

# Community Inquiry: Turlock Public Library

## Final Report

Submitted by the  
Center for Public Policy Studies  
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### Primary Authors

Kelvin Jasek-Rysdahl, Ph.D.  
Professor of Economics

Jane Younglove, Ph.D.  
Assistant Professor of Criminal Justice

The Center for Public Policy Studies began working with the Friends of the Turlock Public Library Board in fall 2007 to develop a research project that would help measure the value of the Turlock Public Library to the community and identify needs. The intended audiences for the research were local policy makers and community members.

The Friends of the Turlock Public Library Board and the Center for Public Policy Studies crafted a set of guiding questions for the research project. Beginning in February of 2008, a group of community co-researchers met to develop specific research questions and data collection strategies to answer four guiding questions. The four guiding questions were:

- How is the Turlock Public Library valued by the community?
- What are the community's needs regarding library services?
- What is the best way for the library to meet the needs as identified?
- How can the results of the research be communicated and implemented?

The Center for Public Policy Studies used a participatory research process that brought university-based researchers together with community members to carry out all facets of the research process. The co-researchers were responsible for developing specific research questions and data collection methodologies. The co-researchers were also responsible for implementing the data collection strategies, interpreting the data and developing a report of the results.

This participatory research process is used for a number of reasons. The goal of this process is to use sound research methodologies to collect quality data related to a policy issue. Using community members who are passionate about the issue and already informed increases the likelihood that the research will cover the most important elements connected to the issue.

This approach addresses a concern that university-based researchers often conduct high quality research that is quite rigorous but lacks the appropriate context for the community. Using community experts as co-researchers helps ensure that the research is most appropriate for the community.

This research strategy creates a group of very well informed community members. The community members who participate as co-researchers end up spending a great deal of time thinking about an issue, gathering data about it, and analyzing those data. They come out of the process with knowledge that puts them in a good position to inform policy makers and the rest of the community about the issue.

The first section of the report contains the recommendations along with a very brief summary of the supporting information. This is followed by a description of the research process. The section titled “Research Results” contains a great deal of data and analysis. The material from that section is the foundation for all of the recommendations. The best way to fully understand the context for the recommendations is to read the full report.

## Summary and Recommendations

The first two guiding questions were directly related to the data collection, reporting, and analysis. Those two questions are covered in the “Research Results” section of this paper. The last two questions set up a summary and recommendation section quite well. The third and fourth guiding questions are: What is the best way for the library to meet the needs as identified and how can the results of the research be communicated and implemented?

### **It is clear that the current library is valued by the community.**

The Turlock Public Library is valued because it helps us optimize our resources, helps us gain knowledge, supports citizenship and community, helps fulfill our need to understand and connect to culture, provides pleasure and fulfillment, and helps us form and nurture relationships. The full report provides a great deal of detailed information showing how the community values each of these.

People who responded to a community survey indicated that it was very important for Turlock to have a public library building. When asked to indicate the value of the library building, 81.7% of the responders marked “very valuable.” This item received the highest percentage of “very valuable” responses.

The data that collected for this project indicate that the library helps people to optimize their own resources. They can use materials and services available at the Turlock Public Library instead of having to pay for them from other places. The Turlock Public Library is valued because it helps those with inadequate resources, which especially important during the current economic turmoil. The Turlock Public Library helps people gain knowledge and improve their skills. The Turlock Public Library is an important resource for developing the reading skills of our community. This has immediate impacts on learning and will have long term impacts on our economy.

The ability to access materials, services and programs at the Turlock Public Library conservatively saved residents over \$4,398,505 in 2008. This is about \$63.00 of savings per resident of Turlock. The costs of operating the library are under \$1,000,000 annually. This means that there is easily a return of over \$4.00 to the community for every \$1.00 of public investment.

Table 1: Savings attributable to the Turlock Public Library

	2008
Books	\$3,546,000
Audio/Video	\$208,000
Newspapers/Magazines	\$24,260
Book Delivery	Data not available
Reference Questions	\$38,800
Computer Use	\$330,600
Computer Classes	\$945
Programs	\$249,900
Total	\$4,398,505

Community members volunteer hundreds of hours to support the mission of the library in Turlock. This is an important way for people to become involved in the community and illustrates just one of the ways the Turlock Public Library helps develop a sense of community. The library is valued because it helps preserve our history and culture.

The hundreds of thousands of books that people borrow from the Turlock Public Library and the thousands of other materials they borrow bring a great deal of enjoyment to people. People attend programs at the library and use the library to meet with friends. It is valued as a safe place for people to be and enjoy.

**Library hours should be increased, preferably to what they were in January of 2008.**

Beginning in July of 2008, the Turlock Public Library was closed on Tuesdays. This meant that the library operated 11 fewer hours per week in Turlock. Research and many recent news reports show that the public libraries are an important resource for people with low incomes and the services they offer are even more critical in tough economic times. The reduction in hours of operation did affect the ability of people to access information and services at the library. Circulation numbers, reference questions, school visits, class visits and computer sessions all fell in 2008.

The County Library System should work with staff at the Turlock Public Library and with the Friends of the Turlock Public Library to explore ways to expand the hours of operation. In the past, the City of Turlock has helped keep the library open and the Friends have helped support a staff position.

**The physical space of the library needs to be expanded to include more computer stations, meeting rooms, and a larger room for presentations.**

The public library is valued for more than the books and other materials that people check out. People use computers at the library for a number of reasons. The library is a place for people to meet and listen to stories and to develop social networks. People use public libraries for study sessions and meetings. Unfortunately, there is little space available in the library for these valued activities.

The library is a vital community resource that provides access to computers. There are currently 8 computer stations available for people to use and people are able to sign up for one hour sessions. There were 27,553 computer sessions in 2008, which is a little over 96 sessions per day. Research shows that demands to use computers at public libraries will continue to increase. The Turlock Public Library has responded to this by making computers available and by making wi-fi available. More computer stations are needed to meet community needs though.

Just over 39% of those who responded to a community survey indicated that the library was a place to meet friends. Another 31.7% indicated that the library was a place to go for meetings, and 35.1% indicated that it was a place to go for events. There are no places in the library for people to meet for quiet study sessions or small meetings.

The average attendance at story hours increased from 45 people in 2007 to 49 people in 2008. There is really no space for this many people to sit and listen to stories without it impacting other library patrons.

**A committee should be established to plan a larger library for Turlock.**

The ability of the library to meet the needs of the community is limited by the library's size. The current library building in Turlock was built in 1967-68. The 10,000 square foot building was originally designed to serve a population of 36,000. Turlock's population is now closer to 70,000. The total collection held at the library is over 99,000, which is almost double what the library was originally designed for.

