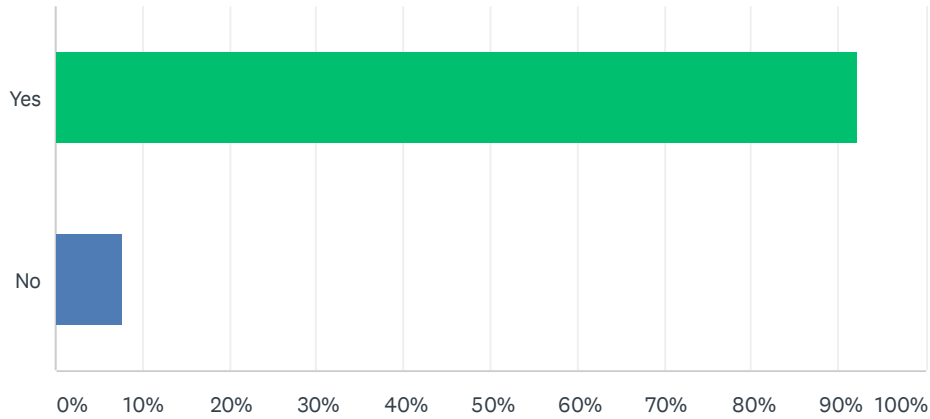


# Q1 Have you visited the Escondido Public Library IN PERSON or ONLINE during the past 12 months?

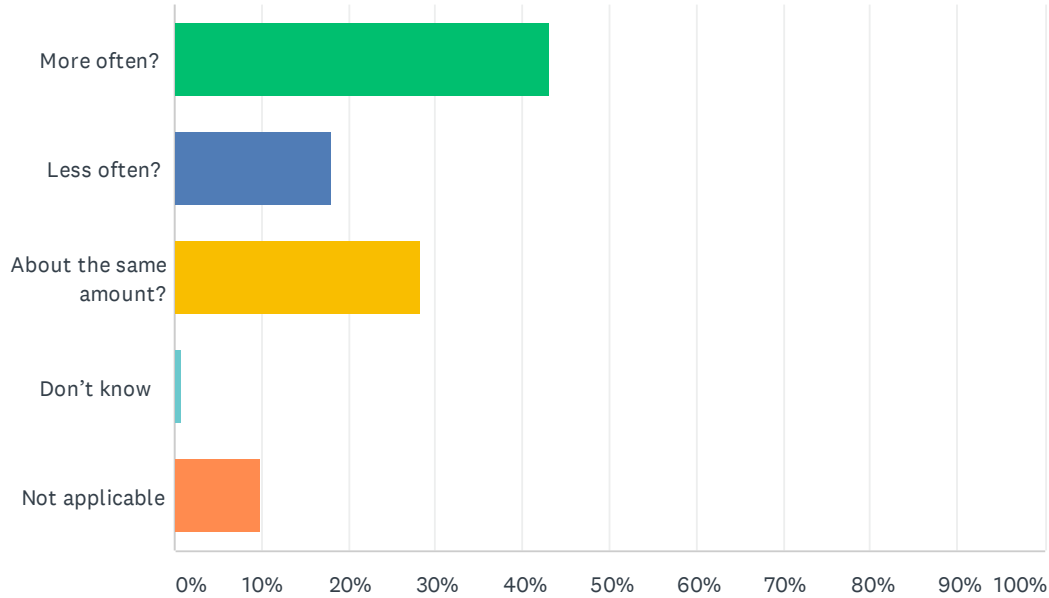
Answered: 1,089 Skipped: 3



ANSWER CHOICES	RESPONSES	
Yes	92.19%	1,004
No	7.81%	85
TOTAL		1,089

## Q2 Compared to five years ago, do you use the Escondido Public Library:

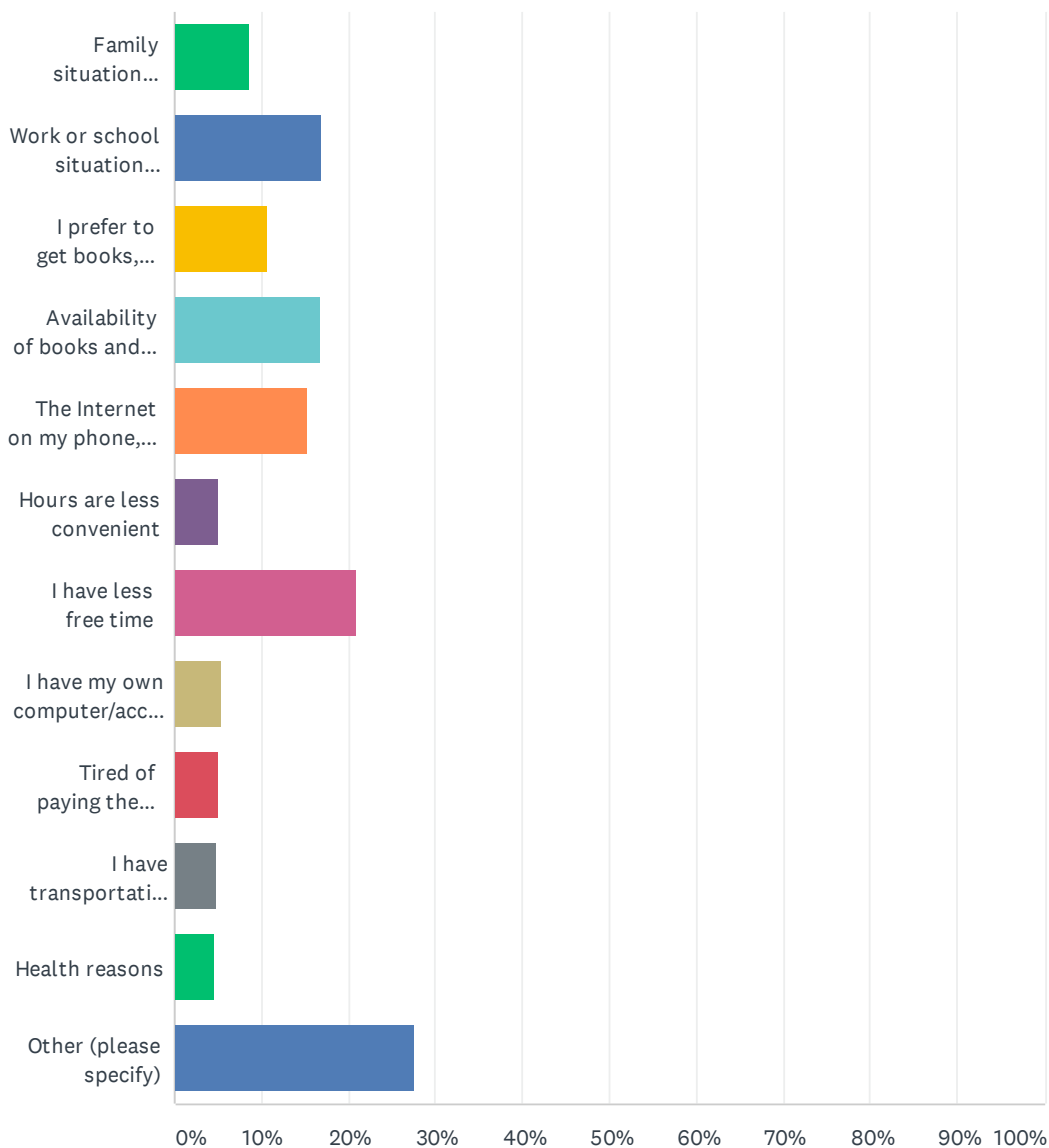
Answered: 993 Skipped: 99



ANSWER CHOICES	RESPONSES	
More often?	43.10%	428
Less often?	17.93%	178
About the same amount?	28.20%	280
Don't know	0.91%	9
Not applicable	9.87%	98
<b>TOTAL</b>		<b>993</b>

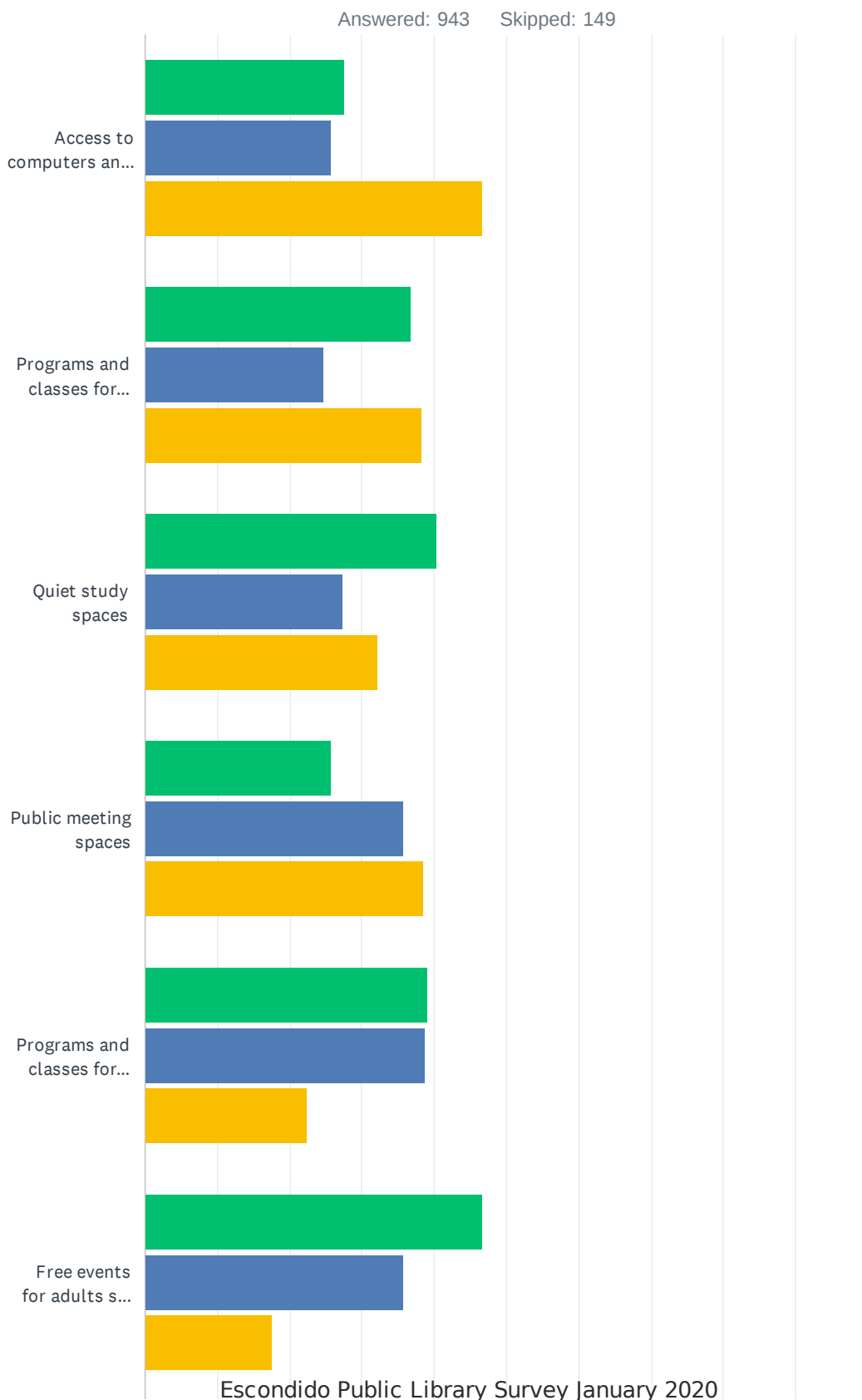
### Q3 What reason(s) would you give for visiting the Escondido Public Library less often?

