Godbe Research & Analysis

Survey of Residents

Conducted for the
Fresno County Public Library

May 2003

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Introduction

Godbe Research & Analysis (Godbe Research) is pleased to present the results of a resident opinion research project conducted for the Fresno County Library. This report is organized into the following sections:

Executive Summary

The *Executive Summary* includes a summary of the *Key Findings* from the survey and a *Conclusions & Recommendations* section, which details our recommended course of action based on the survey results.

Methodology

The *Methodology* section explains the research objectives of the project and the methods and procedures used to conduct this study. This section also explains how to interpret the detailed crosstabulation tables in Appendices C and D.

Summary of Results

In the body of the report, we present a question-by-question analysis of the survey. The discussion is organized into the following sections:

- Issues of Importance
- Sales Tax Extension and Duration
- Library Usage
- Satisfaction with Fresno County Libraries
- Importance of Library Programs and Services
- Satisfaction with Library Programs and Services
- Satisfaction-Importance Matrix
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Appendices

We have included the following *Appendices*:

- *Appendix A,* which presents the questionnaire with topline results for the overall sample.
- *Appendix B,* which presents the questionnaire with topline results for the voter sample.
- *Appendix C,* which presents the complete crosstabulation tables for the overall sample.
- *Appendix D,* which presents the complete crosstabulation tables for the voter sample.

Executive Summary

Key Findings

Based on an analysis of the survey data, Godbe Research offers the following key findings to the Fresno County Public Library:

Issues of Importance

Respondents were first presented with a series of community issues and were asked to rate the importance of each issue. Overall, respondents gave the highest ratings of importance to the issues that addressed 'Reducing crime' and 'Improving the quality of public education', followed by 'Increasing job opportunities', 'Improving air quality in the region', and 'Preserving agricultural land'. Comparatively, 'Increasing access to public transportation' received the lowest importance rating of the 12 community issues tested. It should be noted that respondents rated each issue as at least 'somewhat important'.

Those issues related to the Fresno County Library: 'Maintaining public library facilities', 'Maintaining public library programs and services', 'Improving public library programs and services', and 'Improving the quality of public library facilities' were ranked sixth, seventh, eighth, and tenth in order of importance among the 12 community issues evaluated in this question.

Overall, non-voters and those who had visited a library in the past six months assigned higher mean scores across the items compared with their subgroup counterparts. Comparing importance ratings assigned by voters and non-voters, the greatest difference was found for 'Increasing the amount of affordable housing', with non-voters rating this issue as more important than did voters. Within the group comparing library users to non-users, the greatest differences in importance ratings between the subgroups were found for 'Improving public library programs and services', 'Improving the quality of public library facilities', and 'Maintaining public library programs and services'.

Overall, the percentage of respondents who indicated that 'Reducing crime' was 'very' or 'somewhat' important decreased approximately two percent from 1998 to 2003, representing a significant difference between the two time periods. In addition, the percentage of respondents who revealed that 'Maintaining public library facilities' and 'Improving public library programs and services' was 'very' or 'somewhat' important differed significantly from 1998 to 2003, representing a three percent increase for each issue.

After ranking each of the nine items tested in both 1998 and 2003 based on mean importance scores, the top four items of importance did not change from 1998 to 2003. Although the order between the items shifted, *maintaining* library facilities/programs/services was ranked higher than *improving* library facilities/programs/services in both 1998 and 2003.

Interesting to note is the shift of 'Preventing local tax increases' from seventh (of nine) in 1998 to last in 2003 based on mean scores.

Sales Tax Extension and Duration

In general terms, respondents were asked to indicate how they would vote on a measure to approve a one-eighth cent sales tax which would be used to maintain library services as well as remodel and construct new library facilities. General support for the one-eighth cent sales tax for libraries received 69 percent support among all respondents and 67 percent support among voters.

Although not directly comparable, it is worth noting that the first ballot test presented to survey respondents in 1998 received 52 percent overall support and 54 percent support among voters.

Among voters, greater percentages of: Democrats, respondents in the low voting propensity group, respondents with a household of one Democrat, women, respondents who had visited the library in the last six months, and respondents in the 18 to 29 age group supported the measure compared to their subgroup counterparts.

Respondents were next asked how they would vote on the one-eighth cent sales tax measure knowing that it would merely extend the existing sales tax and would not raise the sales tax in the County. As an extension, 79 percent of all respondents indicated they would vote in favor of the measure and 76 percent of voters expressed support.

Although not directly comparable, it is worth noting that the second ballot test presented to survey respondents in 1998 received 63 percent overall support and 63 percent support among voters.

Fifty-nine percent of voters, who previously stated they would probably not vote in favor of the measure, indicated support for the measure after hearing that it would be an extension of the current tax. In addition, 34 percent of voters who previously stated they would definitely vote against the measure now reported they would vote in favor of it and 63 percent of voters who originally declined to state their opinion expressed support for the sales tax as an extension.

Among voters, support was highest among: Democrats, respondents living in Democratic households, women, respondents who had visited the library in the last six months, and those 65 years or older compared to their subgroup counterparts. Support was even across voting propensity subgroups, at 76 percent.

Sixty percent of all respondents surveyed (voters and non-voters) would be supportive of the measure at the longest tax duration (16 years). As the tax durations decreased, the percentage of respondents who would support the tax measure increased. Eighty-two percent of all

respondents indicated support for extending the current one-eighth cent sales tax for four years.

Focusing on voters, at a length of 16 years, 56 percent of voters reported that they would vote in favor of the measure. Support increased as the duration decreased, with 59 percent support at 12 years, 68 percent support at eight years, 78 percent support at seven years, and 81 percent support for a four year extension of the current one-eighth cent sales tax.

Library Usage

Shifting the focus away from the proposed extension of the current one-eighth cent sales tax toward respondents' Fresno County library usage, Question 5 asked respondents to indicate how many times they had visited a local library in the last six months. Twenty-six percent of respondents had visited between one and three times, 14 percent had visited between four and six times, and 21 percent had visited more than six times. Overall, 61 percent of respondents had visited a local public library in the last six months, whereas 39 percent had not.

Greater percentages of non-voters, respondents in the younger age groups ('18-29' and '29-39'), women, respondents with children in their home, respondents with adults 65 or over in their home, and respondents in geographic area 17 reported having visited the library at least once in the last six months in comparison to their subgroup counterparts.

Comparing the frequency of library use among respondents from 1998 to 2003, the percentage of non-users decreased significantly over the two time periods (-6%), whereas the percentage of respondents who had visited a local library between four and six times or more than six times over the previous six month period increased significantly (+4% each).

Respondents who previously indicated they had visited the library at least once in the last six months were next asked to indicate which libraries they visited most frequently. Respondents were asked to cite their primary library first and to then indicate other libraries that they visited frequently. Overall, 24 percent of library users stated that their primary library was the Fresno Library, 11 percent cited 'Clovis', and 11 percent of library users reported that they did not know which library they primarily visited.

Examining all libraries visited by respondents in the past six months, the greatest percentage of library users reported visiting the Fresno Library, followed by 'Clovis' and 'Fig Garden'. Other libraries named by more than three percent of users included 'Politi', 'Sunnyside', 'Cedar-Clinton', 'Reedley', 'Selma', and 'Gillis'. Overall, 11 percent of library users could not recall the names of the libraries they visited.

Comparing the present survey results to the 1998 survey for libraries visited revealed that Fresno, Clovis, and Fig Garden were the most frequently visited libraries in both 2003 and 1998. In addition, the percentage of library users who had visited Fresno, Clovis, or Fig Garden did not increase or decrease significantly from 1998 to 2003.

Respondents who indicated that they had not visited a library in the last six months were asked to cite their main reasons for not visiting. The top three reasons given for not visiting a public library were 'Don't have time', 'No perceived need to use a library', and 'Use the Internet instead'. Greater percentages of non-voters, women, and respondents without an adult 65 years or older in their home indicated they did not have time to visit a public library in the last six months in comparison to their subgroup counterparts. In addition, higher percentages of men, respondents with children in their home, and respondents with an adult 65 or older in the home indicated 'No perceived need to use a library' than respondents in other subgroups.

Satisfaction with Fresno County Libraries

Respondents were first asked to report their satisfaction with the job the Fresno County libraries have done to provide programs and services for the County. Seventy-six percent of respondents were satisfied with the job the Fresno County libraries had done, whereas only six percent indicated dissatisfaction. In addition, 18 percent of respondents declined to indicate their level of satisfaction.

Notably higher levels of satisfaction with the Fresno County libraries' provision of services was reported by respondents who had visited the library in the last six months, respondents with children in the home, and respondents who had lived in Fresno County for five years or more compared with their subgroup counterparts. In addition, as one might expect, respondents who had not visited a local public library in the past six months responded with 'DK/NA' (don't know/no answer) with greater frequency than respondents who had visited a library.

Comparing respondents' satisfaction with the provision of services from the Fresno County libraries from 1998 to 2003 revealed that the percentage of respondents who were 'very satisfied' increased significantly over the two time periods (+19%). In addition, the percentage of respondents who were 'somewhat dissatisfied', 'very dissatisfied', or declined to state their opinion decreased significantly from 1998 to 2003 (-8%, -3%, and -11%, respectively).

Respondents were next asked to indicate their satisfaction with the job their local branch library had done to provide programs and services for their local community. Overall, 76 percent of respondents reported they were satisfied with the job their local branch library had done and six percent of respondents stated they were dissatisfied. In addition, 17 percent of respondents declined to state their satisfaction. Overall, voters, library users, women, respondents with children in their home, and respondents who had lived in Fresno County five years or more reported more satisfaction with their local library's provision of programs and services than their subgroup counterparts.

The most notable difference in satisfaction ratings for respondents' local branch library was between respondents who had visited the library in the last six months and those who had not. In addition, respondents who had not visited a local public library in the past six

months responded with 'DK/NA' with greater frequency than respondents who had visited a library.

From 1998 to 2003, a significant difference was evidenced within each response category, with satisfaction increasing 20 percent, dissatisfaction decreasing eight percent, and the percentage of respondents who declined to state their level of satisfaction decreasing 12 percent from 1998 to 2003.

Respondents who reported dissatisfaction with their local branch library were next asked to reveal the main reason for their dissatisfaction. Thirty percent of respondents who were dissatisfied cited the poor selection and out of date collection as their main reason for dissatisfaction, 13 percent cited a reason other than those listed, and 13 percent cited 'Inconvenient hours'.

Importance of Library Programs and Services

Question 11 of the survey asked respondents to rate the importance of specific library programs or services. Overall, 'Programs and services for children' was rated as the most important program or service tested, followed by 'Literacy programs for children and adults', and 'Quality of the Library staff'. It should be noted that respondents rated 19 of the 22 programs or services tested as at least 'somewhat important'. Comparatively, the three services rated of lower importance (between 'not too important' and 'somewhat important') were the 'Music CD collection', 'Video and DVD collection', and 'Adult book groups'.

At the overall level, across all the programs and services tested, non-voters, library users, women, respondents with children in their home, and those under the age of 40 assigned higher mean scores than their subgroup counterparts.

The greatest notable difference in importance ratings between respondents in the 18 to 29 and respondents in the 65+ age subgroups were noticed for 'Materials in languages other than English', 'Computer equipped homework centers for K-6', 'Resume and job search workshops', and 'Free Internet access at all libraries'. Also interesting to note is that younger respondents (those under 40) rated each technology related program or service higher than did older respondents.

Satisfaction with Library Programs and Services

Using the same list of 22 library programs and services presented in Question 11, Question 12 asked residents to indicate their level of satisfaction with each program or service provided by the Fresno County libraries. Respondents were most satisfied with the 'Quality of the Library staff', 'Programs and services for children', 'Free Internet access at all libraries', and the 'Library's website'. Overall, respondents rated 18 of the 22 programs and services tested as at least 'somewhat important'. Comparatively, respondents reported lower levels of satisfaction with 'Parking', the 'Video and DVD collection', 'Materials in languages other than English', and the 'Music CD collection'. It should be noted that all items received positive

mean scores from respondents, indicating positive levels of satisfaction with all programs and services tested.

As described in the Methodology Section, the mean satisfaction ratings excluded respondents who indicated that they did not have an opinion about, or any experience with, a particular library program or service. As such, it is interesting to note the percentage of total respondents who indicated 'No opinion' for each library service tested as well as the percentage of 'No opinion' respondents by whether they had visited a library in the past six months. Of all respondents surveyed, over 60 percent did not give an opinion about 'Outreach programs at local day care centers', 'Adult book groups', 'Video and DVD collection', or 'Music CD collection'. As one might expect, respondents who had not visited a local public library in the past six months responded with 'No opinion' with greater frequency than respondents who had visited. The greatest discrepancies between users and non-users were evidenced by the percentage of respondents who stated 'No opinion' concerning 'The books and materials collection' and the 'Quality of the Library staff'.

Satisfaction-Importance Matrix

Having a measure of the importance of a service to each respondent as well as a measure of the respondent's satisfaction with the Library's efforts to provide that service enables Godbe Research to examine the relationship between these two measures and determine the areas where the Fresno County Public Library has the greatest opportunity, as well as the greatest need, to improve its services.

Fresno County residents were relatively satisfied with the following services that they also considered relatively important: 'Quality of the Library staff', 'Programs and services for children', 'Free Internet access', Literacy programs for children and adults', 'The books and materials collection', 'Programs and services for teens', 'Seating and study areas', and 'Programs and services for seniors'. Nevertheless, for some other services that were also considered relatively important, Fresno County residents' level of satisfaction was below average. These services included 'Computer equipped homework centers for students in grades K through 6', 'Library hours', 'Free computer classes', and 'Resume and job search workshops' (please refer to pages 59 and 60 for more information about this analysis).

Comparing the present results to those from 1998 revealed similar quadrant placement of the common items from both surveys. More specifically, 'Library hours' fell into Quadrant A in both 1998 and 2003, meaning its importance level was above the overall average but satisfaction level was below the average of the services tested in each respective survey.

Other services that can be tracked from 1998 included 'Programs and services for children, teens, students, and seniors' and 'The books and materials collection'. Each of these services placed into Quadrant B in 1998, meaning satisfaction and importance ratings were both above the average (of the services tested in 1998). Although broken out in 2003, 'Programs for children', 'Programs for teens', and 'Programs for seniors' each placed in Quadrant B in

2003. Similarly, 'The books and materials collection' also placed in Quadrant B. Of the programs and services tested in each respective year (1998 and 2003), programs and services for children, teens, and seniors as well as the books and materials collection were rated as above average in importance by respondents and respondents also assigned above average satisfaction ratings to these services in both the 1998 and 2003 surveys.

Prioritization of Library Projects

Respondents were next presented with a list of 13 specific projects that the Fresno County Library might fund in the coming years and were asked to assign a prioritization to each. Overall, respondents assigned 'Providing homebound services for the disabled and those unable to leave home' the highest prioritization, followed by 'Expanding homework help to cover grades 7 through 12', 'Building new libraries in areas that do not currently have library services', and 'Offering state of the art computer and Internet technology'. Lower on the list of priorities, according to respondents, should be 'Replacing older libraries with new libraries at different locations' and 'Expanding the collection in foreign languages'.

Within the respondent type group, the greatest differences in priority rankings were noticed for 'Offering English-as-a-Second-Language classes' and 'Expanding the collection in foreign languages'. Respondents who had visited the library in the last six months ranked 'Expanding the collection in foreign languages' as a notably higher priority than respondents who had not visited the library in the last six months. The greatest discrepancies among priority ratings by women and men were evidenced with regard to 'Providing homebound services for the disabled and those unable to leave home', 'Building new libraries in areas that do not currently have library services', and 'Expanding homework help to cover grades 7 through 12', with women rating each higher than men. In addition, respondents with children in their home ranked 'Expanding homework help to cover grades 7 through 12' as a higher priority in comparison to respondents with no children in their home as well as 'Offering English-as-a-Second-Language classes'.

Examining prioritization by age, respondents in the 18 to 29 age group rated the following projects as notably higher priorities in comparison to respondents in other age groups (especially in comparison to respondents of age 65 and over): 'Expanding the collection in foreign languages', 'Expanding job training programs', and 'Offering state of the art computer and Internet technology'.

Access to Electronic Devices and the Internet

Most respondents had access to a television or VCR either at their home, car, or both. Ninety-two percent of respondents reported having access to a CD player in their home, car, or both and 90 percent of respondents stated they had access to a cassette player in their home, car, or both. Eighty percent of respondents reported having access to a computer at home, in their car, or both, 73 percent had access to a DVD player at their home, in their car, or both, and 24 percent of respondents indicated they had access to a PDA in their home, car, or both.

A smaller percentage of respondents in the 65+ age group reported having access to a computer in comparison to respondents in the other age subgroups. Furthermore, a smaller percentage of respondents 65 years of age or older reported having access to a DVD player in comparison to their subgroup counterparts. Alternatively, smaller percentages of respondents in the 18 to 29 and 30 to 39 age groups reported having access to a cassette player.

Next, respondents were asked where they accessed the Internet. Overall, 69 percent of respondents accessed the Internet at home, 30 percent reported accessing the Internet at work, 17 percent at a library, and 14 percent at school. Eleven percent of respondents stated they did not have access to the Internet at all.

Greater percentages of respondents residing in Areas 13, 14, and 15 reported accessing the Internet at a library than respondents living in other areas. In 'Area 6', for example, only three percent of respondents reported having accessed the Internet at a library. In 'Area 9', 86 percent of respondents reported having access to the Internet at home in comparison to 40 percent of respondents in 'Area 14'. The greatest percentage of respondents who reported having Internet access at work were respondents in 'Area 6'. In contrast, the lowest percentage of respondents who reported having access to the Internet at work lived in 'Area 15'.

Conclusions and Recommendations

Based on an analysis of the survey data, Godbe Research offers the following conclusions and recommendations to the Fresno County Public Library:

Support for Extending the Current One-Eighth Cent Sales Tax

Educating voters that the one-eighth cent sales tax is an extension and will not raise taxes in the County prior to going to the ballot is key to the success of the measure. When asked whether voters would approve the one-eighth cent sales tax *without* mention of it as an extension, 67 percent supported the measure. Support increased nine percent to 76 percent *after* voters were told that the measure was an extension.

The impact of educating voters about the measure as an extension was also shown in the percentage of respondents who changed their support from 'no' or 'don't know/no answer' to 'yes'. Specifically, 59 percent of voters who initially stated they would probably not vote in favor of the measure indicated support after hearing that it would be an extension of the current tax. In addition, 34 percent of voters who previously stated they would definitely vote against the measure shifted to voting in favor of it and 63 percent of voters who initially declined to state their opinion expressed support for the sales tax as an extension.

Among voters overall, extending the measure for a period of eight years was supported by 68 percent, increasing to 78 percent for a seven year duration and 91 percent for a four year duration. Further, 64 percent of high propensity voters and 69 percent of medium propensity voters supported an eight year duration.

Next Steps

Although the present survey provides a good baseline measure of support among Fresno County voters for extending the current one-eighth cent sales tax for library projects, it will be important to test issues that resonate with voters, such as arguments for an against the measure and potential spending projects, prior to developing an education campaign and going to the ballot. Based on the survey results, it is imperative to educate voters that the measure is an extension of the current one-eighth cent sales tax that will not raise taxes in the County. Although not tested in the context of affecting support for the proposed measure, voters rated 'Programs and services for children', 'Quality of the Library staff', and 'Literacy programs for children and adults' as the most important library programs and services of those tested. Voters also favored *maintaining* library facilities/programs/services over *improving* library facilities/programs/services when tested in the context of community issues of importance.

Education Efforts

Godbe Research suggests utilizing ballot arguments, press efforts, <u>several direct mail pieces to likely voters,</u> and other person-to-person campaign tactics prior to the election. This will serve to educate voters that the measure is an extension of the current one-eighth cent sales tax, the importance of maintaining the level of library service they have come to expect, and any other issues that may resonate with likely voters.

Deciding When to Place the Measure on the Ballot

Deciding on when to place the measure on the ballot is one of the most important decisions to the success of the measure. Based on the survey results, support was consistent at 76 percent among high and medium propensity voters as well as broken out by likely November 2003 voters and likely November 2004 voters (once they learned that the measure was an extension of the current tax). Placing the measure on the ballot in November 2003 would require coordinating and implementing a campaign in a relatively short amount of time to educate likely voters about the measure. March 2004 or November 2004 would allow for more time to educate voters and are expected to have higher voter turnouts than November 2003. With that said, it is important to be informed of the measures that will be placed on the ballot at the same time as the library extension. For this reason, March 2004 may be favored over November 2004 as the library measure may have an easier time standing out, with less issues detracting attention from the library measure compared to the presidential general election in November.

Satisfaction with Fresno County Public Libraries

The findings of the report clearly indicate that Fresno County residents are generally satisfied with the provision of library services within the County. Seventy-six percent of respondents were satisfied with the job the Fresno County libraries had done to provide programs and services for the County, representing a 22 percent increase from the 1998 survey. Seventy-six percent of residents were satisfied with the job their local branch library had done to provide programs and services for their local community, increasing 20 percent from 1998 to 2003. The increase in satisfaction over the two time periods is likely due to the changes in library service made possible by Measure B. As such, residents who were in Fresno County prior to the implementation of Measure B, living in the County for five or more years, reported

higher levels of satisfaction with the provision of services by both the Fresno County libraries and their local branch than respondents who had lived in the County less than five years.

In addition, when asked specifically about library programs and services, residents expressed a high level of satisfaction. Residents indicated they were *at least* 'somewhat satisfied' with 82 percent (18 of the 22 services) of the library programs and services examined in the survey. In addition, residents expressed a positive level of satisfaction with each of the 22 programs and services tested (on a scale of -2 to +2, where a negative score indicates a negative level of satisfaction).

By providing their perceived importance of, as well as their level of satisfaction with, library services, Fresno County residents identified several important areas where the Library has an opportunity to improve (as indicated by importance ratings above average and satisfaction ratings below average). Fresno County residents expressed the greatest interest in seeing improvements in the following areas: 'Computer equipped homework centers for students in grades K through 6', 'Library hours', 'Free computer classes', and 'Resume and job search workshops'. In addition, the Library should also seek to maintain the following services that residents were satisfied with and also considered relatively important: 'Quality of the Library staff', 'Programs and services for children', 'Free Internet access', Literacy programs for children and adults', 'The books and materials collection', 'Programs and services for teens', 'Seating and study areas', and 'Programs and services for seniors'.