The Board of Supervisors should establish a committee to plan for expanding the Turlock Public Library. It is not reasonable to expect that the library be made larger during the current economic downturn, but this will end and the community needs to be prepared for the time when resources are available.

The committee should be charged to develop a plan for a larger library in Turlock. The committee should consider increasing access to computers, developing spaces for individual and small group study sessions, and including a room for larger group presentations and meetings. The committee should look at various mechanisms for funding the construction and staffing levels of a larger library as well.

The committee must include residents of Turlock. The Friends of the Turlock Public Library should be used to help recruit Turlock residents for the committee. It should include members of the co-researcher group that spent a year studying the values and needs of the community. It is important that Turlock Public Library staff be represented on the committee as they have critical experience and expertise about library operations and use. The County Librarian, a member of the Board of Supervisors, and a member of the Stanislaus County Library Advisory Committee should be members. It is suggested that the committee also have a representative from the City of Turlock.

**Any discussions about expanding the library need to carefully consider the location of the library.**

The research shows that the location of the library matters. Many community members use the Turlock Public Library including students, teachers, families with children, people needing computers, and seniors. A number of studies have found that it is important that the library be close to residential areas and schools. Locating away from residential areas and schools will make it harder for people to use the library. Given the importance of public libraries to those with inadequate resources, it is important for the library to be accessible to people with low incomes as well others with limited mobility.

**The Turlock Public Library needs to continue programs that encourage and support early childhood development. These programs should be at least supported at the current levels, but should be expanded.**

The community does value the children's programs that are available at the Turlock Public Library. Over 91% of the responders to a community survey indicated that children's programs offered by the library were very valuable or valuable. In 2008, 6,317 people attended 130 story hour sessions, which was an increase of 652 people over 2007. There were 23 other children's programs in 2008 with attendance of 1,968.

The outreach efforts of library staff are equally important. The staff visited 21 elementary school classes in 2008 with attendance of 720. There were 22 classes (562 students) that visited the library in 2008.

There is a great deal of research that shows the short and long term beneficial impacts of these kinds of programs. One local report stated that 59% of the children who participated in the Traveling Tales program that is supported by the library showed an increase in vocabulary and 80% of the child care providers reported that their children were more interested in books and story times.

**The Library should continue programs and services that support learning for people of all ages.**

The library has programs that encourage young people to read. 858 young people participated in the 2008 summer reading program. Many more participate in other programs. Thousands of people get questions answered by trained library staff, a number of people take computer classes at the library, and others are able to have books delivered to them as a result of a library program.

These programs and services are valued and need to be continued at the current level at least. As the library space is expanded, the library should be able to expand these programs and services.

**The library should continue its efforts to archive local history and culture.**

Over 82% of people surveyed for this study indicated that the library was either very valuable or valuable because it maintains collections about common culture. Over 87% said it was very valuable or valuable because it has an archive of local history and culture.

The Friends of the Turlock Public Library is currently paying to have the local newspaper transferred to microfilm. People use the library display areas to exhibit their own cultures or ones they have learned about. These efforts are valued by the community and should be continued.

**The results and recommendations of this report need to be disseminated broadly.**

The co-researchers recommend that the Friends send out a press release announcing the report and some of the key results to the Modesto Bee and Turlock Journal. It is also suggested that the Friends work with the County Librarian and the Center for Public Policy Studies to bring this report to the attention of the County Board of Supervisors. In addition, it is hoped that a presentation can be made to the Turlock City Council and to as many community service groups as possible.

**The Friends of the Turlock Public Library should monitor the County's progress in implementing these recommendations.**

The membership of the Friends and the community can be important resources for the Turlock Public Library and the County Library System. The Friends of the Turlock Public Library has been a very active supporter of the county library system in general and has given a great deal of support to the Turlock branch. This group is in a very good position to know how the county has responded to these recommendations and can mobilize its membership and the community to advocate for these recommendations.

## Research Process

A group of co-researchers who were passionate about the Turlock Free Public Library joined research staff from the Center for Public Policy Studies. The community members who joined with the Center for Public Policy Studies as co-researchers have been active supporters of the Turlock Public Library and a number are frequent users of the Library's services. All value the Turlock Public Library and are passionate about the importance of the library to the citizens of Turlock. Most of the co-researchers have been long time residents of Turlock and active members of the Friends of the Turlock Public Library. In addition to the community members, the acting head librarian of the Turlock Public Library also participated as a co-researcher. During the year there were three different head librarians for the Turlock Public Library.

The co-researchers began the process of developing a research agenda by sharing their own experiences with public libraries to develop ideas regarding the value of the library. The strength of this co-researcher group is that they all have a great deal of experience using the library and working to support the library. They also were able to draw on observations they have made over the years interacting with others who use the library and community members who do not directly use the library.

During the first few research meetings the group focused on the value they placed on the public library. Eventually the group expanded their perspective to defining how the residents of Turlock value the Turlock Public Library. This process produced six broad categories of how the Turlock Public Library is valued by the community.

The Turlock Public Library is valued because it:

- A. helps us optimize our resources,
- B. helps us gain knowledge,
- C. supports citizenship and community,
- D. helps fulfill our need to understand and connect to culture,
- E. provides pleasure and fulfillment,
- F. helps us form and nurture relationships.

Once these categories were agreed to by all, the group developed specific research questions that were be used to develop the data collection strategies. The co-researchers developed specific questions that, when answered, would help determine if the Turlock Public Library is valued as the group hypothesized.

In early summer, the co-researcher group began to develop data collection strategies. The Turlock Public Library collects data to fulfill a variety of reporting requirements. The Stanislaus Public Library system publishes an annual report with a variety of statistics about the system. A number of regional and national studies about the value, use, and impact of public libraries were examined as well. The co-researchers reviewed the data from these sources in order to determine how they could help answer the specific research questions.

After examining data from a variety of sources the co-researchers turned their attention to creating a community survey to answer some of the qualitative questions that were unanswerable with the

existing data and research. Beginning in mid-summer, the co-researchers began working on framing questions and response formats. By October, a questionnaire had been developed, and the group obtained the approval of the University's Institutional Review Board (IRB) because the survey involved human participants.

As explained in the IRB application, the survey was administered to a convenience sample of Turlock residents to see how strongly they valued the cultural, historical and community aspects of the library.

The co-researchers used a number of strategies for conducting the survey over a two-week period. One method was creating a web site for on-line completion. In addition, they contacted various community constituencies by e-mail or in person both to solicit survey participation and to initiate a snowball strategy. Another part of the data collection strategy was to collect data at local grocery stores. After receiving permission from the stores, members of the research group set up tables in front of grocery stores throughout Turlock and solicited participation. Finally, the library itself served as an additional data collection venue, with staff and volunteers attempting to get as many people as possible to complete it in a given period of time. The survey was completed by the middle of November, 2008.

