

Policy Review  
November 2011

**Section 3.00 – Services:**

- 3.01 Service Priorities
- 3.02 Service Hours
- 3.03 Services for Schools

**Staff Recommendations:**

There are no staff recommendations for presented policy changes.

Document Type:	Policy
Number:	3.01
Effective:	03-01-11
Revised:	03-01-11

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### SERVICE PRIORITIES

The following services are essential to achieving the Library's mission to assist members of the community in educating themselves and enhancing their personal, business, and social well-being:

- Access to facilities during convenient hours
- Access to a collection of current materials, both physical and digital
- Access to technological resources, particularly the Internet
- Programs, particularly those that support early literacy or lifelong learning
- Reference and information services

To support these service priorities the Library must manage its staff effectively, make sound decisions for the development and maintenance of its collections and physical spaces, and engage in promotional activities designed to make the public aware of these services.

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### SERVICE HOURS

The Library shall be open as many non-duplicated hours in 24 and as many days in the week as practical within the restriction of the Library's budget. Each of the service elements listed in 3.01 (Service Priorities) shall be offered whenever the Library is open.

The hours of opening shall be determined by:

1. the convenience of all parts of the population, including working people; and
2. the ability of the staff to cover the hours of opening within the limits of the established work week.

Holidays shall conform to those of other City offices, unless the Board determines otherwise. If and when the Board chooses to open the Library on a holiday when other City offices are closed, Library personnel will be compensated in accordance with City policy.

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### SERVICES FOR SCHOOLS

Programs for school class visits and library programs delivered at schools may be scheduled upon request. Representatives of those public and private schools physically located within the Boise city limits and the Area of Impact as defined by Title 11, chapter 15, of the Boise City Code are eligible to request these special services. These visits will be scheduled to the extent that staffing limitations and other program or service priorities permit. The Director or designee will consider requests from classes outside the Boise city limits and Boise Area of Impact for specialized programs at the Library or library programs at their school on an individual basis.

***ORC****International*

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2011 Library Community Survey  
Flash Report

Prepared Exclusively for:  
Boise Public Library

Date: October 2011





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## Study Background and Objectives

By 2011, the population of Boise City is predicted to increase 35.6% over the population in 2000. The 2011 survey will update a benchmark telephone survey conducted in 1999. For tracking and comparison purposes, we will use a similar methodology and replicate key questions. However, due to the significant increase in cell phone use, we will use a mixed mode telephone and online methodology for data collection, based on random address-based sampling.

Data will be collected on usage/non-usage of Boise-area public libraries, including frequency of use, use of and rating of current library services and interest in potential new services. Non-users will also be asked about barriers to their use of library services, and what libraries could do to turn them into users.

We expect the research to help us improve Boise-area library services by:

- Identifying barriers to use of library services
- Understanding which current library services are most desired/relevant
- Identifying desirable new library services
- Determining which community segments are well-served, under-served or not served.

## Sampling and Data Collection

The sampling and data collection methodology was changed from a Random Digit Dialing (RDD) telephone survey to ORC International's CDP Sampling™ process. This approach compensates for the proliferation of cell phone-only and primarily cell phone households by coupling the use of an address-based sample (ABS) with multiple modes of data collection.

In Boise, approximately two out of five (43%) residents only have a cell phone; an additional 12% primarily use a cell phone.

The CDP Sampling™ process, designed to reach all Boise households, uses phone and web-based surveys to achieve a more representative sample, and enhances respondents' experience with the survey by allowing them to respond through the channel they prefer, achieving response rates higher than would be achieved through a single approach.

Data collection began on September 7, 2011 and ended on September 23, 2011. Using ORC's CDP Sampling™ process, a total of 1,156 surveys were completed—778 completed by phone and 378 online.

## Respondent Characteristics and Weighting

Use of an address-based sampling frame and dual modes for data collection clearly result in a final sample that is more representative of the general population than a phone-only study. As Table 1 clearly illustrates, those responding online (that is, do not have a published landline telephone) were more likely than those reached by phone to be renters and residents of multi-family dwelling types. In addition, they are more likely to be younger. Nearly two-thirds (65%) of those responding on line were cell-phone only households.

While the resulting sample is more representative of the general population, weighting was used to further ensure that results reported appropriately represent key resident groups.

The weights were applied in two stages:

- The first-stage weight adjusted for the non-response between the two survey modes. Specifically, respondents were weighted by the inverse of the response rate for each survey mode.
- The second stage of weight is a post-stratification weight to make adjustments for imperfections in the sample and to ensure that the final sample represents the general population in Boise. Specifically, a post-stratification weight was applied to ensure that the region of the city, dwelling type, and gender and age distributions of the sample match all Boise residents. Population data were obtained from the 2010 Census and the Census Bureau's 2009 American Community Survey 1-year estimates.

**Table 1: Household Characteristics**

	Phone	Online	Total	Phone	Online	Total	Population*
	Unweighted			Weighted			
Home Ownership							
Own	88%	74%	83%	85%	67%	74%	61%
Rent	12%	26%	17%	15%	33%	26%	39%
Dwelling Type							
Single-family	87%	78%	84%	84%	70%	76%	75%
Multi-family	13%	22%	16%	16%	30%	24%	25%
Phone Type							
Cell Phone Only	1%	65%	22%	2%	71%	43%	31.7%
Landline and Cell Phone	82%	33%	66%	81%	27%	49%	(state-level)
Landline Only	17%	2%	12%	17%	2%	8%	

**Table 2: Demographics**

	Phone	Online	Total	Phone	Online	Total	Population*
	Unweighted			Weighted			
Gender							
Male	47%	37%	43%	55%	44%	48%	49%
Female	53%	63%	57%	45%	56%	52%	51%
Age							
18-34	8%	23%	13%	14%	32%	24%	32%
35-54	28%	47%	34%	33%	47%	42%	37%
55 Plus	64%	30%	53%	53%	21%	34%	30%
Region							
Boise Bench	18%	14%	17%	21%	17%	19%	19%
Southeast Boise	17%	21%	18%	15%	19%	17%	17%
Northwest Boise	18%	17%	18%	11%	10%	10%	10%
West Boise/West Bench	16%	14%	15%	29%	27%	28%	28%
Southwest Boise	15%	13%	15%	16%	12%	14%	14%
North/Northeast Boise	15%	21%	17%	9%	15%	13%	13%

\*Source for Population Figures: Population data are 2010 Census (dwelling type from 2009 American Community Survey 1-year estimates).

Estimates for cell phone only households are from the National Health Interview Survey (NHIS) Wireless Substitution State-level Estimates-January-December 2007.

