

Bellingham Public Library Strategic Planning 2012

Results Overview



Date: 8/30/2012 11:04 AM PST
Responses: Completes
Filter: No filter applied

1. Overall, how important is the Bellingham Public Library to you?

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.	not important									very important
	1	2	3	4	5	6	7	8	9	10
	20 1%	12 0%	23 1%	26 1%	78 2%	96 3%	215 6%	406 12%	477 14%	1972 59%

2. Overall, how satisfied are you with the services of the Bellingham Public Library?

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.	not satisfied									very satisfied
	1	2	3	4	5	6	7	8	9	10
	19 1%	10 0%	24 1%	35 1%	72 2%	140 4%	331 10%	797 24%	742 22%	1128 34%

3. How often do you use the Bellingham Public Library?

Rarely (less than once a year)		61	2%
Sometimes (1 - 6 times a year)		618	19%
Monthly		1058	32%
Weekly		1187	36%
Several times a week		413	12%
Total		3337	100%

4. Do you have a current Bellingham Public Library card?

Yes		3236	97%
No		20	1%
No, but I have a current Whatcom County Library System card		56	2%
I don't know		12	0%
Total		3324	100%

5. Which of these libraries do you use most often? (check only one)

Central Library		2242	67%
Barkley Branch		184	6%
Fairhaven Branch		344	10%
Bellingham Technical College Connection		11	0%
Western Washington University Connection		33	1%
Whatcom Community College Connection		27	1%
Library website (www.bellinghampubliclibrary.org)		329	10%
Bellingham Public Library Outreach Services		36	1%
WCLS Branch: Birch Bay, Blaine, Bookmobile, Deming, Everson, Ferndale, Island, Lynden, North Fork, Point Roberts, Sumas		110	3%
I don't use any of these		20	1%
Total		3336	100%

6. Why do you use the previous library the most often? (check all that apply)

It is located near where I live		1782	54%
It is located near where I work		603	18%
Its hours are convenient to my schedule		809	24%
It offers free parking		250	8%
		1359	41%

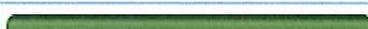
It offers a broad selection of materials			
It offers programs that I like to attend		245	7%
Other, please specify		526	16%

7. Do you use multiple libraries? (check all that apply)

Central Library		2343	73%
Barkley Branch		549	17%
Fairhaven Branch		895	28%
Bellingham Technical College Connection		58	2%
Western Washington University Connection		305	10%
Whatcom Community College Connection		117	4%
Library website (www.bellinghampubliclibrary.org)		1609	50%
Bellingham Public Library Outreach Services		72	2%
WCLS Branch: Birch Bay, Blaine, Bookmobile, Deming, Everson, Ferndale, Island, Lynden, North Fork, Point Roberts, Sumas		317	10%
Community Drop Boxes at Haggen stores or the Community Food Co-op Cordata store		676	21%
I don't use any of these		169	5%

8. How do you use the Bellingham Public Library? (check all that apply)

Check out library materials		3130	95%
Download eBooks or eAudiobooks		875	26%
Read newspapers or magazines at the library		747	23%
Do research, study		834	25%
Ask a librarian a question		1134	34%
Use the public computers or WiFi		568	17%
Use a photocopier		352	11%

Buy books from Friends of the Library		1208	36%
Get free giveaway books or magazines		980	30%
Homeschool my children		95	3%
Attend a storytime or other children's program		424	13%
Attend other library programs or classes		345	10%
Attend events in community rooms (not sponsored by library)		649	20%
Get tax forms or AARP Tax Aid		315	10%
Browse the shelves		1835	55%
Use the library website and catalog to place holds on materials I want		2183	66%
Other, please specify		312	9%

9. Please respond to the following statements. It is essential for Bellingham Public Library to:

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
	1	2	3	4	5
Provide storytimes and early literacy opportunities for children.	32 1%	27 1%	396 12%	958 29%	1858 57%
Provide free and equal access to information and ideas to everyone in our community.	37 1%	25 1%	140 4%	656 20%	2421 74%
Provide a place for civic discussion.	67 2%	149 5%	895 27%	1072 33%	1081 33%
Provide public meeting rooms.	68 2%	143 4%	943 29%	1153 35%	963 29%
Offer programs for teens.	29 1%	59 2%	685 21%	1199 37%	1276 39%
Offer programs for adults.	39 1%	77 2%	775 24%	1280 39%	1079 33%

Serve the homebound.	41 1%	67 2%	487 15%	1143 35%	1484 46%
Provide free access to computers and the Internet.	62 2%	114 3%	412 13%	990 30%	1690 52%
Provide a variety of books, audiobooks and magazines for checkout.	23 1%	9 0%	81 2%	531 16%	2630 80%
Provide music CDs and DVDs for checkout.	40 1%	112 3%	555 17%	1122 34%	1428 44%
Provide eBooks, eAudiobooks and other digital media.	47 1%	69 2%	508 16%	1094 34%	1515 47%
Provide professional reference librarians to assist with research.	25 1%	46 1%	350 11%	1039 32%	1784 55%
Provide a Central Library located near the downtown or civic core of Bellingham.	53 2%	48 1%	297 9%	688 21%	2167 67%
Provide branch libraries in other areas of the City.	66 2%	89 3%	487 15%	1068 33%	1541 47%