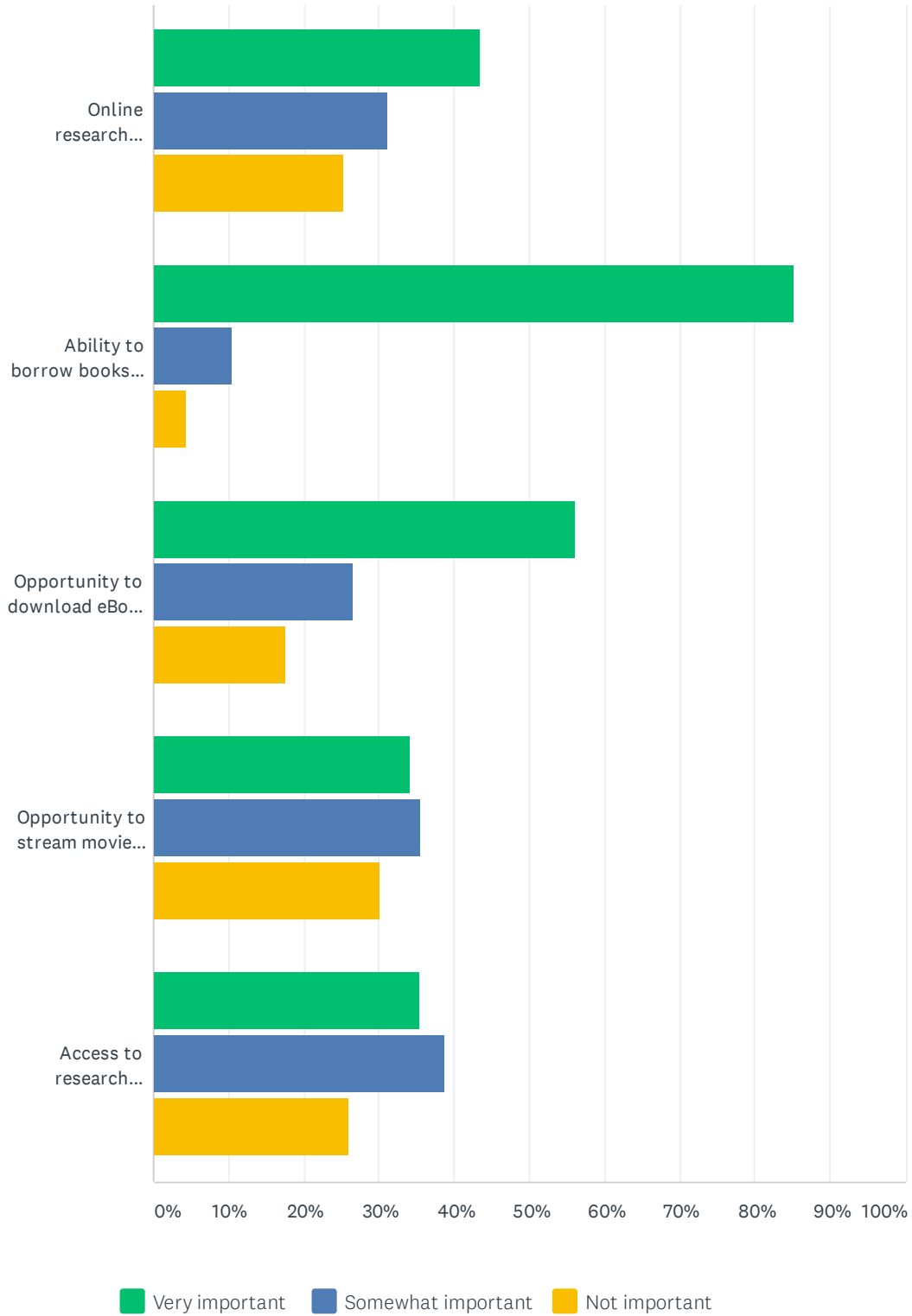
Answered: 488 Skipped: 604



ANSWER CHOICES	RESPONSES	
Family situation changed	8.61%	42
Work or school situation changed	17.01%	83
I prefer to get books, movies, and music from other places now	10.66%	52
Availability of books and other materials has declined at the Library	16.80%	82
The Internet on my phone, computer, or tablet meets my information needs now	15.37%	75
Hours are less convenient	5.12%	25
I have less free time	20.90%	102
I have my own computer/access to the Internet now	5.53%	27
Tired of paying the fines or my library card is blocked	5.12%	25
I have transportation obstacles	4.71%	23
Health reasons	4.51%	22
Other (please specify)	27.66%	135
Total Respondents: 488		

## Q4 How important, if at all, are each of the following Escondido Public Library services to you and your family?

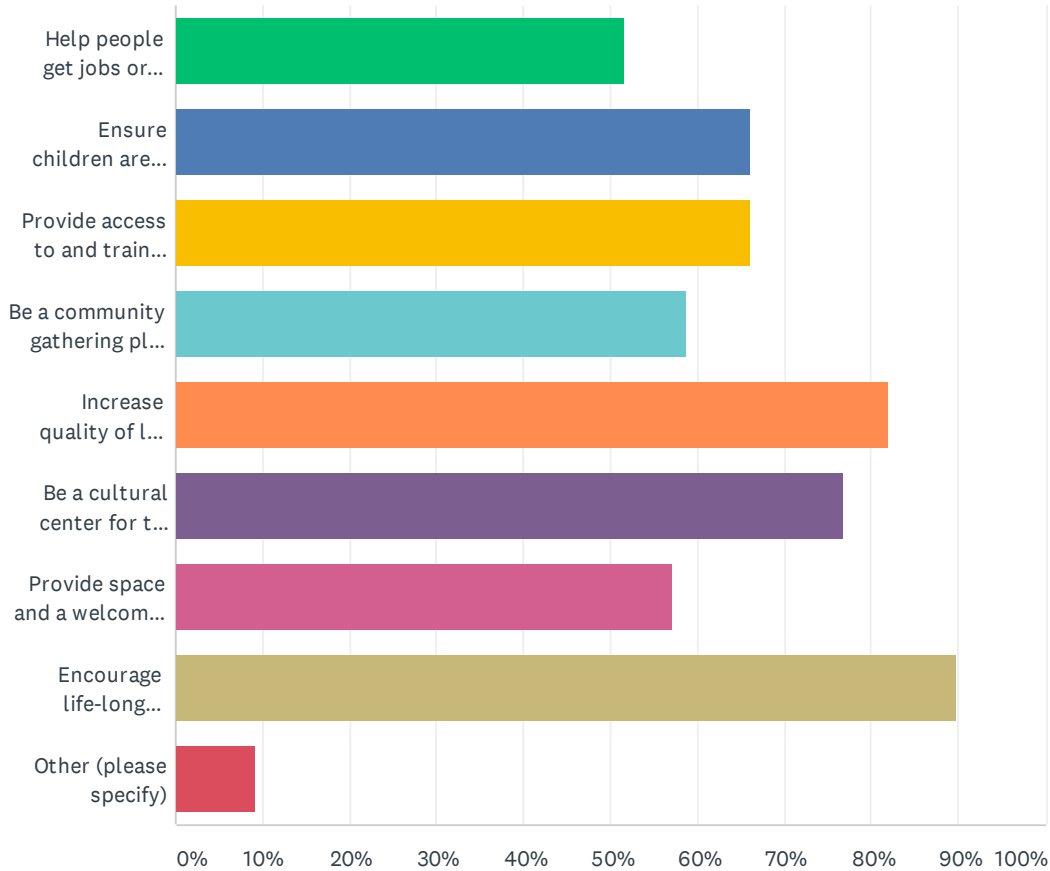




	VERY IMPORTANT	SOMEWHAT IMPORTANT	NOT IMPORTANT	TOTAL
Access to computers and the Internet	27.63% 255	25.79% 238	46.59% 430	923
Programs and classes for children and/or teens	36.92% 336	24.73% 225	38.35% 349	910
Quiet study spaces	40.46% 371	27.37% 251	32.17% 295	917
Public meeting spaces	25.66% 233	35.79% 325	38.55% 350	908
Programs and classes for adults	39.02% 359	38.70% 356	22.28% 205	920
Free events for adults such as classes and cultural programs	46.59% 430	35.86% 331	17.55% 162	923
Online research resources	43.53% 397	31.14% 284	25.33% 231	912
Ability to borrow books and DVDs	85.21% 789	10.48% 97	4.32% 40	926
Opportunity to download eBooks and eAudiobooks	56.02% 512	26.48% 242	17.51% 160	914
Opportunity to stream movies, documentaries, and music	34.18% 310	35.61% 323	30.21% 274	907
Access to research collections or genealogical records	35.29% 324	38.67% 355	26.03% 239	918

## Q5 I feel strongly that Escondido needs a public library to: (Check all that apply.)

Answered: 921 Skipped: 171

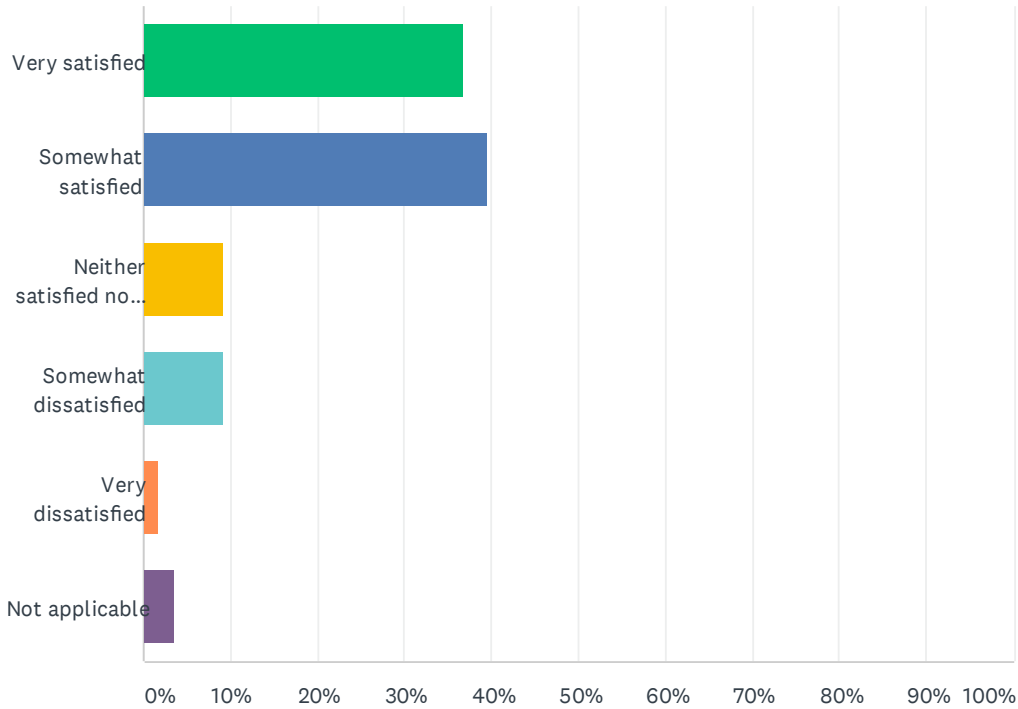


ANSWER CHOICES	RESPONSES
Help people get jobs or start or grow a business.	51.68% 476
Ensure children are ready for kindergarten and able to succeed in school.	66.02% 608
Provide access to and training for computers, software, and other technology.	66.12% 609
Be a community gathering place to increase understanding and solve problems.	58.85% 542
Increase quality of life by providing pleasurable options for leisure time – reading, watching movies, attending programs, and visiting with others.	82.08% 756
Be a cultural center for the community by providing historical, artistic, and literary programs.	76.76% 707
Provide space and a welcoming environment for people to meet with others.	57.11% 526
Encourage life-long learning, personal betterment, learning how to do things, increasing knowledge, etc.	89.69% 826
Other (please specify)	9.12% 84
Total Respondents: 921	



## Q6 Overall, how satisfied are you with the collections (books, audiobooks, DVDs, music CDs, eMaterials, etc.) offered at the Escondido Public Library?

