



# **Kern County Library Survey Results**

**Transforming Local Communities, Inc.  
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# **Description of Respondents**

- ❑ A total of 3,746 people responded to the Library Survey across 26 branches (including two bookmobiles).**
- ❑ Close to two-thirds of respondents were female.**
- ❑ About a quarter of respondents were over 55 years of age.**
- ❑ Slightly more than half of respondents were White, while about one-quarter were Hispanic/Latino/Mexican and 4.7% were African American/Black.**
- ❑ Nearly three-quarters of respondents speak English at home, while 6.0% speak Spanish and 16.2% speak both English and Spanish.**

# **Description of Respondents** **(Continued)**

- ❑ Just under half of respondents reported that there are no children under the age of 18 living in their household.**
- ❑ Just over one-quarter of respondents were employed full-time.**
- ❑ Close to one-third of respondents had a household income of \$25,000 or less and about the same number had a household income of over \$50,000.**

**These figures suggest that library users are an ethnically, socially, and economically diverse group.**

# Library Use

- Half of respondents (50.4%) reported that they have had a library card for more than five years.**
- One in ten respondents (10.4%) reported that they use the library on a daily basis.**
- Close to half (47.2%) indicated that they use the library once a week, while about one-third (32.5%) use the library about once a month.**
- Close to two-thirds of respondents (62.3%) indicated that they only use one library, while 33.4% use other branches as well.**

# Library Use Continued

## Reasons for Coming to the Library\* Kern County Library Survey (N=3,746)

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personal use	90.0%
for family members	41.3%
for someone other than a family member	8.9%
other	12.4%

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\*Survey respondents could mark multiple responses to this item.

## **Materials or Services Utilized**

- The most common services or materials used include videos/DVDs (33.7%), reference books (33.2%), and magazines and/or newspapers (31.0%).**

## Type of Books Users Read or Check Out at the Library

- ❑ 46.9% of respondents indicated that they read or check out non-fiction (how-to, politics, history, religion, biography, etc.)
- ❑ 40.3% indicated that they read general fiction
- ❑ Mysteries were the most popular fiction genre (36.6%)
- ❑ Over 25% of respondents check out historical, suspense, science fiction/fantasy, and school-age children's books
- ❑ Only 6.4% of respondents indicated that they don't read or check out books at the library

# Computer/Internet Use

- ❑ Only 20.5% of respondents indicated that they do NOT use the Internet at the library. The percentage of respondents who reported that they do not use the library internet services tended to increase with age.
- ❑ The most frequently utilized internet services include search engines (38.1%) and e-mail (30.8%), followed by reference sources for school or personal use (22.3%), and on-line library catalogues (22.2%).
- ❑ 13.4% of respondents use online employment applications/job searches, and 12.0% access social networking sites such as MySpace or dating services.



# **Preferences for Additional Funds**

**If additional funding was made available to the library, which one of the following would you most like to see added?**

<b>Response</b>	<b>%</b>
<b>More books, magazines and other materials</b>	<b>22.4</b>
<b>Longer hours of operation</b>	<b>21.4</b>
<b>More computers</b>	<b>13.3</b>
<b>Other</b>	<b>3.5</b>
<b>More staff to assist library users</b>	<b>3.0</b>
<b>Self check-out</b>	<b>3.0</b>

# Satisfaction with Library Services

- ❑ Respondents were most satisfied with the friendliness and courtesy of the staff, with 84.4% of respondents indicating that they were *very satisfied* in this regard.
- ❑ Nearly as many respondents were *very satisfied* with the help they receive with their information needs (81.9%), library comfort and cleanliness (81.3%), the help they receive finding materials (78.2%), and the location of the library (78.1%).

# **Satisfaction with Library Services** **(Continued)**

- ❑ Only half of respondents indicated that they were *very satisfied* with the number and type of library materials (50.2%).**
- ❑ Less than half were *very satisfied* with their library's hours of operation (47.2%), and 13.2% of respondents were *not at all satisfied* with the hours of operation.**

# Areas of High Satisfaction by Branch

- ❑ ***The help I receive with my information needs***
  - 84% or more were satisfied across all but one branch
- ❑ ***The location of this library***
  - 85% or more were satisfied across all but one branch
- ❑ ***The cleanliness and comfort of this library***
  - 85% or more were satisfied across all but two branches
- ❑ ***The friendliness and courtesy of the staff***
  - 80% or more were satisfied at all branches

## Areas of High Satisfaction by Branch (Continued)

- ❑ *The help I receive in finding books, magazines, or other materials*
  - **80% or more were satisfied across all but one branch**
- ❑ *The number and type of library materials*
  - **70% or more were satisfied across all but one branch**

# Areas of Lower Satisfaction by Branch

- ❑ *The special programs, classes or workshops available through the library*
  - **Percentages of unsatisfied respondents were greater than 10% for just three branches.**
- ❑ *This library's hours of operation*
  - **This area received some of the lowest satisfaction ratings for several branches. In some cases, less than half of respondents were satisfied with the hours of operation.**

# Summary Items

Kern County Library Survey (N=3,746)

Survey Item	Response	%
<b>Currently, you can renew a check-out only once. Would you like to be able to renew a check-out more than once?</b>	<b>Yes</b>	<b>66.9</b>
	<b>No</b>	<b>26.2</b>
<b>In reading this survey, did you learn about library resources or services that you didn't know about before?</b>	<b>Yes</b>	<b>42.7</b>
	<b>No</b>	<b>52.1</b>

Percentages may not sum to 100% due to missing data.