Please note: There are resident groups that are not likely represented due to many reasons including but not limited to language barriers, generally non-participatory/disenfranchised residents, etc.

## Reporting Conventions

This flash report is meant to provide a snapshot of overall data, with comparisons between libraries and library user groups.

The final report will summarize each question from the 2011 Library Community Survey. In the final report:

- Tables and charts will provide supporting data
- Statistically significant demographic differences will be identified
- Community groups will be profiled

Complete documentation of results in the form of banner tabulations will be presented under separate cover.

Please note: the Ada Community Libraries at Victory and Lake Hazel have been combined for reporting purposes.

## Demographics of Users vs. Non-users

All respondents were asked: Have you used any of the following Boise Public Libraries in the past 12 months? Those who had are referred to as library users (77%) and those who have not are non-users (23%). Library users are more likely than non-users to be:

- Educated—about two-thirds (65%) have graduated college
- Social Networking Users—three out of five (60%) use a social networking site
- Employed full-time—about half (49%) have a full-time job
- Families—two out of five (40%) have child(ren) in the household
- Younger—more than a quarter (27%) are 18 to 34

**Table 3: Characteristics of Library User Status**

	<i>Library Users</i>	<i>Non-Users</i>		<i>Library Users</i>	<i>Non-Users</i>
<b>Gender</b>			<b>Education</b>		
Male	46%	56%	Some high school/HS	7%	15%
Female	54%	44%	Some college	28%	40%
<b>Age</b>			College graduate	65%	45%
18 to 34	27%	16%	<b>Household Composition</b>		
35 to 54	42%	40%	Adults Only	60%	72%
55 to 64	18%	20%	Family (with child(ren))	40%	28%
65 and Older	13%	24%	<b>Age of Children</b>		
<b>Income</b>			5 or under	55%	71%
Less than \$35K	27%	28%	6 to 11	51%	37%
\$35 to \$50K	19%	24%	12 to 17	38%	47%
\$50 to \$75K	19%	19%	<b>Region</b>		
\$75 to \$100K	14%	12%	Boise Bench	18%	22%
\$100K or More	21%	17%	Southeast Boise	17%	18%
<b>Own or Rent</b>			Northwest Boise	10%	13%
Own	73%	78%	West Boise/West Bench	29%	22%
Rent	27%	22%	Southwest Boise	13%	14%
<b>Employment Status</b>			North/Northeast Boise	13%	10%
Employed (Full-time)	49%	38%	<b>Use of Social Networking</b>		
Employed (Part-time)	7%	10%	Yes	60%	51%
Self-employed	9%	10%	<b>Use of ebooks or emags</b>		
Homemaker	8%	3%	Yes	39%	28%
Student	3%	4%	<b>Internet at Home</b>		
Retired	17%	26%	Yes	92%	87%
Unemployed	7%	9%	<b>Speaks Other Language</b>		
			Yes	18%	12%

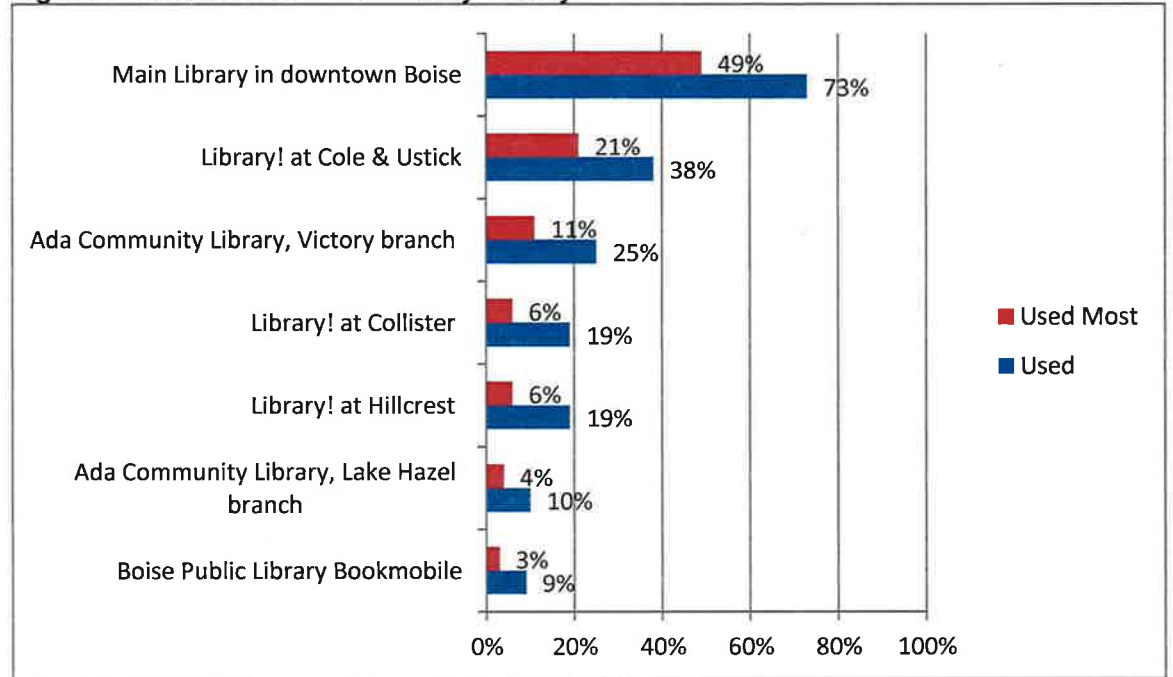
**Primary Library**

All respondents were asked if they had used any Boise City Public Library in the past 12 months. The corresponding figure has been rebased to exclude non-users. LIB0 was asked as a multiple response question, so percentages do not add up to 100%.

Respondents were then asked to select a library they use most often. This library was then established as their primary library and referred to throughout the balance of the survey.

As expected, the Main Library is the most used library. The second library with the most users is Library! At Cole & Ustick.

