

# 2024 Daniel Boone Regional Library Community Survey Findings Report

Presented to Daniel Boone  
Regional Library

December 2024



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# Executive Summary

# 2024 Daniel Boone Regional Library Community Survey - Executive Summary



## Purpose

During the fall of 2024, ETC Institute administered a survey for the Daniel Boone Regional Library (DBRL). The purpose of the survey was to help the Library identify ways to improve the quality of services and identify priorities for its strategic planning process. The survey was designed to obtain statistically-valid results from a random sample of households in each of DBRL's three districts: Boone County Library District, Columbia Library District, and Callaway County Library District.

## Methodology

A four-page survey was mailed to a random sample of households in Boone and Callaway Counties. Approximately ten days after the surveys were mailed, residents who received the survey were contacted by follow-up message to encourage participation. The goal was to obtain a total of 1,200 surveys. This goal was far exceeded, with 1,398 households responding to the survey. The results for the random sample of 1,398 households have a precision of at least +/-2.6% at the 95% level of confidence.

This report contains:

- an executive summary of the methodology and major findings
- charts depicting the overall results of the survey (Section 1)
- tabular data for all questions on the survey (Section 2)
- a copy of the survey instrument (Section 3)

## Major Findings

**Satisfaction with Library Programs and Facilities is High.** A majority of those surveyed were satisfied with all 14 library services that were assessed on the survey (ratings of 4 or 5 on a 5-point scale, where 5 means "very satisfied"). No more than 5% were dissatisfied with any of the services that were rated. The programs and services with the highest satisfaction ratings, based upon the combined percentage of "very satisfied" and "satisfied" responses, are: the service provided by staff (94%), the quality of the physical book collection (90%), the convenience and ease of use of the online catalog (85%), and the quality of programs (85%).

**Overall Satisfaction with the Library System is High.** Ninety-three percent (93%) of those surveyed were satisfied with the overall quality of public library services. Other aspects of the Daniel Boone Regional Library System that residents were most satisfied with include: value of library services received for tax dollars (91%) and how close public libraries are to home (89%).

# 2024 Daniel Boone Regional Library Community Survey - Executive Summary



**Residents Generally Think They Receive Good Value for Their Library Taxes.** Ninety-one percent (91%) of those surveyed were satisfied with the overall value they receive for the taxes they pay to support libraries; only 2% were dissatisfied and 7% gave a “neutral” rating. The national average for satisfaction with the value residents receive for the taxes they pay to support local governments is 33%, so DBRL rated 58% above the national average.

**Residents Think Libraries Are Important to the Community.** Nearly all (99%) of those surveyed agreed with the statement, “I think libraries are important to our community;” 95% agreed with the statement, “Libraries are important to me personally,” and 95% agreed with the statement, “The library is clean and well maintained.”

**Library Usage Is High.** Ninety-two percent (92%) of those surveyed have used library services during the past year. This is an 8% increase from 84% in 2019. Of the 92% of respondents that have used library services, 89% have checked out books, 36% have attended a program or meeting, 31% have shopped Friends of Library book sales, 27% have used the free Wi-Fi internet connection, and 25% have used the computers.

**Improvements to Library Programs and Facilities that Residents Support Most.** Based on the sum of their top three choices, the improvements to the library system that residents would support most were: (1) adding to the library collection, (2) expanding options available through the website, and (3) adding more library programs.

## Other Findings

- 55% of those surveyed visit the Columbia Public Library most often.
- The most frequently-mentioned sources where respondents get information about local events are: social media (37%), email (20%) and online searches (12%).
- The social networks that respondents use the most are: Facebook (79%), YouTube (41%) and Instagram (41%).
- Forty-three percent (43%) of respondents surveyed indicated they “always” read the library’s newsletter, “About Your Library” that is mailed to residents each quarter; 31% read the newsletter “frequently,” 23% read it “seldom” or “never,” and 2% did not provide a response.

# 2024 Daniel Boone Regional Library Community Survey - Executive Summary



## **Trends Since 2019**

Satisfaction ratings for the Daniel Boone Regional Library increased in 7 of the 18 satisfaction areas assessed since 2019. The increases and decreases in satisfaction since 2019 are listed below.

### **Increases Since 2019**

- How well informed respondents are about library services/programs (+11.8%)
- The value of library services received from tax dollars (+4%)
- The library website and digital services (+3.9%)
- How close public libraries are to home (+3.2%)
- Overall quality of bookmobile services (+3.2%)
- Services to assist those with mobility, vision and hearing impairments or blindness (+2.8%)
- Overall quality of library services (+0.9%)

### **Decreases Since 2019**

- Quality of the eBook collection (-0.4%)
- Downloadable/streaming audiobook collection (-0.8%)
- Quality of streaming movies/TV shows (-0.9%)
- Quality of the audiobook collection (-2.1%)
- The service provided by staff (-2.6%)
- Convenience and ease of use of the online catalog (-3.6%)
- Quality of the DVD collection (-3.6%)
- Quality of the online magazine selection (-4.9%)
- Quality of the magazine and newspaper collection (-6.7%)
- Quality of the streaming music collection (-6.9%)
- Quality of the music CD collection (-9.8%)

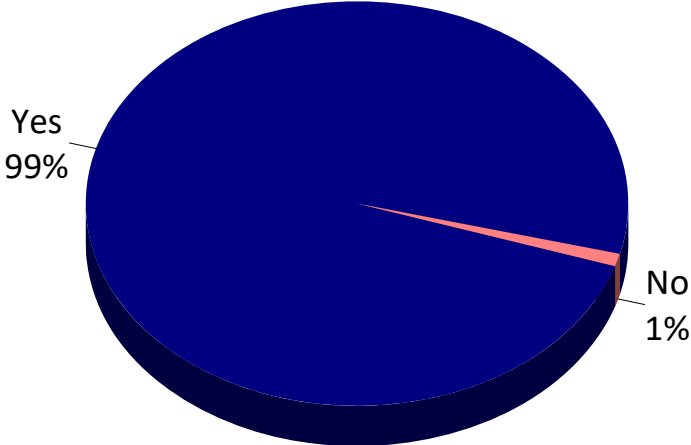


# Charts and Graphs

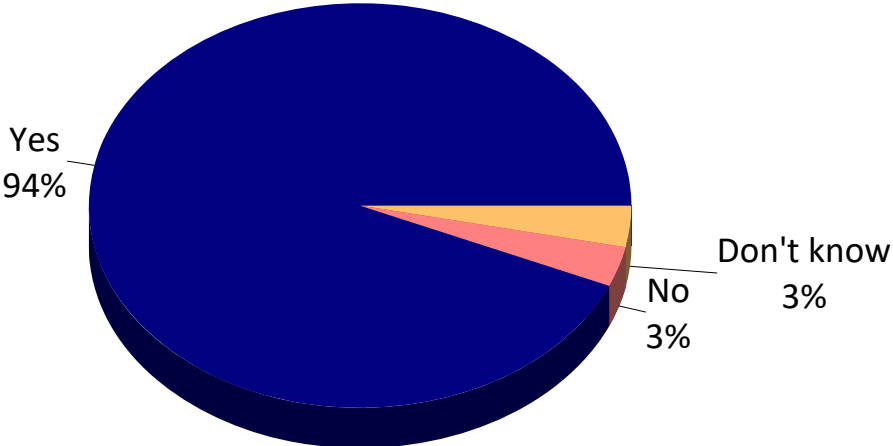
# Q1. TRENDS: Prior to receiving this survey, had you heard of the Daniel Boone Regional Library System?

