that libraries are going the way of the post office. Stop trying to reinvent yourself. The things you offer can be obtained online. The longer you try to hang on means you simply waste more of our tax dollars. Don't try to change libraries into an additional government tax drain.
- ◆ Focus on books, ebooks & keep computer access & internet access w/printers. Eliminate outreach, classes, training & programs. Libraries should remain a print media focused resource paper & digital.
- ◆ For its size, Jeffco doesn't have enough copies of current editions. I find that I am usually on a waiting list of 78-80 individuals ahead of me. Frustrating.
- ◆ For our children in school, it is very important that we have the library open in the evenings and on weekends. I refuse to let my child grow up without a library and actual books. While the internet is important, reading a book, turning the pages and finding the answer to your questions in a library is equally important. Please don't close our libraries!
- ◆ For persons in our age group (85+) – retired, etc. – it is just what we need.
- ◆ For what I use the library for, I am very happy with the services.
- ◆ Getting more info out on social issues and related programs, i.e., CASA (Court Appointed Special Advocate).
- ◆ Happy with the current services.
- ◆ Have a GED class or info on GED's. Have support groups around my area in this subject. Have more time available on the computer and have more work stations and more books, dvds and music downloads.
- ◆ Have classes offered in my area (Conifer) instead of having to travel to town.
- ◆ Have more AVAILABLE books and more copies of books!
- ◆ Have no ideas.
- ◆ Have onsite or online resources like Denver Library for searching/printing/downloading professional literature.
- ◆ Have the summer reading program continued and available off-line. This has been a great program for my daughters as they grew up...especially when they were teens. Thank you!!
- ◆ Haven't lived here long enough to advantage often at all. But really wouldn't use much. Have PC at home, no kids yet.
- ◆ Having access to telephone books throughout the metroplex is helpful to many people.
- ◆ Having current movies and such like Denver Public Library.
- ◆ Having more horror stories.

- ◆ Having the library open 7 days is very helpful. Reducing the cost to print to .10 per page would be helpful. Having a police officer at the Arvada Library would help. The security lady is swamped with offensive people – maybe the presents of more authority would help.
- ◆ Hiring more staff since libraries are busier.
- ◆ I actually use the Denver Public Library system and am there at least once a week.
- ◆ I am a 78 year old female with no computer. My Lakewood library serves all I need. As for the computer “techie”, I don’t think this is the library’s job, it only adds to the burden of more money needed and added taxes. Colleges and night school should be resources for computer skills. We are stretched to the limit already on funds to keep our libraries open!
- ◆ I am a firm believer in public libraries providing resources for communities. I think they are crucial in the health of communities.
- ◆ I am a traditionalist. To me a library is about reading. That is the core competency. When things are fat, perhaps you can expand to other areas of information transfer. Personally, I would not want my tax dollars to go for other community services under the guise of the library. Those services should be voted upon and paid for separately.
- ◆ I am aware the JCPL is facing possible severe cutbacks in funding. I use the library for everything – including a place to go that is heated in the winter and air conditioned in the summer. I even use it for maps for hiking. I am more concerned about losing resources than expanding them – hence the 2’s on questions 2 & 3. I need my library.
- ◆ I am happy with the service I receive – we do need to maintain libraries for our older population who are not able or interested in learning or purchasing computers – it would leave a void hard for them to fill & cause stress in their lives.
- ◆ I am in no position to support a library.
- ◆ I am pretty happy w/the library. Maybe, more current books.
- ◆ I am satisfied with services!
- ◆ I am unable to say as I have only lived in Jeffco for 4 months.
- ◆ I am very happy the way things are at the Jefferson County library.
- ◆ I can speak only about the Belmar library. If budget allows it, they could update & expand their books and DVD collections. Especially regarding art and nature.
- ◆ I can’t think of any better way to serve me and my community!
- ◆ I don’t know.
- ◆ I don’t know. My children are grown and gone with their own lives. I don’t get to the library as much anymore.
- ◆ I don’t take advantage of the library as I should. Is there a low-cost way to get the word out about all the available resources & services?
- ◆ I don’t think there is much for Jeffco libraries to do, rather I think I need to use this valuable resource. That said, this survey has been useful as it has increased my awareness. Perhaps emailing library updates such as “Did you know you can use the library for...?” I don’t stop to think about using the library and would love to shift this...
- ◆ I enjoy the library and services as offered at the present time.
- ◆ I feel libraries do a wonderful job. Always better to have the personal touch of people to people, than machines to machines.
- ◆ I firmly believe I am being serviced adequately. My grandson loves the library – actually grown-up in there ... thanks to my daughter’s love of books.

- ◆ I have found the Jefferson Public Library to be an unusually helpful, efficient and enjoyable experience.
- ◆ I have never been made aware of all that the libraries offer. Have only found out about services thru friends. I feel if more people were aware of what is offered, they would be better utilized.
- ◆ I have never been to the library yet but hope to go soon. Thank you.
- ◆ I have only lived in the area for 10 months. Have only used the library to check out books, use the copy machine and some use on computer (internet) & card catalog. Am not knowledgeable about all of the library's services.
- ◆ I haven't used the library in sometime. But I love knowing it is there when needed. Not everyone has a computer and so much must be done on them for work, work search and school. It is needed for children and our future.
- ◆ I KNOW YOU HAVE TO MAKE TOUGH CHOICES. But with so much content online, helping people learn how to access that might be better than purchasing more of your own content. Also, general organizations already help with employment, health and other things on your list. Don't provide redundant services. Direct people where to go.
- ◆ I live in senior community. Library staff owes to educate, inform & assist. Seniors are most welcome. Home computer management tips and demonstrations are needed for seniors because the help & manuals are hard to read and understand.
- ◆ I like the libraries the way they are!
- ◆ I live in Conifer. During summer, the library opens at 3:00 pm. I wish it would open at 10:00 am.
- ◆ I love the Columbine Library and want to say Thank You to your wonderful staff. You are the best!
- ◆ I love the Golden Branch. No changes for me, thanks.
- ◆ I love the library & use it often at least 1 per week.
- ◆ I love the library. If cuts must be made, eliminate least used programs, slightly reduce hours but keep libraries open and a part of the community. They are vital.
- ◆ I love the programs at my local library. My children and I go to the library often. I'd like to see some literacy programs for children in school. More afternoon/early evening offerings.
- ◆ I love using the Columbine branch!
- ◆ I offered to volunteer & was told that you already had enough volunteers. Maybe the volunteer program could be expanded so you could cut more of the budget in that manner.
- ◆ I only check out and read books, and JCPL has always suited my needs for it. With regard to the equipment and programs, I've never used them so I cannot speak to their effectiveness.
- ◆ I primarily use the Golden Public Library at it seems to be that it is bursting at the seams! Needs to be bigger – expanded, more computer stations, more comfy places to sit as well as more tables, chairs, etc. I love this library. Needs a bigger children's section, too.
- ◆ I should explain that I come from the world of libraries of the 1940's and 1950's when books (and some records – the vinyl type) were just about all that was available so I don't really understand the expansion to technology & special services. Therefore, judge my responses accordingly. (I'm old and old-fashioned!)
- ◆ I thank Jefferson Co. Public Library for fine service. I personally enjoy only books, etc., but you have provided welcome, needed services for my children and grandchildren, especially on school projects!
- ◆ I think all the work of the libraries that I use is great, everyone is always ready to help. Thank you.

- ◆ I think for me, it's just one of those things I forget about. Maybe if there was a way to stay "in the face" of community members people would remember or have a top of mind association to the services the library offers.
- ◆ I think JCPL does an awesome job of servicing the community, especially the public schools.
- ◆ I think Jefferson County Libraries are an important part of our community. I appreciate the services offered and use the services frequently. I think JCPL do an awesome job!
- ◆ I think the public libraries are wonderful and perfect just the way they are and it would be very sad if they closed libraries, considering how much time me and my family spend there and depend on it.
- ◆ I think there should be a program to help low income families get a computer since schools require so much internet research and some families do not have transportation to get to a library.
- ◆ I think they do a great job. They're always there to help me & my children when we come in for books, movies & such. They've help them in locating information. There are lag times in finding some newer titles & things but overall they've done a great job.
- ◆ I think they do a phenomenal job. I visit the library weekly – couldn't do without it!!
- ◆ I think they do very well.
- ◆ I think you're doing a great job – you do more than I need & provide an excellent resource to the community.
- ◆ I think you're doing a great job and am amazed at what you are able to provide! My family has used the library the most to check out books that have been on my boy's reading lists for school (Mullen High School). Sometimes, I can get these books because they are all checked out and rarely, you don't have them. Your staff has been EXTREMELY helpful in getting them through interlibrary loan, etc., but I wonder if there might be an opportunity to get reading lists from local high schools so you could anticipate demand better.
- ◆ I typically use Westminster's libraries.
- ◆ I understand the challenges facing the libraries, however, many people only have computer/internet access through libraries.
- ◆ I use the library a great deal & appreciate the services you provide. I think it might be good to advertise all of the services you offer by giving information via email & printed information as I keep learning more about your services.
- ◆ I use the Westminster/College Hill library much more often because it is closer to my home than the Jeffco libraries.
- ◆ I used the library often until 2006 – until this week – when I visited the mobile library at my building. Sorry I have not been going.
- ◆ I want the library to be a BOOK place...i.e., not a competitor to Blockbuster, Netflix, etc.
- ◆ We will only have MORE digital information – never less – so periodicals can go away also – esp if the source can't be digitized.
- ◆ Provide inet access but not actual hardware for the clientele. Many times I have walked by the ranks of computers and noticed little research or learning occurring. Let folks "surf" at home or on their laptops at the library.
- ◆ Issue cards for services with a fee scale.
- ◆ I would really like to see more other language resources – not only Spanish, but Russian or Ukrainian, books, tapes, newspaper. Some mothers bring their children to the library would like to engage in something of their language – but only Spanish is available.

- ◆ I'd like to see Jeffco Library offer "Great Decisions" (series of readings and discussions). I now have to go to Douglas County (Highlands Ranch Branch) to participate.
- ◆ I'll have to think about it. I don't know that there is anything to offer that doesn't already exist. I enjoy the quiet study rooms and respect that there is start times and end times for use.
- ◆ I'm 90 years old and don't think I'm a good candidate for your survey!
- ◆ I'm a big fan of JCPA! Think they do an excellent job of serving their communities.
- ◆ I'm a regular library "customer". If we wish to sustain & improve democracy, we just have libraries!
- ◆ I'm assuming this is the reason for this survey. Depending on the results, I believe you will be better able to see what ways the library can serve the community!
- ◆ I'm content with the library system as is – a wonderful resource.
- ◆ I'm impressed with how the library has stayed relatively current with technology. I don't know how they could improve!
- ◆ I'm satisfied with our library & its services.
- ◆ I'm very satisfied and appreciate the current services. I'm happy to pay taxes to support libraries.
- ◆ I'm very satisfied. When I could still drive, I would go to several different libraries because they each had its assortment that was a little different than others. Now (I'm 84 & not driving) and use the bookmobile. The bookmobile comes twice a month on certain Tuesdays and the folks there treat us like welcome family. The workers there go out of their way to get books we've requested or which they know we would like.
- ◆ I've lived abroad for four years in nations w/out public libraries and I strongly support Jeffco's current model and feel it's a good use of my tax money. Keep up the good work!
- ◆ If a book is really popular you should get more copies. It is frustrating to be waiting on a book for 3 months or more.
- ◆ If you are going to offer or support language classes or training, you need to focus on English, Chinese, Arabic, Russian & Japanese. These are the languages of the future. Spanish is common and nearly everyone speaks it but try and find someone who speaks Arabic.
- ◆ Improve on-line reservation.
- ◆ Improve technology for searching the total library. It is good now. Your core business is lending books in various forms.
- ◆ In retirement, my husband and I are likely to use the library system, but at this time we are unable to do so.
- ◆ Increase hours.
- ◆ It already serves us well! Some ideas for library fundraising:
 - Book sale/hard sale/bake sale of items donated by patrons.
 - Art auction: local artists could donate art, to be auctioned off at a gala event.
- ◆ It does great right now.
- ◆ It has resources for my daughter and I. I want her to grow up using the library for books and educational films, classes, etc. Libraries are great – they can better serve us by keeping their resources current and readily available, as well as reading groups, classes, etc.
- ◆ It hasn't so far. I recently moved here!
- ◆ It is doing a great job now. Maybe more classes for kids & parents – preschool age & younger – FREE!! And more computer stations for kids to use, we can't afford a home computer & internet services.

- ◆ It is my goal to use the library more - because of eyesight driving in bad weather limits me. Not aware if Ken-Caryl Ranch has a library mobile?
- ◆ It's doing a fine job.
- ◆ It's great! But I would like to access more LDS books – fiction & nonfiction. Thank you!
- ◆ Item 3-e carries too many descriptions. Leave off “my community”. My answers reflect the “lean budget years” and your crisis in the deficit budget year.
- ◆ JCPL does a great job in the community. Does a great service with classes & all – don't know what they could do to improve -
- ◆ JCPL would better serve my community by having a literary circle for kids to improve their reading skills. Like groups where certain age groups come together monthly to read a book (appropriate to their level) and to summarize the book. That way kids would have less troubles understanding, and visualizing different genres of books. This would help my community and our next generation very much. Thank you.
- ◆ Jeffco libraries are doing a fantastic job! I would only oppose increased computer/internet access in the children's area. It seems that this access is used for game playing/social sites and it dilutes the literacy/message.
- ◆ Jeffco libraries are wonderful – although I base this mostly on the Standley Lake library which I mainly use. I especially enjoy the online ability to search card catalog and reserve books from home. I would not like to see the libraries reduce their schedules.
- ◆ Jeffco Public Library has been a wonderful service to our community. My family thoroughly enjoys their time at the library.
- ◆ Jefferson County Public Libraries do a great job!
- ◆ Just fine as is.
- ◆ Just moved to the area this week – hoping to make a trip this weekend to my local library to see what it has to offer (looking forward to it!).
- ◆ Keep all libraries open, do not close any. Vary the times of day they are open during a week. Keep open all day on weekends. Libraries should provide access to using information on a short time basis. They should not be used for classes and learning. That job is for the education dept.
- ◆ Keep computer access & training.
- ◆ Keep focusing on children's program. Develop, or offer H.S. & M.S. study groups. Study skills for students. Library book clubs.
- ◆ Keep open.
- ◆ Keep the shelves stocked with current popular reading material. I would like to be able to go to the library and find a book being currently sold at Barnes & Noble or any other commercial bookstore.
- ◆ Keep up with the good work.
- ◆ Know your community and diversity in the community. Quit trying to be politically correct!
- ◆ Let the public know that the county has not given the library the full mil level that the voters passed years ago. Total funding would mean no cuts in services.
- ◆ Libraries are good resources for any individual. They provide opportunities that may not be available and/or affordable elsewhere.
- ◆ Libraries could open earlier at least twice a week on weekdays. Libraries can be closed on Sundays. Reduce amount of books/titles/literature to be checked out. Increase late fee.
- ◆ Libraries need to be open and accessible – fundamental in a democracy. Keep the children's library “alive” with hard copy books and children librarians. Don't overrun the space with

technology. Because of the bad economy, take a hard look at money spent on administration – don't get fat in that area.

- ◆ List of top employers in Denver area or Colorado – types of jobs they have. Coles Directory. Drop the resource site to look up people. Free ones are more effective. Expand book sales with 10% discount by order.
- ◆ Longer hours! More access! To books, libraries are a major part of what has made this country the USA, the great nation we have been, are and will be always. Ben Franklin was a great man, it was his idea, one of his best. Do him proud! Got it! The fire dept. does not need a new truck every year. The cops don't need military equipment and spy cameras. Put the tax dollars to better use!
- ◆ Lowering late fees, forgiving fees for hardships, lower fees of lost material. Individual study room.
- ◆ Make classes offered both am and pm due to work schedules. The hours are great and locations are good!
- ◆ Make computers more accessible to self and others who don't have access otherwise and make them less user unfriendly, i.e., discontinue changing the system drastically frequently.
- ◆ Make the community "AWARE" of the wonderful resources & services you offer. Rent the conference rooms for a revenue source. Get more kids using the library – all ages.
- ◆ Maybe connect with high schools for volunteer services.
- ◆ Add more computer classes – higher level. Charge for higher level (Google docs, ucb 2.0). Continue to offer basic for free.
- ◆ Maybe send out pamphlets of their services, locations and hours. Because of right now, I don't know much about the library.
- ◆ Meeting my (our) needs at present.
- ◆ Meets my needs just fine. I borrow books! Not really familiar with classes & programs, training, outreach programs, etc.
- ◆ Meets my needs perfectly as is.
- ◆ Mobile branches. Way to request new material for purchase.
- ◆ More academic books; if possible in online database.
- ◆ More access to and training in computer use to help those w/o computers at home to learn how to access information for themselves.
- ◆ More access to research databases that are comparable to those that colleges have access to (e.g. psych info) and then notify the local schools of the database list so teachers can direct their students to using the websites. In college, we took a trip to the library to learn how to use those websites, so maybe have class trips to the library for this purpose.
- ◆ More books about scenery, survivor books, Army books.
- ◆ More books in Columbine Library. Not charging a fee to read current books. Prefer to use Englewood Library due to fees in Jeffco.
- ◆ More books in Spanish.
- ◆ More books per topic. For example, once in Minneapolis (where I lived before), I wanted to read about submarines. The local library had 2 shelves of books just on submarines (30-40 volumes). Get rid of things like providing plastic bags (with the library name on them, no less), for people to carry out their books. I thought that was a ridiculous waste of money.
- ◆ More children's classes at night so working parents can go.

