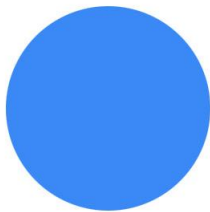


# Carlsbad Library & Cultural Arts Report 2017





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## EXECUTIVE SUMMARY

### INTRODUCTION

In October 2017, the Carlsbad City Library and Cultural Arts department partnered with BW Research to conduct a representative survey and focus groups of Carlsbad residents as well as Library and Cultural Arts customers. The survey assessed usage, priorities, and satisfaction with Carlsbad City Library facilities and services as well as Cultural Arts events and programs. This research was built upon previous studies that were completed in 2011, 2013, and 2015.

The main research objectives of the study were to identify overall perceptions of Library and Cultural Arts services, evaluate usage, importance, and satisfaction with library programs and services, and assess attendance, importance, and satisfaction with Cultural Arts events and programs. This year's research also looked more specifically at interest in and importance of potential new service additions, such as streaming music or movie services.

The survey research for this study included a telephone survey of 400 Carlsbad residents 18 years and older, 367 intercept surveys of Library and Cultural Arts patrons at Dove and Cole Libraries as well as the Library Learning Center, and two focus group sessions with a total of 20 participants.

### KEY FINDINGS & CONCLUSIONS

**Both residents and customers have consistently given Carlsbad Library high ratings.** Over the last four survey terms from 2011 through 2017, the library has received positive ratings of either excellent or good from 93 to 95 percent of residents. Similarly, at least 97 percent of customers have reported satisfaction since 2011, with 99 percent reporting satisfaction in 2017. Nearly all residents (98 percent) and customers (99 percent) are also satisfied with library facilities. In addition to overall satisfaction with the library and its facilities, residents also reported satisfaction with individual services and programs. In fact, the top four most important services to residents are also those with which residents are most highly satisfied—wireless internet access, printed books, access at the library to computers, the Internet, and online research databases, as well as in-person customer service.

**Web and technology services are becoming increasingly important to both residents and customers.** Between 2015 and 2017, regular access to Carlsbad Library's web-based services by residents from a location outside of the library increased by eight points; 32 percent of residents and 46 percent of customers use this service at least once a month if not once a week or more. The importance of wireless internet access also went up by six points for residents and customers, rising from fifth in importance in 2015 to first in importance in 2017 for residents. At the same time, residents reported a four- to six-point decline in physical visits to either the Cole or Dove Library location while in-person customer service declined in importance by four points for residents. For customers, printed books and in-person customer service remain the top two most important services from the library. This data indicates that while the library's physical space does remain important to the community, off-location web services are becoming increasingly more important, particularly for residents.



**Improved event and program marketing and communication could likely increase attendance.**

Between 2015 and 2017, residents reported feeling less informed about the library's services and programs (four-point decline). Focus group participants also indicated feeling generally unaware. Suggestions for communication channels included special event signs around the city, better web advertising, and use of social media sites such as Nextdoor, Facebook, and maybe Instagram for young adults. Many individuals noted that they would be interested in signing up for an app, email, or text alerts that came with an "opt-in" preference where individuals could select the programs, events, or services they are interested in and receive tailored alerts based on these preferences with regards to the time and date details of specific program offerings.

**Interest in streaming music or video services might be dependent on the library's ability to tap into something unique or specific not already available via other services.**

About 15 percent of both residents and customers surveyed indicated that these services are "extremely important." Most focus group participants reported that they already have Pandora, Spotify, Amazon, Netflix, Hulu, or Roku. Because of this, participants noted that they saw little use-value for the library to provide something that most patrons already have at home. According to focus group participants, offerings that would interest older patrons around 40 years of age or older included Broadway plays, live performances, operas, concerts, or musicals. Interestingly, all age cohorts mentioned a music service that highlighted local music or bands would pique their interest. With regards to video services, participants noted educational programs for children or academic lecture series that are not freely available elsewhere. Some individuals did note concern that spending money on these new services would take away from other important services.<sup>1</sup>

**According to focus group participants, the library appears to be viewed as a resource for education and knowledge enrichment programs for both youth and adults.<sup>2</sup>**

Many focus group participants mentioned interest in self-exploration-type programs, services, or resources. Across both focus groups, individuals noted they would like to see more self-improvement, self-help, and mindfulness resources for stress management, well-being, and mental health; this was true across age cohorts. Other requests included more language classes, teen programs, small business resources, and tutors for language and homework help.

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<sup>1</sup> It should be noted that this conclusion is based largely on focus group participant input. The sample size for these sessions was under 20 individuals, which is below the target sample size to assume a normal distribution and generalizable results.

<sup>2</sup> It should be noted that this conclusion is based largely on focus group participant input. The sample size for these sessions was under 20 individuals, which is below the target sample size to assume a normal distribution and generalizable results.



## RESIDENT RESULTS

### RESIDENT USAGE

Forty-four percent of Carlsbad residents visit the Dove Library “regularly” or “sometimes” compared to 23 percent for the Cole Library. About one in three residents (32 percent) also use the library’s web-based services from another location at least once a month if not once a week or more.

Use of off-location web-based services increased by eight percentage points from 24 percent in 2015. At the same time, there was a slight decrease in frequency of visits—regularly or sometimes—to both the Dove (four-point decline) and Cole Library (six-point decline) physical locations.<sup>3</sup>

However, the overall proportion of residents that have visited the library or used web-based services within the last month (47 percent) has remained consistent across 2013, 2015, and 2017.

The following is an assessment of demographic subgroups and their relative frequency of use for Library and Cultural Arts services and events. The “regular” and “sometimes” responses are combined for this analysis.

Not surprisingly, residents in 92008 and 92010 (northern Carlsbad) are most likely to visit Cole (42 percent vs. 11 percent) while those in 92009 and 90211 (southern Carlsbad) are more likely to regularly visit Dove (53 percent vs 32 percent).<sup>4</sup> Residents with children are more likely to regularly access web-based services from an off-site location (48 percent), attend TGIF Concerts in the Park (42 percent), or events at the Schulman Auditorium (24 percent) compared to those without children.

<sup>3</sup> See 2015 Carlsbad Library & Cultural Arts Report.

<sup>4</sup> There were no statistically significant differences across demographic subgroups for residents who primarily visited the Library Learning Center.



Figure 1: Resident Survey – Frequency of Visit, 2017<sup>5</sup>

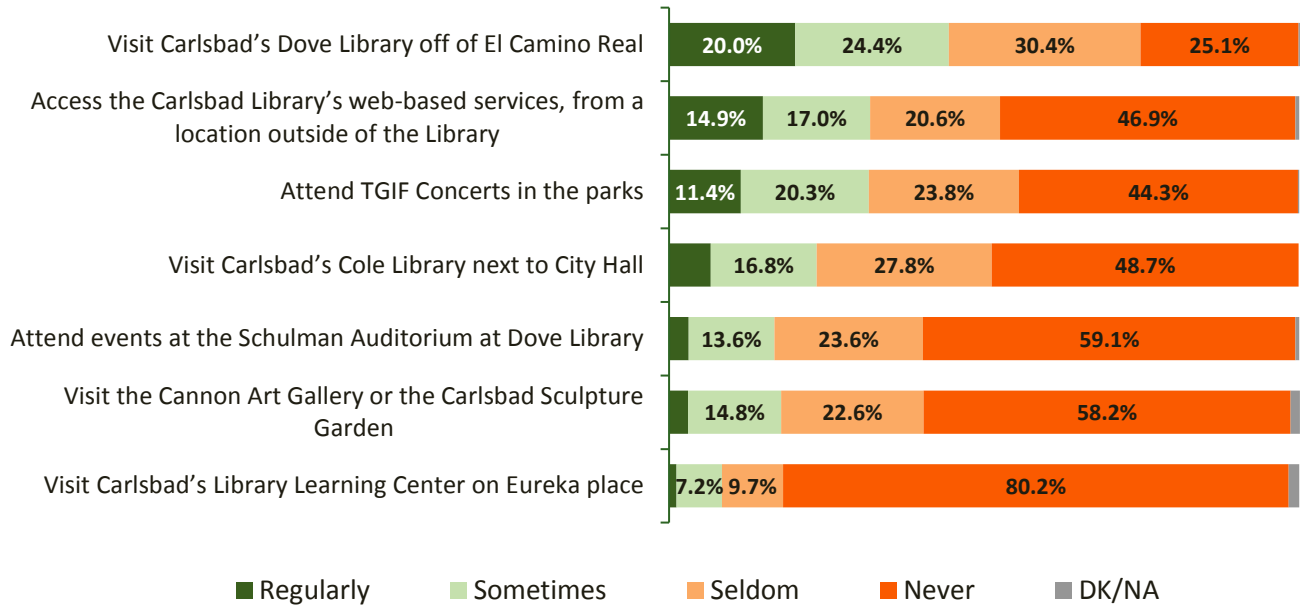
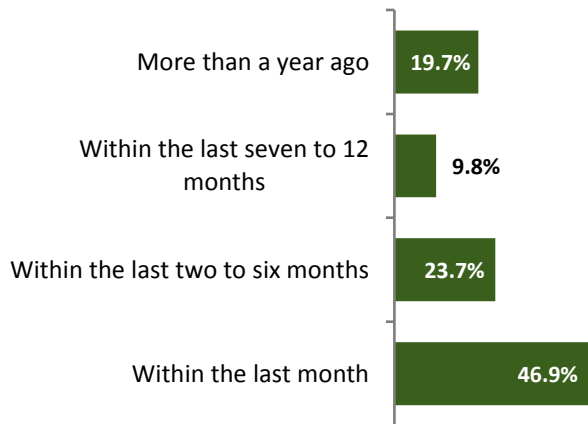


Figure 2: Resident Survey – Visit and Web-Based Services Use, 2017



<sup>5</sup> “Regularly”: once a week or more; “Sometimes”: once a month or more; and “Seldom”: less than once a month.



## RESIDENT OVERALL SATISFACTION

The library received favorable ratings from Carlsbad residents in 2017. Sixty-three percent gave the library an “excellent” overall rating and an additional one-third (32 percent) responded with a “good” rating. Overall positive ratings have remained consistent with previous survey years, with between 93 to 95 percent of residents selecting either excellent or good since 2011.

Furthermore, of residents who visit the library, more than nine in ten (98 percent) are satisfied with its facilities—78 percent are “very satisfied” and 20 percent are “somewhat satisfied”.

Residents from southern Carlsbad were slightly more likely to rate the Library as “excellent” (70 percent) compared to residents from northern Carlsbad (57 percent). In 2015, older residents were more likely to rate the Library highly compared to young adults. However, in 2017, the majority of residents across all age groups rated the library as excellent—at least six in ten for each age cohort 18 to 34, 35 to 54, and 55 years or older.

In 2015, residents in southern Carlsbad were more likely to be very satisfied with the Library’s facilities. However, in 2017, residents in northern and southern Carlsbad are equally satisfied with the Library’s facilities.

There are no statistically significant differences in overall satisfaction and satisfaction with facilities by ethnicity, gender, length of residence, or household income.

Figure 3: Resident Survey – Carlsbad Library Rating, 2011-2017

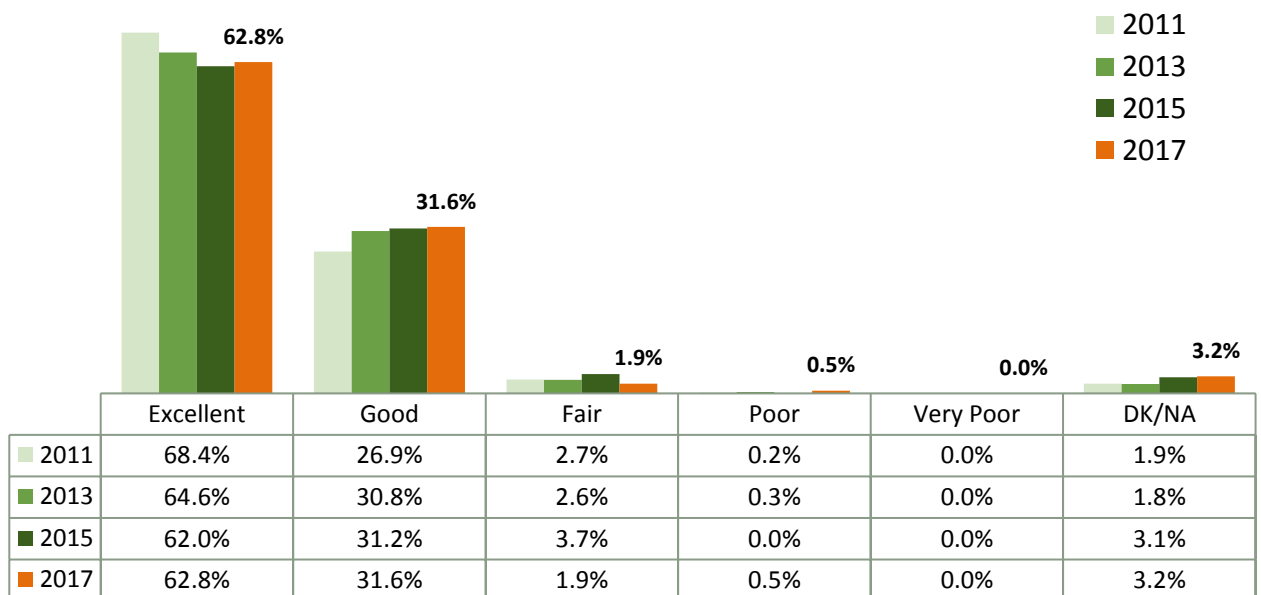
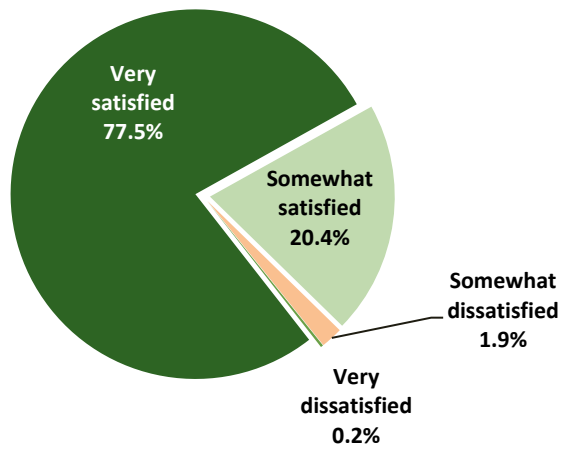