**Figure 1: Libraries Used vs. Primary Library**



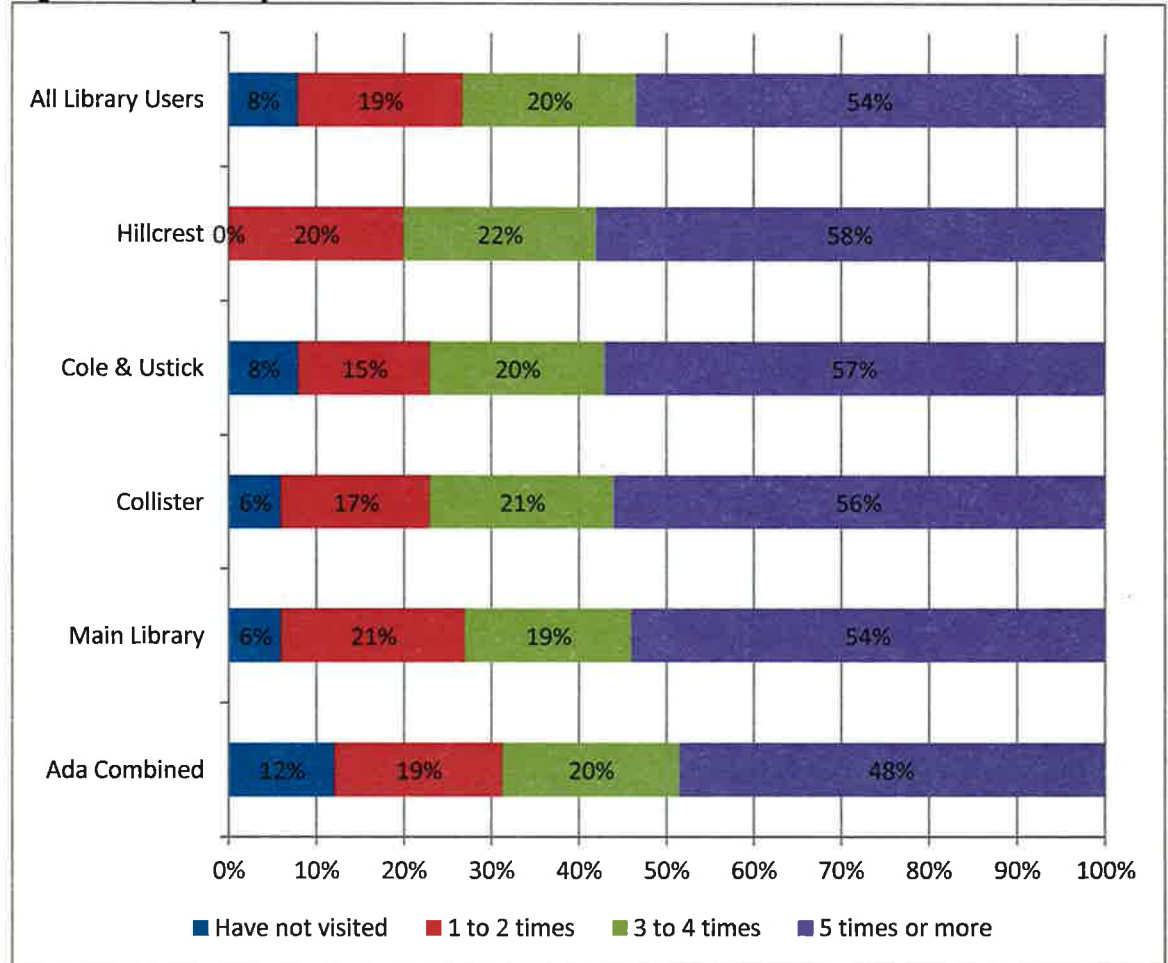
LIB0 - Have you used any of the following Boise City Public Libraries in the past 12 months, in person or online? (Base=library users)

**Frequency of Use**

More than half (54%) of all library users have visited their primary library five times or more in the past six months.

Frequency of visits by primary library varies only slightly with Hillcrest users visiting most often and Ada users visiting least often.

**Figure 2: Frequency of Use**



LIB2 - How often have you visited [PRIMARY LIBRARY] in the past six months? (Base=library users)

## Library Services Used

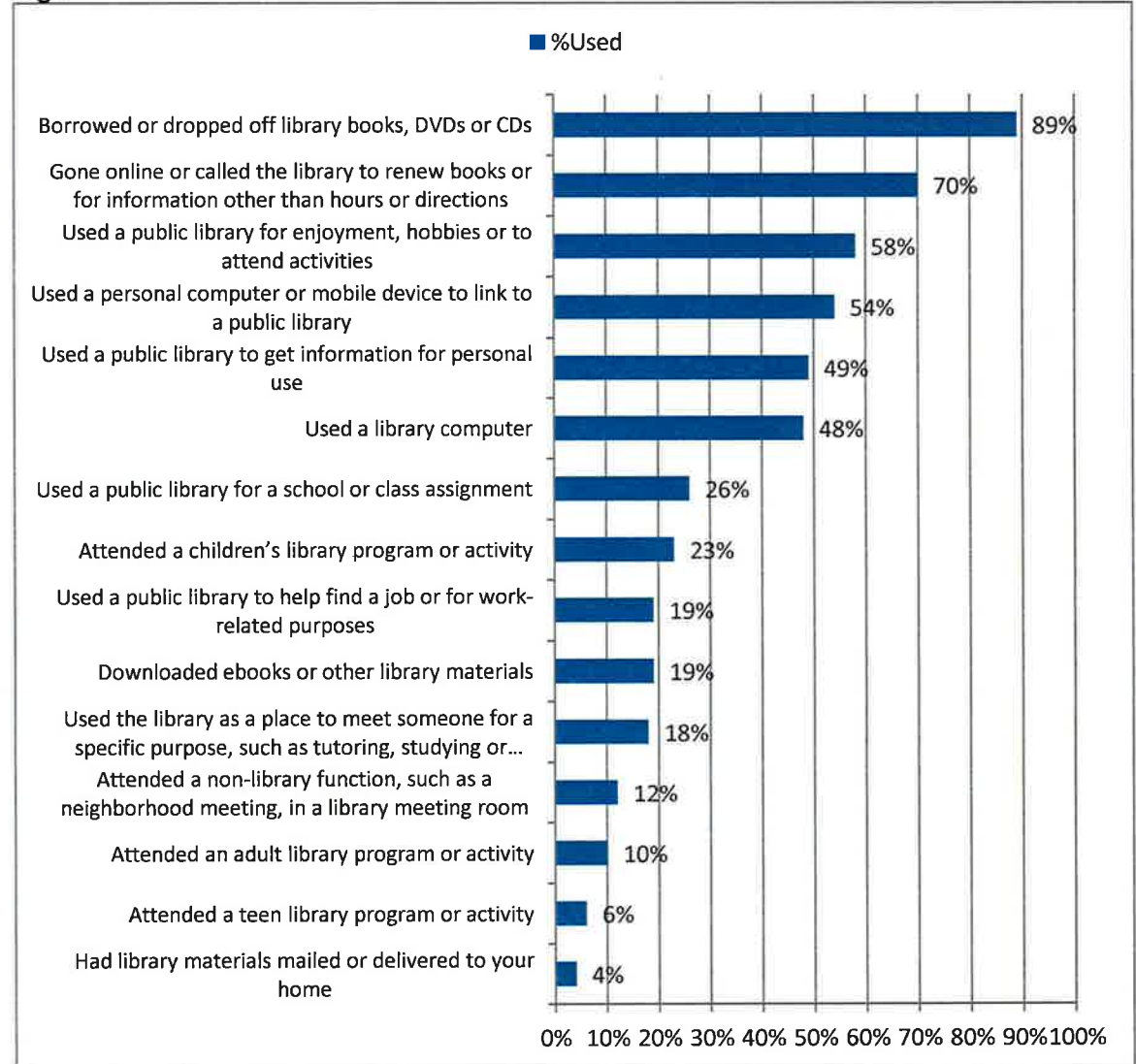
There are six services that approximately half (48% and more) of all library users have used. Almost nine out of ten (89%) users have borrowed or dropped off library books, DVDs, or CDs.

