

2010 Public Opinion Survey: Library Use and Satisfaction

Conducted by Indiana University's Survey Research Center

BACKGROUND

As part of the next Johnson County Public Library High Energy Plan, we should review the Public Opinion Survey conducted in 2010. This survey was intended to collect data on library usage.

The survey was commissioned by the Johnson County Public Library Board and conducted by Indiana University's Survey Research Center in Indianapolis.

The sample of 300 respondents was ordered from six zip codes in Johnson County, Indiana (46131, 46142, 46143, 46106, 46181, and 46184). If respondents lived in the zip code 46142/46143 they were asked whether they lived in the library district of JCPL or Greenwood. If they lived in Greenwood's library district or they did not know, they were ineligible for the study. Respondents were also asked if they were registered voters in Johnson County, Indiana.

Data collection began Monday, November 8 and ended Friday, November 12, 2010. All interviews were conducted in English by trained interviewers. The survey had a 20 percent response rate. It took 3,642 calls to 2,571 different numbers to achieve 300 completed phone interviews.

FINDINGS

The following is a summary of findings provided by Indiana University researchers. This information could be useful to determine public mandates and goals.

1. Almost 80 percent of respondents reported using the library in the past year.
2. Over 50 percent of respondents reported that they regularly use the White River Branch while 28 percent report regularly using the Franklin Branch.
3. Over 70 percent of respondents who used the library in the past year used books or magazines.
4. The library was used second most for music and movies followed by children's programming, computers/Internet and other programs/seminars.

5. The library's least used resource is the historical/genealogy room – although over 10 percent of respondents said that they did use that resource. Over half (59 percent) of respondents who used the historical/genealogy room found those resources to be extremely valuable.
6. Of those who used books/magazines, 64 percent said they find that resource extremely valuable while 35 percent find it somewhat valuable. Only 1 percent of respondents who used the books/magazines at the library said they were not at all valuable.
7. All respondents who used movies/music said that they were at least somewhat valuable with about half saying "extremely valuable."
8. The majority (67 percent) of respondents said that computers/Internet services were extremely valuable. Less than 2 percent of those who used those services found them not at all valuable.
9. Almost $\frac{3}{4}$ (73 percent) of all respondents who used children's programming said it was extremely valuable.
10. Over half (56 percent) of respondents who used other programming or seminars found those resources to be extremely valuable.
11. All in all, Johnson County registered voters use the library and find the library's resources that they use valuable.
12. Overall, it is clear that of the individuals who do not regularly use the library, the vast majority of their non-use has nothing to do with the perceived quality of the library or its resources.

Note: Data tables and verbatim comments are available upon request.