Of the 665 people who responded to the survey, over half were female Turlock residents aged 30-39 who visited the library an average of two times a month, who had completed some college, and who had an income of \$40,000-\$60,000 (although 40% earned \$20,000-\$40,000.)

## Research Results

The information and analysis that support the recommendations made in the first section of this report make up this section. The first two guiding questions that were developed by the Friends of the Turlock Public Library Board and the Center for Public Policy Studies are used to organize the data and analysis.

The co-researchers spent a great deal of time on the first guiding question regarding the value of the library to the community. The data that were collected to answer that question were used to address the question on needs as well. It was extremely important to the co-researchers that any conclusions that were reached were supportable. All conclusions and recommendations contained in this report are drawn from the data reported in this section.

### **Guiding Question 1: How is the Turlock Public Library valued by the community?**

This question is an important one and the co-researchers spent a great deal of time clarifying what it means and then gathering quality information to measure and document it. The co-researchers came up with many examples and instances that illustrated how they valued the library. Some shared stories of meeting people at the library or using information gathered at the library to complete a project. Many reflected on the joy of reading and the value of the library to provide access to so many books. Eventually, the co-researchers began to use these personal experiences to develop lists of activities that people do at the library. The list was important because it began to show that the value of the library is based on the things people are able to do at the library or accomplish because of the public library.

The co-researchers developed 6 broad areas of the value of the library. The broad categories are: optimize our resources, gain knowledge, support citizenship and community, fulfill our need to understand and connect to culture, pleasure and fulfillment, and form and nurture relationships. These six areas relate to the things people do at the library and get from the library. The value of the library comes from the things that people use the library for, which is to help them fulfill a variety of needs.

In order to find out if the community values the library the co-researchers developed detailed questions for each of the six value areas. The answers to those specific questions were used to determine if the community does value the library. The data are organized into the six areas. The specific questions that the co-researchers developed to determine if the community values the library are listed in each of the areas.

#### *A. The free public library helps us optimize our resources*

The co-researchers developed 11 specific ways in which the library helps people optimize their resources. One of the more obvious ways people save money is by using the resources that are available at the library instead paying for the same resources elsewhere. The Turlock Public Library can be especially valuable to those with inadequate resources as these are the people least

able to access similar goods and services in the marketplace. Furthermore, the Turlock Public Library is valuable because it can help individuals improve their economic status.

1. How do you save money by having access to the free public library materials and services?
2. How valuable are the free public library's books to you?
3. How are the audio/video materials available at the free public library valuable to you?
4. How valuable are the free public library's on-line resources?
5. Do you save space by using the free public library?
6. If computers at the free public library were not available, how would you be affected?
7. How important is the internet access at the free public library to you?
8. Which resources at a free public library are available to you that are not available elsewhere?
9. How can a free public library help those with inadequate resources?
10. Did you improve your economic and/or academic status by going to the free public library?
11. How does the free public library support economic development in the community?

The Turlock Public Library provides a number of services and materials to people in the community. Access to books is only one of the services that it provides. People are able to access books on tape, videos, newspapers, magazines, electronic databases, and the Internet to name a few. In addition, the library provides services such as expert referral services, children's and youth reading programs, and book delivery services. This section will focus on the materials and services people use at the library in terms of money saved. The educational values and other values of these materials and services will be described later.

The ability to access materials, services and programs at the Turlock Public Library conservatively saved residents over \$4,346,300 in 2007 and over \$4,398,505 in 2008<sup>1</sup>. This is about \$63.00 of savings per resident of Turlock. The costs of operating the library are under \$1,000,000 annually. This means that there is easily a return of over \$4.00 to the community for every \$1.00 of public investment.

Table 2: Savings attributable to the Turlock Public Library

	2007	2008
Books	\$3,525,000	\$3,546,000
Audio/Video	\$231,500	\$208,000
Newspapers/Magazines	\$18,620	\$24,260
Book Delivery	\$656	Data not available
Reference Questions	\$52,400	\$38,800
Computer Use	\$369,500	\$330,600
Computer Classes	\$1,330	\$945
Programs	\$147,300	\$249,900
Total	\$4,346,306	\$4,398,505

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<sup>1</sup> 2007 and 2008 data are used for a couple of reasons. The 2008 data were only made available recently and not all data are available yet. There are times when comparisons between the two years will be made as well.

It is important to note that the library cut the hours of service midway through 2008. As a result of budget constraints the Turlock Public Library was open about 26 fewer days in 2008 than in 2007. This amounts to about 286 fewer hours of operation in 2008. There were 315,234 materials checked out of the Turlock Library in 2007 (calendar year). This is an average of 1,010 items per day. There were 310,935 materials checked out of the Turlock Library in 2008 (calendar year). This is an average of 1,087 items per day. While fewer materials were checked out in 2008, more items were checked out per day.

During the fiscal year of 2006/2007, people checked out 307,804 items that include books, books on tape, and DVDs. This represents about 13.5% of all materials checked out in the Stanislaus County Library system. Library data show that circulation increased 18.4% at the Turlock Public Library between the 2000-2001 reporting year and 2006-2007. Circulation for the County as a whole increased 13.7% over this same time period.

Table 3: Circulation Data\*

<b>Year</b>	<b>Turlock</b>	<b>County</b>
<b>2000-01</b>	<b>259,949</b>	<b>1,996,252</b>
<b>2001-02</b>	<b>282,030</b>	<b>2,093,160</b>
<b>2002-03</b>	<b>285,504</b>	<b>2,180,828</b>
<b>2003-04</b>	<b>286,862</b>	<b>2,221,532</b>
<b>2004-05</b>	<b>290,531</b>	<b>2,159,727</b>
<b>2005-06</b>	<b>296,421</b>	<b>2,203,064</b>
<b>2006-07</b>	<b>307,804</b>	<b>2,269,303</b>

\*Compiled from Stanislaus County Library Annual Reports

One way the library helps people save money is by giving them free access to books and other materials instead of having to buy or rent them. There are a number of materials that people are able to check out from the library. The data provided by the library break the materials into a number of categories including books, DVDs, videos, books on tape, CDs, MP3s, magazines, and test books. In addition to these broad categories the data indicate the number of Spanish language books checked out, children’s materials, young reader materials, number of fiction books, and number of nonfiction books. Biographies are another designation used in the data that were provided by the Stanislaus County Library System. Each of these areas of savings is described briefly below. Appendix A contains more detailed descriptions of the data and the methodologies used to calculate the figures in this section.

Based on circulation statistics provided by the library, people saved close to \$3,525,000 in 2007 because they were able to check out books from the library. This increased to almost \$3,546,000 in 2008.