Overall, library users use an average of 5.04 services. Those who claim Library! At Hillcrest as their primary library use the most services with an average number of 5.93 services used.

**Table 4: Average Number of Services Used by Primary Library**

	Average Number of Services Used
Overall	5.04
Library! at Hillcrest	5.93
Library! at Collister	5.20
Ada Combined (Victory & Lake Hazel)	5.13
Main Library	5.07
Library! at Cole & Ustick	4.86

**Figure 3: Services Used**



LIB3 - In the past 12 months, have you, or has anyone in your household...(Base=library users)

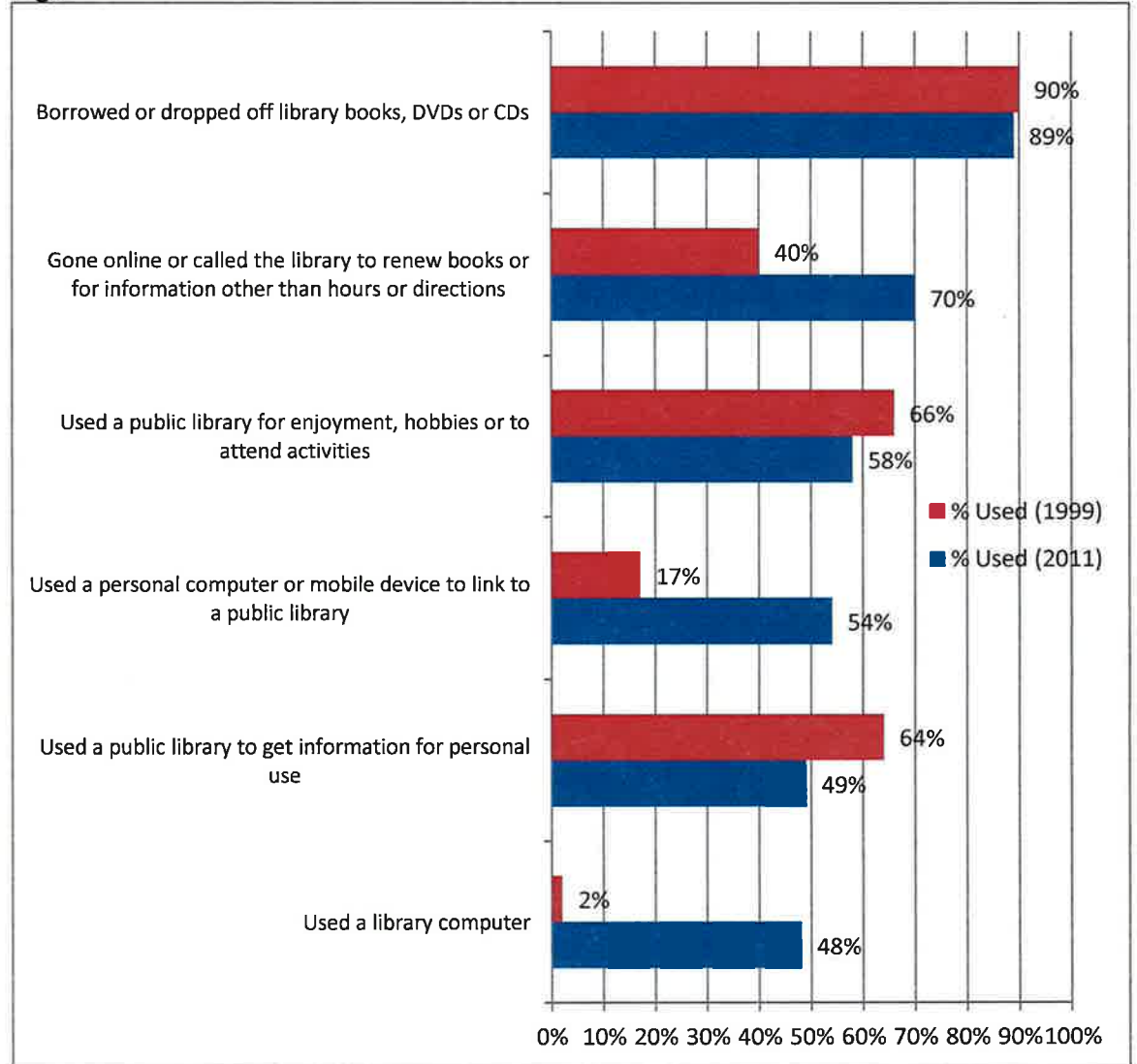
Aside from the expected changes due to technology, the current most used services are similar to those most used in 1999.

In the previous survey, the top three most used services were:

1. Borrowed/dropped off books
2. Enjoyment/hobbies/activities
3. Information for personal use

In 2011, more people are going online for information other hours or directions, using personal computers and mobile devices to link to the library, and using a library computer. As residents become more and more mobile and connected, these areas are expected to increase in terms of use.