Figure 4: Resident Survey – Satisfaction with Library Facilities, 2017

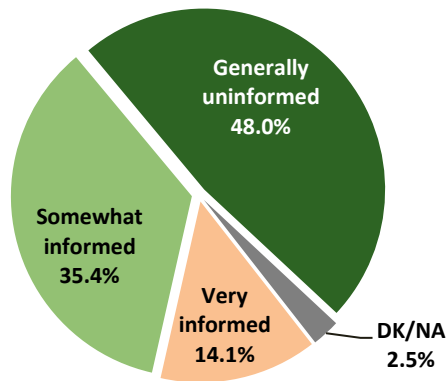




Forty-nine percent of Carlsbad residents feel informed about the services and programs at the Carlsbad Library. Still, many residents (48 percent) feel “generally uninformed” about the services and programs at the library’s facilities. Residents have reported feeling less informed over time; in 2013, 43 percent indicated they felt uninformed, and this has increased to 45 percent in 2015 and 48 percent in 2017.

There are no statistically significant differences across age, gender, place of residence, or ethnicity in terms of how informed residents feel about the Library’s services and programs. However, those with children at home are more likely to feel informed (63 percent) than residents with no children (44 percent).

Figure 5: Resident Survey – Knowledge of Services and Programs, 2017



## RESIDENT IMPORTANCE AND SATISFACTION WITH SERVICES

### Importance

Wireless internet access within Carlsbad City Library facilities shot up from fifth to first place as the most highly important service; 92 percent of residents rated this service as “important”, with 68 percent noting it as “very important.” The overall importance of this service has gone up by six percentage points since 2015. Printed books, in-person customer service, and access to technology—computers, web services, and research databases—were ranked as the next most important services the Library provides. In 2015, these services were ranked the top three in terms of importance.

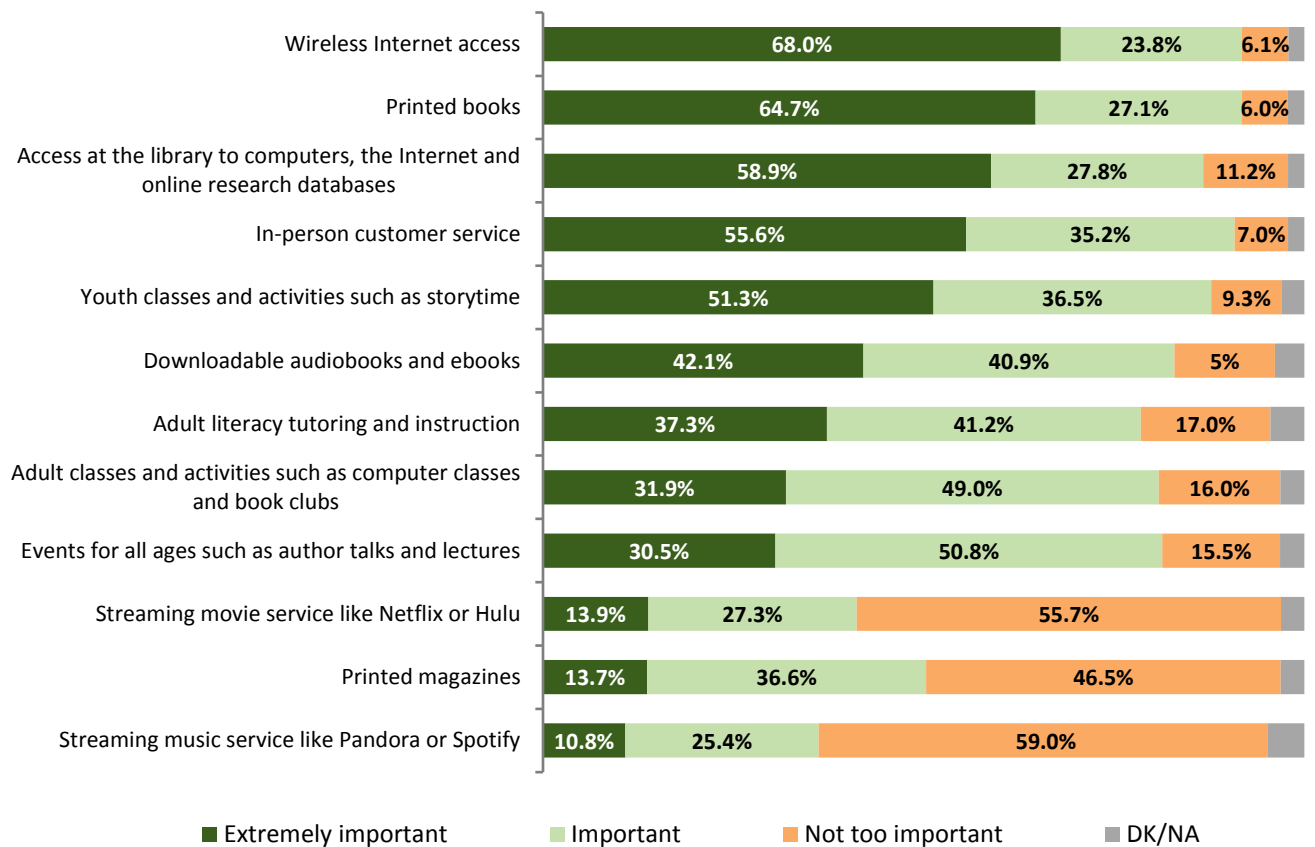
Two potential new services tested this year included the streaming of music or movie services such as Pandora, Spotify, Netflix, or Hulu; these were tested to identify demand and determine if these should be added to Library services. Only 11 percent and 14 percent of residents respectively reported that streaming music and movie services were “extremely important;” the majority for each indicated that these services are “not too important.”



Adults between the ages of 18 and 34 (96 percent) found access to computers, internet, and online research databases more important than those 35 years of age and older. All age cohorts rated wireless internet access important—at least nine in ten for those ages 18 to 34, 25 to 54, and 55 years or older.

There were no statistically significant differences across demographic subgroups for the perceived importance of music and movie streaming services.

Figure 6: Resident Survey – Importance of Library Services and Programs, 2017





### *Satisfaction and Usage*

The analysis of satisfaction and usage for the following 10 tested services is split out based on primary populations served. The first seven services in Figure 7 are provided for the general population, while the last three services in Figure 8 received higher ratings of “haven’t used” from residents and have been grouped together because they are geared towards specific target populations. Of the residents who have used or attended either youth or adult classes, programs, and activities, the majority are very satisfied. Specifically, 78 percent are “very satisfied” with youth classes and activities, followed by adult classes and activities (62 percent), and adult literacy tutoring and instruction (51 percent).

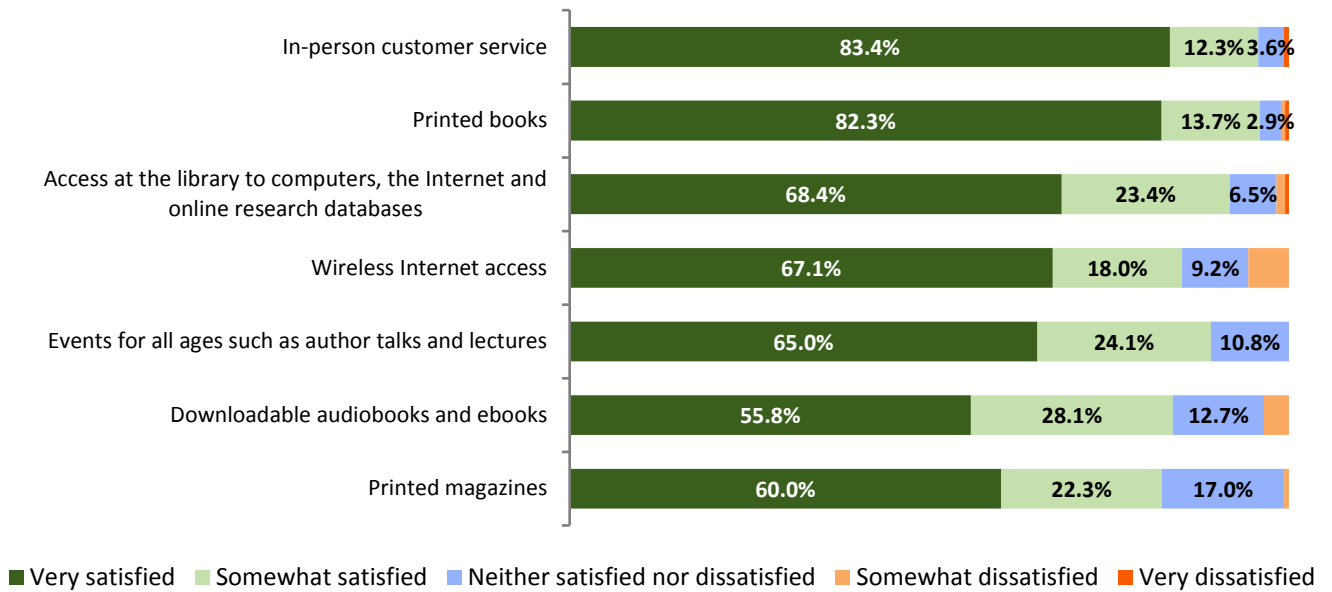
To get a clean read on satisfaction, the data are presented excluding those residents who reported either no use or no opinion on the service. For more information on the percentage of respondents that reported they have not used a service, please refer to Appendices B and C to the resident and customer survey topline.

In general, the top four most important services according to residents are also the most highly rated in satisfaction. When factoring out those who have not used each service, the majority of Carlsbad residents are “very satisfied” with all services. Top-rated services include in-person customer service (83 percent), printed books (82 percent), access to computers, the Internet, online research databases (68 percent), and wireless internet access (67 percent).

There are no statistically significant differences by demographic subgroup for satisfaction with each of the library’s services and programs.



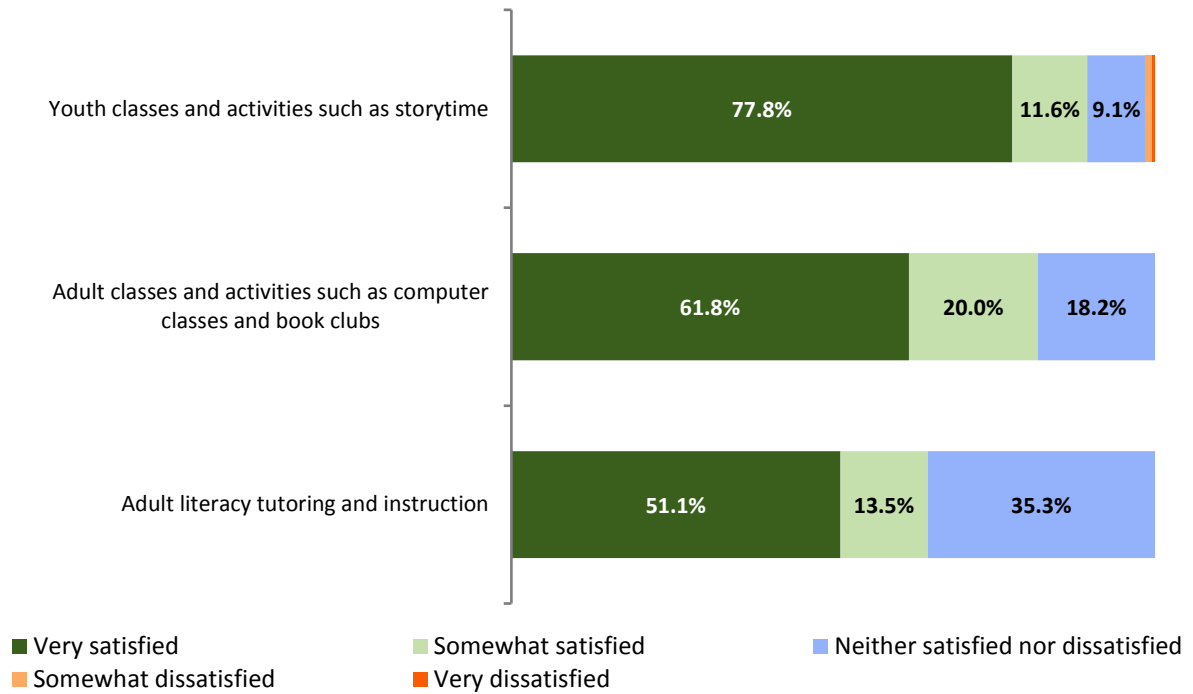
Figure 7: Resident Survey – Satisfaction with Library Services and Programs (General Population), 2017<sup>6</sup>



<sup>6</sup> This analysis is displayed with “Haven’t used” and “DK/ NA” responses factored out. For information on the percentage of respondents that reported they have not used a service, please refer to Appendices B and C to the resident and customer survey tolines.