by percentage of respondents

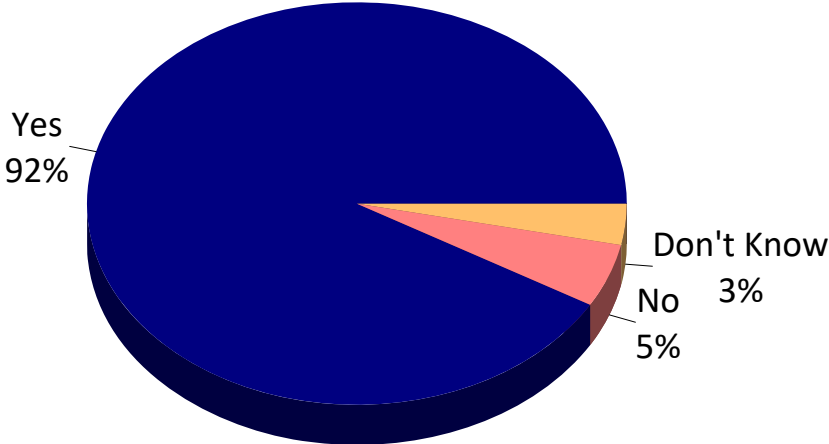
**2024**



**2019**



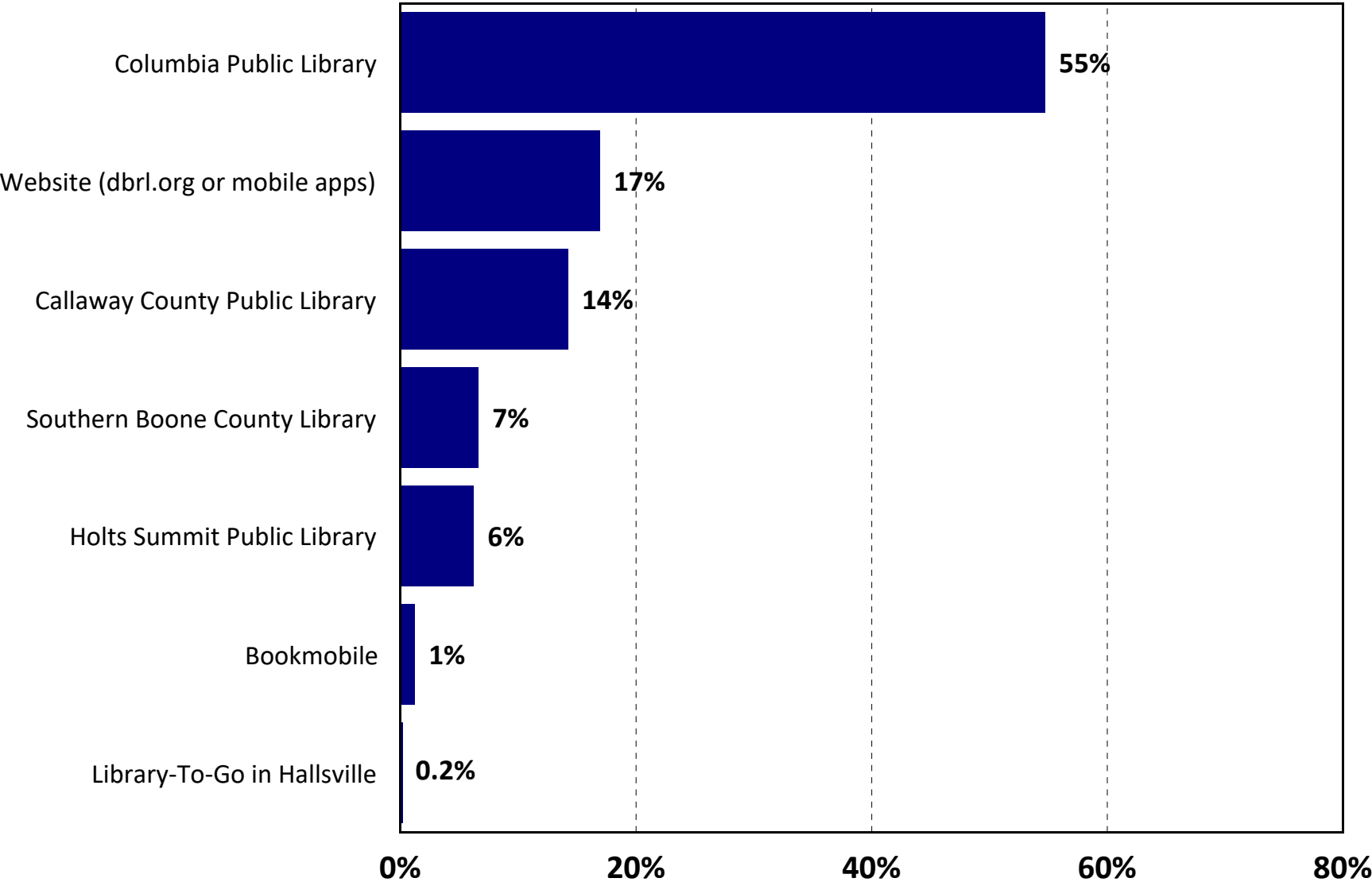
**2007**





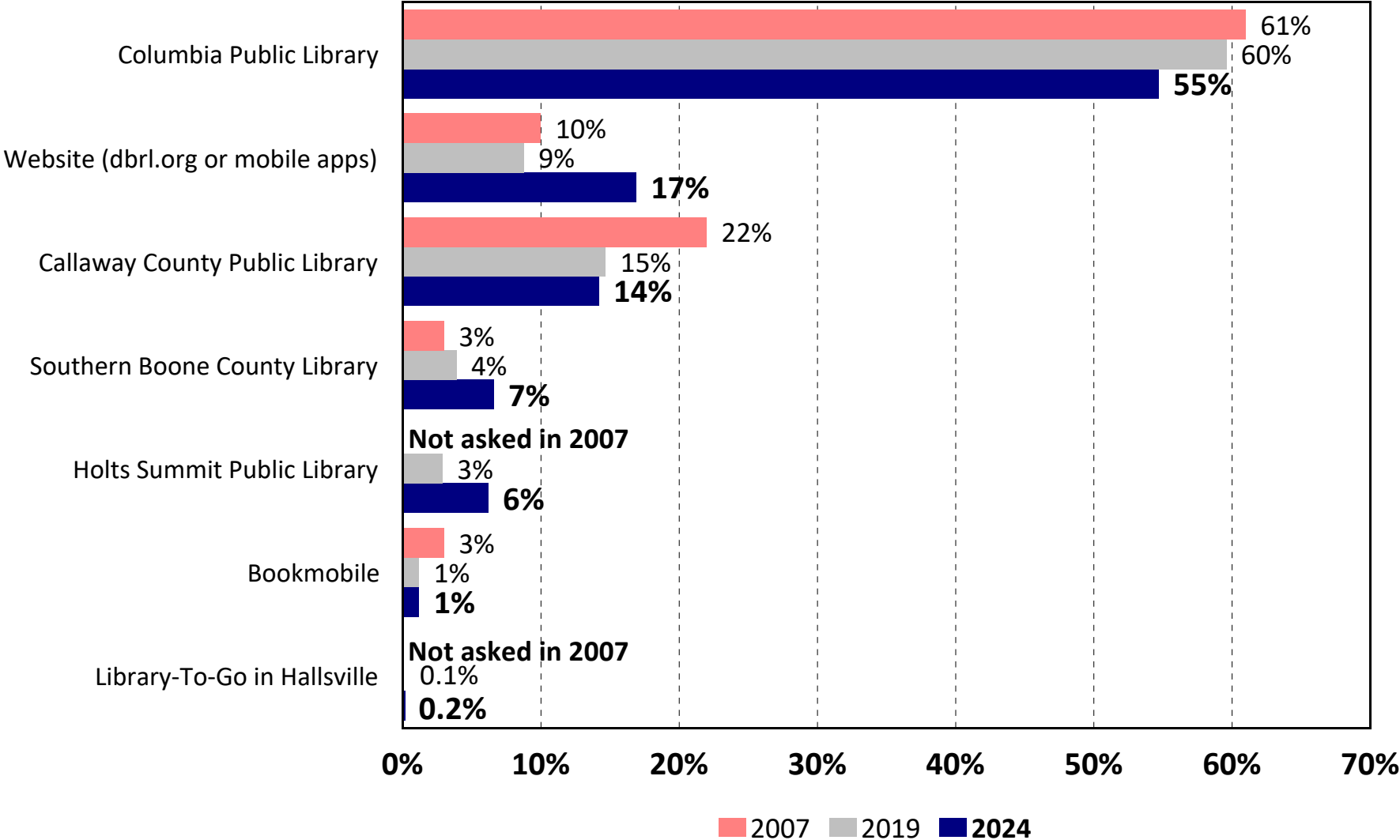
# Q2. Library Facilities or Services Visited or Used the Most