- ◆ More communication about what you have going on. Let community know how we can help and then welcome volunteers. Don't have it be a long drawn out process to be able to volunteer. Assure your staff they are not going to lose their jobs because of volunteers. Volunteers should be complimenting staff not taking jobs. Help make us a community as small towns do. Welcome people. Create a positive energy so lots of people want to go! And get the word out!
- ◆ More community-wide events, like open houses/fairs. Also, having authors come speak would be very cool. Finally, more work with nearby schools, i.e., how you can support classroom teachers, especially at the senior high level.
- ◆ More computer classes. More technology access and training on the internet.
- ◆ More computers & a little longer time on them.
- ◆ More handicap parking at Belmar Library and Lakewood Library.
- ◆ More handicapped parking lots in Belmar Library and Lakewood Library.
- ◆ More help to man the check in & out of books at the counter.
- ◆ More mid-day story times – check with local elementary schools for kindergarten ½ day release times.
- ◆ Make other library staff as friendly as Lakewood's children's area!!
- ◆ Offer a call-ahead service – librarians pull kid's books for family reading.
- ◆ Offer thematic book title grouping for kids.
- ◆ More resources for people seeking employment (resume help, etc.) I'm not sure how to answer #6, the wording is very confusing. For example, I strongly oppose closing any libraries, but am not sure whether to answer "strongly support" or "strongly oppose." I strongly support eliminating that as an option. It's a "double negative." I'm afraid your answers for question #6 will not be valid & reliable due to the confusing wording. This is why is decided to delete my answers.
- ◆ More study rooms. Make sure porn sites are permanently blocked.
- ◆ Most books are in bad shape (broken spines) or are outdated (especially computer books). Have less number of books and push the transfer/request system more. No reason to have 3 of a certain book on every library shelf – and not being used, when transfer system could be used for 6 where it is really needed.
- ◆ My 17 year old tried to renew his library card and couldn't do it without a parent. (He hadn't used his previous card for a while.) If you can read and/or write, you should be able to get a library card. This annoyed me enough to stop using the library.
- ◆ My family & I support growth & expansion of the wonderful & professional JCPL system. I cannot think of anything additional to add to the system but would support tax hikes, etc. to increase the size, etc. of current services!
- ◆ My wife just died and I had more importance thing to do than filling out a questionnaire.
- ◆ N/A The library (in Golden) is excellent.
- ◆ N/A. We are very happy with the services we get currently.
- ◆ Need more quiet areas.
- ◆ Needs a new marketing campaign.
- ◆ None – it is great.
- ◆ None – we love the library.
- ◆ None.
- ◆ Not many people can paid for internet. So is great being able to use public access like going to the library.

- ◆ Not really sure.
- ◆ Not sure as of now – I need to learn to use the computer. Right now I just do books, movies and music.
- ◆ Not sure yet because I'm new to the area & have only used the library for books, etc. So far, so good.
- ◆ Nothing – they are already doing a fantastic job!
- ◆ Nothing comes to mind.
- ◆ Offer volunteer work for teenagers during summer.
- ◆ Ok.
- ◆ Open later in the morning & staying open later in the evenings, especially if located very near schools.
- ◆ Our library serves our family very well. I am so pleased to see that it is very full of people of all ages.
- ◆ Ours is a totally volunteer library. If we had more volunteers, we could make it available at least one or two more days a week. At present, it is only open 3 (part) days a week. Enthusiasm is the key. We try!
- ◆ Partner with some local businesses to provide more places that books could be returned – a drop box outside a 7-11 or a school or a church, even if it was emptied only 1-2 times a week. Post a big sign with the pickup days, have a big plexiglass window so you can see whether any garbage is left inside. This would be such a timesaver for patrons.
- ◆ Past #1 read books Natl & local. Train on computers (searching) Show drivers license to use library. No pay taxes, no service. *Have suggested many times that large print for older people need to be stocked. See front page – also free papers, notes, etc, too far to pick up closer to entrance please, please.
- ◆ People develop a love of reading and literacy through exposure. Those parents who take their kids to the library during the year and particularly the summer are trying to accomplish this. It would be advantageous for our society if the Jeffco library system staff supported this. At Columbine, they fairly grind their teeth at the noise, distraction and exuberance of young learners. Eliminate the “fun” programs and do more reading groups or story times. One librarian told me it's hard to get her work done if they're required to offer story times for toddlers and babies. So what, exactly, is her job description?
- ◆ Perhaps more recent TV series DVDs as well as maybe more young adult books.
- ◆ Personnel are friendly, informative, helpful.
- ◆ Please be more personal – the libraries here feel like an ‘institution’ rather than a welcoming community resource center. The fine for my overdue magazines was outrageous! \$30.00 for 10 mags overdue 10 days. This is ridiculous. I am writing the library to voice my opposition. I haven't been back to library since this happened. I've lived in Jeffco for 1.5 years and miss my beautiful old friendly community library in New England where I knew staff by first name & paid late fines via stamps!
- ◆ Please see my foregoing responses. Great job & thank you!!
- ◆ Provide a separate area for job seekers – computers, networking, employers, research (I feel that economy will not improve until we get more people – teenagers, displaced workers, uneducated – working again.) We need to provide job seekers with as much information and opportunities as possible to this end.
- ◆ Provide a wider range of literature. Have newer titles available.
- ◆ Provide more current titles on book available and increase number of books available.

- ◆ Public libraries are an inexhaustible value to our public. There will always be people that will not be able to afford or access the amenities that the public library can give free of charge. KNOWLEDGE IS POWER!! ALWAYS!
- ◆ Public libraries are essential! People who cannot afford to access the internet at home need to be able to do so at the library.
- ◆ Purchase more current titles. The hold section @ Evergreen is crammed because you have to request best sellers & research books as they are not on the shelves. The \$\$ that was to be spent on remodeling could be better used on book purchases. Also, purchase more history text and biographies. Don't waste \$ on remodeling. I remember the old tiny library in Evergreen. The request and hold system works. I also use Denver library for research (I write). The library is very important in my life. I am grateful for the help I get now.
- ◆ Put money into library – not landscaping such as library on 20th & Miller. Sidewalks were fine – but were replaced. How much of our money was “wasted” on that??
- ◆ Questions 14-24 should not matter.
- ◆ Re: items 4, 5, 6: At age 95, my “narrow” use of library facilities, offerings, makes me unqualified to discuss needs, trends.
- ◆ Magnificent is your system of lending through availability of titles from almost all locales!
- ◆ Re: question #4, I have to admit that I am not fully aware of the services currently provided & therefore cannot evaluate whether I support or oppose expansion. I love going online to reserve a book or browsing in the stacks. It is very evident that the library is serving our community in these difficult times. Every time I go into the Columbine branch, it is far busier than it was in earlier years.
- ◆ Remind us that you're there! Sponsor or host events – remind us why a real book & a library can't be experienced on the interwebs or a kindle.
- ◆ Simpler wireless access at libraries would free p already heavy use of computer terminals. Just a database suggestion – when doing a records search or reference search, add a variable that adds a sort by site to make research easier – patron can visit site that has more of the precise info they are looking for.
- ◆ Staff is gruff & somewhat unapproachable, perhaps personal skill training would improve this problem.
- ◆ Stay open!
- ◆ Stay open.
- ◆ Stay with books/reference materials & computer usage/access. There are plenty of other places people can learn about English speaking classes & health issues. Catering to “Special populations” is reverse discrimination on the Americans who live here/speak English/& pay taxes that would be used to fund those programs.
- ◆ Stop funding everything special in Spanish when we are in an English-based country. Cut down on Spanish duplications. Since Spanish should be a special need in our country (like English would be in France), the Spanish speakers refusing to learn English should be responsible for paying more, NOT the taxpayer.
- ◆ Stop sending this survey.
- ◆ Stop stressing “class & ethnic” backgrounds. We are Americans. The primary purpose of library is to provide books & help learning to read, through your whole life.
- ◆ Stop wasting money on surveys like this.
- ◆ Stress reading books as opposed to coming in to use computers for social networking, viewing pornography or doing email.

- ◆ Thank you for all the library does for all of us. Expand (not cut!) library hours. Provide a “quiet barrier” between children’s and main sections of library. (It’s great to encourage children to use and be active in libraries but often they’re very noisy ... wouldn’t want to dampen their enthusiasm by “shushing” too much so a barrier would be good. Maybe install “Neatco” scanners for people who do on-site research to scan to disk or similar (since copiers are often busy). Libraries are a vita, absolutely essential community resource – a necessity – and Jeffco is one of the best anywhere.
- ◆ The 4 Jeffco libraries I utilize do a great job. The personnel is very courteous & helpful.
- ◆ The best way I believe the library supports the community is the access to computers, internet, printers, etc. In my opinion it is less of a priority to have multiple copies of popular titles, patrons can wait for their holds or go buy the book themselves. Raising late fees seems more logical and profitable than charging a membership fee.
- ◆ The bookmobile is greatly appreciated by the senior citizens at Creekside, many of whom lack transportation. Expansion of any reading programs/story time for toddlers & young children to entrench early experience with young parents & free access to their children for lifelong free learning & the sheer joy & magic of reading.
- ◆ The bookmobile services are excellent, especially to those who have little access to transportation.
- ◆ The feel that Jefferson County Public Library is currently doing an excellent job serving individuals, families & the community. The staff are all very helpful & courteous. Going to the library is a pleasant & positive experience.
- ◆ The JCPL has always been accessible, easy to use and there when I need it. Keep going strong!
- ◆ The Jeffco Library has met all our family’s needs. Great group of people who work there.
- ◆ The library already meets my family’s needs. I can’t think of anything more it could do for us.
- ◆ The library could be open later for working parents with students.
- ◆ The library does a great job at providing information & services to us (family, friends) Thank you!!!
- ◆ The library does a great job. They got screwed by Ralph Schell & the commissioners over the new mill levy increase.
- ◆ The library I use (local) is excellent. Personnel is always helpful & pleasant. I generally find what I need available. I am pleased the library is open seven days a week.
- ◆ The library is doing a good job serving my family needs. We particularly like to search the catalog and reserve books on-line. Leaving an expensive facility unused is usually bad business (open fewer hours). Almost always personnel is the largest expense. Painful as it is, attack the largest expenses 1st. Are there too many layers of management? Could parttime staff do the work? Are benefits too generous?
- ◆ The library should be a depository of books, knowledge, access to information and LIMITED skills based classes. You need to save money? Eliminate some of the relatively posh jobs doing nothing, not the libraries themselves. I have gone to the library to find a lack of books plenty of times (wrong) but never been to a Jeffco library with at least two employees with apparently nothing to do. Layoffs.
- ◆ The library should not spend its money for educational programs. I pay school taxes for the schools to do that. English as a 2nd language should be taught at public schools. Do not duplicate what the public schools are or should be doing. Do not offer classes or services that promote or encourage persons to continue speaking a foreign language and not learn to speak English. You do them a dis-service.

- ◆ The library we use serves us well for what we use it for.
- ◆ The only problem I've ever had was not having a book I wanted available. I didn't want to have to go to another library or wait for a copy to be returned.
- ◆ The steps at Conifer High School/library are VERY difficult. Maybe a collection box where we could at least deposit our returns – where we could drive/walk to with NO steps.
- ◆ The Wheat Ridge library on 32nd St needs more room. Somehow needs to be larger for more people if that is possible.
- ◆ There is a lot of things that I am not aware that the library offers. But I believe there are a lot of people that can't afford books or computers & need a place to go. I believe the libraries should offer more classes to use a computer & somehow let people know they are available. If I knew when & where I would go! I wish I knew – wish I used it more.
- ◆ They are doing an excellent job!
- ◆ They are great. I'm overwhelmed by the services I have access to. Thank you.
- ◆ They are ok now.
- ◆ They can't. I am extremely satisfied with my library.
- ◆ They do a good job and are very needed.
- ◆ This questionnaire helped me focus on the learning support that the libraries support. I do see the value of information training. I think the library could supplement the schools and does keep learning going during the summer.
- ◆ This questionnaire is very precise. I applaud the creator.
- ◆ This survey is very long and would get a better response if it was just a few key questions. Thanks!
- ◆ To have more selection of books. Also, have more copies of books.
- ◆ To save money – eliminate call center & go back to patron calling favorite library for information.
- ◆ Unsure.
- ◆ Utilize more volunteers instead of paid employees.
- ◆ We are not close to any JCPL. Our rural community has a small, all volunteer library. We serve on the local library board of directors and work at the library regularly, volunteering. Our little library is strongly supported by JCPL, to our great benefit.

- ◆ We are temporary residents and are not frequent users. We do enjoy the services available.
- ◆ We consider the library to be one of the top advantage of Jeffco living – we visit 2-3 times per week.
- ◆ We have been regularly using the library since my kids could hold books 10+ years. We have attended many kid programs, summer reading and the library weekly. Recently we became aware of being able to request books, movies, music. The library “run” we make weekly, sometimes more. Resources at the library not only save us time and money but also promote good learning to my children.
- ◆ We live in unincorporated Golden and it is often difficult to participate in children's and family programs that require tickets picked up in person 2 weeks ahead of time. It would be nice to have some other way to reserve tickets.
- ◆ We love the library – I always have 1 book I'm reading and another on CD!! This is cost effective for me – I use your database + prospector to manage my account! So – my needs are met.

- ◆ My husband & I are big supporters! I would like you to have a big fundraiser – more than used book sales!!!
- ◆ PS: When we travel, I do not take my laptop. I just go to the local library!!
- ◆ We love the library. We often use the website to request books. Our branch (Golden) often does not have what we want in house. We attend story time and an intercambio program.
- ◆ We love the new library in Arvada with its location and all the new updates.
- ◆ We pay enough in taxes to schools & teachers to cover 90% of the items listed on this survey. Questions 20-24 are not relevant.
- ◆ We really appreciate the library by us and are very glad to have it there. I think the services are very adequate and want to keep the library and services. With money being an issue, I don't see that expanding services would be a good idea. Many people are unable to pay increased taxes.
- ◆ We use Columbine Library and have always experienced great customer service and assistance. I strongly believe that public libraries promote Democracy and our ability to communicate in this global climate.
- ◆ What information does the library provide that I can't get online, i.e., Library of Congress, gov.? We have community centers to serve the communities. Newspapers, magazines, Blockbuster – and libraries are going the way of the dyosaurs.
- ◆ When my internet access isn't working at home, it is difficult to reserve a computer at this library. This has to be done using the internet – how do you do this without internet access?
- ◆ Better access on the website to scientific journals (Journal of the American Dietetic Association, Journal of Clinical Nutrition, Pediatrics, etc.)
- ◆ Work with the public school system to fill their gaps (losses due to lack of funds). Volunteers coach reading skills etc @ schools and at library. My complements to you. The Jeffco library system is still making a fine contribution to the culture of our community.
- ◆ Would like to see more access to popular titles other than through “hold or request” process. For example, Douglas County has “Lucky Day” books. These are copies that are not in hold cue.
- ◆ You are a library – just provide books and other media and don't worry about anything else.
- ◆ You are doing a great job with shrinking resources.
- ◆ You are doing fine.
- ◆ You are doing very well. Don't change a thing.
- ◆ You are doing well. I know budgets are involved. Keep up the good work.
- ◆ You could reduce author's visits esp if you have cost involved. Love the ebooks. Expand the teen/young adult – more books geared toward boys.
- ◆ You do EXCELLENT – Thank you!
- ◆ Don't duplicate the services provided by Jeffco Workforce centers – especially if doing so costs money! (That is, costs to the county \$.) The Workforce centers provide internet, resume, software & job search training, they provide several computers for free use & job search & skills assessments. Why duplicate those costs? What is needed is access to books, research tools for many disciplines – child reading & programs for literacy.
- ◆ You got non-informative answers to #4 & #5 due to inference of more taxes. Improved and/or expanded services would be great, but not at the price of higher taxes. Ways to do more with less have to be found. I am happy to discuss further if you wish to email me.