Figure 8: Resident Survey – Satisfaction with Library Services and Programs (Targeted Populations), 2017<sup>7</sup>



**Importance-Satisfaction Analysis**

A cross-reference between user importance and satisfaction creates a framework to identify opportunities for improvement. Figure 9 plots importance, use, and satisfaction for each of the 10 services tested; the services with dotted lines are the three services that are geared towards targeted populations as in Figure 8 above. The size of the bubbles reflects relative usage of these services and programs, while the four quadrants denote some combination of importance and satisfaction. The left quadrants signify areas for improvement (high/low importance and low satisfaction), and the right quadrants represent services and programs that have high satisfaction and high or low importance; these are areas for continued emphasis. This analysis was done with “Haven’t used” and “DK/NA” factored out, providing an accurate representation of satisfaction based on residents who have used these services.

It is important to note that because satisfaction is so high, the average level of satisfaction across these seven services was 69 percent “very satisfied.” As such, the services that fall under “opportunities for improvement” are not necessarily low in satisfaction, but below the overall 69 percent average satisfaction across the seven services.

All services received a “very satisfied” rating from at least half of all surveyed residents who reported use of each service tested. Wireless internet access as well as access to computers, the Internet, and online research databases just barely fall under high priority areas for

<sup>7</sup> This analysis is displayed with “Haven’t used” and “DK/ NA” responses factored out. For information on the percentage of respondents that reported they have not used a service, please refer to Appendices B and C to the resident and customer survey toplines.



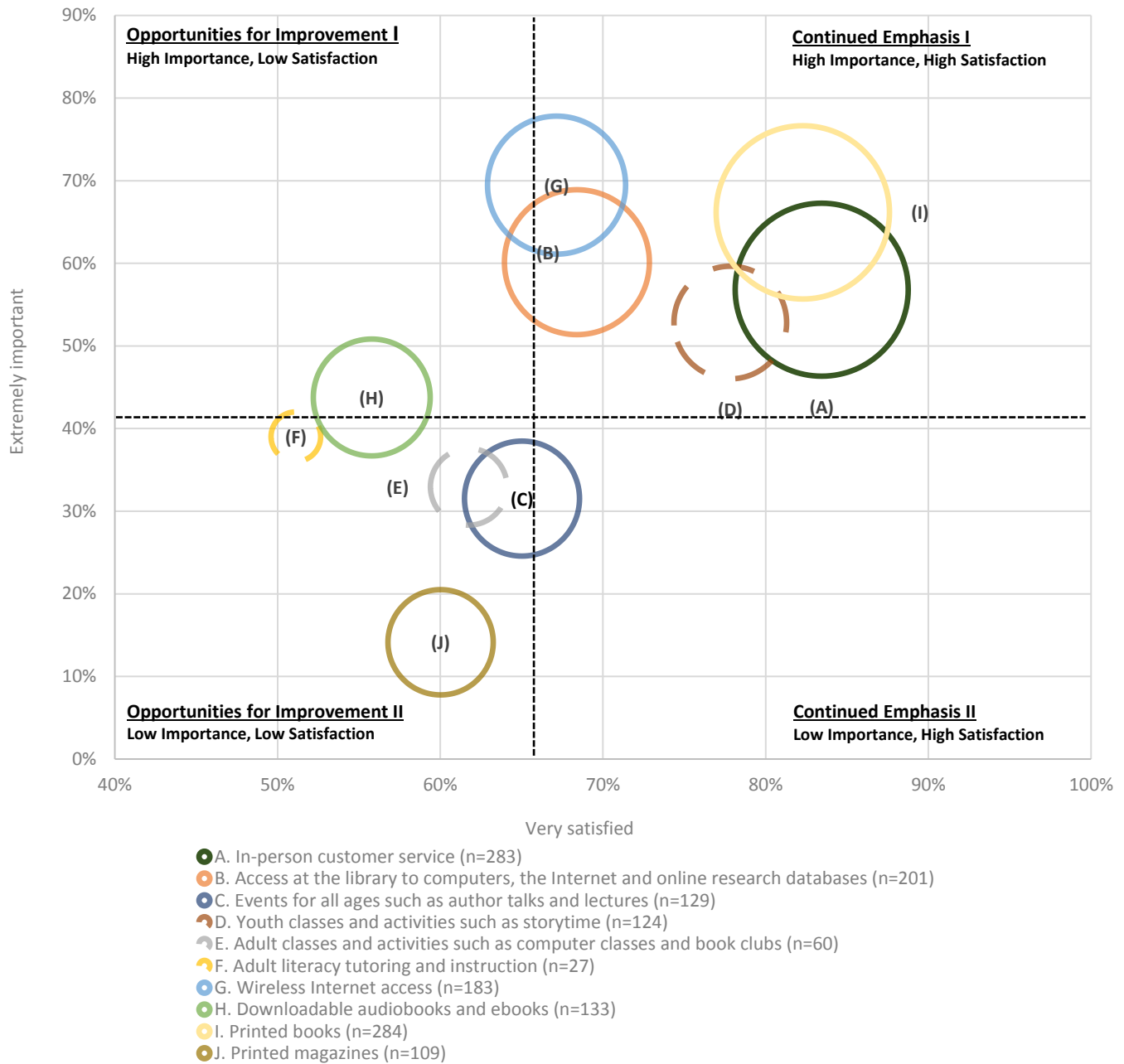
improvement (high importance and low satisfaction); this is because they are just one to two points below the average level of satisfaction. Other opportunities for improvement, though rated lower in importance, include downloadable audiobooks, events for all ages, and printed magazines. The remaining services—printed books and in-person customer service—were rated as highly important and satisfactory.

With regards to the remaining three targeted population services, the most used service—youth classes and activities such as story-time—received the highest overall rating in both importance and satisfaction; 78 percent of residents reported they are “very satisfied” while 53 percent rated this service as “extremely important.” Adult classes such as computer classes and book clubs as well as adult literacy tutoring are slightly below average in both satisfaction and importance and are thus slotted for secondary areas for improvement.

*The “n” in parentheses for each of the services in the following chart denotes the number of survey respondents that reported some level of satisfaction with each service. It excludes any “Haven’t used” and “DK/NA” responses.*



Figure 9: Resident Survey – Library Importance-Satisfaction Matrix, 2017<sup>8</sup>



<sup>8</sup> It should be noted that the chart is scaled to begin at 40 percent on the x-axis. This is done for ease of viewing. The quadrants would remain the same if scaled to zero percent because they are based on average importance and satisfaction, as denoted by the lines. When scaled to zero percent, the bubbles are too compact, as satisfaction levels are high for each of the services.





## RESIDENT CULTURAL ARTS RESULTS

### RESIDENT CULTURAL ARTS USAGE

TGIF Concerts in the Parks are the most frequented Cultural Arts event, with 32 percent of residents reporting attendance (regularly or sometimes). About four in ten residents report that they have visited the Cannon Art Gallery or attended events at the Schulman Auditorium (see Figure 1).

Residents who reported that they are either very or somewhat informed regarding Library services and programs are more likely to attend Cultural Arts events—either regularly or sometimes—like TGIF Concerts, the Cannon Art Gallery, or events at the Schulman Auditorium (either regularly or sometimes).

### RESIDENT CULTURAL ARTS IMPORTANCE AND SATISFACTION

#### *Importance*

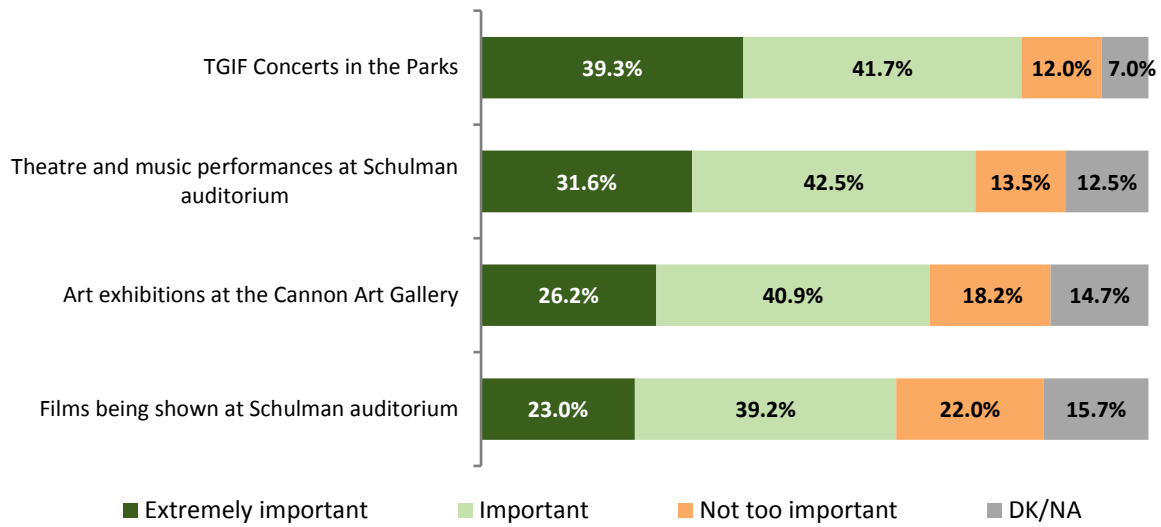
Carlsbad residents generally rate Cultural Arts services as important; at least seven in ten indicated that music performances such as TGIF Concerts in the Parks (81 percent), theatre and music performances at Schulman auditorium (74 percent), and art exhibitions at the Cannon Art Gallery (67 percent) are important.

Residents with children are more likely to report that TGIF concerts are “extremely important.” Residents with a household income between \$50,001 and \$75,000 are more likely to rate films as well as theatre and dance performances at Schulman Auditorium as extremely important compared to those that make over \$75,001. Young adults 18 to 34 are more likely to rate art exhibitions at Cannon Art Gallery as extremely important compared to those 35 years of age or older.

In general, women are more likely to rate these Cultural Arts events as more important compared to men.



Figure 10: Resident Survey – Importance of Cultural Arts Events and Programs, 2017



### Satisfaction and Usage

Of those who have attended each event, residents are most satisfied with theatre and music performances at Schulman auditorium (92 percent), followed by TGIF concerts in the parks (91 percent), art exhibitions at Cannon Art Gallery (88 percent), and films being shown at Schulman auditorium (86 percent). More than 70 percent of residents surveyed reported that they have not attended Foreign Film Fridays, and over half of residents have also not attended theatre and music performances (61 percent) or art exhibitions (59 percent).

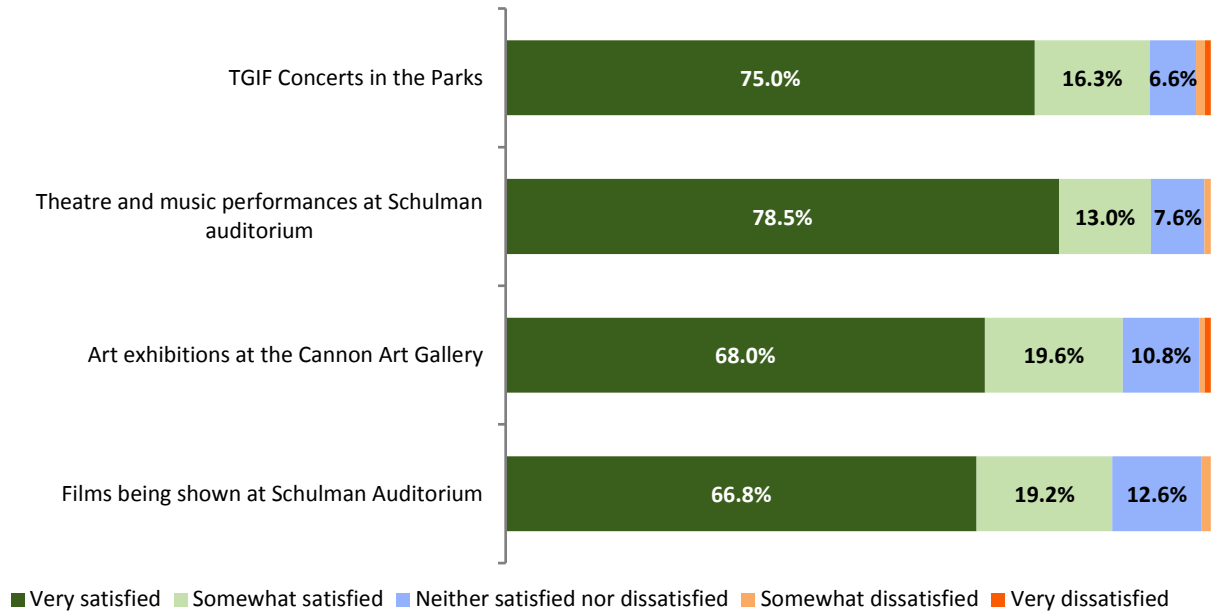
It is important to note that satisfaction is largely affected by attendance; programs with higher rates of attendance also have high satisfaction scores. For example, the greatest change across each of the four programs is the increase in usage and satisfaction for theatre and music performances at the Schulman auditorium. In 2015, 73 percent of residents had not attended this program, compared to 61 percent in 2017. At the same time, the percentage of residents who report they are “very satisfied” with this event increased by 10 points since 2015.<sup>9</sup>

There are no statistically significant differences by demographic subgroups for satisfaction with Cultural Arts events.