by percentage of respondents (multiple choices could be made)



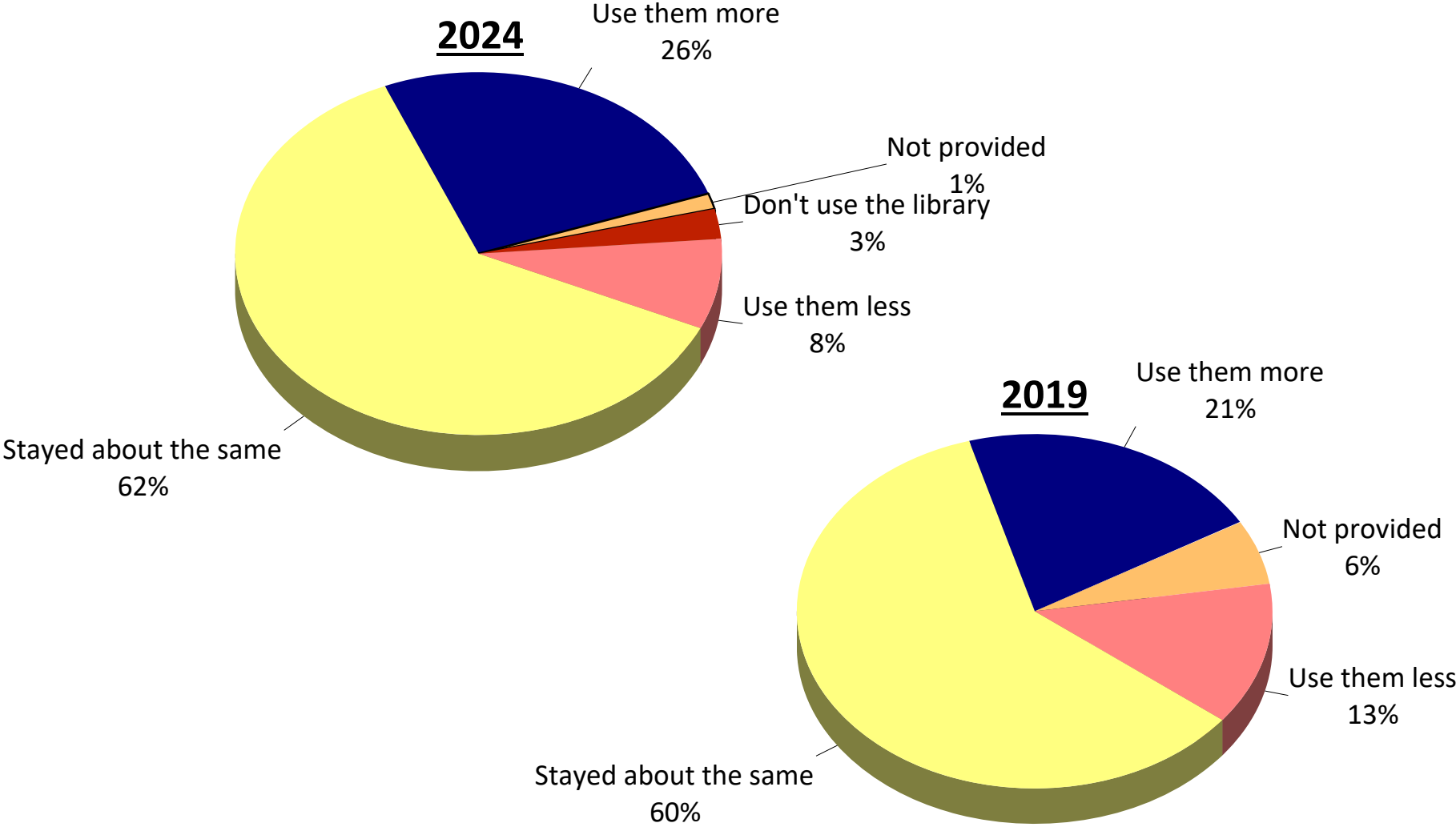
# TRENDS: Library Facilities or Services Visited or Used the Most

by percentage of respondents (multiple choices could be made)



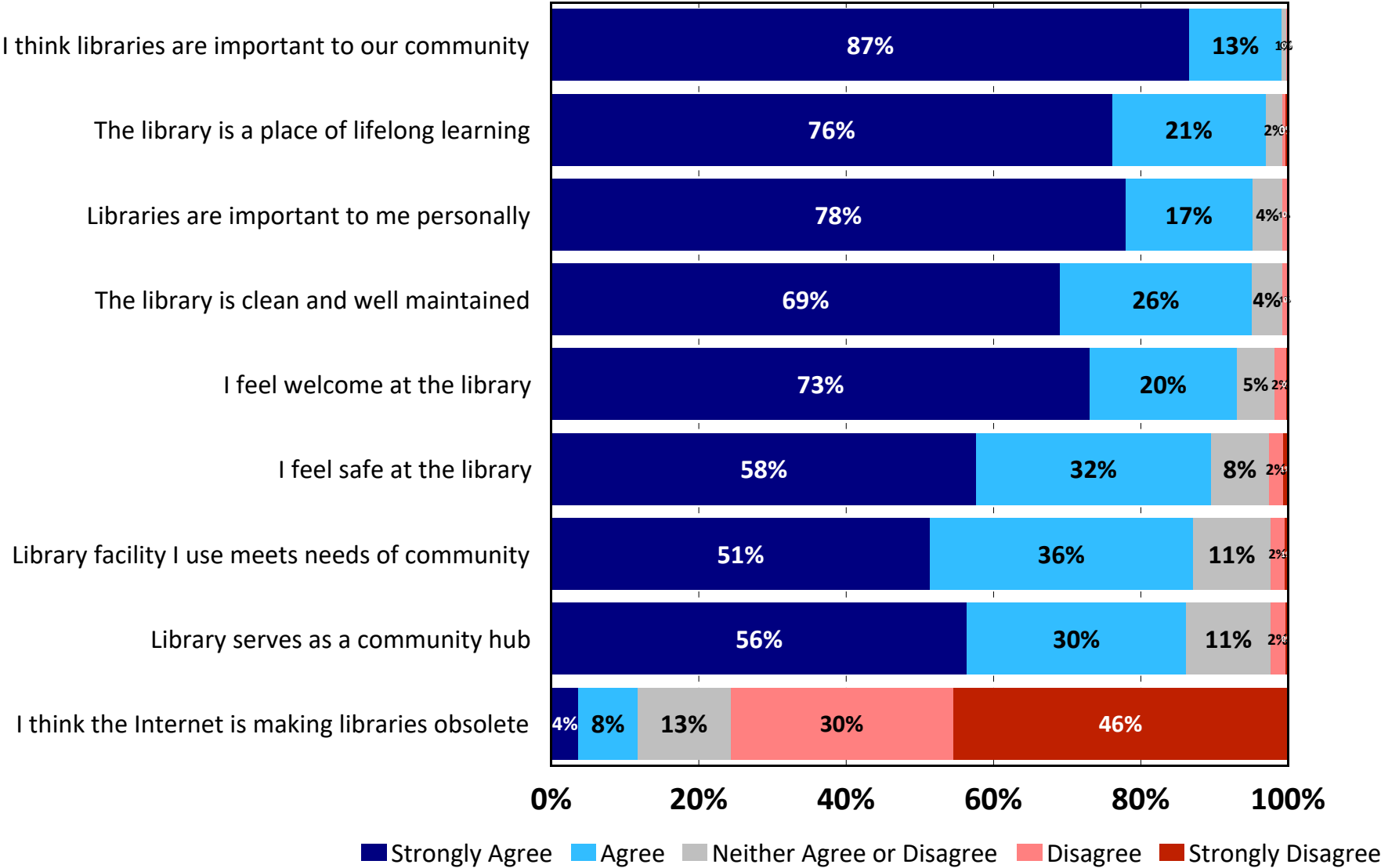
# Q3. TRENDS: Compared to a year ago, how has your use of library facilities or services changed?