Question #10. What do you do when you visit the library? (Other)

- ◆ Book sale!
- ◆ Bring great granddaughters.
- ◆ Browse the used books.
- ◆ Buy books at the Belmar library shop.
- ◆ Buy used books.
- ◆ Check out books.
- ◆ Children's story time.
- ◆ Color with daughter
- ◆ Copy machine
- ◆ Don't go to one.
- ◆ Educator-resources.
- ◆ Financial information, valueline, etc.
- ◆ Genelogy
- ◆ Get tax forms/info
- ◆ Have a study room.
- ◆ Inter library loans.
- ◆ Make copies of paperwork.
- ◆ Never been there.
- ◆ P/U tax forms.
- ◆ Pick up tax forms.
- ◆ Pick up tax forms.
- ◆ Read books.
- ◆ Read books.
- ◆ Reading time for my infant.
- ◆ Reference material.
- ◆ Relax & think!
- ◆ Relax.
- ◆ Relax/peaceful.
- ◆ Request book reservations. Buy on sale books. Pick up tax forms. Pick up some free publications. Visit your spotless rest room to was hands, etc etc.
- ◆ Story time
- ◆ Story time.
- ◆ Study rooms.
- ◆ Summer reading for children.
- ◆ Tax forms
- ◆ Tax forms, instructions.
- ◆ Tried to become a member, but was turned away.
- ◆ Tutoring
- ◆ Typewriters
- ◆ Use computers when my home computer was down.
- ◆ Use inter library loan
- ◆ Use study rooms.
- ◆ Use the printer.
- ◆ Volunteer

Question #13. In what ways have you used the Website?

- ◆ Buy used books.
- ◆ Census info
- ◆ Check job line.
- ◆ Don't.
- ◆ Find books
- ◆ Find medical info.
- ◆ I haven't needed to use the access.
- ◆ Never used website.
- ◆ New – will likely use the B.K.
- ◆ Reserve a study room.
- ◆ Spanish program
- ◆ To find micro-fiche materials location.
- ◆ To research authors & books they have written.

Appendix D: Survey Results by Respondent Characteristics

Survey Results by Geographic Area

The following pages contain breakdowns of the survey results by geographic area within Jefferson County. The table below displays the number and percent of respondents in each of the geographic areas, while the graphic displays a map showing these area boundaries. Where differences between geographic subareas are statistically significantly different ($p < 0.05$), they are shaded grey.

Table 26: Geographic Area

Geographic Area within Jefferson County	Percent of Respondents	Number of Respondents
Central County Incorporated	41%	N=373
Central County UNincorporated	4%	N=32
Mountain Region	14%	N=126
North County Incorporated	21%	N=190
North County UNincorporated	3%	N=28
South County Incorporated	1%	N=8
South County UNincorporated	16%	N=149
Total	100%	N=906

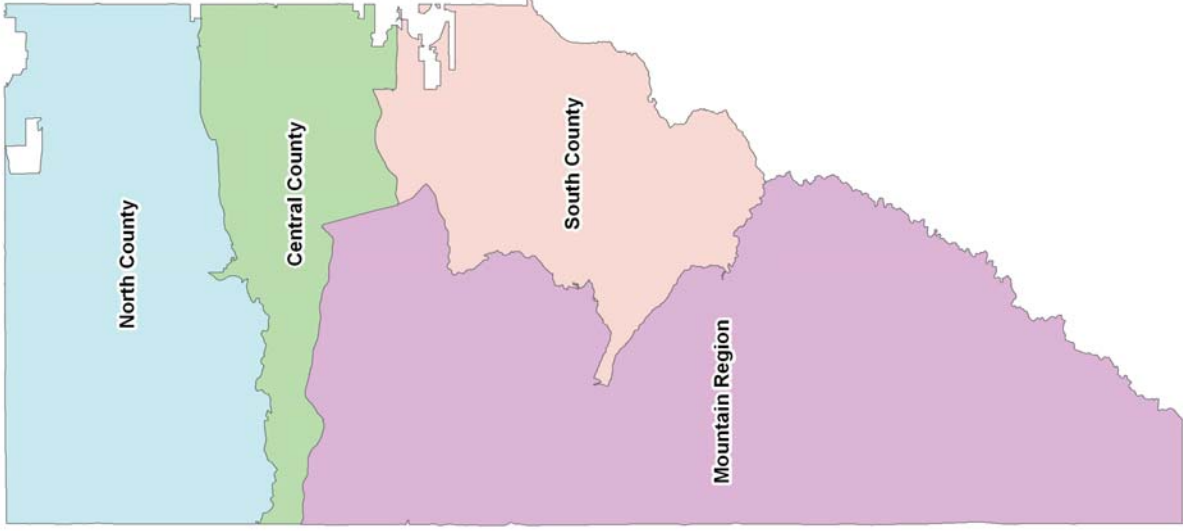


Table 27: Question #1 by Area

	Central County Incorporated	Central County UNIncorporated	Mountain Region	North County Incorporated	North County UNIncorporated	South County Incorporated	South County UNIncorporated	Overall
Libraries provide facilities and programs to their residents for a variety of reasons, and base their offerings on their core purposes. Please indicate how important you think it is that Jefferson County Public Library offer facilities and programs to our community for each of the following purposes. Percent of Respondents Rating as "Essential" or "Very Important"								
Provide opportunities for individuals to grow by offering access to resources and services without regard to class, education, ethnic background, income level or interest	95%	85%	96%	93%	87%	87%	94%	94%
Support education by providing resources for children, parents, teachers to support success in reading and education	92%	83%	95%	99%	91%	71%	95%	94%
Contribute to economic development by offering assistance with employment searches and applications, job skills training, career support and research/planning resources for business owners	68%	71%	70%	75%	63%	87%	74%	71%
Provide public access to computers and the Internet and training on related technologies	82%	74%	88%	91%	95%	62%	87%	86%
Support social and civic engagement by offering places where people can connect with each other and their communities	62%	42%	56%	59%	53%	67%	70%	61%
Promote life-long learning by supporting the educational, economic and cultural development of individuals and communities	83%	53%	86%	87%	82%	78%	88%	84%

Table 28: Question #2 by Area

	Central County Incorporated	Central County UNincorporated	Mountain Region	North County Incorporated	North County UNincorporated	South County Incorporated	South County UNincorporated	Overall
Please rate how well or poorly you think Jefferson County Public Library does each of the following. Percent of Respondents Rating as "Essential" or "Very Important"								
Helping individuals grow by offering access to resources and services without regard to class, education, ethnic background, income level or interest	96%	100%	96%	96%	100%	100%	98%	96%
Supporting education by providing resources for children, parents, teachers to support success in reading and education	96%	100%	96%	95%	100%	100%	91%	94%
Contributing to the economic development of our community	77%	50%	82%	81%	58%	100%	78%	76%
Providing public access to computers and the Internet and training on related technologies	87%	78%	94%	93%	91%	100%	88%	89%
Supporting social and civic engagement by offering places where people can connect with each other and with their communities	75%	74%	83%	91%	60%	100%	84%	80%
Promoting life-long learning by supporting the educational, economic and cultural development of individuals and communities	87%	95%	86%	91%	70%	68%	94%	87%
Meeting the needs of your local community	89%	63%	91%	85%	90%	100%	90%	87%

Table 29: Question #3 by Area

	Central County Incorporated	Central County UNincorporated	Mountain Region	North County Incorporated	North County UNincorporated	South County Incorporated	South County UNincorporated	Overall
Please rate the extent to which you agree or disagree with each of the following statements. Percent of Respondents Who "Strongly" or "Somewhat Agree"								
Libraries should remain free and accessible to all	97%	85%	100%	100%	100%	100%	100%	98%
I think funding the library is a good use of my tax money	95%	80%	98%	100%	100%	100%	99%	97%
I would rather see an increase in taxes to support libraries than see library services reduced	85%	76%	84%	84%	75%	91%	86%	84%
Libraries are becoming less relevant. I can get all the information I need from the Internet	22%	30%	23%	24%	19%	16%	33%	25%
Libraries provide little or no value to me, my family or my community	8%	23%	5%	4%	6%	0%	8%	7%

Table 30: Question #4 by Area

To what extent would you support or oppose expanding each of the following library programs and services. Percent Rating as "Strongly" or "Somewhat Support"	Central County Incorporated		Mountain Region		North County Incorporated		South County Incorporated		South County Unincorporated		Overall
	Incorporated	Unincorporated	Incorporated	Unincorporated	Incorporated	Unincorporated	Incorporated	Unincorporated	Incorporated	Unincorporated	
Popular titles/current topics	93%	81%	97%	94%	99%	94%	71%	95%	94%	94%	
Movies, music & entertainment	79%	57%	77%	72%	83%	72%	62%	89%	80%		
Resources for self-directed learning	98%	81%	98%	97%	98%	97%	100%	97%	97%		
Technology access and training	94%	79%	94%	97%	96%	97%	100%	93%	94%		
Classes and programs	89%	77%	90%	94%	95%	94%	100%	84%	90%		
Discussion groups	76%	71%	79%	73%	90%	73%	83%	78%	80%		
Community activities/information	90%	76%	92%	79%	94%	79%	92%	90%	90%		
Cultural awareness/experiences	77%	75%	84%	66%	91%	66%	91%	83%	81%		
Local history & genealogy	85%	81%	94%	81%	97%	81%	71%	92%	89%		
Health and wellness	85%	79%	88%	77%	94%	77%	100%	88%	87%		
Author programs /performance arts	77%	76%	78%	74%	92%	74%	91%	84%	82%		
Outreach to special populations	77%	74%	70%	78%	83%	78%	91%	79%	78%		
Early literacy/reading skills	92%	79%	96%	97%	98%	97%	100%	96%	94%		
Support for educational achievement	90%	81%	91%	94%	98%	94%	100%	91%	92%		
Workforce readiness skills/GED	83%	78%	80%	84%	90%	84%	91%	87%	85%		
Employment and career information	87%	78%	90%	87%	94%	87%	91%	88%	89%		
Small business/economic development	79%	79%	78%	83%	85%	83%	82%	84%	81%		
Social/networking opportunities	62%	73%	56%	53%	72%	53%	65%	73%	66%		
Language/English as a second language	75%	71%	65%	78%	80%	78%	82%	81%	76%		
Consumer/government information	83%	79%	89%	72%	90%	72%	58%	86%	85%		
Spanish language resources	67%	71%	52%	61%	73%	61%	57%	68%	66%		

Table 31: Question #5 by Area

	Central County Incorporated	Central County UNincorporated	Mountain Region	North County Incorporated	North County UNincorporated	South County Incorporated	South County UNincorporated	Overall
To what extent would you support or oppose improvements in technology in each of the following areas. Percent of Respondents Who "Strongly" or "Somewhat Support"								
More computers/computer stations	84%	74%	86%	93%	69%	46%	83%	85%
More bandwidth/faster Internet access	79%	71%	88%	89%	74%	79%	80%	82%
More places to plug in laptop computers	82%	75%	91%	91%	93%	91%	83%	85%
More wireless Internet access	86%	76%	87%	92%	87%	91%	89%	88%
More time to use computers (per session)	73%	72%	65%	82%	84%	42%	72%	73%
More online databases/resources	87%	74%	87%	92%	89%	100%	84%	87%
More downloadable materials (ebooks/music)	78%	88%	81%	87%	70%	100%	76%	80%
More computer classes/training	85%	75%	81%	92%	89%	100%	80%	85%
More Internet classes/training	83%	74%	84%	88%	93%	64%	77%	83%
More software classes/training	78%	56%	77%	83%	83%	95%	79%	79%
More Spanish language software and training	59%	55%	45%	60%	50%	38%	58%	57%

Table 32: Question #6 by Area

	Central County Incorporated	Central County Unincorporated	Mountain Region	North County Incorporated	North County Unincorporated	South County Incorporated	South County Unincorporated	Overall
All levels of government in the nation and in Colorado are facing budgetary challenges. If Jefferson County Public Library needs to cut services to meet budget reductions, to what extent would you support or oppose reducing or eliminating each of the following options?								
Percent of Respondents Who "Strongly" or "Somewhat Support"								
Permanently closing one or more libraries	12%	24%	14%	8%	28%	4%	17%	14%
Reducing hours of operation at one or more libraries	61%	63%	67%	65%	70%	30%	61%	63%
Reducing the collections (books, movies, music, databases)	14%	34%	27%	13%	19%	0%	27%	19%
Reducing or eliminating technology access and training	32%	39%	40%	36%	23%	22%	29%	34%
Reducing or eliminating outreach programs to special populations	50%	48%	72%	45%	61%	75%	47%	52%
Reducing or eliminating classes and programs	49%	69%	60%	45%	78%	29%	46%	51%

Table 33: Question #9 by Area

	Central County Incorporated	Central County Unincorporated	Mountain Region	North County Incorporated	North County Unincorporated	South County Incorporated	South County Unincorporated	Overall
About how often, if at all, have you visited a Jefferson County Public Library in the past 12 months?								
Once a week or more	17%	32%	10%	25%	7%	38%	15%	18%
Once every two to three weeks	22%	14%	29%	22%	40%	35%	25%	24%
Once a month	15%	20%	12%	10%	5%	9%	19%	14%
Three to six times during the past 12 months	20%	7%	16%	16%	10%	8%	12%	16%
Once or twice during the past 12 months	12%	1%	19%	8%	19%	0%	6%	11%
Not at all	14%	26%	13%	19%	19%	10%	24%	17%
Total	100%	100%	100%	100%	100%	100%	100%	100%

Table 34: Question #10 by Area

What do you do when you visit the library? (Please check all that apply.)*	Central County Incorporated	Central County Unincorporated	Mountain Region	North County Incorporated	North County Unincorporated	South County Incorporated	South County Unincorporated	Overall
Borrow books/audio books	100%	100%	100%	100%	100%	100%	100%	100%
Borrow videos/DVDs	48%	68%	37%	56%	50%	68%	53%	50%
Borrow music	25%	31%	27%	25%	29%	0%	21%	25%
Read newspapers	14%	20%	9%	12%	3%	0%	9%	12%
Read/borrow magazines	37%	58%	31%	30%	8%	37%	20%	32%
Use public access computers	28%	22%	21%	24%	36%	10%	12%	23%
Access the Internet	31%	22%	21%	34%	28%	10%	14%	27%
Check email/online accounts	16%	21%	10%	16%	25%	10%	7%	14%
Use subscription databases	13%	34%	8%	8%	0%	0%	5%	10%
Research topics of interest	30%	55%	27%	30%	45%	37%	30%	31%
Help my child (0-5) learn pre-reading skills	9%	10%	9%	13%	26%	11%	16%	12%
Help my child/teen get homework help	5%	5%	5%	9%	23%	11%	10%	7%
Search/apply for employment	12%	4%	1%	13%	22%	0%	5%	9%
Get help with income taxes	9%	27%	2%	7%	28%	0%	14%	10%
Attend computer/Internet classes	8%	0%	5%	4%	4%	0%	2%	5%
Attend other classes or programs	4%	8%	6%	8%	0%	11%	6%	5%
Attend community meetings/use the meeting rooms	6%	5%	5%	8%	18%	0%	11%	7%
Participate in book clubs or discussion groups	3%	2%	2%	2%	18%	0%	2%	3%
Use designated quiet areas to read or do work	30%	21%	24%	24%	45%	0%	23%	27%
Other (Please specify: _____)	3%	2%	2%	2%	2%	21%	2%	3%

* Percents may add to more than 100% as respondents could give more than one answer.

Note: No tests of statistical significance can be performed on this question, as it is a multiple response question.

Table 35: Question #11 by Area

	Central County Incorporated	Central County UNincorporated	Mountain Region	North County Incorporated	North County UNincorporated	South County Incorporated	South County UNincorporated	Overall
Do you currently have a Jefferson County Public Library Card?								
Yes	84%	78%	86%	85%	82%	100%	75%	83%
No	16%	22%	14%	15%	18%	0%	25%	17%
Total	100%	100%	100%	100%	100%	100%	100%	100%

Table 36: Question #12 by Area

	Central County Incorporated	Central County UNincorporated	Mountain Region	North County Incorporated	North County UNincorporated	South County Incorporated	South County UNincorporated	Overall
Have you accessed the Jefferson County Public Library Website (www.jeffcolibrary.org) in the past 12 months?								
Yes	59%	64%	58%	57%	63%	86%	48%	58%
No	41%	36%	42%	43%	37%	14%	52%	42%
Total	100%	100%	100%	100%	100%	100%	100%	100%

Table 37: Question #13 by Area

In what ways have you used the Website? (Please check all that apply).*	Central County Incorporated	Central County Unincorporated	Mountain Region Incorporated	North County Incorporated	North County Unincorporated	South County Incorporated	South County Unincorporated	Overall
To search the catalog	100%	100%	100%	100%	100%	100%	93%	99%
To place books/materials on hold	78%	89%	66%	84%	89%	80%	79%	79%
To renew books/materials	71%	64%	74%	82%	68%	68%	86%	75%
To pay library fines	23%	16%	16%	28%	27%	9%	26%	23%
To find library hours/locations	54%	32%	53%	58%	55%	91%	37%	52%
To check class/program schedules	23%	11%	7%	15%	3%	0%	12%	16%
To download audiobooks/ebook/music	16%	11%	14%	13%	0%	12%	3%	12%
To access online magazines/newspapers	14%	11%	8%	6%	0%	0%	5%	9%
To access research databases and tools	20%	57%	12%	17%	8%	0%	16%	18%
To access resources for parents/teachers	6%	11%	7%	7%	0%	12%	16%	8%
To access resources for small businesses	5%	9%	3%	3%	0%	0%	1%	3%
To access local history collections	4%	7%	4%	3%	0%	12%	1%	3%
To get live homework help	6%	7%	4%	1%	9%	9%	2%	4%
To get live job assistance	6%	7%	0%	1%	0%	0%	2%	3%
To reserve computer time	10%	20%	2%	18%	5%	0%	2%	9%
To find or access community information	18%	7%	9%	10%	3%	12%	8%	13%
To find library information	32%	10%	17%	34%	25%	23%	14%	27%
Other: (Please specify: _____)	3%	0%	0%	4%	0%	0%	4%	2%

* Percents may add to more than 100% as respondents could give more than one answer.