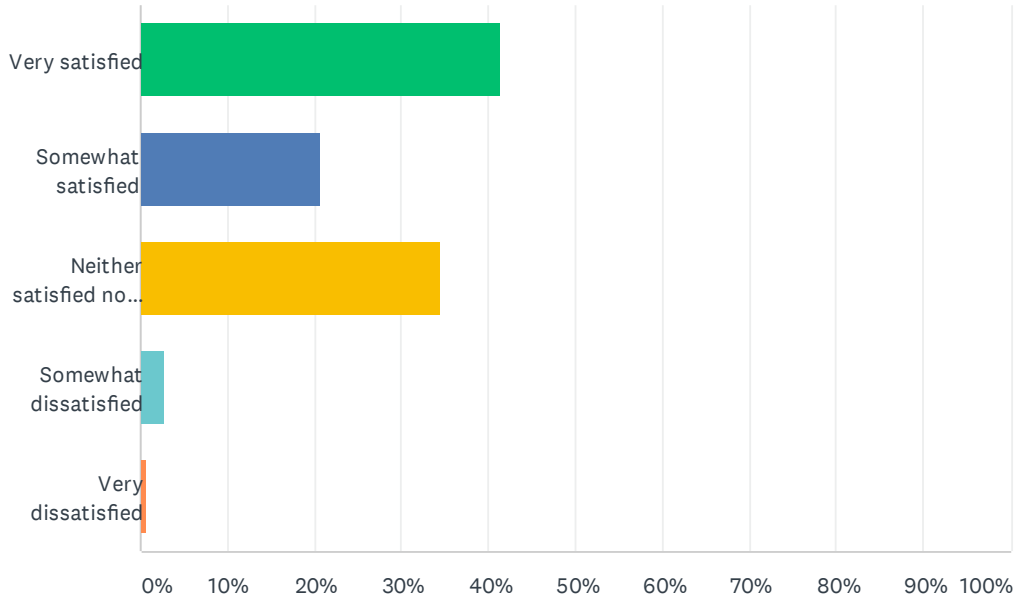
Answered: 916 Skipped: 176



ANSWER CHOICES	RESPONSES	
Very satisfied	36.79%	337
Somewhat satisfied	39.63%	363
Neither satisfied nor dissatisfied	9.17%	84
Somewhat dissatisfied	9.17%	84
Very dissatisfied	1.64%	15
Not applicable	3.60%	33
<b>TOTAL</b>		<b>916</b>

## Q7 Overall, how satisfied are you with the research help and assistance offered by the Library?

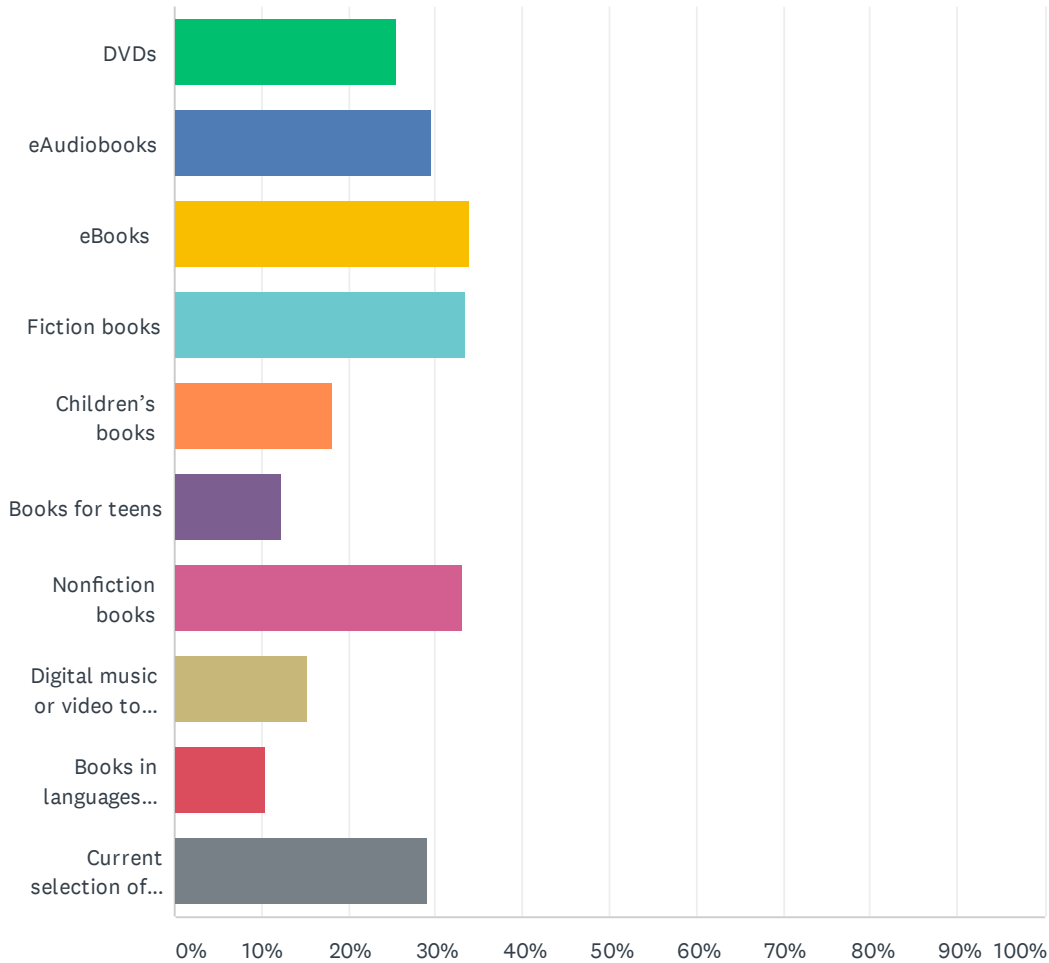
Answered: 900 Skipped: 192



ANSWER CHOICES	RESPONSES	
Very satisfied	41.44%	373
Somewhat satisfied	20.78%	187
Neither satisfied nor dissatisfied	34.44%	310
Somewhat dissatisfied	2.78%	25
Very dissatisfied	0.56%	5
<b>TOTAL</b>		<b>900</b>

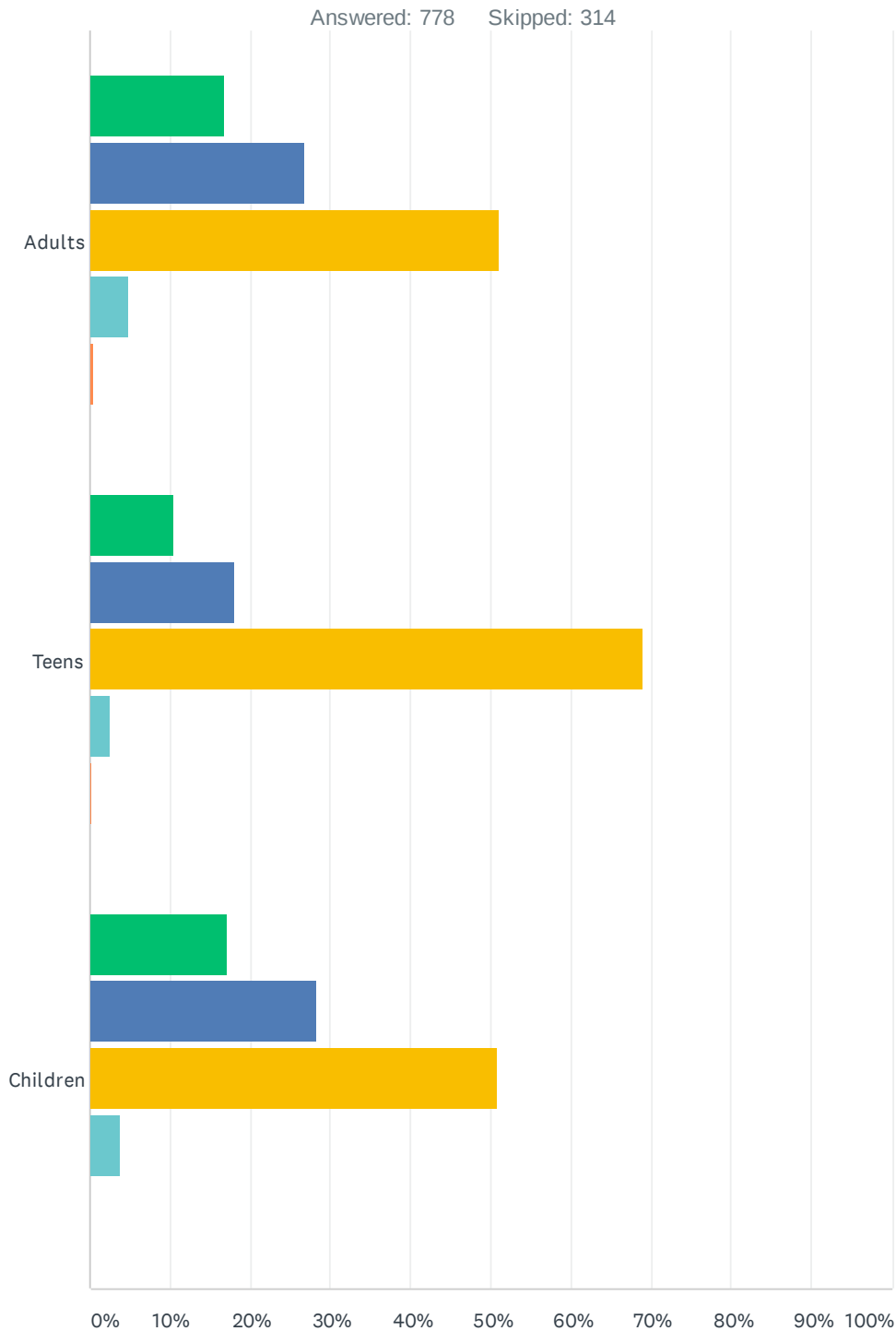
### Q8 Which of the following collections would you borrow more if the Library had a selection that better met your interests and needs? (Check all that apply.)

