

ROUND ROCK PUBLIC LIBRARY SURVEY

OCTOBER/NOVEMBER 2012

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**ROUND ROCK
PUBLIC LIBRARY SURVEY**

October/November 2012

Prepared for

Round Rock Public Library

Round Rock, Texas

Prepared by

OPINION RESEARCH SPECIALISTS, LLC

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EXECUTIVE SUMMARY

Results from the October/November 2012 Round Rock Public Library Survey, based on 401 completed telephone interviews, were conducted October 25–November 3, 2012 with Round Rock, Texas residents who had not visited the Library in the past 12 months. Cell phone users comprised 25% of the completed interviews, while Spanish-speaking respondents comprised 28%. Overall survey results have a margin of error of +/- 5% (95% confidence interval). The survey was designed, conducted, and analyzed by **Opinion Research Specialists, LLC** of Springfield, Missouri. Survey findings are summarized below.

Reasons for Not Using the Round Rock Public Library in Past 12 Months

- The vast majority of respondents indicated they had not used the Library in the past 12 months because they had their own computer and Internet access at home or work (87%) and/or purchased their own books, magazines, CDs, and DVDs (75%).
- 45% did not have the time, 33% were not interested, and 24% said they lacked information about library programs/materials. Inconvenient parking was an issue for 16% of respondents and 14% used another library.

Demographic Analysis

- College graduates and higher-income respondents were significantly more likely than high school graduates and low-income respondents to not use the Round Rock Public Library because of home/work computer and Internet access and because they purchased their own library materials.
- Households with children were significantly more likely than households without children to use a library other than Round Rock Public Library.
- Older respondents were much more likely than younger respondents to cite health issues as a reason for not visiting the Library.
- Inconvenient library hours were more frequently mentioned by younger rather than older respondents as a reason for not visiting the Library.

Main Reason for Not Using the Round Rock Public Library

- Responses to this open-ended question yielded a variety of comments including lack of time (80 respondents), computer/Internet access at home or work (53 respondents), library usage fee for those living outside the city (43 respondents), and numerous comments indicating respondents purchased their own materials (e.g., books, magazines, DVDs, e-books, etc.).

Overall Impression of the Round Rock Public Library

- 95% of respondents had either a “very favorable” (56%) or “somewhat favorable” (39%) impression of Round Rock Public Library, while 5% held an unfavorable impression. (Note: 33% were not familiar enough with the Library to provide a rating.)

Demographic Analysis

- Respondents most likely to hold a “very favorable” overall impression of the Library were those less formally educated and those with low household incomes (at least 80% held “very favorable” impressions).
- Latino respondents were significantly more likely than White respondents to have a “very favorable” overall impression of the Library (72% compared to 48%, respectively).

INTRODUCTION

This study was commissioned by the Round Rock Public Library to assess the opinions and perceptions of library non-patrons to assist the Library in its long-range planning efforts. The survey was designed, conducted, and analyzed by **Opinion Research Specialists, LLC** of Springfield, Missouri.

SURVEY DESIGN AND METHODOLOGY

Survey results are based on 401 completed telephone interviews with adult residents of Round Rock, Texas who had not visited the Library within the past 12 months. Up to three attempts were made to contact each randomly selected respondent during the calling period. To enhance the validity of the survey findings, 25% of the completed interviews were conducted with cell phone users and 28% with Spanish-speaking respondents.

Telephone interviews were conducted October 25–November 3, 2012 from Opinion Research Specialists' phone bank facility in Springfield, Missouri and averaged three minutes in duration.