**Figure 4: Services Used 2011 vs. 1999**



LIB3 - In the past 12 months, have you, or has anyone in your household...(Base=library users)

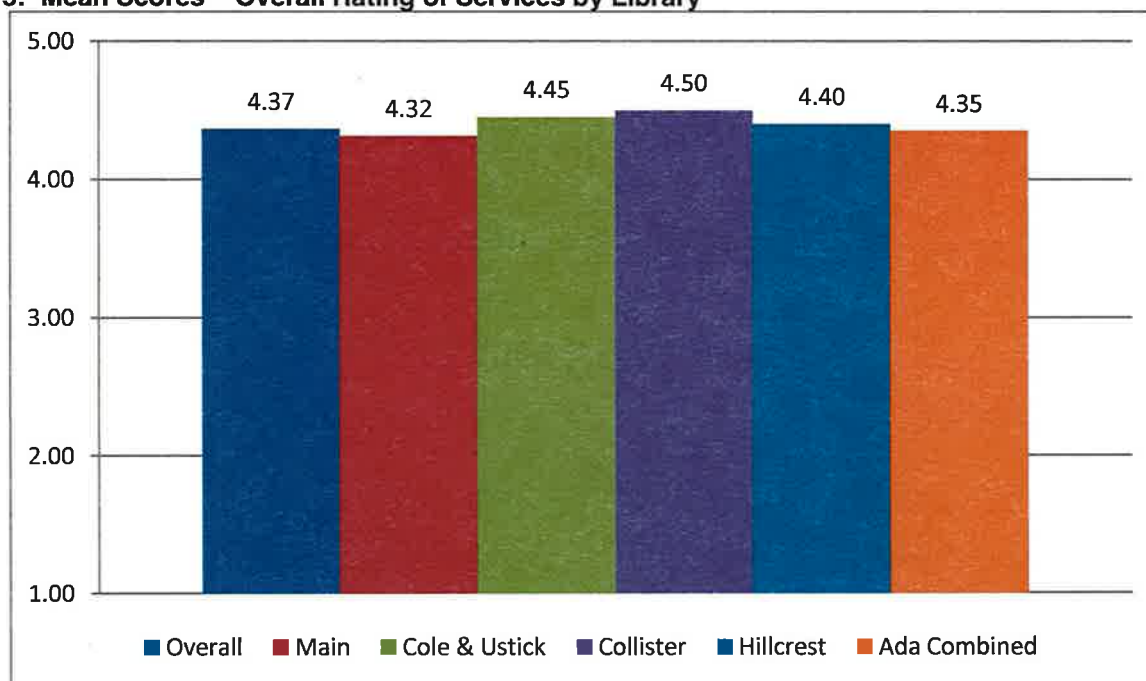
## Rating of Services

Overall, library users are happy with the services they have used, giving a mean score of 4.37.

Library users are most positive at Collister and Cole & Ustick. Both are statistically significant when compared to users' ratings at Main Library and Ada.

Ratings for individual services are presented on the next page.

Figure 5: Mean Scores – Overall Rating of Services by Library



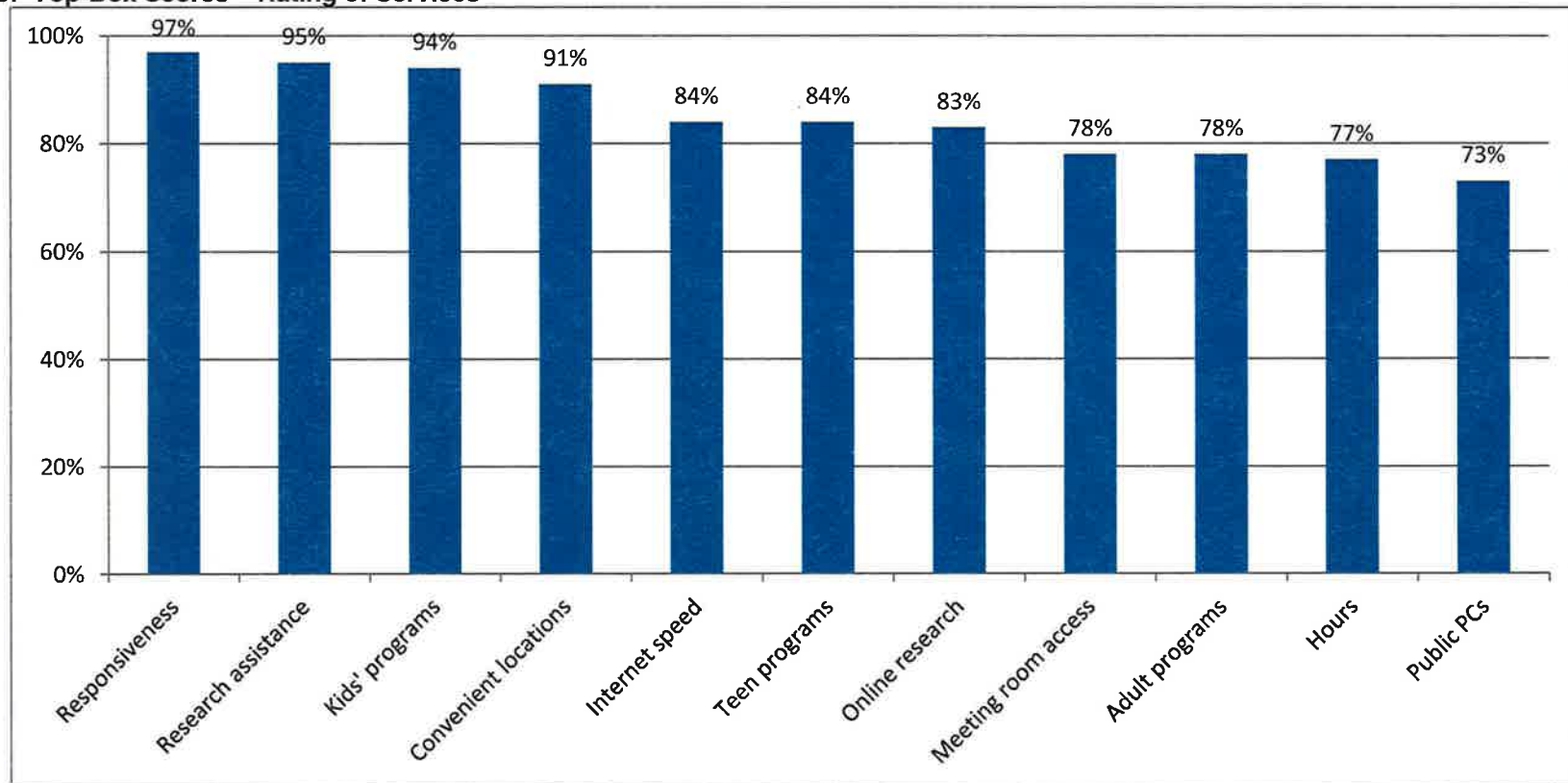
LIB5 and LIB6 – How would you rate any public library services that you have used ... (Base=library users)  
Mean scores are based on a five-point scale where "1" is "poor" and "5" is "excellent." The mid-point would be "3."

Ratings are generally high for all services. Library staff in particular receives the highest ratings for their responsiveness and assistance with research questions.