10. How important are these issues to you?

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.	not important		neutral		very important
	1	2	3	4	5
Having access to a wide variety of library materials on a wide variety of subjects.	18 1%	10 0%	91 3%	571 17%	2576 79%
Having a shorter wait time for popular materials.	115 4%	185 6%	1099 34%	1201 37%	660 20%
Visiting a library in my neighborhood.	162 5%	196 6%	801 25%	949 29%	1141 35%
Visiting a facility that is clean and attractive.	21 1%	24 1%	197 6%	1246 38%	1770 54%
Updating library facilities so they can accommodate modern technologies and work efficiently.	35 1%	53 2%	354 11%	1253 39%	1556 48%
Creating content at the library (eg.	219 7%	352 11%	1296 40%	814 25%	538 17%

video, writing, art).						
Opportunity to run into friends, neighbors, or community members at the library.	497 15%	528 16%	1315 40%	589 18%	319 10%	
Increasing evening hours at the Central Library.	183 6%	234 7%	1072 33%	955 29%	803 25%	
Adding Sunday hours at the Central Library.	264 8%	240 7%	931 29%	889 27%	926 28%	
Increasing hours at branch libraries.	266 8%	247 8%	1253 39%	820 25%	647 20%	

11. Please comment about library facilities.

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
	1	2	3	4	5
The Central Library's condition is inviting and attractive.	107 3%	374 11%	833 26%	1462 45%	483 15%
The Central Library has ample comfortable seating.	102 3%	533 16%	1016 31%	1209 37%	386 12%
I feel safe at the Central Library.	69 2%	195 6%	535 16%	1435 44%	1018 31%
The Central Library has all the amenities I need.	54 2%	226 7%	653 20%	1540 48%	754 23%
The Central Library has a sufficient number of public computers.	99 3%	388 12%	1589 50%	795 25%	332 10%
The Central Library has adequate WiFi access and areas to plug in a laptop.	47 2%	210 7%	1927 62%	655 21%	292 9%
The Central Library location is convenient for me to visit.	100 3%	271 8%	517 16%	1152 36%	1197 37%
The Central Library has sufficient parking.	477 15%	785 24%	848 26%	772 24%	333 10%
Bellingham Public Library offers sufficient public	40 1%	165 5%	1983 63%	706 22%	269 9%

meeting rooms in a variety of sizes.					
The Fairhaven Branch Library has all the amenities I need.	96 3%	234 8%	1967 66%	464 16%	214 7%
The Barkley Branch Library has all the amenities I need.	140 5%	237 8%	2082 73%	252 9%	135 5%
I would use a small north side branch similar to the Barkley Branch Library.	878 29%	474 16%	1166 39%	264 9%	217 7%

12. Please comment about the interactions you've had with Bellingham Public Library staff.

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
	1	2	3	4	5
Library staff help me find the information I need.	13 0%	12 0%	227 7%	1158 36%	1830 56%
Library staff are knowledgeable about library policies and services.	12 0%	10 0%	229 7%	1076 33%	1887 59%
Library staff are knowledgeable about new technology.	14 0%	18 1%	1044 33%	972 31%	1099 35%
Library staff are courteous and friendly.	20 1%	37 1%	159 5%	950 29%	2072 64%
I do not have to wait long to get help from library staff.	12 0%	50 2%	322 10%	1292 40%	1546 48%
I am able to reach staff on the telephone.	14 0%	40 1%	1491 49%	742 24%	787 26%
Staff respond to emails and voicemails in a timely manner.	13 0%	29 1%	1769 59%	537 18%	635 21%
Library staff care about providing good customer service.	23 1%	27 1%	315 10%	1066 33%	1772 55%

13. What barriers, if any, affect your ability to use the Bellingham Public Library? (check all that apply)

I know little or nothing about the library	<input checked="" type="checkbox"/>	31	1%
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I'm not interested in anything the library offers		2	0%
It is inconvenient for me to go to the library when it's open		474	16%
No branch library near my neighborhood		177	6%
Don't like paying for parking at the Central Library		1343	44%
My account is blocked due to large fines		25	1%
I don't have transportation to get to a library		34	1%
I am homebound		27	1%
I do not feel comfortable using the library		43	1%
I don't read much / don't have time to read		83	3%
I get library information elsewhere		119	4%
I do not have a computer at home		58	2%
I buy or rent books, music CDs, or DVDs		178	6%
I am unable to attend programs when offered, despite my interest in attending		150	5%
None of these		1125	37%
Other, please specify		425	14%

14. Where do you live?

Central: Central Business Dist., Columbia, Cornwall, Lettered Streets, Sunnyland, York		698	21%
North side: Birchwood,		357	11%

Cordata, Irongate, King Mountain, Meridian			
East side: Alabama Hill, Barkley, Puget, Roosevelt, Silver Beach, Whatcom Falls		735	22%
South side: Fairhaven, Edgemoor, Happy Valley, Samish, Sehome, South, South Hill, WWU		862	26%
In Whatcom County, outside Bellingham city limits		596	18%
Outside Whatcom County		28	1%
Total		3276	100%

15. Are you

Male		927	29%
Female		2324	71%
Total		3251	100%

16. How old are you?

Age 11 or younger		10	0%
12 - 18		38	1%
19 - 24		110	3%
25 - 34		379	12%
35 - 44		559	17%
45 - 54		598	18%
55 - 64		863	26%
65+		711	22%
Total		3268	100%

17. What are the ages of children living in your household? (check all that apply)

Under age 6		387	12%
6-11		456	14%
12-18		439	14%

No children in household		2211	69%
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18. How did you hear about this survey? (check all that apply)

Signs / staff / computers at the library		447	14%
Library website		401	12%
Library eNewsletter		1849	57%
Facebook ad		39	1%
From friends		182	6%
Other, please specify		660	20%

19. How long have you been using the services of Bellingham Public Library?

less than one year		139	4%
1 to 5 years		657	20%
6 to 10 years		616	19%
more than 10 years		1854	57%
Total		3266	100%

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