The library provides free access to books on tape, videos, CDs, DVDs, and playaways. Playaways are books with MP3 players that people can check out. It is estimated that people saved close to \$231,500 in 2007 and close to \$208,000 in 2008 by checking these materials out at the library.

People read newspapers and magazines at the library. Based on data provided by the library on in-house use, it is estimated that people saved about \$18,620 in 2007 and \$24,260 in 2008 as a result of being able use these materials at the library.

The Turlock Public Library offers many services for the community. These include book delivery, responding to reference questions, computer classes and computers.

Volunteers deliver books to people who are not able to get to the library. In 2007 there were 3 volunteers for the Home Delivery Service who provided 87.5 hours of service. The value of this volunteer time to deliver books was \$656 in 2007. The 2008 data on the home delivery service are not available yet.

Librarians respond to many questions from people at the library and over the phone. This service saves people time because they are able to get answers much quicker than having to conduct all the research on their own. It is estimated that the value of the time librarians use to respond to the questions was about \$52,400 in 2007 and \$38,800 in 2008.

The Turlock Public Library does have data that indicate 38 students took computer classes at the library in 2007 for an estimated savings of \$1,330. In 2008, 27 students took the computer classes for a savings of \$945. There were 30,792 computer sessions at the Turlock Public Library in 2007. These sessions are estimated to have a value of \$369,500. There were 27,553 computer sessions in 2008 valued at \$330,600.

There are a number of sources of information that give an indication of the value of the on-line resources of the library. Data from the survey do show more directly how people value the on-line resources. People were asked what they used the computers at the library for. Of those who completed the survey, 55% responded that they used the computers for accessing the Internet and 37% said that it was useful for email. The Turlock Public Library has recently made wi-fi available for people to access in the library. Even though it is very new, close to 30% of the survey responders indicated that wi-fi was something they valued at the library.

A number of people indicated that they used computers to access social networking sites such as Myspace. Others indicated they used computers to help with job searches, research for school projects, to look up books, and to research health issues.

Survey data indicate that people use the computers to meet a variety of needs beyond accessing the Internet. Close to 38% of survey responders indicated that the computers are important for word processing and almost twenty-two percent indicated that the computers were important for working with spreadsheets.

A number of people who completed the survey indicated that the library computers are a resource when a computer at home is not working. One person commented that the library computers and Internet access were important for an individual when the person was not able to afford Internet access at home.

The Turlock Public Library has numerous programs aimed at children, teens, and adults. Close to 5,660 people attended 126 story hour sessions in 2007. There were another 25 programs for children and teens in 2007 with a total attendance of 2,407. In 2008, 6,317 people attended 130 story hour sessions. There were 23 other children's programs in 2008 with attendance of 1,968. There were a number of programs aimed at teens and adults in 2007 and 2008. As a result of offering these programs the Turlock Public Library helped people save \$147,300 in 2007 and \$249,900 in 2008 on these types of services.

The broad category that is being addressed in this section is the value the library has in helping community members optimize their resources. To this point, this has been described as the amount of money people save by using the library instead of paying for these materials and services. The library is important for helping those with limited resources access information and for helping people develop their own economic resources as well.

Some data are available that directly indicate how the Turlock Public Library helps those with inadequate resources, and quite a bit of research about public libraries indirectly indicate that this is a valuable role for the Turlock Public Library. The number of hours volunteers devote to the Home Delivery Service (87.5 hours in 2007) is one direct measure of helping those with inadequate resources. The Home Delivery Service brings books and other library materials to those who are not able to travel to the library on their own.

There were 4,442 large print books checked out in 2007 and 4,349 large print books checked out in 2008. Providing access to these materials helps people with vision problems as these kinds of materials can be difficult to find. There were well over 8,000 materials in Spanish checked out in both 2007 and in 2008.

The Turlock Public Library is a resource for area schools. Classes from schools in Turlock visit the library, and staff members from the library go to classrooms at the schools in Turlock. In 2007, a total of 72 classes visited or were visited by library staff. Based on demographic information regarding the specific schools that participated in these, about 62% (920 individuals) of the students who visited the library or had a presentation by a library staff member qualified for free or reduced lunch (This estimate is based on data from the California Department of Education School Profile). The importance of learning to read at a young age and the role public libraries have supporting early reading will be covered more fully in the next section of the report. At this point, it is important to note that this activity of the Turlock Public Library does reach a larger percentage of students who come from low-income households.

Research done elsewhere and applied here suggests that the Turlock Public Library is valuable for those with inadequate resources. A 2002 survey of 7,500 library users in 18 states found that library computers are especially valuable to low-income families. The report "It's Working: People from Low-Income Families Disproportionately Use Library Computers" found that low-income persons rely heavily on public libraries for computer and Internet access. The survey found that "37% of library computer users earning less than \$15,000 per year say their only access to the Internet is at the public library." The report stated that the majority of adult computer users at the public libraries have household incomes of less than \$25,000 per year, and that people from low income neighborhoods were more likely to use public library computers to find jobs and write resumes than

people from high income neighborhoods (Moore, et al. 2002). A more recent survey found that the computers at public libraries were the only access to computers for 70% of those using public library computers (Urban Libraries Council, 2007). According to the U.S. Census Bureau, 13.9% of households in Turlock had incomes below \$25,000 between 2005 and 2007 and just over 10% of the population lived below the poverty threshold (2005-2007 American Community Survey 3-year Estimates).

A study done of circulation statistics of the 18 largest public libraries just after the 2001 recession found that library use increased significantly during the recession. Recessions are a time when more people face financial hardship (Library Research Center, 2002). This finding suggests that the public library is especially important now as the United States is currently experiencing one of the most significant recessions in decades.

There have been a number of studies that link public libraries to economic and workforce development. Public libraries provide access to information and materials that can help individuals develop their skills. Circulation data from the Turlock Public Library indicate that people checked out 1,399 test books in 2007 and 1,178 test books in 2008.

Promoting and supporting early reading has long term economic development impacts as well (The value of early reading and the role public libraries have in promoting it will be covered in the next section). Research conducted at the national level found that public libraries have a significant impact on literacy and that higher literacy rates positively impact a nation's Gross Domestic Product. The author one study concluded that public libraries have "significant indirect effects on nations' economic productivity" (Liu, 2004). In addition to story hours, the Turlock Public Library sponsors a summer reading club. In 2008, this program reached a total of 858 children. This compares to 812 children in 2007. Traveling Tales is another program the Turlock Public Library offers that supports early reading development.

Computer and Internet access at public libraries are becoming increasingly important for people to conduct job searches (Urban Libraries Council, 2007). As mentioned above, a number of survey responders indicated they used the Turlock Public Library computers for these activities.