Answered: 895 Skipped: 197



ANSWER CHOICES	RESPONSES	
DVDs	25.47%	228
eAudiobooks	29.50%	264
eBooks	33.85%	303
Fiction books	33.41%	299
Children's books	18.10%	162
Books for teens	12.29%	110
Nonfiction books	32.96%	295
Digital music or video to download or stream	15.31%	137
Books in languages besides English	10.39%	93
Current selection of books and materials is sufficient to meet my needs and interests	29.16%	261
Total Respondents: 895		

Q9 Please rate your level of satisfaction with the overall number and quality of the programs or classes offered by the Escondido Public Library for:

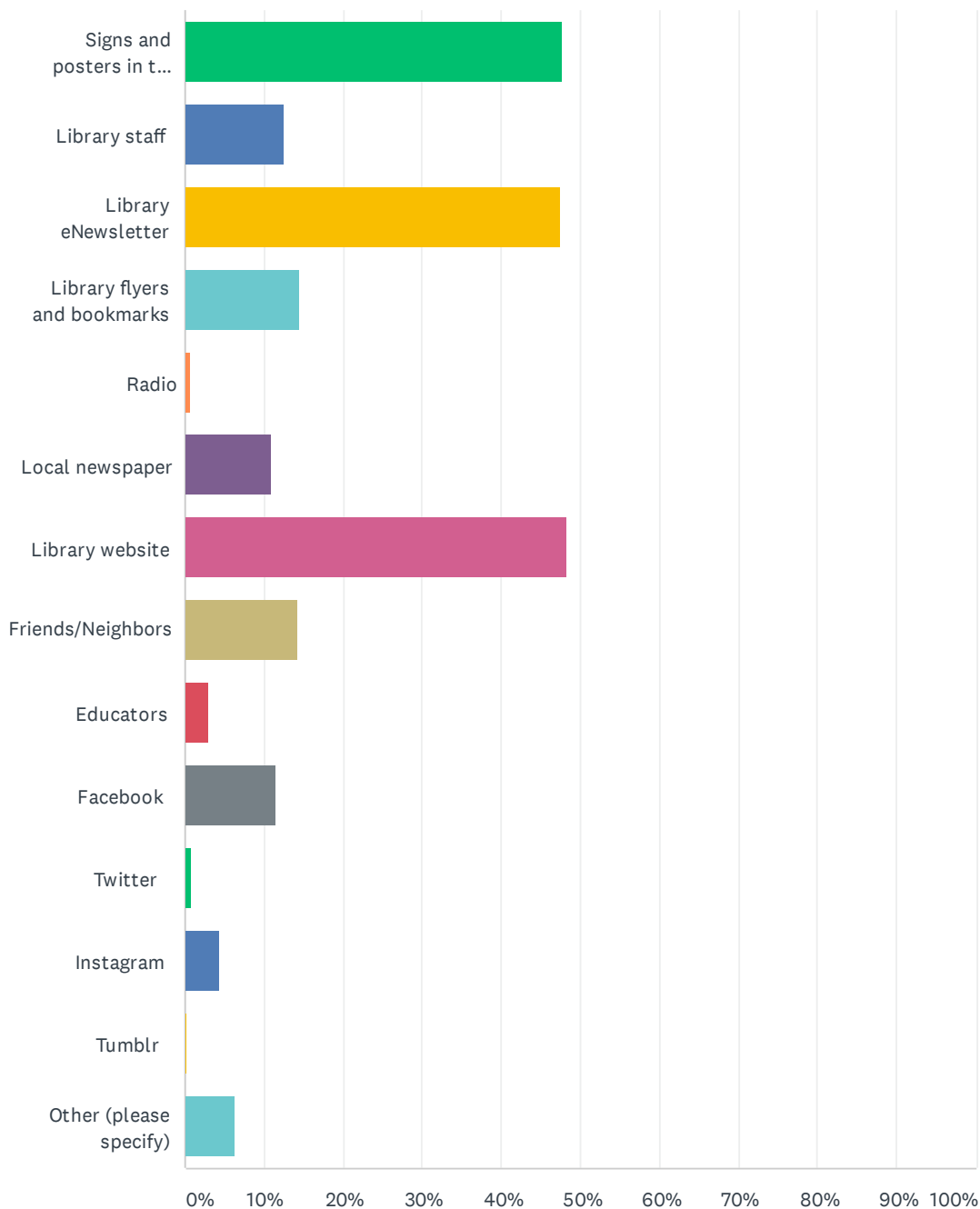


- Very satisfied
- Satisfied
- Dissatisfied
- Very dissatisfied
- Neither satisfied nor dissatisfied

	VERY SATISFIED	SATISFIED	NEITHER SATISFIED NOR DISSATISFIED	DISSATISFIED	VERY DISSATISFIED	TOTAL
Adults	16.82% 130	26.78% 207	51.10% 395	4.92% 38	0.39% 3	773
Teens	10.36% 66	17.90% 114	69.07% 440	2.51% 16	0.16% 1	637
Children	17.18% 111	28.33% 183	50.77% 328	3.72% 24	0.00% 0	646

# Q10 How do you find out about library services, programs and events? (Check all that apply.)

Answered: 862 Skipped: 230

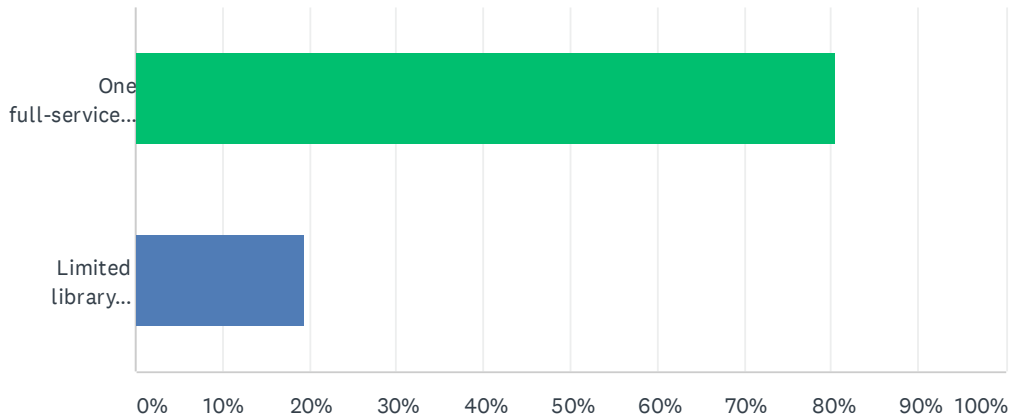


ANSWER CHOICES	RESPONSES	
Signs and posters in the library	47.68%	411
Library staff	12.53%	108
Library eNewsletter	47.56%	410
Library flyers and bookmarks	14.50%	125
Radio	0.70%	6
Local newspaper	10.79%	93
Library website	48.26%	416
Friends/Neighbors	14.27%	123
Educators	3.02%	26
Facebook	11.48%	99
Twitter	0.81%	7
Instagram	4.29%	37
Tumblr	0.12%	1
Other (please specify)	6.38%	55
Total Respondents: 862		



Q11 Do you feel our community benefits most from one full-service library location (with programs, staff assistance, access to books and materials, wifi and computers, and gathering spaces) or from limited library services in multiple locations?

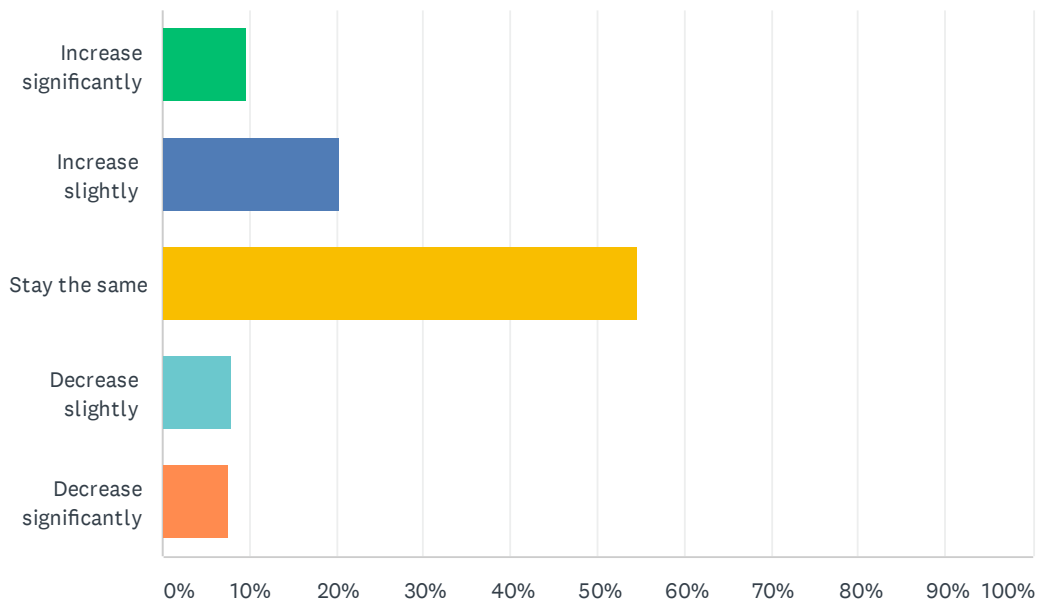
Answered: 848 Skipped: 244



ANSWER CHOICES	RESPONSES
One full-service library location	80.54% 683
Limited library services in multiple locations	19.46% 165
TOTAL	848

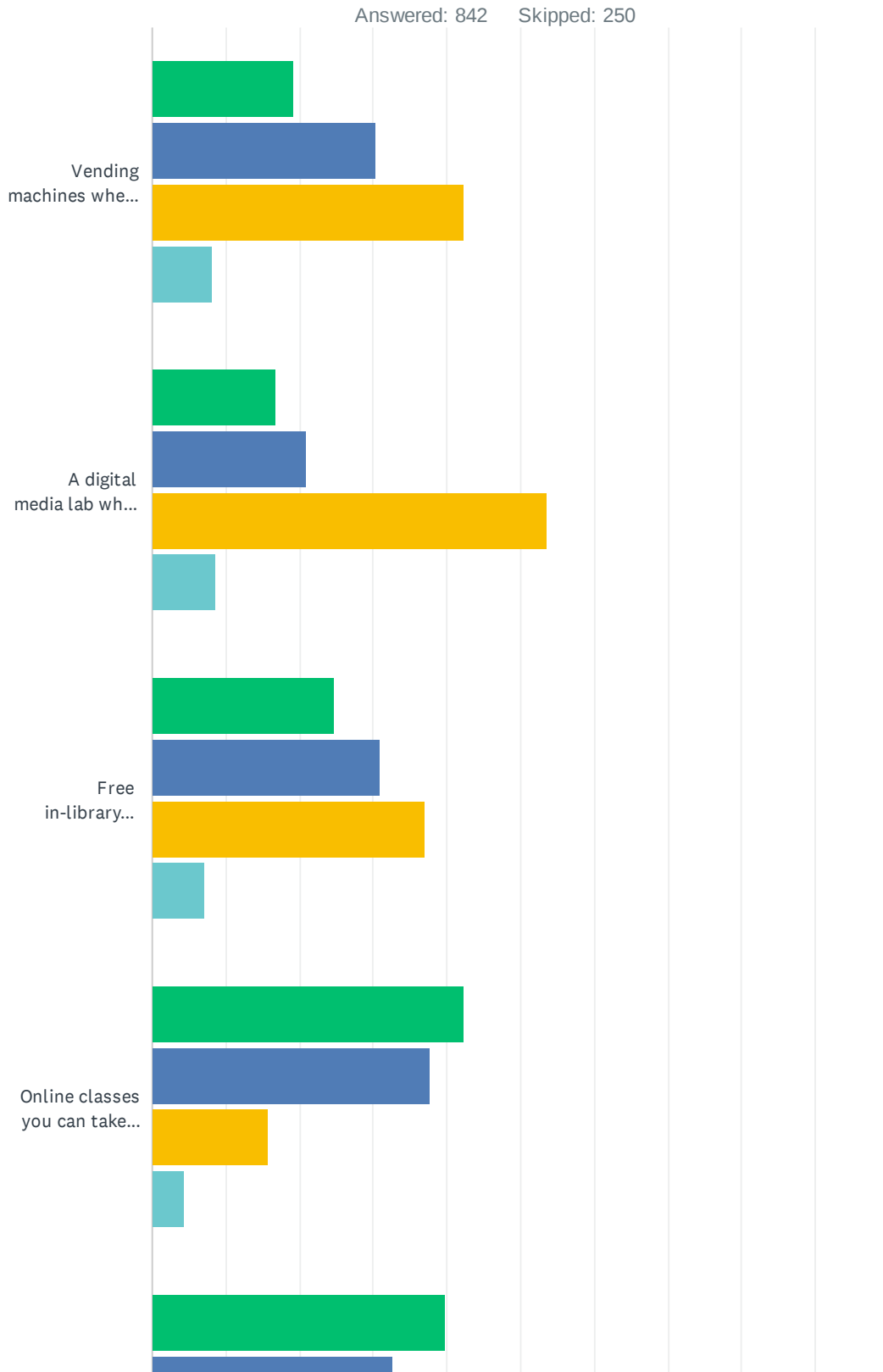
Q12 If there was a service point closer to you that offered access to books, materials, and wifi but no programs, staffing, or gathering places typically associated with full-service or branch libraries, would your library usage likely increase significantly, increase slightly, decrease significantly, decrease slightly, or stay the same?

