
Daniel Boone Regional Library

2019 Community Survey

Executive Summary Report

Overview and Methodology

During the summer of 2019, ETC Institute administered a survey for the Daniel Boone Regional Library (DBRL). The purpose of the survey was to help the Library identify ways to improve the quality of services and identify priorities for its strategic planning process. The survey was designed to obtain statistically-valid results from Boone and Callaway Counties.

A seven-page survey was mailed to a random sample of households in Boone and Callaway Counties. The City of Centralia was excluded from the Boone County sample. Approximately ten days after the surveys were mailed, residents who received the survey were contacted by email to encourage participation. The goal was to obtain a total of at least 1,200 completed surveys. This goal was far exceeded, with a total of 1,365 surveys being completed. The results for the random sample of 1,365 households have a precision of at least $\pm 2.6\%$ at the 95% level of confidence.

This report contains:

- an executive summary of the methodology and major findings
- charts depicting the overall results of the survey
- Importance-Satisfaction analysis
- tabular data for all questions on the survey
- a copy of the survey instrument

Major Findings

- **Satisfaction with Library Programs and Facilities is High.** A majority of those surveyed were satisfied with all 25 library services that were assessed on the survey (ratings of 4 or 5 on a 5-point scale, where 5 means “very satisfied”). Fewer than 6% were dissatisfied with any of the services that were rated. The programs and services with the highest satisfaction ratings, based upon the combined percentage of “very satisfied” and “satisfied” responses, were: the service provided by staff (97%), the quality of best-selling and new books (93%), the convenience and ease of use of online catalog (89%), how easy it is to find nonfiction or research information (86%), and the quality of programs for children (84%). There were twelve areas with significant increases in satisfaction (change of 3% or more) compared to the 2014 survey.
- **Library Programs and Services that Need the Most Improvement.** More than half (67%) of those surveyed did not think any library programs or services needed to be improved. This finding was consistent with the high level of satisfaction with library services. Among those who thought improvements were needed, the three most important improvements were: (1) quality of best-selling and new books, (2) quality of the eBook collection, and (3) quality of the DVD collection.
- **Overall Satisfaction with the Library System is High.** Ninety-two percent (92%) of those surveyed were satisfied with the overall quality of public library services, which is a significant increase from 2007 (86%) and a slight decrease from 2014 (93%). Other aspects of the Daniel Boone Regional Library System that residents were most satisfied with include: value of library services received for tax dollars (87%) and how close public libraries are to home (86%).
- **Residents Generally Think They Receive Good Value for Their Library Taxes.** Eighty-seven percent (87%) of those surveyed were satisfied with the overall value they receive for the taxes they pay to support libraries. This is up 4% from 83% in 2014. Only 4% were dissatisfied and 11% gave a “neutral” rating. The national average for satisfaction with the value residents receive for the taxes they pay to support local governments is 37%, so DBRL rated 50% above the national average. Also, the 83% satisfaction rating with the overall value received for taxes paid to support libraries was a 17% increase from 2007.

- **Residents Think Libraries Are Important to the Community.** Ninety-eight percent (98%) of those surveyed agreed with the statement, “I think libraries are important to our community,” which is an increase from 97% in 2014. Only 1% disagreed and 1% gave a “neutral” rating which is consistent with the 2014 survey findings.
- **Library Usage Is High.** Eighty-four percent (84%) of those surveyed have used library services during the past year. This is a 2% decrease from 86% in 2014. Of the 84% of respondents that have used library services, 86% have checked out books, 31% have shopped Friends of Library book sales, 30% have checked out DVDs, 30% have received help finding information or materials from staff, and 28% have used the computers.
- **Improvements to Library Programs and Facilities that Residents Support Most.** Based on the sum of their top three choices, the improvements to the library system that residents would support most were: (1) adding to the library collection, (2) expanding options available through the website, and (3) adding more library programs.

Other Findings:

- 60% of those surveyed visit the Columbia Public Library most often.
- The most frequently-mentioned sources where respondents get information about local events are: watching local TV news (22%), Facebook (21%), and reading the print edition of the newspaper (19%).
- The most frequently-mentioned sources where respondents get information about the library are: “About Your Library” newsletter (26%), the library’s website (18%), and the “At Your Library” program guide (12%).