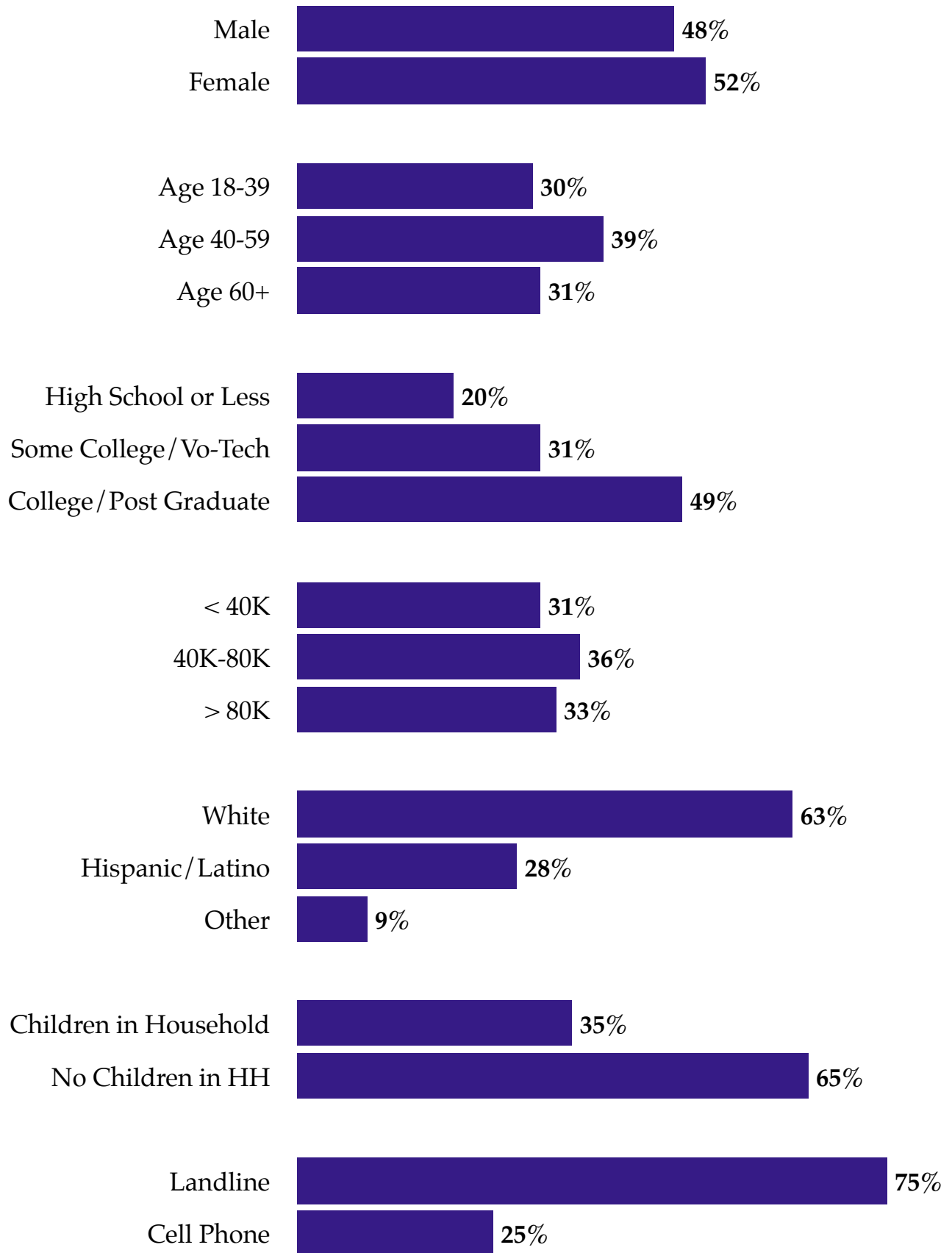
INTERPRETATION OF DATA

Overall survey results, based on 401 completed telephone interviews have a margin of error of +/- 5% at the 95% confidence interval. For example, if a response listed in the report is 60%, one can be 95% confident that the “true” percentage, that which would have been obtained if every Round Rock Public Library non-patron had participated in the survey, is between 55% and 65%. Margin of error increases when subsets of the total sample are analyzed (e.g., male vs. female respondents).

Some percentages in the report may not add to exactly 100% due to rounding.