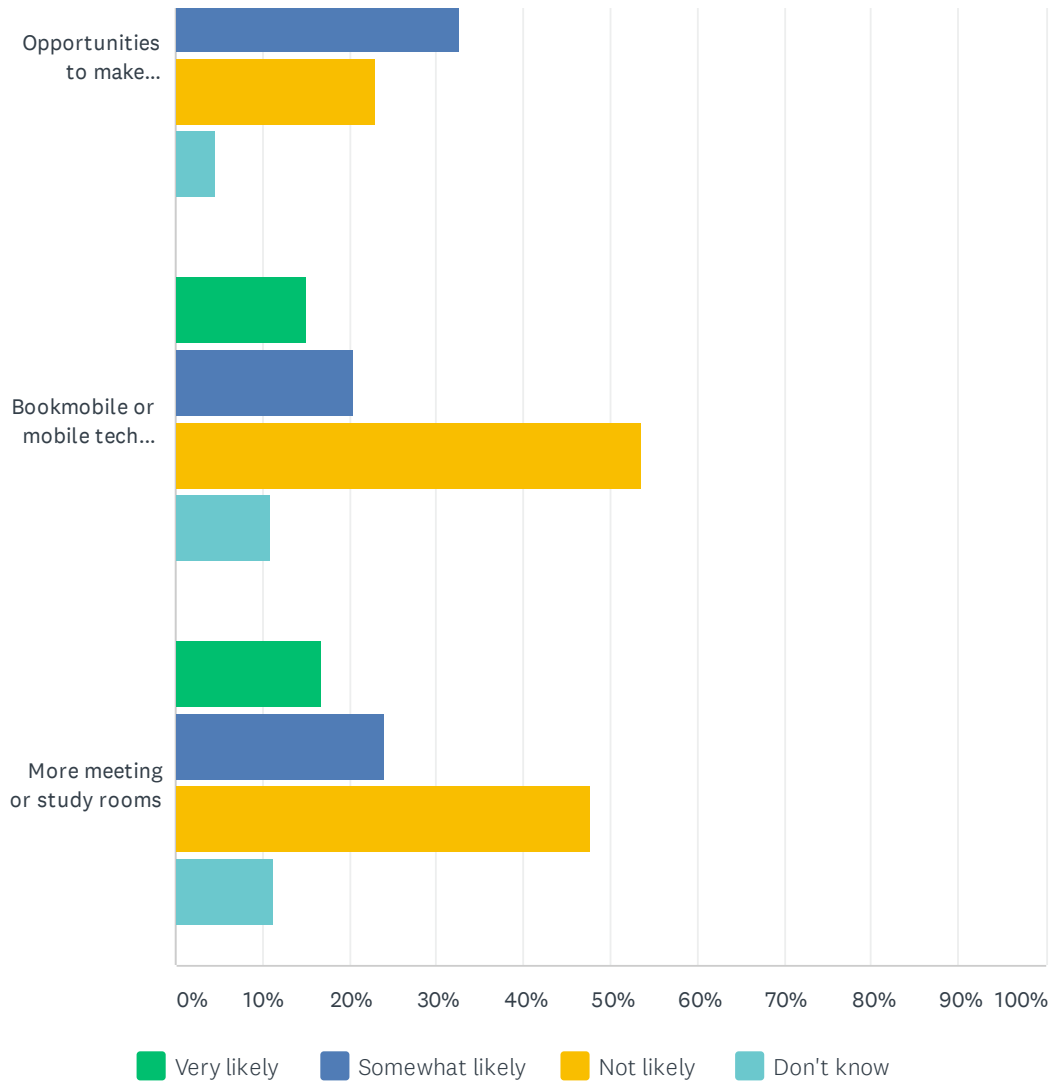
Answered: 856 Skipped: 236



ANSWER CHOICES	RESPONSES
Increase significantly	9.70% 83
Increase slightly	20.21% 173
Stay the same	54.56% 467
Decrease slightly	7.94% 68
Decrease significantly	7.59% 65
TOTAL	856

### Q13 If the Escondido Public Library was to offer or expand the following services, how likely would you or a household member be to use that service?

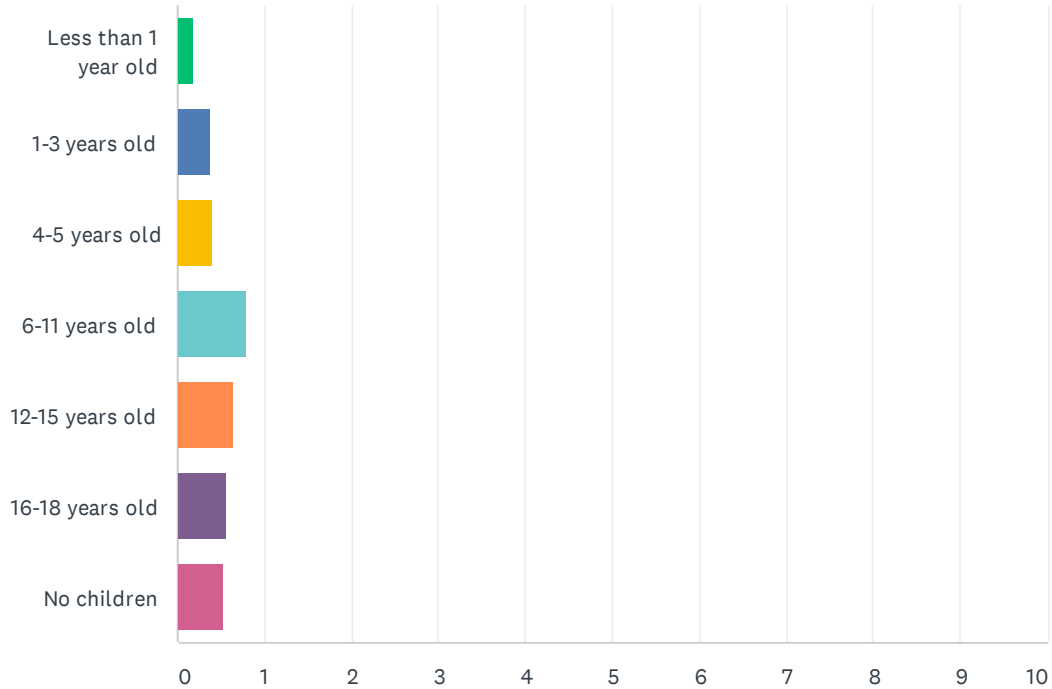




	VERY LIKELY	SOMEWHAT LIKELY	NOT LIKELY	DON'T KNOW	TOTAL
Vending machines where you can check out books or movies 24 hours a day	19.32% 160	30.31% 251	42.27% 350	8.09% 67	828
A digital media lab where you can make and edit videos, record music, create a video game, etc.	16.79% 139	21.01% 174	53.62% 444	8.57% 71	828
Free in-library access to software applications like Photoshop, Dreamweaver, InDesign, etc.	24.79% 206	31.05% 258	37.06% 308	7.10% 59	831
Online classes you can take from home	42.17% 350	37.71% 313	15.78% 131	4.34% 36	830
Opportunities to make physical things like artwork, woodworking, sewing, quilting, electronics, etc.	39.81% 330	32.57% 270	23.04% 191	4.58% 38	829
Bookmobile or mobile tech center with laptops and wi-fi that travels throughout the community	14.98% 123	20.46% 168	53.59% 440	10.96% 90	821
More meeting or study rooms	16.73% 138	24.12% 199	47.76% 394	11.39% 94	825

## Q14 How many children, by age, currently live in your household?

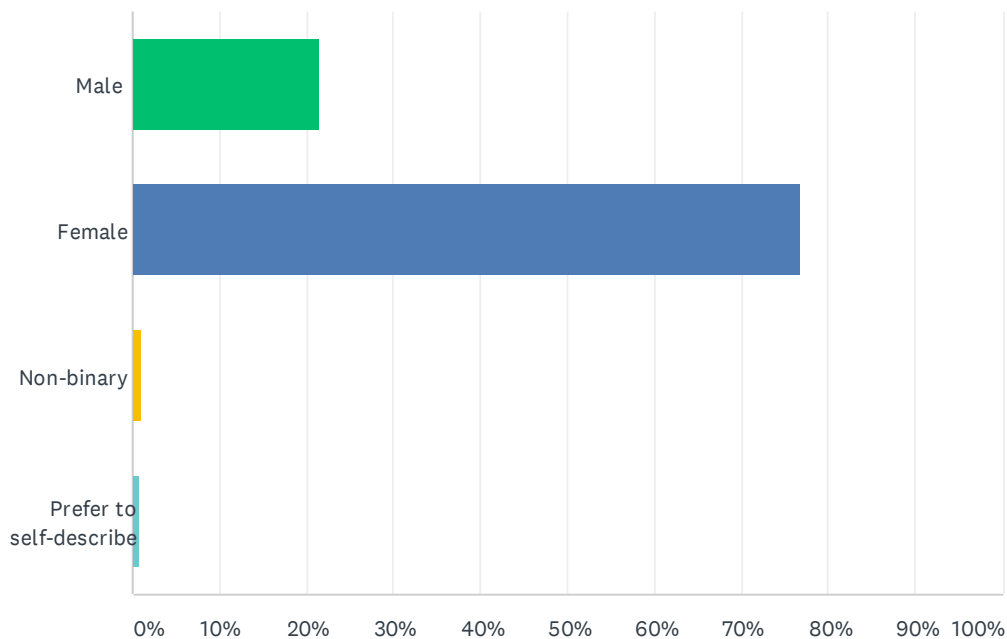
Answered: 681 Skipped: 411



ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
Less than 1 year old	0	31	170
1-3 years old	0	80	207
4-5 years old	0	81	208
6-11 years old	1	210	266
12-15 years old	1	151	230
16-18 years old	1	116	209
No children	1	178	340
Total Respondents: 681			

