PINETOP / LAKESIDE
PUBLIC LIBRARY

Pinetop-Lakeside Public Library Survey results

impactsurvey
Advancing libraries through community insight

Foreword

This report provides the comprehensive results from the Impact Survey. It describes how patrons reported having used the public access technology provided by Pinetop-Lakeside Public Library and the outcomes they experienced as a result. The report is divided into four sections:

- The library profile contextualizes the survey results by providing information about the public access technology resources and services provided by the library. Research has found that these inputs affect the ability of patrons to achieve their goals.

- The overall results section shows how and how often respondents visit the library or the library's website, access the public access technology resources and services provided by Pinetop-Lakeside Public Library, and receive assistance from staff.

- The third section shows the kinds of activities public technology users engage in across the following domains: education, employment, entrepreneurship, health and wellness, eGovernment, civic engagement, eCommerce, and social inclusion.

- Finally, the patron satisfaction and demographics section provides details on the types of patrons who completed the survey, and how satisfied they are with the technology services provided by the library.

These survey results provide a comprehensive view of how providing public access technology services at the library benefits your community. To help your library effectively use these results in your advocacy efforts, we invite you to visit the Impact Survey website to access a number of additional advocacy tools (http://impactsurvey.org/advocacy).

Sincerely,

Michael Crandall, MLIS
Senior Lecturer
mikecran@uw.edu

Samantha Becker, MLIS, MPA
Principal Research Scientist
srbecker@uw.edu
University of Washington

The Information School
Box 352840
Mary Gates Hall, Ste 370
Seattle, WA 98195-2840
Phone: (206) 685-9937
Fax: (206) 616-3152

http://impactsurvey.org

Library Profile

Library infrastructure

Number of residents within the legal service area:	4,500
Number of library patron visits in the past year:	58,790
Number of hours the library system was open in the past year:	2,286
Total operational expenditures in the past year:	$228,853
Total number of full-time equivalent paid staff:	5

Public access technology resources

Total number of public access Internet terminals within the library system:	15
Assistive technology provided by the library for patrons with disabilities:	No, the library does not provide this sort of assistive technology
Library uses session management software:	Yes

Internet connectivity

The source of the library's Internet connection:	Private ISP
Maximum download speed of library Internet connection:	50 Mbps
Wireless Internet access available for the public:	Yes

Policies

Library has a replacement plan for public access Internet terminals:	No
Standard maximum daily time limit for patrons:	60 minutes
Librarians are permitted to extend the session time for patrons:	No

Overall results

- Pinetop-Lakeside Public Library ran the Impact Survey from September 01, 2014 to October 13, 2014.
- A total of 12 people completed the survey.

Library use

12 (100%) of survey respondents visited the library at least once in the past 12 months. Of those who did,

- **7 (58%)** visited the library once a week or more frequently;
- **4 (33%)** visited the library about 1-3 times a month;
- **1 (8%)** visited the library less than once a month.

Using the library website or online resources

10 (83%) of respondents accessed library resources using the computers in the library. Of those respondents,

- **5 (50%)** did so once a week or more frequently;
- **2 (20%)** did so about 1-3 times a month;
- **3 (30%)** did so less than once a month.

11 (92%) of respondents accessed library resources through the library's website from outside the library (e.g. from home, school, or work). Of those respondents,

- **5 (45%)** did so once a week or more frequently;
- **3 (27%)** did so about 1-3 times a month;
- **3 (27%)** did so less than once a month.

7 (58%) of respondents accessed library resources through a handheld mobile device such as a cell phone, eReader, or tablet computer.

All together, **92% (11)** of respondents accessed library resources through the library's website either remotely or using the library's Internet connection. Some people may have accessed library resources using more than one method. Figure 1 shows the types of resources patrons accessed (if specified).

Figure 1 - Library resources accessed through the library website
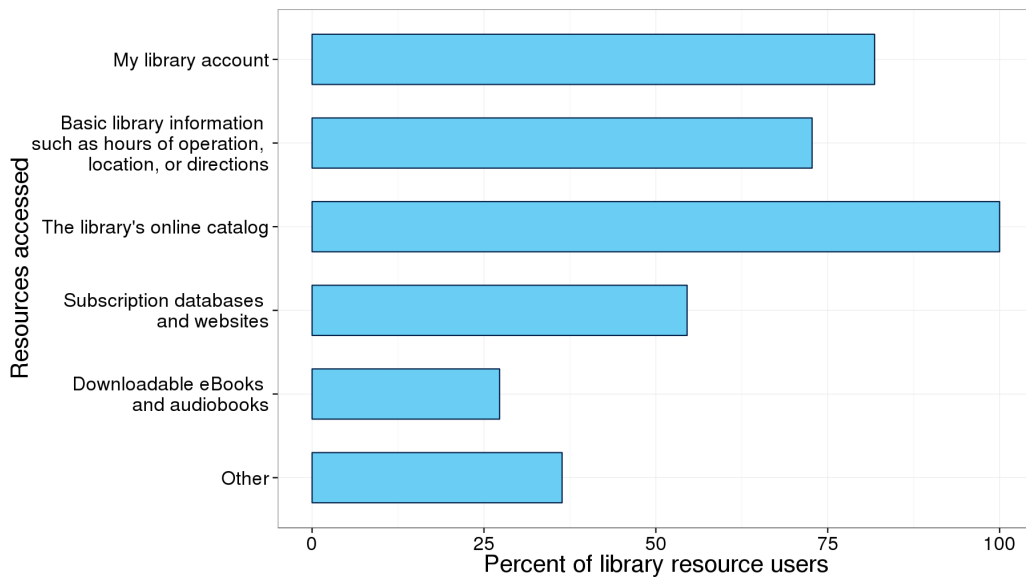
Use of public access computers and wireless network

Overall, 92% of survey respondents had used a public access computer or used the library's wireless network connection to access the Internet during the past 12 months. Using either means of access qualified respondents as *public access technology users*.

Of the respondents, **11 (92%) used a computer in the library to access the Internet during the past 12 months**, with frequencies as follows:

- **8 (73%)** did so once a week or more frequently;
- **1 (9%)** did so about 1-3 times a month;
- **2 (18%)** did so less than once a month.

9 (75%) had accessed the library's wireless network connection using their own computer. Of these respondents,

- **7 (78%)** used the library's wireless network once a week or more frequently;
- **2 (22%)** used the library's wireless network about 1-3 times a month;
- **0 (0%)** used the library's wireless network less than once a month.

Alternate access to computers outside the library

Public access to the Internet is extremely important for people who don't have access elsewhere. However, even those who have access at home, work, or school use computers in the library to access the Internet for a variety of reasons. **73% of users reported having regular personal access to a computer and the Internet somewhere other than the library**. **36%** of public access technology users are aware of any other location in the community with free access to computers and the internet.

National research has shown that a major reason people with alternative means of access rely on the library for access to computers and the Internet is that they do so while traveling. Of the users surveyed, **4 (36%) reported they had used a library computer or wireless Internet connection while out-of-town during the past 12 months**.