Programs and activities for kids are rated higher than those for teens and adults.

Although still generally high, ratings for the number of public PCs available for use received the lowest score.

**Figure 6: Top-Box Scores – Rating of Services**



LIB5 and LIB6 – How would you rate any public library services that you have used ... (Base=library users)  
Top-box scores (4 and 5) are based on a five-point scale where "1" is "poor" and "5" is "excellent."

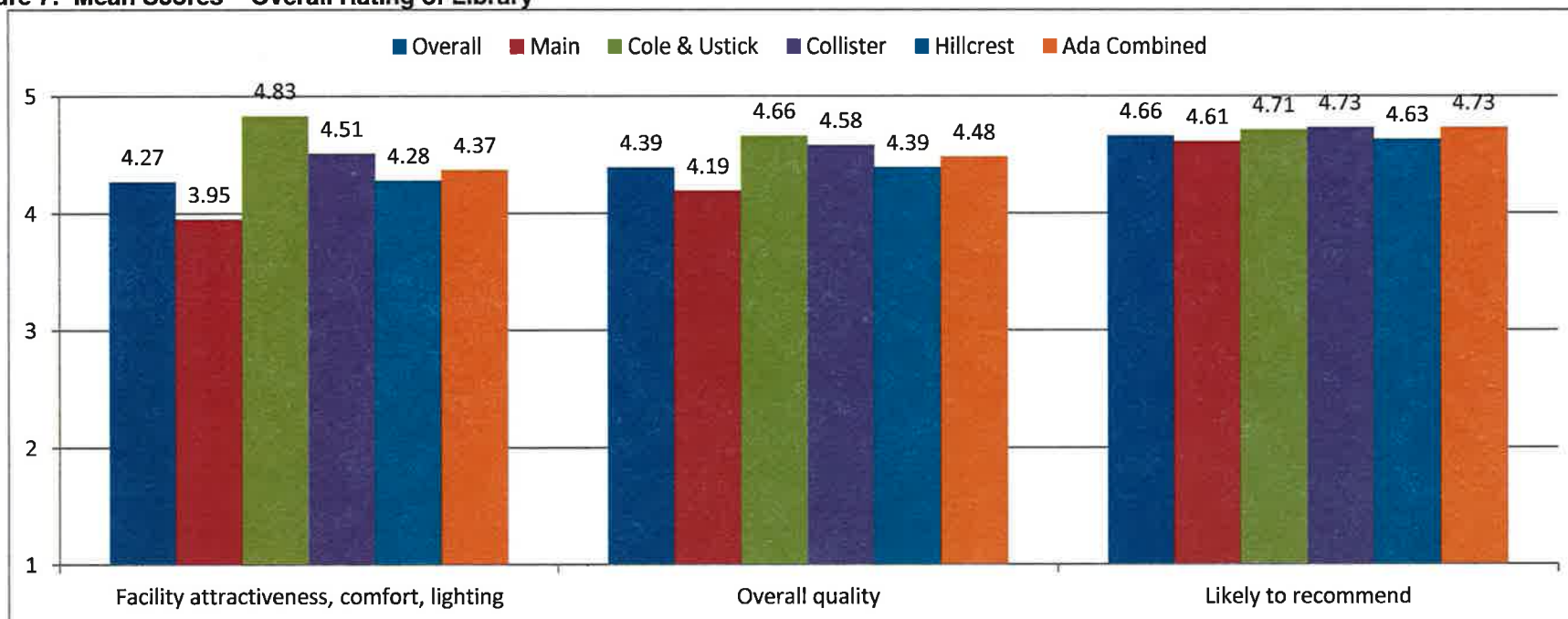
In addition to services, respondents were asked to rate the facility, overall quality of library, and likelihood of recommending their primary library to others.

For facility attractiveness, all libraries were rated significantly higher than the Main Library. The Library! at Cole & Ustick received the highest rating for attractiveness.

For overall quality, all libraries were rated significantly higher than the Main Library except for Hillcrest. Again, the Library! at Cole & Ustick received the highest rating for overall quality.

Library users at Collister and Ada are most likely to recommend their primary library to others.

**Figure 7: Mean Scores – Overall Rating of Library**



*LIB7 - How would you rate the [PRIMARY LIBRARY] facility, in terms of attractiveness, comfort, lighting, and so on?*

*LIB8 - How would you rate the overall quality of [PRIMARY LIBRARY]?*

*Mean scores are based on a five-point scale where "1" is "poor" and "5" is "excellent." The mid-point would be "3."*

*LIB9 - How likely are you to recommend [PRIMARY LIBRARY] to others?*

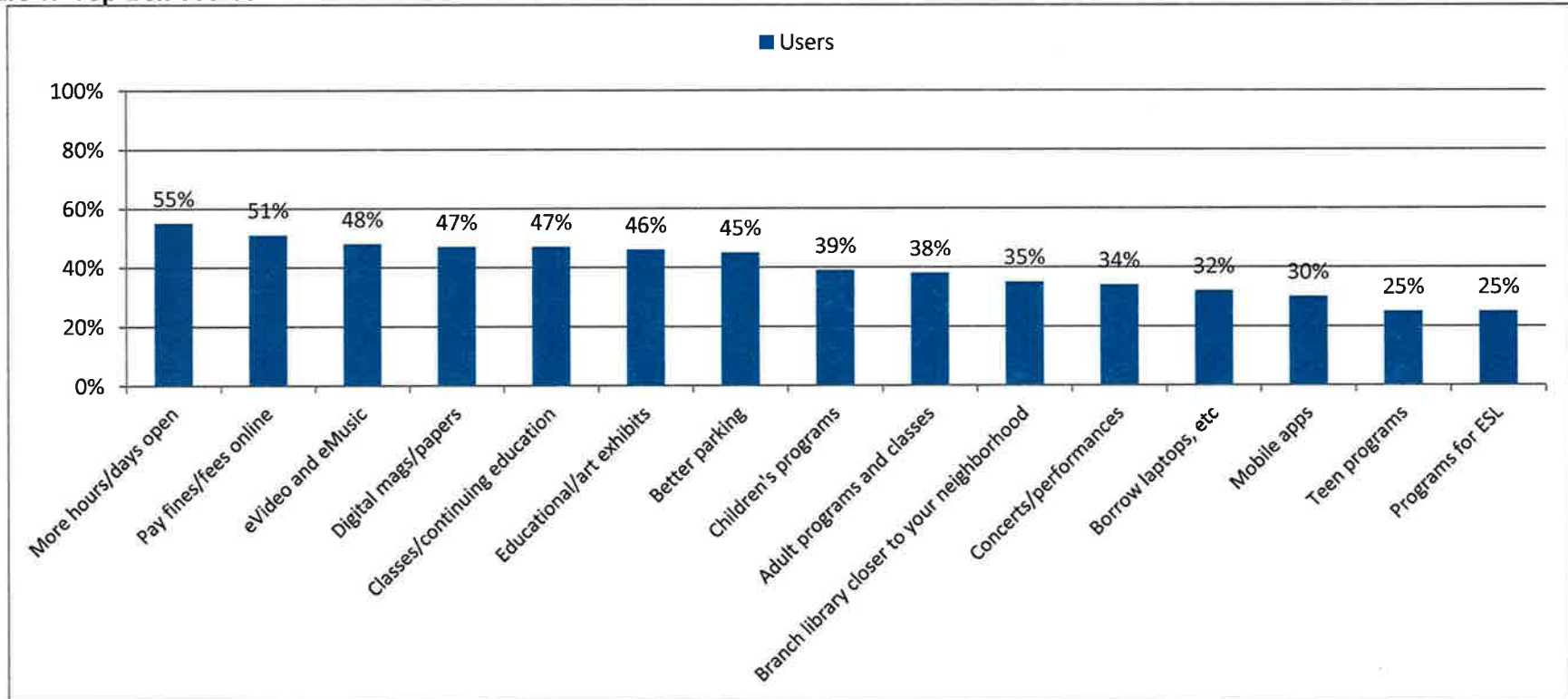
*Mean scores are based on a five-point scale where "1" is "not at all likely" and "5" is "extremely likely." The mid-point would be "3."(Base=library users)*