## Q15 What is your gender?

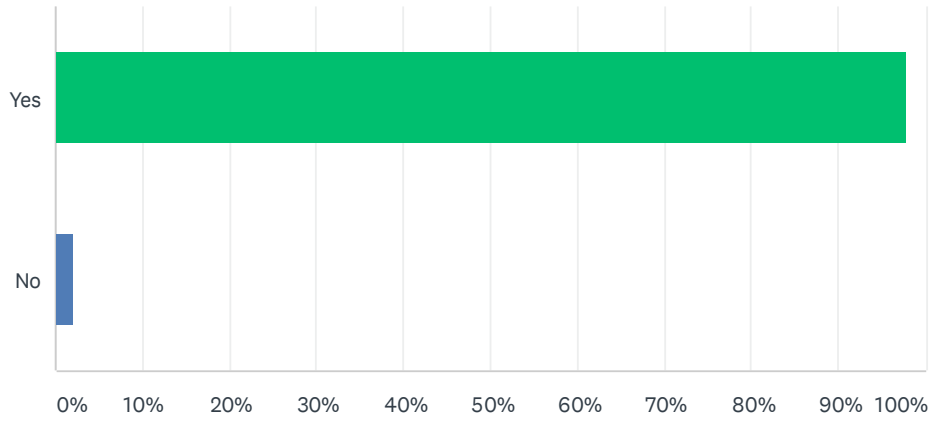
Answered: 819 Skipped: 273



ANSWER CHOICES	RESPONSES	
Male	21.49%	176
Female	76.80%	629
Non-binary	0.98%	8
Prefer to self-describe	0.73%	6
<b>TOTAL</b>		<b>819</b>

## Q16 Do you have Internet access at home?

Answered: 826 Skipped: 266



ANSWER CHOICES	RESPONSES	
Yes	97.82%	808
No	2.18%	18
TOTAL		826

## Q17 What is your ZIP code?

Answered: 812 Skipped: 280

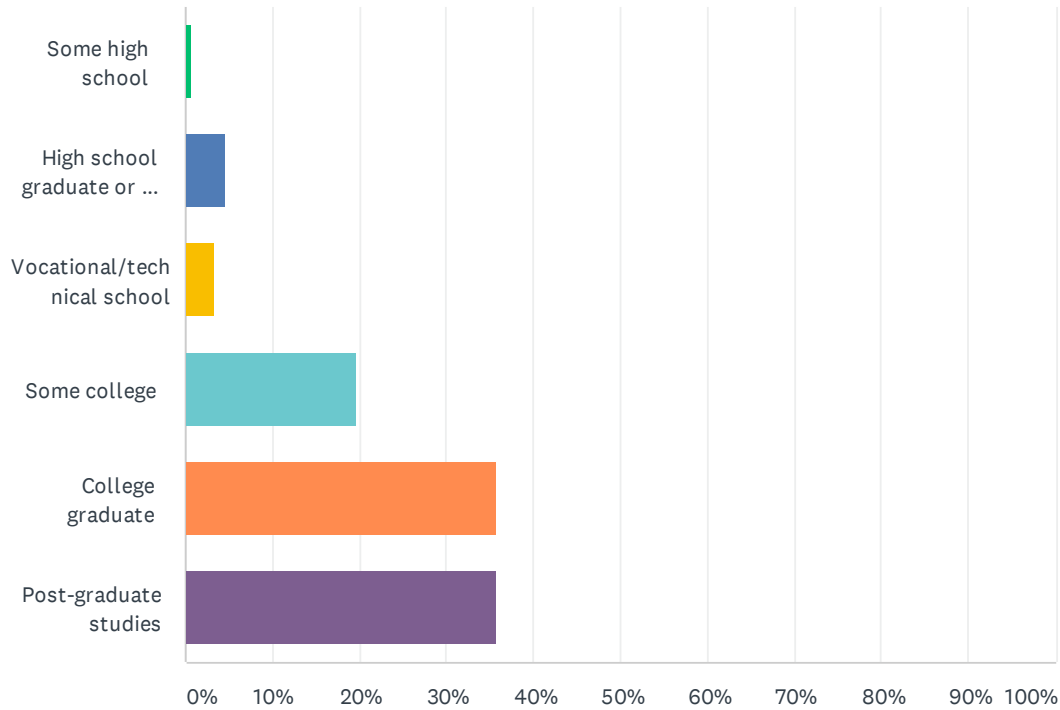


## Q18 What is your age?

Answered: 785   Skipped: 307

## Q19 Which one of the following categories best describes your educational background?

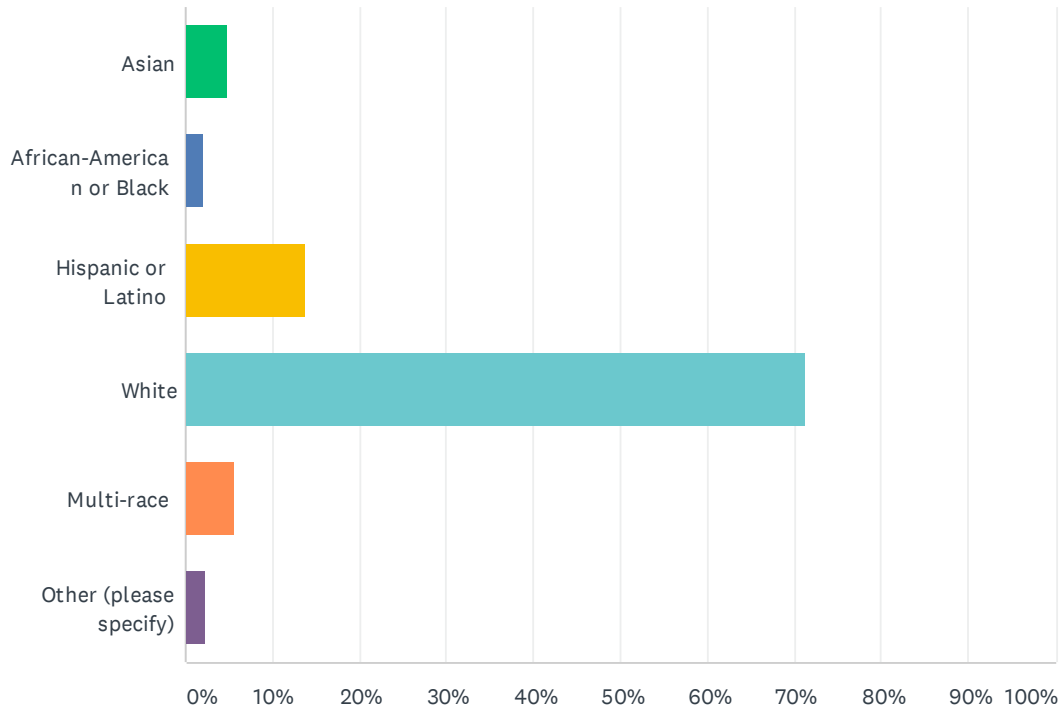
Answered: 820 Skipped: 272



ANSWER CHOICES	RESPONSES
Some high school	0.61% 5
High school graduate or GED	4.63% 38
Vocational/technical school	3.41% 28
Some college	19.76% 162
College graduate	35.85% 294
Post-graduate studies	35.73% 293
<b>TOTAL</b>	<b>820</b>

## Q20 Which of the following best describes your racial or ethnic background?

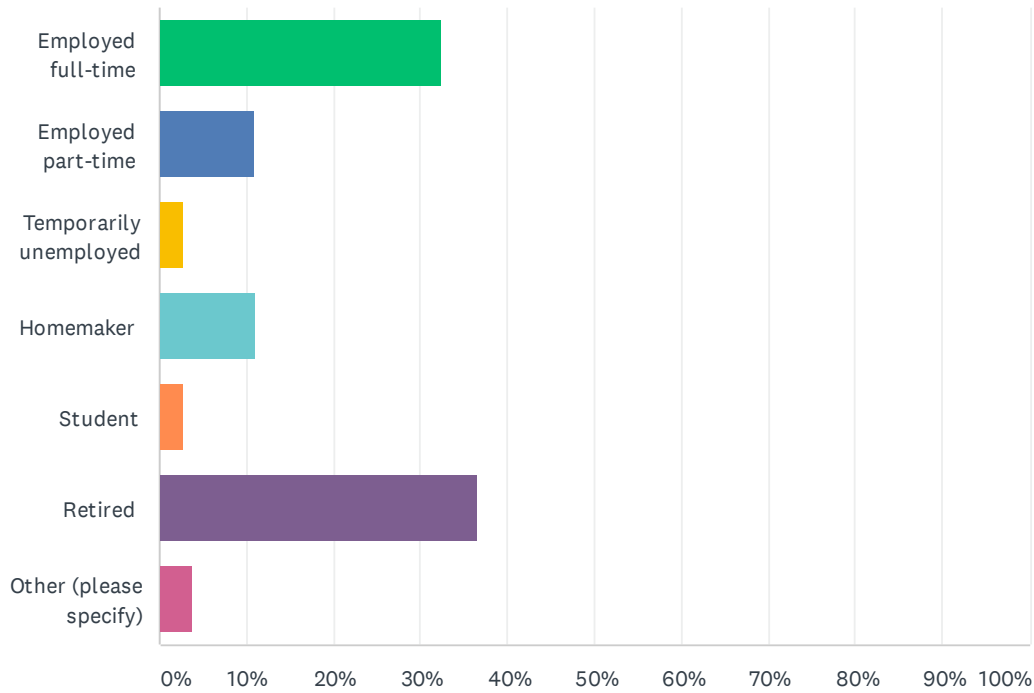
Answered: 801 Skipped: 291



ANSWER CHOICES	RESPONSES
Asian	4.87% 39
African-American or Black	2.00% 16
Hispanic or Latino	13.73% 110
White	71.29% 571
Multi-race	5.74% 46
Other (please specify)	2.37% 19
<b>TOTAL</b>	<b>801</b>

## Q21 Which of the following best describes your employment status?

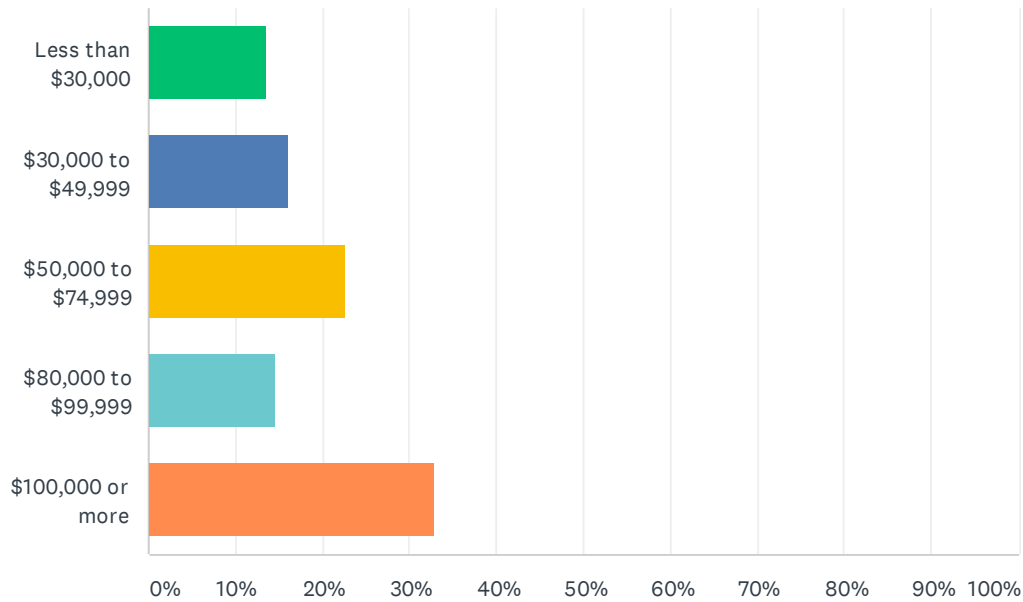
Answered: 816 Skipped: 276



ANSWER CHOICES	RESPONSES	
Employed full-time	32.35%	264
Employed part-time	10.91%	89
Temporarily unemployed	2.70%	22
Homemaker	11.03%	90
Student	2.70%	22
Retired	36.52%	298
Other (please specify)	3.80%	31
<b>TOTAL</b>		<b>816</b>