by percentage of respondents



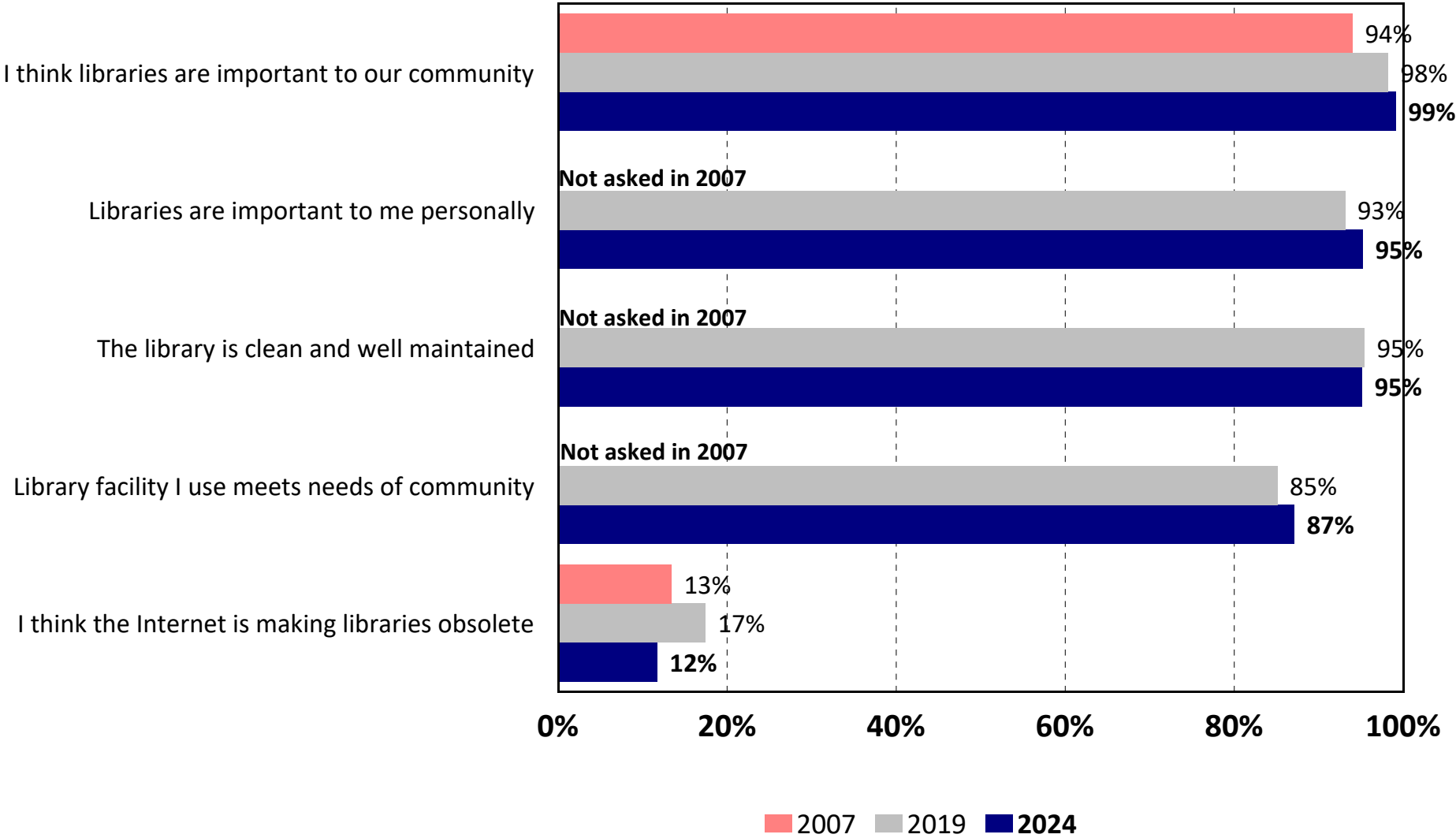
# Q4. Level of Agreement with Various Statements About the Daniel Boone Regional Library

by percentage of respondents (excluding "don't know")