<sup>9</sup> It is possible that the increase in satisfaction is a result of the Auditorium re-design.



Figure 11: Resident Survey – Satisfaction with Cultural Arts Events and Programs, 2017<sup>10</sup>



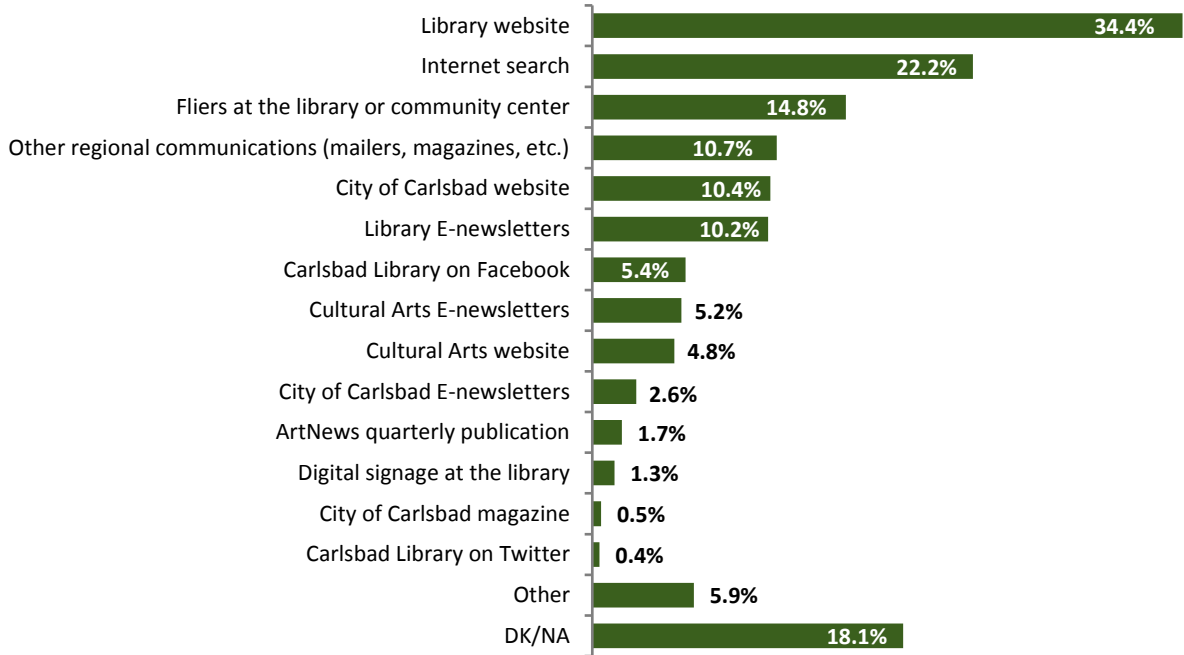
<sup>10</sup> This analysis is displayed with “Haven’t used” and “DK/ NA” responses factored out.



**Information and Communications**

Residents mostly seek information and communication regarding Carlsbad Library and Cultural Arts events from the library website (34 percent), internet searches (22 percent), and fliers at the library or community center (15 percent). To a lesser extent, about one in ten also noted the City of Carlsbad website, library e-newsletters, and other regional communications.

**Figure 12: Resident Survey – Program and Event Information, 2017**





## LIBRARY CUSTOMER RESULTS

### CUSTOMER USAGE

Seventy-one percent of Carlsbad patrons visit the Dove Library “regularly” or “sometimes” compared to 66 percent for the Cole Library and 18 percent for the Library Learning Center.

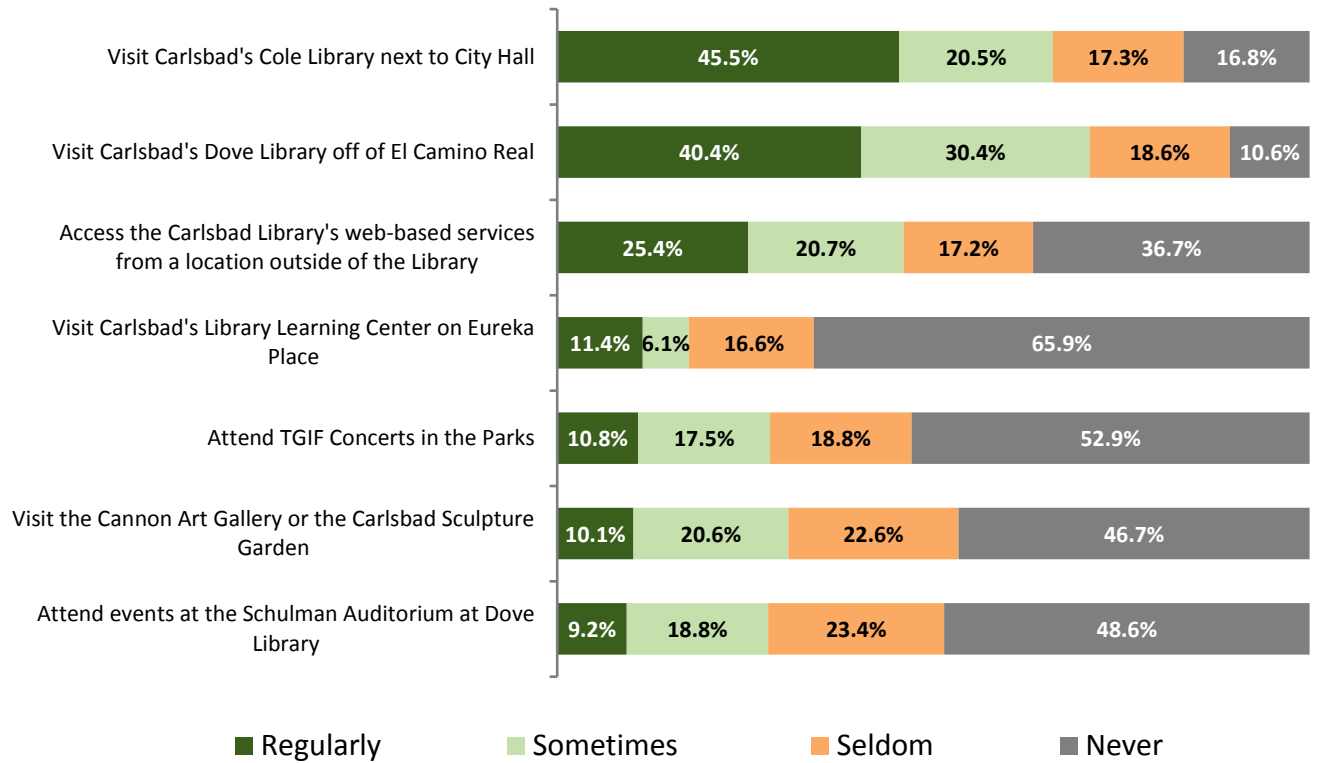
Nearly half (46 percent) of patrons also use the library’s web-based services from a non-Carlsbad library location at least once a month if not once a week or more.

As with residents, customers who live in northern Carlsbad (92008 and 92010) are more likely to regularly visit Cole Library (69 percent) compared to southern Carlsbad residents (15 percent). Southern Carlsbad residents (92008 and 92011) are more likely to regularly visit Dove Library (78 percent) compared to northern residents (15 percent). Hispanic or Latino customers are more likely to regularly visit the Library Learning Center (50 percent) compared to all other ethnicities.

In general, Carlsbad residents across all four zip codes are more likely to regularly attend TGIF Concerts in the parks compared to non-Carlsbad residents. Southern Carlsbad residents are more likely to regularly attend events at the Schulman Auditorium compared to customers that live in northern Carlsbad or outside of Carlsbad.



Figure 13. Customer Survey – Frequency of Visit, 2017





## CUSTOMER SATISFACTION

Nearly every patron that was surveyed (99 percent) rated the library positively—either excellent or good; 80 percent reported the library is “excellent.” These positive ratings have been consistently above 97 percent since 2011, and this is the highest year over the last four survey terms. Nearly all customers (99 percent) are also very or somewhat satisfied with the library’s facilities.

There are no statistically significant differences across age, gender, zip code, ethnicity, or household income with regards to customer satisfaction.

Figure 14: Customer Survey – Carlsbad Library Rating, 2011-2017

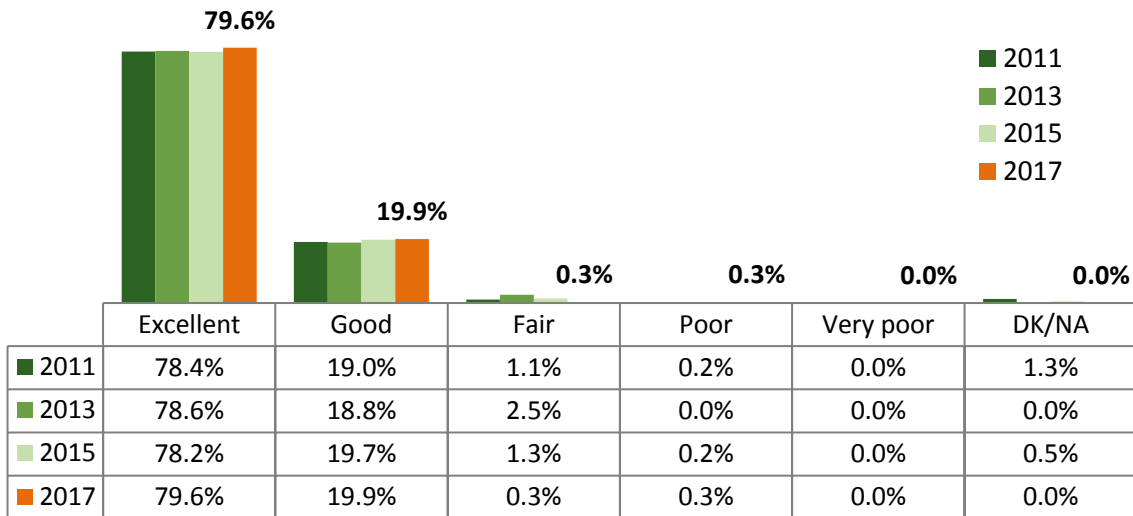
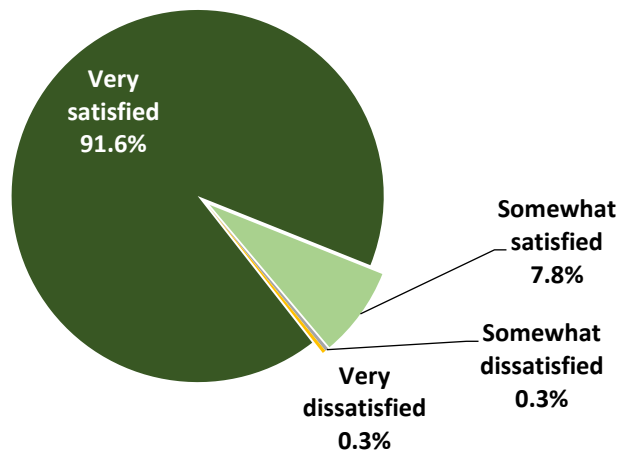


Figure 15: Customer survey – Satisfaction with Facilities





## CUSTOMER IMPORTANCE AND SATISFACTION

### *Importance*

Printed books (83 percent), in-person customer service (67 percent), wireless internet access (65 percent), access at the library to computers, the Internet and online research databases (64 percent), youth classes and activities such as story time (58 percent), adult literacy tutoring and instruction (55 percent), and downloadable audiobooks and e-books (52 percent) were ranked “extremely important” by the majority of Library patrons. Potential new services—streaming music and movie services—were reported to be “extremely important” by less than 20 percent of customers.

Both in-person customer service (five-point increase in extremely important since 2011) and access to computers, the Internet, and online research databases (10-point increase in extremely important since 2011) have risen in importance over the last four survey terms.