Note: No tests of statistical significance can be performed on this question, as it is a multiple response question.

Survey Results by Frequency of Visitation of Library and Library Card Status

The following pages contain breakdowns of the survey results by frequency of visitation of library and library card status. The tables below display the number and percent of respondents in each of the groups. Where differences between respondent subgroups are statistically significantly different ($p < 0.05$), they are shaded grey.

Table 38: Frequency of Visitation of Library

Frequency of Visitation of Library	Percent of Respondents	Number of Respondents
Visited JCPL 3 Times a Week or More	42%	N=378
Visited JCPL Once a Month or Less	41%	N=375
Did Not Visit JCPL	17%	N=152
Total	100%	N=905

Table 39: Library Card Status

Library Card Status	Percent of Respondents	Number of Respondents
Have a JCPL Library Card	83%	N=739
Do NOT Have a JCPL Library Card	17%	N=153
Total	100%	N=892

Table 40: Question #1 by Frequency of Visitation of Library and Library Card Status

Libraries provide facilities and programs to their residents for a variety of reasons, and base their offerings on their core purposes. Please indicate how important you think it is that Jefferson County Public Library offer facilities and programs to our community for each of the following purposes. Percent of Respondents Rating as "Essential" or "Very Important"	Visited JCPL 3 Times a Week or More	Visited JCPL Once a Month or Less	Did Not Visit JCPL	Have a JCPL Library Card	Do NOT Have a JCPL Library Card	Overall
Provide opportunities for individuals to grow by offering access to resources and services without regard to class, education, ethnic background, income level or interest	95%	95%	86%	95%	84%	94%
Support education by providing resources for children, parents, teachers to support success in reading and education	93%	96%	89%	95%	86%	94%
Contribute to economic development by offering assistance with employment searches and applications, job skills training, career support and research/planning resources for business owners	73%	71%	66%	72%	64%	71%
Provide public access to computers and the Internet and training on related technologies	89%	84%	82%	88%	74%	86%
Support social and civic engagement by offering places where people can connect with each other and their communities	63%	61%	57%	61%	59%	61%
Promote life-long learning by supporting the educational, economic and cultural development of individuals and communities	84%	84%	84%	85%	78%	84%

Table 41: Question #2 by Frequency of Visitation of Library and Library Card Status

Please rate how well or poorly you think Jefferson County Public Library does each of the following. Percent of Respondents Rating as "Essential" or "Very Important"	Visited JCPL 3 Times a Week or More	Visited JCPL Once a Month or Less	Did Not Visit JCPL	Have a JCPL Library Card	Do NOT Have a JCPL Library Card	Overall
Helping individuals grow by offering access to resources and services without regard to class, education, ethnic background, income level or interest	98%	94%	97%	96%	97%	96%
Supporting education by providing resources for children, parents, teachers to support success in reading and education	93%	95%	97%	94%	97%	94%
Contributing to the economic development of our community	79%	76%	67%	76%	85%	76%
Providing public access to computers and the Internet and training on related technologies	92%	86%	85%	89%	86%	89%
Supporting social and civic engagement by offering places where people can connect with each other and with their communities	82%	77%	91%	80%	85%	80%
Promoting life-long learning by supporting the educational, economic and cultural development of individuals and communities	90%	84%	93%	88%	90%	87%
Meeting the needs of your local community	89%	87%	80%	88%	84%	87%

Table 42: Question #3 by Frequency of Visitation of Library and Library Card Status

Please rate the extent to which you agree or disagree with each of the following statements. Percent of Respondents Who "Strongly" or "Somewhat Agree"	Visited JCPL 3 Times a Week or More	Visited JCPL Once a Month or Less	Did Not Visit JCPL	Have a JCPL Library Card	Do NOT Have a JCPL Library Card	Overall
Libraries should remain free and accessible to all	100%	97%	96%	100%	90%	98%
I think funding the library is a good use of my tax money	98%	97%	93%	98%	90%	97%
I would rather see an increase in taxes to support libraries than see library services reduced	91%	83%	71%	87%	75%	84%
Libraries are becoming less relevant. I can get all the information I need from the Internet	13%	28%	54%	21%	45%	25%
Libraries provide little or no value to me, my family or my community	3%	5%	23%	5%	19%	7%

Table 43: Question #4 by Frequency of Visitation of Library and Library Card Status

To what extent would you support or oppose expanding each of the following library programs and services. Percent Rating as "Strongly" or "Somewhat Support"	Visited JCPL 3 Times a Week or More	Visited JCPL Once a Month or Less	Did Not Visit JCPL	Have a JCPL Library Card	Do NOT Have a JCPL Library Card	Overall
Popular titles/current topics	97%	95%	88%	96%	88%	94%
Movies, music & entertainment	83%	81%	69%	83%	62%	80%
Resources for self-directed learning	99%	97%	93%	99%	89%	97%
Technology access and training	94%	96%	88%	96%	85%	94%
Classes and programs	91%	91%	83%	91%	81%	90%
Discussion groups	79%	82%	75%	79%	81%	80%
Community activities/information	92%	89%	88%	90%	88%	90%
Cultural awareness/experiences	80%	83%	82%	83%	74%	81%
Local history & genealogy	86%	92%	90%	90%	84%	89%
Health and wellness	88%	87%	86%	88%	83%	87%
Author programs /performance arts	82%	81%	81%	83%	73%	82%
Outreach to special populations	78%	79%	71%	79%	70%	78%
Early literacy/reading skills	95%	95%	91%	96%	85%	94%
Support for educational achievement	94%	92%	85%	94%	80%	92%
Workforce readiness skills/GED	88%	84%	79%	87%	76%	85%
Employment and career information	90%	87%	88%	91%	79%	89%
Small business/economic development	80%	83%	77%	82%	73%	81%
Social/networking opportunities	64%	70%	58%	67%	58%	66%
Language/English as a second language	78%	77%	68%	77%	67%	76%
Consumer/government information	90%	83%	77%	88%	66%	85%
Spanish language resources	72%	62%	61%	68%	57%	66%

Table 44: Question #5 by Frequency of Visitation of Library and Library Card Status

To what extent would you support or oppose improvements in technology in each of the following areas. Percent of Respondents Who "Strongly" or "Somewhat Support"	Visited JCPL 3 Times a Week or More	Visited JCPL Once a Month or Less	Did Not Visit JCPL	Have a JCPL Library Card	Do NOT Have a JCPL Library Card	Overall
More computers/computer stations	84%	87%	82%	87%	77%	85%
More bandwidth/faster Internet access	83%	82%	79%	84%	73%	82%
More places to plug in laptop computers	86%	86%	79%	87%	77%	85%
More wireless Internet access	89%	89%	80%	90%	76%	88%
More time to use computers (per session)	71%	74%	74%	74%	70%	73%
More online databases/resources	88%	89%	79%	89%	81%	87%
More downloadable materials (ebooks/music)	82%	77%	79%	81%	74%	80%
More computer classes/training	86%	87%	80%	87%	78%	85%
More Internet classes/training	84%	83%	78%	85%	76%	83%
More software classes/training	79%	82%	69%	81%	70%	79%
More Spanish language software and training	61%	54%	54%	58%	48%	57%

Table 45: Question #6 by Frequency of Visitation of Library and Library Card Status

All levels of government in the nation and in Colorado are facing budgetary challenges. If Jefferson County Public Library needs to cut services to meet budget reductions, to what extent would you support or oppose reducing or eliminating each of the following options? Percent of Respondents Who "Strongly" or "Somewhat Support"	Visited JCPL 3 Times a Week or More	Visited JCPL Once a Month or Less	Did Not Visit JCPL	Have a JCPL Library Card	Do NOT Have a JCPL Library Card	Overall
Permanently closing one or more libraries	6%	15%	31%	10%	30%	14%
Reducing hours of operation at one or more libraries	55%	67%	74%	62%	71%	63%
Reducing the collections (books, movies, music, databases)	11%	21%	39%	15%	43%	19%
Reducing or eliminating technology access and training	30%	38%	34%	32%	41%	34%
Reducing or eliminating outreach programs to special populations	49%	51%	62%	51%	55%	52%
Reducing or eliminating classes and programs	46%	56%	53%	50%	52%	51%

Table 46: Question #9 by Frequency of Visitation of Library and Library Card Status

About how often, if at all, have you visited a Jefferson County Public Library in the past 12 months?	Visited JCPL 3 Times a Week or More	Visited JCPL Once a Month or Less	Did Not Visit JCPL	Have a JCPL Library Card	Do NOT Have a JCPL Library Card	Overall
Once a week or more	43%	0%	0%	22%	0%	18%
Once every two to three weeks	57%	0%	0%	28%	2%	24%
Once a month	0%	34%	0%	17%	2%	14%
Three to six times during the past 12 months	0%	40%	0%	16%	18%	16%
Once or twice during the past 12 months	0%	27%	0%	11%	11%	11%
Not at all	0%	0%	100%	6%	67%	17%
Total	100%	100%	100%	100%	100%	100%

Table 47: Question #10 by Frequency of Visitation of Library and Library Card Status

What do you do when you visit the library? (Please check all that apply).*	Visited JCPL 3 Times a Week or More	Visited JCPL Once a Month or Less	Did Not Visit JCPL	Have a JCPL Library Card	Do NOT Have a JCPL Library Card	Overall
Borrow books/audio books	100%	99%	100%	100%	100%	100%
Borrow videos/DVDs	60%	40%	42%	51%	34%	50%
Borrow music	32%	18%	13%	26%	12%	25%
Read newspapers	15%	9%	0%	11%	18%	12%
Read/borrow magazines	41%	22%	13%	34%	12%	32%
Use public access computers	31%	16%	0%	24%	16%	23%
Access the Internet	34%	20%	0%	26%	40%	27%
Check email/online accounts	18%	11%	0%	13%	26%	14%
Use subscription databases	15%	6%	0%	10%	12%	10%
Research topics of interest	37%	25%	0%	32%	13%	31%
Help my child (0-5) learn pre-reading skills	17%	6%	0%	12%	8%	12%
Help my child/teen get homework help	8%	7%	0%	7%	8%	7%
Search/apply for employment	11%	7%	0%	10%	8%	9%
Get help with income taxes	10%	10%	0%	9%	17%	10%
Attend computer/Internet classes	7%	3%	10%	5%	11%	5%
Attend other classes or programs	5%	6%	0%	5%	12%	5%
Attend community meetings/use the meeting rooms	9%	6%	0%	7%	14%	7%
Participate in book clubs or discussion groups	4%	2%	0%	2%	8%	3%
Use designated quiet areas to read or do work	31%	23%	22%	27%	24%	27%
Other (Please specify: _____)	2%	4%	0%	2%	8%	3%

* Percents may add to more than 100% as respondents could give more than one answer.

Note: No tests of statistical significance can be performed on this question, as it is a multiple response question.

Table 48: Question #11 by Frequency of Visitation of Library and Library Card Status

Do you currently have a Jefferson County Public Library Card?	Visited JCPL 3 Times a Week or More	Visited JCPL Once a Month or Less	Did Not Visit JCPL	Have a JCPL Library Card	Do NOT Have a JCPL Library Card	Overall
Yes	99%	87%	31%	100%	0%	83%
No	1%	13%	69%	0%	100%	17%
Total	100%	100%	100%	100%	100%	100%

Table 49: Question #12 by Frequency of Visitation of Library and Library Card Status

Have you accessed the Jefferson County Public Library Website (www.jeffcollibrary.org) in the past 12 months?	Visited JCPL 3 Times a Week or More	Visited JCPL Once a Month or Less	Did Not Visit JCPL	Have a JCPL Library Card	Do NOT Have a JCPL Library Card	Overall
Yes	83%	54%	3%	67%	13%	58%
No	17%	46%	97%	33%	87%	42%
Total	100%	100%	100%	100%	100%	100%

Table 50: Question #13 by Frequency of Visitation of Library and Library Card Status

In what ways have you used the Website? (Please check all that apply.)*	Visited JCPL 3 Times a Week or More	Visited JCPL Once a Month or Less	Did Not Visit JCPL	Have a JCPL Library Card	Do NOT Have a JCPL Library Card	Overall
To search the catalog	98%	99%	100%	99%	100%	99%
To place books/materials on hold	90%	62%	14%	81%	23%	79%
To renew books/materials	84%	63%	14%	77%	26%	75%
To pay library fines	28%	17%	0%	23%	23%	23%
To find library hours/locations	56%	46%	27%	52%	47%	52%
To check class/program schedules	19%	11%	14%	16%	26%	16%
To download audiobooks/ebook/music	17%	4%	14%	12%	25%	12%
To access online magazines/newspapers	11%	6%	0%	9%	21%	9%
To access research databases and tools	23%	11%	0%	18%	36%	18%
To access resources for parents/teachers	6%	11%	0%	7%	41%	8%
To access resources for small businesses	3%	4%	14%	3%	23%	3%
To access local history collections	2%	5%	0%	3%	23%	3%
To get live homework help	3%	7%	0%	4%	21%	4%
To get live job assistance	3%	4%	0%	3%	21%	3%
To reserve computer time	12%	5%	0%	9%	21%	9%
To find or access community information	16%	8%	0%	12%	36%	13%
To find library information	31%	18%	41%	27%	21%	27%
Other (Please specify: _____)	1%	5%	0%	2%	21%	2%

* Percents may add to more than 100% as respondents could give more than one answer.

Note: No tests of statistical significance can be performed on this question, as it is a multiple response question.

Survey Results by Presence of Children, Teenagers or Seniors in Household

The following pages contain breakdowns of the survey results by presence of children, teenagers or seniors in household. The tables below display the number and percent of respondents in each of the groups. Where differences between respondent subgroups are statistically significantly different ($p < 0.05$), they are shaded grey.