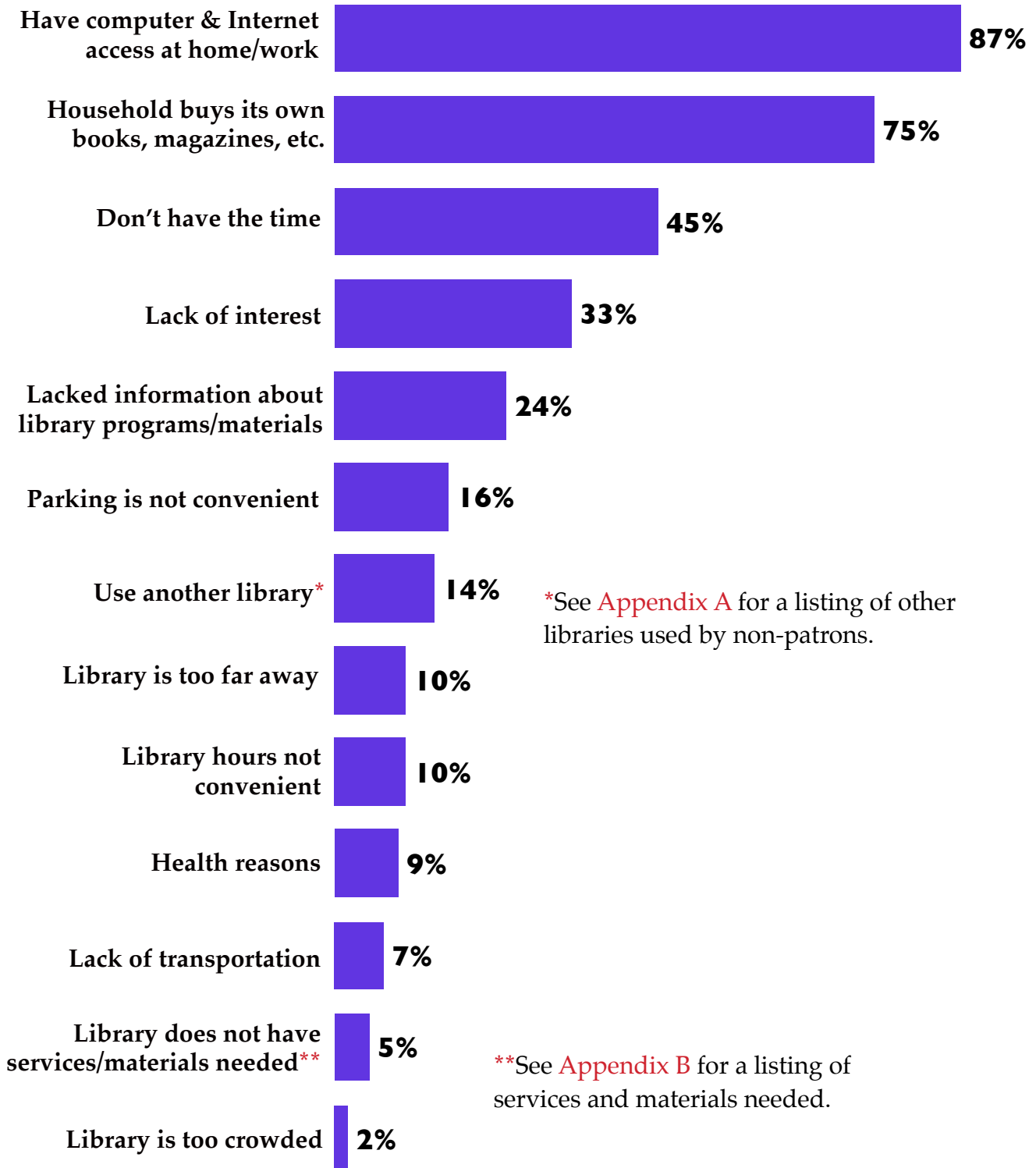
SURVEY RESULTS

DEMOGRAPHIC PROFILE OF NON-PATRON RESPONDENTS

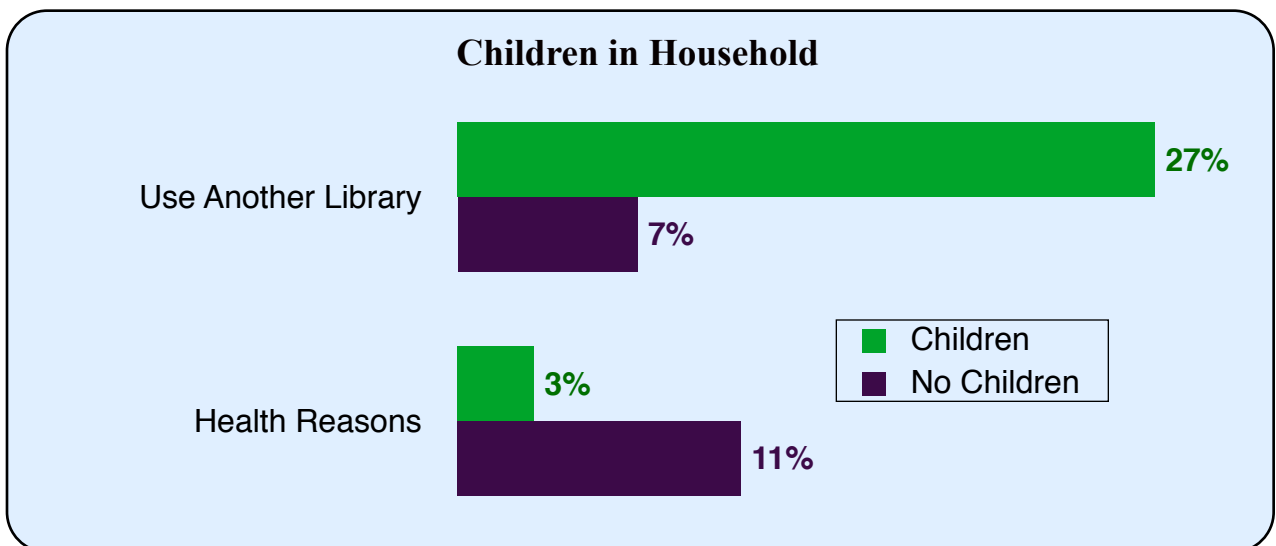
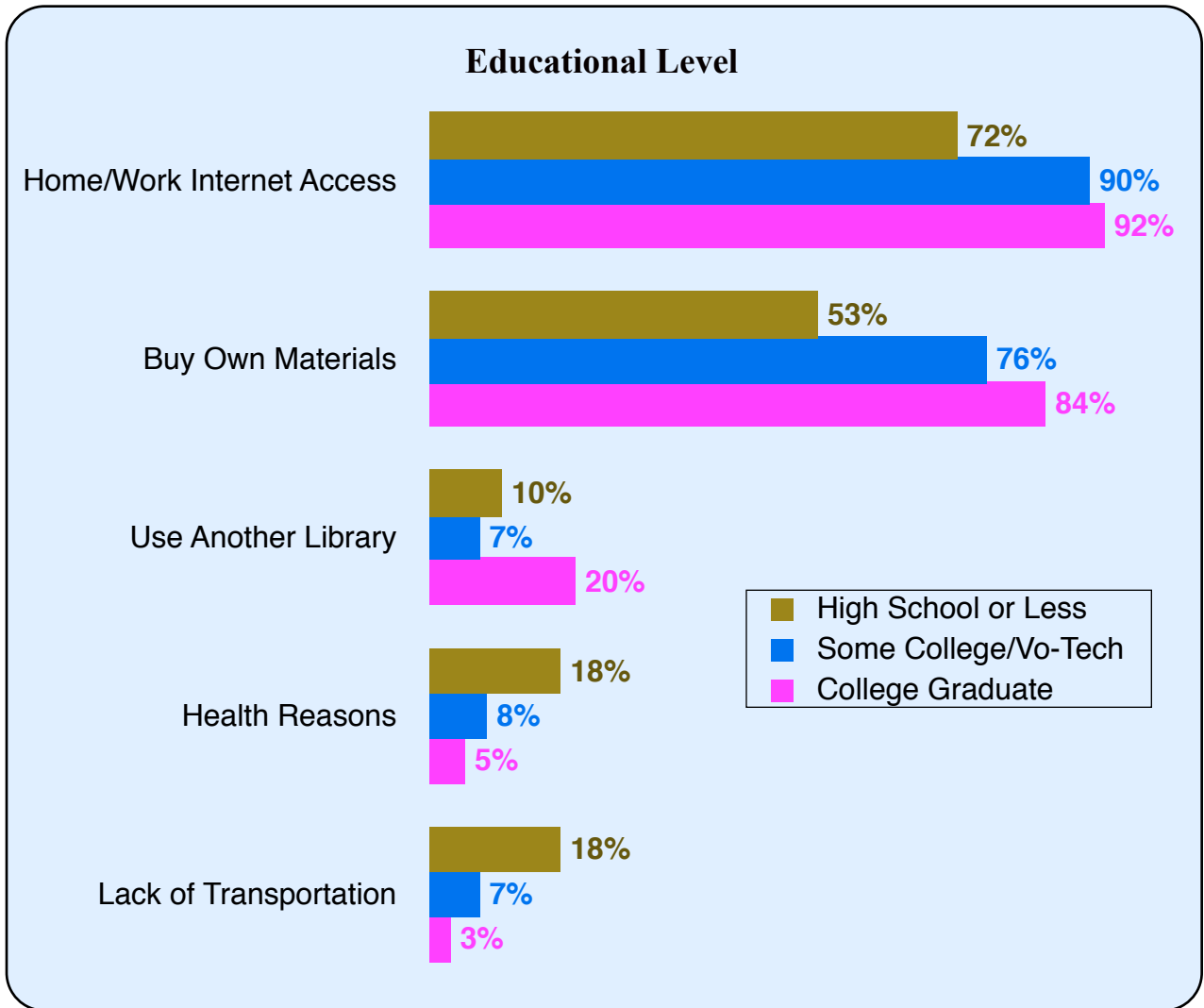