Increasing Usage Among Library Users and Non-Users

Increasing usage and awareness among library users and particularly non-users are the keys to better serving the community and bolstering the existing levels of satisfaction. The findings of the survey identify many such opportunities.

'Providing homebound services for the disabled and those unable to leave home' and 'Expanding homework help to cover grades 7 through 12' were top priorities in the minds of residents. As funding is likely an issue in the current economic environment, the Fresno County Library may seek to utilize its current community involvement to provide homebound services and expanded homework help through the use of volunteers. To assess initial interest and the resources needed to provide homebound services, the Library could advertise a 'pilot program' where those interested (and qualified) to take part could call the main desk to 'order' specific books or music that would be delivered to them once a week or every few weeks as needed. Similarly, library staff may wish to designate a volunteer (such as a college student who could earn school credit) in the late afternoon on school days who could be available for informal tutoring or helping older students with their homework in small groups. 'Advertising' this service at local schools or even a direct mailing to parents would, of course, be one of the first steps.

Another way to bolster library use (among current users and non-users) is to advertise the programs and services that are already offered by the Fresno County libraries. When asked to

rate their satisfaction with 22 programs and services, over 50 percent of respondents indicated that they did not have an opinion about, or any experience with, 14 of the 22 library programs and services tested. In particular, over 60 percent did not give an opinion about 'Outreach programs at local day care centers', 'Adult book groups', the 'Video and DVD collection', or the 'Music CD collection'. As expected, non-users responded with 'No opinion' with greater frequency than users. However, 'No opinion' responses were high among users as well, with over 50 percent of users indicating 'No opinion' for nine of the 22 services tested. The number of respondents indicating that they did not have an opinion about, or any experience with, many of the library programs and services tested indicates that awareness of these services is low within the community. Advertising some of these programs and services within libraries, the website, and throughout the community may serve to increase library use and satisfaction with minimal effort.

Residents who were least likely to have visited a local public library in the past six months tended to be: residents who had lived in the County for less than three years, men, voters, residents without children in the home, those without an adult 65 or older in their household, respondents 65 years and older, those without Internet access, and those residing in geographic areas 5 or 8. As the Library begins to look more closely at marketing itself to the public, one focus should be on these individuals (those who do not currently use the Library). Of course, some of these groups are easier to identify and target than others, but nonetheless, the priorities, perceptions, and preferences of these individuals can be utilized in marketing efforts.

Methodology

Research Objectives

At the outset of the survey, the Fresno County Library and Godbe Research identified several research objectives for this study. Broadly defined, the Fresno County Library was interested in using survey research to:

- identify the relative importance of library projects compared to other issues of importance within the community;
- examine support for extending the County's current one-eighth cent sales tax for library projects and services;
- explore the number of years supported by residents for extending the sales tax;
- assess satisfaction with, and importance of, various library programs and services;
- develop a prioritization of library projects for funding;
- examine Fresno County Library usage;
- profile the demographic, attitudinal, and behavioral characteristics of adult residents (voters and non-voters) in Fresno County.

Survey Methodology

Table 1 briefly outlines the methodology employed in the survey. The sample was comprised of adult residents in Fresno County, representing a total universe of 542,982 residents in the County of Fresno (341,939 voters and 201,043 non-voters). A total of 1,000 residents completed an interview, comprised of 611 registered voters and 389 non-voters. Interviews were conducted on March 21 through April 9, 2003 and each interview typically lasted 15 minutes.

Table 1. Methodology

Technique	Telephone Interviewing
Interview Length	15 minutes
Universe	Registered Voters and Non-Registered Adult Residents of Fresno County
Field Dates	March 21 to April 9, 2003
Sample Size	n=1,000 (611 Voters and 389 Non-Voters)

Sample & Weighting

Choosing the appropriate sampling design for a study is a careful process that involves detailed consideration of the research objectives. In the present study, the primary goals were to assess support for extending the current one-eighth cent sales tax and to conduct a resident needs assessment. To accomplish both of these goals, a sample of registered voters and non-voters were surveyed.

For the registered voter portion of the sampling methodology, the voter file was stratified by geography, age, partisanship, and gender and individuals were randomly grouped into

clusters based on their demographic profile. At Godbe Research, we take great care in ensuring that our sample is representative of the population of interest. Therefore, before beginning the data analysis, the voter characteristics of the sample were checked against the voting characteristics of the population (i.e., registered voters in Fresno County) to ensure that they matched. The resulting data are representative of the registered voter population of Fresno County.

For the non-voter portion of the sampling methodology, residents of Fresno County were selected using random digit dialing (RDD), which randomly selects phone numbers from the active residential phone exchanges of interest in Fresno County. Interviewers first asked potential respondents a series of screening questions that were used to ensure that the person lived within Fresno County and was at least 18 years old. The first screener was used to correct one of the inherent tendencies of the RDD method to over-sample older residents and women. Specifically, RDD samples typically overrepresent women and older residents because they are often more likely to be home in the early evening or on the weekend and are also more likely to answer the telephone. To adjust for this bias, interviewers asked to speak to the youngest adult male currently available in the household. If an adult male was not available at the time of the call, the interviewer asked to speak to the youngest adult female currently available.

Another screener asked residents whether or not they lived within Fresno County. Those respondents who lived within the County were then asked if they were registered to voter at their current address. Respondents who stated that they were registered to voter were asked if there was anyone in the household over 18, who was not registered to vote that could complete a survey. Residents who identified themselves as voters were thanked and the interview was terminated. If a potential respondent met all of the criteria for inclusion in the study (adult non-voter in Fresno County), they were then given the opportunity to complete the survey.

Once collected, the data were compared with Census 2000 data and data from the voter file to examine possible differences between the sample and the population of adult voters and non-voters (18 years and older) within Fresno County on major demographic variables. After examining the dimensions of voter status, gender, ethnicity, and age, the data were weighted to accurately represent the target population.

Subgroup Labels

The following subgroup labels are used in the report and crosstabulation tables:

Table 2. Subgroup Labels

Absentee Voter	Voters were grouped based on whether they had voted absentee in at least one of the last eight election.
Access to Computer in Home/ Car	Residents were grouped based on whether they had access to a computer in their home or car.

Table 2. Subgroup Labels

Adults 65+ in Home	Participants were grouped based on whether or not they had any adults 65 years or older present in their household.
Age	Respondents were grouped according to their age: '18-29', '30-39', '40-49', '50-64', or '65+' (65 years or older).
Children in Home	Participants were grouped based on whether or not they had children under 18 present in their household.
Education Level	Respondents were grouped based on their highest level of education: 'Some h.s. or less', 'H.S. grad.', 'Some college', 'College grad.' (including some graduate school), or 'Grad. degree'.
Ethnicity	Respondents were grouped according to the ethnicity they reported feeling closet to: 'Cauc./White' (Caucasian/White), 'Latin./Hispanic' (Latino(a)/Hispanic), or 'Other'.
Gender	'Male' and 'Female' respondents were identified with separate labels.
Geographic Area	Residents were grouped based on their geographic area of residence (based on zip code): 'Area 1' (zips: 93630, 93668, 93660, 93640, 93622, 93624, 93627, 93608, 93606), 'Area 2' (zips: 93242, 93609, 93656, 93607, 93652), 'Area 3' (zips: 93602, 93664, 93605, 93626, 93634, 93651, 93667), 'Area 4' (zips: 93641, 93675, 93621, 93628), 'Area 5' (zips: 93657, 93649), 'Area 6' (zip: 93631), 'Area 7' (zips: 93611, 93612, 93613), 'Area 8' (zips: 93720, 93650), 'Area 9' (zips: 93704, 93705, 93722, 93711), 'Area 10' (zips: 93710, 93703, 93726), 'Area 11' (zips: 93727, 93702), 'Area 12' (zips: 93721, 93701, 93728), 'Area 13' (zips: 93625, 93706, 93706, 93725), 'Area 14' (zip: 93654), 'Area 15' (zips: 93648, 93646, 93616), 'Area 16' (zip: 93662), or 'Area 17' (zips: 93210, 93234).
Household Income	Respondents were grouped based on whether their household income was above or below $40,000 per year: 'Under $40K' or 'Over $40K'.
Household Party Type	Registered voters were grouped into the following household party types: 'Dem. 1' - one Democrat in household, 'Dem. 2+' - two or more Democrats, 'Rep. 1' - one Republican, 'Rep. 2' - two or more Republicans, 'Mixed' - combination of Republican and Democrat, and 'Other' - party Id other than Republican or Democrat.
Length of Residence	Respondents were grouped based on the number of years they had lived in Fresno County: '<1 yr. to <3 yrs.' (less than one year to less than three years), '3 yrs. to <5 yrs.' (three years to less than five years), '5 yrs. to <10 yrs.' (five years to less than ten years), or '10+ yrs.' (ten or more years).
Libraries Visited	Respondents who had visited a local public library in the past six months were grouped based on the libraries they visited most frequently: 'Cedar-Clinton', 'Clovis', 'Fig Garden', 'Fresno', 'Politi', 'Sunnyside', or 'Other'.
Number of 65+ Adults in Home	Respondents were grouped according to the number of adults 65 or older in their household: '0', '1', or '2+'.
Number of Children in Home	Respondents were grouped according to the number of children in their household: '0', '1', '2', '3', or '4+'.
Party	'Dem.' (Democrats), 'Rep.' (Republicans), 'Other' partisans, and voters who Declined to State ('DTS') their party identification were identified from the voter file.

Table 2. Subgroup Labels

Respondent Type	Respondents were categorized by their respondent type: 'Voter' or 'Non-Voter'.
Satisfaction with County Libraries	Respondents were categorized according to their satisfaction with the job the Fresno County libraries had done to provide programs and services for the County: 'Satisfied' or 'Dissat.' (Dissatisfied).
Satisfaction with Local Library	Respondents were grouped by their satisfaction with the job their local branch library had done to provide programs and services for their community: 'Satisfied' or 'Dissat.' (Dissatisfied).
Support 1/8 Cent Sales Tax	Individuals were grouped based on their support for approving a one-eighth cent sales tax to maintain library services and remodel/ construct new facilities: 'Def. yes' (Definitely yes), 'Prob. yes' (Probably yes), 'Prob. no' (Probably no), 'Def. no' (Definitely no), or 'DK/ NA'.
Support 4yr. Extension	Individuals were categorized by their level of support for extending the current one-eighth cent sales tax for 4 years: 'Def. yes' (Definitely yes), 'Prob. yes' (Probably yes), 'Prob. no' (Probably no), 'Def. no' (Definitely no), or 'DK/NA'.
Support 7yr. Extension	Respondents were grouped by their level of support for extending the current one-eighth cent sales tax for 7 years: 'Def. yes' (Definitely yes), 'Prob. yes' (Probably yes), 'Prob. no' (Probably no), 'Def. no' (Definitely no), or 'DK/NA'.
Support 8yr. Extension	Participants were categorized by their level of support for extending the current one-eighth cent sales tax for 8 years: 'Def. yes' (Definitely yes), 'Prob. yes' (Probably yes), 'Prob. no' (Probably no), 'Def. no' (Definitely no), or 'DK/NA'.
Support 12yr. Extension	Respondents were grouped by their level of support for extending the current one-eighth cent sales tax for 12 years: 'Def. yes' (Definitely yes), 'Prob. yes' (Probably yes), 'Prob. no' (Probably no), 'Def. no' (Definitely no), or 'DK/NA'.
Support 16yr. Extension	Individuals were categorized by their level of support for extending the current one-eighth cent sales tax for 16 years: 'Def. yes' (Definitely yes), 'Prob. yes' (Probably yes), 'Prob. no' (Probably no), 'Def. no' (Definitely no), or 'DK/NA'.
Support Extending Sales Tax	Respondents were grouped by their support for extending the current one-eighth cent sales tax for library projects: 'Def. yes' (Definitely yes), 'Prob. yes' (Probably yes), 'Prob. no' (Probably no), 'Def. no' (Definitely no), or 'DK/NA'.
Times Visited in Last Six Months	Individuals were grouped by the number of times they had visited a local public library in the last six months: '0 times', '1-3 times', '4-6 times', '7+ times'.
Visited Library in Last Six Months	Respondents were grouped according to whether they had visited a local public library in the last six months.
Voting Propensity	Registered voters were defined by their voting propensity: 'High' (likely November 2003 and likely November 2004 voter), 'Medium' (not likely November 2003 but likely November 2004 voter), or 'Low' (not likely November 2003 and not likely November 2004).
Where Access Internet	Individuals were grouped based on where they accessed the Internet: 'Home', 'Work', 'School', 'Library', 'Other', or 'No Internet'.

Randomization of Questions   To avoid the problem of systematic position bias -- where the order in which a series of questions is asked systematically influences the answers to some of the questions -- several of the questions in this survey were randomized such that respondents were not consistently asked the questions in the same order. The series of items in Questions 1, 11, 12, and 13 were randomized in the questionnaire.

Understanding the 'Margin of Error'   Because a survey only interviews a limited number of people who are part of a larger population group, by mere chance alone there will almost always be some difference between a sample and the population from which it was drawn. For example, researchers might collect information from 400 adults in a city of 25,000 people. Because not all people in the population were surveyed, there are bound to be differences between the results obtained from interviewing the sample respondents and the results that would be obtained if all people in the population were interviewed. These differences are known as 'sampling error' and they can be expected to occur regardless of how scientifically the sample has been selected. The advantage of using a scientifically drawn probability sample, however, is that the maximum amount of sampling error can be estimated with a specified degree of confidence. Sampling error is determined by four factors: the size of the population, the chosen sample size, a confidence interval, and the dispersion of responses to a survey. Of the four factors, sample size is the most influential variable.

Table 3. Guide to Statistical Significance: Overall Sample

	Distribution of Responses				
n	90% / 10%	80% / 20%	70% / 30%	60% / 40%	50% / 50%
1,500	1.52%	2.02%	2.32%	2.48%	2.53%
1,250	1.66%	2.21%	2.54%	2.71%	2.77%
1,000	1.86%	2.48%	2.84%	3.03%	3.10%
900	1.96%	2.61%	2.99%	3.20%	3.26%
800	2.08%	2.77%	3.17%	3.39%	3.46%
700	2.22%	2.96%	3.39%	3.63%	3.70%
600	2.40%	3.20%	3.66%	3.92%	4.00%
500	2.63%	3.50%	4.01%	4.29%	4.38%
250	3.72%	4.96%	5.68%	6.07%	6.20%
100	5.88%	7.84%	8.98%	9.60%	9.80%
50	8.32%	11.09%	12.70%	13.58%	13.86%

Table 4. Guide to Statistical Significance: Voter Sample

n	Distribution of Responses				
	90% / 10%	80% / 20%	70% / 30%	60% / 40%	50% / 50%
1,000	1.86%	2.48%	2.84%	3.03%	3.09%
900	1.96%	2.61%	2.99%	3.20%	3.26%
800	2.08%	2.77%	3.17%	3.39%	3.46%
700	2.22%	2.96%	3.39%	3.63%	3.70%
611	2.38%	3.17%	3.63%	3.88%	3.96%
500	2.63%	3.50%	4.01%	4.29%	4.38%
400	2.94%	3.92%	4.49%	4.80%	4.90%
300	3.39%	4.52%	5.18%	5.54%	5.66%
200	4.16%	5.54%	6.35%	6.79%	6.93%
100	5.88%	7.84%	8.98%	9.60%	9.80%
50	8.31%	11.09%	12.70%	13.58%	13.86%

Table 5. Guide to Statistical Significance: Non-Voter Sample

n	Distribution of Responses				
	90% / 10%	80% / 20%	70% / 30%	60% / 40%	50% / 50%
1,000	1.85%	2.47%	2.83%	3.03%	3.09%
900	1.96%	2.61%	2.99%	3.19%	3.26%
800	2.07%	2.77%	3.17%	3.39%	3.46%
700	2.22%	2.96%	3.39%	3.62%	3.70%
600	2.40%	3.20%	3.66%	3.91%	3.99%
500	2.63%	3.50%	4.01%	4.29%	4.38%
389	2.98%	3.97%	4.55%	4.86%	4.96%
300	3.39%	4.52%	5.18%	5.54%	5.65%
200	4.16%	5.54%	6.35%	6.79%	6.93%
100	5.88%	7.84%	8.98%	9.60%	9.80%
50	8.31%	11.09%	12.70%	13.58%	13.86%

Tables 3, 4, and 5 show the possible sampling variation that applies to a percentage result reported from the probability type samples used in this study. Table 3 shows that if a sample of 1,000 respondents is randomly drawn from the appropriate universes of registered voter and non-voters in Fresno County (estimated 542,982 residents in the County of Fresno-341,939 voters and 201,043 non-voters), one can be 95 percent confident that the margin of error due to sampling will not vary by more than the indicated number of percentage points

(plus or minus) from the result that would have been obtained if the interviews had been conducted with all people in the universe represented in the sample.

As Table 3 indicates, the maximum margin of error for aggregate responses from the overall sample is between 1.86 and 3.10 percent for the sample of 1,000 resident voters and non-voters in Fresno County. This means that for a given question answered by all 1,000 respondents, one can be 95 percent confident that the difference between the percentage breakdowns of the sample population and those of the total population is no greater than 3.10 percent. The percent margin of error applies to both sides of the answer, so that for a question in which 50 percent of respondents said 'yes', one can be 95 percent confident that the actual percent of the population that would say 'yes' is between 53.10 percent and 46.90 percent.

The actual margin of error for a given question in this survey depends on the distribution of the responses to the question. The 3.10 percent number refers to questions, such as a 'yes' or 'no' question, where opinions are evenly split in the sample with 50 percent of respondents saying 'yes' and 50 percent saying 'no'. If that same question were to receive a response in which 10 percent of respondents say 'yes' and 90 percent say 'no', then the margin of error would be no greater than 1.86 percent. As the number of respondents in a particular subgroup (e.g., gender or age) is smaller than the number of total respondents, the margin of error associated with estimating a given subgroup's responses will be higher.

As shown in Table 4, the maximum margin of error for aggregate responses from the voter sample is between 2.38 and 3.96 percent for the sample of 611 registered voters in Fresno County.

As displayed in Table 5, the maximum margin of error for aggregate responses from the non-voter sample is between 2.98 and 4.96 percent for the sample of 389 non-voters in Fresno County.

How to Read a Crosstabulation Table

The questions discussed and analyzed in this report comprise a subset of the various crosstabulation tables available for each question. Only those subgroups that are of particular interest or that illustrate a particular insight are included in the discussion on the following pages. Should readers wish to conduct a closer analysis of subgroups for a given question, the complete breakdowns appear in Appendices C and D. These crosstabulation tables provide detailed information on the responses to each question by many of the demographic groups that were assessed in the survey. A typical crosstabulation table is shown in Table 6.

A short description of the item appears at the top of the table. The sample size (in this example, n=1,000) is presented in the first column of data under 'Overall'. The results to each possible answer choice of all respondents are also presented in the first column of data

under 'Overall'. The aggregate number of respondents in each answer category is presented as a whole number and the percentage of the entire sample that this number represents is just below the whole number. For example, among overall respondents, 402 people indicated that they were 'very satisfied' with their local branch library and 402 represents 40.2 percent of the total sample size of 1,000. Next to the 'Overall' column are other columns representing the satisfaction of residents grouped by their respondent type. The data from these columns are read in exactly the same fashion as the data in the 'Overall' column although each group makes up a smaller percentage of the entire sample.

Table 6. Sample Crosstabulation Table: Satisfaction with Local Branch Library by Respondent Type

	Overall	Respondent Type	
		Voter	Non-Voter
Base	1000	611	389
Very satisfied	402 40.2%	263 43.1%	139 35.8%
Somewhat satisfied	362 36.2%	222 36.3%	140 35.9%
Somewhat dissatisfied	39 3.9%	19 3.1%	20 5.0%
Very dissatisfied	23 2.3%	11 1.8%	12 3.1%
DK/NA	174 17.4%	96 15.7%	78 20.1%

Understanding a 'Mean'

In addition to analysis of response percentages, many results will be discussed with respect to a descriptive 'mean'. 'Means' can be thought of as 'averages'. To derive a mean that represents perceived importance of community issues (Q.1), for example, a number value is first assigned to each response category (e.g., 'very important' = +2, 'somewhat important' = +1, and 'not too important' = 0). The answer of each respondent is then assigned the corresponding number (from +2 to 0 in this example). Finally, all respondents' answers are averaged to produce a final number that reflects average perceived importance of community issues. The resulting mean makes interpretation of the data considerably easier.

How to Read a 'Means' Table   In the tables and charts for Questions 1, 11, 12, and 13 of the survey, the reader will find mean scores that represent answers given by respondents. The mean score represents the average response of each group. The following table shows the scales for each corresponding question. Responses of 'Don't know', 'No answer', and 'No opinion' are not included in calculating the means for any question.

Table 7. 'Means' Questions and Corresponding Scales

Question	Measure	Scale	Values
1	Community Issues of Impor-tance	0 to +2	0 = Not too important +1 = Somewhat important +2 = Very important
11	Importance of Library Programs and Services	0 to +3	0 = Not at all important +1 = Not too important +2 = Somewhat important +3 = Very important
12	Satisfaction with Library Pro-grams and Services	-2 to +2	-2 = Very dissatisfied -1 = Somewhat dissatisfied +1 = Somewhat satisfied +2 = Very satisfied
13	Prioritization of Library Projects	+1 to +5	+1 = Low priority +2 = +3 = +4 = +5 = Highest priority

Only those subgroups that are of particular interest or that illustrate a particular insight are included in the discussion on the following pages with regard to mean scores. Should readers wish to conduct a closer analysis of subgroups for a given question, the complete breakdowns displaying the means for Questions 1, 11, 12, and 13 appear toward the back of Appendices C and D. These crosstabulation tables provide detailed information on the mean responses to each question by many of the demographic groups that were assessed in the survey. A typical crosstabulation table displaying mean scores is shown in Table 8.