Public libraries add to the quality of life and attractiveness of an area, making a community with a public library more amenable to new businesses and employees. The location of a library can sometimes bring economic benefits to nearby businesses (Urban Libraries Council, 2007).

### *B. The public library helps us gain knowledge*

The Turlock Public Library is valuable to the community because it helps people gain knowledge. The co-researchers developed four specific questions that needed to be answered in order to measure the value of the library in this area.

1. How does the free public library help young people learn?
2. How does the free public library help adults gain knowledge?
3. How does the personal assistance of the free public library staff help you gain knowledge?
4. How does the free public library help you to access knowledge from other locations?

There are a number of ways in which the Turlock Public Library helps people gain knowledge. People gain knowledge when they use the materials made available at the library. People learn when they read books, newspapers and magazines. The Turlock Public Library helps young people learn in a number of ways. Staff members from the library go to schools, students from the elementary schools visit the library, children go to the library for story hours and other programs, and children participate in summer reading programs.

The Turlock Public library has a number of programs that are specifically designed to promote early literacy. The value of these programs will be realized by the community for years to come. There is a growing body of research that indicates that reading early is quite important for success in school. This goes beyond beginning to learn to read in elementary school. Research is showing that the benefits of reading to preschool age children are important for future academic success. Reading early and often are critical elements of becoming a better reader and succeeding in other subjects as well. Other research suggests that the economic returns from early reading programs are more significant than returns from adult workforce development programs.

Time spent reading for pleasure has been shown to be positively correlated with writing ability, comprehending textbooks, and grammar. One study found that participation in summer reading programs positively impacted literacy comprehension levels at the end of the program and that the benefits carried through the next school year (Bhatt, 2007).

A study by Rolnick and Grunewald found that public investments in early childhood (birth to 5) development are a much better use of public resources than subsidizing businesses directly. These returns are in the form of higher earnings as adults, lower costs because of lower crime, savings in adult education, and decreases in welfare payments (Rolnick and Grunewald, 2003). Others find that the public return to investments in early childhood development are quite high in part because the investments create a solid foundation for later learning (Urban Libraries Council, 2007).

Story hours are one way the Turlock Public Library promotes early literacy. Close to 5,660 people attended 126 Story Hour periods in 2007. There were another 25 programs for children and teens in 2007 with a total attendance of 2,407. These programs included a crayon guessing contest, Dr. Seuss party, Find the Cat in the Hat's hat, In N Out program, P & T Puppet Theater: Adventures of Spider and Fly, Father's Day Craft, Pretty Good (teen SRC program), Carnival of Chaos (magic and juggling), Opera Piccola, I Spy Mystery Collage Program, Teen Read Week, Evening StoryTime, Puppet Art Theater, and End of the Great Grinch Search. In 2008, 6,317 people attended 130 story hour sessions. There were 23 other children's programs in 2008 with attendance of 1,968.

The Library sponsors a summer reading club. This program reached a total of 858 children in 2008 and 812 children in 2007. Children earn prizes when they read 15 minutes a day for seven days. The Turlock Library gave out 1,919 prizes in 2008. This means that the children read at least 3,358 hours as a result of this program. In 2007 the children in the program read at least 3,421 hours in response to the program.

While the benefits of reading are important, research also shows that increased time reading reduces the time children spend watching television. Bhatt found that library use in the past month increases reading time by 35 minutes a day and reduces television watching by 45 minutes a day.

This same study found that library users read about 4 more minutes a day to their children and spend 8 less minutes a day watching television with their children in the room. Studies have shown that reducing time spent watching television lowers aggression. Other studies find that watching television can lower academic achievement. Furthermore, television viewing has been linked to increased obesity and higher rates of attention deficit disorder (Bhatt, 2007).

Library staff visited 32 classes in Turlock in 2007. This means that library staff talked to around 640 children. Elementary school classes take field trips to visit the library. In 2007, 40 classes, or about 860 students, visited the Turlock Public Library. The staff visited 21 classes in 2008 with attendance of 720. There were 22 classes (562 students) that visited the library in 2008.

Childcare providers checked out *Traveling Tales* 157 times in 2007 and 121 times in 2008. According to the 2006/2007 Stanislaus County Annual report, "Traveling Tales is an innovative program that provides storytelling kits and training for child care providers." Child care providers who care for children between 0-5 can receive training on how to use the storytelling kits and then borrow the materials from the library. This program was originally funded by the Stanislaus Children and Families Commission. According to the 2006/07 Commission Annual Report, the themes of the kits included nutrition, farm animals, and occupations. The same report stated that 59% of the children who participated in the program showed an increase in vocabulary and 80% of the child care providers reported that their children were more interested in books and story times (Stanislaus County Children and Family Commission, 2008).

The computer classes, tutoring, and adult programs that occur at the Turlock Public Library are important ways in which the library promotes learning for people of all ages. As stated earlier, 38 people benefited from computer classes at the library in 2007 and 27 students benefited in 2008. Literacy tutoring also occurs at the library, but we do not have complete statistics on the amount of people who are tutored at the library. Library data indicate that there were 9 programs for adults in 2007 with a total attendance of 22 people. These programs include *Page Turners* and *Women of Mystery*. There were 3 adult programs with 69 people attending in 2008.

These programs are in addition to the thousands of books that people check out, magazines they read, and the hours they spend using computers. There were over 147,000 materials checked out by adults in 2007 and over 147,700 materials in 2008.

Library staff helps people learn and gain knowledge when they respond to questions people have. The library staff responded to 14,443 reference questions in 2007 and 11,986 reference questions in 2008.

The library also helps people connect to information from other locations. This report has already provided data indicating the number of people who use the computers at the library and that accessing the Internet is one important way those computers are used. People can even use the library to access research databases, but there are no data available that indicate how many used the library for this purpose. In response to a survey question regarding the value of the Library making it easy to borrow books and other library materials from any library within the Stanislaus County system, 77.1% indicated that this was very valuable and another 16.1% indicated that it was valuable.

### *C. The free public library supports citizenship and community*

The idea of bringing community to community is a very complex one. To address this area, the co-researchers developed 5 questions to find out if Turlock valued the library for this reason. One component of bringing community to community involves providing access to information about the community. An important way that people become part of their community is by volunteering to support local causes. Volunteers work at the library and work to support the library. Both are important examples of how the library supports community.

1. How does the Turlock Public Library bring "community" to our community?
2. Is the free public library valued because it helps equalize the community's citizens?
3. Does the free public library prepare people to participate in democratic process?
  - 3.a. How do you think the free public library fulfills the need for information on the part of voting public?
  - 3.b. How does the free public library promote an educated citizenry?
4. Which freedoms does the public library help us to enjoy?
  - 4.a. How does the free public library promote freedom to read what you want?
5. How does the free public library bring people together for civic action?