Reasons for Not Using the Library in Past 12 Months

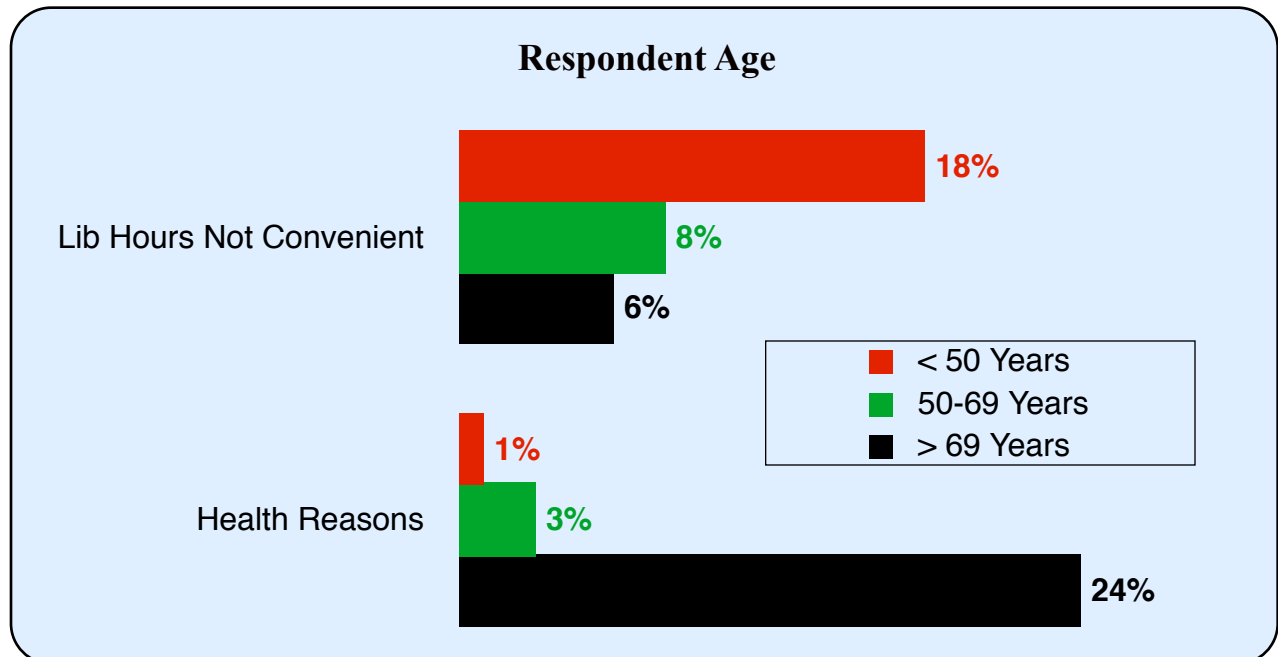
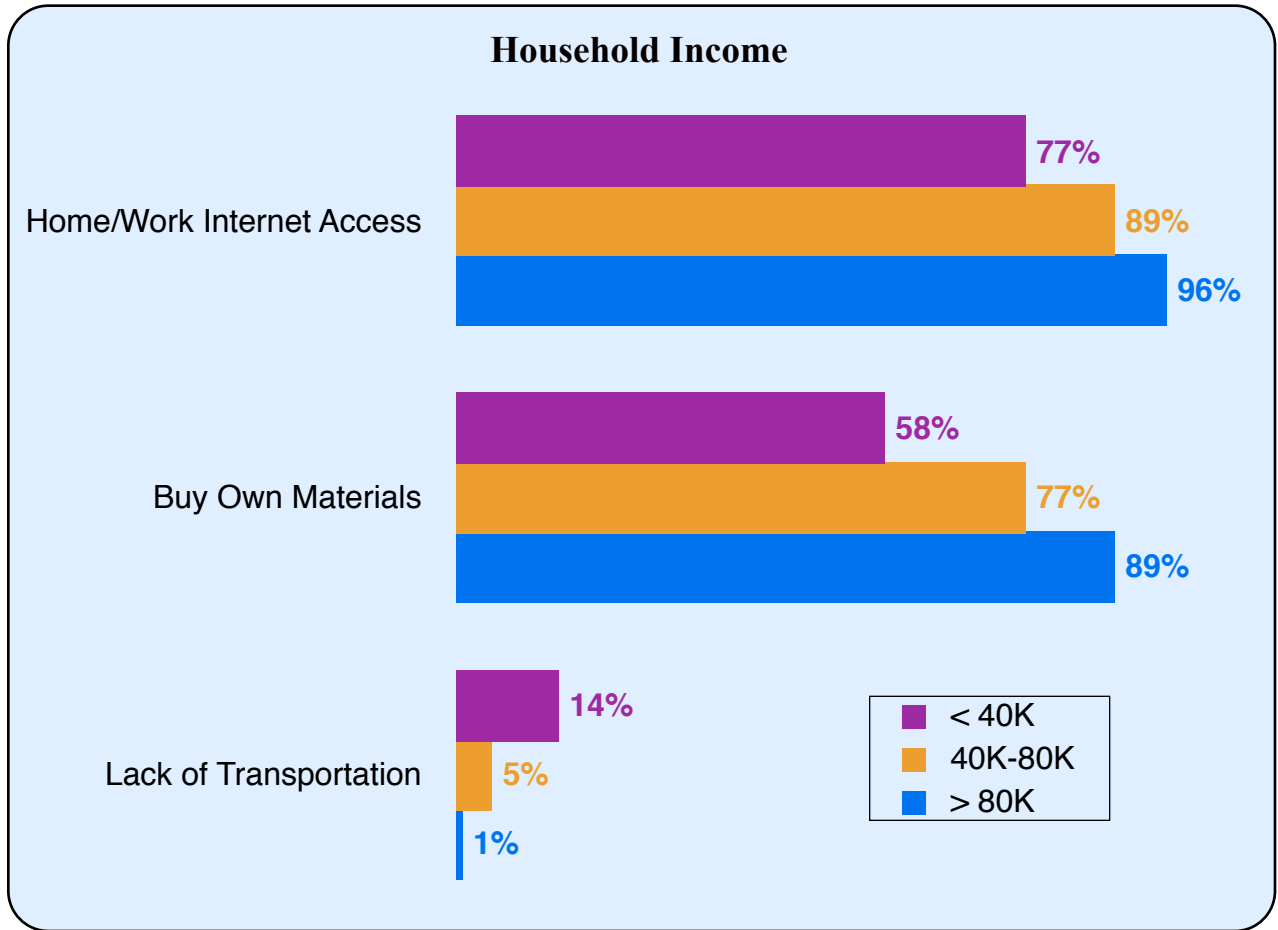
The primary reasons for not visiting the Round Rock Public Library in the past 12 months included computer/Internet access at home/work (87%) and households bought their own books, magazines, CDs/DVDs (75%), while 45% did not have time, 33% were not interested, and 24% lacked information about the Library.



Reasons for Not Using the Library in Past 12 Months by Demographics



Reasons for Not Using the Library in Past 12 Months by Demographics



Main Reason for Not Using the Round Rock Public Library

Respondents were asked to identify the “main” reason they do not use the Round Rock Public Library. Comments to this open-ended question are categorized and listed below. Some respondents made more than one comment. See [Appendix C](#) for a complete listing of individual comments.