**Interest in Potential Services - Users**

In general, interest in potential services is not high, but as expected, higher for users than non-users. Interest is highest for basic services such as longer hours or more days open and ability to pay fines and fees online.

There is also fairly high interest for digital/online services such as eVideo and eMusic and digital magazines and newspapers.

**Figure 8: Top-Box Scores – Users’ Interest in Services**



LIB12 - How interested would you be in the following possible library services... (Base=library users)  
 Top-box scores (4 and 5) are based on a five-point scale where "1" is "not at all interested" and "5" is "extremely interested."

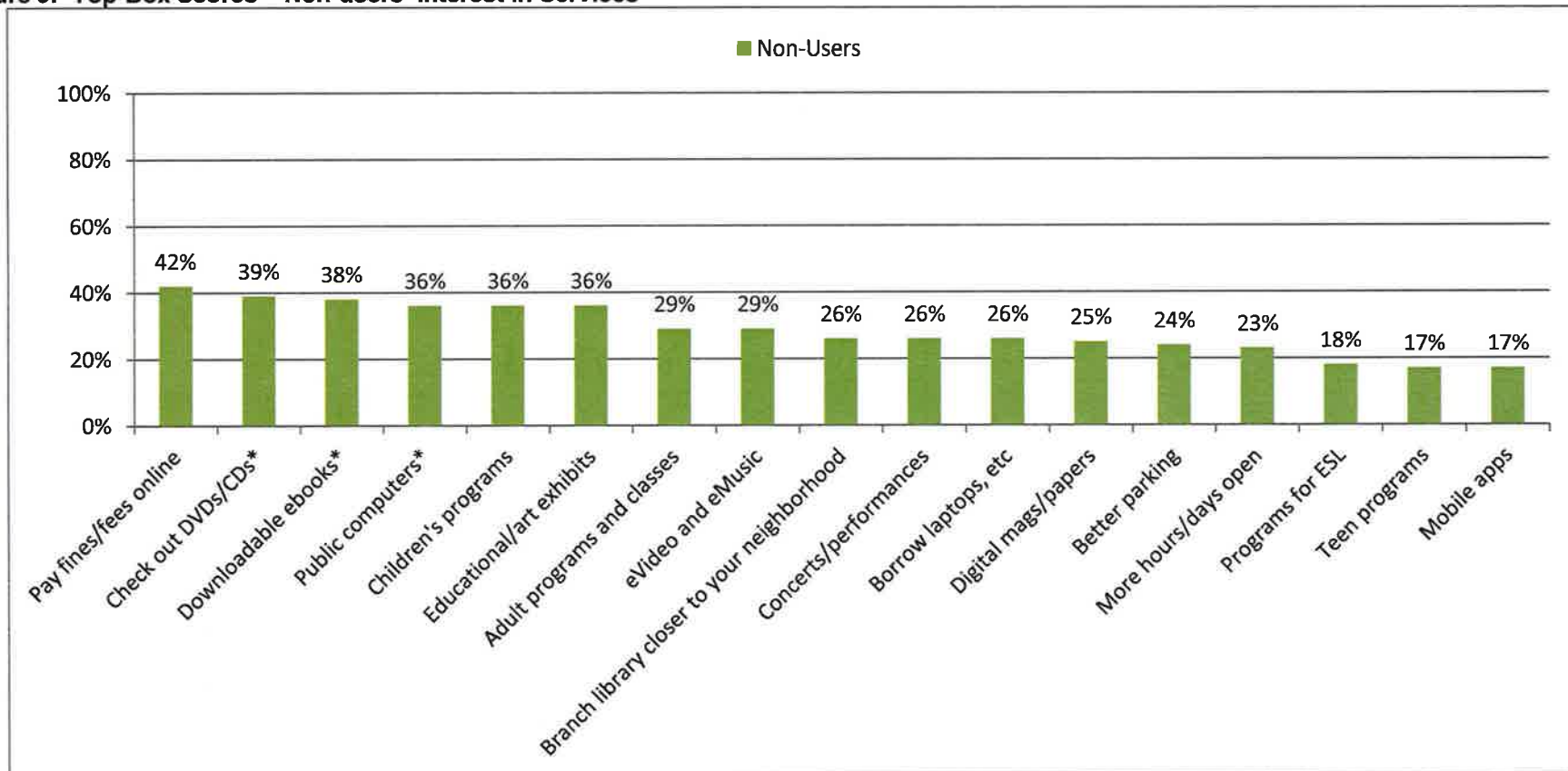
## Interest in Potential Services – Non-Users

Interest in potential services is lower than current library users, but not by much.

Interestingly, three out of non-users' top five most desired needs are services the library currently provides (indicated by asterisk), which suggests an opportunity to build awareness and draw this group to the library.

Both groups express an interest in educational and art exhibits.

**Figure 9: Top-Box Scores – Non-users' Interest in Services**



LIB22 - How interested would you be in the following possible library services... (Base=non-users)  
 Top-box scores (4 and 5) are based on a five-point scale where "1" is "not at all interested" and "5" is "extremely interested."