The Turlock Public Library helps bring people together in a number of ways. One is by having volunteers bring books to people who are not able to go to the Library on their own. In 2007 there were 3 volunteers for the Home Delivery Service who provided 87.5 hours of service. Other volunteers work in the library. In 2007, 9 people volunteered 238 hours at the library and people volunteered close to 273 hours in 2008.

People responding to the survey felt that the library was a place to go to be with people. Over 39% of responders indicated that the library was a place to go to meet with friends. Close to 32% indicated that the library was a place to go for meetings and just over 35% indicated that it was a place to go for events. Story hours can be important to help children learn, and are important social events as children and parents listen to stories together. Close to 5,660 people attended 126 Story Hour periods in 2007 and over 6,300 people attended in 2008.

The Turlock Public Library is supported by a very active "Friends" group. The Friends of the Turlock Public Library<sup>2</sup> is a nonprofit organization that supports many activities at the library and small capital projects for the library. The Friends conducts a very large annual used book sale. The membership of the Friends of the Turlock Public Library has consistently been above 250 since 2004-2005.

The existence of this group is testament itself to the value of the public library as it was formed in reaction to the threat of reduced hours of service in the early 1990's. The organization was formally

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<sup>2</sup> Most of the information about the Friends of the Turlock Public Library comes from "History of Turlock's – Friends of the Public Library," summarized by Patricia Hickman. It has two sections. One is dated June 13, 2003 and the second was last updated at the end of 2008.

created in 1993. Two initial goals were to re-establish a children's librarian position and increase funding to increase hours to what they had been in previous years. In 1994 the group successfully convinced the Turlock City Council to fund 6 additional hours of operation per week. The group also provided financial support for a children's librarian.

Over time, the Friends of the Turlock Public Library has worked to garner support for a one-eighth cent sales tax that has come before voters three times. The Friends have been active supporters each time and have helped the measure pass every time it has come before the voters.

The annual used book sale conducted by the Friends of the Turlock Public Library is truly a community event. Hundreds of people buy books every year at the book sale and residents of Turlock contribute their used books to the Friends throughout the year. The support from the community for this event helps raise thousands of dollars each year that help the Turlock Public Library meet the needs of the community.

The Friends of the Turlock Public Library has contributed over \$115,000 to support the library in Turlock since it was created in 1993. The group has given over \$85,000 since 1999. Detailed data from 1999 to the present show that this group gave \$16,539 to support programs, \$9,426 for transferring the local newspaper to microfilm, \$49,510 for furniture, signs and other items, and over \$9,500 to the library foundation and trust.

#### *D. The free public library helps fulfill our need to understand and connect to culture*

The co-researchers felt that the library is valuable because it helps people understand and connect to culture. While the group felt this is important, it had difficulty defining exactly what this means. The group came up with 8 questions to help clarify what is valued in this category, but still had trouble defining exactly what the concepts mean.

1. Is it important that the free public library is a repository of common cultural heritage?
2. Is it important that the free public library offer cultural experiences?
3. Is it important that the free public library be a repository for community culture?
4. Do you come to the free public library to get cultural heritage information?
5. Is it important that the free public library maintain an archive of local history?
6. Is it important that the free public library have material about your culture?
7. What sources of information should the free public library preserve?
8. Is it important for the free public library to maintain classics?

The survey had a number of items regarding the value people place on the library and its connection to culture. While a high percentage of people indicated they feel the library is very valuable or valuable it does seem that the survey responders shared some of the difficulty that the co-researchers had in defining exactly what this means.

Below are the survey items and response frequencies reported as percentage of total responses. People were asked to indicate how valuable each of the items was to the individuals. The full survey with frequencies is included in appendix B.

Maintains collections about common cultural heritage.	41.3%	41.1%	2.9%	12.9%	1.8%
very valuable		valuable	not valuable	no opinion	no response
Offers cultural experiences such as storytellers and lectures.	44.4%	38.1%	5.0%	10.4%	2.1%
very valuable		valuable	not valuable	no opinion	no response
Maintains an archive of local history and culture.	50.2%	36.9%	1.8%	8.4%	2.7%
very valuable		valuable	not valuable	no opinion	no response
Provides material about your own heritage.	36.6%	41.9%	5.1%	14.0%	2.1%
very valuable		valuable	not valuable	no opinion	no response

For each of these, the total number of people indicating the library is very valuable or valuable is close to or greater than 80%. This suggests that people feel this is valuable, but the percentage of people who had no opinion was also fairly high relative to the other areas covered in the survey.

The Friends of the Turlock Public Library feel strongly about the library maintaining an archive of local history. The group has been supporting the conversion of the Turlock Journal to microfilm at a cost of more than \$1,000 per year since 2001. The goal is to have every edition ever published by the newspaper on microfilm available for community members.

Close to 63% of the survey responders indicated that it was very valuable that the library makes it easy for people to borrow classic literature. Another 28% replied that it was valuable that the library provides access to classic literature. Compared to the previous survey items, people felt more confident about having an opinion about this as less than 5% had no opinion.

### *E. The library provides pleasure and fulfillment*

In addition to being an important resource for community residents, helping people learn, contributing to community and for preserving culture, the library is a place where people go for enjoyment. Reading or listening to a good story and having a safe place to meet with friends are part of what make the public library a place to go for enjoyment. The co-researchers developed 6 questions to direct data collection in this category.

1. Do you see the free public library as a place to go for enjoyment?
2. Is the free public library a comfortable place to be?
3. How does the free public library provide a safe place for you to be?
4. How would your life be poorer if there weren't a free public library?
5. Is it important that the free public library and grounds are beautiful and well maintained?
6. What would be lost if there were no free public library building?

The survey is one source that helps us understand how the library is valued as a place for pleasure and enjoyment. People who responded to the survey indicated that it was very important that the community has a public library building. When asked to indicate the value of the library building, 81.7% of the responders marked “very valuable.” This item received the highest percentage of “very valuable” responses.

The survey asked people to indicate if they felt that the library was a place to go for enjoyment, if it was a comfortable place to be, and if it was a safe place to be. Of those who responded to the survey, 82.7% indicated that they felt that the library is a place to go for enjoyment, 85.1% indicated that it is a comfortable place to be, and 82.1% indicated that the library is a safe place to be.

The actions of people are another indication that the library is valued as a place for pleasure and enjoyment. Thousands of people attend story hours and other children’s programs at the library every year. These programs are very important in the educational development of these children, and they are enjoyable. The people who attend these programs are not doing so to earn credits towards a degree or satisfy some school requirements. They are attending these programs voluntarily, which is an indication that people enjoy these programs.