Lack of time: 80 comments

Have our own computer and/or Internet access: 53 comments

Would have to pay a fee to use the Library: 43 comments

Have our own e-reader/Kindle/Nook: 35 comments

Buy our own books, etc.: 30 comments

No need for the Library: 30 comments

Lack of interest: 28 comments

Have health issues: 24 comments

Use another library: 22 comments

Have our own resources: 19 comments

Lack of transportation: 19 comments

No children at home: 18 comments

Library is too far away: 16 comments

Convenient/easy access to materials from home: 15 comments

Lack of awareness of Round Rock Public Library/Lack of information about Library and its services: 15 comments

Don't have Spanish speaking employees or materials: 9 comments

Inconvenient library hours/Hours conflict with work schedule: 9 comments

New to the area: 8 comments

Don't like the parking at the Library: 7 comments

Specific aspects of Round Rock Public Library*: 7 comments

Have everything we need or want at home: 5 comments

Have other interests: 4 comments

Were told we could not join: 4 comments

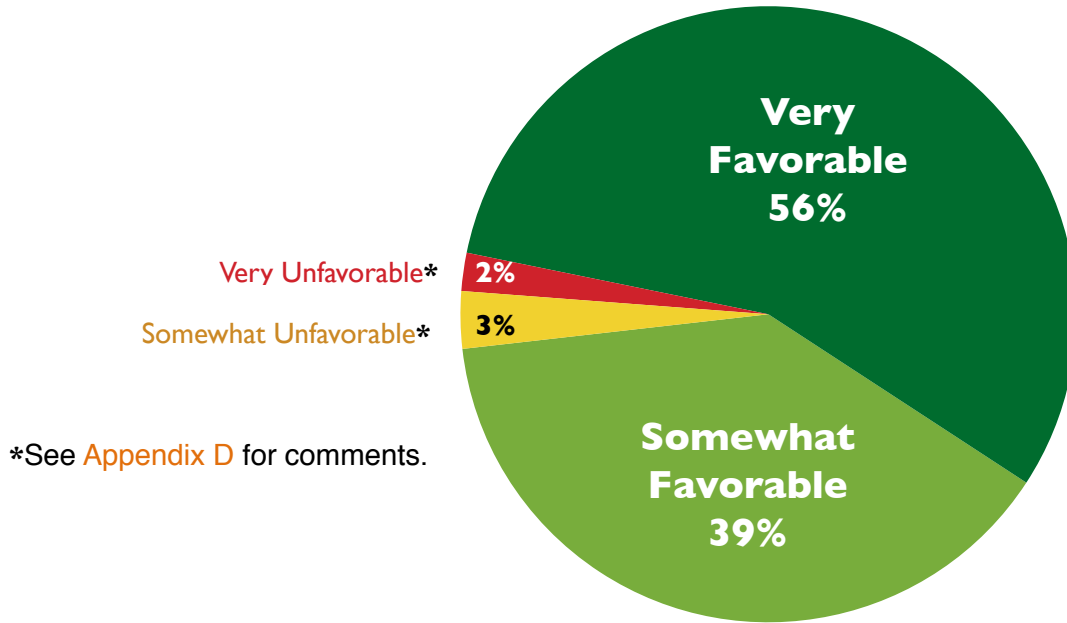
Don't think of it: 3 comments

Previous problem with library card or ID: 2 comments

*Library needs to be bigger, need more computers and they need to be faster/upgraded, limited resources, lack of book availability-especially new books, hard to find things at the Library/need better organization, need extended library hours, don't know how to use the library computer.

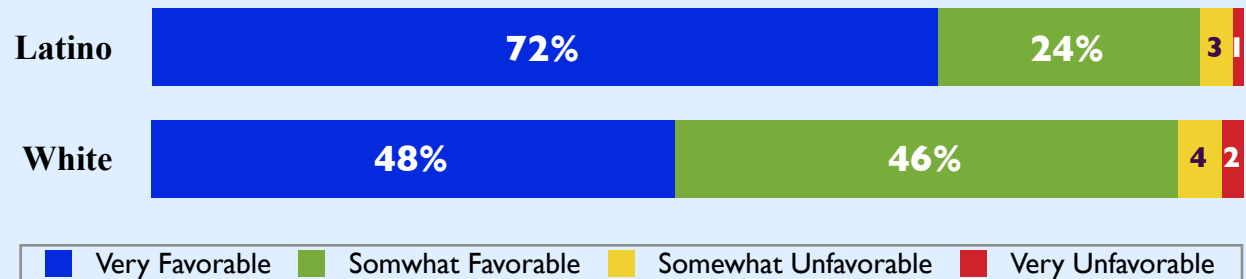
Overall Impression of the Round Rock Public Library

Nearly all respondents (95%) had either a “very favorable” (56%) or “somewhat favorable” (39%) overall impression of the Round Rock Public Library. **Note:** 33% of non-patrons were not familiar enough with the Round Rock Public Library to provide an overall impression rating.



Overall Impression by Race/Ethnicity

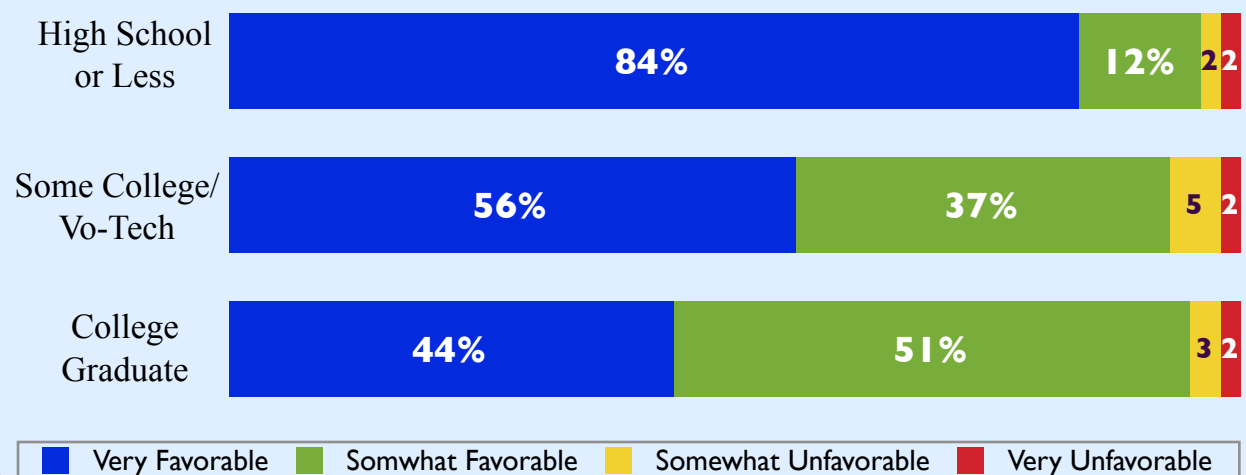
Latino respondents were significantly more likely than White respondents to have a “very favorable” overall impression of the Library (72% compared to 48%, respectively). However, “favorable” impressions (“very” + “somewhat”) were nearly identical among these two groups (96% v. 94%, respectively).