The items in the table are arranged in descending order, from highest mean score to lowest. The aggregate mean score for each item in the question series is presented in the first column of data under 'Overall'. For example, among respondents overall, 'Reducing crime' and 'Improving the quality of public education' were both assigned a mean score of 1.86. The relative importance of these issues reveal that they were the most important of those tested. Next to the 'Overall' column are other columns representing the mean scores assigned by employees grouped by specific age categories. The data from these columns are read in the same fashion as the data in the 'Overall' column.

In addition, the first row in the table, labeled 'Base', displays the mean score across all the items presented in the table for each subgroup. For example, the 'Overall' mean score across the 12 items displayed in Table 8 is 1.59. Without examining the specific mean for each item, the 'Base' score gives the reader an idea of a subgroup's average rating across all items in the table. Thus, looking across 'Base' scores we see that respondents who were voters assigned lower importance scores to the community issues, on average, than non-voters and respondents overall.

Table 8. Community Issues of Importance by Respondent Type

	Overall	Respondent Type	
		Voter	Non-Voter
Base	1.59	1.56	1.63
Q1b Reducing crime	1.86	1.86	1.87
Q1a Improving the quality of public education	1.86	1.85	1.88
Q1k Increasing job opportunities	1.80	1.78	1.82
Q1i Improving air quality in the region	1.76	1.72	1.82
Q1e Preserving agricultural land	1.65	1.66	1.64
Q1d Maintaining library facilities	1.57	1.55	1.60
Q1h Maintaining library programs and services	1.52	1.49	1.56
Q1f Improving library programs and services	1.46	1.41	1.53
Q1j Increasing the amount of affordable housing	1.44	1.36	1.56
Q1c Improving the quality of library facilities	1.43	1.41	1.47
Q1g Preventing local tax increases	1.43	1.39	1.49
Q1l Increasing access to public transportation	1.28	1.24	1.34

Comparisons Between 1998 and 2003 Data

Where appropriate, the report includes comparison between the 1998 survey conducted by Godbe Research and the present survey. To test whether or not the differences that were found in percentage results between the two studies were due to actual changes in opinions or behaviors -- rather than the results of chance due to the random nature of the sampling design -- a z test was employed. The report indicates differences for which one can be 95 percent confident that the results are due to actual differences in opinions or behaviors between the 1998 and 2003 surveys.

It should be noted that the percentage change (or difference) from the 1998 survey to the 2003 survey for each question is just one piece in the equation to determine whether or not two percentages or means are significantly different from one another. The variance associated with both data points is integral to determining significance. Therefore, two calculations may be different from one another, yet the difference may not be statistically significant according to the z statistic.

Open Ended Questions

Open ended questions are asked of respondents without providing them specific answers from which to choose. For this type of question, respondents are able to mention any issue, topic, or general response relevant to the question without being constrained by a limited number of options. After data collection was completed, Godbe Research examined the verbatim responses that were recorded and created categories to best represent the responses cited by participants. Question 10 was structured as an open-ended question.

Multiple Response Questions

Some questions within the survey were presented as a multiple response format. For this type of question, each respondent is given the opportunity to select more than one response option. For this reason, the response percentages will typically sum to more than 100 and represent the percentage of individuals that mentioned a particular response.

A Note on the Tables

To present the data in the most accurate fashion, we display the results to the first decimal point in the tables and figures. For the purposes of discussion, however, conventional rounding rules are applied, with numbers that include 0.5 or higher rounded to the next highest whole number and numbers that include 0.4 or lower rounded to the next lowest whole number. Because of this rounding, the reader may notice that percentages in the discussion may not sum to 100 percent. Moreover, the decimal numbers shown in pie charts may vary somewhat from the decimal numbers shown in the tables due to software requirements that pie charts sum to exactly 100 percent. These disparities are confined to the first decimal place.

Issues of Importance

Q1. I'd like to start by asking you about a number of issues facing your community. For each one, I'd like you to tell me how important the issue is to you.
Here's the (first/next) one
_____. Is this issue very important, somewhat important, or not too important?

The first substantive question in the survey asked respondents to identify the most important issues facing the community. Respondents were presented with a series of community issues and were asked to rate the importance of each issue. Answers were coded using a scale of 'very important'=+2, 'somewhat important'=+1, and 'not too important'=0. The aggregate responses to each item are presented below in the form of a mean, which is simply a summary statistic obtained by taking the overall average of the response codes for the entire sample. A mean of +1, for example, indicates that, overall, respondents felt that the issue was 'somewhat important'. The order in which each issue was read to respondents was randomized to avoid a position order bias.

As shown in Figure 1, respondents gave the highest ratings of importance to the issues that addressed 'Reducing crime' (1.86) and 'Improving the quality of public education' (1.86), followed by 'Increasing job opportunities' (1.80), 'Improving air quality in the region' (1.76), and 'Preserving agricultural land' (1.65). Comparatively, 'Increasing access to public transportation' (1.28) received the lowest importance rating of the 12 community issues tested. It should be noted that all the issues tested received a rating of at least 1.00, indicating that each issue was at least 'somewhat important' to residents.

Those issues related to the Fresno County Library: 'Maintaining public library facilities' (1.57), 'Maintaining public library programs and services' (1.52), 'Improving public library programs and services' (1.46), and 'Improving the quality of public library facilities' (1.43) were ranked sixth, seventh, eighth, and tenth in order of importance among the community issues evaluated in this question.

Figure 1. Community Issues of Importance

Issue	Rating
Q1b Reducing crime	1.86
Q1a Improving the quality of public education	1.86
Q1k Increasing job opportunities	1.80
Q1i Improving air quality in the region	1.76
Q1e Preserving agricultural land	1.65
Q1d Maintaining library facilities	1.57
Q1h Maintaining library programs and services	1.52
Q1f Improving library programs and services	1.46
Q1j Increasing the amount of affordable housing	1.44
Q1c Improving the quality of library facilities	1.43
Q1g Preventing local tax increases	1.43
Q1l Increasing access to public transportation	1.28

Table 9 shows the importance of different community issues, as indicated by respondents, broken down by their respondent type and whether they had visited a local public library in last six months. Overall, non-voters and those who had visited a library in the past six months assigned higher mean scores across the items compared with their subgroup counterparts.

Comparing importance ratings assigned by voters and non-voters, the greatest difference was found for 'Increasing the amount of affordable housing', with non-voters rating this issue as more important than did voters (1.56 'Non-Voter' vs. 1.36 'Voter'). Within the group comparing library users to non-users, the greatest differences in importance ratings between the subgroups were found for 'Improving public library programs and services' (1.60 library users vs. 1.24 non-users), 'Improving the quality of public library facilities' (1.56 library users vs. 1.24 non-users), and 'Maintaining public library programs and services' (1.64 library users vs. 1.33 non-users).

Table 9. Community Issues of Importance by Respondent Type

	Overall	Respondent Type		Visited Library in Last Six Months	
		Voter	Non-Voter	Yes	No
Base	1.59	1.56	1.63	1.65	1.50
Q1b Reducing crime	1.86	1.86	1.87	1.86	1.88
Q1a Improving the quality of public education	1.86	1.85	1.88	1.88	1.81
Q1k Increasing job opportunities	1.80	1.78	1.82	1.81	1.79
Q1i Improving air quality in the region	1.76	1.72	1.82	1.77	1.74
Q1e Preserving agricultural land	1.65	1.66	1.64	1.65	1.65
Q1d Maintaining library facilities	1.57	1.55	1.60	1.69	1.40
Q1h Maintaining library programs and services	1.52	1.49	1.56	1.64	1.33
Q1f Improving library programs and services	1.46	1.41	1.53	1.60	1.24
Q1j Increasing the amount of affordable housing	1.44	1.36	1.56	1.51	1.34
Q1c Improving the quality of library facilities	1.43	1.41	1.47	1.56	1.24
Q1g Preventing local tax increases	1.43	1.39	1.49	1.46	1.38
Q1l Increasing access to public transportation	1.28	1.24	1.34	1.32	1.22

Table 10 compares the present survey results to those obtained from the 1998 survey for the nine issues of importance that were tested at both time periods. Displayed in the table are the percentages of respondents who indicated that each item was either 'very' or 'somewhat' important in 1998 and 2003, the percentage difference from 1998 to 2003, and the mean ranking of items in 1998 and 2003 (the mean ranking refers back to the mean importance ratings displayed on the previous pages for 2003 and those displayed in the 1998 report).

Overall, the percentage of respondents who indicated that 'Reducing crime' was 'very' or 'somewhat' important decreased approximately two percent from 1998 to 2003, representing a significant difference between the two time periods. In addition, the percentage of respondents who revealed that 'Maintaining public library facilities' and 'Improving public library programs and services' was 'very' or 'somewhat' important differed significantly from 1998 to 2003, representing a three percent increase for each issue.

After ranking each of the nine items displayed in Table 10 based on mean importance scores (which excludes 'Don't know/No answer' responses from the analysis), the top four items of importance did not change from 1998 to 2003. Although the order between the items shifted, *maintaining* library facilities/programs/services was ranked higher than *improving* library facilities/programs/services in both 1998 and 2003. Interesting to note is the shift of 'Preventing local tax increases' from seventh (of nine) in 1998 to last in 2003 based on mean scores.

Table 10. 1998 vs. 2003: Community Issues of Importance

	1998 Very/ Smwt Imp	2003 Very/ Smwt Imp	Change	Mean Ranking 1998	Mean Ranking 2003
Sample Size	1062	1000			
Q1b Reducing crime	98.3%	96.8%	**-1.5%**	1	1
Q1a Improving the quality of public education	95.7%	96.8%	1.1%	2	2
Q1k Increasing job opportunities	96.0%	96.5%	0.5%	3	3
Q1e Preserving agricultural land	93.2%	93.2%	0.0%	4	4
Q1d Maintaining library facilities	89.9%	93.1%	**3.2%**	6	5
Q1h Maintaining library programs and services	89.9%	91.3%	1.4%	5	6
Q1f Improving library programs and services	85.1%	88.5%	**3.4%**	9	7
Q1c Improving the quality of library facilities	88.1%	87.8%	-0.3%	8	8
Q1g Preventing local tax increases	84.7%	84.6%	-0.1%	7	9

Bolded results are significant at *p* < 0.05.

Sales Tax Extension and Duration

This next section presents an overview of respondents' support for extending the current one-eighth cent sales tax to maintain library services as well as remodel and construct new library facilities.

Q2. In the future, voters in Fresno County may be voting on several local ballot measures. Let me read you a summary of one of the proposals:
Shall the County of Fresno approve a one-eighth cent sales tax to maintain library services as well as remodel and construct new library facilities? If the election were held today, would you vote yes or no on this measure? Would that be definitely (yes/no) or probably (yes/no)?

Respondents were first asked, in general terms, to indicate how they would vote on a measure to approve a one-eighth cent sales tax which would be used to maintain library services as well as remodel and construct new library facilities. Figures 2 and 3 show that general support for the one-eighth cent sales tax for libraries received 69 percent support among all respondents (42% 'definitely yes', 27% 'probably yes') and 67 percent support among voters (41% 'definitely yes', 26% 'probably yes').

Although not directly comparable, it is worth noting that the first ballot test presented to survey respondents in 1998 received 52 percent overall support and 54 percent support among voters.

Figure 2. Support One-Eighth Cent Sales Tax for Library Among Overall Sample (Voter and Non-Voter)
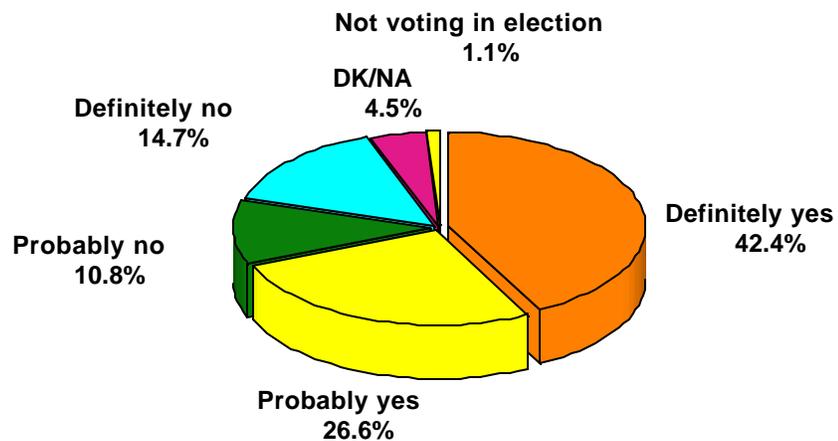
Figure 3. Support One-Eighth Cent Sales Tax for Library Among Voter Sample
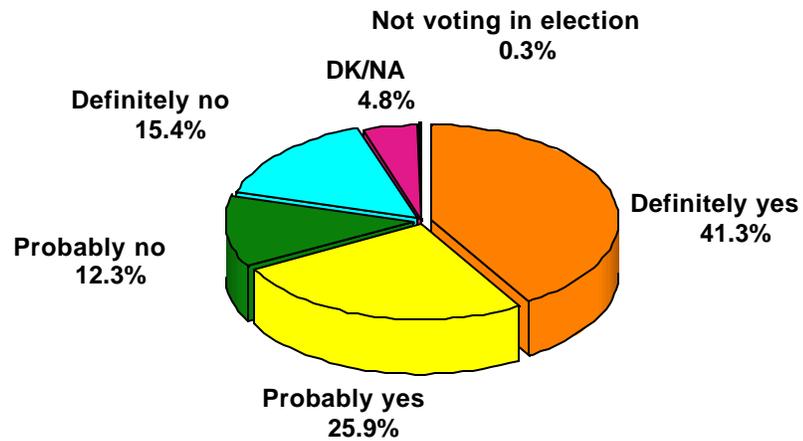
Since ultimately, only voters will be asked to give their opinion on election day, Tables 11 through 13 display voters' support for the one-eighth cent sales tax for libraries broken down by their party type, voting propensity, household party type, gender, whether they had visited a public library in last six months, and their age.

Looking only at subgroups that contain at least 25 respondents (shown in the row 'Base') due to the inherent risks of generalizing the results for subcategories that have fewer respondents, the tables show that greater percentages of Democrats, respondents in the low voting propensity group, respondents with a household of one Democrat, women, respondents who had visited the library in the last six months, and respondents in the 18 to 29 age group supported ('definitely' plus 'probably' yes) the measure compared to their subgroup counterparts.

Table 11. Support One-Eighth Cent Sales Tax for Library Among Voter Sample by Party and Voting Propensity

	Overall	Party				Voting Propensity		
		Dem.	Rep.	Other	DTS	High	Medium	Low
Base	611	261	266	24	60	208	250	153
Definitely yes	252 41.3%	137 52.3%	75 28.4%	15 59.6%	26 43.3%	81 39.0%	100 40.0%	71 46.6%
Probably yes	158 25.9%	67 25.6%	72 27.2%	4 18.3%	15 24.6%	44 21.3%	66 26.5%	48 31.2%
Probably no	75 12.3%	22 8.6%	43 16.3%	1 4.8%	8 14.1%	31 14.7%	29 11.6%	16 10.2%
Definitely no	94 15.4%	24 9.1%	61 22.9%	2 8.6%	7 12.5%	38 18.2%	43 17.3%	13 8.5%
DK/NA	29 4.7%	11 4.1%	13 4.7%	2 8.6%	3 5.5%	13 6.2%	11 4.6%	4 2.7%
Not voting in election	2 0.4%	1 0.5%	1 0.4%	- -	- -	1 0.6%	- -	1 0.8%

Table 12. Support One-Eighth Cent Sales Tax for Library Among Voter Sample by Household Party Type and Gender

		Household Party Type						Gender	
	Overall	Dem. 1	Dem. 2+	Rep. 1	Rep. 2+	Mixed	Other	Male	Female
Base	611	130	81	112	112	122	54	276	335
Definitely yes	252 41.3%	73 56.3%	40 49.6%	36 31.9%	22 19.8%	56 45.9%	25 46.6%	101 36.8%	151 45.1%
Probably yes	158 25.9%	33 25.7%	24 29.8%	32 28.4%	31 27.3%	26 21.1%	13 23.2%	73 26.5%	85 25.4%
Probably no	75 12.3%	5 4.2%	9 10.9%	18 15.9%	22 19.3%	17 14.1%	4 8.2%	29 10.7%	46 13.7%
Definitely no	94 15.4%	10 7.6%	5 6.3%	21 19.1%	30 27.0%	19 15.4%	9 15.9%	57 20.5%	38 11.2%
DK/NA	29 4.7%	7 5.1%	3 3.4%	4 3.7%	7 6.7%	4 3.4%	3 6.0%	13 4.7%	16 4.6%
Not voting in election	2 0.4%	1 0.9%	- -	1 1.1%	- -	- -	- -	2 0.9%	- -

Table 13. Support One-Eighth Cent Sales Tax for Library Among Voter Sample by Visited Library in Last Six Months and Age

		Visited Library in Last Six Months		Age				
	Overall	Yes	No	18-29	30-39	40-49	50-64	65+
Base	611	360	247	141	90	114	150	93
Definitely yes	252 41.3%	180 50.1%	71 28.6%	57 40.6%	31 34.9%	51 44.6%	68 45.5%	39 41.3%
Probably yes	158 25.9%	91 25.2%	66 26.8%	52 37.3%	26 28.6%	21 18.5%	32 21.4%	19 20.0%
Probably no	75 12.3%	33 9.2%	42 17.0%	16 11.7%	15 16.1%	14 12.2%	10 6.7%	16 17.5%
Definitely no	94 15.4%	35 9.9%	57 23.2%	10 7.3%	13 15.0%	23 20.2%	31 20.6%	13 13.7%
DK/NA	29 4.7%	19 5.2%	10 3.9%	3 2.3%	5 5.4%	5 4.5%	7 5.0%	7 7.4%
Not voting in election	2 0.4%	1 0.3%	1 0.5%	1 0.8%	- -	- -	1 0.8%	- -

Q3. Fresno County already has a one-eighth cent sales tax for library projects and services called Measure B that was approved by voters in 1998 and is due to expire. The proposed measure would NOT raise the sales tax in the County. It would only extend the existing sales tax. Knowing this, would you vote yes or no on the proposed measure? Would that be definitely (yes/no) or probably (yes/no)?

Respondents were next asked how they would vote on the one-eighth cent sales tax measure knowing that it would merely extend the existing sales tax and would not raise the sales tax in the County. As shown in Figure 4, knowing that the measure would not raise taxes but only extend the current library sales tax, 79 percent of all respondents indicated they would vote in favor of the measure (56% 'definitely yes', 22% 'probably yes'). As presented in Figure 5, 76 percent of voters expressed support (53% 'definitely yes', 23% 'probably yes') for the measure as an extension.

Although not directly comparable, it is worth noting that the second ballot test presented to survey respondents in 1998 received 63 percent overall support and 63 percent support among voters.

Figure 4. Support Extension of Current One-Eighth Cent Sales Tax for Library Among Overall Sample (Voters and Non-Voter)
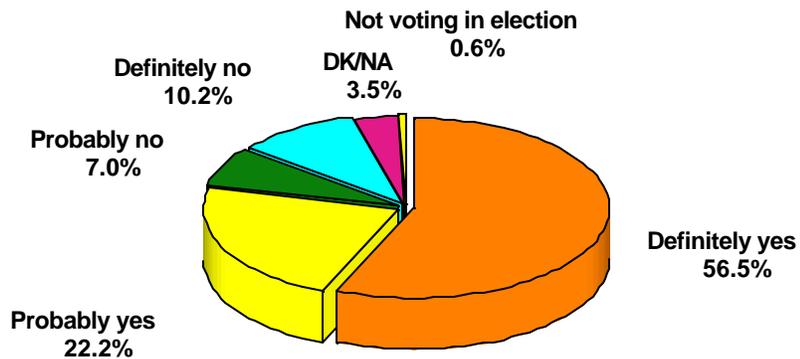
Figure 5. Support Extension of Current One-Eighth Cent Sales Tax for Library Among Voter Sample
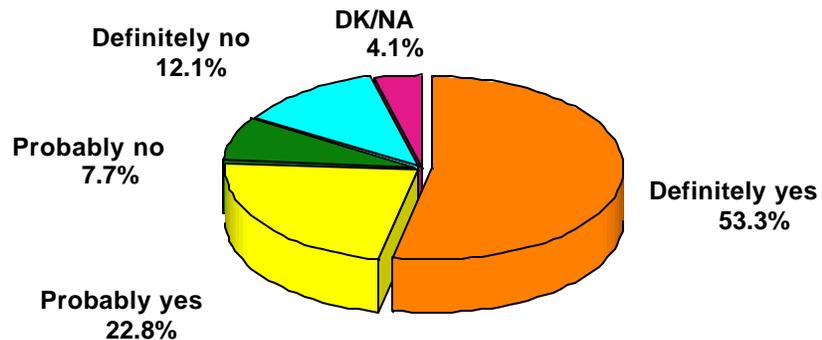
Tables 14 through 17 to follow display support among voters only. Presented in Table 14 are the responses to Question 3 broken down by responses to Question 2. Fifty-nine percent of voters, who in Question 2 stated they would probably not vote in favor of the measure, indicated support for the measure after hearing that it would be an extension of the current tax

(30% 'definitely yes', 29% 'probably yes'). In addition, 34 percent of voters who previously stated they would definitely vote against the measure now reported they would vote in favor of it (13% 'definitely yes', 21% 'probably yes') and 63 percent of respondents who declined to state their opinion in Question 2 expressed support for the sales tax as an extension (27% 'definitely yes', 37% 'probably yes').