Table 51: Presence of Children in Household

Presence of Children in Household	Percent of Respondents	Number of Respondents
Children Under 12 in HH	23%	N=204
NO Children Under 12 in HH	77%	N=688
Total	100%	N=892

Table 52: Presence of Teenagers in Household

Presence of Teenagers in Household	Percent of Respondents	Number of Respondents
Teenagers Aged 13 to 17 in HH	13%	N=117
NO Teenagers Aged 13 to 17 in HH	87%	N=773
Total	100%	N=890

Table 53: Presence of Seniors in Household

Presence of Seniors in Household	Percent of Respondents	Number of Respondents
One or more HH members aged 65+	24%	N=209
NO HH members aged 65+	76%	N=680
Total	100%	N=889

Table 54: Question #1 by Presence of Children, Teenagers and Seniors in Household

Libraries provide facilities and programs to their residents for a variety of reasons, and base their offerings on their core purposes. Please indicate how important you think it is that Jefferson County Public Library offer facilities and programs to our community for each of the following purposes. Percent of Respondents Rating as "Essential" or "Very Important"	Children Under 12 in HH	NO Children Under 12 in HH	Teenagers Aged 13 to 17 in HH	NO Teenagers Aged 13 to 17 in HH	One or more HH members aged 65+	NO HH members aged 65+	Overall
Provide opportunities for individuals to grow by offering access to resources and services without regard to class, education, ethnic background, income level or interest	95%	93%	96%	93%	97%	93%	94%
Support education by providing resources for children, parents, teachers to support success in reading and education	94%	94%	100%	93%	95%	93%	94%
Contribute to economic development by offering assistance with employment searches and applications, job skills training, career support and research/planning resources for business owners	75%	70%	74%	71%	73%	71%	71%
Provide public access to computers and the Internet and training on related technologies	92%	84%	87%	86%	86%	86%	86%
Support social and civic engagement by offering places where people can connect with each other and their communities	61%	61%	67%	60%	62%	61%	61%
Promote life-long learning by supporting the educational, economic and cultural development of individuals and communities	88%	83%	88%	84%	83%	85%	84%

Table 55: Question #2 by Presence of Children, Teenagers and Seniors in Household

Please rate how well or poorly you think Jefferson County Public Library does each of the following. Percent of Respondents Rating as "Essential" or "Very Important"	Children Under 12 in HH	NO Children Under 12 in HH	Teenagers Aged 13 to 17 in HH	NO Teenagers Aged 13 to 17 in HH	One or more HH members aged 65+	NO HH members aged 65+	Overall
Helping individuals grow by offering access to resources and services without regard to class, education, ethnic background, income level or interest	95%	97%	92%	97%	94%	97%	96%
Supporting education by providing resources for children, parents, teachers to support success in reading and education	88%	96%	92%	94%	92%	94%	94%
Contributing to the economic development of our community	58%	81%	66%	78%	76%	76%	76%
Providing public access to computers and the Internet and training on related technologies	87%	90%	89%	89%	91%	88%	89%
Supporting social and civic engagement by offering places where people can connect with each other and with their communities	72%	83%	74%	82%	84%	79%	80%
Promoting life-long learning by supporting the educational, economic and cultural development of individuals and communities	83%	89%	83%	88%	85%	89%	87%
Meeting the needs of your local community	81%	89%	92%	86%	87%	87%	87%

Table 56: Question #3 by Presence of Children, Teenagers and Seniors in Household

Please rate the extent to which you agree or disagree with each of the following statements. Percent of Respondents Who "Strongly" or "Somewhat Agree"	Children Under 12 in HH	NO Children Under 12 in HH	Teenagers Aged 13 to 17 in HH	NO Teenagers Aged 13 to 17 in HH	One or more HH members aged 65+	NO HH members aged 65+	Overall
Libraries should remain free and accessible to all	100%	97%	100%	98%	100%	98%	98%
I think funding the library is a good use of my tax money	100%	96%	99%	97%	98%	96%	97%
I would rather see an increase in taxes to support libraries than see library services reduced	90%	83%	76%	86%	88%	83%	84%
Libraries are becoming less relevant. I can get all the information I need from the Internet	31%	24%	31%	25%	32%	24%	25%
Libraries provide little or no value to me, my family or my community	8%	7%	7%	7%	9%	7%	7%

Table 57: Question #4 by Presence of Children, Teenagers and Seniors in Household

To what extent would you support or oppose expanding each of the following library programs and services. Percent Rating as "Strongly" or "Somewhat Support"	Children Under 12 in HH	NO Children Under 12 in HH	Teenagers Aged 13 to 17 in HH	NO Teenagers Aged 13 to 17 in HH	One or more HH members aged 65+	NO HH members aged 65+	Overall
Popular titles/current topics	93%	95%	94%	94%	96%	94%	94%
Movies, music & entertainment	87%	78%	89%	78%	84%	79%	80%
Resources for self-directed learning	100%	96%	95%	97%	97%	97%	97%
Technology access and training	97%	93%	92%	94%	93%	94%	94%
Classes and programs	92%	89%	91%	90%	89%	90%	90%
Discussion groups	83%	78%	84%	78%	83%	78%	80%
Community activities/information	93%	89%	88%	90%	88%	91%	90%
Cultural awareness/experiences	91%	78%	81%	81%	82%	81%	81%
Local history & genealogy	98%	87%	88%	89%	91%	88%	89%
Health and wellness	92%	86%	87%	87%	87%	87%	87%
Author programs /performance arts	89%	80%	84%	81%	82%	82%	82%
Outreach to special populations	82%	76%	83%	77%	74%	78%	78%
Early literacy/reading skills	100%	93%	96%	94%	95%	94%	94%
Support for educational achievement	96%	90%	93%	91%	96%	91%	92%
Workforce readiness skills/GED	90%	84%	89%	85%	87%	85%	85%
Employment and career information	90%	88%	94%	88%	91%	88%	89%
Small business/economic development	87%	79%	84%	80%	81%	80%	81%
Social/networking opportunities	72%	63%	73%	64%	66%	65%	66%
Language/English as a second language	87%	73%	86%	75%	72%	77%	76%
Consumer/government information	92%	83%	85%	85%	83%	85%	85%
Spanish language resources	81%	62%	70%	66%	63%	68%	66%

Table 58: Question #5 by Presence of Children, Teenagers and Seniors in Household

To what extent would you support or oppose improvements in technology in each of the following areas. Percent of Respondents Who "Strongly" or "Somewhat Support"	Children Under 12 in HH	NO Children Under 12 in HH	Teenagers Aged 13 to 17 in HH	NO Teenagers Aged 13 to 17 in HH	One or more HH members aged 65+	NO HH members aged 65+	Overall
More computers/computer stations	83%	86%	78%	86%	84%	85%	85%
More bandwidth/faster Internet access	83%	82%	77%	83%	83%	82%	82%
More places to plug in laptop computers	87%	85%	89%	85%	84%	86%	85%
More wireless Internet access	89%	88%	92%	87%	85%	88%	88%
More time to use computers (per session)	68%	74%	64%	74%	75%	72%	73%
More online databases/resources	89%	86%	84%	88%	84%	88%	87%
More downloadable materials (ebooks/music)	82%	79%	73%	81%	76%	81%	80%
More computer classes/training	85%	85%	84%	85%	86%	85%	85%
More Internet classes/training	85%	82%	79%	83%	85%	82%	83%
More software classes/training	79%	78%	73%	79%	81%	78%	79%
More Spanish language software and training	74%	52%	63%	56%	46%	61%	57%

Table 59: Question #6 by Presence of Children, Teenagers and Seniors in Household

All levels of government in the nation and in Colorado are facing budgetary challenges. If Jefferson County Public Library needs to cut services to meet budget reductions, to what extent would you support or oppose reducing or eliminating each of the following options? Percent of Respondents Who "Strongly" or "Somewhat Support"	Children Under 12 in HH	NO Children Under 12 in HH	Teenagers Aged 13 to 17 in HH	NO Teenagers Aged 13 to 17 in HH	One or more HH members aged 65+	NO HH members aged 65+	Overall
Permanently closing one or more libraries	12%	14%	20%	12%	19%	12%	14%
Reducing hours of operation at one or more libraries	64%	63%	76%	61%	69%	61%	63%
Reducing the collections (books, movies, music, databases)	13%	20%	23%	18%	33%	14%	19%
Reducing or eliminating technology access and training	37%	33%	42%	32%	33%	34%	34%
Reducing or eliminating outreach programs to special populations	54%	51%	48%	52%	49%	52%	52%
Reducing or eliminating classes and programs	54%	50%	70%	47%	50%	51%	51%

Table 60: Question #9 by Presence of Children, Teenagers and Seniors in Household

About how often, if at all, have you visited a Jefferson County Public Library in the past 12 months?	Children Under 12 in HH	NO Children Under 12 in HH	Teenagers Aged 13 to 17 in HH	NO Teenagers Aged 13 to 17 in HH	One or more HH members aged 65+	NO HH members aged 65+	Overall
Once a week or more	24%	16%	10%	19%	18%	18%	18%
Once every two to three weeks	29%	22%	20%	25%	22%	25%	24%
Once a month	11%	15%	27%	12%	15%	13%	14%
Three to six times during the past 12 months	7%	19%	21%	15%	12%	17%	16%
Once or twice during the past 12 months	15%	10%	14%	11%	10%	12%	11%
Not at all	15%	18%	8%	18%	23%	15%	17%
Total	100%	100%	100%	100%	100%	100%	100%

Table 61: Question #10 by Presence of Children, Teenagers and Seniors in Household

What do you do when you visit the library? (Please check all that apply).*	Children Under 12 in HH	NO Children Under 12 in HH	Teenagers Aged 13 to 17 in HH	NO Teenagers Aged 13 to 17 in HH	One or more HH members aged 65+	NO HH members aged 65+	Overall
Borrow books/audio books	99%	100%	99%	100%	99%	100%	100%
Borrow videos/DVDs	68%	45%	48%	51%	45%	52%	50%
Borrow music	27%	25%	28%	25%	19%	27%	25%
Read newspapers	4%	14%	5%	13%	18%	11%	12%
Read/borrow magazines	20%	36%	22%	34%	33%	32%	32%
Use public access computers	21%	25%	18%	25%	21%	24%	23%
Access the Internet	27%	27%	29%	27%	18%	30%	27%
Check email/online accounts	11%	15%	15%	14%	11%	15%	14%
Use subscription databases	6%	12%	8%	11%	6%	12%	10%
Research topics of interest	35%	30%	37%	30%	30%	31%	31%
Help my child (0-5) learn pre-reading skills	40%	3%	8%	13%	7%	14%	12%
Help my child/teen get homework help	12%	6%	22%	5%	7%	8%	7%
Search/apply for employment	8%	10%	9%	9%	5%	11%	9%
Get help with income taxes	6%	11%	14%	9%	10%	10%	10%
Attend computer/internet classes	4%	6%	3%	6%	10%	4%	5%
Attend other classes or programs	7%	5%	7%	5%	7%	4%	5%
Attend community meetings/use the meeting rooms	15%	6%	11%	7%	8%	8%	7%
Participate in book clubs or discussion groups	5%	2%	6%	2%	2%	3%	3%
Use designated quiet areas to read or do work	25%	28%	43%	25%	28%	27%	27%
Other (Please specify: _____)	2%	3%	2%	3%	3%	3%	3%

* Percents may add to more than 100% as respondents could give more than one answer.

Note: No tests of statistical significance can be performed on this question, as it is a multiple response question.

Table 62: Question #11 by Presence of Children, Teenagers and Seniors in Household

Do you currently have a Jefferson County Public Library Card?	Children Under 12 in HH	NO Children Under 12 in HH	Teenagers Aged 13 to 17 in HH	NO Teenagers Aged 13 to 17 in HH	One or more HH members aged 65+	NO HH members aged 65+	Overall
Yes	92%	80%	96%	81%	78%	84%	83%
No	8%	20%	4%	19%	22%	16%	17%
Total	100%	100%	100%	100%	100%	100%	100%

Table 63: Question #12 by Presence of Children, Teenagers and Seniors in Household

Have you accessed the Jefferson County Public Library Website (www.jeffcolibrary.org) in the past 12 months?	Children Under 12 in HH	NO Children Under 12 in HH	Teenagers Aged 13 to 17 in HH	NO Teenagers Aged 13 to 17 in HH	One or more HH members aged 65+	NO HH members aged 65+	Overall
Yes	64%	56%	69%	56%	47%	61%	58%
No	36%	44%	31%	44%	53%	39%	42%
Total	100%	100%	100%	100%	100%	100%	100%

Table 64: Question #13 by Presence of Children, Teenagers and Seniors in Household

In what ways have you used the Website? (Please check all that apply.)*	Children Under 12 in HH	NO Children Under 12 in HH	Teenagers Aged 13 to 17 in HH	NO Teenagers Aged 13 to 17 in HH	One or more HH members aged 65+	NO HH members aged 65+	Overall
To search the catalog	96%	100%	99%	99%	99%	99%	99%
To place books/materials on hold	84%	78%	86%	78%	82%	79%	79%
To renew books/materials	88%	71%	83%	74%	70%	77%	75%
To pay library fines	38%	19%	36%	22%	20%	25%	23%
To find library hours/locations	47%	53%	47%	52%	37%	55%	52%
To check class/program schedules	17%	16%	19%	16%	19%	16%	16%
To download audiobooks/ebook/music	3%	15%	5%	13%	3%	14%	12%
To access online magazines/newspapers	1%	12%	3%	10%	9%	9%	9%
To access research databases and tools	17%	19%	14%	19%	17%	19%	18%
To access resources for parents/teachers	13%	6%	5%	8%	4%	9%	8%
To access resources for small businesses	4%	3%	1%	4%	2%	4%	3%
To access local history collections	2%	4%	2%	4%	5%	3%	3%
To get live homework help	5%	4%	2%	5%	2%	5%	4%
To get live job assistance	3%	3%	1%	4%	3%	3%	3%
To reserve computer time	2%	12%	4%	10%	14%	8%	9%
To find or access community information	5%	15%	7%	14%	10%	14%	13%
To find library information	16%	30%	24%	27%	35%	25%	27%
Other (Please specify: _____)	2%	3%	5%	2%	2%	3%	2%

* Percents may add to more than 100% as respondents could give more than one answer.

Note: No tests of statistical significance can be performed on this question, as it is a multiple response question.

Survey Results by Tenure, Race and Ethnicity of Respondent

The following pages contain breakdowns of the survey results by housing tenure status (rent or own), respondent's race and respondent's ethnicity. The tables below display the number and percent of respondents in each of the groups. Where differences between respondent subgroups are statistically significantly different ($p < 0.05$), they are shaded grey.

Table 65: Tenure

Tenure	Percent of Respondents	Number of Respondents
Own home	73%	N=643
Rent home	27%	N=242
Total	100%	N=885

Table 66: Respondent's Race

Respondent's Race	Percent of Respondents	Number of Respondents
White	88%	N=767
Other	12%	N=104
Total	100%	N=871

Table 67: Respondent's Ethnicity

Respondent's Ethnicity	Percent of Respondents	Number of Respondents
Hispanic	15%	N=134
Non-Hispanic	85%	N=741
Total	100%	N=875

Table 68: Question #1 by Tenure, Race and Ethnicity

Libraries provide facilities and programs to their residents for a variety of reasons, and base their offerings on their core purposes. Please indicate how important you think it is that Jefferson County Public Library offer facilities and programs to our community for each of the following purposes.	Own home	Rent home	White	Other	Hispanic	Non-Hispanic	Overall
Percent of Respondents Rating as "Essential" or "Very Important"							
Provide opportunities for individuals to grow by offering access to resources and services without regard to class, education, ethnic background, income level or interest	93%	95%	93%	100%	94%	94%	94%
Support education by providing resources for children, parents, teachers to support success in reading and education	93%	94%	93%	100%	95%	94%	94%
Contribute to economic development by offering assistance with employment searches and applications, job skills training, career support and research/planning resources for business owners	69%	75%	70%	75%	78%	70%	71%
Provide public access to computers and the Internet and training on related technologies	84%	90%	85%	90%	88%	85%	86%
Support social and civic engagement by offering places where people can connect with each other and their communities	60%	65%	61%	64%	69%	60%	61%
Promote life-long learning by supporting the educational, economic and cultural development of individuals and communities	84%	84%	83%	95%	86%	84%	84%

Table 69: Question #2 by Tenure, Race and Ethnicity

Please rate how well or poorly you think Jefferson County Public Library does each of the following. Percent of Respondents Rating as "Essential" or "Very Important"	Table 69: Question #2 by Tenure, Race and Ethnicity						Overall
	Own home	Rent home	White	Other	Hispanic	Non-Hispanic	
Helping individuals grow by offering access to resources and services without regard to class, education, ethnic background, income level or interest	97%	96%	96%	100%	93%	97%	96%
Supporting education by providing resources for children, parents, teachers to support success in reading and education	96%	91%	93%	100%	92%	94%	94%
Contributing to the economic development of our community	79%	70%	77%	67%	56%	81%	76%
Providing public access to computers and the Internet and training on related technologies	91%	87%	88%	97%	84%	90%	89%
Supporting social and civic engagement by offering places where people can connect with each other and with their communities	82%	76%	81%	74%	75%	81%	80%
Promoting life-long learning by supporting the educational, economic and cultural development of individuals and communities	91%	82%	88%	87%	86%	88%	87%
Meeting the needs of your local community	89%	84%	87%	94%	75%	90%	87%

Table 70: Question #3 by Tenure, Race and Ethnicity

Please rate the extent to which you agree or disagree with each of the following statements. Percent of Respondents Who "Strongly" or "Somewhat Agree"	Table 70: Question #3 by Tenure, Race and Ethnicity						Overall
	Own home	Rent home	White	Other	Hispanic	Non-Hispanic	
Libraries should remain free and accessible to all	99%	97%	98%	100%	96%	98%	98%
I think funding the library is a good use of my tax money	97%	95%	97%	96%	96%	97%	97%
I would rather see an increase in taxes to support libraries than see library services reduced	84%	87%	83%	100%	90%	84%	84%
Libraries are becoming less relevant. I can get all the information I need from the Internet	25%	25%	26%	22%	29%	25%	25%
Libraries provide little or no value to me, my family or my community	7%	7%	7%	5%	7%	7%	7%