In addition to use while traveling, research has shown that there are several other reasons that drive people with alternative means of access to use technology resources at the library:

- **Lack of access to high speed Internet at home:** Library Internet allows people to download large files or websites requiring a high speed connection.
- **Gaps in access:** Such as when moving or during power outages.
- **Household competition:** Especially among youth, competition with siblings or parents over a single household computer drives users to the library.
- **A change of scenery:** People who work at home sometimes use library computers and wireless to get out of the house. Job seekers also use computers in the library to maintain a normal schedule and stay connected to the community.
- **During lunch breaks or while out running errands:** People stop in to check email, look up phone numbers or directions, or other quick tasks.
- **As a supplement to the library catalog:** Users look up book reviews, reading lists, and other aids for selecting materials.

Using the library's technology resources on behalf of others

The beneficiaries of library Internet access often extend beyond the individual users; at Pinetop-Lakeside Public Library, **55% (6) of users found information or performed tasks for other people using the library's computers or Internet connection**.

Overall uses of public access technology

Public access technology at Pinetop-Lakeside Public Library was used by patrons to access a variety of networked or web-based tools. The most frequently accessed of these tools by public access technology users were search engines (82%). Figure 2 shows tools users accessed over the past 12 months.

Figure 2 - Tools accessed by patrons using the library's computers or Internet connection
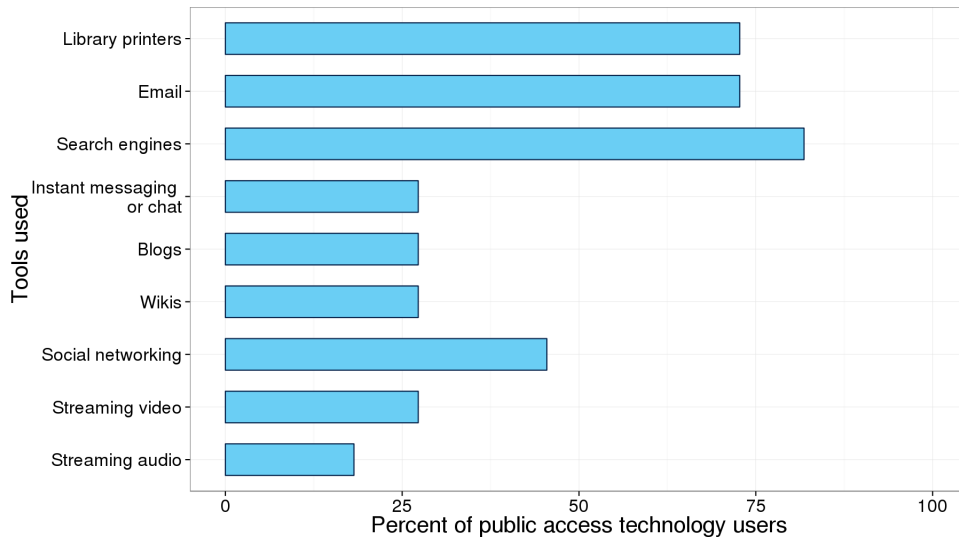

Help and training

Another main reason people come to the library to use computers and the Internet is to receive help and training from a librarian or library staff. **73% of public access technology users reported having received one-on-one technology help from library staff or volunteers in the past 12 months.** The most frequent type of help these users received was for library computer services (75%). Figure 3 shows types of help that users received.

Figure 3 - Type of help received from library staff or volunteers
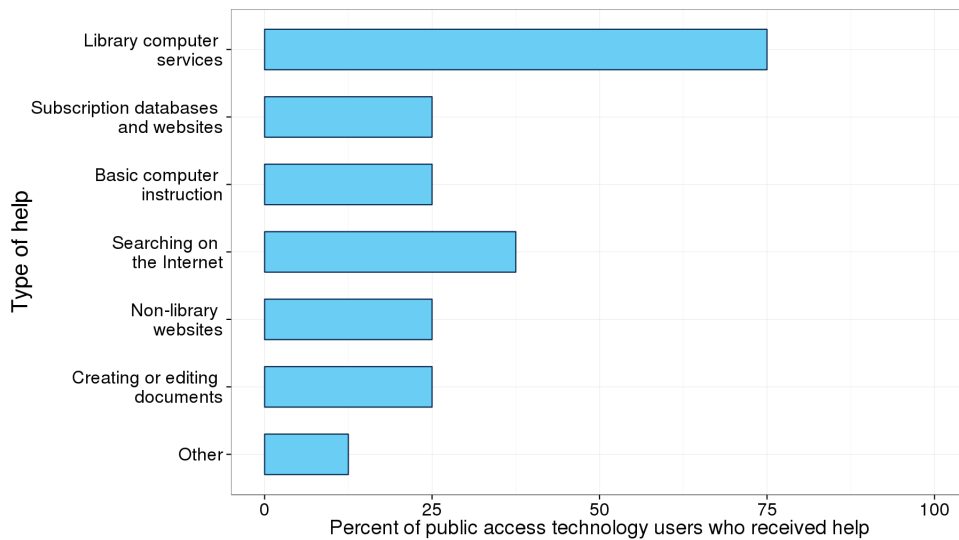
Those that received help at Pinetop-Lakeside Public Library were asked about the helpfulness of library staff and volunteers. Figure 4 shows how users rated the help they received.

Figure 4 - User ratings of library technology help received

Very helpful: 100.0%
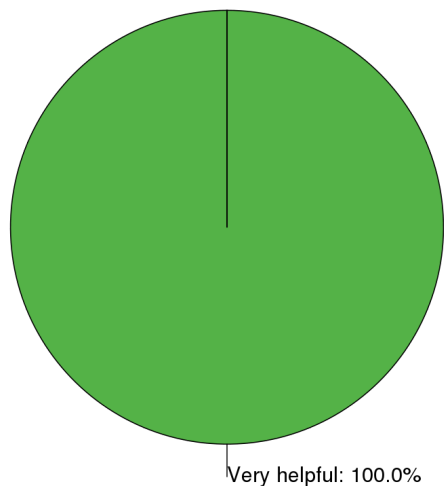
In addition, 45% (5) of public computer users took advantage of computer-related training or classes at the library. *Note that this question was not asked of nonusers; Pinetop-Lakeside Public Library may have patrons who take computer-related training classes but otherwise do not use the library's computers or Internet connection.

Public access technology uses by activity area

Access to computers and the Internet, coupled with the technology help and training available at public libraries around the country, is essential to helping people satisfy their information needs and perform tasks in a variety of areas. National research about how the public uses computers and the Internet in libraries has shown that people use public access computers to accomplish a variety of instrumental social, educational, and economic tasks.

The Impact Survey asked users about how they used public library computers, Internet, and wireless networks across several areas of activity, or domains: education, employment, entrepreneurship, health & wellness, eGovernment, civic engagement, eCommerce, and social inclusion. Using this framework, we can explore how the availability of public access technology in libraries impacts the many and varied aspects of users' daily lives. The following pages provide detail and deeper insight into the uses and outcomes of public access technology at your library across these domains. Figure 5 shows the overall use of public access technology in those areas; the following sections further detail their activities.