The circulation statistics provide some information about the types of books that people borrow from the library. While it is true that many of the materials are educational, many appear to be for enjoyment. There were over 36,700 works of fiction checked out in 2007 and over 38,600 works of fiction checked out in 2008. Children checked out over 155,000 books in each year. These books ranged from picture books to award winning books. There is little doubt that these thousands of books provided much enjoyment to the readers.

#### *F. The library helps us form and nurture relationships*

People use the library for study groups, meetings, events and quiet time with friends. As the co-researchers reflected on their experiences at the library, they felt that the library is valued because it is a place where people go to be with others. They developed seven specific questions for this category.

1. Do you go to the free public library to meet your friends?
2. Do you come to the free public library to check out girls (and boys)?
3. Do you come to the free public library for meetings, parties, events?
4. Have you ever made a friend at the free public library?
5. Why do you come to story time at the free public library?
6. Why do you come to other children’s programs (e.g. Halloween) at the free public library?
7. How would your family be affected if there were no story time at the free public library?

The survey provides some evidence that the library is a place where people go to meet with friends. Just over 39% of those who responded to the survey indicated that the library was a place to meet friends. Another 31.7% indicated that the library was a place to go for meetings, and 35.1% indicated that it was a place to go for events.

People were asked to indicate how valuable it was that the library offers story times for children. 91.1% indicated that story times were “very valuable” or “valuable.” They were also asked how valuable it is that the library offers other youth programs such as Teen Read Week and puppet shows. 83% of responders marked “very valuable” or “valuable.”

## **Guiding Question 2: What are the community needs regarding library services?**

The data collected as a result of this project show that the library is valued by the community. There are a number of needs that are evident from the data collected as part of the research. These needs are reflected in the use of the library and the services of the library. Some of the key areas are computers and Internet access, additional hours of service, programs for children, programs and services for teens and adults, and additional space for the collection and for meetings. The library also meets the need of community members to have an archive of local history and culture.

This report has already reported on the importance of public libraries in providing access to computers and the Internet to people with low incomes. A significant amount of research indicates that these services will continue to be important in the future. A report by the American Library Association quoted research that found that “71% of teens say the Internet is their primary source for completing school projects” (American Library Association, 2008).

There is ample evidence that the computers at the Turlock Public Library are important to residents. People are using the computers at the library at near capacity. If all people used the full hour sessions all year there would be 24,128 sessions available in 2007 and 21,840 sessions available in 2008. In 2007, there were 30,792 sessions and in 2008 there were 27,553 sessions. This is about 99 computer sessions per day in 2007 and a little over 96 sessions per day in 2008. There are 8 computer stations available for people to use and people are able to sign up for up to one hour sessions at a time.

Access to the Turlock Public Library was reduced in 2008 as a result of budget constraints. The library was open about 26 fewer days or about 286 fewer hours in 2008. It appears that this did reduce overall circulation and the number of computer sessions. It is not possible to tie all of these declines to the cut in hours, but it does seem likely that a good portion is. Other programs saw increased use in 2008. Story hours were not affected by the reduction in hours because they occurred on Thursdays. Total story hour attendance increased 652 people in 2008 and there was increased participation in the summer reading club and adult programs.

The size of the Turlock Public Library is limiting. While it is important for the library to maintain and even increase access to computers and the Internet, there is little or no room to do so. The current library building in Turlock was built in 1967-68. The 10,000 square foot building was originally designed to serve a population of 36,000. While the library size remains the same, the population of Turlock has grown to about 70,000. In addition to serving Turlock, the library has been designated a regional library serving a number of communities in the south and western portions of Stanislaus County. The total collection held at the library is over 99,000, which is

almost double what the library was originally designed for (This information is taken from the Turlock Branch Profile 06/07).

The average attendance at the story hours increased from 45 people in 2007 to 49 people in 2008. There is really no space for this many people to sit and listen to stories without it impacting other library patrons.

Data regarding the need for additional meeting rooms at the library are limited. The only organization that regularly uses the library for meetings is the Friends of the Turlock Public Library. The survey data indicate that many people do meet friends at the library and that it is a place to go for meetings. One reason so few organizations use the library for meetings is that there are no spaces in the library to hold meetings.

The location of the library is important. Research does show that the closer people are to public libraries, the more likely they are to use the library (Bhatt, 2007, Hemmeter, 2006). This suggests that the library should be close to where people live. Moving it into a commercial area will reduce access. In addition, given that public libraries provide important resources for low income residents, household income should be a consideration when making any location decisions about the library.

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## Appendix A: Optimizing resources

### Circulation

There are number of “Library Calculators” and return on investment studies that all use the same basic methodology for assigning a dollar value to the savings associated with using the public library. A dollar value is assigned to each the type of material or service used at the library. The dollar values assigned are roughly based on similar services that are available for sale. In some cases this is fairly straight forward. It is easy to find a per hour or minute fee for computer use at local stores.

It is more difficult to determine the dollar equivalent for a book checked out from the library. There are many options one could use. We decided to use a middle range set of dollar values based on a review various values used in other studies and by other libraries. We also looked at Internet based rates for borrowing books and other materials. The values picked are not at the high end of the range because many of those seemed to be based on the cost of new materials. This did not seem reasonable because there are alternatives to buying new materials. The values used here are not at the lowest end of the spectrum either. While there are alternatives to new materials, there is limited access to these in Turlock. The community does not have a large used bookstore and the Friends used book sale only takes place once a year.

The calculations to determine a value for in-house use only include magazines, newspapers, audio, and video materials. Books that were used in-house were not assigned a value. Newspapers were valued at \$.50 per use.

#### 2007 Estimate of Savings on Print Material

<b>Materials</b>	<b>Circulation</b>	<b>Per unit value</b>	<b>Total value</b>
<b>Books</b>	278,422	\$12.50	\$3,480,275
<b>Magazines</b>	6,697	\$2.00	\$13,394
<b>Other</b>	1,556	\$20.00	\$31,120
<b>Total</b>	286,675		\$3,524,789

#### 2008 Estimate of Savings on Printed Material

<b>Materials</b>	<b>Circulation</b>	<b>Per unit value</b>	<b>Total value</b>
<b>Books</b>	280,622	\$12.50	\$3,507,775
<b>Magazines</b>	6,068	\$2.00	\$12,136
<b>Other</b>	1,299	\$20.00	\$25,980
<b>Total</b>	286,675		\$3,545,891

#### 2007 Estimate of Saving on Audio and Video Material

<b>Materials</b>	<b>Circulation</b>	<b>Per unit value</b>	<b>Total value</b>
<b>Audio</b>	10,442	\$19.00	\$189,398
<b>Playaways (MP3)</b>	320	\$10.00	\$3,200
<b>Video</b>	17,797	\$3.00	\$53,391
<b>Total</b>	28,559		\$254,989

## 2008 Estimate of Saving on Audio and Video Material

<b>Materials</b>	<b>Circulation</b>	<b>Per unit value</b>	<b>Total value</b>
<b>Audio</b>	9,428	\$19.00	\$189,398
<b>Playaways (MP3)</b>	633	\$10.00	\$3,200
<b>Video</b>	12,885	\$3.00	\$53,391
<b>Total</b>	22,946		\$224,117

### **Reference Questions**

The Stanislaus County Library provided data on reference questions. These are broken into (categories, quick, moderate, instructional, and research) that are meant to reflect the length of time and difficulty involved with responding to the questions. The data are not such that we have an exact amount of time required to respond to the questions though.