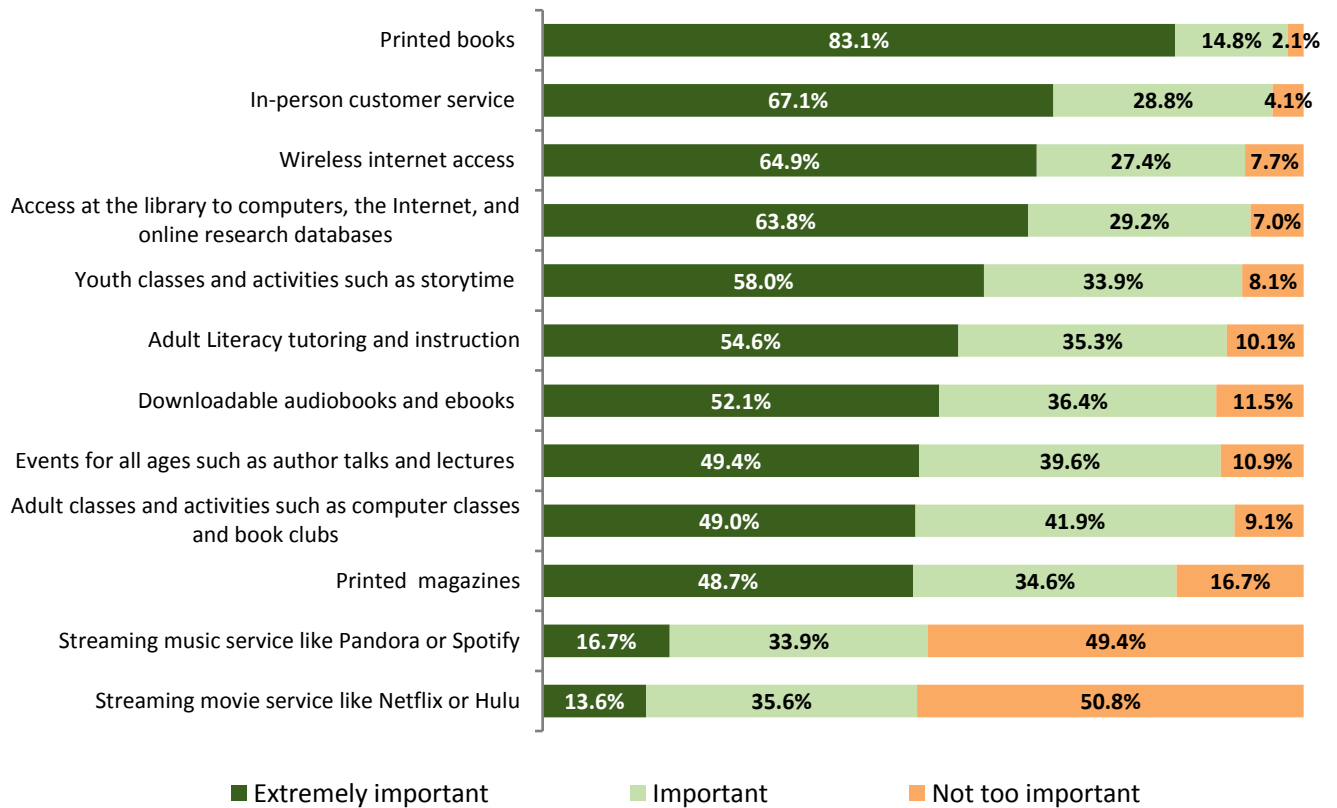
Customers that reported a household income of more than \$100,000 are most likely to indicate that events for all ages are important (98 percent extremely important or important) compared to all other income categories. Women are more likely to indicate that adult classes and activities such as computer classes and book clubs are important compared to men (94 percent vs. 86 percent); the same is true for adult literacy tutoring and instruction (93 percent vs. 85 percent). Customers with at least one child in their household were more likely to report that downloadable audiobooks and e-books are important (93 percent) compared to customers without children (84 percent). Printed magazines are more important to customers 55 years of age or older (87 percent) compared to customers under 35 (71 percent).

There are no statistically significant differences across demographic subgroups with regards to the importance of streaming music and movie services.





Figure 16: Customer Survey – Importance of Library Services and Programs, 2017



### Satisfaction and Usage

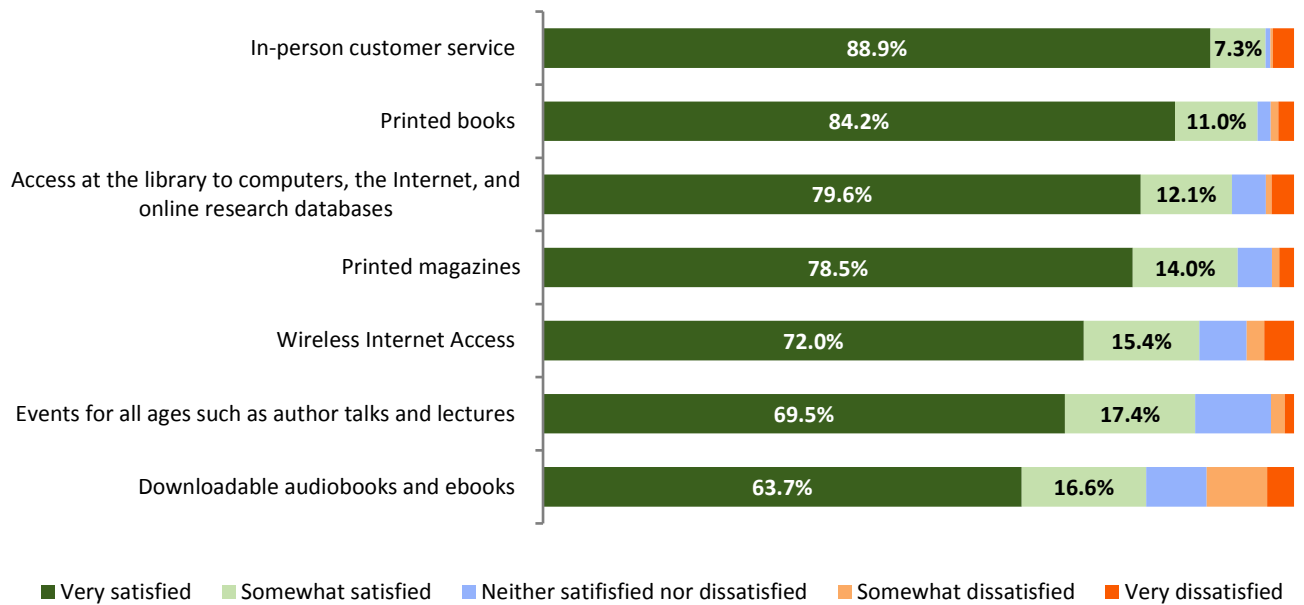
As with the resident survey section, the following analysis has factored out “Haven’t used” and “DK/NA” responses to provide a cleaner read on overall satisfaction of each service tested. The majority of patrons are very satisfied with each of the seven general population services. Specifically, more than three-quarters are “very satisfied” with in-person customer service (89 percent), printed books (84 percent), access to computers, the Internet, and online research databases (80 percent), and printed magazines (79 percent).

Young adult customers between the ages of 18 and 34 (95 percent) and 35 to 54 (86 percent) are more likely to be very or somewhat satisfied with youth classes and activities compared to residents over the age of 54 (68 percent). Customers with children (90 percent) are also more satisfied than those without (65 percent), indicating that the primary customer base for this service is highly satisfied.

There are no other statistically significant differences in satisfaction with each of the tested services across demographic subgroups.



Figure 17: Customer Survey – Satisfaction with Library Services and Programs (General Population), 2017<sup>11</sup>

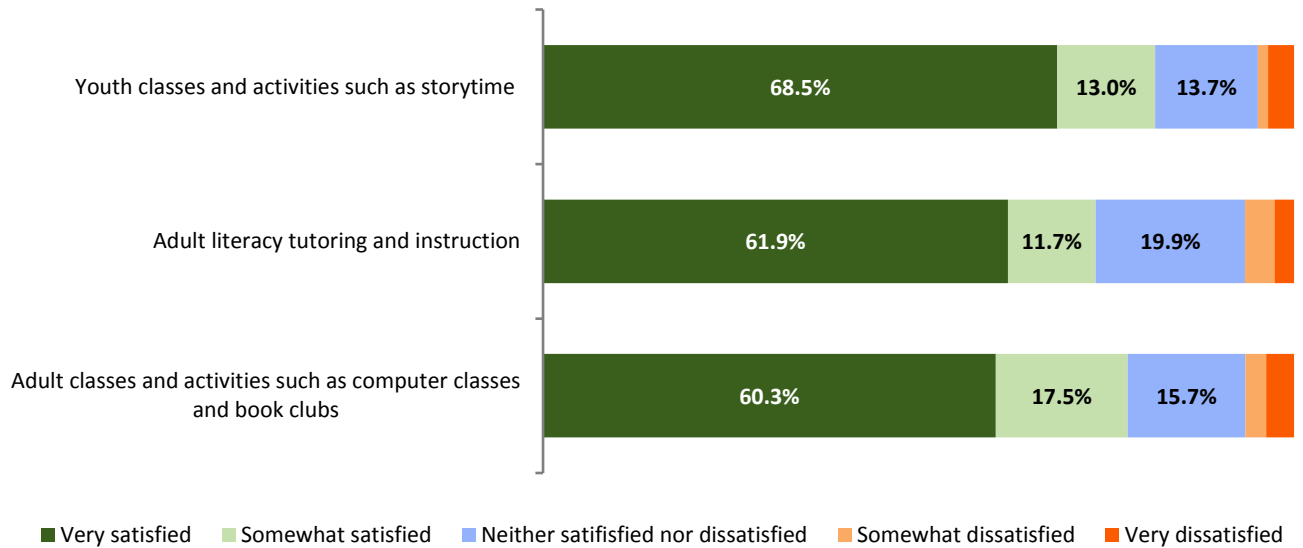


<sup>11</sup> This analysis is displayed with “Haven’t used” and “DK/ NA” responses factored out. For information on the percentage of respondents that reported they have not used a service, please refer to Appendices B and C to the resident and customer survey toplines.



For the following three targeted population services, the majority of customers are also satisfied with their provision. Specifically, 69 percent of patrons are “very satisfied” with youth classes and activities, followed by 62 percent very satisfied with adult literacy tutoring, and 60 percent very satisfied with adult classes and activities.

Figure 18. Customer Survey – Satisfaction with Library Services and Programs (Targeted Populations), 2017<sup>12</sup>



### Importance-Satisfaction Analysis

As with the resident survey, importance, satisfaction, and relative usage as reported by customers were plotted on the same chart for the 10 tested services to identify opportunities for improvement and areas for continued emphasis; the services with dotted lines are the three services that are geared towards targeted populations. Highest priority opportunities for improvement include wireless internet access and downloadable audiobooks and e-books; these areas all received above average importance, but below average satisfaction scores. Events for all ages can be considered secondary areas for improvement as they received both below average importance and satisfaction ratings. The remaining services fall in the continued emphasis categories—above average satisfaction and high or low importance.

Again, it is important to note that because satisfaction is so high, the average level of satisfaction across these seven services was 77 percent “very satisfied”. As such, the services that fall under “opportunities for improvement” are not necessarily low in satisfaction, but below the overall 77 percent average satisfaction across the seven services.

With regards to the three targeted population services, youth classes and activities is the most used service; as with the resident survey, this service also received above-average levels of

<sup>12</sup> This analysis is displayed with “Haven’t used” and “DK/ NA” responses factored out. For information on the percentage of respondents that reported they have not used a service, please refer to Appendices B and C to the resident and customer survey toplines.