Figure 5 - Public computer use by area
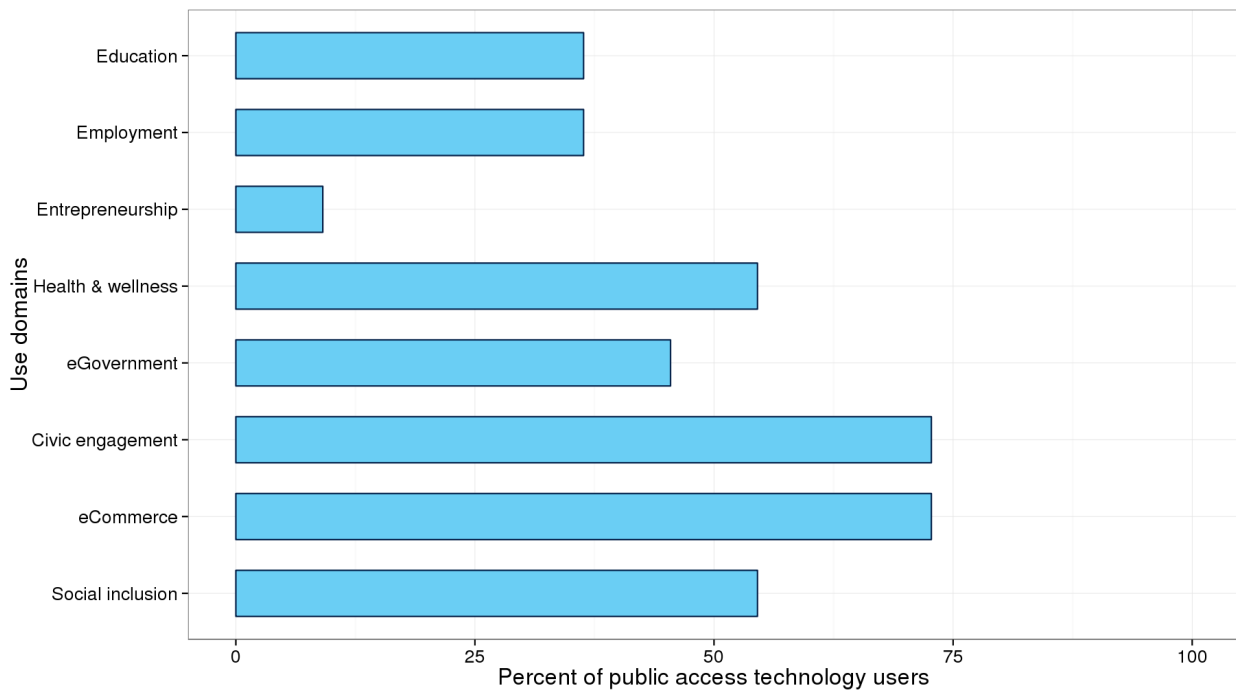
Education

In Pinetop-Lakeside Public Library, **36%** of public access technology users indicated they had used the public library's computers or wireless network for educational purposes. The majority of users who engaged in this activity, 50%, were between the ages of 25-34. Figure 6 shows the ages of those who used public technology for educational activities.

Figure 6 - Ages of patrons using public access technology for education
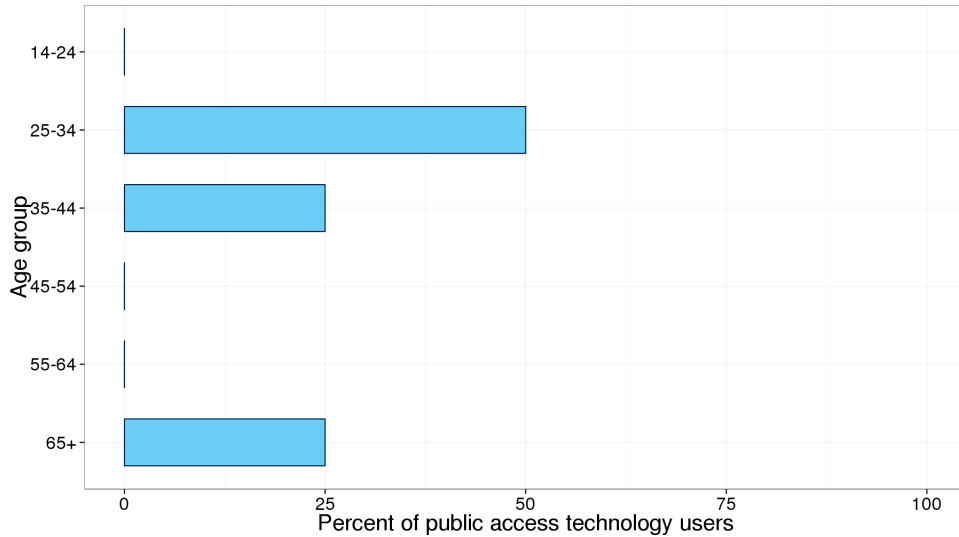
Highlights:

- **27%** of users applied for degree or certificate program; of those, 100% were admitted to the program.
- **27%** of users took a school-related test online; of those, 33% had a librarian serve as a proctor.
- One user applied for financial aid and received aid.

Table 1 details the education tasks public access technology users reported engaging in during the past 12 months.

Table 1: Education activities

	% of users	n
Learned about a degree or certificate program	27%	3
Applied for a degree or certificate program	27%	3
Was admitted to the program	27%	3
Took an online class or workshop	36%	4
Did research for a class	27%	3
Completed coursework or homework	27%	3
Took any school-related test online	27%	3
Librarian served as a proctor	9%	1
Applied for financial aid for education	9%	1
Received financial aid for education	9%	1

Employment

36% of public access technology users at Pinetop-Lakeside Public Library reported they had used these resources for employment or career purposes in the past 12 months. The majority of users who engaged in this activity, 50%, were between the ages of 35-44.

Figure 7 shows the ages of those who used public technology for employment activities.

Figure 7 - Ages of patrons using public access technology for employment
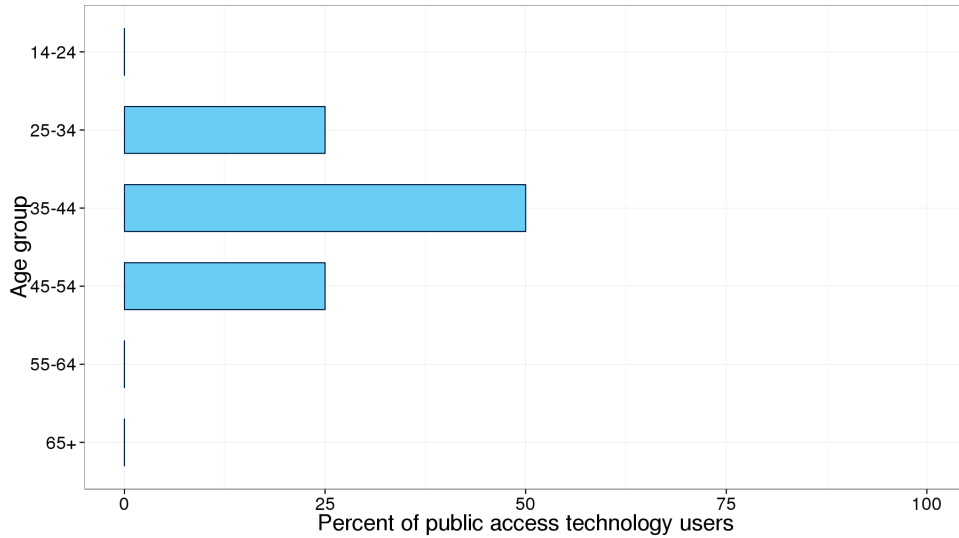
Highlights:

- **18%** of users used the library's technology resources to apply for a job.