Table 14. Support Extension of Current One-Eighth Cent Sales Tax for Library Among Voter Sample by Support One-Eighth Cent Sales Tax Among Voters

		Support 1/8 Cent Sales Tax				
	Overall	Def. yes	Prob. yes	Prob. no	Def. no	DK/NA
Base	611	252	158	75	94	29
Definitely yes	325 53.2%	210 83.3%	72 45.6%	23 30.1%	12 13.1%	8 26.6%
Probably yes	139 22.8%	19 7.5%	66 42.0%	22 29.2%	20 21.3%	10 36.7%
Probably no	47 7.7%	7 2.9%	11 6.8%	18 24.4%	9 9.5%	1 3.2%
Definitely no	74 12.2%	12 4.7%	5 3.2%	7 9.6%	50 53.3%	- -
DK/NA	25 4.1%	4 1.7%	4 2.3%	5 6.8%	3 2.9%	10 33.5%

Tables 15 through 17 display support for the measure as an extension by various subgroups of voters. Support was highest among: Democrats, respondents living in Democratic house-holds, women, respondents who had visited the library in the last six months, and those 65 years or older compared to their subgroup counterparts. Support was even across voting propensity subgroups, at 76 percent.

Table 15. Support Extension of Current One-Eighth Cent Sales Tax for Library Among Voter Sample by Party and Voting Propensity

		Party				Voting Propensity		
	Overall	Dem.	Rep.	Other	DTS	High	Medium	Low
Base	611	261	266	24	60	208	250	153
Definitely yes	325 53.2%	160 61.4%	115 43.3%	14 55.9%	36 60.4%	108 51.8%	140 56.2%	77 50.2%
Probably yes	139 22.8%	49 18.8%	71 26.8%	4 18.3%	14 24.0%	50 24.2%	49 19.8%	39 25.7%
Probably no	47 7.7%	16 6.3%	22 8.3%	3 13.5%	5 9.0%	14 6.9%	14 5.8%	19 12.1%
Definitely no	74 12.2%	22 8.5%	49 18.3%	1 4.8%	2 3.5%	25 11.9%	35 14.1%	14 9.2%
DK/NA	25 4.1%	13 5.0%	9 3.3%	2 7.5%	2 3.1%	11 5.2%	10 4.1%	4 2.7%

Table 16. Support Extension of Current One-Eighth Cent Sales Tax for Library Among Voter Sample by Household Party Type and Gender

		Household Party Type						Gender	
	Overall	Dem. 1	Dem. 2+	Rep. 1	Rep. 2+	Mixed	Other	Male	Female
Base	611	130	81	112	112	122	54	276	335
Definitely yes	325 53.2%	83 63.9%	48 59.6%	53 47.6%	39 35.1%	74 60.6%	27 50.5%	127 46.2%	198 59.0%
Probably yes	139 22.8%	22 17.1%	17 20.6%	31 27.7%	33 29.4%	22 18.1%	14 26.3%	70 25.2%	70 20.8%
Probably no	47 7.7%	9 6.7%	4 5.5%	7 5.8%	13 12.0%	7 6.1%	7 12.1%	27 9.8%	20 6.0%
Definitely no	74 12.2%	12 9.3%	6 7.1%	19 16.8%	21 18.7%	13 11.0%	3 6.0%	41 15.0%	33 9.8%
DK/NA	25 4.1%	4 3.0%	6 7.1%	2 2.1%	5 4.8%	5 4.2%	3 5.1%	11 3.8%	15 4.4%

Table 17. Support Extension of Current One-Eighth Cent Sales Tax for Library Among Voter Sample by Visited Library in Last Six Months and Age

		Visited Library in Last Six Months		Age				
	Overall	Yes	No	18-29	30-39	40-49	50-64	65+
Base	611	360	247	141	90	114	150	93
Definitely yes	325 53.2%	220 61.2%	102 41.4%	63 44.5%	46 50.9%	62 54.4%	86 57.6%	58 62.0%
Probably yes	139 22.8%	66 18.2%	74 29.7%	43 30.5%	24 26.7%	23 20.2%	25 16.6%	19 20.6%
Probably no	47 7.7%	26 7.2%	21 8.7%	19 13.4%	7 7.7%	5 4.7%	8 5.3%	5 5.5%
Definitely no	74 12.2%	34 9.4%	39 15.9%	13 9.4%	10 11.0%	17 15.2%	22 15.0%	8 9.0%
DK/NA	25 4.1%	14 4.0%	11 4.4%	3 2.1%	3 3.6%	6 5.5%	8 5.4%	3 2.9%

Q4. The duration of the sales tax extension to maintain library services as well as remodel and construct new library facilities in the County has not yet been decided. As I read the following information, please tell me whether you would vote yes or no on the measure given the information.
If you heard that the sales tax would be extended for _____, would you vote yes or no on the measure? Would that be definitely (yes/no) or probably (yes/no)?

One of the central objectives of the study was to estimate the maximum tax length at which a necessary percentage of voters would be willing to support the measure. To achieve this objective, Godbe Research has developed a 'Dutch Auction' technique, which has been successful in predicting the appropriate tax length for passing a tax measure. In a 'Dutch Auction', the respondents are first presented with the highest proposed length in years, then the next highest, until the lowest duration is read. For each tax duration, respondents are asked whether they would vote yes or no on the measure. Those who voted 'definitely yes' for a given tax length were automatically coded as 'definitely yes' for all shorter durations.

As shown in Figure 6, 60 percent of all respondents surveyed (voters and non-voters) would be supportive of the measure at the longest tax duration (16 years). As the tax durations decreased, the percentage of respondents who would support the tax measure increased. Eighty-two percent of all respondents indicated support for extending the current one-eighth cent sales tax for four years.

Figure 6. Support for Sales Tax Durations Among Overall Sample (Voter and Non-Voter)
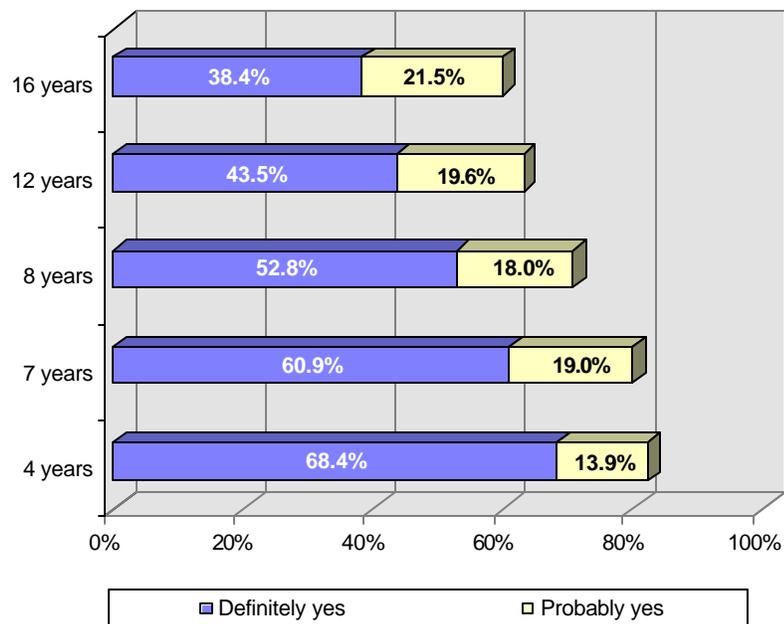
Figure 7 shows support for extending the sales tax measure at each duration among voters only. At a length of 16 years, 56 percent of voters reported that they would vote in favor of the measure. Support increased as the duration decreased, with 59 percent support at 12 years, 68 percent support at eight years, 78 percent support at seven years, and 81 percent support for a four year extension of the current one-eighth cent sales tax.

Figure 7. Support for Sales Tax Durations Among Voter Sample
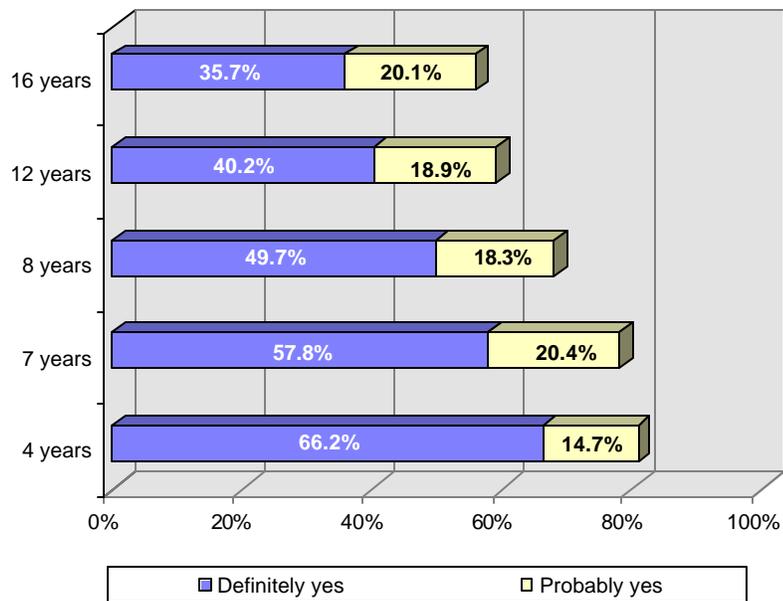
Library Usage

The next section of the survey shifted focus away from the proposed extension of the current one-eighth cent sales tax toward respondents' Fresno County library usage.

Question 5 asked respondents to indicate how many times they had visited a local library in the last six months. Figure 8 shows that 26 percent of respondents had visited between one and three times, 14 percent had visited between four and six times, and 21 percent had visited more than six times. Overall, 61 percent of respondents had visited a local public library in the last six months, whereas 39 percent had not.

Figure 8. Times Visited a Local Public Library in Last Six Months
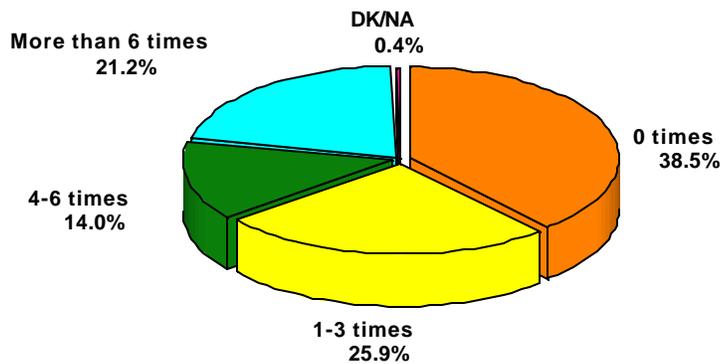
Tables 18 through 21 display respondents frequency of library visits within the last six months by respondents' type (voter or non-voter), age, gender, whether they had children in their home, whether they had adults 65 or older in the home, and their geographic area of residence.

Looking only at columns of residents that contain at least 25 respondents due to the inherent risks of generalizing the results for subcategories that have fewer respondents, the tables show that greater percentages of non-voters, respondents in the younger age groups ('18-29' and '29-39'), women, respondents with children in their home, respondents with adults 65 or over in their home, and respondents in geographic area 17 reported having visited the library at least once in the last six months in comparison to their subgroup counterparts.

Table 18. Times Visited a Local Public Library in Last Six Months by Respondent Type and Age

	Overall	Respondent Type		Age				
		Voter	Non-Voter	18-29	30-39	40-49	50-64	65+
Base	1000	611	389	278	201	172	181	126
0 times	385 38.5%	247 40.5%	137 35.3%	91 32.7%	63 31.5%	72 41.8%	79 43.8%	69 54.8%
1-3 times	259 25.9%	165 27.0%	94 24.3%	73 26.2%	66 32.8%	43 24.9%	45 25.0%	17 13.2%
4-6 times	140 14.0%	75 12.4%	64 16.6%	45 16.1%	27 13.5%	26 15.0%	20 11.1%	15 12.3%
More than 6 times	212 21.2%	119 19.6%	92 23.8%	69 24.9%	45 22.2%	30 17.7%	35 19.4%	24 18.7%
DK/NA	4 0.4%	4 0.6%	0 0.1%	0 0.2%	- -	1 0.7%	1 0.7%	1 0.9%

Table 19. Times Visited a Local Public Library in Last Six Months by Gender, Children in Home, and Adults 65+ in Home

	Overall	Gender		Children in Home		Adults 65+ in Home	
		Male	Female	Yes	No	Yes	No
Base	1000	482	518	468	516	693	292
0 times	385 38.5%	195 40.5%	189 36.6%	141 30.0%	240 46.5%	251 36.2%	129 44.3%
1-3 times	259 25.9%	135 28.0%	124 24.0%	139 29.6%	114 22.1%	201 29.1%	53 18.0%
4-6 times	140 14.0%	54 11.1%	86 16.7%	77 16.5%	61 11.8%	93 13.5%	45 15.3%
More than 6 times	212 21.2%	94 19.5%	118 22.7%	110 23.5%	99 19.1%	145 21.0%	64 21.8%
DK/NA	4 0.4%	4 0.8%	- -	2 0.3%	2 0.5%	2 0.3%	2 0.6%

Table 20. Times Visited a Local Public Library in Last Six Months by Geographic Area I

		Geographic Area								
	Overall	Area 1	Area 2	Area 3	Area 4	Area 5	Area 6	Area 7	Area 8	Area 9
Base	1000	32	22	24	18	36	32	121	61	199
0 times	385 38.5%	12 36.7%	8 35.4%	9 38.6%	7 37.0%	18 51.2%	10 31.6%	58 47.9%	31 51.2%	79 40.0%
1-3 times	259 25.9%	10 31.2%	7 31.5%	5 19.4%	5 27.9%	5 13.6%	9 28.9%	28 22.9%	12 19.5%	56 27.9%
4-6 times	140 14.0%	7 20.8%	5 23.5%	4 15.5%	1 5.0%	3 7.7%	8 25.3%	14 11.9%	6 9.2%	29 14.4%
More than 6 times	212 21.2%	4 11.3%	2 9.5%	6 26.6%	6 30.1%	9 24.2%	5 14.2%	21 17.3%	12 20.2%	35 17.7%
DK/NA	4 0.4%	- -	- -	- -	- -	1 3.3%	- -	- -	- -	- -

Table 21. Times Visited a Local Public Library in Last Six Months by Geographic Area II

		Geographic Area							
	Overall	Area 10	Area 11	Area 12	Area 13	Area 14	Area 15	Area 16	Area 17
Base	1000	117	103	48	66	33	28	29	25
0 times	385 38.5%	38 32.8%	38 37.0%	14 29.1%	29 43.1%	6 18.2%	9 32.2%	14 46.5%	3 13.7%
1-3 times	259 25.9%	32 27.4%	26 25.3%	12 25.3%	11 16.6%	14 41.5%	8 27.6%	9 31.6%	7 27.2%
4-6 times	140 14.0%	16 13.7%	16 15.4%	4 8.6%	6 8.8%	10 30.0%	7 24.2%	1 3.1%	5 18.1%
More than 6 times	212 21.2%	31 26.2%	23 22.2%	18 37.0%	20 29.6%	3 10.4%	4 15.9%	5 18.8%	9 34.5%
DK/NA	4 0.4%	- -	- -	- -	1 1.8%	- -	- -	- -	2 6.5%

Table 22 below compares the frequency of library use among respondents from 1998 to 2003. Overall, the percentage of non-users decreased significantly over the two time periods (-6%), whereas the percentage of respondents who had visited a local library between four and six times or more than six times over the previous six month period increased significantly (+4% each).

Table 22. 1998 vs. 2003: Times Visited a Local Public Library in Last Six Months

	1998	2003	Change
Sample Size	1062	1000	
0 times	44.2%	38.5%	**-5.7%**
1-3 times	28.6%	25.9%	-2.7%
4-6 times	9.9%	14.0%	**4.1%**
More than 6 times	17.0%	21.2%	**4.2%**
DK/NA	0.2%	0.4%	0.2%

Bolded results are significant at $p < 0.05$.

Q6. Which libraries do you visit most frequently?

Respondents who previously indicated they had visited the library at least once in the last six months were next asked to indicate which libraries they visited most frequently. Respondents were asked to cite their primary library first and to then indicate other libraries that they visited frequently. Figure 9 displays respondents' primary libraries and Figure 10 shows all libraries visited by respondents.

Overall, 24 percent of library users stated that their primary library was the Fresno Library, 11 percent cited 'Clovis', and 11 percent of library users reported that they did not know which library they primarily visited.

Figure 9. Primary Library Visited

Library	Percent
Fresno	23.5%
Clovis	11.2%
DK/NA	10.5%
Other	5.3%
Fig Garden	5.1%
Politi	5.0%
Sunnyside	4.8%
Reedley	3.6%
Cedar-Clinton	3.5%
Gillis	3.5%
Selma	2.8%
Fowler	2.2%
Kingsburg	2.1%
Sanger	1.9%
Auberry	1.8%
Coalinga	1.5%
Parlier	1.3%
Riverdale	1.1%
San Joaquin	1.1%
Bear Mountain	1.0%
Firebaugh	1.0%
Easton	0.8%
Kerman	0.8%
Caruthers	0.7%
Huron	0.6%
Aprendo Van/Literacy	0.5%
Tranquility	0.5%
Mendota	0.4%
Mosqueda	0.4%
Day Care Bookmobile	0.3%
Orange Cove	0.2%
Pinedale	0.2%
Bookmobile	0.1%
Laton	0.1%
Talking Book Library	0.1%
Big Creek	0.1%

Since respondents were allowed to cite multiple libraries, the percentages in Figure 10 will sum to more than 100 percent. Overall, the greatest percentage of library users reported visiting the Fresno Library (28%), followed by 'Clovis' (12%) and 'Fig Garden' (7%). Other libraries named by more than three percent of users included 'Politi' (5%), 'Sunnyside' (5%), 'Cedar-Clinton' (4%), 'Reedley' (4%), 'Selma' (4%), and 'Gillis' (4%). Overall, 11 percent of library users could not recall the names of the libraries they visited.

Comparing the present survey results to the 1998 survey for libraries visited revealed that Fresno, Clovis, and Fig Garden were the most frequently visited libraries in both 2003 and 1998. In addition, the percentage of library users who had visited Fresno, Clovis, or Fig Garden did not increase or decrease significantly from 1998 to 2003 (Fresno 28% in 1998 vs. 28% in 2003, Clovis 13% in 1998 vs. 12% in 2003, Fig Garden 7% in 1998 vs. 7% in 2003).

Figure 10. Libraries Visited Most Frequently
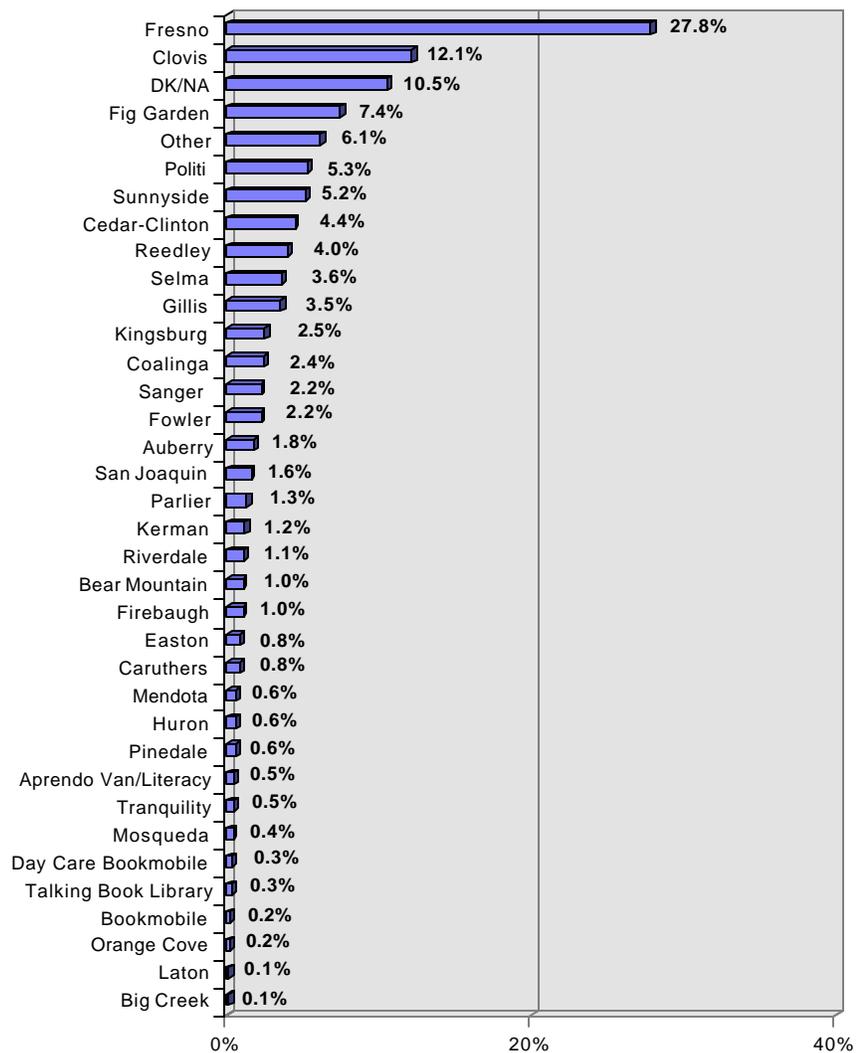
Due to the small number of library users in many of the geographic areas and the inherent risks of generalizing results from sample sizes less than 25 to a larger population (due to the increased margins of error), the breakdown of libraries visited by geographic area was not displayed within the body of the report. Please refer to the crosstabulation tables in Appendices C (for the overall sample) or Appendix D (for the voter sample) for finite breakdowns of libraries visited by variables of interest.

Q7. What are the main reasons why you have not visited a local public library in the last six months? (Multiple Responses Permitted)

Respondents who indicated in Question 5 that they had not visited a library in the last six months were asked to cite their main reasons for not visiting (multiple responses permitted). As shown in Figure 11, the top three reasons given for not visiting a public library were 'Don't have time' (26%), 'No perceived need to use a library' (24%), and 'Use the Internet instead' (16%).