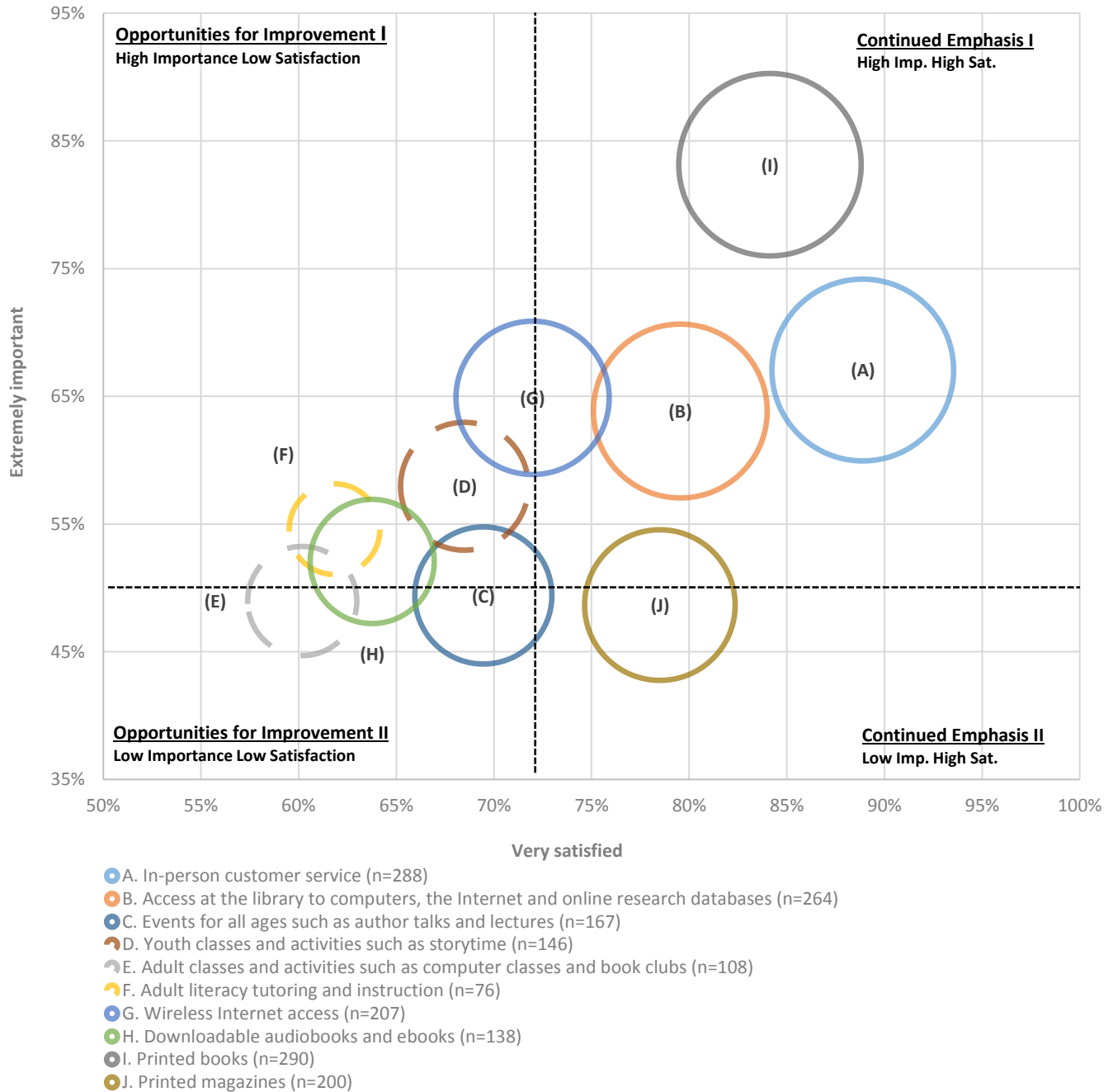


satisfaction and importance. Fifty-eight percent of patrons reported this service extremely important and 69 percent indicated that they are very satisfied.

*The “n” in parentheses for each of the services in the following chart denotes the number of survey respondents that reported some level of satisfaction with each service. It excludes any “Haven’t used” and “DK/NA” responses.*



Figure 19: Customer Survey – Library Importance-Satisfaction Matrix, 2017<sup>13</sup>



<sup>13</sup> It should be noted that the x- and y-axes are not scaled to begin at zero percent. This is done for ease of viewing. The quadrants would remain the same if scaled to zero percent because they are based on average importance and satisfaction, as denoted by the lines. When scaled to zero percent, the bubbles are too compact, as satisfaction levels are high for each of the services.



## CUSTOMER CULTURAL ARTS RESULTS

### CUSTOMER CULTURAL ARTS USAGE

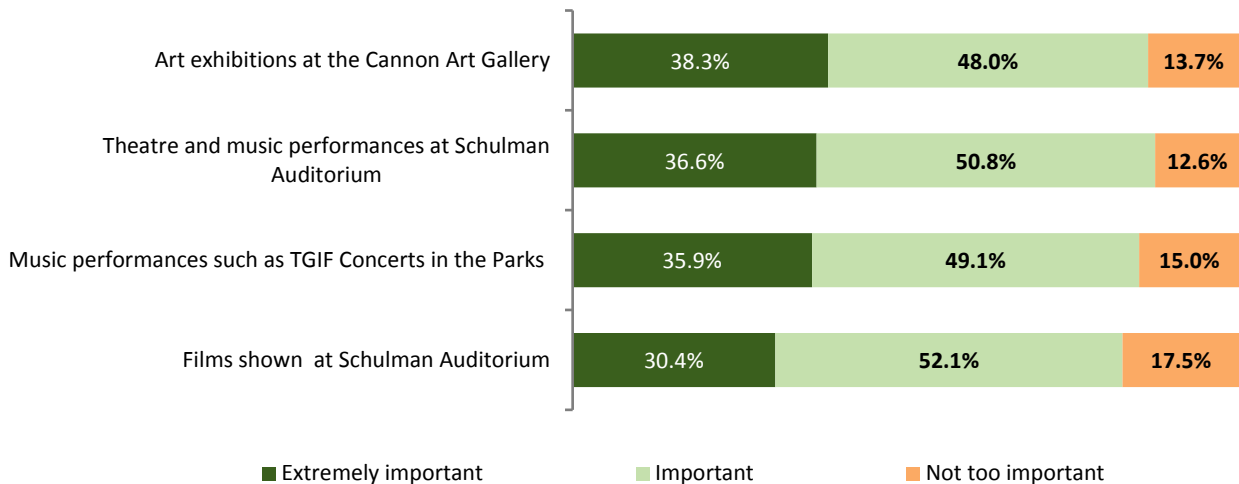
The Cannon Art Gallery and Carlsbad Sculpture Garden are the most frequented of Cultural Arts programs, with 31 percent of customers reporting attendance at least once a month (see Figure 13 for more detail).

### CUSTOMER CULTURAL ARTS IMPORTANCE AND SATISFACTION

#### Importance

More than four out of five customers felt that each event or program listed was at least important (extremely important and important). Art exhibitions at the Cannon Art Gallery (38 percent) and theatre and music performances at Schulman Auditorium (37 percent) received the highest percentage of “extremely important” ratings.

Figure 20: Customer Survey – Importance of Cultural Arts Events and Programs, 2017

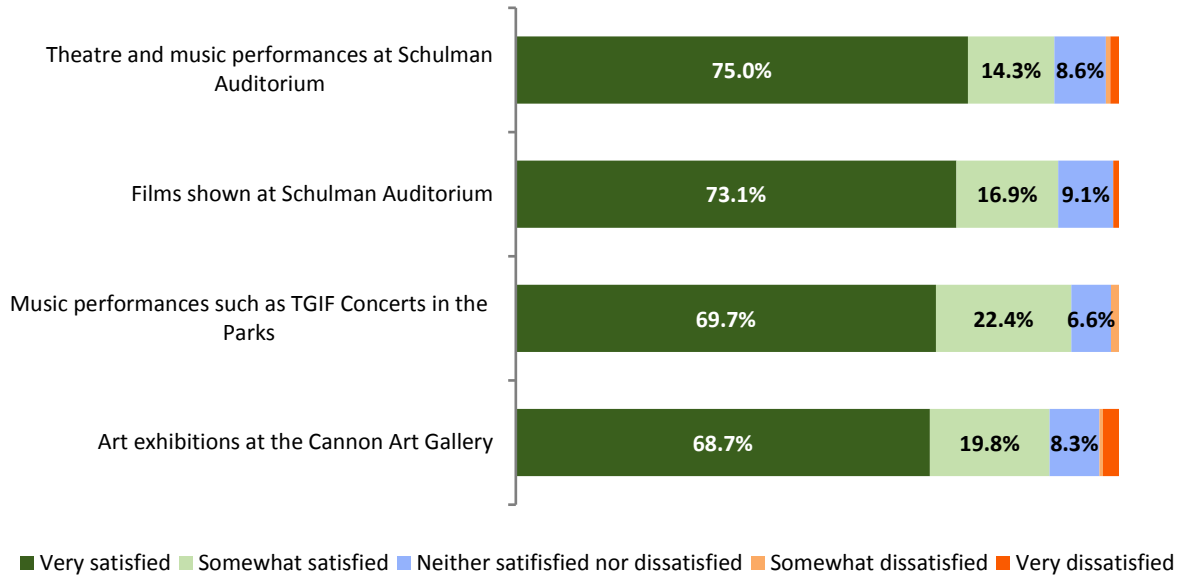




### Satisfaction and Usage

The majority of customers who have attended a Cultural Arts event are very satisfied with these programs. In the top two, with more than 70 percent, are theatre and music performances at the Schulman auditorium (75 percent) and films being shown at the Schulman Auditorium (73 percent); these two programs received the largest percentage of very satisfied ratings among all patrons surveyed.

Figure 21: Customer Survey – Satisfaction with Cultural Arts Events and Programs, 2017<sup>14</sup>



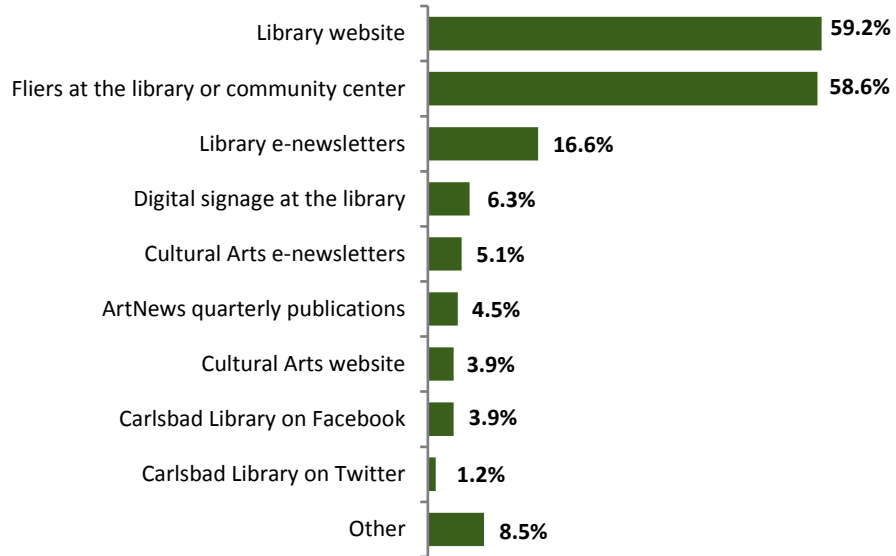
<sup>14</sup> This analysis is displayed with “Haven’t used” and “DK/ NA” responses factored out. For information on the percentage of respondents that reported they have not used a service, please refer to Appendices B and C to the resident and customer survey toplines.



### Information and Communications

The majority of patrons get communications regarding the Carlsbad Library and Cultural Arts Events through the library website (59 percent) or fliers at the library or community center (59 percent). Almost two in ten reported receiving information from library e-newsletters (17 percent).

Figure 22. Customer Survey – Program and Event Information, 2017







## FOCUS GROUP SUMMARY & KEY FINDINGS

For this 2017 study, the research team conducted two focus group sessions at the Library Learning Center to delve deeper into the following topics: library usage, including the physical space vs. web services and what could increase usage; communications; Cultural Arts attendance, including awareness and barriers; potential interest in streaming music and video services; and, additional programs, facilities, or resources that could be offered. Participants were selected based on their survey responses, with the first group focusing on less satisfied individuals and the second group comprising younger adults under the age of 40, with mixed satisfaction.<sup>15</sup> The following are key findings based on these focus group sessions<sup>16</sup>:

**In general, increased communication with residents and potential patrons is key to improving attendance to events and programs.** Participants reported feeling generally unaware of events and programs at the library and that the library could increase attendance by improving event promotion and marketing. Suggestions for communication channels included special event signs around the city, better web advertising, and use of social media sites such as Nextdoor, Facebook, and maybe Instagram for young adults. Many individuals noted that they would be interested in signing up for an app, email, or text alerts that came with an “opt-in” preference where individuals could select the programs, events, or services they are interested in and receive tailored alerts based on these preferences with regards to the time and date details of specific program offerings. Also important to note, is a potential generationally-related expansion of strategies in order to attract different demographics by using a variety of social media and other technology sources of information circulation.

**Some issues with regards to events and programs include both the timing and strategic communication of events.** Participants indicated that while they do find the Cultural Arts events to be important, they are often scheduled adjacent to work hours. Improved variety in scheduling and types of events could increase attendance.

**Interest in streaming music or video services is highly dependent on the library’s ability to tap into something unique or specific not already available via other services.** Most participants already have Pandora, Spotify, Amazon, Netflix, Hulu, or Roku. Because of this, they noted that there was little use-value for the library to provide something that most patrons already have at home. Offerings that would interest older patrons around 40 years of age or older included Broadway plays, live performances, operas, concerts, or musicals. Interestingly, all age cohorts mentioned a music service that highlighted local music or bands would pique their interest. With regards to video services, participants noted educational programs for children or academic lecture series that are not freely available elsewhere. In general, some individuals noted concern that spending money on these new services would take away from other important services.

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<sup>15</sup> It should be noted that because there are so few individuals not satisfied with the Library and Cultural Arts events and programs, the first group was expanded to include a few “somewhat satisfied” individuals.

<sup>16</sup> It should be noted that sample sizes for the focus groups were under 20 individuals and are thus below the target sample size to assume a normal distribution and generalizability of the results.