Table 2 details additional employment tasks patrons reported engaging in during the past 12 months.

Table 2: Employment activities

	% of users	n
Looked for a job	27%	3
Applied for a job or sent out a resume	18%	2
Got an interview	0%	0
Was hired	0%	0
Worked on a resume	18%	2
Received skill-based training	18%	2
Found information related to a job or profession	18%	2
Did work for a current job	27%	3

Entrepreneurship

By providing public access technology services, libraries often contribute to the economic health of the community by supporting the small business community. **9%** of the public access technology users at Pinetop-Lakeside Public Library reported they had used these resources for entrepreneurship purposes in the past 12 months. The majority of users who engaged in this activity, 100%, were between the ages of 35-44. Figure 8 shows the ages of those who used public technology for entrepreneurship activities.

Figure 8 - Ages of patrons using public access technology for entrepreneurship
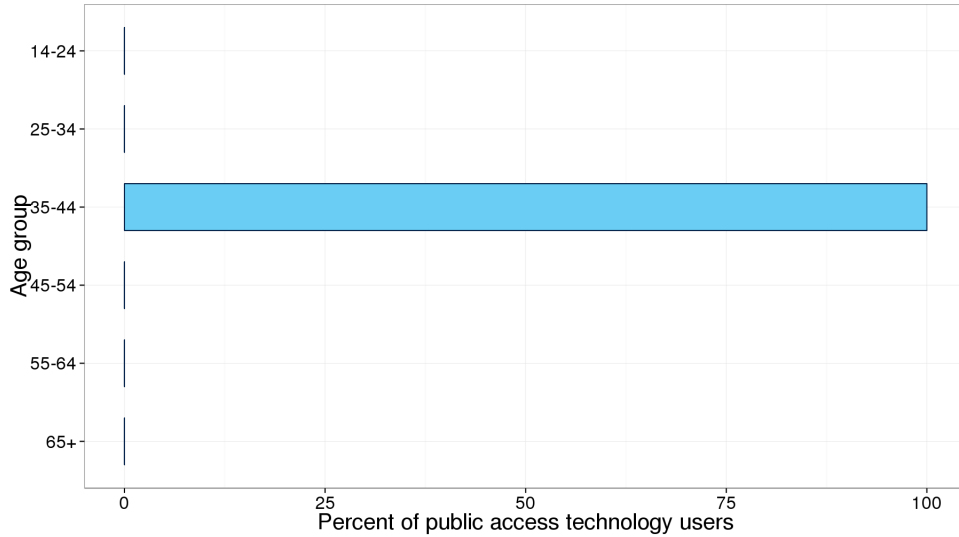
Table 3 details the entrepreneurship tasks patrons reported engaging in during the past 12 months.

Table 3: Entrepreneurship activities

	% of users	n
Started their own business	9%	1
Managed an existing business	9%	1
Performed business-related research	9%	1
Found potential customers	0%	0
Found business-to-business contract opportunities	9%	1

Health and wellness

Increasingly, finding health information and conducting many health-related service transactions, including signing up for insurance through government insurance exchanges, means going online. **55%** of users at Pinetop-Lakeside Public Library indicated they had used the library's computers or Internet connection for health or wellness purposes. Figure 9 shows the ages of those who used public technology for health and wellness activities.

Figure 9 - Ages of patrons using public access technology for health and wellness
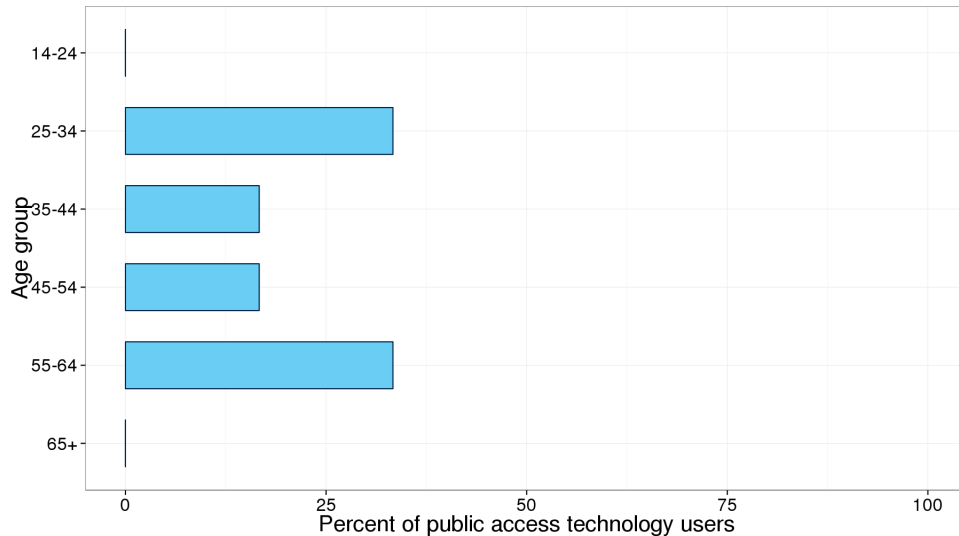
Highlights:

- At Pinetop-Lakeside Public Library, **45%** of users reported learning about diet or nutrition; of those, 100% made a change to their diet.
- **55%** of users reported learning about exercise or fitness; of those, 100% made a change in their exercise habits.

Table 4 details the health and wellness tasks patrons reported engaging in during the past 12 months.

Table 4: Health and wellness activities

	% of users	n
Learned about an illness, disease, or medical condition	45%	5
Learned about a medical procedure	18%	2
Found online or in-person support groups for a health need	9%	1
Learned about prescription or over-the-counter drugs	45%	5
Found information about a doctor or other health care provider	45%	5
Accessed medical records	18%	2
Bought insurance or enrolled in a drug discount program	9%	1
Learned about diet or nutrition	45%	5
Made a decision about diet changes	45%	5
Learned about exercise or fitness	55%	6
Made changes in exercise habits	55%	6

eGovernment

Libraries play a significant role in connecting citizens with essential eGovernment services. **45%** of users at Pinetop-Lakeside Public Library used the library's computers and Internet connection for eGovernment purposes. The majority of users who engaged in this activity, 40%, were between the ages of 55-64. Figure 10 shows the ages of those who used public technology for eGovernment activities.