Figure 11. Main Reasons for Not Visiting a Public Library in Past Six Months

Reason	Percent
No time	25.9%
No need	23.8%
Use Internet instead	16.0%
Other	8.9%
Only buy books	7.0%
Access to school library	7.0%
Access library online	6.7%
Inconvenient hours	5.0%
No transportation	5.0%
Locations inconvenient	3.9%
DK/NA	3.8%
No new materials	0.9%
No library card	0.7%
Environment uncomfortable	0.5%
Unavailability of parking	0.4%
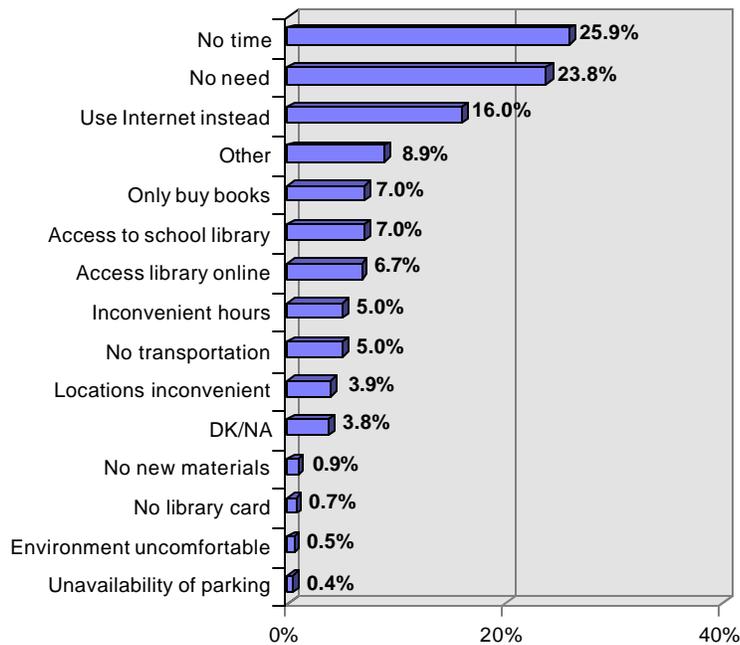
Table 23 presents the reasons for not visiting a public library cited by non-users broken down by the following subgroups: respondent type, gender, children in home, and adults 65+ in home. Greater percentages of non-voters, women, and respondents without an adult 65 years or older in their home indicated they did not have time to visit a public library in the last six months in comparison to their subgroup counterparts. In addition, higher percentages of men, respondents with children in their home, and respondents with an adult 65 or older in the home indicated 'No perceived need to use a library' than respondents in other subgroups.

Table 23. Main Reasons for Not Visiting a Public Library in Past Six Months by Respondent Type

	Overall	Respondent Type		Gender		Children in Home		Adults 65+ in Home	
		Voter	Non-Voter	Male	Female	Yes	No	Yes	No
Base	389	251	138	199	189	142	243	253	131
No time	101 25.9%	60 24.0%	40 29.2%	43 21.5%	58 30.5%	36 25.5%	62 25.7%	61 24.0%	38 29.2%
No need	93 23.8%	60 23.9%	33 23.8%	54 27.2%	39 20.3%	39 27.4%	54 22.1%	73 28.9%	20 15.0%
Use Internet instead	62 16.0%	38 15.0%	25 17.8%	40 19.8%	23 12.0%	21 15.0%	40 16.4%	42 16.6%	19 14.6%
Other	34 8.9%	21 8.2%	14 10.0%	18 9.1%	16 8.6%	9 6.4%	24 10.1%	20 7.8%	14 10.4%
Access to school library	27 7.0%	18 7.4%	9 6.4%	19 9.7%	8 4.2%	12 8.1%	16 6.5%	23 9.3%	4 3.0%
Only buy books	27 7.0%	19 7.6%	8 6.0%	8 3.8%	20 10.4%	9 6.1%	19 7.6%	15 5.9%	12 9.5%
Access library online	26 6.7%	17 6.8%	9 6.5%	17 8.7%	9 4.6%	11 8.1%	15 6.0%	21 8.3%	5 3.7%
No transportation	20 5.0%	13 5.3%	6 4.5%	3 1.6%	16 8.7%	3 2.0%	17 6.9%	8 3.3%	11 8.6%
Inconvenient hours	19 5.0%	15 5.9%	5 3.4%	9 4.5%	11 5.6%	9 6.6%	10 4.1%	13 5.2%	6 4.9%
Locations inconvenient	15 3.9%	10 4.0%	5 3.7%	5 2.7%	10 5.1%	4 2.9%	11 4.5%	8 3.1%	6 4.7%
DK/NA	15 3.8%	10 3.8%	5 3.8%	9 4.4%	6 3.2%	1 0.7%	14 5.7%	9 3.4%	6 4.7%
No new materials	3 0.9%	3 1.3%	0 0.1%	2 1.2%	1 0.5%	3 2.3%	0 0.1%	1 0.5%	2 1.6%
No library card	3 0.7%	2 0.8%	1 0.4%	2 0.8%	1 0.5%	0 0.3%	2 0.9%	1 0.5%	1 1.1%
Environment uncomfortable	2 0.5%	2 0.7%	- -	- -	2 1.0%	2 1.3%	- -	2 0.7%	- -
Unavailability of parking	2 0.4%	1 0.5%	0 0.3%	2 0.8%	- -	0 0.3%	1 0.5%	1 0.5%	0 0.3%

Satisfaction with Fresno County Libraries

This next section of the survey provides insight into respondents' satisfaction with the job the Fresno County libraries have done in providing programs and services for the County, as well as respondents' satisfaction with the job their local branch library has done to provide programs and services for their local community.

Q8. In general, are you satisfied or dissatisfied with the job the Fresno County libraries have done to provide programs and services for the County? Is that very (satisfied/ dissatisfied) or somewhat (satisfied/ dissatisfied)?

Respondents were first asked to report their satisfaction with the job the Fresno County libraries have done to provide programs and services for the County. The vast majority of respondents were satisfied (76%) with the job the Fresno County libraries had done, whereas only six percent indicated dissatisfaction (2% 'very dissatisfied', 4% 'somewhat dissatisfied'). In addition, 18 percent of respondents declined to indicate their level of satisfaction.

Figure 12. Satisfaction with Fresno County Libraries' Provision of Services
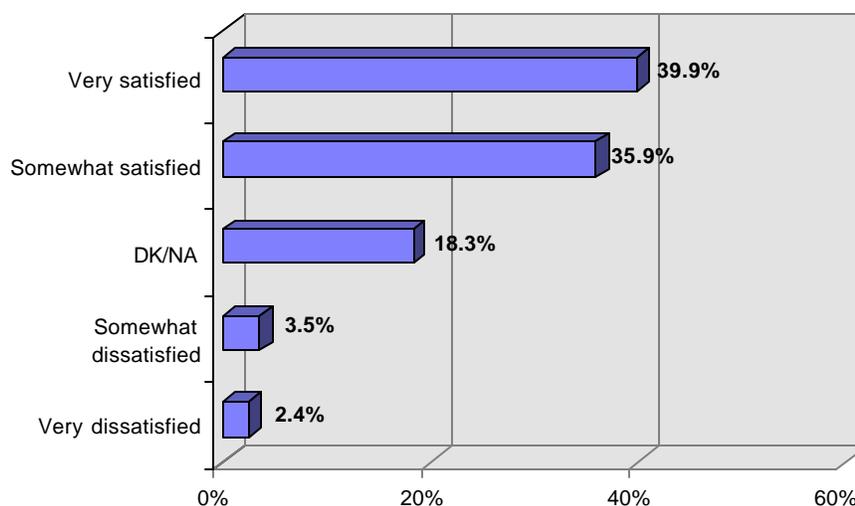
Tables 24 through 25 display respondents' satisfaction with the Fresno County libraries' provision of services by respondent type, whether respondents had visited a library in the last six months, their gender, whether they had children in their home, whether they had adults 65+ in their home, and their length of residence.

Notably higher levels of satisfaction with the Fresno County libraries' provision of services was reported by respondents who had visited the library in the last six months (85% satisfaction among library users vs. 61% among non-users), respondents with children in the home (82% satisfaction among those with children vs. 71% among those without children), and respondents who had lived in Fresno County for five years or more (78% satisfaction among those who had lived in the County five years or more vs. 64% among those residing in the

County less than five years). In addition, as one might expect, respondents who had not visited a local public library in the past six months responded with 'DK/NA' (don't know/no answer) with greater frequency than respondents who had visited a library (35% vs. 8%, respectively).

Table 24. Satisfaction with Fresno County Libraries' Provision of Services by Respondent Type, Visited Library in Last Six Months, and Gender

	Overall	Respondent Type		Visited Library in Last Six Months		Gender	
		Voter	Non-Voter	Yes	No	Male	Female
Base	1000	611	389	611	385	482	518
Very satisfied	399 39.9%	250 41.0%	149 38.3%	282 46.2%	116 30.0%	169 35.0%	231 44.6%
Somewhat satisfied	359 35.9%	231 37.9%	128 32.8%	240 39.2%	118 30.8%	188 39.0%	171 33.0%
Somewhat dissatisfied	35 3.5%	22 3.5%	13 3.3%	23 3.8%	11 3.0%	20 4.1%	15 2.9%
Very dissatisfied	24 2.4%	11 1.9%	13 3.3%	18 3.0%	6 1.5%	10 2.1%	14 2.7%
DK/NA	183 18.3%	96 15.7%	87 22.3%	48 7.8%	134 34.7%	95 19.8%	87 16.9%

Table 25. Satisfaction with Fresno County Libraries' Provision of Services by Children in Home, Adults 65+ in Home, and Length of Residence

	Overall	Children in Home		Adults 65+ in Home		Length of Residence			
		Yes	No	Yes	No	<1 yr. to <3 yrs.	3 yrs. to <5 yrs.	5 yrs. to <10 yrs.	10+ yrs.
Base	1000	468	516	693	292	89	37	83	779
Very satisfied	399 39.9%	208 44.4%	183 35.5%	261 37.6%	131 45.0%	35 40.0%	10 25.9%	34 41.1%	314 40.3%
Somewhat satisfied	359 35.9%	174 37.2%	183 35.4%	269 38.8%	87 29.9%	21 23.9%	14 38.8%	29 35.3%	293 37.7%
Somewhat dissatisfied	35 3.5%	22 4.8%	12 2.4%	28 4.1%	6 2.2%	4 4.8%	2 5.0%	4 5.2%	24 3.1%
Very dissatisfied	24 2.4%	9 2.0%	15 2.9%	18 2.6%	6 1.9%	1 0.9%	2 6.0%	2 2.3%	19 2.5%
DK/NA	183 18.3%	54 11.6%	123 23.8%	117 16.9%	61 21.1%	27 30.3%	9 24.3%	13 16.0%	128 16.4%

Comparing respondents' satisfaction with the provision of services from the Fresno County libraries from 1998 to 2003 revealed that the percentage of respondents who were 'very satisfied' increased significantly over the two time periods (+19%). Table 26 also shows that the percentage of respondents who were 'somewhat dissatisfied', 'very dissatisfied', or declined to state their opinion decreased significantly from 1998 to 2003 (-8%, -3%, and -11%, respectively).

**Table 26. 1998 vs. 2003: Satisfaction with Fresno County Libraries'
Provision of Services**

	1998	2003	Change
Sample Size	1062	1000	
Very satisfied	20.9%	39.9%	**19.0%**
Somewhat satisfied	33.4%	35.9%	2.5%
Somewhat dissatisfied	11.0%	3.5%	**-7.5%**
Very dissatisfied	5.7%	2.4%	**-3.3%**
DK/NA	28.9%	18.3%	**-10.6%**

Bolded results are significant at *p* < 0.05.

Q9. In general, are you satisfied or dissatisfied with the job your local branch library has done to provide programs and services for your local community? Is that very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?

Respondents were next asked to indicate their satisfaction with the job their local branch library had done to provide programs and services for their local community. Overall, 76 percent of respondents reported they were satisfied with the job their local branch library had done and six percent of respondents stated they were dissatisfied. In addition, 17 percent of respondents declined to state their satisfaction.

Figure 13. Satisfaction with Local Library's Provision of Services
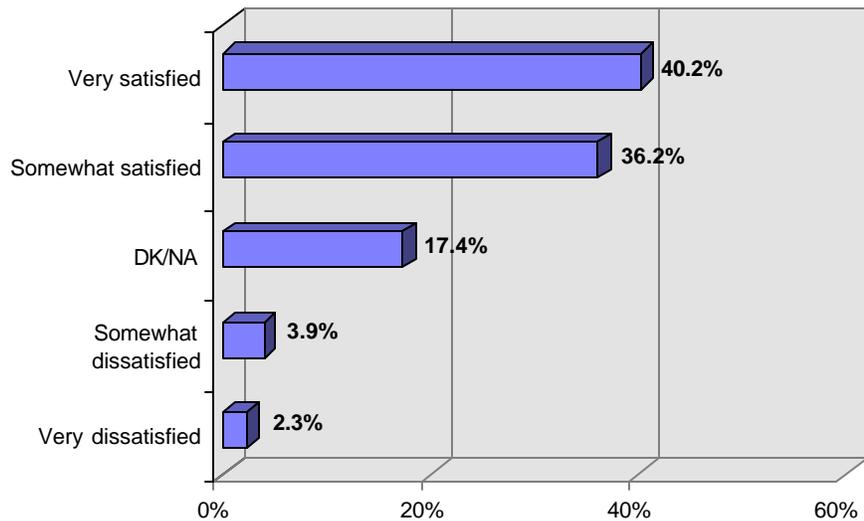
Presented in Tables 27 and 28 are respondents' satisfaction levels with their local library's provision of services by respondent type, whether they visited a library in the last six months, their gender, whether they had children in the home, whether they had adults 65+ in the home, and their length of residence.

Voters, library users, women, respondents with children in their home, and respondents who had lived in Fresno County five years or more reported more satisfaction with their local library's provision of programs and services than their subgroup counterparts.

Similar to the results of the previous question, the most notable difference in satisfaction ratings for respondents' local branch library was between respondents who had visited the library in the last six months and those who had not (85% vs. 63%, respectively). In addition, respondents who had not visited a local public library in the past six months responded with 'DK/NA' (don't know/no answer) with greater frequency than respondents who had visited a library (32% vs. 8%, respectively).

Table 27. Satisfaction with Local Library's Provision of Services by Respondent Type, Visited Library in Last Six Months, and Gender

	Overall	Respondent Type		Visited Library in Last Six Months		Gender	
		Voter	Non-Voter	Yes	No	Male	Female
Base	1000	611	389	611	385	482	518
Very satisfied	402 40.2%	263 43.1%	139 35.8%	295 48.3%	105 27.3%	162 33.6%	240 46.4%
Somewhat satisfied	362 36.2%	222 36.3%	140 35.9%	223 36.5%	137 35.7%	193 40.0%	169 32.6%
Somewhat dissatisfied	39 3.9%	19 3.1%	20 5.0%	27 4.5%	11 2.9%	21 4.3%	18 3.4%
Very dissatisfied	23 2.3%	11 1.8%	12 3.1%	16 2.6%	7 1.8%	14 2.9%	9 1.7%
DK/NA	174 17.4%	96 15.7%	78 20.1%	49 8.1%	124 32.3%	92 19.2%	82 15.8%

Table 28. Satisfaction with Local Library's Provision of Services by Children in Home, Adults 65+ in Home, and Length of Residence

	Overall	Children in Home		Adults 65+ in Home		Length of Residence			
		Yes	No	Yes	No	<1 yr. to <3 yrs.	3 yrs. to <5 yrs.	5 yrs. to <10 yrs.	10+ yrs.
Base	1000	468	516	693	292	89	37	83	779
Very satisfied	402 40.2%	204 43.6%	189 36.7%	252 36.4%	141 48.4%	36 40.2%	9 25.8%	34 41.4%	317 40.7%
Somewhat satisfied	362 36.2%	175 37.3%	185 35.9%	276 39.9%	83 28.6%	26 29.7%	14 38.3%	32 38.2%	288 36.9%
Somewhat dissatisfied	39 3.9%	25 5.2%	14 2.7%	32 4.6%	7 2.3%	2 2.5%	1 3.5%	3 3.9%	32 4.1%
Very dissatisfied	23 2.3%	9 1.9%	14 2.7%	21 3.0%	1 0.5%	- -	3 7.9%	- -	20 2.6%
DK/NA	174 17.4%	56 12.0%	114 22.0%	112 16.2%	59 20.2%	25 27.7%	9 24.5%	14 16.4%	122 15.7%

For the interested reader, Tables 29 through 31 display respondents' satisfaction with their local branch library by the libraries they visited most frequently and their geographic area of residence (for ease of presentation, all libraries with less than 25 respondents were collapsed into 'Other'). As always, Godbe Research cautions generalizing the results for subcategories that have fewer than 25 respondents.

Table 29. Satisfaction with Local Library's Provision of Services by Libraries Visited

		Libraries Visited						
	Overall	Cedar-Clinton	Clovis	Fig Garden	Fresno	Politi	Sunnyside	Other
Base	1000	27	74	45	170	32	32	239
Very satisfied	402 40.2%	14 50.7%	32 44.0%	26 56.9%	85 49.8%	14 44.7%	17 54.5%	117 48.8%
Somewhat satisfied	362 36.2%	8 30.5%	30 40.5%	14 30.5%	60 35.5%	14 44.2%	7 22.7%	91 38.2%
Somewhat dissatisfied	39 3.9%	2 6.7%	1 1.9%	3 6.9%	7 4.4%	1 4.0%	0 1.2%	14 5.8%
Very dissatisfied	23 2.3%	- -	4 5.7%	- -	3 1.6%	2 7.1%	1 3.7%	5 2.3%
DK/NA	174 17.4%	3 12.1%	6 7.8%	3 5.6%	15 8.7%	- -	6 17.9%	12 5.0%

Table 30. Satisfaction with Local Library's Provision of Services by Geographic Area I

		Geographic Area								
	Overall	Area 1	Area 2	Area 3	Area 4	Area 5	Area 6	Area 7	Area 8	Area 9
Base	1000	32	22	24	18	36	32	121	61	199
Very satisfied	402 40.2%	11 36.0%	9 41.5%	13 53.8%	5 26.2%	17 47.4%	14 44.1%	43 35.7%	19 30.7%	75 37.8%
Somewhat satisfied	362 36.2%	16 50.6%	5 22.6%	8 32.5%	10 53.4%	11 30.2%	10 29.7%	45 37.1%	18 29.2%	69 34.5%
Somewhat dissatisfied	39 3.9%	- -	2 10.8%	0 1.6%	- -	- -	- -	4 3.2%	4 7.3%	13 6.5%
Very dissatisfied	23 2.3%	2 7.1%	1 4.2%	- -	- -	- -	- -	2 1.6%	3 4.2%	3 1.6%
DK/NA	174 17.4%	2 6.4%	5 20.9%	3 12.1%	4 20.4%	8 22.4%	8 26.2%	27 22.4%	17 28.6%	39 19.7%

Table 31. Satisfaction with Local Library's Provision of Services by Geographic Area II

		Geographic Area							
	Overall	Area 10	Area 11	Area 12	Area 13	Area 14	Area 15	Area 16	Area 17
Base	1000	117	103	48	66	33	28	29	25
Very satisfied	402 40.2%	42 35.6%	58 56.3%	26 53.5%	19 28.2%	15 43.8%	13 45.6%	13 43.6%	11 44.0%
Somewhat satisfied	362 36.2%	44 37.4%	28 27.0%	16 33.3%	30 44.5%	15 44.7%	11 39.5%	11 38.8%	13 50.5%
Somewhat dissatisfied	39 3.9%	6 4.8%	0 0.4%	1 2.8%	5 6.8%	- -	2 6.7%	1 3.1%	- -
Very dissatisfied	23 2.3%	2 2.1%	3 2.8%	- -	3 5.3%	3 10.1%	- -	- -	- -
DK/NA	174 17.4%	24 20.1%	14 13.5%	5 10.3%	10 15.1%	0 1.4%	2 8.2%	4 14.5%	1 5.4%

Table 32 displays respondents' satisfaction with the provision of services from their local branch library from 1998 to 2003. A significant difference was evidenced within each response category, with satisfaction increasing 20 percent, dissatisfaction decreasing eight percent, and the percentage of respondents who declined to state their level of satisfaction decreasing 12 percent from 1998 to 2003.

Table 32. 1998 vs. 2003: Satisfaction with Local Library's Provision of Services

	1998	2003	Change
Sample Size	1062	1000	
Very satisfied	24.1%	40.2%	**16.1%**
Somewhat satisfied	32.0%	36.2%	**4.2%**
Somewhat dissatisfied	8.5%	3.9%	**-4.6%**
Very dissatisfied	6.0%	2.3%	**-3.7%**
DK/NA	29.3%	17.4%	**-11.9%**

Bolded results are significant at *p* < 0.05.

Q10. What is the main reason for your dissatisfaction with your local branch library?

Respondents who reported dissatisfaction with their local branch library (62 respondents) were next asked to reveal the main reason for their dissatisfaction. As presented in Figure 14, 30 percent of respondents who were dissatisfied cited the poor selection and out of date collection as their main reason for dissatisfaction, 13 percent cited a reason other than those listed, and 13 percent cited 'Inconvenient hours'.

Figure 14. Main Reason for Dissatisfaction with Local Library
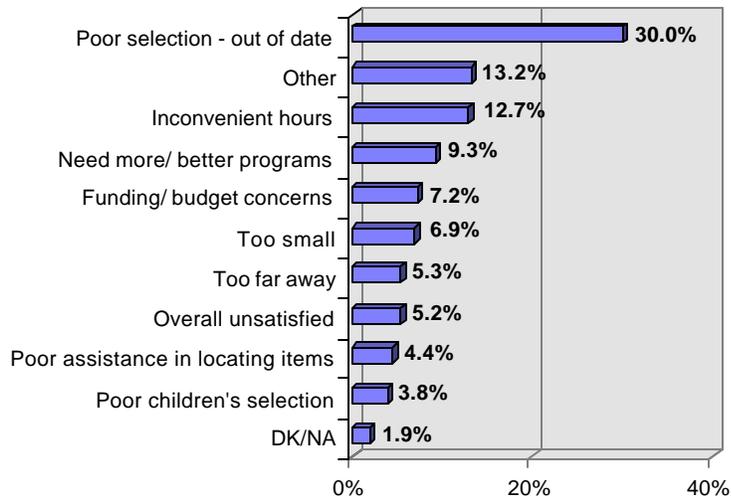
Importance of Library Programs and Services

Question 11 of the survey asked respondents to rate the importance of specific library programs or services. This set of questions not only provides insight into how important a library service is on a scale of importance, it also provides a relative ranking among the services. Participants' responses were coded using the following scale: 'very important'=+3, 'somewhat important'=+2, 'not too important'=1, and 'not at all important'=0. The aggregate responses to each item are presented below in the form of a mean, which is simply a summary statistic obtained by taking the overall average of the response codes for the entire sample. A mean of +2, for example, indicates that, overall, respondents felt the issue was 'somewhat important'.