**Many participants mentioned interest in self-exploration-type programs, services, or resources.** Across both focus groups, individuals noted they would like to see more self-improvement, self-help, and mindfulness resources for stress management and mental health; this was true across age cohorts. Other requests included more language classes, teen programs, small business resources, and tutors for language and homework help.



## APPENDIX A: METHODOLOGY

The table below provides an overview of the methodology utilized for the project.

**Table 1. Overview of Project Methodology**

<b>Method</b>	Resident Telephone and Web Survey in English Patron Intercept Survey in English and Spanish
<b>Universe</b>	Resident Survey: 89,048 Residents 18 years and older within the City Intercept Survey: Library Patrons 18 years and older at Dove and Cole Libraries, and the Library Learning Center
<b>Number of Respondents</b>	400 Residents Completed a Telephone or Web Survey 367 Library Customers Completed an Intercept Survey
<b>Average Length</b>	Resident Survey: 10 minutes Intercept Survey: 10 minutes
<b>Field Dates</b>	Resident Survey: September 26 – October 9, 2017 Intercept Survey: October 26 – November 1, 2017

### SURVEY DESIGN

Through an iterative process, BW Research worked closely with the library to develop a survey instrument for both the telephone and intercept surveys. In developing the instruments, BW Research utilized techniques to overcome known biases in survey research and minimize potential sources of measurement error within the surveys.

### SAMPLING AND DATA COLLECTION

#### *Telephone Survey of Residents*

BW Research utilized a mixed-method sampling plan that incorporated both a random digit dial (RDD) methodology (listed and unlisted traditional land line numbers) and a listed sample of residents (listed land line and cell phone numbers) known to live within the City of Carlsbad or known to be a cell phone number.

The RDD methodology is based on the concept that all residents with a traditional land line telephone in their home have an equal probability of being called and invited to participate in the survey. The listed sample supplemented the RDD methodology and included both land lines and cell phones and allowed for targeted calling to demographic groups of residents typically under-represented in traditional telephone survey research.

Screening questions were utilized at the beginning of the survey to ensure that the residents who participated in the survey lived within the City of Carlsbad.

Interviews were generally conducted from 5:00 pm to 8:00 pm Monday through Friday and 10:00 am to 2:00 pm on Saturday and Sunday to ensure that residents who commuted or were not at home during the week had an opportunity to participate.



### Intercept Survey of Library Patrons

Working with staff, BW Research selected eight shifts over an eleven-day period to serve as the basis for data collection. Four of the shifts were at Dove Library, two were at the Cole Library, and two were at the Library Learning Center (LLC).

Interviewers consisted of community members hired by the research team. Interviewer training was provided by BW Research. Each interviewer participated in a training session prior to beginning the project as well as a briefing at the start of each shift. Training topics included: an introduction to the project; the process for distributing and collecting the surveys; standard interviewer protocol; how to approach library patrons and ask them to complete a survey; and how to deal with uncooperative library patrons. Interviewers were stationed outside the front entry ways of the libraries and chairs and tables with adequate shade was provided to all survey participants.

Table 2. Intercept Survey Schedule

Date	Location	Interviewers	Shift	Completed Surveys
October 26, 2017	Cole	2	10 am – 3 pm	89
October 27, 2017	Dove	2	10 am – 3 pm	94
October 28, 2017	Cole	2	12 pm – 5 pm	80
October 29, 2017	Dove	2	1 pm – 5 pm	67
October 30, 2017	LLC	1	2 pm – 7 pm	14
November 1, 2017	LLC	1	10 am – 3 pm	23

### Focus Groups

Two focus groups were held on January 23<sup>rd</sup>, 2018—one at 3:30 pm and the second at 5:30 pm. The focus groups were held at the Library Learning Center, with audio/video recording to produce two sets of DVDs, one for each session. The first group was comprised of mixed ages, with a focus on less satisfied individuals. The second group was primarily younger individuals (under the age of 40), but with mixed satisfaction. It should be noted that because there are so few individuals not satisfied with the Library and Cultural Arts events and programs, the first group was expanded to include a few “somewhat satisfied” individuals.

### A NOTE ABOUT MARGIN OF ERROR

Although the overall margin of error for the telephone survey, at the 95 percent level of confidence, is between +/-2.93 percent and +/- 4.89 percent (depending on the distribution of each question) for questions answered by all 400 respondents, it is important to note that questions asked of smaller groups of respondents (such as questions that were only asked of website users) or analysis of sub-groups (such as examining differences by length of residence or gender) will have a margin of error greater than +/-4.89 percent, with the exact margin of error dependent on the number of respondents in each sub-group.



## APPENDIX B: RESIDENT TOPLINES

City of Carlsbad  
Library & Cultural Arts  
Resident Survey (n=400)

.....  
**Introduction:**

Hello, my name is \_\_\_\_\_ and I'm calling on behalf of the City of Carlsbad. The City has hired BW Research, an independent research agency, to conduct a survey concerning topics in your community and we would like to get your opinions. This should just take a few minutes of your time.

For statistical reasons, I would like to speak to the youngest adult male currently at home that is at least 18 years of age. (Or youngest female depending on statistics of previous completed interviews)

.....  
**Screener Questions**

- A. Before we begin, I want to confirm that you live within our study area. Are you currently a resident of the City of Carlsbad?

100.0% Yes  
0.0% No [THANK AND TERMINATE]

- B. Are you a Carlsbad City Council member, City of Carlsbad library board member, City of Carlsbad Arts Commissioner, or do you work for the City of Carlsbad?

0.0% Yes [THANK AND TERMINATE]  
100.0% No

- C. And what is your home zip code? (If respondent gives the PO Box zip codes 92013 or 92018, prompt them to give their home zip code for survey purposes).

27.5% 92008  
37.9% 92009  
13.1% 92010  
21.6% 92011  
0.0% Other [THANK AND TERMINATE]  
0.0% Don't know/ Refused [THANK AND TERMINATE]

.....



**Library Usage and Satisfaction Profile**

1. To begin, how long have you lived in the City of Carlsbad?

- 0.9% Less than 1 year
- 22.1% 1 to 4 years
- 23.6% 5 to 9 years
- 16.9% 10 to 14 years
- 36.6% 15 years or more
- 0.0% [DON'T READ] Don't know/ Refused

1. Next, I would like to ask how often you, or members of your household, use each of the following services.

How often do you \_\_\_\_\_, regularly, sometimes, seldom, or never? (REPEAT QUESTION FOR EACH ITEM)

(If needed, regularly is once a week or more, sometimes is once a month or more, and seldom is less than once a month)

RANDOMIZE

	Regularly	Sometimes	Seldom	Never	(DON'T READ) DK/NA
A. Visit Carlsbad's Cole Library next to City Hall	6.6%	16.8%	27.8%	48.7%	0.0%
B. Visit Carlsbad's Dove Library off of El Camino Real	20.0%	24.4%	30.4%	25.1%	0.2%
C. Visit Carlsbad's Library Learning Center on Eureka place	1.2%	7.2%	9.7%	80.2%	1.7%
D. Access the Carlsbad Library's web-based services, from a location outside of the Library	14.9%	17.0%	20.6%	46.9%	0.6%
E. Attend TGIF Concerts in the parks	11.4%	20.3%	23.8%	44.3%	0.2%
F. Attend events at the Schulman Auditorium at Dove Library	3.1%	13.6%	23.6%	59.1%	0.6%
G. Visit the Cannon Art Gallery or the Carlsbad Sculpture Garden	3.0%	14.8%	22.6%	58.2%	1.5%

[IF NEEDED FOR Q2A – This is the Library off of Carlsbad Village Drive Just East of the 5 Freeway.



Q2B – This is the Library in Southern Carlsbad near Aviara Parkway and El Camino Real.

Q2C – This is the Library center across from Holiday Park.

Q2G – The Gallery is at Dove Library and the sculpture garden is next to Cole Library)

Q3 through Q4 asked of both Regular and Online Carlsbad Library users

[ASK IF Q0A or Q0B or Q2C or Q2D = (Regularly, Sometimes, OR Seldom), OTHERWISE SKIP TO Q5]

2. And when was the last time you visited a Carlsbad Library or used its online or web-based services? (n=329)

- 46.9% Within the last month
- 23.7% Within the last two to six months
- 9.8% Within the last seven to 12 months
- 19.7% More than a year ago
- 0.0% [DON'T READ] Don't know/ Refused

3. Generally speaking, how would you rate the Carlsbad Library? (n=329)

- 62.8% Excellent
- 31.6% Good
- 1.9% Fair
- 0.5% Poor
- 0.0% Very poor
- 3.2% [DON'T READ] Don't know/ Refused

Next, I would like to ask you about the services and programs that are offered at the Carlsbad Library.

4. Overall, how informed are you about the services and programs at the Carlsbad Library?

- 14.1% Very informed
- 35.4% Somewhat informed
- 48.0% Generally uninformed
- 2.5% [DON'T READ] Don't know/ Refused

Satisfaction/ Importance of Services and Programs



Now I would like to ask you about the importance of different services and programs offered by the Carlsbad Library.

5. For each of the following current or potential library programs and services, please tell me if you feel it is extremely important, important, or not too important.

Here's the (first/next) one \_\_\_\_\_ (READ ITEM): Do you feel this library program or service is extremely important, important (if needed: just important), or not too important?

RANDOMIZE

	Extremely important	Important	Not too important	[DON'T READ] DK/NA
A. In-person customer service	55.6%	35.2%	7.0%	2.2%
B. Access at the library to computers, the Internet and online research databases	58.9%	27.8%	11.2%	2.1%
C. Events for all ages such as author talks and lectures	30.5%	50.8%	15.5%	3.2%
D. Youth classes and activities such as storytime	51.3%	36.5%	9.3%	3.0%
E. Adult classes and activities such as computer classes and book clubs	31.9%	49.0%	16.0%	3.2%
F. Adult literacy tutoring and instruction	37.3%	41.2%	17.0%	4.5%
G. Wireless Internet access	68.0%	23.8%	6.1%	2.1%
H. Downloadable audiobooks and ebooks	42.1%	40.9%	13.2%	3.9%
I. Printed books	64.7%	27.1%	6.0%	2.3%
J. Printed magazines	13.7%	36.6%	46.5%	3.1%
K. Streaming music service like Pandora or Spotify	10.8%	25.4%	59.0%	4.8%
L. Streaming movie service like Netflix or Hulu	13.9%	27.3%	55.7%	3.1%

Q7 Only asked of Library Users (Regular and Online)

ASK IF Q2A or Q2B or Q2C or Q2D =(Regularly, Sometimes, OR Seldom), OTHERWISE SKIP TO Q9





6. Now I'm going to read a similar list of services and programs provided by the Carlsbad Library. For each one, please tell me if you have ever used this service or program at a Carlsbad library, and if so, please indicate how satisfied you are with the job the Library is doing to provide each service to residents.

Here's the (first/next) one \_\_\_\_\_, Have you ever used this program or service at a Carlsbad library and if so, are you satisfied, dissatisfied or neither satisfied nor dissatisfied with the service. (GET ANSWER AND THEN ASK:) Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)? (n=329)

RANDOMIZE

	Haven't used	Very satisfied	Somewhat satisfied	Neither satisfied nor dissatisfied	Somewhat dissatisfied	Very dissatisfied	[DON'T READ] DK/NA
A. In-person customer service	12.7%	71.8%	10.6%	3.1%	0.0%	0.6%	1.2%
B. Access at the library to computers, the Internet and online research databases	36.0%	41.8%	14.3%	4.0%	0.7%	0.3%	2.9%
C. Events for all ages such as author talks and lectures	57.7%	25.4%	9.4%	4.2%	0.0%	0.0%	3.2%
D. Youth classes and activities such as storytime	59.8%	29.3%	4.4%	3.4%	0.4%	0.2%	2.5%
E. Adult classes and activities such as computer classes and book clubs	78.1%	11.2%	3.6%	3.3%	0.0%	0.0%	3.7%
F. Adult literacy tutoring and instruction	86.8%	4.3%	1.1%	3.0%	0.0%	0.0%	4.8%
G. Wireless Internet access	41.3%	37.4%	10.0%	5.1%	3.1%	0.0%	3.0%
H. Downloadable audiobooks and ebooks	57.7%	22.5%	11.3%	5.1%	1.4%	0.0%	1.9%
I. Printed books	12.4%	71.1%	11.8%	2.5%	0.5%	0.4%	1.2%
J. Printed magazines	63.1%	20.0%	7.4%	5.7%	0.2%	0.0%	3.6%

Next, I would like to ask you about Carlsbad City Library facilities

Q8 asked of both Regular and Online Carlsbad Library users



[ASK IF Q0A or Q0B or Q2C or Q2D = (Regularly, Sometimes, OR Seldom), OTHERWISE SKIP TO Q9]

7. Overall are you satisfied or dissatisfied with the Library’s facilities? (GET ANSWER, THEN ASK:)  
Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)? (n=329)

- 75.1% Very satisfied
- 19.5% Somewhat satisfied
- 1.8% Somewhat dissatisfied
- 0.2% Very dissatisfied
- 3.4% [DON'T READ] Don't know/ Refused

**Cultural Arts Events and Programs**

Now I would like to ask you about the importance of different events and programs offered by Carlsbad’s Cultural Arts office.