Figure 10 - Ages of patrons using public access technology for eGovernment
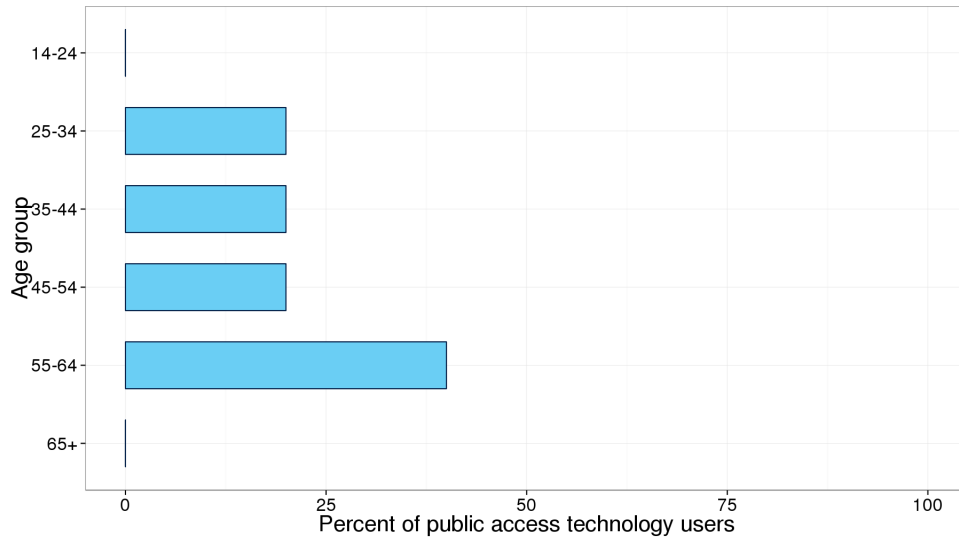
Highlights:

- **36%** of users got government forms online; of those, 75% submitted those forms online.
- **18%** of users learned about permits/licenses; of those, 50% applied for that permit/license.

Table 5 details the eGovernment tasks patrons reported engaging in during the past 12 months.

Table 5: eGovernment activities

	% of users	n
Got help from a government official or agency	18%	2
Learned about local, state, or federal laws or regulations	27%	3
Found advice or assistance with a legal question or problem	9%	1
Accessed the justice system	9%	1
Got government forms	36%	4
Submitted forms online	27%	3
Learned about government programs or services	36%	4
Applied for government programs or services	9%	1
Learned about permits or licenses	18%	2
Applied for a permit or license	9%	1

Civic engagement

Public libraries support civic engagement by providing a venue and resources for citizens to engage with their community. **73%** of public access technology users surveyed at Pinetop-Lakeside Public Library reported using the library's computers or Internet connection for civic engagement purposes. Figure 11 shows the ages of those who used public technology for civic engagement activities.

Figure 11 - Ages of patrons using public access technology for civic engagement
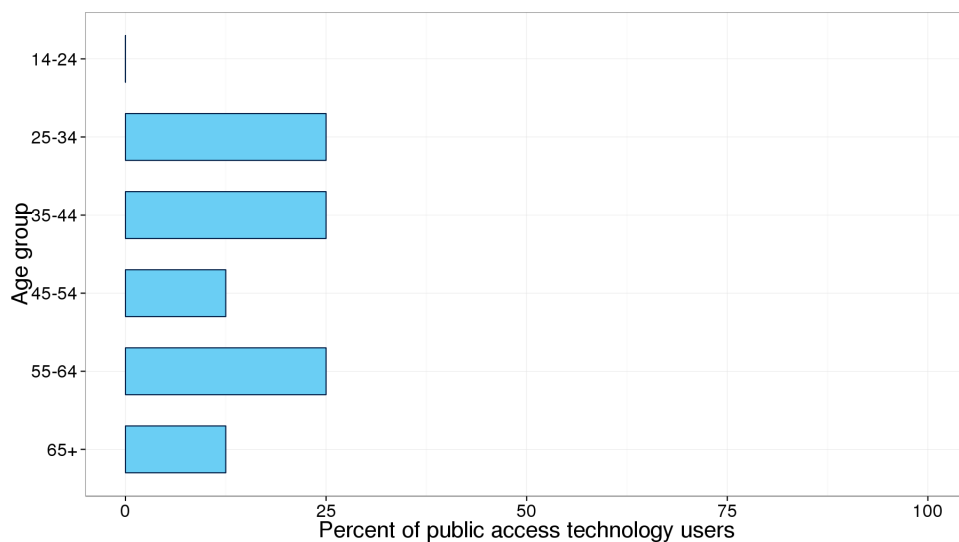
Highlights:

- **45%** of users learned about a political activity/candidate or social cause; of those, 80% got involved with a political activity, candidate, or cause.

Table 6 details the civic engagement tasks patrons reported engaging in during the past 12 months.

Table 6: Civic engagement activities

	% of users	n
Kept up with current news/events	64%	7
Learned about a political activity, candidate, or social cause	45%	5
Got involved with a political activity, candidate, or cause	36%	4
Participated in a civic or community group	9%	1
Organized/managed a club, civic/community/church group, or non-profit	0%	0

eCommerce

Public libraries provide patrons with the means to engage in a wide variety of eCommerce activities. Consumers connected to the Internet are able to find and compare products and services, leaving those without access at a disadvantage when it comes to making informed financial decisions. **73%** of users indicated they had used a public library computer or Internet connection for eCommerce purposes. The majority of users who engaged in this activity, 38%, were between the ages of 25-34. Figure 12 shows the ages of those who used public technology for eCommerce activities.

Figure 12 - Ages of patrons using public access technology for eCommerce
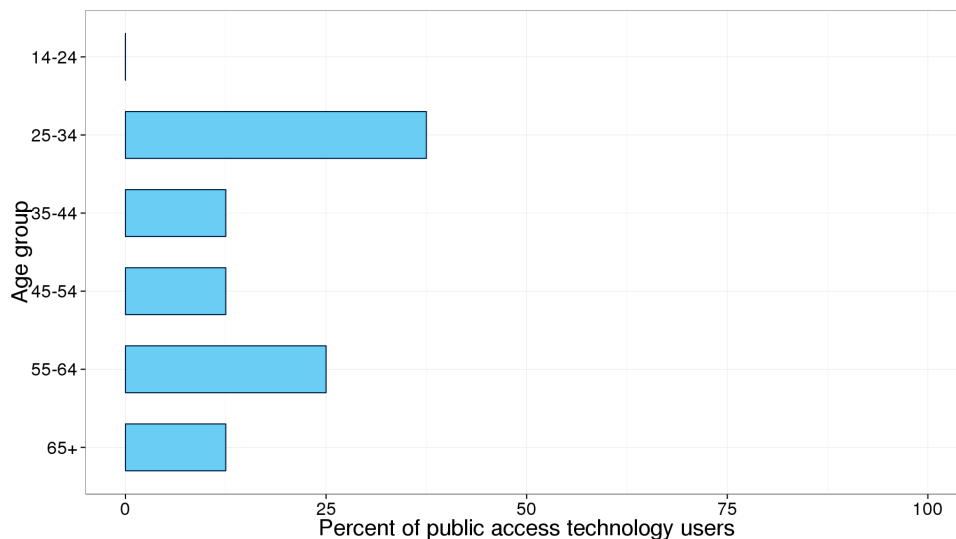
Table 7 details the eCommerce tasks patrons reported engaging in during the past 12 months.