The data provided by the Library give a count of each type of question asked. We assigned a value of \$3.00 for each quick and moderate question and a value of \$6.00 for each instructional and research question. These values are based on what other studies have used and the pay rate of the librarians responding to the questions. There little variation in the value assigned to reference questions in the studies we examined.

### **Home Delivery Service**

The home delivery service exists to help people who are not able to get to the library. Volunteers for this program spend time getting to know the people they will deliver materials to and help people select materials that they will enjoy.

The dollar value for this was calculated by multiplying the total number of volunteer hours to this program times the minimum wage of \$7.50 per hour in 2007. The 2008 figure would use \$8.00 per hour.

### **Computer use and classes**

The data do not indicate how long someone actually uses the computer, but library patrons can sign up to use the computers for one hour blocks at a time. We assumed that people used the full one hour and multiplied the total sessions by \$12.00. This latter figure is what a local copy store charges for computer use.

We used the fee charged by the Turlock Adult School for introductory computer classes (\$35) to determine the amount of money saved by people attending the computer classes offered at the library.

### **Programs for children, teens, and adults**

As with the other dollar value estimates of these types of programs is based on similar programs available in the community. Kindermusik is one type of program that is offered private providers in the county. The cost of a 45 minute Kindermisik session is around \$15.50. We used this figure for children's story hours, class visits, and school visits. Class and school visits were included in the calculation because schools do have to pay people who come into the schools to put on programs.

We used \$9.00 for the adult and teen programs. It was felt that going to a movie is a reasonable market rate for these programs.

Appendix B: Survey questions and frequencies

Please read each of the following statements about features of the Turlock Free Public Library and tell us how valuable each is to you.

1.	Maintains collections about common cultural heritage.	<b>41.3%</b>	<b>41.1%</b>	<b>2.9%</b>	<b>12.9%</b>	<b>1.8%</b>
		very valuable	valuable	not valuable	No opinion	No response
2.	Offers cultural experiences such as storytellers and lectures.	<b>44.4%</b>	<b>38.1%</b>	<b>5.0%</b>	<b>10.4%</b>	<b>2.1%</b>
		very valuable	valuable	not valuable	No opinion	No response
3.	Maintains an archive of local history and culture.	<b>50.2%</b>	<b>36.9%</b>	<b>1.8%</b>	<b>8.4%</b>	<b>2.7%</b>
		very valuable	valuable	not valuable	No opinion	No response
4.	Provides material about your own heritage.	<b>36.6%</b>	<b>41.9%</b>	<b>5.1%</b>	<b>14.0%</b>	<b>2.1%</b>
		very valuable	valuable	not valuable	No opinion	No response
5.	Makes it easy for people to borrow classic literature.	<b>62.8%</b>	<b>28.1%</b>	<b>2.1%</b>	<b>4.5%</b>	<b>2.6%</b>
		very valuable	valuable	not valuable	No opinion	No response
6.	Makes it easy to borrow books and other library materials from any library within the Stanislaus County system.	<b>77.0%</b>	<b>16.1%</b>	<b>1.4%</b>	<b>2.9%</b>	<b>2.7%</b>
		very valuable	valuable	not valuable	No opinion	No response
7.	Has a free public library building.	<b>81.7%</b>	<b>14.0%</b>	<b>.8%</b>	<b>1.5%</b>	<b>2.1%</b>
		very valuable	valuable	not valuable	No opinion	No response
8.	Offers story times for children.	<b>62.6%</b>	<b>28.5%</b>	<b>1.5%</b>	<b>5.1%</b>	<b>2.3%</b>
		very valuable	valuable	not valuable	No opinion	No response
9.	Offers other youth programs such as Teen Read Week and puppet shows.	<b>50.6%</b>	<b>32.4%</b>	<b>3.9%</b>	<b>10.8%</b>	<b>2.6%</b>
		very valuable	valuable	not valuable	No opinion	No response
10.	The free Turlock Public Library is a (mark <b>all</b> that apply):					
	<b>82.7%</b> Place to go for enjoyment					
	<b>85.1%</b> Comfortable place to be					
	<b>82.1%</b> Safe place to be					
	<b>39.3%</b> Place to meet your friends					
	<b>31.7%</b> Place to go for meetings					
	<b>35.1%</b> Place to go for events					
	<b>29.4%</b> Place to go to use Wi-Fi					
	Place to go to use a computer for:					
	<b>55%</b> Internet access					
	<b>36.9%</b> E-mail					
	<b>36.6%</b> Word processing					

**21.8%** Spreadsheet

○ Other

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11. Where do you live?

**77.3%** Turlock

**7.1%** Elsewhere in Stanislaus County

**6.5%** Merced County

**2.6%** Other

**6.6%** No Response

12. On average, how many times do you visit Turlock Free Public Library in a month?

**11.9%** None

**57.7%** 1-5

**14.3%** 6-10

**4.5%** 11-15

**5%** 16-20

**6.8%** No Response

13. What age category are you in?

**1.1%** Under 10

**15.3%** 10-19

**12.8%** 20-29

**14.6%** 30-39

**16.2%** 40-49

**15.5%** 50-59

**9.5%** 60-69

**6.2%** 70-79

**2.6%** 80+

**6.5%** No Response

14. What is your gender?

**58.7%** Female

**33.3%** Male

**8%** No Response

15. What is your household income?

**19.8%** under \$20,000

**13.4%** \$20,000 - \$40,000

**15%** \$40,000 - \$60,000

**10.1%** \$60,000 - \$80,000

**9.8%** \$80,000 - \$100,000

**14.1%** \$100,000+

**17.9%** No Response

16. What is your highest level of education?

**15.5%** Less than high school diploma

**12.8%** High school diploma or GED

**27.2%** Some college

**18.6%** Bachelor's degree

**16.7%** Graduate degree

**9.3%** No Response