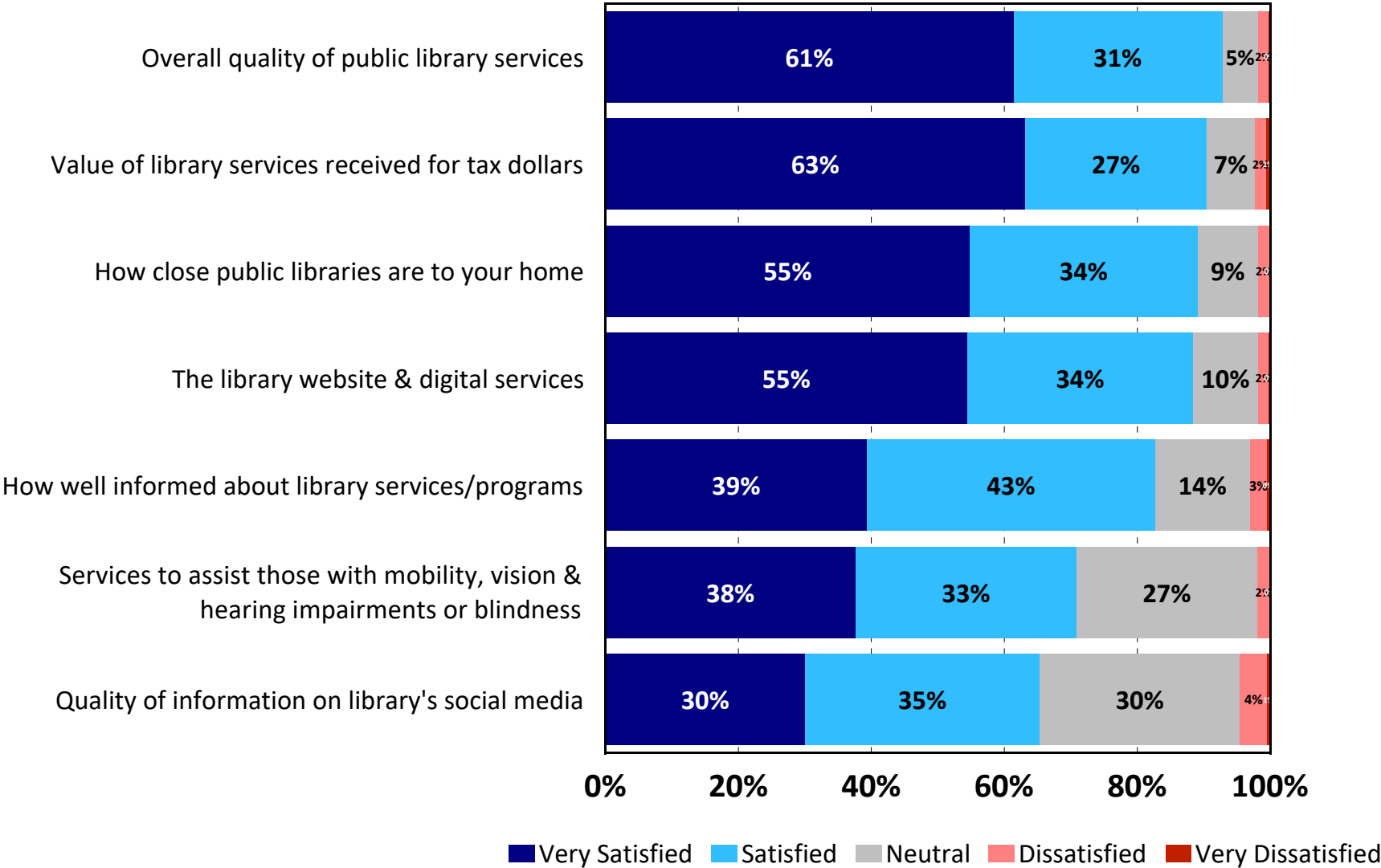
# TRENDS: Level of Agreement with Various Statements About the Daniel Boone Regional Library

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding "don't know")



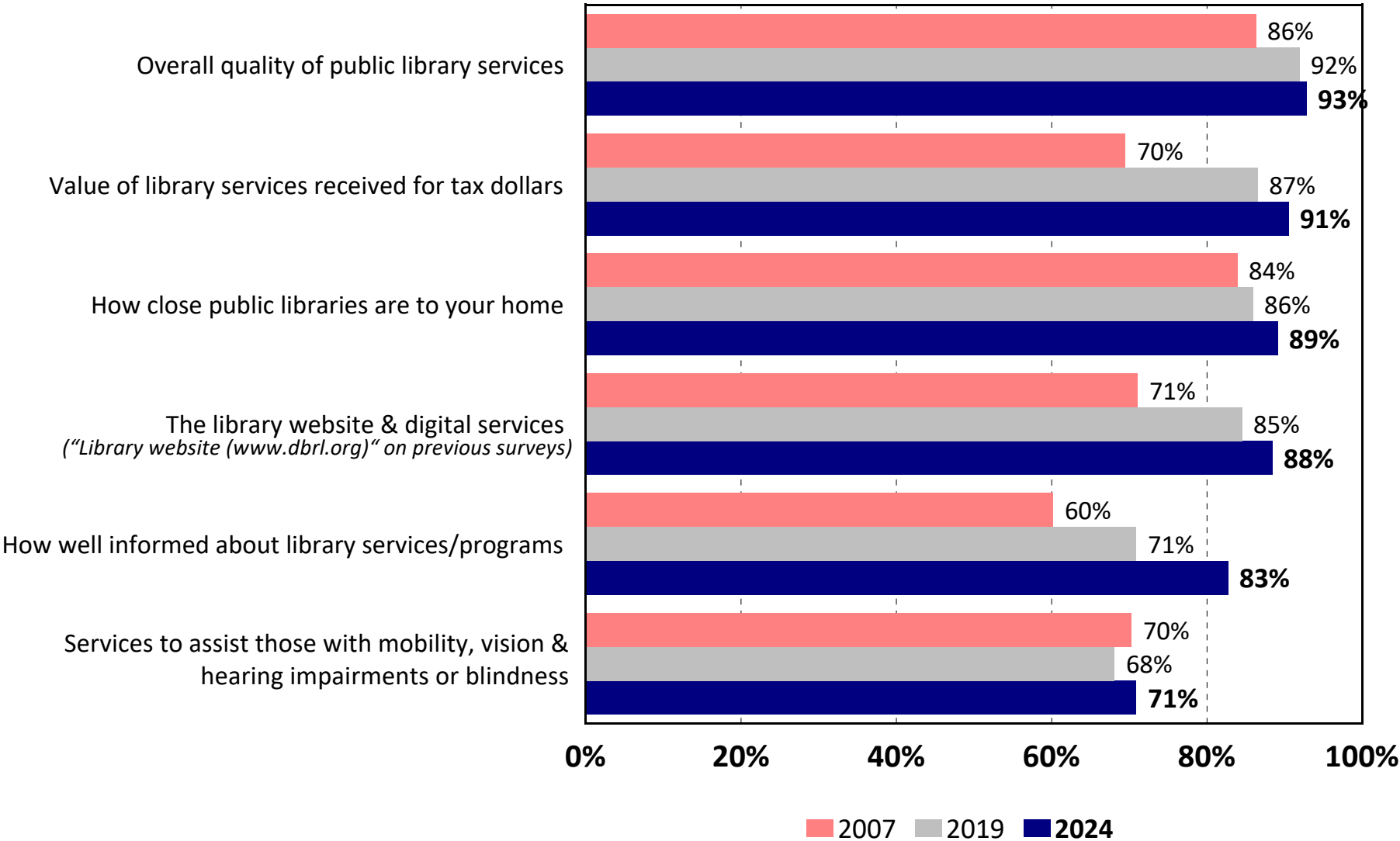
# Q5. Level of Satisfaction with the Daniel Boone Regional Library System

by percentage of respondents (excluding "don't know")