Table 7: eCommerce activities

	% of users	n
Learned about getting out of debt	9%	1
Banked online	64%	7
Paid bills	55%	6
Got investment information	36%	4
Looked up credit rating	27%	3
Researched or compared products/services	55%	6
Purchased online	64%	7
Sold online	0%	0
Made travel arrangements	45%	5
Found housing	18%	2

Social inclusion

Patrons use public access technology to stay in touch with family and friends, and to build and maintain social networks. **55%** of users reported having used the library's computers or Internet connection for a social purpose. Figure 13 shows the ages of those who used public technology for social activities.

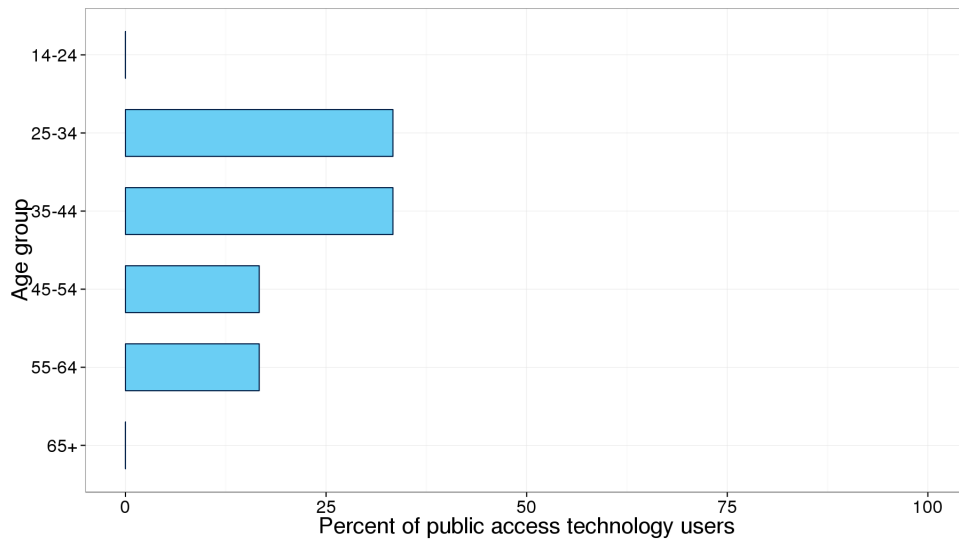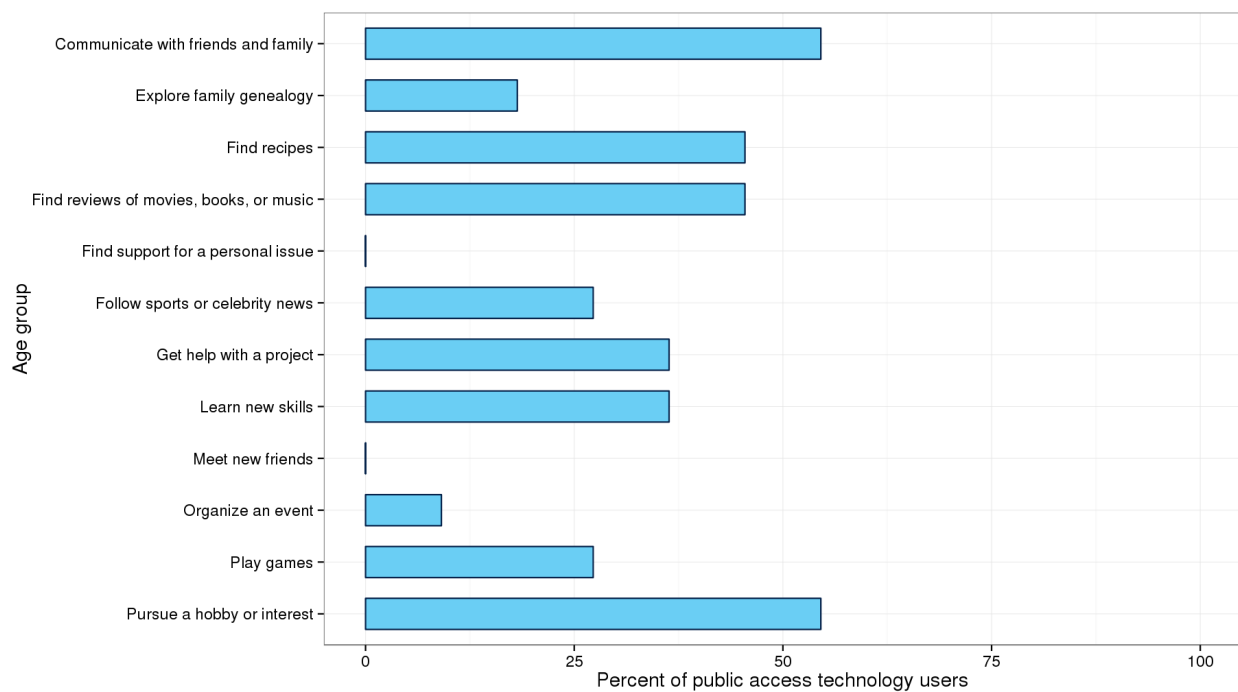Figure 13 - Ages of patrons using public access technology for social inclusion

Figure 14 details the types of social inclusion activities patrons reported engaging in during the past 12 months.

Figure 14 - Social inclusion activities

Importance of computer resources

All survey respondents were asked about the importance of free access to computers and the Internet for themselves and their community. 92% of all respondents (and 100% of public technology users) reported that public computing resources are important or very important to themselves, personally; 100% felt that these resources are important or very important to have available for others in the community (see figures below).

Figure 15 - Public access technology importance (personal)

Unimportant: 8.3%
Important: 8.3%
Very important: 83.3%
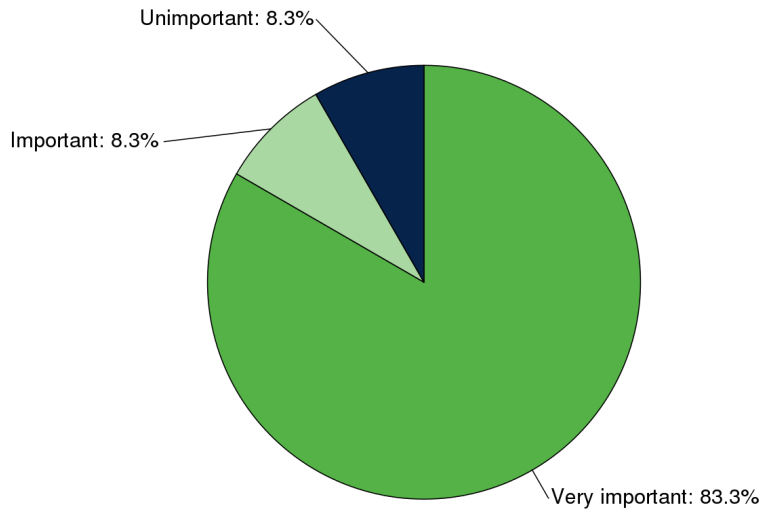
Figure 16 - Public access technology importance (personal) - among public access technology users