Table 71: Question #4 by Tenure, Race and Ethnicity

To what extent would you support or oppose expanding each of the following library programs and services. Percent Rating as "Strongly" or "Somewhat Support"	Own home	Rent home	White	Other	Hispanic	Non-Hispanic	Overall
Popular titles/current topics	95%	93%	95%	93%	94%	94%	94%
Movies, music & entertainment	76%	90%	81%	74%	86%	79%	80%
Resources for self-directed learning	97%	97%	97%	100%	96%	97%	97%
Technology access and training	93%	95%	94%	100%	96%	94%	94%
Classes and programs	88%	95%	89%	100%	94%	89%	90%
Discussion groups	76%	88%	81%	75%	85%	79%	80%
Community activities/information	88%	96%	90%	93%	93%	90%	90%
Cultural awareness/experiences	78%	90%	83%	75%	89%	80%	81%
Local history & genealogy	89%	91%	91%	77%	94%	88%	89%
Health and wellness	86%	90%	87%	93%	93%	86%	87%
Author programs /performance arts	79%	89%	83%	69%	90%	80%	82%
Outreach to special populations	76%	82%	76%	100%	79%	78%	78%
Early literacy/reading skills	95%	92%	94%	100%	95%	94%	94%
Support for educational achievement	91%	94%	91%	100%	91%	92%	92%
Workforce readiness skills/GED	85%	86%	83%	100%	89%	85%	85%
Employment and career information	89%	90%	89%	93%	94%	88%	89%
Small business/economic development	79%	85%	79%	93%	90%	79%	81%
Social/networking opportunities	62%	72%	65%	69%	79%	63%	66%
Language/English as a second language	74%	80%	74%	98%	86%	75%	76%
Consumer/government information	85%	84%	83%	98%	93%	83%	85%
Spanish language resources	63%	73%	63%	92%	86%	63%	66%

Table 72: Question #5 by Tenure, Race and Ethnicity

To what extent would you support or oppose improvements in technology in each of the following areas. Percent of Respondents Who "Strongly" or "Somewhat Support"	Own home	Rent home	White	Other	Hispanic	Non-Hispanic	Overall
More computers/computer stations	84%	89%	84%	86%	91%	84%	85%
More bandwidth/faster Internet access	82%	84%	82%	87%	92%	81%	82%
More places to plug in laptop computers	83%	91%	84%	95%	86%	85%	85%
More wireless Internet access	87%	90%	87%	92%	92%	87%	88%
More time to use computers (per session)	72%	76%	72%	81%	76%	72%	73%
More online databases/resources	86%	90%	86%	95%	88%	87%	87%
More downloadable materials (ebooks/music)	79%	84%	78%	95%	88%	79%	80%
More computer classes/training	84%	89%	83%	100%	90%	85%	85%
More Internet classes/training	83%	83%	81%	100%	89%	82%	83%
More software classes/training	77%	83%	77%	90%	85%	78%	79%
More Spanish language software and training	53%	66%	55%	83%	80%	53%	57%

Table 73: Question #6 by Tenure, Race and Ethnicity

All levels of government in the nation and in Colorado are facing budgetary challenges. If Jefferson County Public Library needs to cut services to meet budget reductions, to what extent would you support or oppose reducing or eliminating each of the following options? Percent of Respondents Who "Strongly" or "Somewhat Support"	Own home	Rent home	White	Other	Hispanic	Non-Hispanic	Overall
Permanently closing one or more libraries	15%	9%	13%	15%	21%	12%	14%
Reducing hours of operation at one or more libraries	67%	51%	62%	74%	52%	66%	63%
Reducing the collections (books, movies, music, databases)	21%	11%	20%	9%	28%	17%	19%
Reducing or eliminating technology access and training	36%	25%	35%	29%	29%	35%	34%
Reducing or eliminating outreach programs to special populations	55%	44%	53%	38%	38%	55%	52%
Reducing or eliminating classes and programs	56%	37%	53%	37%	43%	53%	51%

Table 74: Question #9 by Tenure, Race and Ethnicity

About how often, if at all, have you visited a Jefferson County Public Library in the past 12 months?	Own home	Rent home	White	Other	Hispanic	Non-Hispanic	Overall
Once a week or more	14%	26%	18%	15%	18%	18%	18%
Once every two to three weeks	27%	16%	24%	26%	17%	26%	24%
Once a month	14%	13%	14%	14%	21%	12%	14%
Three to six times during the past 12 months	17%	15%	16%	16%	16%	17%	16%
Once or twice during the past 12 months	11%	11%	11%	11%	6%	12%	11%
Not at all	16%	19%	17%	18%	22%	16%	17%
Total	100%	100%	100%	100%	100%	100%	100%

Table 75: Question #10 by Tenure, Race and Ethnicity

What do you do when you visit the library? (Please check all that apply.)*	Own home	Rent home	White	Other	Hispanic	Non-Hispanic	Overall
Borrow books/audio books	100%	100%	100%	100%	98%	100%	100%
Borrow videos/DVDs	44%	66%	50%	56%	69%	47%	50%
Borrow music	23%	31%	23%	39%	39%	23%	25%
Read newspapers	10%	19%	13%	5%	9%	12%	12%
Read/borrow magazines	32%	34%	28%	64%	43%	31%	32%
Use public access computers	21%	32%	23%	26%	17%	24%	23%
Access the Internet	20%	48%	29%	14%	27%	27%	27%
Check email/online accounts	9%	30%	14%	14%	17%	13%	14%
Use subscription databases	12%	6%	8%	28%	10%	10%	10%
Research topics of interest	30%	33%	28%	48%	36%	30%	31%
Help my child (0-5) learn pre-reading skills	10%	17%	11%	21%	13%	12%	12%
Help my child/teen get homework help	6%	10%	7%	5%	6%	7%	7%
Search/apply for employment	5%	22%	9%	10%	15%	9%	9%
Get help with income taxes	8%	14%	10%	10%	9%	10%	10%
Attend computer/internet classes	5%	6%	5%	10%	3%	6%	5%
Attend other classes or programs	6%	4%	6%	0%	1%	6%	5%
Attend community meetings/use the meeting rooms	7%	8%	8%	8%	7%	8%	7%
Participate in book clubs or discussion groups	2%	5%	2%	5%	1%	3%	3%
Use designated quiet areas to read or do work	26%	31%	22%	56%	32%	26%	27%
Other (Please specify: _____)	2%	4%	3%	0%	2%	3%	3%

* Percents may add to more than 100% as respondents could give more than one answer.

Note: No tests of statistical significance can be performed on this question, as it is a multiple response question.

Table 76: Question #11 by Tenure, Race and Ethnicity

Do you currently have a Jefferson County Public Library Card?	Own home	Rent home	White	Other	Hispanic	Non-Hispanic	Overall
Yes	85%	78%	82%	91%	83%	83%	83%
No	15%	22%	18%	9%	17%	17%	17%
Total	100%	100%	100%	100%	100%	100%	100%

Table 77: Question #12 by Tenure, Race and Ethnicity

Have you accessed the Jefferson County Public Library Website (www.jeffcolibrary.org) in the past 12 months?	Own home	Rent home	White	Other	Hispanic	Non-Hispanic	Overall
Yes	58%	55%	56%	73%	59%	58%	58%
No	42%	45%	44%	27%	41%	42%	42%
Total	100%	100%	100%	100%	100%	100%	100%

Table 78: Question #13 by Tenure, Race and Ethnicity

In what ways have you used the Website? (Please check all that apply.)*	Own home	Rent home	White	Other	Hispanic	Non-Hispanic	Overall
To search the catalog	99%	100%	99%	100%	99%	99%	99%
To place books/materials on hold	82%	72%	79%	82%	75%	80%	79%
To renew books/materials	77%	72%	73%	88%	78%	74%	75%
To pay library fines	24%	24%	19%	49%	22%	24%	23%
To find library hours/locations	51%	54%	51%	57%	43%	53%	52%
To check class/program schedules	16%	17%	12%	42%	19%	15%	16%
To download audiobooks/ebook/music	14%	8%	9%	33%	3%	14%	12%
To access online magazines/newspapers	11%	5%	6%	27%	2%	10%	9%
To access research databases and tools	21%	12%	15%	37%	9%	19%	18%
To access resources for parents/teachers	8%	8%	9%	0%	4%	8%	8%
To access resources for small businesses	2%	7%	4%	0%	8%	2%	3%
To access local history collections	3%	3%	4%	0%	2%	3%	3%
To get live homework help	2%	10%	5%	0%	8%	4%	4%
To get live job assistance	1%	8%	3%	6%	4%	3%	3%
To reserve computer time	5%	21%	9%	11%	10%	9%	9%
To find or access community information	14%	11%	10%	33%	5%	15%	13%
To find library information	27%	26%	22%	57%	29%	26%	27%
Other (Please specify: _____)	2%	4%	3%	0%	0%	3%	2%

* Percents may add to more than 100% as respondents could give more than one answer.

Note: No tests of statistical significance can be performed on this question, as it is a multiple response question.

Survey Results by Age and Gender

The following pages contain breakdowns of the survey results by age and gender of respondent. The tables below display the number and percent of respondents in each of the groups. Where differences between respondent subgroups are statistically significantly different ($p < 0.05$), they are shaded grey.

Table 79: Respondent's Age

Respondent's Age	Percent of Respondents	Number of Respondents
18-34	26%	N=229
35-54	41%	N=364
55-74	27%	N=237
75+	7%	N=64
Total	100%	N=893

Table 80: Respondent's Gender

Respondent's Gender	Percent of Respondents	Number of Respondents
Female	51%	N=449
Male	49%	N=427
Total	100%	N=876

Table 81: Question #1 by Age and Gender

Libraries provide facilities and programs to their residents for a variety of reasons, and base their offerings on their core purposes. Please indicate how important you think it is that Jefferson County Public Library offer facilities and programs to our community for each of the following purposes.	18-34	35-54	55-74	75+	Female	Male	Overall
Percent of Respondents Rating as "Essential" or "Very Important"							
Provide opportunities for individuals to grow by offering access to resources and services without regard to class, education, ethnic background, income level or interest	92%	94%	94%	99%	96%	92%	94%
Support education by providing resources for children, parents, teachers to support success in reading and education	93%	92%	95%	97%	98%	89%	94%
Contribute to economic development by offering assistance with employment searches and applications, job skills training, career support and research/planning resources for business owners	68%	72%	71%	80%	76%	65%	71%
Provide public access to computers and the Internet and training on related technologies	90%	85%	84%	87%	91%	81%	86%
Support social and civic engagement by offering places where people can connect with each other and their communities	67%	61%	57%	54%	64%	58%	61%
Promote life-long learning by supporting the educational, economic and cultural development of individuals and communities	89%	83%	81%	88%	87%	81%	84%

Table 82: Question #2 by Age and Gender

	18-34	35-54	55-74	75+	Female	Male	Overall
Please rate how well or poorly you think Jefferson County Public Library does each of the following. Percent of Respondents Rating as "Essential" or "Very Important"							
Helping individuals grow by offering access to resources and services without regard to class, education, ethnic background, income level or interest	94%	97%	97%	97%	96%	97%	96%
Supporting education by providing resources for children, parents, teachers to support success in reading and education	87%	96%	96%	99%	96%	92%	94%
Contributing to the economic development of our community	67%	75%	82%	92%	80%	71%	76%
Providing public access to computers and the Internet and training on related technologies	85%	91%	89%	95%	95%	83%	89%
Supporting social and civic engagement by offering places where people can connect with each other and with their communities	65%	86%	82%	93%	83%	77%	80%
Promoting life-long learning by supporting the educational, economic and cultural development of individuals and communities	83%	91%	90%	82%	90%	86%	87%
Meeting the needs of your local community	79%	90%	90%	87%	94%	79%	87%

Table 83: Question #3 by Age and Gender

Please rate the extent to which you agree or disagree with each of the following statements. Percent of Respondents Who "Strongly" or "Somewhat Agree"	Age Group						Gender		Overall
	18-34	35-54	55-74	75+	Female	Male			
Libraries should remain free and accessible to all	96%	98%	99%	100%	100%	96%	98%		
I think funding the library is a good use of my tax money	96%	97%	97%	99%	98%	95%	97%		
I would rather see an increase in taxes to support libraries than see library services reduced	88%	83%	84%	89%	87%	82%	84%		
Libraries are becoming less relevant. I can get all the information I need from the Internet	25%	23%	30%	26%	23%	27%	25%		
Libraries provide little or no value to me, my family or my community	6%	6%	9%	10%	5%	9%	7%		

Table 84: Question #4 by Age and Gender

To what extent would you support or oppose expanding each of the following library programs and services. Percent Rating as "Strongly" or "Somewhat Support"	18-34	35-54	55-74	75+	Female	Male	Overall
Popular titles/current topics	96%	94%	93%	92%	97%	93%	94%
Movies, music & entertainment	86%	76%	80%	78%	85%	75%	80%
Resources for self-directed learning	98%	97%	98%	92%	98%	96%	97%
Technology access and training	95%	94%	92%	93%	96%	92%	94%
Classes and programs	90%	91%	88%	95%	94%	86%	90%
Discussion groups	84%	76%	78%	91%	83%	75%	80%
Community activities/information	96%	90%	84%	93%	90%	90%	90%
Cultural awareness/experiences	87%	79%	78%	86%	85%	77%	81%
Local history & genealogy	92%	85%	92%	93%	94%	85%	89%
Health and wellness	87%	88%	86%	88%	89%	86%	87%
Author programs /performance arts	89%	78%	79%	82%	86%	77%	82%
Outreach to special populations	83%	76%	73%	81%	84%	72%	78%
Early literacy/reading skills	91%	95%	96%	99%	98%	91%	94%
Support for educational achievement	91%	91%	93%	97%	95%	88%	92%
Workforce readiness skills/GED	79%	88%	86%	94%	90%	80%	85%
Employment and career information	87%	90%	88%	94%	90%	88%	89%
Small business/economic development	83%	81%	77%	88%	82%	80%	81%
Social/networking opportunities	74%	59%	64%	75%	71%	59%	66%
Language/English as a second language	87%	73%	70%	71%	80%	72%	76%
Consumer/government information	84%	88%	83%	76%	88%	82%	85%
Spanish language resources	78%	64%	56%	66%	74%	58%	66%

Table 85: Question #5 by Age and Gender

To what extent would you support or oppose improvements in technology in each of the following areas. Percent of Respondents Who "Strongly" or "Somewhat Support"	18-34	35-54	55-74	75+	Female	Male	Overall
More computers/computer stations	83%	86%	86%	76%	88%	82%	85%
More bandwidth/faster Internet access	81%	83%	83%	74%	85%	80%	82%
More places to plug in laptop computers	86%	85%	86%	73%	89%	82%	85%
More wireless Internet access	93%	87%	85%	78%	90%	86%	88%
More time to use computers (per session)	66%	74%	77%	84%	77%	70%	73%
More online databases/resources	93%	85%	87%	79%	89%	86%	87%
More downloadable materials (ebooks/music)	80%	83%	76%	71%	81%	79%	80%
More computer classes/training	85%	86%	83%	89%	89%	82%	85%
More Internet classes/training	83%	83%	81%	87%	87%	79%	83%
More software classes/training	80%	79%	77%	78%	84%	73%	79%
More Spanish language software and training	73%	56%	43%	48%	63%	50%	57%

Table 86: Question #6 by Age and Gender

All levels of government in the nation and in Colorado are facing budgetary challenges. If Jefferson County Public Library needs to cut services to meet budget reductions, to what extent would you support or oppose reducing or eliminating each of the following options? Percent of Respondents Who "Strongly" or "Somewhat Support"	18-34	35-54	55-74	75+	Female	Male	Overall
Permanently closing one or more libraries	12%	13%	16%	13%	11%	15%	14%
Reducing hours of operation at one or more libraries	56%	66%	64%	72%	62%	64%	63%
Reducing the collections (books, movies, music, databases)	10%	19%	27%	30%	18%	20%	19%
Reducing or eliminating technology access and training	37%	31%	35%	31%	30%	37%	34%
Reducing or eliminating outreach programs to special populations	43%	57%	55%	43%	46%	59%	52%
Reducing or eliminating classes and programs	47%	53%	54%	42%	47%	55%	51%

Table 87: Question #9 by Age and Gender

About how often, if at all, have you visited a Jefferson County Public Library in the past 12 months?	18-34	35-54	55-74	75+	Female	Male	Overall
Once a week or more	21%	17%	19%	12%	16%	20%	18%
Once every two to three weeks	22%	26%	25%	17%	23%	25%	24%
Once a month	15%	14%	12%	13%	18%	10%	14%
Three to six times during the past 12 months	15%	19%	13%	17%	18%	15%	16%
Once or twice during the past 12 months	16%	9%	10%	9%	12%	10%	11%
Not at all	11%	14%	21%	33%	14%	20%	17%
Total	100%	100%	100%	100%	100%	100%	100%

Table 88: Question #10 by Age and Gender

What do you do when you visit the library? (Please check all that apply.)*	18-34	35-54	55-74	75+	Female	Male	Overall
Borrow books/audio books	99%	100%	100%	100%	99%	100%	100%
Borrow videos/DVDs	62%	51%	42%	31%	53%	47%	50%
Borrow music	33%	31%	13%	4%	25%	25%	25%
Read newspapers	9%	12%	16%	13%	9%	15%	12%
Read/borrow magazines	36%	31%	30%	31%	29%	37%	32%
Use public access computers	26%	24%	22%	16%	27%	20%	23%
Access the Internet	41%	25%	19%	13%	23%	32%	27%
Check email/online accounts	22%	12%	10%	10%	14%	14%	14%
Use subscription databases	9%	14%	6%	9%	6%	16%	10%
Research topics of interest	28%	37%	26%	21%	29%	33%	31%
Help my child (0-5) learn pre-reading skills	24%	9%	5%	5%	14%	10%	12%
Help my child/teen get homework help	7%	8%	7%	3%	10%	4%	7%
Search/apply for employment	11%	10%	8%	2%	7%	11%	9%
Get help with income taxes	10%	10%	9%	9%	10%	9%	10%
Attend computer/internet classes	3%	4%	6%	16%	6%	5%	5%
Attend other classes or programs	6%	5%	6%	7%	7%	4%	5%
Attend community meetings/use the meeting rooms	8%	8%	7%	6%	8%	7%	7%
Participate in book clubs or discussion groups	5%	1%	3%	1%	4%	2%	3%
Use designated quiet areas to read or do work	26%	31%	24%	18%	27%	26%	27%
Other (Please specify: _____)	3%	2%	3%	3%	3%	2%	3%

* Percents may add to more than 100% as respondents could give more than one answer.