Overall Impression of Round Rock Public Library by Demographics

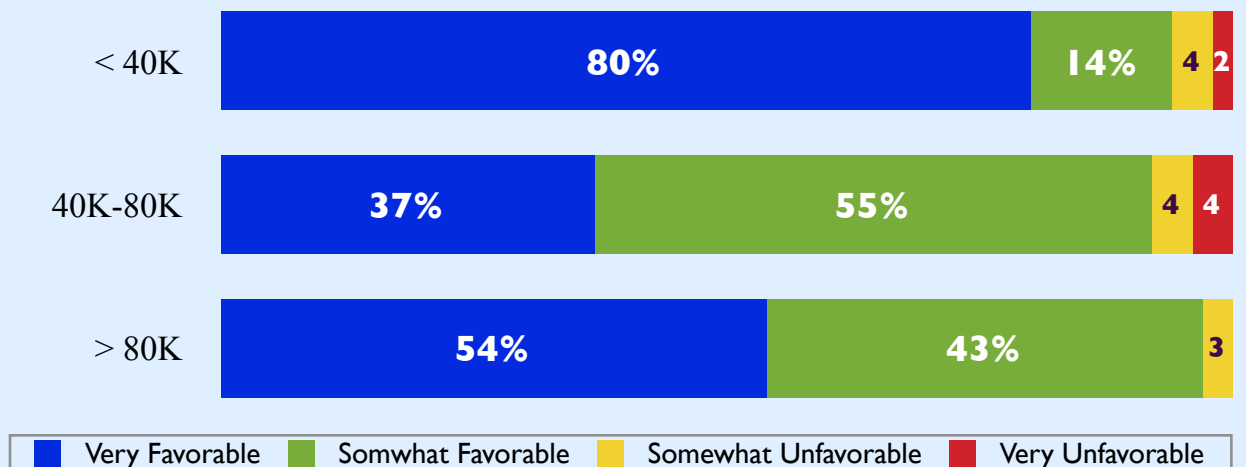
Overall Impression by Educational Level

Regardless of educational level, over 90% of respondents had a favorable overall impression of the Round Rock Public Library. However, respondents with a high school education (or less) were nearly twice as likely as college graduates to hold a “very favorable” overall impression (84% compared to 44%, respectively).



Overall Impression by Household Income

Regardless of household income, over 90% of respondents had a favorable overall impression of the Round Rock Public Library. However low-income respondents were more likely than higher-income respondents to have a “very favorable” overall impression (80% compared to 37% and 54%, respectively).



APPENDICES

APPENDIX A

Libraries Used Other Than the Round Rock Public Library

Austin Community College—3 comments.

Austin Public Library—5 comments.

Bluebonnet Elementary School—2 comments.

Brushy Creek Elementary School—2 comments.

Cactus Ranch Elementary School.

Cedar Park Public Library—8 comments.

Children's school libraries—3 comments.

Chisholm Trail Middle School.

Church library.

Caldwell Heights Elementary School.

College library.

Elementary school library—3 comments.

Forest Creek Elementary School.

Georgetown Public Library—3 comments.

Great Oaks Elementary School.

Hopewell Middle School.

Lander.

Old Town Elementary School.

Parkwood Meadows Library (Senior Independent Living).

Pflugerville.

Public schools—2 comments.

Robertson Elementary School.

Round Rock High School—2 comments.

School library—2 comments.

St. Edward's University.

Texas State University.

University of Texas—4 comments.

APPENDIX B

Materials or Services Needed at the Round Rock Public Library

Mandatory reading materials for high schoolers.

Newer novels for adults, teens, and children and more availability.

Does the library have e-books?

They need books online to download to e-reader.

Need better genealogy materials.

Certain reference materials.

Anything for gays and lesbians.

The resources at Round Rock Public Library are just *way* too limited. Too restricted and limited in what is available.

Access research journals online.

Offer classes on how to use the computers there and someone who speaks Spanish who could help me with the computers.

I use very specialized materials (on water chemistry).

Years ago when our children were in middle school we found the Round Rock Public Library did not have the resources and materials they needed for school so we stopped going there and just use our own resources.

I was looking for specific information on history. The Round Rock Public Library has a little bit of a lot of things, but nothing in depth. Now I use the Internet for what I need.

APPENDIX C

Main Reasons for Not Using the Round Rock Public Library

We buy our own books, magazines, DVDs, etc.—16 comments.

We collect books so we like to buy books to add to our own library.

We purchase our own books or use the library at our child's school.

We have our own resources we use—14 comments.

We have an e-reader, our own computer at home, and purchase our own materials.

Have our own books, resources, and Internet at home—4 comments.

Other resources available to me. I use the Internet and Georgetown Public Library.

Easy access to things I need at home—5 comments.

We make our own purchases and because of the time constraints.

It's more convenient at home or we use the school library.

Time and convenience—2 comments.

It's inconvenient to use the library.

It's easier to stay home and use the Internet—2 comments.

We have everything we need and want at home—4 comments.

We have the Internet at home and our own resources—2 comments.

Libraries are antiquated. We use the Internet for everything.

I have other options, such as the Internet, purchasing my own books, etc. But I do believe in the library and would like to see it continue.

Make use of the Internet at home—16 comments.

Internet access is so much better at home. I would rather buy books at home.

We use our computer at home, but my granddaughter has been wanting me to take her.

Internet and public schools have the materials I need.

Prefer to buy what I am interested in—4 comments.

Use my Nook—2 comments.

Use my e-reader at home—3 comments.

Use my e-reader. Don't know if they have e-books at the Library.

I have a Nook and travel a lot, but I need books online to download.

Have Internet access at home and can download books on Kindle—13 comments.

Read books on our Kindle—2 comments.

No time and have a Kindle.

We can access everything we need on our tablets and online—3 comments.

Buy our own books and we have a Kindle—5 comments.

No need—11 comments.

No need to go there. I am somewhat mobility impaired and it's hard to go there.

No need for it. With my computer at home I can get the information I need—2 comments.
No need. I have everything I need either on the Internet or in my own library (I need very specialized books).

I belong to two book clubs and just don't need the library at this time of my life.

I have 300-400 books at home I haven't read yet.

They need more computers and they need to be faster or upgraded.

The resources at Round Rock Public Library are *way* too limited.

Lack of book availability, especially new books for adults, teens, and children.

It's hard to find things at Round Rock Library. It would be good if they had a best sellers wall. Organize by type. The hours are also not convenient. They need extended weekend hours for sure.

The hours of service. I work in Austin and it always seems to be closed when I could use it.

I work a variety of hours and the library hours are not convenient for me—2 comments.

Library hours are not convenient. We used to use it a lot when kids were little, but we don't have much need for it now that they are grown.

I like the library, but the hours conflict with my schedule.