Important: 9.1%
Very important: 90.9%
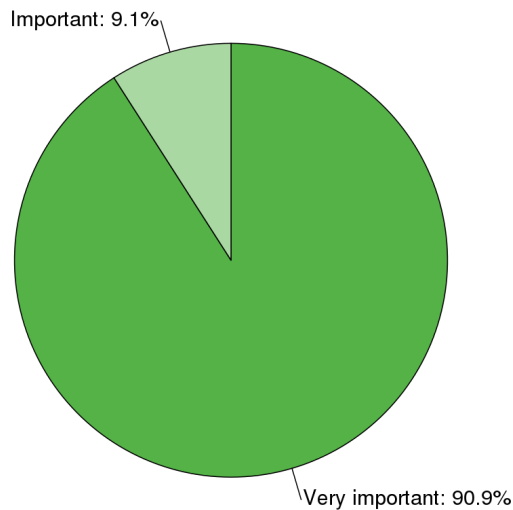
Figure 17 - Public access technology importance (community)

Important: 25.0%

Very important: 75.0%
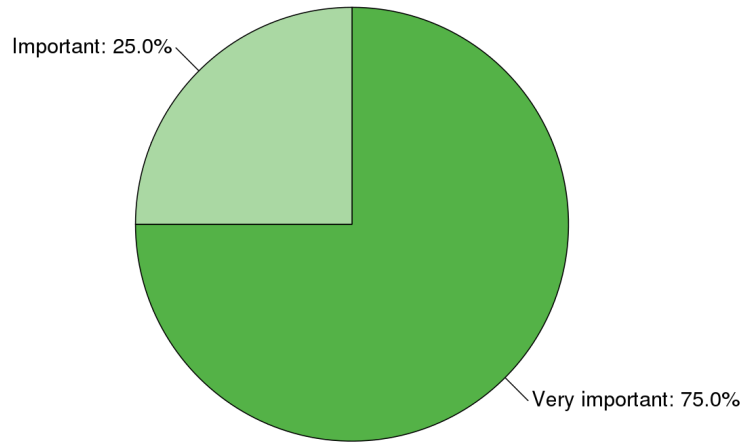
Patron Satisfaction

When asked about their level of satisfaction with public access technology at Pinetop-Lakeside Public Library, 100% of public access technology users said that they were either satisfied or very satisfied with the access provided at the library.

Figure 18 - Patron satisfaction with public access technology resources and services

Very satisfied: 100.0%
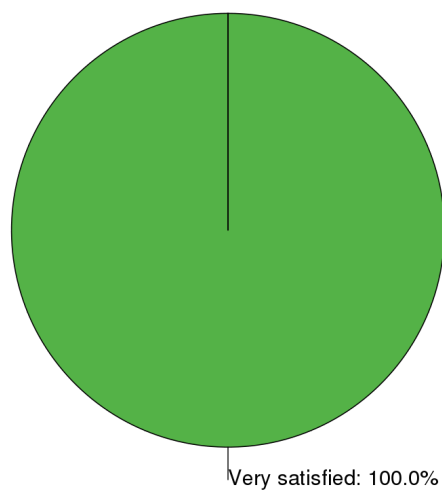
Demographic Information

The following figures provide demographic information about survey respondents from Pinetop-Lakeside Public Library.
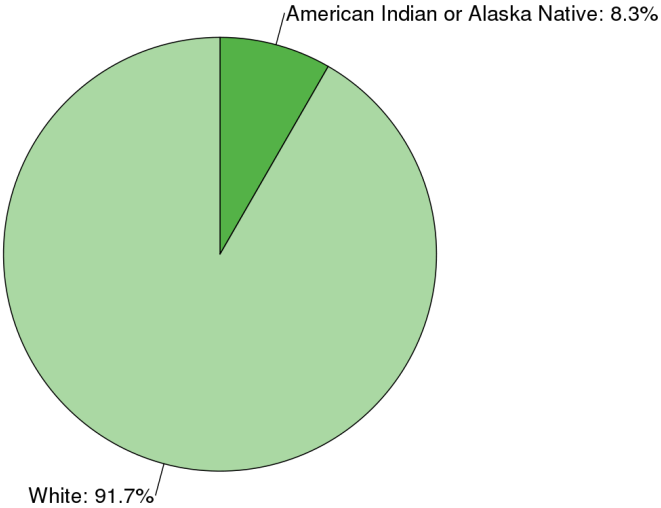
Figure 19 - Survey respondents by race

American Indian or Alaska Native: 8.3%

White: 91.7%

Figure 20 - Survey respondents by sex
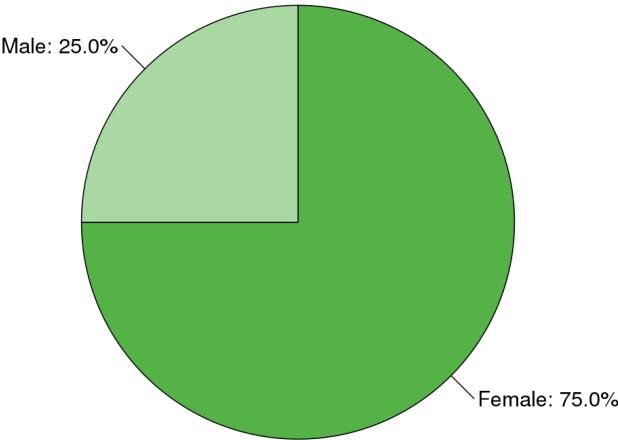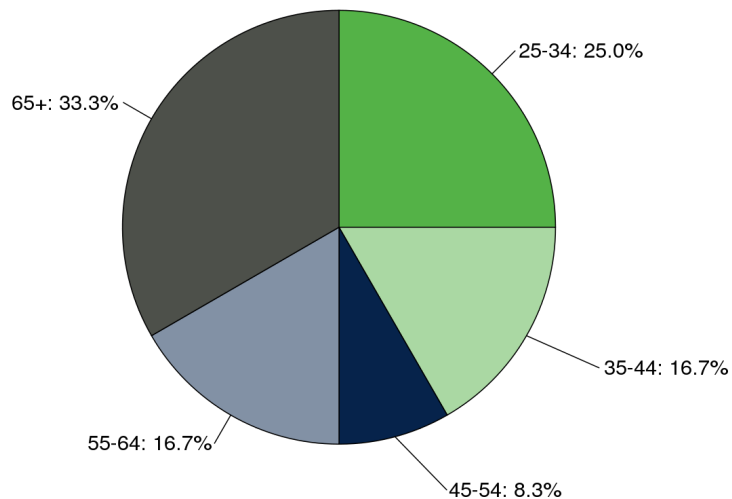
Male: 25.0%