Note: No tests of statistical significance can be performed on this question, as it is a multiple response question.

Table 89: Question #11 by Age and Gender

Do you currently have a Jefferson County Public Library Card?	18-34	35-54	55-74	75+	Female	Male	Overall
Yes	80%	88%	81%	71%	89%	76%	83%
No	20%	12%	19%	29%	11%	24%	17%
Total	100%	100%	100%	100%	100%	100%	100%

Table 90: Question #12 by Age and Gender

Have you accessed the Jefferson County Public Library Website (www.jeffcolibrary.org) in the past 12 months?	18-34	35-54	55-74	75+	Female	Male	Overall
Yes	64%	64%	50%	28%	63%	52%	58%
No	36%	36%	50%	72%	37%	48%	42%
Total	100%	100%	100%	100%	100%	100%	100%

Table 91: Question #13 by Age and Gender

In what ways have you used the Website? (Please check all that apply.)*	18-34	35-54	55-74	75+	Female	Male	Overall
To search the catalog	96%	100%	100%	100%	100%	98%	99%
To place books/materials on hold	80%	79%	79%	71%	79%	79%	79%
To renew books/materials	79%	79%	67%	58%	74%	77%	75%
To pay library fines	26%	32%	8%	8%	26%	21%	23%
To find library hours/locations	61%	54%	37%	35%	50%	54%	52%
To check class/program schedules	15%	22%	7%	10%	17%	16%	16%
To download audiobooks/ebook/music	16%	14%	6%	0%	8%	17%	12%
To access online magazines/newspapers	5%	13%	7%	8%	6%	13%	9%
To access research databases and tools	12%	24%	14%	23%	14%	24%	18%
To access resources for parents/teachers	14%	5%	4%	8%	8%	7%	8%
To access resources for small businesses	5%	2%	4%	0%	3%	3%	3%
To access local history collections	6%	1%	4%	3%	4%	3%	3%
To get live homework help	5%	4%	3%	3%	3%	5%	4%
To get live job assistance	8%	0%	3%	3%	4%	2%	3%
To reserve computer time	13%	7%	8%	21%	8%	12%	9%
To find or access community information	11%	18%	8%	8%	10%	17%	13%
To find library information	24%	29%	25%	28%	26%	27%	27%
Other (Please specify: _____)	4%	2%	0%	5%	2%	3%	2%

* Percents may add to more than 100% as respondents could give more than one answer.

Note: No tests of statistical significance can be performed on this question, as it is a multiple response question.

Survey Results by Annual Household Income

The following pages contain breakdowns of the survey results by respondents' annual household income. The table below displays the number and percent of respondents in each of the groups. Where differences between respondent subgroups are statistically significantly different ($p < 0.05$), they are shaded grey.

Table 92: Annual Household Income

Annual Household Income	Percent of Respondents	Number of Respondents
Annual HH income less than \$24,999	15%	N=120
Annual HH income \$25,000 to \$49,999	25%	N=203
Annual HH income \$50,000 to \$99,999	37%	N=302
Annual HH income \$100,000 to \$149,999	16%	N=130
Annual HH income \$150,000 or more	6%	N=52
Total	100%	N=807

Table 93: Question #1 by Annual Household Income

Libraries provide facilities and programs to their residents for a variety of reasons, and base their offerings on their core purposes. Please indicate how important you think it is that Jefferson County Public Library offer facilities and programs to our community for each of the following purposes. Percent of Respondents Rating as "Essential" or "Very Important"	Annual HH income less than \$24,999	Annual HH income \$25,000 to \$49,999	Annual HH income \$50,000 to \$99,999	Annual HH income \$100,000 to \$149,999	Annual HH income \$150,000 or more	Overall
Provide opportunities for individuals to grow by offering access to resources and services without regard to class, education, ethnic background, income level or interest	98%	93%	93%	96%	83%	94%
Support education by providing resources for children, parents, teachers to support success in reading and education	95%	88%	95%	98%	87%	94%
Contribute to economic development by offering assistance with employment searches and applications, job skills training, career support and research/planning resources for business owners	85%	76%	61%	75%	66%	71%
Provide public access to computers and the Internet and training on related technologies	91%	86%	86%	92%	75%	86%
Support social and civic engagement by offering places where people can connect with each other and their communities	72%	64%	59%	62%	36%	61%
Promote life-long learning by supporting the educational, economic and cultural development of individuals and communities	80%	81%	87%	86%	80%	84%

Table 94: Question #2 by Annual Household Income

Please rate how well or poorly you think Jefferson County Public Library does each of the following. Percent of Respondents Rating as "Essential" or "Very Important"	Annual HH income					Overall
	less than \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 to \$149,999	\$150,000 or more	
Helping individuals grow by offering access to resources and services without regard to class, education, ethnic background, income level or interest	94%	96%	96%	98%	100%	96%
Supporting education by providing resources for children, parents, teachers to support success in reading and education	94%	92%	93%	97%	98%	94%
Contributing to the economic development of our community	80%	74%	77%	71%	55%	76%
Providing public access to computers and the Internet and training on related technologies	88%	89%	89%	87%	98%	89%
Supporting social and civic engagement by offering places where people can connect with each other and with their communities	75%	80%	80%	87%	78%	80%
Promoting life-long learning by supporting the educational, economic and cultural development of individuals and communities	77%	91%	86%	95%	93%	87%
Meeting the needs of your local community	81%	91%	86%	87%	82%	87%

Table 95: Question #3 by Annual Household Income

Please rate the extent to which you agree or disagree with each of the following statements. Percent of Respondents Who "Strongly" or "Somewhat Agree"	Annual HH income					Overall
	less than \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 to \$149,999	\$150,000 or more	
Libraries should remain free and accessible to all	93%	100%	100%	98%	90%	98%
I think funding the library is a good use of my tax money	91%	99%	98%	98%	90%	97%
I would rather see an increase in taxes to support libraries than see library services reduced	88%	89%	83%	85%	71%	84%
Libraries are becoming less relevant. I can get all the information I need from the Internet	23%	21%	25%	28%	34%	25%
Libraries provide little or no value to me, my family or my community	8%	4%	7%	7%	20%	7%

Table 96: Question #4 by Annual Household Income

To what extent would you support or oppose expanding each of the following library programs and services. Percent Rating as "Strongly" or "Somewhat Support"	Annual HH income less than \$24,999	Annual HH income \$25,000 to \$49,999	Annual HH income \$50,000 to \$99,999	Annual HH income \$100,000 to \$149,999	Annual HH income \$150,000 or more	Overall
Popular titles/current topics	91%	95%	98%	97%	70%	94%
Movies, music & entertainment	90%	86%	74%	79%	66%	80%
Resources for self-directed learning	94%	99%	100%	98%	79%	97%
Technology access and training	98%	92%	97%	98%	76%	94%
Classes and programs	95%	92%	88%	95%	76%	90%
Discussion groups	87%	84%	74%	82%	72%	80%
Community activities/information	91%	93%	90%	96%	66%	90%
Cultural awareness/experiences	86%	84%	79%	86%	63%	81%
Local history & genealogy	91%	91%	87%	96%	66%	89%
Health and wellness	93%	84%	88%	95%	61%	87%
Author programs /performance arts	84%	87%	77%	89%	62%	82%
Outreach to special populations	80%	77%	79%	78%	68%	78%
Early literacy/reading skills	94%	92%	97%	99%	82%	94%
Support for educational achievement	95%	91%	94%	90%	78%	92%
Workforce readiness skills/GED	91%	84%	86%	86%	70%	85%
Employment and career information	86%	92%	88%	94%	75%	89%
Small business/economic development	86%	79%	83%	79%	65%	81%
Social/networking opportunities	76%	69%	62%	61%	51%	66%
Language/English as a second language	77%	75%	80%	72%	68%	76%
Consumer/government information	81%	83%	87%	91%	68%	85%
Spanish language resources	71%	70%	69%	54%	61%	66%

Table 97: Question #5 by Annual Household Income

To what extent would you support or oppose improvements in technology in each of the following areas. Percent of Respondents Who "Strongly" or "Somewhat Support"	Annual HH income less than \$24,999	Annual HH income \$25,000 to \$49,999	Annual HH income \$50,000 to \$99,999	Annual HH income \$100,000 to \$149,999	Annual HH income \$150,000 or more	Overall
More computers/computer stations	84%	88%	84%	91%	75%	85%
More bandwidth/faster Internet access	80%	82%	83%	91%	74%	82%
More places to plug in laptop computers	80%	89%	85%	89%	81%	85%
More wireless Internet access	81%	92%	87%	94%	80%	88%
More time to use computers (per session)	77%	79%	70%	75%	64%	73%
More online databases/resources	86%	86%	90%	92%	67%	87%
More downloadable materials (ebooks/music)	80%	77%	84%	84%	78%	80%
More computer classes/training	89%	85%	87%	88%	67%	85%
More Internet classes/training	87%	83%	82%	90%	67%	83%
More software classes/training	84%	80%	79%	81%	62%	79%
More Spanish language software and training	67%	58%	59%	53%	47%	57%

Table 98: Question #6 by Annual Household Income

All levels of government in the nation and in Colorado are facing budgetary challenges. If Jefferson County Public Library needs to cut services to meet budget reductions, to what extent would you support or oppose reducing or eliminating each of the following options? Percent of Respondents Who "Strongly" or "Somewhat Support"	Annual Household Income					Overall
	Annual HH income less than \$24,999	Annual HH income \$25,000 to \$49,999	Annual HH income \$50,000 to \$99,999	Annual HH income \$100,000 to \$149,999	Annual HH income \$150,000 or more	
Permanently closing one or more libraries	13%	9%	12%	23%	24%	14%
Reducing hours of operation at one or more libraries	52%	58%	70%	58%	74%	63%
Reducing the collections (books, movies, music, databases)	22%	13%	18%	21%	21%	19%
Reducing or eliminating technology access and training	30%	33%	34%	29%	48%	34%
Reducing or eliminating outreach programs to special populations	49%	44%	51%	63%	69%	52%
Reducing or eliminating classes and programs	41%	49%	53%	45%	82%	51%

Table 99: Question #9 by Annual Household Income

About how often, if at all, have you visited a Jefferson County Public Library in the past 12 months?	Annual Household Income					Overall
	Annual HH income less than \$24,999	Annual HH income \$25,000 to \$49,999	Annual HH income \$50,000 to \$99,999	Annual HH income \$100,000 to \$149,999	Annual HH income \$150,000 or more	
Once a week or more	24%	20%	18%	18%	9%	18%
Once every two to three weeks	20%	22%	28%	23%	28%	24%
Once a month	12%	8%	18%	13%	16%	14%
Three to six times during the past 12 months	12%	25%	14%	8%	11%	16%
Once or twice during the past 12 months	15%	14%	9%	12%	10%	11%
Not at all	17%	11%	13%	26%	27%	17%
Total	100%	100%	100%	100%	100%	100%

Table 100: Question #10 by Annual Household Income

What do you do when you visit the library? (Please check all that apply).*	Annual HH income less than \$24,999	Annual HH income \$25,000 to \$49,999	Annual HH income \$50,000 to \$99,999	Annual HH income \$100,000 to \$149,999	Annual HH income \$150,000 or more	Overall
Borrow books/audio books	99%	100%	100%	100%	100%	100%
Borrow videos/DVDs	64%	54%	50%	52%	39%	50%
Borrow music	33%	26%	29%	18%	14%	25%
Read newspapers	24%	14%	9%	13%	1%	12%
Read/borrow magazines	25%	36%	37%	31%	22%	32%
Use public access computers	41%	31%	19%	17%	6%	23%
Access the Internet	40%	42%	21%	15%	8%	27%
Check email/online accounts	27%	23%	10%	5%	9%	14%
Use subscription databases	6%	8%	14%	16%	5%	10%
Research topics of interest	37%	27%	32%	33%	25%	31%
Help my child (0-5) learn pre-reading skills	10%	9%	11%	25%	6%	12%
Help my child/teen get homework help	13%	8%	4%	8%	7%	7%
Search/apply for employment	30%	10%	5%	6%	2%	9%
Get help with income taxes	18%	15%	6%	9%	9%	10%
Attend computer/Internet classes	12%	5%	5%	4%	0%	5%
Attend other classes or programs	9%	5%	4%	7%	1%	5%
Attend community meetings/use the meeting rooms	5%	8%	8%	10%	0%	7%
Participate in book clubs or discussion groups	5%	4%	1%	1%	6%	3%
Use designated quiet areas to read or do work	27%	21%	30%	16%	39%	27%
Other (Please specify: _____)	6%	2%	2%	2%	4%	3%

* Percents may add to more than 100% as respondents could give more than one answer.

Note: No tests of statistical significance can be performed on this question, as it is a multiple response question.

Table 101: Question #11 by Annual Household Income

	Annual HH income less than \$24,999	Annual HH income \$25,000 to \$49,999	Annual HH income \$50,000 to \$99,999	Annual HH income \$100,000 to \$149,999	Annual HH income \$150,000 or more	Overall
Do you currently have a Jefferson County Public Library Card?						
Yes	79%	80%	87%	80%	82%	83%
No	21%	20%	13%	20%	18%	17%
Total	100%	100%	100%	100%	100%	100%

Table 102: Question #12 by Annual Household Income

	Annual HH income less than \$24,999	Annual HH income \$25,000 to \$49,999	Annual HH income \$50,000 to \$99,999	Annual HH income \$100,000 to \$149,999	Annual HH income \$150,000 or more	Overall
Have you accessed the Jefferson County Public Library Website (www.jeffcollibrary.org) in the past 12 months?						
Yes	48%	59%	64%	53%	59%	58%
No	52%	41%	36%	47%	41%	42%
Total	100%	100%	100%	100%	100%	100%

Table 103: Question #13 by Annual Household Income

In what ways have you used the Website? (Please check all that apply.)*	Annual HH income less than \$24,999	Annual HH income \$25,000 to \$49,999	Annual HH income \$50,000 to \$99,999	Annual HH income \$100,000 to \$149,999	Annual HH income \$150,000 or more	Overall
To search the catalog	100%	100%	97%	100%	100%	99%
To place books/materials on hold	71%	75%	81%	87%	88%	79%
To renew books/materials	58%	67%	84%	80%	74%	75%
To pay library fines	22%	21%	27%	29%	26%	23%
To find library hours/locations	50%	47%	57%	48%	54%	52%
To check class/program schedules	10%	16%	23%	11%	3%	16%
To download audiobooks/ebook/music	15%	5%	19%	7%	8%	12%
To access online magazines/newspapers	10%	5%	14%	9%	2%	9%
To access research databases and tools	13%	18%	21%	21%	17%	18%
To access resources for parents/teachers	15%	5%	6%	10%	8%	8%
To access resources for small businesses	8%	4%	3%	4%	0%	3%
To access local history collections	8%	5%	2%	3%	3%	3%
To get live homework help	8%	8%	3%	3%	3%	4%
To get live job assistance	15%	3%	1%	2%	0%	3%
To reserve computer time	31%	13%	5%	2%	0%	9%
To find or access community information	20%	12%	17%	6%	3%	13%
To find library information	41%	19%	32%	16%	29%	27%
Other (Please specify: _____)	10%	2%	2%	1%	0%	2%

* Percents may add to more than 100% as respondents could give more than one answer.

Note: No tests of statistical significance can be performed on this question, as it is a multiple response question.

Appendix E: Survey Methodology

Developing the Questionnaire

Development of the questionnaire for the Jefferson County Public Library Resident Survey was undertaken by JCPL staff, with input from National Research Center, Inc. (NRC). The questionnaire included questions related to the core purpose of the Library, evaluation of Library contribution to the community, and support for or opposition to various possible service expansions or program and service reductions.