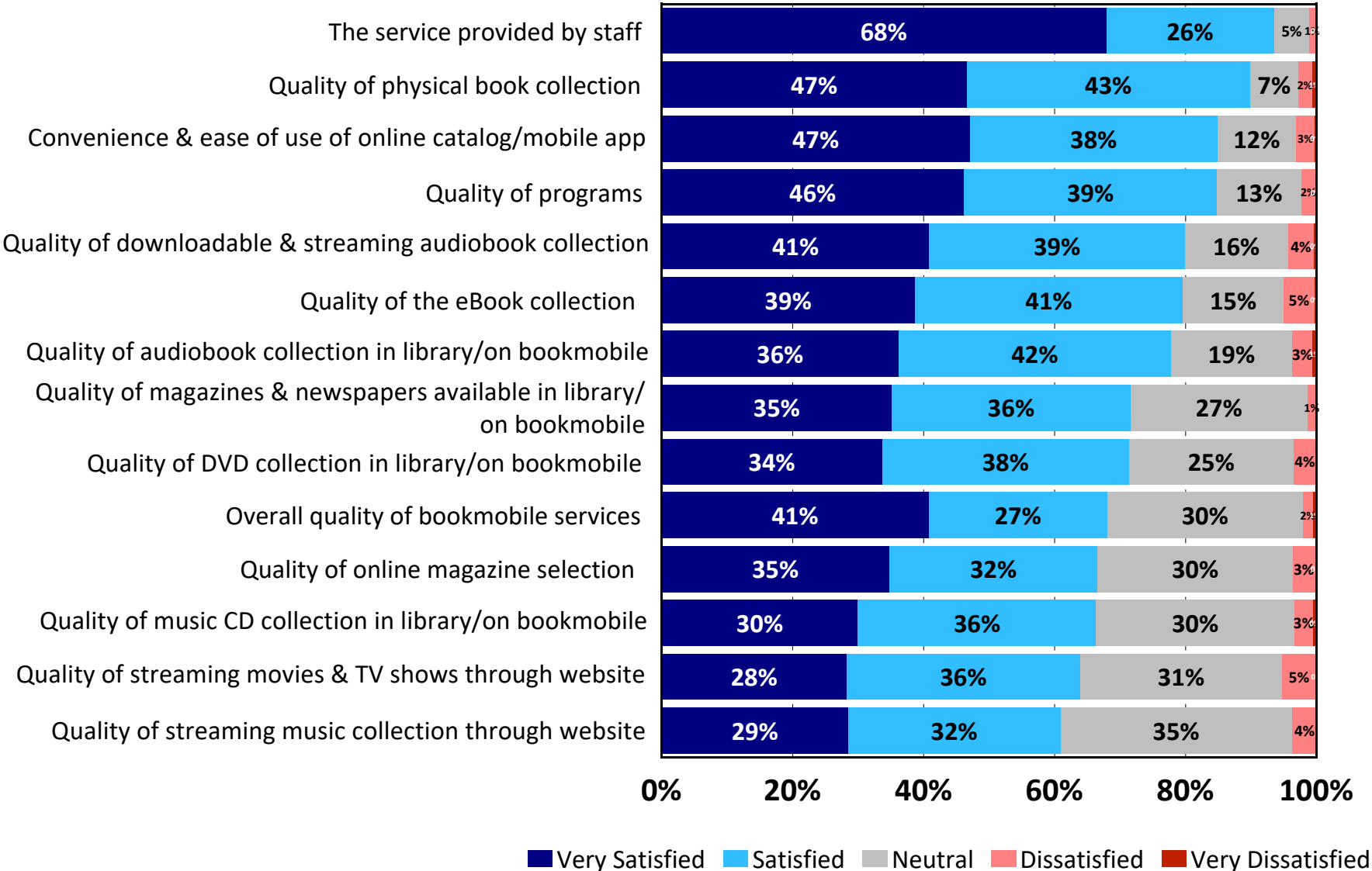
# TRENDS: Level of Satisfaction with the Daniel Boone Regional Library System

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding “don't know”)



# Q6. Level of Satisfaction with Library Programs and Facilities

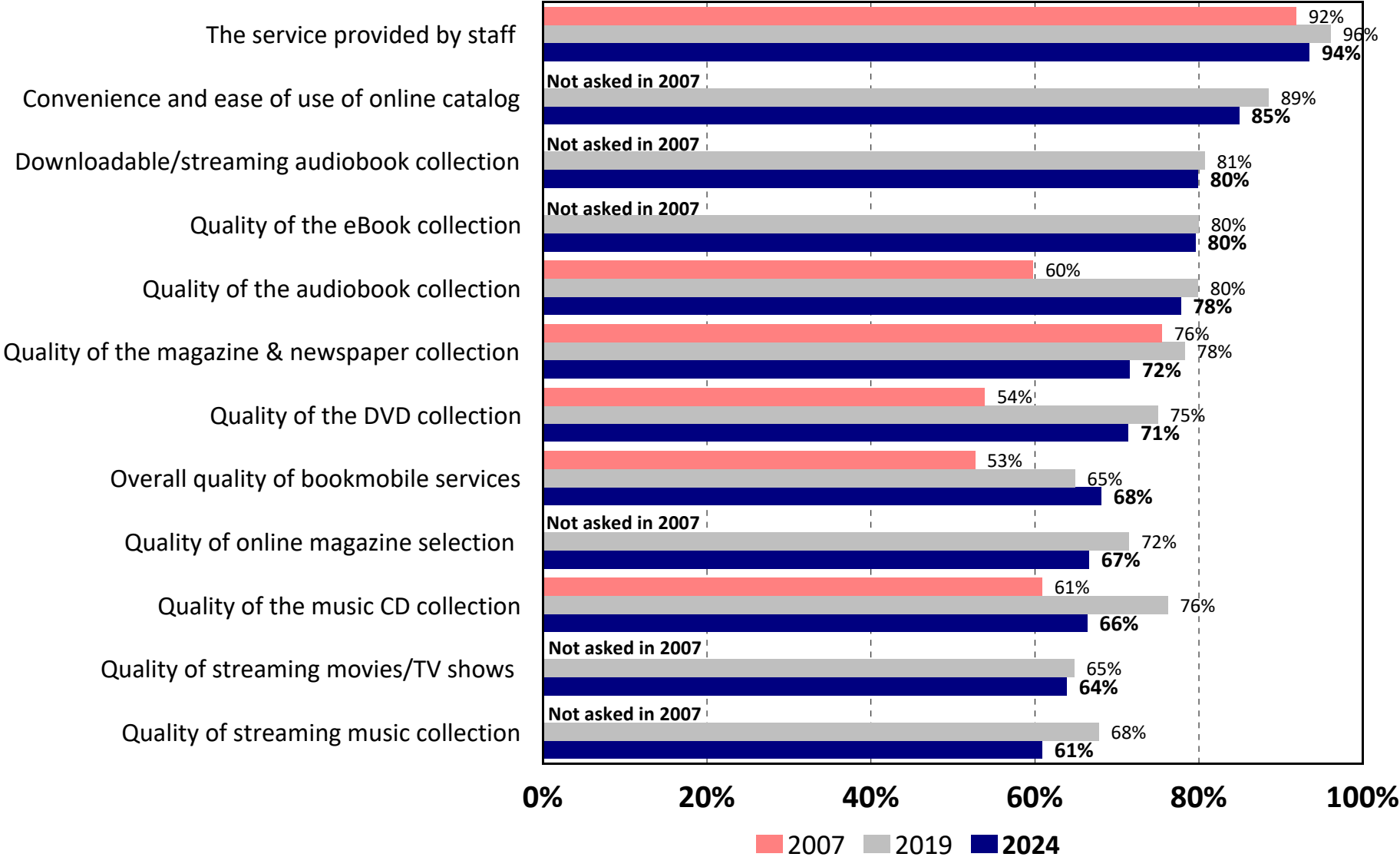
by percentage of respondents who have used library facilities or services (excluding "don't know")





# TRENDS: Level of Satisfaction with Library Programs and Services

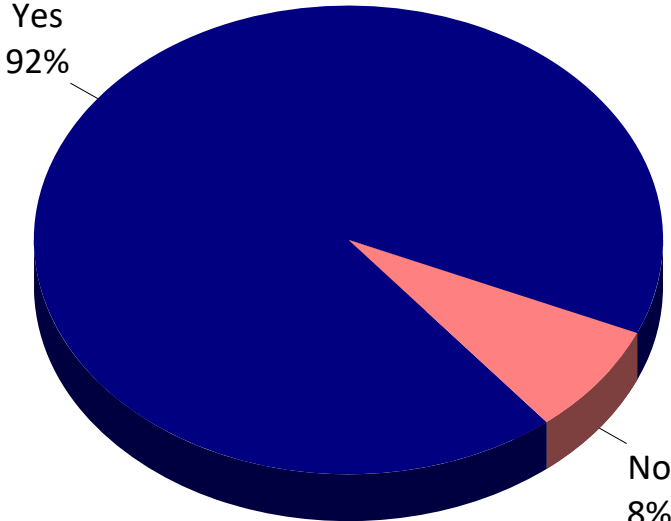
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding "don't know")