8. For each of the following events and programs, please tell me if you feel it is extremely important, important, or not too important.

Here’s the (first/next) one \_\_\_\_\_ (READ ITEM): Do you feel this Cultural Arts event or program is extremely important, important (if needed: just important), or not too important?

RANDOMIZE

	Extremely <u>important</u>	<u>Important</u>	Not too <u>important</u>	[DON'T READ] DK/NA
A. TGIF Concerts in the Parks	39.3%	41.7%	12.0%	7.0%
B. Films being shown at Schulman auditorium	23.0%	39.2%	22.0%	15.7%
C. Theatre and music performances at Schulman auditorium	31.6%	42.5%	13.5%	12.5%
D. Art exhibitions at the Cannon Art Gallery	26.2%	40.9%	18.2%	14.7%

[IF NEEDED SCHULMAN AUDITORIUM AND CANNON ART GALLERY ARE RIGHT NEXT TO THE DOVE LIBRARY]

9. Now I’m going to read the same list of events and programs provided by the Cultural Arts office. For each one, please tell me if you have ever attended this program or event, and if so, please indicate how satisfied you are with it.



Here's the (first/next) one \_\_\_\_\_, Have you ever been to this program or event provided by the Cultural Arts office and if so, are you satisfied, dissatisfied or neither satisfied nor dissatisfied with it. (GET ANSWER AND THEN ASK:) Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?

RANDOMIZE

	Haven't used	Very satisfied	Somewhat satisfied	Neither satisfied nor dissatisfied	Somewhat dissatisfied	Very dissatisfied	[DON'T READ] DK/NA
A. TGIF Concerts in the Parks	39.8%	43.1%	9.4%	3.8%	0.7%	0.5%	2.7%
B. Films being shown at Schulman auditorium	71.5%	14.8%	4.3%	2.8%	0.3%	0.0%	6.3%
C. Theatre and music performances at Schulman auditorium	60.7%	26.1%	4.3%	2.5%	0.3%	0.0%	6.0%
D. Art exhibitions at the Cannon Art Gallery	59.0%	23.5%	6.8%	3.8%	0.3%	0.3%	6.4%

10. Lastly, I would like to know where you look for information and communications about the Carlsbad Library and Cultural Arts? [DO NOT READ ACCEPT TWO RESPONSES]

- 34.4% Library website
- 22.2% Internet search
- 14.8% Fliers at the library or community center
- 10.7% Other regional communications (mailers, magazines, etc.)
- 10.4% City of Carlsbad website
- 10.2% Library E-newsletters
- 5.4% Carlsbad Library on Facebook
- 5.2% Cultural Arts E-newsletters
- 4.8% Cultural Arts website
- 2.6% City of Carlsbad E-newsletters
- 1.7% ArtNews quarterly publication
- 1.3% Digital signage at the library
- 0.5% City of Carlsbad magazine
- 0.4% Carlsbad Library on Twitter
- 5.9% Other
- 18.1% Don't know/ Refused

A. In what year were you born, 19\_\_?

- 9.5% 18 to 24 years old



- 18.6% 25 to 34 years old
- 14.9% 35 to 44 years old
- 20.5% 45 to 54 years old
- 17.0% 55 to 64 years old
- 19.6% 65 years or older

B. Please tell me how many children under 19 years of age live in your household?

- 11.5% One
- 14.5% Two
- 9.2% Three or more
- 62.5% None [SKIP TO QD]
- 2.4% [DON'T READ] Refused [SKIP TO QD]

C. What [if db="One" say is the age of the child] [if db="Two" or "Three or more" say are the ages of the Children] living in your household? [ALLOW MULTIPLE RESPONSES] (*Multiple responses permitted, percentages may sum to more than 100%*) (n=141)

- 34.9% 0 to 5 (pre-school)
- 52.2% 6 to 12 (grade-school)
- 49.1% 13 to 18 (middle and high school)
- 0.8% [DON'T READ] Refused

D. What ethnic group do you consider yourself a part of or feel closest to? (IF HESITATE, READ):

- 80.2% White or Caucasian
- 4.9% Hispanic or Latino
- 2.9% Asian
- 0.4% African American or Black
- 2.0% Other
- 9.6% [DON'T READ] Don't know/ Refused

E. I am going to read some income categories, please stop when I reach the one that best describes your current total household income for the last 12 months? (IF HESITATE, READ):

- 1.2% Below \$25,000



- 5.6% \$25,000 to \$50,000
- 8.7% \$50,001 to \$75,000
- 15.6% \$75,001 to \$100,000
- 27.3% \$100,001 to \$175,000
- 21.9% More than \$175,000
- 19.6% [DON'T READ] Don't know/ Refused

F. Lastly, would you be interested in participating in future research sponsored by the City of Carlsbad Library and/or Cultural Arts Office (GET ANSWER, IF YES). So the City of Carlsbad can contact you in the future, may I get you name, the phone number and email you would prefer to be contacted at?

- 50.2% Yes
- 49.8% No

G. Gender (Recorded from voice, not asked – QUESTION ADDED TO ONLINE SURVEY):

- 48.7% Male
- 51.3% Female

## **APPENDIX C: CUSTOMER TOPLINES**

City of Carlsbad  
Library & Cultural Arts  
Customer Survey (n=367)



.....  
 Please take a moment to complete this short survey about your experiences with the Carlsbad City Library and the City’s Cultural Arts events and facilities. The survey is being conducted by an independent research firm, and all your individual responses will remain confidential.

Please confirm that you are at least 18 years of age.

Please also confirm that you are NOT a Carlsbad City Council member, City of Carlsbad Library board member, City of Carlsbad Arts Commissioner, or that you DO NOT work for the City of Carlsbad?  
 .....

1. What is your home zip code?

- 26.0% 92008
- 13.5% 92009
- 7.5% 92010
- 12.2% 92011
- 41.2% Other

2. Generally speaking, how would you rate the Carlsbad Library?

- 79.6% Excellent
- 19.9% Good
- 0.3% Fair
- 0.3% Poor

3. Overall, how informed are you about the services and programs at the Carlsbad Library?

- 44.1% Very informed
- 45.5% Somewhat informed
- 10.5% Generally uninformed

4. How often do you, or members of your household, use each of the following services?

	Regularly	Sometimes	Seldom	Never
Visit Carlsbad's Cole Library next to City Hall	45.5%	20.5%	17.3%	16.8%
Visit Carlsbad's Dove Library off of El Camino Real	40.4%	30.4%	18.6%	10.6%

## Carlsbad Library & Cultural Arts Report 2017

Conducted for Carlsbad City Library & Cultural Arts



Visit Carlsbad's Library Learning Center on Eureka Place	11.4%	6.1%	16.6%	65.9%
Access the Carlsbad Library's web-based services from a location outside of the Library	25.4%	20.7%	17.2%	36.7%
Attend TGIF Concerts in the Parks	10.8%	17.5%	18.8%	52.9%
Attend events at the Schulman Auditorium at Dove Library	9.2%	18.8%	23.4%	48.6%
Visit the Cannon Art Gallery or the Carlsbad Sculpture Garden	10.1%	20.6%	22.6%	46.7%

5. For each of the following library programs and services, do you feel it is extremely important, important, or not too important? [PLEASE SELECT ONE FOR EACH ITEM]

	Extremely important	Important	Not too important
In-person customer service	67.1%	28.8%	4.1%
Access at the library to computers, the Internet, and online research databases	63.8%	29.2%	7.0%
Events for all ages such as author talks and lectures	49.4%	39.6%	10.9%
Youth classes and activities such as story-time	58.0%	33.9%	8.1%
Adult classes and activities such as computer classes and book clubs	49.0%	41.9%	9.1%
Adult literacy tutoring and instruction	54.6%	35.3%	10.1%
Wireless internet access	64.9%	27.4%	7.7%
Downloadable audiobooks and e-books	52.1%	36.4%	11.5%
Printed books	83.1%	14.8%	2.1%
Printed magazines	48.7%	34.6%	16.7%
Streaming music service like Pandora or Spotify	16.7%	33.9%	49.4%
Streaming movie service like Netflix or Hulu	13.6%	35.6%	50.8%

6. Please let us know whether or not you have used these services. If you have used the service or program, please indicate your level of satisfaction.

	Haven't used	Very satisfied	Somewhat satisfied	Neither satisfied nor dissatisfied	Somewhat dissatisfied	Very dissatisfied



In-person customer service	7.1%	82.6%	6.8%	0.6%	0.3%	2.6%
Access at the library to computers, the Internet, and online research databases	22.6%	61.6%	9.4%	3.5%	0.6%	2.3%
Events for all ages such as author talks and lectures	50.4%	34.4%	8.6%	5.0%	0.9%	0.6%
Youth classes and activities such as story-time	56.2%	30.0%	5.7%	6.0%	0.6%	1.5%
Adult classes and activities such as computer classes and book clubs	67.5%	19.6%	5.7%	5.1%	0.9%	1.2%
Adult literacy tutoring and instruction	76.8%	14.3%	2.7%	4.6%	0.9%	0.6%
Wireless internet access	36.3%	45.8%	9.8%	4.0%	1.5%	2.5%
Downloadable audiobooks and e-books	57.8%	26.9%	7.0%	3.4%	3.4%	1.5%
Printed books	12.9%	73.3%	9.6%	1.5%	0.9%	1.8%
Printed magazines	38.5%	48.3%	8.6%	2.8%	0.6%	1.2%

7. Overall, are you satisfied or dissatisfied with the Library’s facilities?

- 91.6% Very satisfied
- 7.8% Somewhat satisfied
- 0.3% Somewhat dissatisfied
- 0.3% Very dissatisfied

8. For each of the following Cultural Arts events or programs, do you feel it is extremely important, important, or not too important? [PLEASE SELECT ONE FOR EACH ITEM]

	Extremely important	Important	Not too important
TGIF Concerts in the Parks	35.9%	49.1%	15.0%



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Films being shown at Schulman auditorium	30.4%	52.1%	17.5%
Theatre and music performances at Schulman auditorium	36.6%	50.8%	12.6%
Art exhibitions at Cannon Art Gallery	38.3%	48.0%	13.7%

9. Please let us know if you have used these services. If you have used the service or program, please indicate your level of satisfaction.

	Haven't used	Very satisfied	Somewhat satisfied	Neither satisfied nor dissatisfied	Somewhat dissatisfied	Very dissatisfied
TGIF Concerts in the Parks	53.2%	32.6%	10.5%	3.1%	0.6%	0.0%
Films being shown at Schulman auditorium	63.8%	26.4%	6.1%	3.3%	0.3%	0.0%
Theatre and music performances at Schulman auditorium	58.0%	31.5%	6.0%	3.6%	0.3%	0.6%
Art exhibitions at Cannon Art Gallery	50.5%	34.0%	9.8%	4.1%	0.3%	1.3%

10. Lastly, where do you look for information and communication about the Carlsbad Library and Cultural Arts? [PLEASE SELECT UP TO **TWO** RESPONSES]

- 59.2% Library website
- 58.6% Fliers at the library or community center
- 16.6% Library e-newsletters
- 6.3% Digital signage at the library
- 5.1% Cultural Arts e-newsletters
- 4.5% ArtNews quarterly publications
- 3.9% Cultural Arts website
- 3.9% Carlsbad Library on Facebook
- 1.2% Carlsbad Library on Twitter
- 8.5% Other

The demographic information from this survey will enable BW Research to conduct crosstabulation analyses of the data and assess whether differences to the main survey questions vary by resident subgroups. **As with your survey responses, your demographic data will be kept confidential and all information will be displayed in summary format only.**

Are you:



- 37.9% Male
- 62.1% Female

What is your age?

- 3.6% 18 to 24 years old
- 13.0% 25 to 34 years old
- 18.7% 35 to 44 years old
- 17.2% 45 to 54 years old
- 15.1% 55 to 64 years old
- 32.3% 65 years or older

Please tell me how many children under 19 years of age live in your household.

- 13.9% One
- 18.7% Two
- 7.8% Three or more
- 59.6% None

If you have children, what are their ages? [PLEASE SELECT ALL THAT APPLY]

- 44.8% 0 to 5 years old (pre-school)
- 56.7% 6 to 12 years old (grade-school)
- 33.6% 13 to 18 years old (middle and high school)

What ethnic group do you consider yourself a part of or feel closest to?

- 71.0% White or Caucasian
- 10.4% Hispanic or Latino
- 10.7% Asian
- 1.6% African American or Black
- 6.3% Other

Which of the following best describes your total household income for the last 12 months?

- 15.3% Below \$25,000
- 15.7% \$25,000 to \$50,000
- 18.2% \$50,001 to \$75,000
- 16.4% \$75,001 to \$100,000



22.6% \$100,001 to \$175,000

11.7% More than \$175,000

Lastly, would you be interested in participating in future research sponsored by the City of Carlsbad Library and/or Cultural Arts Office. If yes, please write down your name, phone number, and email address so that the City of Carlsbad may contact you in the future.

A. Name \_\_\_\_\_

B. Preferred phone and email \_\_\_\_\_