To avoid a systematic position bias, the order in which the items were read to respondents was randomized for each respondent.

As presented in Figures 15 and 16, 'Programs and services for children' was rated as the most important program or service tested (2.78), followed by 'Literacy programs for children and adults' (2.69), and 'Quality of the Library staff' (2.67). It should be noted that respondents rated 19 of the 22 programs or services tested as at least 'somewhat important'. Comparatively, the three services rated of lower importance (between 'not too important' and 'somewhat important') were the 'Music CD collection' (1.70), 'Video and DVD collection' (1.75), and 'Adult book groups' (1.90).

Figure 15. Importance of Library Programs and Services: Tier I

Q11f Programs and services for children	2.78
Q11j Literacy programs for children and adults	2.69
Q11m Quality of Library staff	2.67
Q11o Books and materials collection	2.59
Q11g Programs and services for teens	2.56
Q11a Library hours	2.51
Q11t Seating and study areas	2.51
Q11c Computer equipped homework centers for K-6	2.50
Q11i Programs and services for seniors	2.46
Q11l Free computer classes	2.42
Q11k Resume and job search workshops	2.40

Figure 16. Importance of Library Programs and Services: Tier II

Q11e Free Internet access	2.38
Q11n Parking	2.36
Q11b Outreach programs at local day care centers	2.34
Q11h Programs and services for adults	2.33
Q11u Library's website	2.30
Q11p Books on tape and CD	2.26
Q11q Materials in languages other than English	2.23
Q11v Bookmobile service	2.23
Q11d Adult book groups	1.90
Q11r Video and DVD collection	1.75
Q11s Music CD collection	1.70
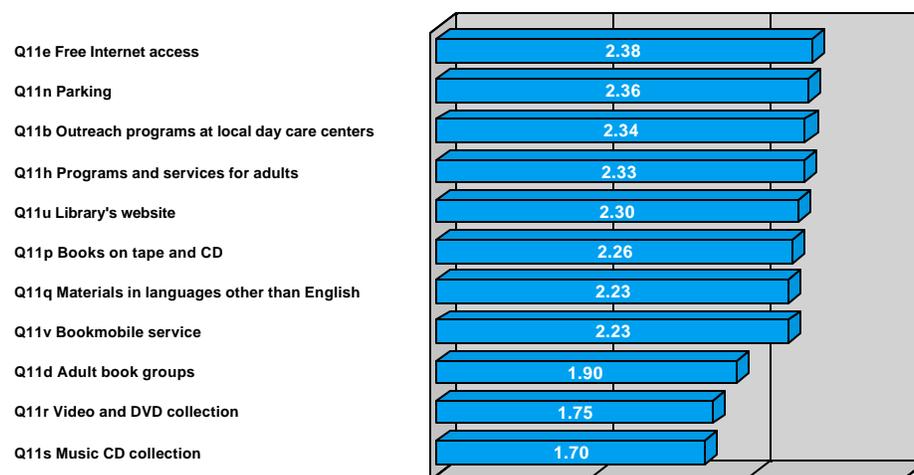
Tables 33 and 34 present respondents' importance ratings of library programs and services by respondent type, whether they had visited a library in the last six months, their gender, whether they had children in the home, and their age.

At the overall level, across all the programs and services tested (as displayed in the row labeled 'Base'), non-voters, library users, women, respondents with children in their home, and those under the age of 40 assigned higher mean scores than their subgroup counterparts.

The greatest notable difference in importance ratings between respondents in the 18 to 29 and respondents in the 65+ age subgroups were noticed for 'Materials in languages other than English' (2.51 vs. 1.81, respectively), 'Computer equipped homework centers for K-6' (2.76 vs. 2.09, respectively), 'Resume and job search workshops' (2.62 vs. 2.02, respectively), and 'Free Internet access at all libraries' (2.64 vs. 2.07, respectively). Also interesting to note is that younger respondents (those under 40) rated each technology related program or service higher than did older respondents.

Table 33. Importance of Library Programs and Services by Respondent Type, Visited Library in Last Six Months, Gender, and Children in Home

	Overall	Respondent Type		Visited Library in Last Six Months		Gender		Children in Home	
		Voter	Non-Voter	Yes	No	Male	Female	Yes	No
Base	2.36	2.30	2.44	2.44	2.23	2.27	2.44	2.42	2.31
Q11f Programs and services for children	2.78	2.76	2.81	2.86	2.66	2.71	2.84	2.85	2.71
Q11j Literacy programs for children and adults	2.69	2.65	2.74	2.76	2.58	2.60	2.77	2.75	2.63
Q11m Quality of Library staff	2.67	2.66	2.69	2.72	2.59	2.58	2.76	2.70	2.65
Q11o Books and materials collection	2.59	2.59	2.59	2.69	2.44	2.53	2.65	2.64	2.55
Q11g Programs and services for teens	2.56	2.49	2.68	2.65	2.43	2.46	2.65	2.63	2.50
Q11a Library hours	2.51	2.51	2.50	2.60	2.35	2.40	2.61	2.59	2.45
Q11t Seating and study areas	2.51	2.47	2.57	2.58	2.41	2.39	2.63	2.52	2.51
Q11c Computer equipped homework centers for K-6	2.50	2.41	2.64	2.60	2.34	2.45	2.55	2.60	2.41
Q11i Programs and services for seniors	2.46	2.43	2.49	2.53	2.34	2.37	2.53	2.50	2.42
Q11l Free computer classes	2.42	2.31	2.60	2.48	2.33	2.36	2.48	2.51	2.36
Q11k Resume and job search workshops	2.40	2.32	2.52	2.47	2.28	2.36	2.43	2.48	2.32
Q11e Free Internet access	2.38	2.27	2.55	2.47	2.24	2.34	2.42	2.41	2.36
Q11n Parking	2.36	2.32	2.42	2.44	2.24	2.26	2.46	2.38	2.34
Q11b Outreach programs at local day care centers	2.34	2.24	2.48	2.40	2.24	2.26	2.40	2.41	2.27
Q11h Programs and services for adults	2.33	2.26	2.43	2.40	2.22	2.24	2.41	2.35	2.32
Q11u Library's website	2.30	2.22	2.42	2.41	2.12	2.23	2.36	2.40	2.22
Q11p Books on tape and CD	2.26	2.27	2.26	2.34	2.15	2.13	2.38	2.29	2.24
Q11q Materials in languages other than English	2.23	2.13	2.40	2.34	2.08	2.15	2.31	2.36	2.13
Q11v Bookmobile service	2.23	2.22	2.24	2.30	2.11	2.11	2.33	2.31	2.16
Q11d Adult book groups	1.90	1.80	2.05	2.03	1.71	1.77	2.02	1.94	1.87
Q11r Video and DVD collection	1.75	1.67	1.87	1.86	1.57	1.69	1.80	1.81	1.69
Q11s Music CD collection	1.70	1.66	1.75	1.77	1.58	1.58	1.81	1.71	1.68

Table 34. Importance of Library Programs and Services by Age

	Overall	Age				
		18-29	30-39	40-49	50-64	65+
Base	2.36	2.46	2.46	2.30	2.28	2.19
Q11f Programs and services for children	2.78	2.84	2.87	2.74	2.72	2.64
Q11j Literacy programs for children and adults	2.69	2.82	2.81	2.63	2.61	2.43
Q11m Quality of Library staff	2.67	2.65	2.76	2.65	2.65	2.68
Q11o Books and materials collection	2.59	2.60	2.68	2.56	2.59	2.47
Q11g Programs and services for teens	2.56	2.68	2.70	2.51	2.46	2.34
Q11a Library hours	2.51	2.55	2.56	2.53	2.49	2.44
Q11t Seating and study areas	2.51	2.58	2.52	2.49	2.51	2.44
Q11c Computer equipped homework centers for K-6	2.50	2.76	2.61	2.42	2.35	2.09
Q11i Programs and services for seniors	2.46	2.48	2.60	2.30	2.49	2.35
Q11l Free computer classes	2.42	2.60	2.59	2.35	2.19	2.21
Q11k Resume and job search workshops	2.40	2.62	2.51	2.33	2.26	2.02
Q11e Free Internet access	2.38	2.64	2.45	2.30	2.24	2.07
Q11n Parking	2.36	2.33	2.38	2.37	2.31	2.41
Q11b Outreach programs at local day care centers	2.34	2.53	2.51	2.24	2.14	2.02
Q11h Programs and services for adults	2.33	2.42	2.43	2.17	2.33	2.22
Q11u Library's website	2.30	2.42	2.43	2.37	2.22	1.86
Q11p Books on tape and CD	2.26	2.19	2.38	2.27	2.26	2.26
Q11q Materials in languages other than English	2.23	2.51	2.37	2.13	2.08	1.81
Q11v Bookmobile service	2.23	2.20	2.42	2.14	2.31	2.03
Q11d Adult book groups	1.90	2.00	2.02	1.81	1.83	1.73
Q11r Video and DVD collection	1.75	1.82	1.92	1.68	1.59	1.68
Q11s Music CD collection	1.70	1.80	1.73	1.56	1.62	1.77

Satisfaction with Library Programs and Services

Using the same list of 22 library programs and services presented in Question 11, Question 12 asked residents to indicate their level of satisfaction with each program or service provided by the Fresno County libraries. Answers were coded using a scale of 'very satisfied'=+2, 'somewhat satisfied'=+1, 'somewhat dissatisfied'=-1, and 'very dissatisfied'=-2.

As shown in Figures 17 and 18, respondents were most satisfied with the 'Quality of the Library staff' (1.41), 'Programs and services for children' (1.35), 'Free Internet access at all libraries' (1.31), and the 'Library's website' (1.30). Overall, respondents rated 18 of the 22 programs and services tested as at least 'somewhat important' (as indicated by a mean score of 1.00 or higher). Comparatively, respondents reported lower levels of satisfaction with 'Parking' (0.78), the 'Video and DVD collection' (0.83), 'Materials in languages other than English' (0.94), and the 'Music CD collection' (0.98) (see Figure 18). It should be noted that all items received positive mean scores from respondents, indicating positive levels of satisfaction with all programs and services tested.

Figure 17. Satisfaction with Library Programs and Services: Tier I

Program or Service	Mean
Q12m Quality of Library staff	1.41
Q12f Programs and services for children	1.35
Q12e Free Internet access	1.31
Q12u Library's website	1.30
Q12j Literacy programs for children and adults	1.26
Q12o Books and materials collection	1.25
Q12i Programs and services for seniors	1.24
Q12g Programs and services for teens	1.22
Q12t Seating and study areas	1.22
Q12h Programs and services for adults	1.21
Q12p Books on tape and CD	1.18

Figure 18. Satisfaction with Library Programs and Services: Tier II

Question	Value
Q12k Resume and job search workshops	1.14
Q12c Computer equipped homework centers for K-6	1.13
Q12v Bookmobile service	1.13
Q12l Free computer classes	1.12
Q12a Library hours	1.07
Q12b Outreach programs at local day care centers	1.07
Q12d Adult book groups	1.07
Q12s Music CD collection	0.98
Q12q Materials in languages other than English	0.94
Q12r Video and DVD collection	0.83
Q12n Parking	0.78
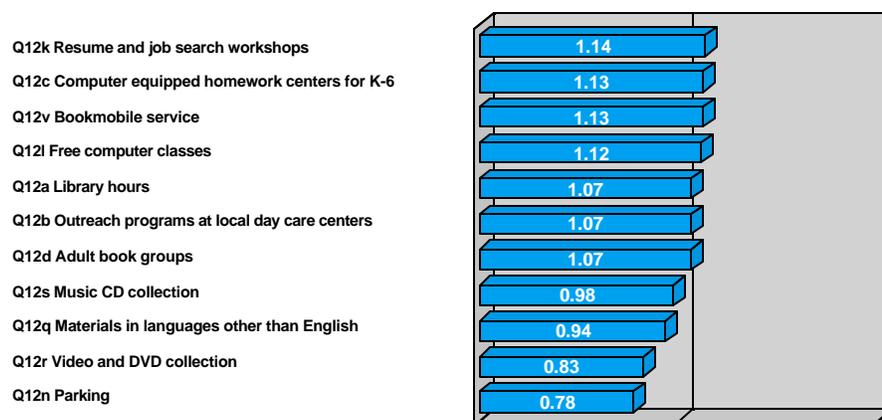
Table 35 shows reported satisfaction with library programs and services broken down by respondent type, whether respondents had visited a library in the last six months, their gender, and whether they had children in the home.

Within respondent type, the greatest difference in reported satisfaction was found for satisfaction with the 'Video and DVD collection' (0.98 'Voters' vs. 0.61 'Non-Voters'). Respondents who had not visited the library in the last six months reported more satisfaction with 'Materials in languages other than English' in comparison to respondents who had visited the library in the last six months (1.15 vs. 0.88, respectively). Women also reported more satisfaction with 'Materials in languages other than English' in comparison to men (1.12 vs. 0.73). Respondents with children in their home indicated more satisfaction with 'Free computer classes' than respondents with no children in their home (1.27 vs. 0.91, respectively).

Table 35. Satisfaction with Library Programs and Services by Respondent Type, Visited Library in Last Six Months, Gender, and Children in Home

	Overall	Respondent Type		Visited Library in Last Six Months		Gender		Children in Home	
		Voter	Non-Voter	Yes	No	Male	Female	Yes	No
Base	1.15	1.18	1.11	1.15	1.16	1.09	1.21	1.19	1.09
Q12m Quality of Library staff	1.41	1.47	1.30	1.45	1.28	1.36	1.45	1.44	1.37
Q12f Programs and services for children	1.35	1.38	1.31	1.34	1.38	1.27	1.43	1.37	1.32
Q12e Free Internet access	1.31	1.29	1.32	1.35	1.18	1.26	1.35	1.39	1.19
Q12u Library's website	1.30	1.35	1.22	1.29	1.31	1.21	1.38	1.27	1.32
Q12j Literacy programs for children and adults	1.26	1.22	1.30	1.24	1.28	1.25	1.26	1.31	1.16
Q12o Books and materials collection	1.25	1.29	1.20	1.24	1.30	1.21	1.29	1.31	1.18
Q12i Programs and services for seniors	1.24	1.30	1.15	1.17	1.38	1.14	1.34	1.24	1.23
Q12g Programs and services for teens	1.22	1.25	1.19	1.20	1.26	1.17	1.28	1.28	1.13
Q12t Seating and study areas	1.22	1.29	1.11	1.25	1.13	1.28	1.16	1.29	1.12
Q12h Programs and services for adults	1.21	1.28	1.11	1.17	1.31	1.14	1.28	1.23	1.17
Q12p Books on tape and CD	1.18	1.16	1.21	1.20	1.13	1.13	1.23	1.21	1.14
Q12k Resume and job search workshops	1.14	1.18	1.09	1.09	1.25	1.04	1.25	1.14	1.13
Q12c Computer equipped homework centers for K-6	1.13	1.10	1.18	1.15	1.07	1.06	1.19	1.14	1.10
Q12v Bookmobile service	1.13	1.17	1.05	1.15	1.07	0.98	1.26	1.18	1.04
Q12l Free computer classes	1.12	1.09	1.16	1.11	1.14	1.06	1.18	1.27	0.91
Q12a Library hours	1.07	1.05	1.11	1.10	0.98	1.00	1.12	1.10	1.03
Q12b Outreach programs at local day care centers	1.07	0.98	1.19	1.01	1.20	1.02	1.12	0.99	1.16
Q12d Adult book groups	1.07	1.02	1.14	1.03	1.16	1.03	1.11	1.00	1.15
Q12s Music CD collection	0.98	1.05	0.89	0.97	1.00	0.91	1.05	1.05	0.86
Q12q Materials in languages other than English	0.94	0.98	0.89	0.88	1.15	0.73	1.12	1.00	0.84
Q12r Video and DVD collection	0.83	0.98	0.61	0.78	0.95	0.73	0.91	0.85	0.77
Q12n Parking	0.78	0.82	0.72	0.78	0.78	0.78	0.78	0.88	0.67

As described in the Methodology Section, the mean satisfaction ratings displayed on the previous pages did not include respondents who indicated that they did not have an opinion about, or any experience with, a particular library program or service. As such, it is interesting to note the percentage of total respondents who indicated 'No opinion' (Figure 19) for each library service tested as well as the percentage of 'No opinion' respondents by whether they had visited a library in the past six months (Figure 20). Of all respondents surveyed, over 60 percent did not give an opinion about 'Outreach programs at local day care centers' (64%), 'Adult book groups' (62%), 'Video and DVD collection' (61%), or 'Music CD collection' (61%). As one might expect, respondents who had not visited a local public library in the past six months responded with 'No opinion' with greater frequency than respondents who had visited (see Figure 20). The greatest discrepancies between users and non-users were evidenced by the percentage of respondents who stated 'No opinion' concerning 'The books and materials collection' (15% vs. 57%, respectively) and the 'Quality of the Library staff' (9% vs. 49%, respectively).

Figure 19. Overall 'No Opinion' Responses to Question 12 Series

Item	%
Q12b Outreach programs at day care centers	63.5%
Q12d Adult book groups	62.2%
Q12r Video and DVD collection	60.9%
Q12s Music CD collection	60.6%
Q12i Programs and services for seniors	59.9%
Q12k Resume and job search workshops	58.0%
Q12u Library's website	57.6%
Q12l Free computer classes	56.9%
Q12v Bookmobile service	55.8%
Q12g Programs and services for teens	54.8%
Q12c Computer homework centers for K-6	53.9%
Q12q Materials in languages other than English	53.6%
Q12h Programs and services for adults	52.7%
Q12j Literacy programs for children and adults	50.1%
Q12p Books on tape and CD	49.3%
Q12e Free Internet access	42.6%
Q12f Programs and services for children	42.3%
Q12o Books and materials collection	31.2%
Q12t Seating and study areas	29.8%
Q12n Parking	25.1%
Q12m Quality of Library staff	24.8%
Q12a Library hours	24.6%

Figure 20. No Opinion by Visited Library in Last Six Months

Q12b Outreach programs at day care centers — 60.0% / 69.2%
Q12d Adult book groups — 57.0% / 70.4%
Q12r Video and DVD collection — 52.0% / 74.8%
Q12s Music CD collection — 53.0% / 72.5%
Q12i Programs and services for seniors — 55.0% / 67.6%
Q12k Resume and job search workshops — 51.3% / 68.4%
Q12u Library's website — 46.2% / 75.6%
Q12l Free computer classes — 50.1% / 67.7%
Q12v Bookmobile service — 50.1% / 64.7%
Q12g Programs and services for teens — 47.2% / 66.8%
Q12c Computer homework centers for K-6 — 45.6% / 66.9%
Q12q Materials in languages other than English — 43.7% / 69.3%
Q12h Programs and services for adults — 44.0% / 66.4%
Q12j Literacy programs for children and adults — 40.9% / 64.5%
Q12p Books on tape and CD — 39.1% / 65.2%
Q12e Free Internet access — 31.2% / 60.4%
Q12f Programs and services for children — 32.9% / 57.0%
Q12o Books and materials collection — 14.6% / 57.1%
Q12t Seating and study areas — 15.1% / 52.6%
Q12n Parking — 11.5% / 46.3%
Q12m Quality of Library staff — 9.1% / 49.3%
Q12a Library hours — 9.5% / 48.2%

□ Visited Library in Last Six Months
■ Have Not Visited Library in Last Six Months

Satisfaction-Importance Matrix

Having a measure of the importance of a service to each respondent as well as a measure of the respondent's satisfaction with the Library's efforts to provide that service enables Godbe Research to examine the relationship between these two measures and determine the areas where the Fresno County Public Library has the greatest opportunity, as well as the greatest need, to improve its services. A *Satisfaction - Importance Matrix* plots the services tested on two dimensions, or axes. The scale along the x-axis (horizontal) corresponds to the overall mean each service was assigned with respect to satisfaction. The scale along the y-axis (vertical) corresponds to the overall mean the service was given in terms of its importance. The higher the mean, the higher the overall level of importance or satisfaction offered by respondents for a given service.

The Satisfaction - Importance Matrix in Figure 21 shows in detail how the various library services tested among Fresno County residents for both importance and satisfaction levels. Godbe Research also examined the importance and satisfaction rating of each service relative to the *overall* average importance and satisfaction ratings of *all* services. Based on the difference between the *overall* average importance and satisfaction ratings and those received by each service, Godbe Research divided the matrix into four quadrants, as shown in the figure. Quadrant A includes the services whose importance level was above the overall average of all services but satisfaction level was below the average of all services. Quadrant B includes services whose satisfaction and importance ratings were both above the average. Quadrant C includes services whose importance level was below average but satisfaction rating was above average. Quadrant D includes services whose satisfaction and importance ratings were both below the average.

As shown in Figure 21, Fresno County residents were relatively satisfied with the following services that they also considered relatively important: 'Quality of the Library staff', 'Programs and services for children', 'Free Internet access', Literacy programs for children and adults', 'The books and materials collection', 'Programs and services for teens', 'Seating and study areas', and 'Programs and services for seniors'. Nevertheless, for some other services that were also considered relatively important, Fresno County residents' level of satisfaction was below average. These services included 'Computer equipped homework centers for students in grades K through 6', 'Library hours', 'Free computer classes', and 'Resume and job search workshops'.

Figure 21. Satisfaction - Importance Matrix

Comparing the present results to those from 1998 revealed similar quadrant placement of the common items from both surveys. More specifically, 'Library hours' fell into Quadrant A in both 1998 and 2003, meaning its importance level was above the overall average but satisfaction level was below the average of the services tested in each respective survey.