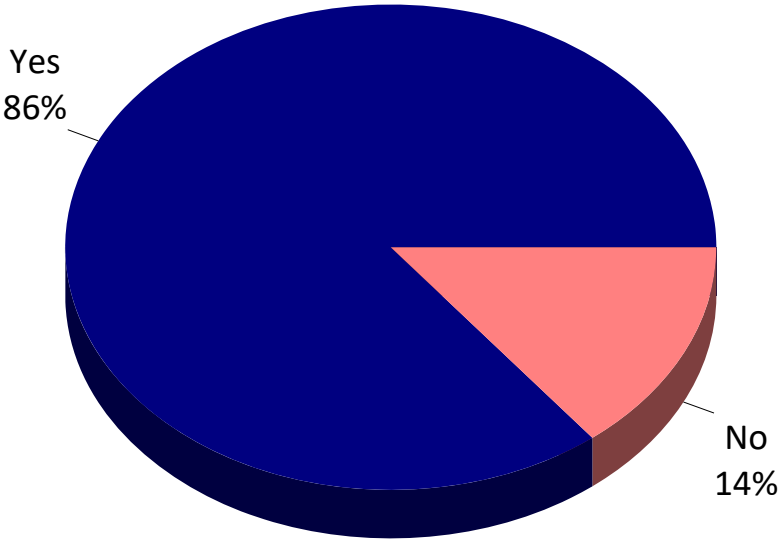
# Q7. TRENDS: Have you used any library services during the past year?