Selecting Survey Recipients

“Sampling” refers to the method by which survey recipients are chosen. The “sample” refers to all those who were given a chance to participate in the survey. Ideally, the chosen survey recipients should be representative of all eligible survey recipients. Randomly selecting survey recipients ensures that this will occur.

All households located in the boundaries of Jefferson County were eligible for the survey. Because local governments generally do not have inclusive lists of all the residences in the jurisdiction (tax assessor and utility billing databases often omit rental units), lists from the United States Postal Service (USPS), updated every three months, usually provide the best representation of all households in a specific geographic location. NRC used the USPS data to select the sample of households.

A larger list than needed was sampled, so that a process referred to as “geocoding” could be used to eliminate addresses from the list that were outside the study boundaries. Geocoding is a computerized process in which addresses are compared to electronically mapped boundaries and coded as inside or outside these boundaries. All addresses determined to be outside the study boundaries were eliminated from the sample. In addition, the addresses were geocoded to identify whether or not they were within an incorporated municipality within the county, or in an unincorporated area, and whether the address fell within the following four geographic areas: 1) Central County, 2) Mountain Region, 3) North County, and 4) South County. Attached units were over sampled as residents of this type of housing typically respond at lower rates to surveys than do those in detached housing units. A total of 4,000 addresses were selected to receive the survey.

Administering the Survey

Each of the survey recipients were contacted a total of four times, starting August 2010. The first mailing was a prenotification postcard announcing the upcoming survey. A week after the prenotification postcard was sent the first wave of the survey was sent. The second wave was sent one week after the first. The survey mailings contained a letter from the executive director of Jefferson County Public Library, Marcellus Turner, inviting the recipient to participate in the Resident Survey, a questionnaire, and a postage-paid return envelope. A fourth mailing was sent to all recipients reminding them to complete the survey if they had not yet done so. They were also invited to complete the survey online if they no longer had a hard copy of their questionnaire. A copy of the survey materials can be found in *Appendix F: Survey Materials*.

About 4% of the surveys (166) were returned because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. Of the 3,834 remaining recipients, 924 completed the survey (17 of them online), providing a response rate of 24%.

Confidence Intervals

The 95% confidence interval (or “margin of error”) quantifies the “sampling error” or precision of the estimates made from the survey results. A 95% confidence interval can be calculated for any sample size, and indicates that in 95 of 100 surveys conducted like this one, for a particular item, a result would be found that is within ± 3.5 percentage points of the result that would be found if everyone in the population of interest was surveyed. The practical difficulties of conducting any resident survey may introduce other sources of error in addition to sampling error. Despite the best efforts to boost participation and ensure potential inclusion of all households, some selected households will decline participation in the survey (referred to as non-response error) and some eligible households may be unintentionally excluded from the listed sources for the sample (referred to as coverage error).

Where estimates are given for subgroups (as in *Appendix D: Survey Results by Respondent Characteristics*), they are less precise. For each demographic or geographic subgroup from the survey, the margin of error rises to as much as plus or minus 7% for a sample size of 200 to plus or minus 18% for 30 completed surveys.

Survey Processing (Data Entry)

Mailed surveys were returned to NRC directly via postage-paid business reply envelopes. Once received, staff assigned a unique identification number to each questionnaire. Additionally, each survey was reviewed and “cleaned” as necessary. For example, a question may have asked a respondent to pick two items out of a list of five, but the respondent checked three; NRC staff would choose randomly two of the three selected items to be coded in the dataset.

Once all surveys were assigned a unique identification number, they were entered into an electronic dataset. This dataset was subject to a data entry protocol of “key and verify,” in which survey data were entered twice into an electronic dataset and then compared. Discrepancies were evaluated against the original survey form and corrected. Range checks as well as other forms of quality control were also performed.

Analyzing the Results

The demographic characteristics of the survey sample were compared to those found of Jefferson County residents in the U.S. Census Bureau’s 2009 American Community Survey (ACS). Survey results were weighted using the population norms to reflect the appropriate percent of adult residents in Jefferson County. Other discrepancies between the whole population and the sample were also aided by the weighting due to the intercorrelation of many socioeconomic characteristics.

The table on the next page compares the demographic profile of Jefferson County residents from the ACS to the demographic profile of survey respondents.

Demographic Subgroup	2006-2008 American Community Survey	Unweighted Survey Data	Weighted Survey Data
Females 18-34	12.6%	10.9%	12.5%
Females 35-54	21.1%	26.8%	21.1%
Females 55-74	13.1%	27.8%	14.1%
Females 75+	3.8%	8.5%	4.6%
Males 18-34	13.8%	2.9%	13.1%
Males 35-54	20.7%	6.3%	19.6%
Males 55-74	12.4%	13.4%	12.4%
Males 75+	2.6%	3.5%	2.6%
Female	50.6%	72.9%	51.2%
Male	49.4%	27.1%	48.8%
18-34	26.3%	13.8%	25.6%
35-54	41.8%	33.0%	40.7%
55-74	25.5%	41.2%	26.5%
75+	6.4%	12.0%	7.2%
Own	72.6%	75.9%	72.7%
Rent	27.4%	24.1%	27.3%
Hispanic	13.7%	8.2%	15.4%
Not Hispanic	86.3%	91.8%	84.6%
White	87.7%	98.0%	88.1%
Non-White	12.3%	2.0%	11.9%

The electronic dataset was analyzed using the Statistical Package for the Social Sciences (SPSS). For the most part, frequency distributions and average (mean) ratings are presented in the body of the report. A complete set of frequencies for each survey question is presented in *Appendix B: Responses to Survey Questions*. Also included are results by selected respondent characteristics, found in *Appendix D: Survey Results by Respondent Characteristics*. Chi-square or ANOVA tests of significance were applied to these breakdowns of selected survey questions. A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between groups are due to chance; or in other words, a greater than 95% probability that the differences observed in the selected categories of the sample represent “real” differences among those populations. Where differences between subgroups are statistically significant, they are marked with grey shading.

Appendix F: Survey Materials

The following pages contain a copy of the survey materials, including the prenotification postcard, the first and second wave cover letter (which was part of the first page of the questionnaire), the questionnaire and the reminder postcard.

Si prefiere completar la encuesta en Español, por favor llame al Rocio Rowland, (303) 403-5191 o Kay Blakeman, (303) 403-5126 . Gracias!

Jefferson County Public Library Survey Help Us Envision the Future!



Dear Jefferson County Resident:

We are conducting a survey about libraries in our community. Your household has been selected at random to participate in the survey. Because only a few select people are receiving this survey, your answers are extremely important. **Please complete this questionnaire even if you do not use the Jefferson County Public Library system.**

To get a scientifically reliable sample of Jefferson County residents, the adult (anyone 18 years or older) in your household who most recently had a birthday should complete this survey. Please have the appropriate member of the household spend a few minutes to answer all the questions and return the survey in the enclosed postage-paid envelope to National Research Center (the company administering the survey) at 3005 30th Street, Boulder, CO 80301. Your responses are anonymous and will be reported in group form only. If you have any questions about this survey, please contact Rebecca Winning, Communication Manager, at 303-275-2203.

Your answers will help us make decisions that affect your community. You should find the questions interesting and we will definitely find your answers useful. Please participate!

Sincerely,

Marcellus Turner, Executive Director

1. Libraries provide facilities and programs to their residents for a variety of reasons, and base their offerings on their core purposes. Please indicate how important you think it is that Jefferson County Public Library offer facilities and programs to our community for each of the following purposes.

	<u>Essential</u>	<u>Very Important</u>	<u>Somewhat Important</u>	<u>Not at all Important</u>
a. Provide opportunities for individuals to grow by offering access to resources and services without regard to class, education, ethnic background, income level or interest.....	1	2	3	4
b. Support education by providing resources for children, parents, teachers to support success in reading and education.....	1	2	3	4
c. Contribute to economic development by offering assistance with employment searches and applications, job skills training, career support and research/planning resources for business owners.....	1	2	3	4
d. Provide public access to computers and the Internet and training on related technologies	1	2	3	4
e. Support social and civic engagement by offering places where people can connect with each other and their communities.....	1	2	3	4
f. Promote life-long learning by supporting the educational, economic and cultural development of individuals and communities.....	1	2	3	4

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a. Provide opportunities for individuals to grow by offering access to resources and services without regard to class, education, ethnic background, income level or interest.....	1	2	3	4
b. Support education by providing resources for children, parents, teachers to support success in reading and education.....	1	2	3	4
c. Contribute to economic development by offering assistance with employment searches and applications, job skills training, career support and research/planning resources for business owners.....	1	2	3	4
d. Provide public access to computers and the Internet and training on related technologies	1	2	3	4
e. Support social and civic engagement by offering places where people can connect with each other and their communities.....	1	2	3	4
f. Promote life-long learning by supporting the educational, economic and cultural development of individuals and communities.....	1	2	3	4

2. Please rate how well or poorly you think Jefferson County Public Library does each of the following.

Excellent Good Fair Poor Don't know

a. Helping individuals grow by offering access to resources and services without regard to class, education, ethnic background, income level or interest	1	2	3	4	DK
b. Supporting education by providing resources for children, parents, teachers to support success in reading and education	1	2	3	4	DK
c. Contributing to the economic development of our community	1	2	3	4	DK
d. Providing public access to computers and the Internet and training on related technologies	1	2	3	4	DK
e. Supporting social and civic engagement by offering places where people can connect with each other and with their communities.....	1	2	3	4	DK
f. Promoting life-long learning by supporting the educational, economic and cultural development of individuals and communities	1	2	3	4	DK
g. Meeting the needs of your local community.....	1	2	3	4	DK

3. Please rate the extent to which you agree or disagree with each of the following statements.

Strongly Agree Somewhat Agree Somewhat Disagree Strongly Disagree Don't Know

a. Libraries should remain free and accessible to all.....	1	2	3	4	DK
b. I think funding the library is a good use of my tax money.....	1	2	3	4	DK
c. I would rather see an increase in taxes to support libraries than see library services reduced.....	1	2	3	4	DK
d. Libraries are becoming less relevant. I can get all the information I need from the Internet.....	1	2	3	4	DK
e. Libraries provide little or no value to me, my family or my community.....	1	2	3	4	DK

4. To what extent would you support or oppose expanding each of the following library programs and services.

Strongly Support Support Oppose Strongly Oppose Don't know

a. Popular titles/current topics	1	2	3	4	DK
b. Movies, music & entertainment.....	1	2	3	4	DK
c. Resources for self-directed learning.....	1	2	3	4	DK
d. Technology access and training	1	2	3	4	DK
e. Classes and programs	1	2	3	4	DK
f. Discussion groups.....	1	2	3	4	DK
g. Community activities/information.....	1	2	3	4	DK
h. Cultural awareness/experiences.....	1	2	3	4	DK
i. Local history & genealogy.....	1	2	3	4	DK
j. Health and wellness	1	2	3	4	DK
k. Author programs /performance arts	1	2	3	4	DK
l. Outreach to special populations	1	2	3	4	DK
m. Early literacy/reading skills.....	1	2	3	4	DK
n. Support for educational achievement	1	2	3	4	DK
o. Workforce readiness skills/GED.....	1	2	3	4	DK
p. Employment and career information.....	1	2	3	4	DK
q. Small business/economic development	1	2	3	4	DK
r. Social/networking opportunities	1	2	3	4	DK
s. Language/English as a second language	1	2	3	4	DK
t. Consumer/government information	1	2	3	4	DK
u. Spanish language resources.....	1	2	3	4	DK
v. Other (please specify:_____)					

5. To what extent would you support or oppose improvements in technology in each of the following areas.

	<u>Strongly Support</u>	<u>Support</u>	<u>Oppose</u>	<u>Strongly Oppose</u>	<u>Don't know</u>
a. More computers/computer stations	1	2	3	4	DK
b. More bandwidth/faster Internet access.....	1	2	3	4	DK
c. More places to plug in laptop computers.....	1	2	3	4	DK
d. More wireless Internet access.....	1	2	3	4	DK
e. More time to use computers (per session)	1	2	3	4	DK
f. More online databases/resources	1	2	3	4	DK
g. More downloadable materials (ebooks/music)	1	2	3	4	DK
h. More computer classes/training	1	2	3	4	DK
i. More Internet classes/training.....	1	2	3	4	DK
j. More software classes/training	1	2	3	4	DK
k. More Spanish language software and training.....	1	2	3	4	DK
l. Other (Please specify:_____)					

6. All levels of government in the nation and in Colorado are facing budgetary challenges. If Jefferson County Public Library needs to cut services to meet budget reductions, to what extent would you support or oppose reducing or eliminating each of the following options?

	<u>Strongly Support</u>	<u>Support</u>	<u>Oppose</u>	<u>Strongly Oppose</u>	<u>Don't know</u>
a. Permanently closing one or more libraries.....	1	2	3	4	DK
b. Reducing hours of operation at one or more libraries	1	2	3	4	DK
c. Reducing the collections (books, movies, music, databases).....	1	2	3	4	DK
d. Reducing or eliminating technology access and training	1	2	3	4	DK
e. Reducing or eliminating outreach programs to special populations	1	2	3	4	DK
f. Reducing or eliminating classes and programs	1	2	3	4	DK
g. Other (Please specify:_____)					

7. In what ways could Jefferson County Public Library better serve you and your community?

8. If you would be willing to participate in future surveys or focus groups about Jefferson County Public Library, please provide your email address. (The independent organization conducting the survey will keep your email address separate from your survey results. Your email address would not be sold or given to any other organization; it would ONLY be used to contact you about future surveys or focus groups for Jefferson County Public Library.)

Email address: _____

9. About how often, if at all, have you visited a Jefferson County Public Library in the past 12 months?

- Once a week or more
- Once every two to three weeks
- Once a month
- Three to six times during the past 12 months
- Once or twice during the past 12 months
- Not at all → *go to question #11*

10. What do you do when you visit the library?

(Please check all that apply.)

- Borrow books/audio books
- Borrow videos/DVDs
- Borrow music
- Read newspapers
- Read/borrow magazines
- Use public access computers
- Access the Internet
- Check email/online accounts
- Use subscription databases
- Research topics of interest
- Help my child (0-5) learn pre-reading skills
- Help my child/teen get homework help
- Search/apply for employment
- Get help with income taxes
- Attend computer/internet classes
- Attend other classes or programs
- Attend community meetings/use the meeting rooms
- Participate in book clubs or discussion groups
- Use designated quiet areas to read or do work
- Other (Please specify: _____)

11. Do you currently have a Jefferson County Public Library Card?

- Yes
- No

12. Have you accessed the Jefferson County Public Library Website (www.jeffcolibrary.org) in the past 12 months?

- Yes
- No → *go to question #14*

13. In what ways have you used the Website?

(Please check all that apply.)

- To search the catalog
- To place books/materials on hold
- To renew books/materials
- To pay library fines
- To find library hours/locations
- To check class/program schedules
- To download audiobooks/ebook/music
- To access online magazines/newspapers
- To access research databases and tools
- To access resources for parents/teachers
- To access resources for small businesses
- To access local history collections
- To get live homework help
- To get live job assistance
- To reserve computer time
- To find or access community information
- To find library information
- Other (Please specify: _____)

The following questions are about you and your household. Your responses will be kept anonymous, and reported in group form only.

14. Which best describes the building you live in?

- One family house detached from any other houses
- House attached to one or more houses (e.g., a duplex or townhome)
- Building with two or more apartments or condominiums
- Mobile home
- Other

15. Do you own or rent your home?

- Own
- Rent

16. Including yourself, how many people live in your household?

yes no

17. Do any children 12 or under live in your household?

-
-

18. Do any teenagers aged between 13 and 17 live in your household?

-
-

19. Are you or any other member of your household aged 65 or older?

-
-

20. How much do you anticipate your household's total income before taxes will be for the current year?

- Less than \$24,999
- \$25,000 to \$49,999
- \$50,000 to \$99,999
- \$100,000 to \$149,999
- \$150,000 or more

21. What is your race? (Mark one or more races to indicate what race you consider yourself to be.)

- White/European American/Caucasian
- Black or African American
- Asian or Pacific Islander
- American Indian, Eskimo, or Aleut
- Other

22. Are you Hispanic/Spanish/Latino?

- Yes
- No

23. Which category contains your age?

- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65-74
- 75-84
- 85+

24. What is your gender?

- Female
- Male

Thank you!

Please return the survey in the enclosed business reply envelope to the independent organization analyzing the results at:

**National Research Center, Inc.
3005 30th Street, Boulder, CO 80301**

Estimado residente del Condado de Jefferson,

Su hogar ha sido seleccionado al azar para participar en una encuesta sobre los servicios de Biblioteca del Condado de Jefferson. Usted recibirá una copia de la encuesta la próxima semana por correo con instrucciones para devolverla. Por favor tenga la seguridad de que sus respuestas se mantendrán anónimas. ¡Gracias de antemano por ayudarnos con este proyecto importante!

Atentamente,



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