Other services that can be tracked from 1998 included 'Programs and services for children, teens, students, and seniors' and 'The books and materials collection'. Each of these services placed into Quadrant B in 1998, meaning satisfaction and importance ratings were both above the average (of the services tested in 1998). Although broken out in 2003, 'Programs for children', 'Programs for teens', and 'Programs for seniors' each placed in Quadrant B in 2003. Similarly, 'The books and materials collection' also placed in Quadrant B. Of the programs and services tested in each respective year (1998 and 2003), programs and services for children, teens, and seniors as well as the books and materials collection were rated as above average in importance by respondents and respondents also assigned above average satisfaction ratings to these services in both the 1998 and 2003 surveys.

Prioritization of Library Projects

The next section of the survey provides insight into what projects the Fresno County libraries should prioritize for funding, as indicated by respondents.

Q13. Let me read a list of specific projects that the Fresno County Library might fund in the coming years. Keeping in mind that there are a limited amount of funds available and not all projects can be considered the highest priorities, please tell me what priority you would give each project using a scale of 1 through 5, with a 5 representing the highest possible priority and a 1 representing a relatively low priority. What priority would you give _____?

The next question of the survey presented each respondent with a list of 13 specific projects that the Fresno County Library might fund in the coming years and asked them to assign a prioritization to each using a scale of +1 to +5, anchored with 'low priority' = +1 and 'highest priority' = +5. Overall, respondents assigned 'Providing homebound services for the disabled and those unable to leave home' the highest prioritization (4.09), followed by 'Expanding homework help to cover grades 7 through 12' (3.90), 'Building new libraries in areas that do not currently have library services' (3.85), and 'Offering state of the art computer and Internet technology' (3.76). Lower on the list of priorities, according to respondents, should be 'Replacing older libraries with new libraries at different locations' (3.17) and 'Expanding the collection in foreign languages' (3.21).

Figure 22. Prioritization of Library Projects

|	
Q13m Providing homebound services for disabled	4.09
Q13j Expanding homework help to grades 7-12	3.90
Q13a Building new libraries in areas without libraries	3.85
Q13h Offering up-to-date computer/Internet technology	3.76
Q13c Expanding job training programs	3.71
Q13l Using funds to improve facilities at local branch	3.69
Q13d Renovating older libraries	3.65
Q13k Using funds to improve facilities at Central Lib.	3.60
Q13b Expanding library hours at local branch	3.53
Q13g Offering ESL classes	3.53
Q13f Offering more Internet training	3.45
Q13i Expanding the collection in foreign languages	3.21
Q13e Replacing libraries with new libraries	3.17

Table 36 shows priority ratings by respondent type, whether respondents had visited a library in the last six months, their gender, and whether they had children in their home. Overall, non-voters, library users, women, and respondents with children in their home assigned higher priority ratings across the projects tested compared with their subgroup counterparts.

Within the respondent type group, the greatest differences in priority rankings were noticed for 'Offering English-as-a-Second-Language classes' (3.28 'Voter' vs. 3.90 'Non-Voter') and 'Expanding the collection in foreign languages' (2.97 'Voter' vs. 3.59 'Non-Voter'). Respondents who had visited the library in the last six months ranked 'Expanding the collection in foreign languages' as a notably higher priority than respondents who had not visited the

library in the last six months (3.40 vs. 2.93, respectively). The greatest discrepancies among priority ratings by women and men were evidenced with regard to 'Providing homebound services for the disabled and those unable to leave home' (4.25 vs. 3.92, respectively), 'Building new libraries in areas that do not currently have library services' (4.01 vs. 3.69, respectively), and 'Expanding homework help to cover grades 7 through 12' (4.05 vs. 3.75, respectively). In addition, respondents with children in their home ranked 'Expanding homework help to cover grades 7 through 12' as a higher priority in comparison to respondents with no children in their home (4.10 vs. 3.73, respectively) as well as 'Offering English-as-a-Second-Language classes' (3.69 vs. 3.36, respectively).

Table 36. Prioritization of Library Projects by Respondent Type, Visited Library in Last Six Months, Gender, and Children in Home

	Overall	Respondent Type		Visited Library in Last Six Months		Gender		Children in Home	
		Voter	Non-Voter	Yes	No	Male	Female	Yes	No
Base	3.63	3.49	3.84	3.73	3.47	3.54	3.70	3.73	3.53
Q13m Providing homebound services for disabled	4.09	4.04	4.18	4.11	4.07	3.92	4.25	4.09	4.11
Q13j Expanding homework help to grades 7-12	3.90	3.77	4.13	4.00	3.75	3.75	4.05	4.10	3.73
Q13a Building new libraries in areas without libraries	3.85	3.76	4.00	4.00	3.62	3.69	4.01	3.99	3.73
Q13h Offering up-to-date computer/Internet technology	3.76	3.57	4.05	3.85	3.61	3.70	3.81	3.89	3.64
Q13c Expanding job training programs	3.71	3.49	4.07	3.75	3.66	3.67	3.75	3.82	3.61
Q13l Using funds to improve facilities at local branch	3.69	3.63	3.78	3.82	3.47	3.64	3.73	3.83	3.55
Q13d Renovating older libraries	3.65	3.58	3.75	3.73	3.51	3.59	3.70	3.69	3.59
Q13k Using funds to improve facilities at Central Lib.	3.60	3.54	3.68	3.70	3.43	3.54	3.65	3.62	3.57
Q13b Expanding library hours at local branch	3.53	3.41	3.72	3.61	3.40	3.40	3.65	3.63	3.44
Q13g Offering ESL classes	3.53	3.28	3.90	3.68	3.30	3.51	3.54	3.69	3.36
Q13f Offering more Internet training	3.45	3.27	3.73	3.51	3.35	3.43	3.46	3.55	3.36
Q13i Expanding the collection in foreign languages	3.21	2.97	3.59	3.40	2.93	3.12	3.30	3.35	3.07
Q13e Replacing libraries with new libraries	3.17	3.03	3.39	3.31	2.94	3.12	3.22	3.26	3.09

Table 37 shows the prioritization of future library projects broken down by respondents' age. Respondents in the 18 to 29 age group rated the following projects as notably higher priorities in comparison to respondents in other age groups (especially in comparison to respondents of age 65 and over): 'Expanding the collection in foreign languages' (3.68 vs. 3.31 '30-39', 3.11 '40-49', 2.96 '50-64', and 2.51 '65+'), 'Expanding job training programs' (4.01 vs. 3.90 '30-39', 3.74 '40-49', 3.49 '50-64', and 3.09 '65+'), and 'Offering state of the art computer and Internet technology' (4.03 vs. 3.95 '30-39', 3.69 '40-49', 3.60 '50-64', and 3.14 '65+').

Table 37. Prioritization of Library Projects by Age

	Overall	Age				
		18-29	30-39	40-49	50-64	65+
Base	3.63	3.81	3.78	3.58	3.49	3.25
Q13m Providing homebound services for disabled	4.09	4.11	4.13	4.13	4.20	3.80
Q13j Expanding homework help to grades 7-12	3.90	4.23	4.08	3.99	3.48	3.42
Q13a Building new libraries in areas without libraries	3.85	4.04	4.02	3.71	3.70	3.66
Q13h Offering up-to-date computer/Internet technology	3.76	4.03	3.95	3.69	3.60	3.14
Q13c Expanding job training programs	3.71	4.01	3.90	3.74	3.49	3.09
Q13l Using funds to improve facilities at local branch	3.69	3.71	3.87	3.81	3.47	3.49
Q13d Renovating older libraries	3.65	3.73	3.78	3.49	3.62	3.51
Q13k Using funds to improve facilities at Central Lib.	3.60	3.74	3.60	3.52	3.67	3.34
Q13b Expanding library hours at local branch	3.53	3.59	3.67	3.50	3.65	3.10
Q13g Offering ESL classes	3.53	3.82	3.83	3.42	3.14	3.16
Q13f Offering more Internet training	3.45	3.64	3.66	3.44	3.25	3.03
Q13i Expanding the collection in foreign languages	3.21	3.68	3.31	3.11	2.96	2.51
Q13e Replacing libraries with new libraries	3.17	3.28	3.38	3.02	3.09	3.02

For the interested reader, Tables 38 and 39 present the prioritization of future projects broken down by respondents' geographic area. Due to the small sample sizes, Godbe Research cautions against generalizing results from respondents in the following geographic areas: 'Area 2', 'Area 3', 'Area 4', and 'Area 17'.

Table 38. Prioritization of Library Projects by Geographic Area I

		Geographic Area								
	Overall	Area 1	Area 2	Area 3	Area 4	Area 5	Area 6	Area 7	Area 8	Area 9
Base	3.63	3.91	3.57	3.37	3.65	3.83	3.70	3.22	3.60	3.54
Q13m Providing homebound services for disabled	4.09	4.07	4.05	4.07	4.05	4.28	4.37	3.84	4.11	4.10
Q13j Expanding homework help to grades 7-12	3.90	4.22	3.75	3.79	4.16	4.12	3.94	3.43	3.92	3.85
Q13a Building new libraries in areas without libraries	3.85	4.18	3.85	3.75	3.52	4.07	3.60	3.55	3.68	3.84
Q13h Offering up-to-date computer/Internet technology	3.76	4.15	3.53	3.33	3.61	4.19	3.92	3.44	3.72	3.70
Q13c Expanding job training programs	3.71	3.57	3.52	3.22	3.83	4.28	3.66	3.35	3.52	3.68
Q13l Using funds to improve facilities at local branch	3.69	4.00	3.98	3.51	2.75	3.80	3.89	3.28	3.56	3.60
Q13d Renovating older libraries	3.65	4.16	3.46	3.55	3.24	3.82	3.64	3.42	3.73	3.59
Q13k Using funds to improve facilities at Central Lib.	3.60	4.11	3.74	3.39	4.01	3.38	3.44	3.11	3.76	3.54
Q13b Expanding library hours at local branch	3.53	3.85	3.56	3.03	3.17	3.51	3.79	3.14	3.62	3.34
Q13g Offering ESL classes	3.53	3.76	3.41	3.20	3.78	3.90	3.69	2.99	3.61	3.43
Q13f Offering more Internet training	3.45	3.64	3.21	3.03	3.61	3.74	3.70	3.00	3.23	3.38
Q13i Expanding the collection in foreign languages	3.21	3.32	3.16	2.99	3.76	3.19	3.26	2.73	3.17	3.02
Q13e Replacing libraries with new libraries	3.17	3.75	3.23	2.89	3.87	3.48	3.20	2.60	3.18	2.92

Table 39. Prioritization of Library Projects by Geographic Area II

|	Overall	Geographic Area							
		Area 10	Area 11	Area 12	Area 13	Area 14	Area 15	Area 16	Area 17
Base	3.63	3.73	3.74	3.87	3.90	3.58	4.12	3.57	3.64
Q13m Providing homebound services for disabled	4.09	4.14	4.16	4.47	4.11	3.78	4.53	3.88	3.81
Q13j Expanding homework help to grades 7-12	3.90	3.91	4.06	3.97	4.22	3.76	4.27	4.21	4.01
Q13a Building new libraries in areas without libraries	3.85	3.93	3.87	3.99	4.28	3.76	4.55	3.90	3.79
Q13h Offering up-to-date computer/Internet technology	3.76	3.82	3.74	3.67	4.03	4.00	4.18	3.66	3.83
Q13c Expanding job training programs	3.71	3.86	3.88	4.00	3.98	3.58	4.09	3.65	3.67
Q13l Using funds to improve facilities at local branch	3.69	3.87	3.69	4.09	3.98	3.77	4.25	3.80	3.73
Q13d Renovating older libraries	3.65	3.71	3.70	3.78	3.88	3.59	4.27	3.62	3.30
Q13k Using funds to improve facilities at Central Lib.	3.60	3.67	3.72	4.02	3.85	3.53	4.06	3.25	3.73
Q13b Expanding library hours at local branch	3.53	3.75	3.74	3.75	3.71	3.70	3.96	3.56	3.62
Q13g Offering ESL classes	3.53	3.62	3.84	3.52	3.70	3.27	4.36	3.46	3.48
Q13f Offering more Internet training	3.45	3.52	3.45	3.80	3.78	3.33	3.98	3.48	3.97
Q13i Expanding the collection in foreign languages	3.21	3.43	3.46	3.66	3.50	3.22	3.74	2.80	3.35
Q13e Replacing libraries with new libraries	3.17	3.30	3.23	3.65	3.64	3.31	3.31	3.32	3.04

Access to Electronic Devices and the Internet

The final substantive section of the report focuses on respondents' access to various electronic devices and use of the Internet.

The first question in this section presented respondents with a list of seven electronic devices and asked them if they had access to each device in their home, car, or both. As presented in Figure 23, most respondents had access to a television (99.5%) or VCR (96%) either at their home, car, or both. Ninety-two percent of respondents reported having access to a CD player in their home, car, or both and 90 percent of respondents stated they had access to a cassette player in their home, car, or both. Eighty percent of respondents reported having access to a computer at home, in their car, or both, 73 percent had access to a DVD player at their home, in their car, or both, and 24 percent of respondents indicated they had access to a PDA in their home, car, or both.

Figure 23. Access to Electronic Devices
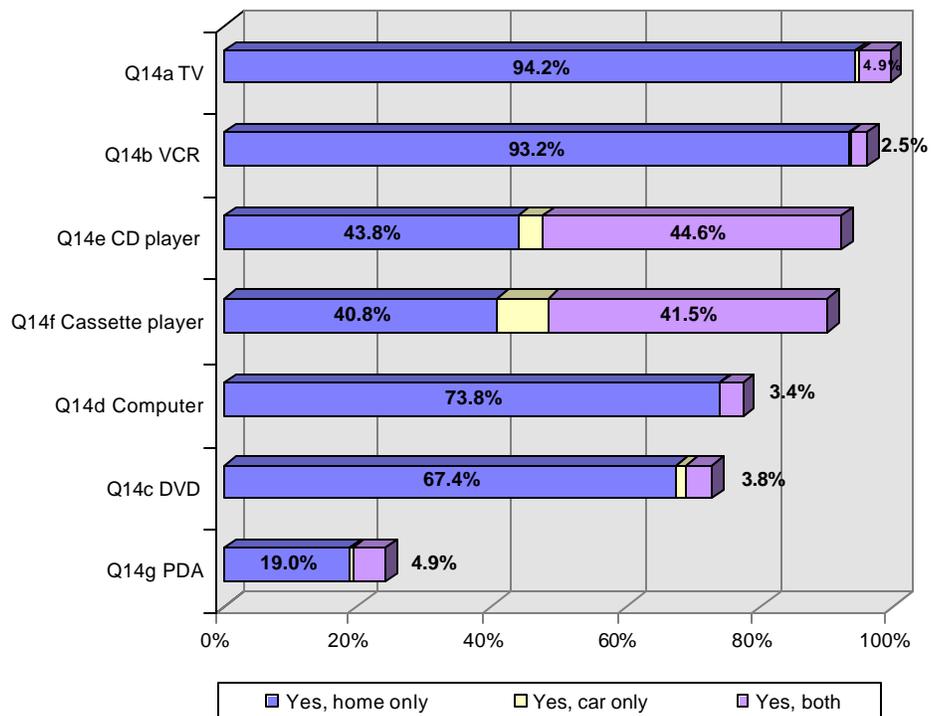
Tables 40 and 41 show respondents' access to electronic devices by their respondent type and age. As shown in Table 40, a smaller percentage of respondents in the 65+ age group reported having access to a computer in comparison to respondents in the other age subgroups (57% vs. 80% '18-29', 81% '29-29', 79% '39-49', 83% '50-64'). Furthermore, a

smaller percentage of respondents 65 years of age or older reported having access to a DVD player in comparison to their subgroup counterparts (50% vs. 82% '18-29', 75% '29-39', 70% '39-49', 77% '50-64').

Table 40. Access to Electronic Devices by Respondent Type and Age (Tier I)

			Respondent Type		Age				
		Overall	Voter	Non-Voter	18-29	30-39	40-49	50-64	65+
Base		1000	611	389	278	201	172	181	126
Q14a Access to TV	Yes, home only	942 94.2%	578 94.7%	363 93.4%	257 92.6%	188 93.7%	160 93.3%	171 94.2%	125 99.1%
	Yes, car only	4 0.4%	1 0.1%	3 0.7%	2 0.7%	1 0.4%	- -	1 0.5%	- -
	Yes, both	49 4.9%	29 4.7%	21 5.3%	17 5.9%	11 5.7%	12 6.7%	8 4.2%	1 0.9%
	No	3 0.3%	1 0.1%	2 0.4%	2 0.6%	- -	- -	1 0.5%	- -
	DK/NA	3 0.3%	2 0.3%	1 0.2%	0 0.2%	0 0.2%	- -	1 0.5%	- -
Q14b Access to VCR	Yes, home only	932 93.2%	569 93.2%	363 93.3%	259 93.2%	186 92.5%	162 94.2%	170 94.2%	116 91.9%
	Yes, car only	3 0.3%	3 0.5%	0 0.1%	0 0.1%	1 0.5%	- -	- -	1 0.7%
	Yes, both	25 2.5%	18 3.0%	7 1.7%	4 1.5%	8 4.1%	6 3.5%	3 1.7%	3 2.6%
	No	37 3.7%	19 3.1%	18 4.7%	14 5.1%	5 2.7%	4 2.3%	7 3.6%	6 4.8%
	DK/NA	3 0.3%	2 0.3%	1 0.2%	0 0.2%	0 0.2%	- -	1 0.5%	- -
Q14e Access to CD player	Yes, home only	438 43.8%	260 42.5%	178 45.8%	111 39.8%	82 40.8%	82 47.7%	85 46.9%	66 52.7%
	Yes, car only	39 3.9%	22 3.6%	17 4.4%	15 5.5%	6 3.1%	3 1.6%	6 3.4%	6 4.6%
	Yes, both	446 44.6%	278 45.5%	168 43.1%	145 52.2%	99 49.5%	74 43.2%	78 43.3%	29 23.3%
	No	74 7.4%	50 8.2%	24 6.2%	6 2.3%	12 6.0%	13 7.5%	12 6.4%	24 19.4%
	DK/NA	3 0.3%	1 0.1%	2 0.5%	0 0.2%	1 0.7%	- -	- -	- -
Q14f Access to cassette player	Yes, home only	408 40.8%	233 38.2%	174 44.8%	118 42.5%	81 40.4%	71 41.3%	76 41.9%	48 38.0%
	Yes, car only	76 7.6%	51 8.4%	25 6.3%	23 8.4%	15 7.6%	9 5.0%	16 8.8%	8 6.4%
	Yes, both	415 41.5%	279 45.7%	136 35.0%	100 36.0%	77 38.6%	86 49.9%	74 40.7%	59 46.9%
	No	99 9.9%	46 7.6%	53 13.6%	36 12.9%	26 13.2%	7 3.9%	16 8.7%	11 8.6%
	DK/NA	2 0.2%	1 0.1%	1 0.2%	0 0.2%	0 0.2%	- -	- -	- -

As presented in Table 41, a smaller percentage of respondents in the 65+ age group reported having access to a CD player in comparison to younger respondents (81% vs. 98% '18-29', 94% '29-39', 92% '39-49', 94% '50-64'). Alternatively, smaller percentages of respondents in the 18 to 29 (87%) and 30 to 39 (87%) age groups reported having access to a cassette player (96% '39-49', 91% '50-64', and 91% '65+').

Table 41. Access to Electronic Devices by Respondent Type and Age (Tier II)

		Overall	Respondent Type		Age				
			Voter	Non-Voter	18-29	30-39	40-49	50-64	65+
Base		1000	611	389	278	201	172	181	126
Q14d Access to computer	Yes, home only	738 73.8%	467 76.4%	271 69.6%	211 76.0%	152 75.5%	127 73.9%	146 80.9%	71 56.4%
	Yes, car only	3 0.3%	3 0.5%	- -	- -	1 0.5%	- -	- -	1 0.9%
	Yes, both	34 3.4%	16 2.5%	18 4.7%	10 3.7%	10 4.8%	8 4.5%	4 2.4%	- -
	No	221 22.1%	122 20.0%	99 25.4%	56 20.1%	38 18.9%	36 21.1%	29 16.2%	54 42.6%
	DK/NA	4 0.4%	3 0.4%	1 0.2%	0 0.2%	0 0.2%	1 0.5%	1 0.5%	- -
Q14c Access to DVD	Yes, home only	674 67.4%	416 68.0%	259 66.5%	215 77.3%	132 65.7%	114 66.5%	131 72.2%	56 44.8%
	Yes, car only	16 1.6%	5 0.8%	11 2.8%	3 1.2%	6 3.0%	- -	4 2.0%	2 1.7%
	Yes, both	38 3.8%	24 3.9%	14 3.5%	9 3.2%	12 6.2%	7 4.0%	5 2.6%	4 3.1%
	No	268 26.8%	164 26.9%	103 26.6%	49 17.8%	50 24.9%	51 29.6%	41 22.7%	64 50.5%
	DK/NA	4 0.4%	2 0.3%	2 0.6%	2 0.6%	0 0.2%	- -	1 0.5%	- -
Q14g Access to PDA or electronic organizer	Yes, home only	190 19.0%	110 18.1%	79 20.3%	73 26.2%	41 20.2%	26 15.3%	34 18.7%	10 8.2%
	Yes, car only	3 0.3%	2 0.3%	1 0.2%	1 0.3%	2 0.9%	- -	0 0.1%	- -
	Yes, both	49 4.9%	32 5.3%	17 4.3%	13 4.8%	12 5.9%	6 3.5%	13 7.2%	2 1.5%
	No	744 74.4%	462 75.6%	282 72.5%	187 67.5%	146 72.8%	135 78.7%	131 72.1%	113 89.7%
	DK/NA	15 1.5%	5 0.7%	10 2.6%	4 1.3%	0 0.2%	4 2.5%	4 2.0%	1 0.7%

Next, respondents were asked where they accessed the Internet. For this question, multiple responses were permitted, therefore the percentages in Figure 24 sum to more than 100 percent. Overall, 69 percent of respondents accessed the Internet at home, 30 percent reported accessing the Internet at work, 17 percent at a library, and 14 percent at school. Eleven percent of respondents stated they did not have access to the Internet at all.