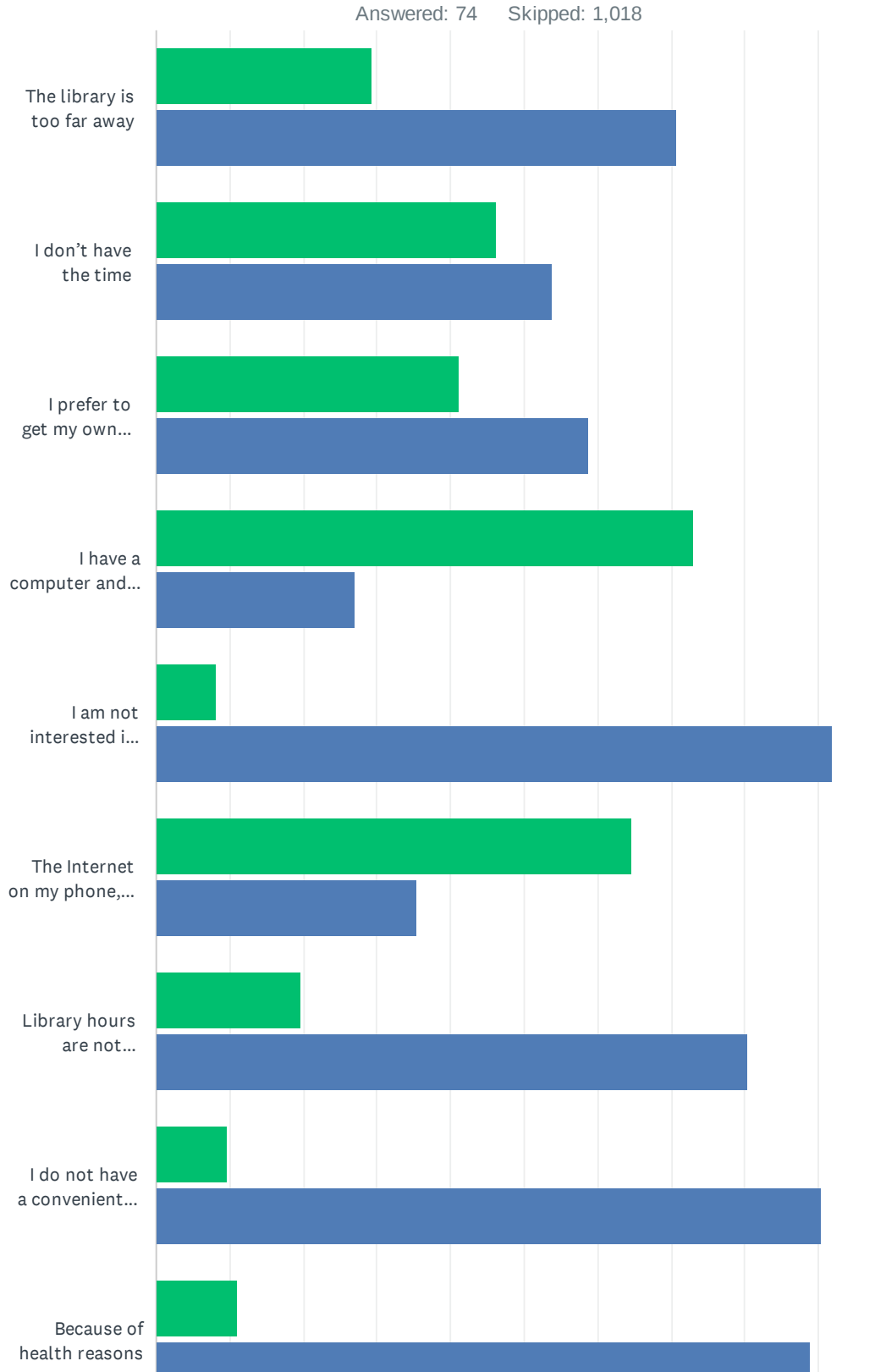
## Q22 Which one of the following categories best describes your total annual household income before taxes?

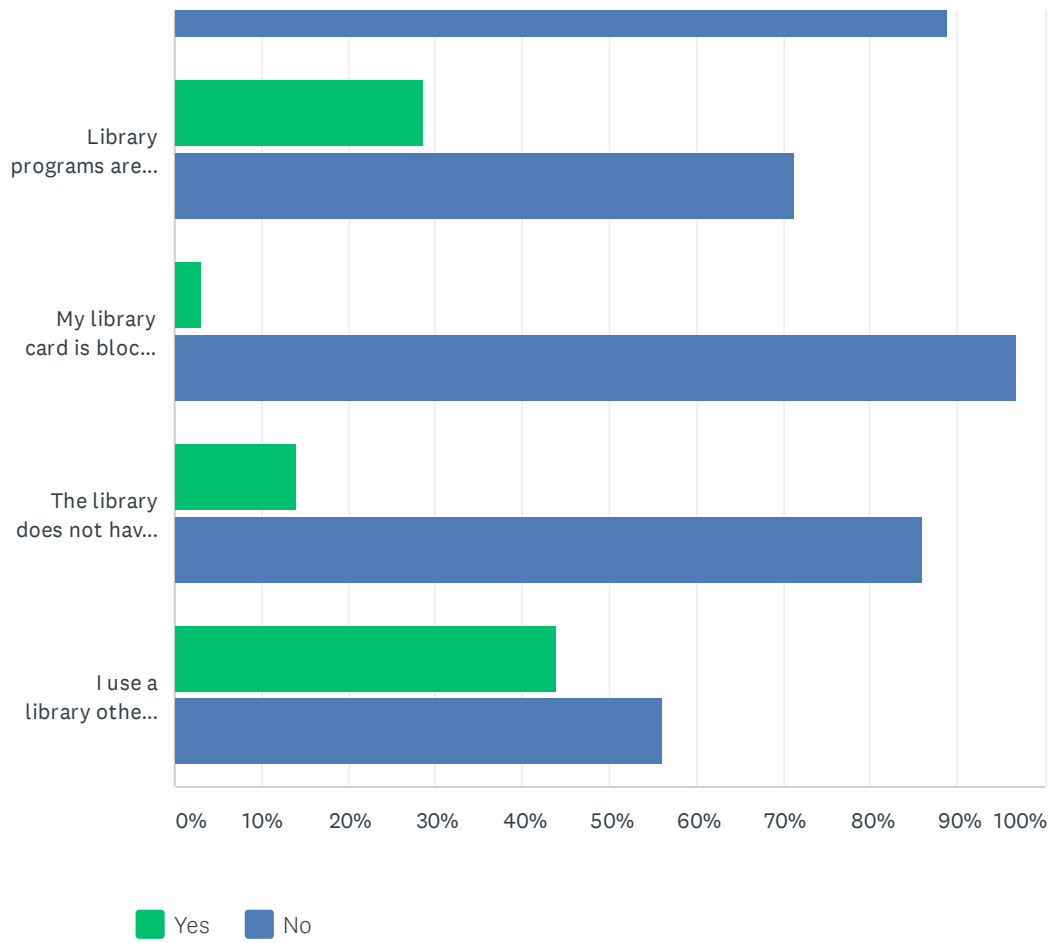
Answered: 734 Skipped: 358



ANSWER CHOICES	RESPONSES	
Less than \$30,000	13.62%	100
\$30,000 to \$49,999	16.21%	119
\$50,000 to \$74,999	22.62%	166
\$80,000 to \$99,999	14.71%	108
\$100,000 or more	32.83%	241
TOTAL		734

Q23 The following are reasons why some people have not used the Escondido Public Library in the past 12 months. Please indicate, yes or no, if that reason applies to you.



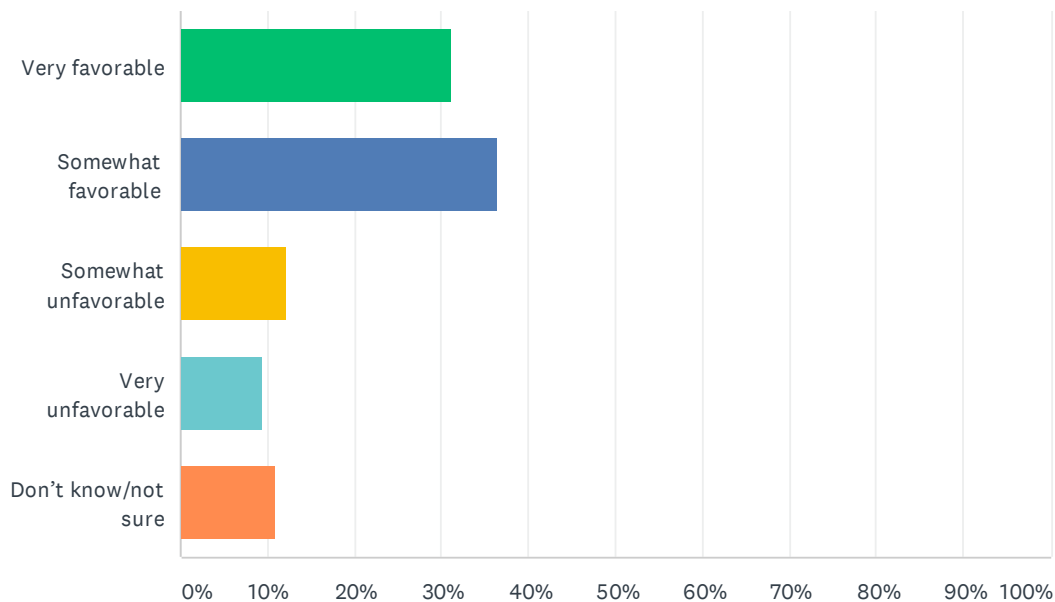


	YES	NO	TOTAL	WEIGHTED AVERAGE
The library is too far away	29.23% 19	70.77% 46	65	1.71
I don't have the time	46.15% 30	53.85% 35	65	1.54
I prefer to get my own books, movies, and music from other places	41.27% 26	58.73% 37	63	1.59
I have a computer and/or Internet access at home or work and don't need library access	73.02% 46	26.98% 17	63	1.27
I am not interested in using the library	8.06% 5	91.94% 57	62	1.92
The Internet on my phone, computer, or tablet meets my information needs now	64.62% 42	35.38% 23	65	1.35
Library hours are not convenient	19.67% 12	80.33% 49	61	1.80
I do not have a convenient way to get to the library	9.68% 6	90.32% 56	62	1.90
Because of health reasons	11.11% 7	88.89% 56	63	1.89
Library programs are not interesting enough to bring me to the library	28.57% 18	71.43% 45	63	1.71
My library card is blocked due to past library fines	3.17% 2	96.83% 61	63	1.97
The library does not have the materials or services I want or need	14.06% 9	85.94% 55	64	1.86
I use a library other than the Escondido Public Library	43.94% 29	56.06% 37	66	1.56



## Q24 What is your overall impression of the Escondido Public Library?

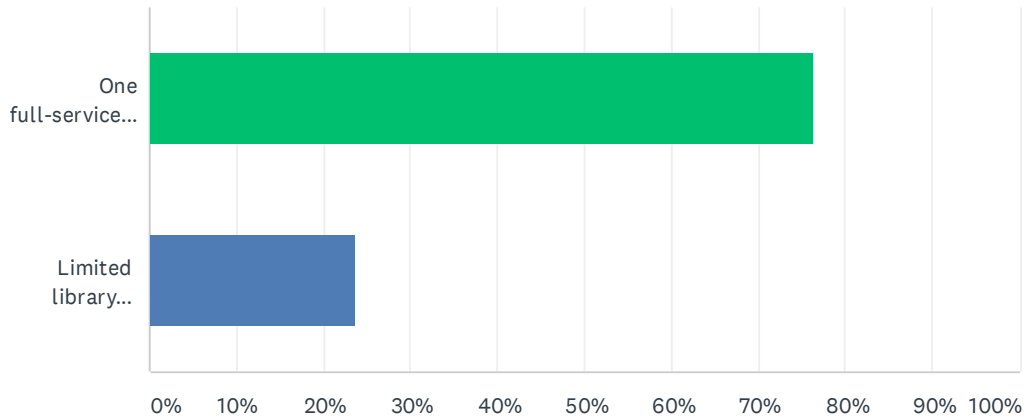
Answered: 74 Skipped: 1,018



ANSWER CHOICES	RESPONSES	
Very favorable	31.08%	23
Somewhat favorable	36.49%	27
Somewhat unfavorable	12.16%	9
Very unfavorable	9.46%	7
Don't know/not sure	10.81%	8
<b>TOTAL</b>		<b>74</b>

### Q25 Do you feel our community benefits most from one full-service library location (with programs, staff assistance, access to books and materials, wifi and computers, and gathering spaces) or from limited library services in multiple locations?