Inconvenient library hours because of my job (shift work)—3 comments.

Don't know enough about the Round Rock Public Library and the parking is horrible.

Don't like the parking.

Parking is bad.

Don't like the parking and I don't have enough time.

Parking is difficult. Also I have my own Kindle.

I have lived here for two years. There is absolutely no enthusiasm for this library or any programs they might have.

Time and not aware of library's services.

I don't know anything about the Round Rock Public Library. I would like to visit and use the services.

Lack of information.

Lack of information about the library and what it has to offer.

I don't know how to use the computer there and I speak Spanish.

Lack of information and parking.

I don't know where it is and I don't know the hours and I just need information about it.

Haven't thought about it. Don't know where it is or anything about it.

Don't know where it is!

Didn't know Round Rock has a public library.

Was not aware of it.

Don't know anything about it.

Use the school library.

I'm a retired faculty member of the University of Texas and I live close by so I use that library.

Round Rock Public Library is too far away. Cedar Park Library is only two minutes away.

Distance—too far away—7 comments.

Too far away and have to pay a fee.

Too far away. I'm closer to Cedar Park Public Library, although I mainly use my Kindle, so I don't really need the library any more.

Go to Cedar Park Public Library because it is more convenient, closer to where I live.

I am not going to drive all the way to the library just for a book—too far.

I don't drive that far.

Just don't get to that end of town.

I work for the City of Austin, so we use the Austin Public Library.

I get everything I need at the library at Austin Community College or on the Internet.

Just use the library at hand at my senior housing. I'm familiar with the fact that the Round Rock Public Library is there, but I haven't had the occasion to visit it yet.

I have a library at my work for work-related needs and we buy our own books and use the Internet. I can also use the UT Library through my son.

Our children have gotten older so they use the library at Great Oaks Elementary School where they have a great selection of books.

We have everything we need through our children's school libraries—3 comments.

I'm a schoolteacher and my children use the school libraries.

Our kids use the school library now. Round Rock Public Library is a great library, but we don't need to go much anymore.

No need with the Internet at home and the kids have grown.

We don't have children.

No children at home and we have no time and no need for the library—3 comments.

Our children are older now.

We don't have children and we buy our own books and such.

Used to go when the children were little. We have no need to go now—4 comments.

We used to take our grandson, but he is grown now. Lack of interest now.

No children in the home who would need to use the library. We go online when we need to research something.

Just lazy. I used to go there when the kids were home.

Laziness—2 comments.

Laziness, plus the library needs to be bigger.

No time. I used to go when the kids were younger.

No time with a baby now, but would like to go when he gets bigger.
Kids are in college and we buy our own books.
Our children are grown, but we need more information on programs so we can take our grandchildren there.
Have not given the library much thought. I may check into it. Thanks.
Belong to a Home School Association and get everything from them.
Do not like having deadlines to return books.
Don't have the time—53 comments.
No time and have a computer at home.
Time, don't like the parking situation there, and we have a computer at home. The Library needs to inform the public more about the classes they offer.
Too tired when I get home from work.
Just don't get around to going.
Lack of time and have a Kindle.
Lack of time and interest—3 comments.
Health and time.
Too busy to take the time to go. I look up what I need to know on the Internet.
I work a lot and I buy what I am interested in—2 comments.
Too busy with work for anything else.
We used to go, but no longer interested.
Lack of interest—15 comments.
Just don't read a lot.
It doesn't ever really come to mind.
It's just not something we do.
Too busy with other activities and interests—3 comments.
I garden and do other crafts.
I would have to pay a fee as I live outside the city limits. I have never lived in an area where that was the case. Besides, I work in a bookstore. I am a firm believer in public libraries, though.
The \$25 a year fee is too expensive.
Upset about the \$25 per year fee, so I do genealogy research online.
We don't live in the city limits and don't want to pay a fee to use it. We used to use it all the time when we lived inside the city limits.
I would have to pay a fee to use it and I have a limited income. Others give me books to use and I use the small library at the Senior Center.
We live in the county and buy what we are interested in.
Live outside the city limits and would have to pay a fee—28 comments.

We tried to join the Round Rock Public Library 14 years ago but were told we could not because we lived outside the city limits. Why should we have to pay?

I was told that since I live outside the city limits my family is excluded from services.

Think I would have to pay a fee to use it (live in Brushy Bend Park). I'm used to free libraries in other areas I've lived. Also lack information on the library.

We live outside the city and I am visually impaired, so why pay the fee?

We are in the city limits, but they say we are not and we don't want to pay the fee.

I pay Round Rock taxes, but I live in the unincorporated part of town. I would like to use the library, but I don't think it is right that I have to pay a fee to use it.

I live in the city limits, but because of some zoning factor I have to pay a fee to use the Round Rock Public Library.

I live in Teravista which, according to the city limit signs, should be in the city, but they say we have to pay the fee.

I can't join. I have gone to the library—I live right down the street from it—and they say I'm not eligible to join.

We were rejected by the library when we tried to join. They said we live outside the district.

Lack of transportation—10 comments.

Don't drive and too far away.

I'm old and I don't have transportation to get to the library—2 comments.

I don't drive and I have my own books to read.

I'm in assisted living. I would have to take the bus over and I just haven't done that yet.

I don't speak great English and I work a lot.

I speak Spanish and they only speak English at the library—3 comments.

Need Spanish. I don't read or write in English very well.

We don't read a lot of books in English and just don't have the extra time to go to the library.

I don't know English and I don't have a ride.

Would like to get material from the library to learn English, but they do not speak Spanish. I also don't have transportation.

I have my own religious books from my church that I read. I'm older and just don't go to the public library anymore.

I don't really have the time. I read mainly spiritual books that I buy for myself.

Convenience at our work. Spouse accesses resources at work and I am a school employee so use the school library.

I had trouble with my library card and I stopped using the library at that time.

My ID was expired so I didn't go back.

Health reasons—14 comments.

Health is bad and lack transportation—2 comments.

I'm older and don't need to use it.

Like the larger libraries in Austin better.

Keep a very simple life.

Just moved into the area—5 comments.

Just moved to the area, so it's the time factor right now, but we intend to start going.

I'm new to the area and it's extremely difficult for me to find new places. Streets have more than one name and the block number isn't shown.

Just moved here three weeks ago. We would like information about the library, though.

APPENDIX D

Comments Regarding Unfavorable Impressions of the Library

Don't like the location. It should not be downtown.

Doesn't appeal to me—the location and the people in it.

Because the library won't let me join.

Because of the fee I have to pay, even though I live in the city limits (Teravista).