Female: 75.0%

Figure 21 - Survey respondents by age

Figure 22 - Survey respondents by education level
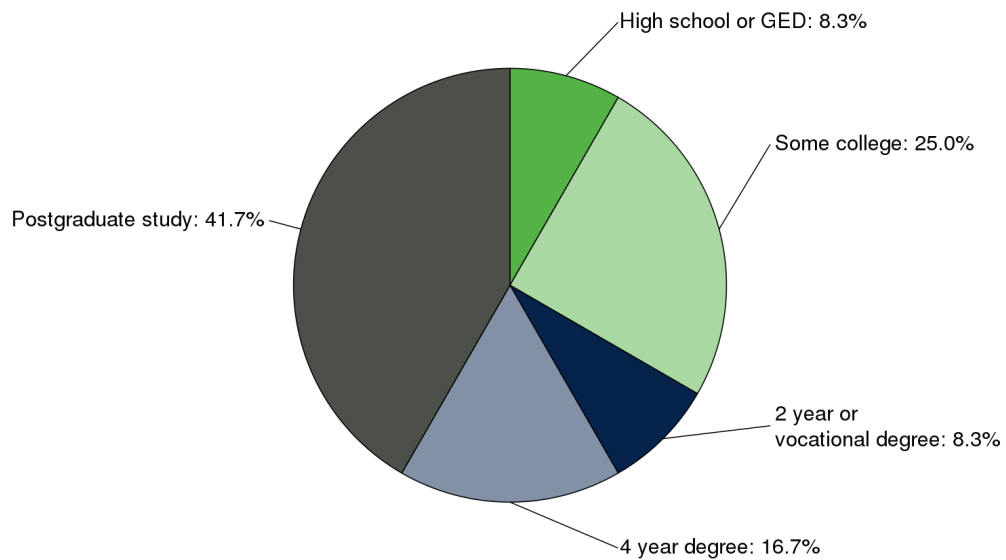
Figure 23 - Language spoken at home

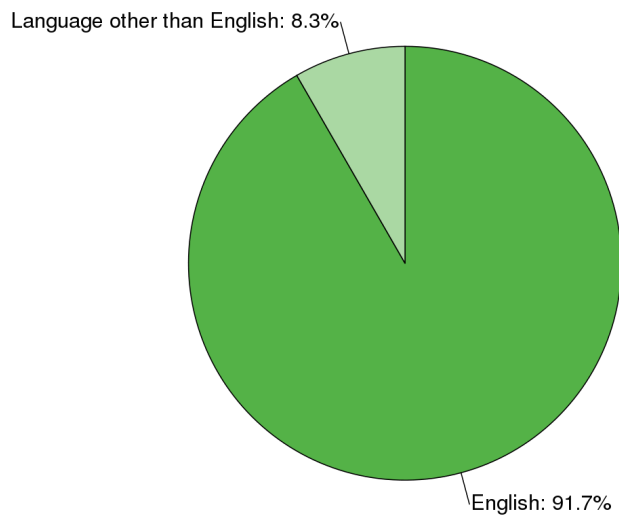Language other than English: 8.3%

English: 91.7%

Figure 24 - Survey language

English: 100.0%
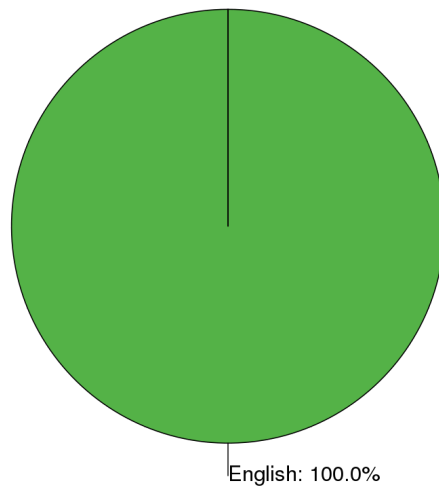
Figure 25 - Citizenship status

U.S. citizen: 100.0%
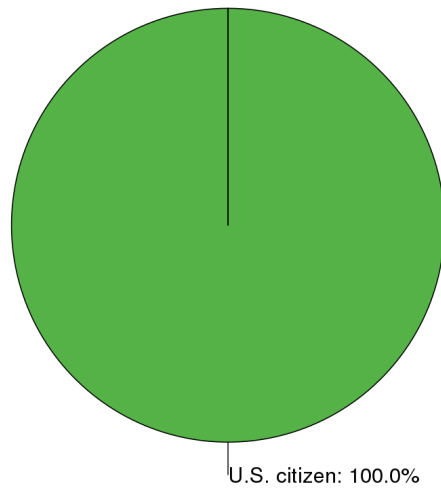
Figure 26 - Income as percent of household poverty level

Don't know or refused: 16.7%

>500%: 8.3%

200-299%: 41.7%

400-499%: 16.7%

300-399%: 16.7%
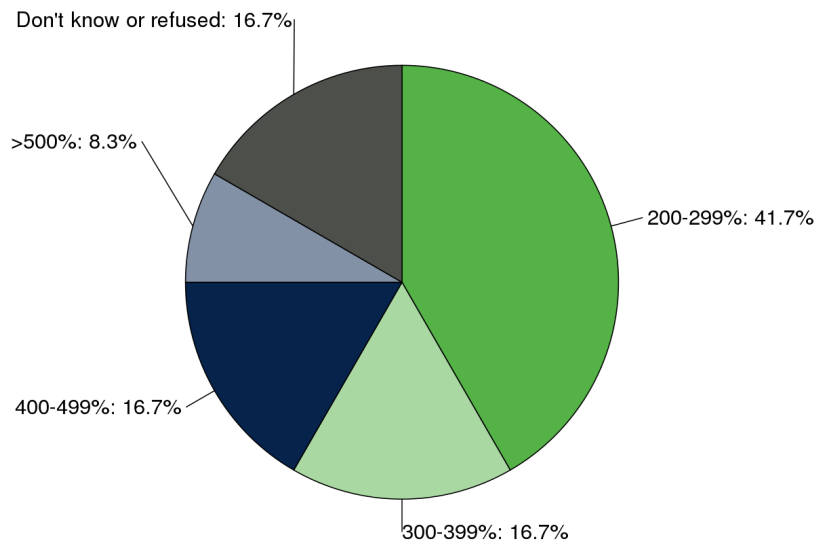
Respondent income is presented as a percent of the US poverty limits. Below you can view a table of how income ranges and percentages are defined, depending on family size.

Table 8: 2013 Poverty Guidelines, ROUNDED to nearest $10,000

| Family size | Income as percent of United States poverty limits | | | | |
	100%	200%	300%	400%	500%
	Income amount				
1	$11,000	$23,000	$34,000	$46,000	$57,000
2	$15,000	$31,000	$47,000	$62,000	$78,000
3	$2,0000	$39,000	$59,000	$78,000	$98,000
4	$24,000	$47,000	$71,000	$94,000	$118,000
5	$28,000	$55,000	$83,000	$110,000	$138,000
6	$32,000	$63,000	$95,000	$126,000	$158,000
7	$36,000	$71,000	$107,000	$142,000	$178,000
8	$40,000	$79,000	$119,000	$159,000	$198,000

*From US. Health & Human Services Computations for the 2013 Annual Update of the HHS Poverty Guidelines for the 48 Contiguous States and the District of Columbia. Available at: https://www.federalregister.gov/articles/2013/01/24/2013-01422/annual-update-of-the-hhs-poverty-guidelines

Conclusion

We hope that this report has given you useful information about your library's public access technology users. Linking this information with higher level policy goals and current, relevant concerns in your library's community will help demonstrate the value that the public library and free technology resources and services bring to your community. Suggestions for framing your advocacy efforts in a way that shows the value and political importance of the library's services to policymakers, funders, and the public can be found on the Impact Survey website at http://impactsurvey.org.