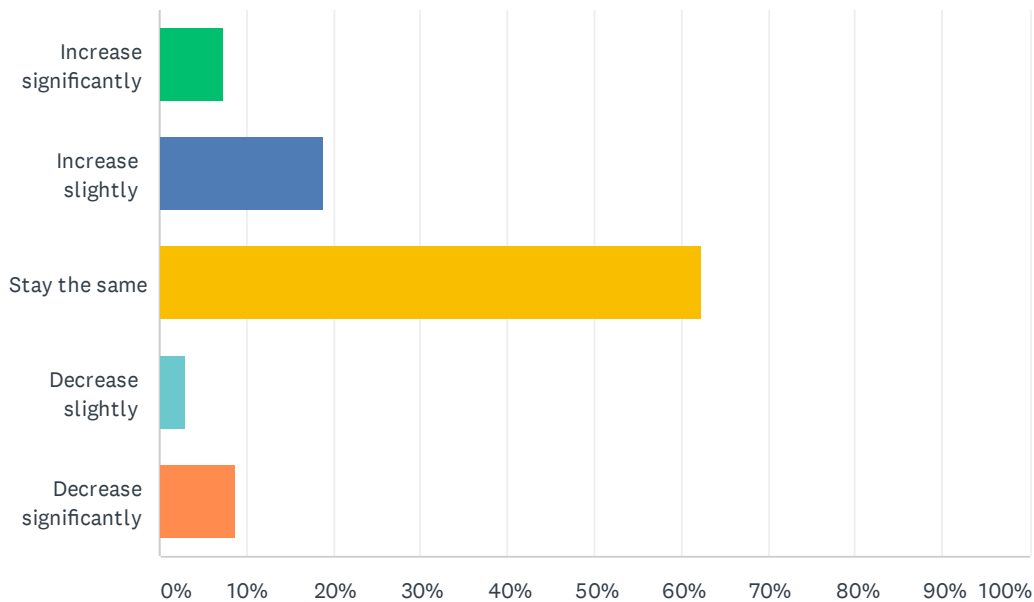
Answered: 72 Skipped: 1,020



ANSWER CHOICES	RESPONSES	
One full-service library location	76.39%	55
Limited library services in multiple locations	23.61%	17
TOTAL		72

Q26 If there was a service point closer to you that offered access to books, materials, and wifi but no programs, staffing, or gathering places typically associated with full-service or branch libraries, would your library usage likely increase significantly, increase slightly, decrease significantly, decrease slightly, or stay the same?

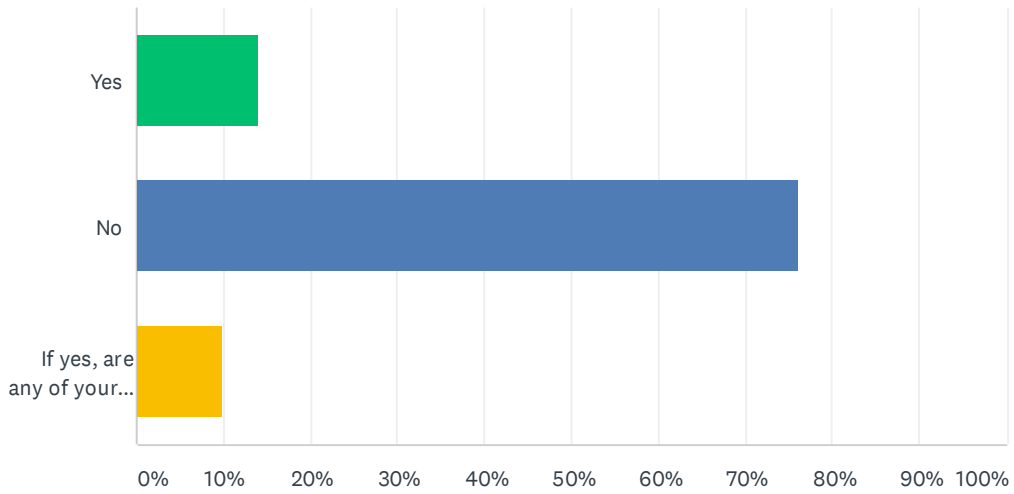
Answered: 69 Skipped: 1,023



ANSWER CHOICES	RESPONSES	
Increase significantly	7.25%	5
Increase slightly	18.84%	13
Stay the same	62.32%	43
Decrease slightly	2.90%	2
Decrease significantly	8.70%	6
<b>TOTAL</b>		<b>69</b>

## Q27 Are there any children under the age of 18 currently living in your household?

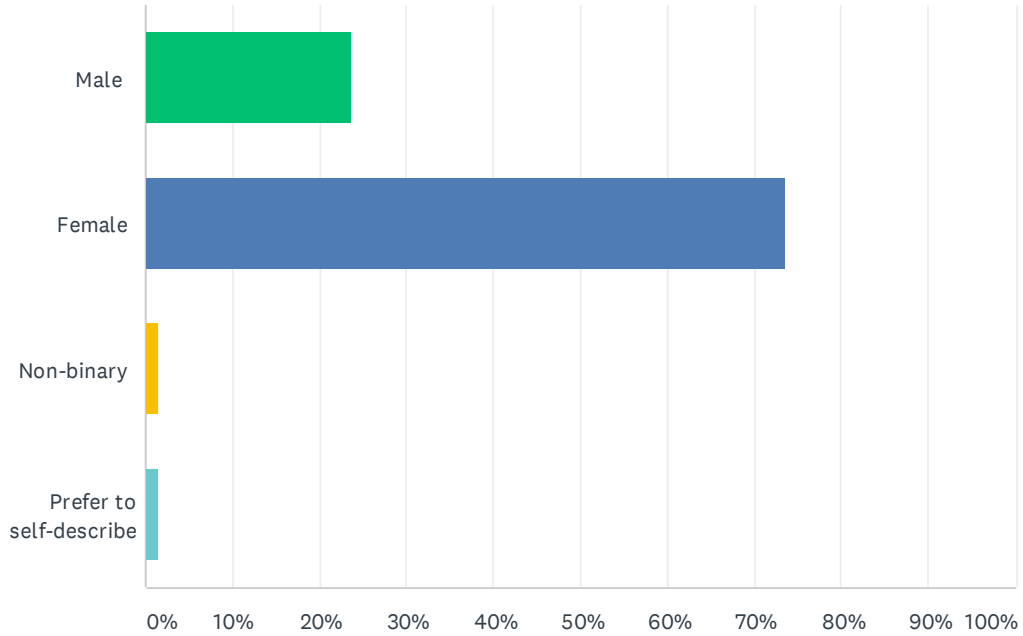
Answered: 71 Skipped: 1,021



ANSWER CHOICES	RESPONSES	
Yes	14.08%	10
No	76.06%	54
If yes, are any of your children homeschooled?	9.86%	7
<b>TOTAL</b>		<b>71</b>

## Q28 What is your gender?

Answered: 72 Skipped: 1,020



ANSWER CHOICES	RESPONSES	
Male	23.61%	17
Female	73.61%	53
Non-binary	1.39%	1
Prefer to self-describe	1.39%	1
TOTAL		72

## Q29 What is your ZIP code?

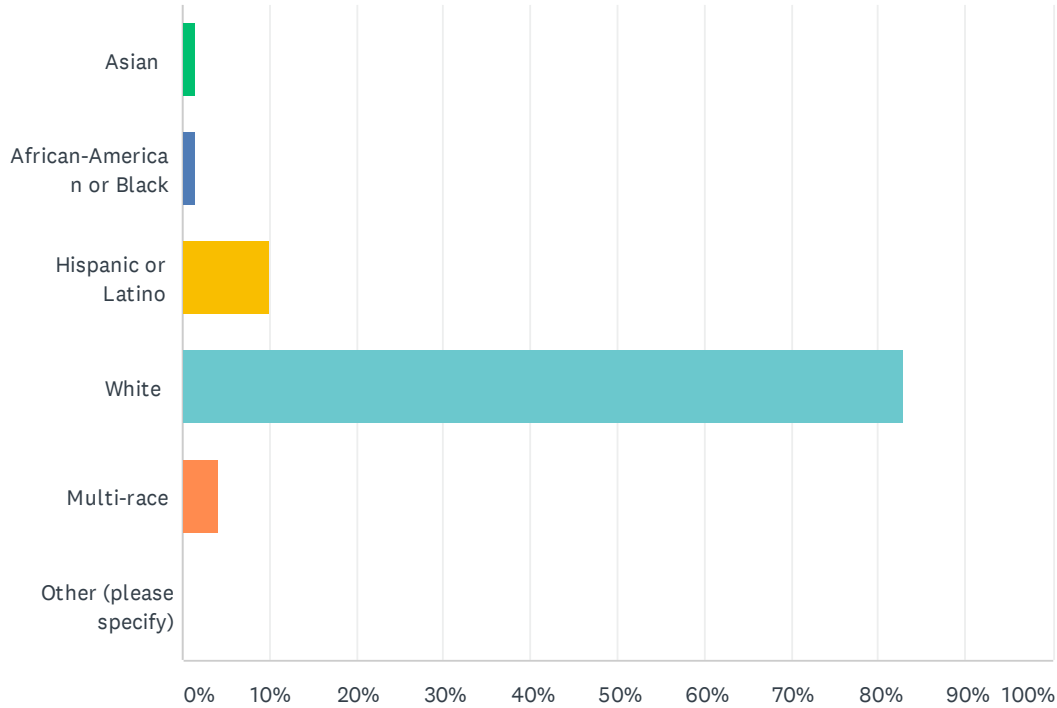
Answered: 71 Skipped: 1,021

## Q30 What is your age?

Answered: 69 Skipped: 1,023

## Q31 Which of the following best describes your racial or ethnic background?

Answered: 70 Skipped: 1,022



ANSWER CHOICES	RESPONSES	
Asian	1.43%	1
African-American or Black	1.43%	1
Hispanic or Latino	10.00%	7
White	82.86%	58
Multi-race	4.29%	3
Other (please specify)	0.00%	0
<b>TOTAL</b>		<b>70</b>