We live just outside the city limits and would have to pay an annual fee.

We can't afford to pay the fee. My husband is a big reader, but we're angry. We were told 14 years ago we could not join because we lived outside the city limits. Why should we, who are Americans, have to pay the fee when there are others who aren't even from this country using the library and they do not have to pay?

The parking.

The parking is bad and they need to market the library better. People need to know what's going on there. Hours? Activities?

Unavailability of newer books for adults, teens, and children.

I once put books on hold and when I went to pick them up no one would help me find them and I could not find them by myself. Two weeks later I got a call that I owed \$1 for not picking up the books.

DEMOGRAPHIC ANALYSIS

NOTE: Table percentages **bolded in red** denote statistical significance at the .05 level or less.

Table percentages **bolded in red** and **shaded in yellow** denote statistical significance at the .001 level or less.

	Gender		Race/Ethnicity			Children		Education		Income		Age				
	M	F	White	Latino	Other	Yes	No	HS or Less	Some College	<40K	40K-80K	>80K	18-39	40-59	60+	
Reasons for Not Visiting the Round Rock Public Library in the Past 12 Months																
Overall %																
Have computer/Internet access at home	89%	85%	90%	82%	92%	88%	86%	72%	90%	92%	77%	89%	96%	89%	92%	81%
Buy their own books, magazines, etc.	78%	73%	79%	69%	78%	74%	75%	53%	76%	84%	58%	77%	89%	76%	85%	72%
Don't have the time	45%	44%	42%	51%	50%	52%	41%	45%	51%	42%	44%	43%	42%	50%	53%	29%
Lack of interest	32%	34%	37%	31%	19%	26%	37%	35%	33%	32%	29%	38%	34%	39%	35%	27%
Lack information about programs, etc.	27%	21%	23%	24%	28%	25%	24%	18%	22%	27%	22%	24%	32%	16%	25%	30%
Parking is not convenient	13%	20%	16%	17%	19%	20%	14%	11%	23%	15%	13%	17%	21%	12%	21%	17%
Use another library	16%	12%	13%	14%	17%	27%	7%	10%	7%	20%	10%	13%	19%	16%	16%	10%
Library is too far away	9%	12%	11%	10%	11%	10%	11%	17%	7%	10%	8%	13%	7%	12%	10%	10%
Library hours not convenient	12%	8%	8%	14%	14%	9%	10%	8%	8%	12%	14%	9%	9%	18%	8%	6%
Health reasons	6%	12%	10%	6%	6%	3%	11%	18%	8%	5%	13%	6%	3%	1%	3%	24%
Lack of transportation	5%	8%	5%	9%	11%	7%	7%	18%	7%	3%	14%	5%	1%	6%	3%	11%
Services/materials are not available	6%	4%	7%	2%	3%	5%	5%	1%	6%	6%	2%	4%	11%	4%	6%	6%
Library is too crowded	1%	3%	1%	4%	5%	4%	1%	3%	2%	2%	3%	2%	0%	3%	2%	1%
Overall Impression of the Round Rock Public Library*																
Very Favorable	56%	59%	48%	72%	55%	63%	51%	84%	56%	44%	80%	37%	54%	58%	51%	57%
Somewhat Favorable	39%	36%	46%	24%	42%	34%	43%	12%	37%	51%	14%	55%	43%	38%	44%	35%
Somewhat Unfavorable	3%	3%	4%	3%	3%	2%	4%	2%	5%	3%	4%	4%	3%	4%	4%	5%
Very Unfavorable	2%	2%	2%	1%	0%	1%	2%	2%	2%	2%	2%	4%	0%	0%	1%	3%

*33% had "no opinion" on this question.

QUESTIONNAIRE

2012 Round Rock Public Library Survey—NONPATRONS

Hello, I'm calling on behalf of the Round Rock Public Library. They've asked our research company to contact residents who do not use the library and conduct a brief two-minute survey. May I speak with an adult in the household? Would that be you? [**IF NO, ASK:** When is a convenient time to reach this person?] ([Library contact is Michelle Cervantes 512-218-7010](#))

- Are you a resident of Round Rock, Texas? [If **NO**, Thank Respondent & END SURVEY]
- Have you visited the Round Rock Public Library in the past 12 months?
[If **NO**, continue with survey; If **YES**, Thank Respondent & END SURVEY]

1. I'm going to read a list of reasons why some people do not use the Round Rock Public Library. As I read each one, please tell me--yes or no, if that reason applies to you.

(Rotate List; circle letter if "Yes")

45%...You don't have the time

10%...The library is too far away

75%...Your household buys their own books and magazines, videos, CDs, & DVDs

87%...You have your own computer and Internet access at home or work

10%...Library hours are not convenient

33%...Lack of interest

2%...The library is too crowded

16%...Parking is not convenient

7%...Lack of transportation to the library

0%...The library is too noisy

9%...Health reasons

24%...Lack of information about library programs and materials

14%...You use a library other than the Round Rock Public Library

[If **YES, ASK:** May I ask which library? See Appendix A

5%...The Round Rock Public Library does not have the materials or services you need

[If **YES, ASK:** May I ask what those materials or services would be? See Appendix B

2. What is the **main reason** you do not use the Round Rock Public Library?

See Appendix C

3. Is your overall impression of the Round Rock Public Library very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable?

56%...Very Favorable

39%...Somewhat Favorable

3%...Somewhat **Unfavorable**

2%...Very **Unfavorable**

See Appendix D

[If “**UNFAVORABLE**,”---> May I ask why you have an “**unfavorable**” impression?]

(33%...No Opinion)

4. Are there any children, age 17 or younger, currently living in your household? 35% Yes 65% No

5. Which of the following best describes your educational background? Is it:

5%...Some high school,

15%...High school graduate or GED,

31%...Some college or vo-tech training,

39%...College graduate, or

10%...Post-graduate studies?

6. May I ask your birth year? Age range: 18-89 years; mean=49.5 years; median=49 years

7. Which of the following best describes your racial or ethnic background?

2%...Asian,

5%...African-American or Black,

28%...Hispanic or Latino,

63%...White, or

2%...Other?

8. Finally, for purposes of analysis only, which of the following three categories best describes your total annual household income before taxes? Is it:

31%...Less than \$40,000

36%...\$40,000 to \$80,000 or

33%...Greater than \$80,000? (25%...Refused)

THIS COMPLETES OUR SURVEY. THANK YOU VERY MUCH FOR YOUR TIME.

9. Gender: 48% Male 52% Female 10. Phone: 75% Landline 25% Cell