## Importance of Library Services

Both library users and non-users think it is most important for a public library to provide information and resources for students and others doing research. Users and non-users also believe the following are important:

- Books, movies, and music for people to borrow
- Spaces, programs, and materials for kids and teens
- Public computers and internet access
- Comfortable, welcoming spaces for reading and research
- Services for job seekers and career development

Non-users think providing large-scale educational or cultural exhibits is more important than library users.

**Table 5: Top-Box Scores – Importance of Library Services**

	Total	Users	Non-Users
Information and resources for students and others doing research	92%	94%	86%
Books, movies, and music for people to borrow	89%	92%	79%
Spaces, programs, and materials for kids	86%	88%	80%
Comfortable, welcoming spaces for reading and research	81%	83%	77%
Public computers and internet access	80%	81%	74%
Spaces, programs, and materials for teens	80%	82%	73%
Services for job seekers and career development	77%	77%	76%
Spaces, programs, and materials for adults	77%	80%	65%
Access to government forms and information	71%	70%	74%
Resources for personal use, such as health or financial information	67%	67%	64%
Space for public meetings and community events	64%	67%	54%
Online services such as magazine articles and books to download	63%	65%	56%
Resources for small businesses and entrepreneurs	58%	58%	59%
Services and materials for English language learners	51%	51%	51%
Large-scale educational or cultural exhibits	38%	38%	40%
Concerts and other performances	23%	24%	17%
Retail services such as coffee shops and gift stores	17%	18%	13%

LIB26 and LIB27 - How important do you feel it is that public libraries provide the following services... (Base=All respondents)  
 Top-box scores (4 and 5) are based on a five-point scale where "1" is "not at all important" and "5" is "extremely important."

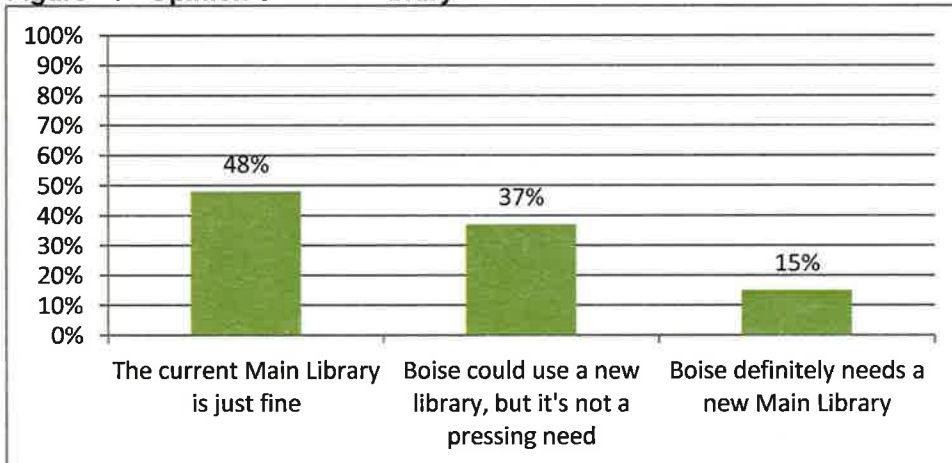
### Main Library and Neighborhood Branch Library

All respondents were asked where they would want to see the next neighborhood branch library. About one-third (31%) of respondents would like to see the next branch library in Southeast Boise. Approximately a quarter (22%) would like to see a branch library in the Boise Bench Area.

Preference for the location of the next branch library is largely driven by where residents live. Residents of Southeast Boise feel most strongly (85%) about having a new neighborhood branch library. Half (51%) the residents in North/Northeast Boise also feels strongly about having a neighborhood branch library.

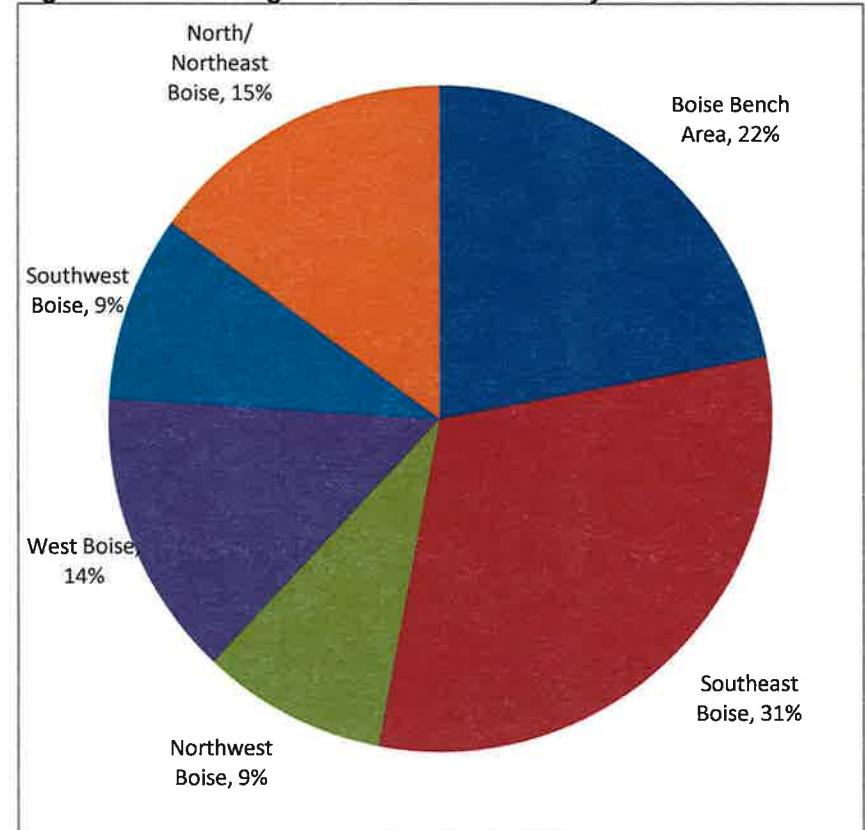
Respondents were also asked their opinion about Boise’s Main Library in downtown Boise. Almost half (48%) think the current main library is just fine. About two out of five (37%) think Boise could use a new library, but it’s not a pressing need.

Figure 10: Opinion on Main Library



LIB29 - Which of the following statements about Boise’s Main Library in downtown Boise reflects your opinion best? (Base=All respondents)

Figure 11: Next Neighborhood Branch Library



LIB28 - If we were to add another neighborhood branch library in Boise, where do you think it should be located? (Base=All respondents)