Figure 24. Where Access Internet
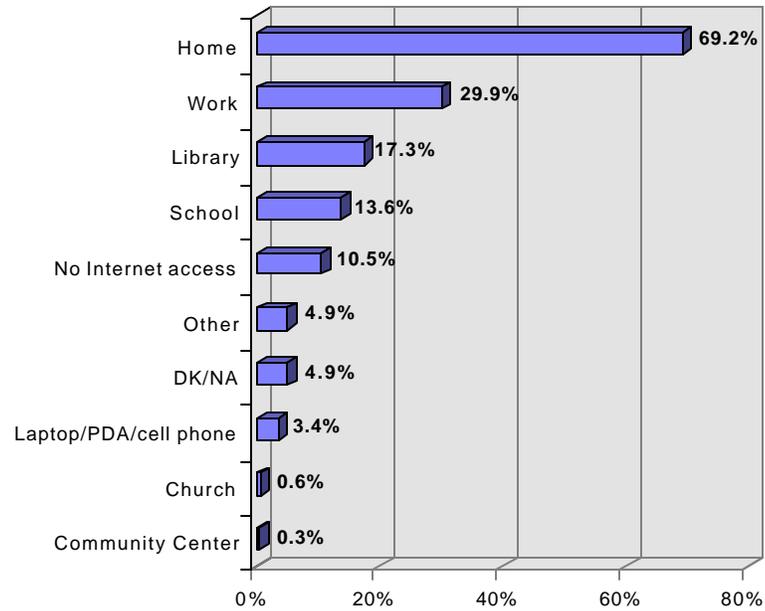
Tables 42 and 43 show responses to Question 15 broken down by respondents' geographic area of residence. Looking only at columns of residents that contain at least 25 respondents due to the inherent risks of generalizing the results for subcategories that have fewer respondents, the tables show that greater percentages of respondents residing in Areas 13, 14, and 15 reported accessing the Internet at a library (29%, 30%, and 29%, respectively) than respondents living in other areas. In 'Area 6', for example, only three percent of respondents reported having accessed the Internet at the library. In 'Area 9' 86 percent of respondents reported having access to the Internet at home in comparison to 40 percent of respondents in 'Area 14'. The greatest percentage of respondents who reported having Internet access at work were respondents in 'Area 6' (53%). In contrast, the lowest percentage of respondents who reported having access to the Internet at work lived in 'Area 15' (7%).

Table 42. Where Access Internet by Geographic Area I

		Geographic Area								
	Overall	Area 1	Area 2	Area 3	Area 4	Area 5	Area 6	Area 7	Area 8	Area 9
Base	1000	32	22	24	18	36	32	121	61	199
Home	692 69.2%	20 63.5%	14 63.1%	15 65.5%	14 77.1%	19 54.3%	22 68.1%	96 79.2%	51 84.4%	170 85.7%
Work	299 29.9%	7 21.3%	3 14.5%	4 15.9%	5 26.2%	14 39.3%	17 53.1%	49 40.4%	19 31.2%	81 40.6%
Library	173 17.3%	6 19.4%	6 28.8%	3 13.4%	4 20.4%	9 25.5%	1 3.2%	10 8.1%	8 12.6%	30 14.9%
School	136 13.6%	6 19.5%	2 10.0%	5 20.8%	1 5.0%	2 6.3%	1 3.7%	12 9.7%	7 11.2%	29 14.5%
No Internet access	105 10.5%	1 3.2%	2 8.3%	3 12.7%	- -	5 15.2%	2 6.2%	13 10.4%	6 10.4%	12 5.8%
DK/NA	49 4.9%	2 6.1%	1 4.2%	1 3.9%	0 2.5%	3 8.5%	1 3.1%	4 3.4%	1 1.5%	3 1.5%
Other	49 4.9%	3 10.8%	1 4.6%	3 14.0%	- -	- -	1 2.8%	2 1.4%	2 2.9%	7 3.4%
Laptop/PDA/cell phone	34 3.4%	1 2.9%	1 5.3%	1 5.6%	0 2.1%	- -	- -	8 6.3%	6 10.5%	6 2.9%
Church	6 0.6%	- -	- -	- -	3 19.1%	- -	- -	- -	1 1.6%	- -
Community Center	3 0.3%	- -	- -	- -	- -	- -	- -	1 0.8%	- -	- -

Table 43. Where Access Internet by Geographic Area II

		Geographic Area							
	Overall	Area 10	Area 11	Area 12	Area 13	Area 14	Area 15	Area 16	Area 17
Base	1000	117	103	48	66	33	28	29	25
Home	692 69.2%	86 73.4%	63 61.7%	23 47.1%	33 49.8%	13 40.0%	13 47.0%	17 56.5%	16 61.7%
Work	299 29.9%	31 26.5%	17 16.7%	18 36.9%	17 25.6%	4 11.0%	2 6.6%	6 19.9%	7 28.5%
Library	173 17.3%	20 16.8%	17 16.5%	8 17.1%	19 28.5%	10 29.7%	8 28.7%	3 11.4%	11 44.3%
School	136 13.6%	19 15.9%	12 11.5%	8 16.6%	12 17.5%	6 18.2%	4 13.0%	6 19.9%	4 16.2%
No Internet access	105 10.5%	9 8.0%	15 14.5%	4 8.1%	11 16.8%	8 23.3%	6 21.6%	8 27.9%	- -
DK/NA	49 4.9%	8 6.8%	12 11.9%	1 2.7%	8 11.9%	- -	- -	1 3.1%	3 10.9%
Other	49 4.9%	6 5.1%	2 1.8%	10 20.1%	3 4.1%	5 13.6%	3 11.6%	1 4.6%	- -
Laptop/PDA/cell phone	34 3.4%	2 1.9%	3 3.1%	- -	3 4.0%	- -	1 3.3%	1 3.1%	0 1.5%
Church	6 0.6%	- -	- -	1 1.9%	- -	- -	- -	- -	0 1.8%
Community Center	3 0.3%	1 1.0%	- -	- -	- -	- -	- -	- -	0 1.8%

Additional Demographic and Behavioral Measures

Figures 25 through 38 graphically present the demographic and behavioral information collected in the survey. Although the primary motivation for collecting the demographic and behavioral information was to provide a better insight into how responses to the substantive questions of the survey varied across certain resident subgroups, the information is also useful for better understanding the profile of adult residents (voters and non-voters) within Fresno County.

QA. How many years have you lived in the County of Fresno?

Figure 25. Length of Residence
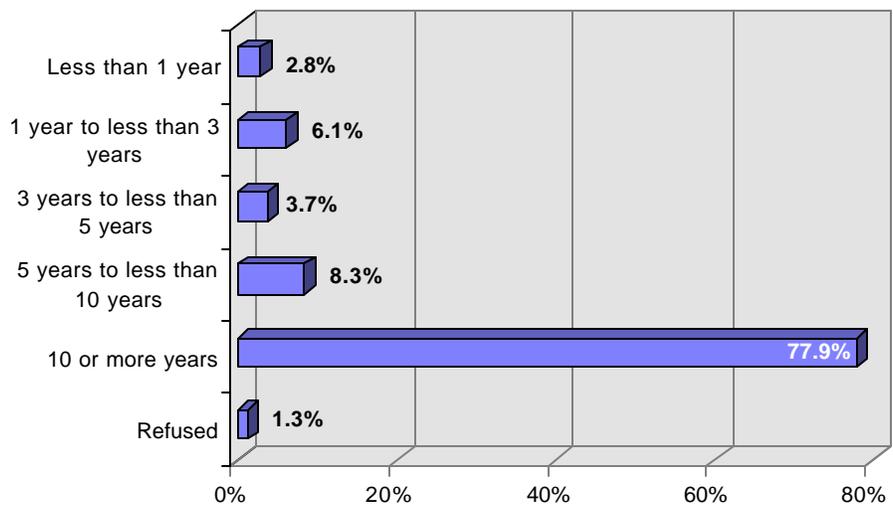
QB. Including yourself, if appropriate, how many adults over the age of 64 live in your household?

Figure 26. Number of Adults Over 64 in Household
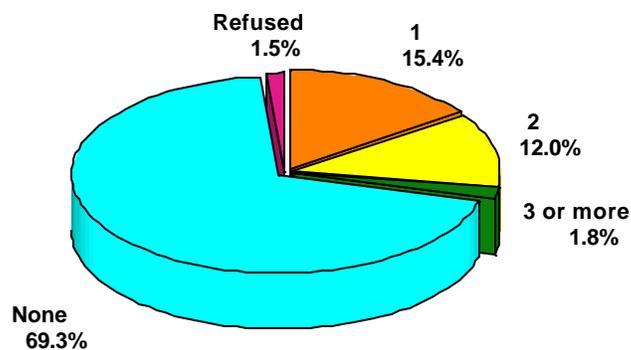
QC. How many children under the age of 18 live in your household?

Figure 27. Number of Children Under 18 in Household

Refused 1.5%
1 15.5%
None 51.6%
2 15.9%
3 9.3%
4 4.2%
5 or more 2.0%
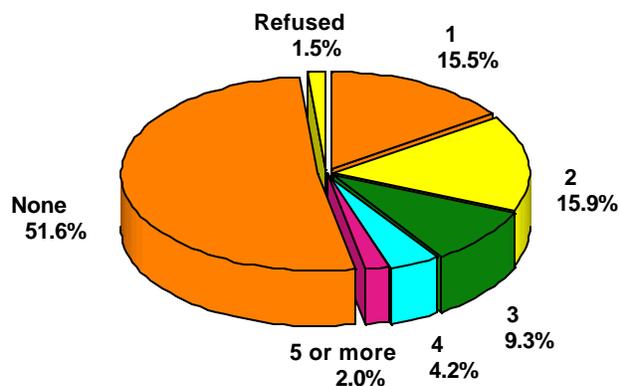
QD. What are the ages of these children living in your household? (Multiple Responses Permitted)

Figure 28. Age Groupings of Children

0 to 5 years — 48.1%
6 to 12 years — 57.2%
13 to 14 years — 27.2%
15 to 18 years — 28.6%
Refused — 2.3%

0%   20%   40%   60%
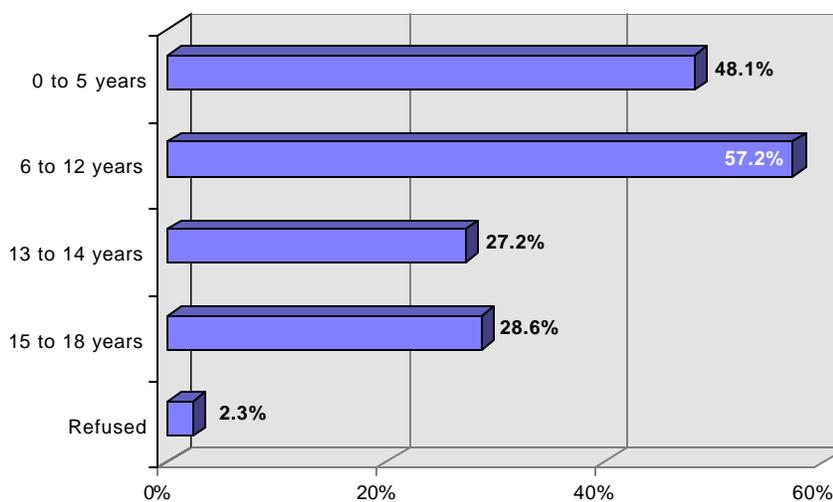
QE. In what year were you born? Converted to Age.

Figure 29. Age
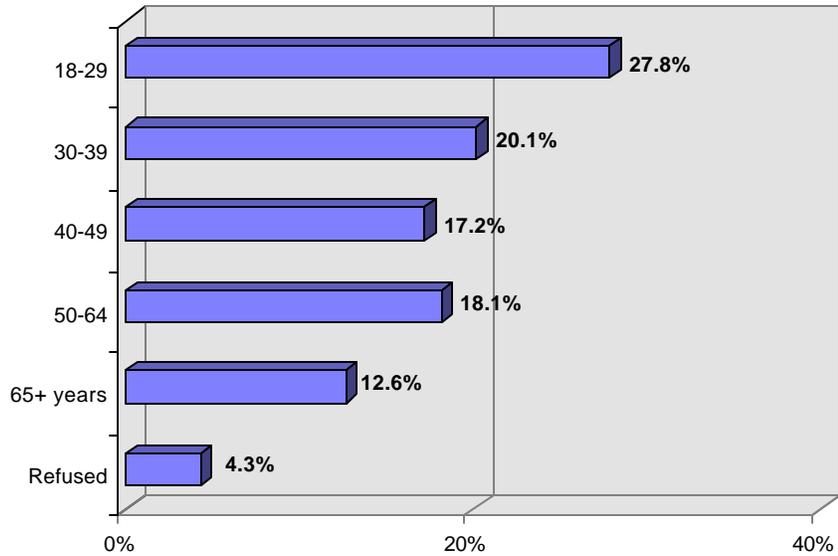
QF. What was the highest grade or level you completed in school?

Figure 30. Highest Grade Level Completed
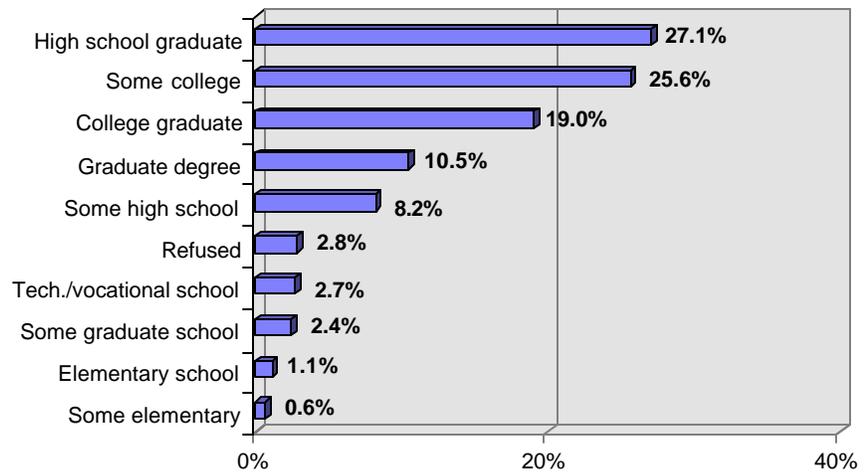
QG. What ethnic group do you consider yourself a part of or feel closest to?

Figure 31. Ethnicity
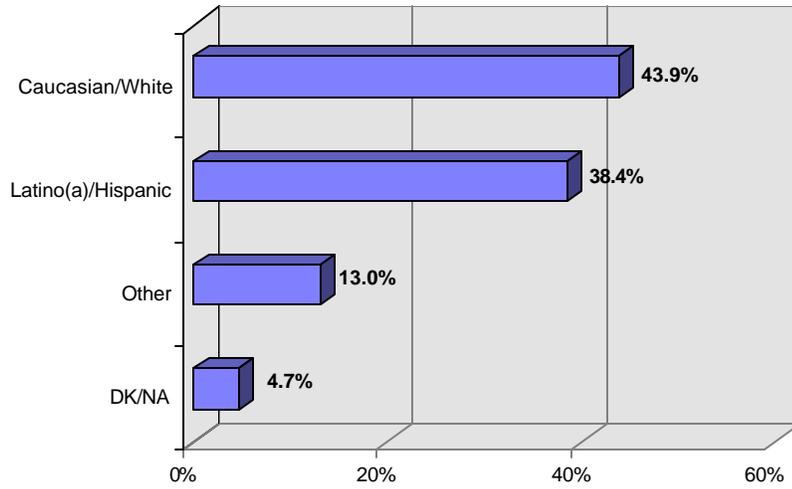
QH. To wrap things up, can you please tell me if your household income is more or less than $40,000 per year?

**Figure 32. General Household Income**
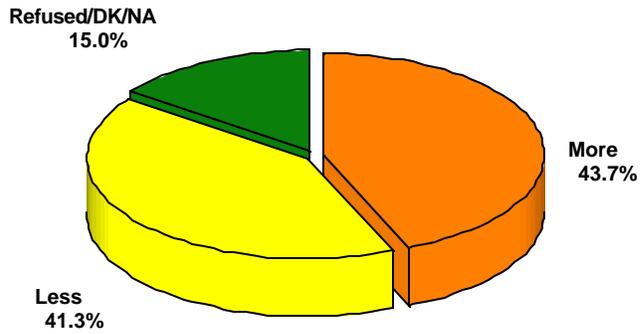
QH.1 Please stop me when I reach the category that best describes your total household income.

Figure 33. Specific Household Income
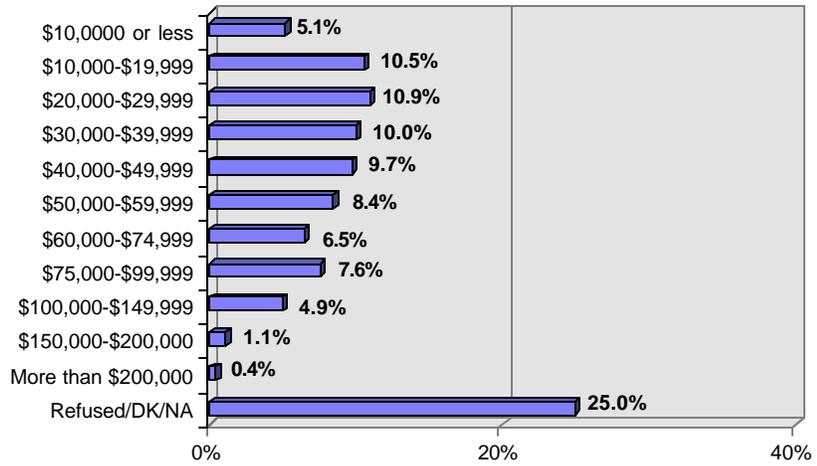
QI. Gender

Figure 34. Gender
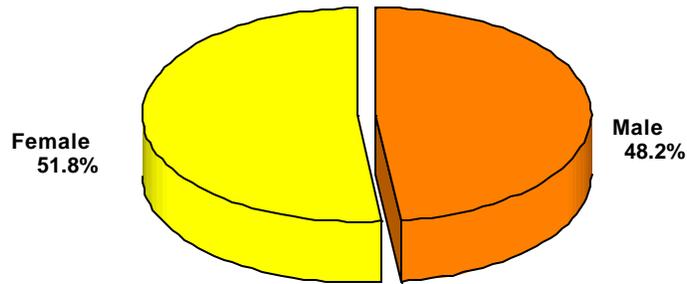

Information from Voter Sample (n=611)

QK. Party

Figure 35. Party
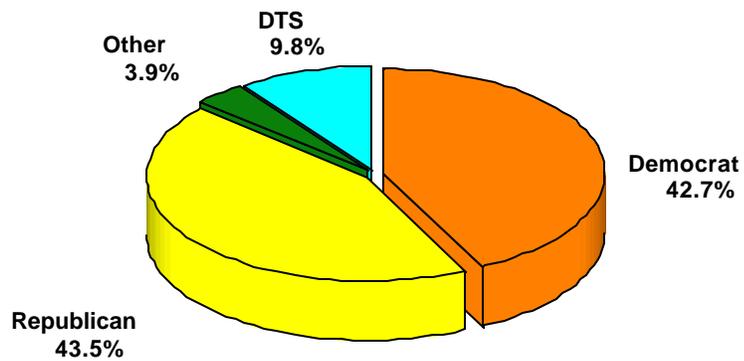
QO. Household Party Type

Figure 36. Household Party Type

Democrat (1)	21.3%
Republican (2+)	18.4%
Republican (1)	18.4%
Democrat (2+)	13.2%
Democrat & Republican	11.5%
Other (1)	7.2%
Democrat & Other	4.3%
Mixed	4.1%
Other (2)	1.7%
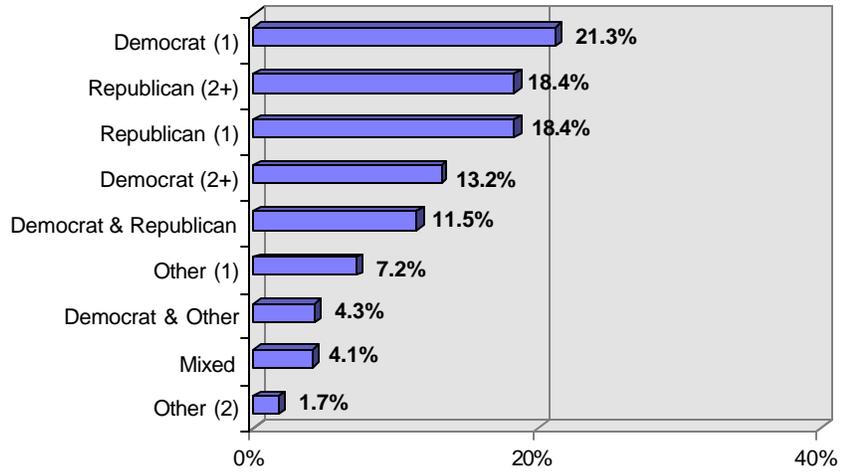
QP. Likely November 2004 Voter

Figure 37. Likely November 2004 Voter

No 25.0%

Yes 75.0%
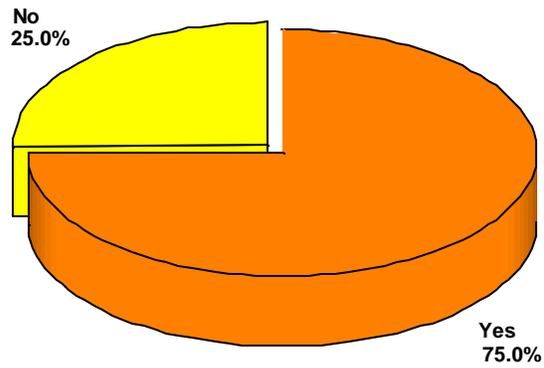
QQ. Likely November 2003 Voter

Figure 38. Likely November 2003 Voter

Yes 34.0%

No 66.0%