by percentage of respondents

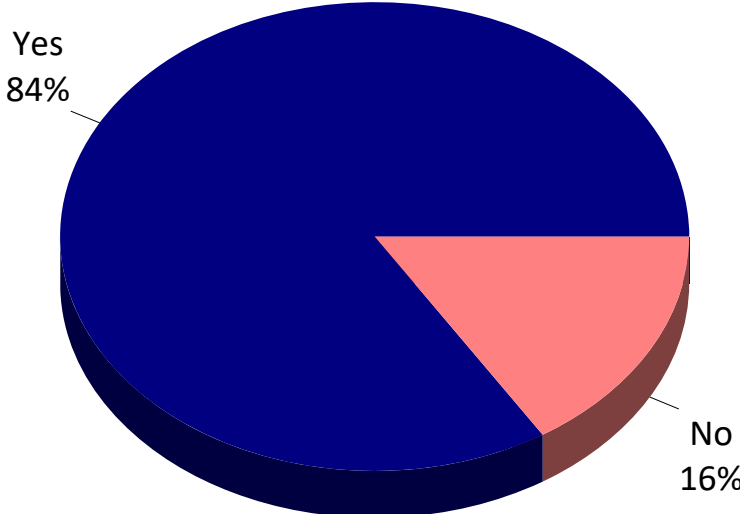
**2024**



**2014**

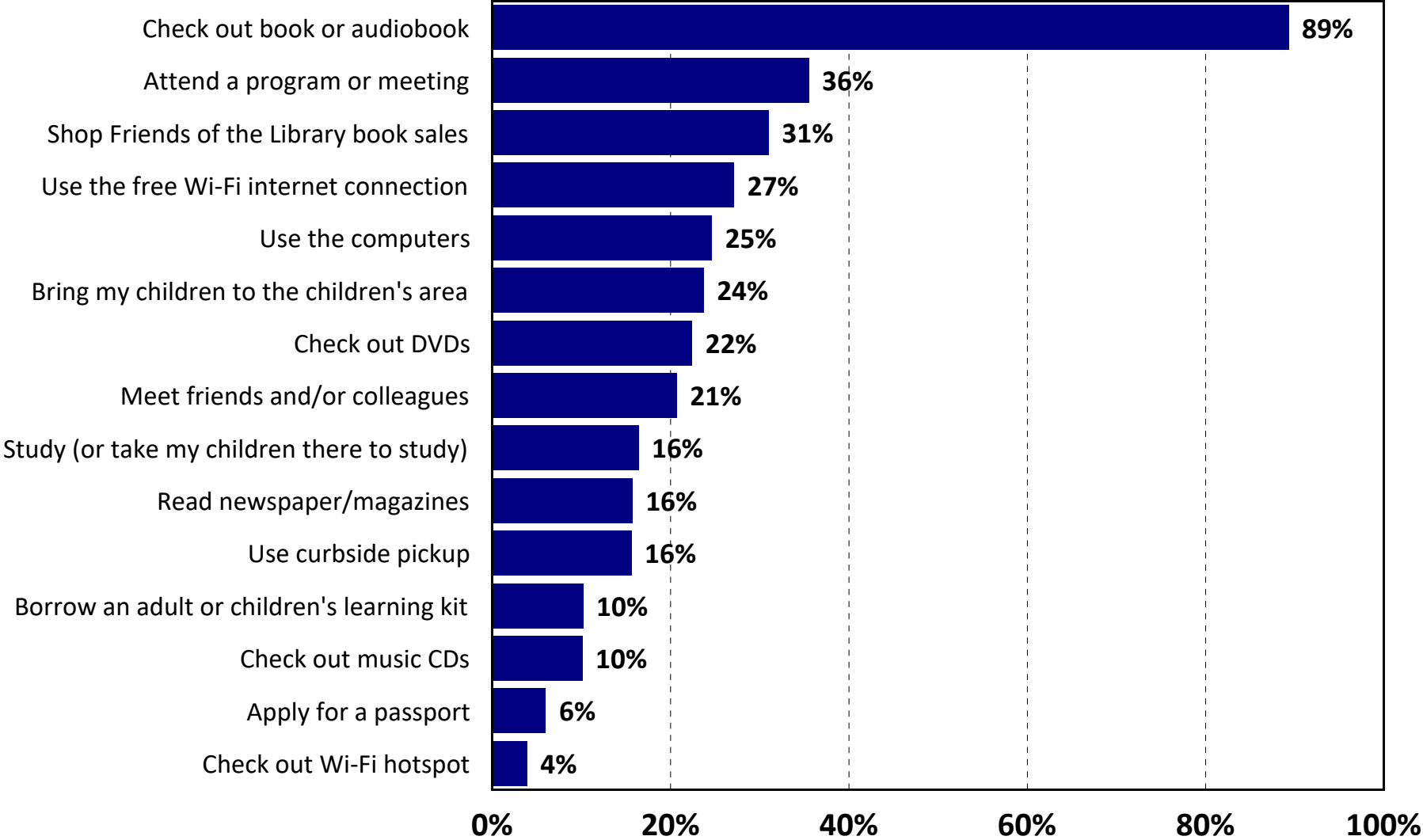


**2019**



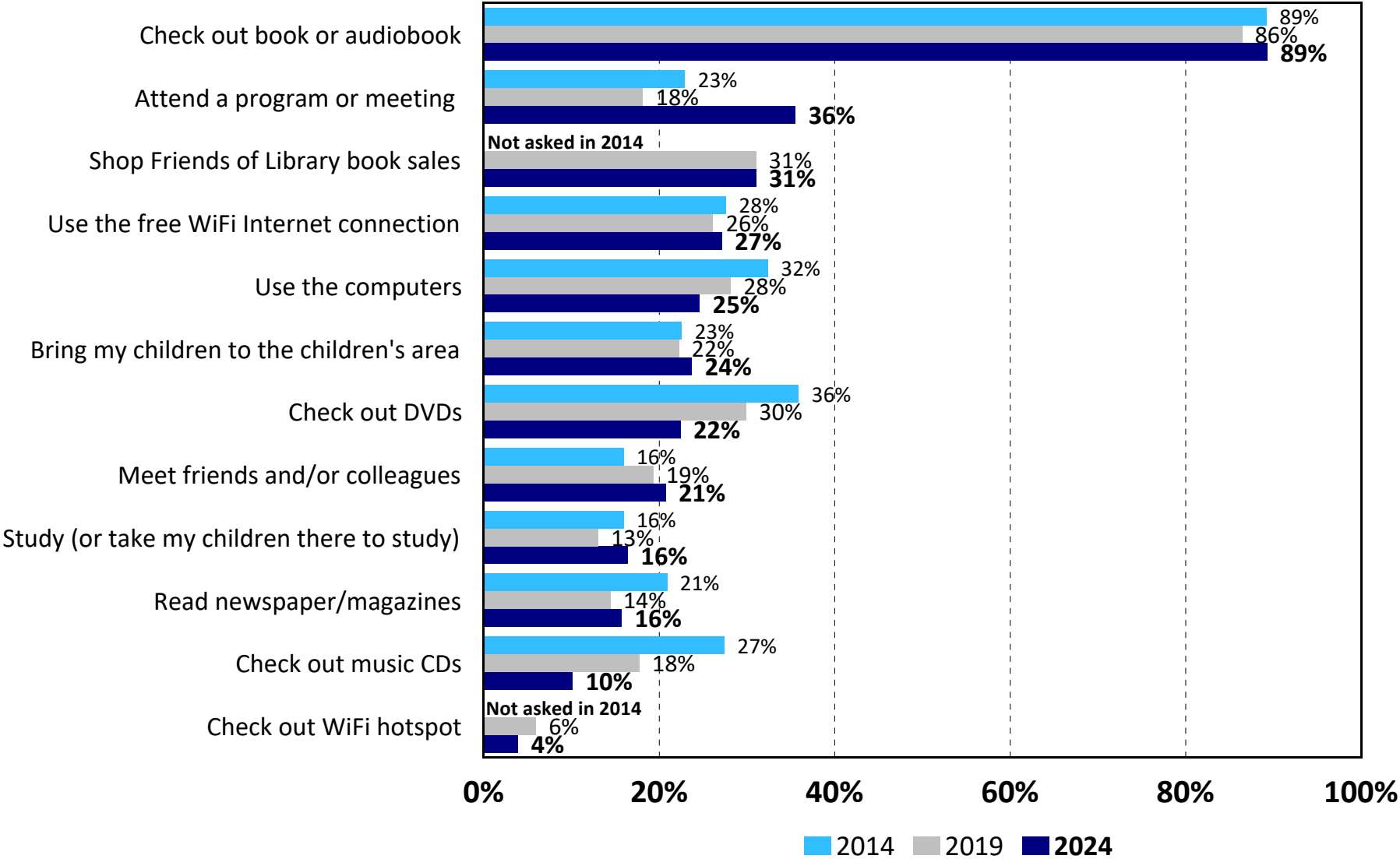
# Q7a. Library Services That Respondents Have Used During the Past Year

by percentage of respondents who have used library services during the past year  
(multiple choices could be made)



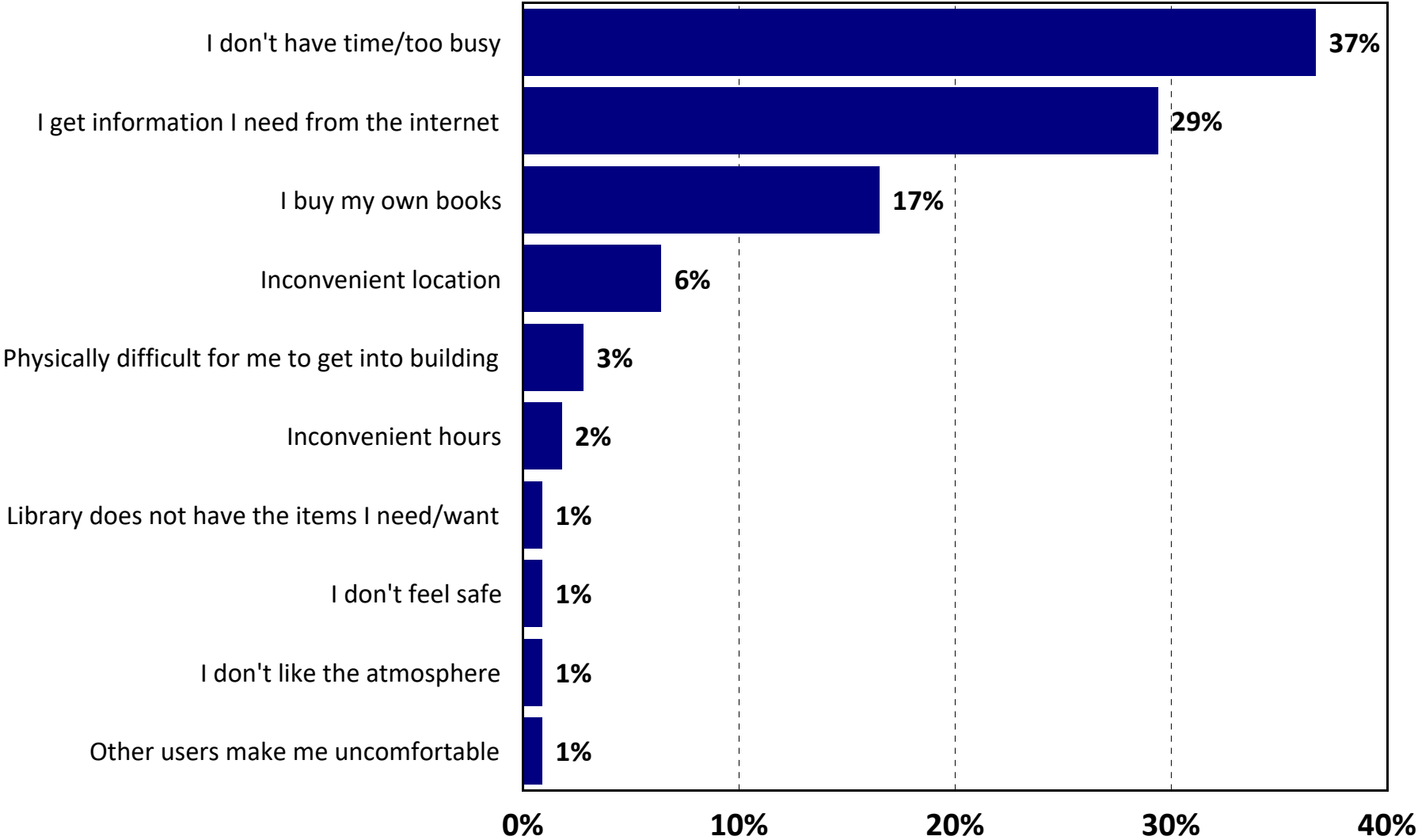
# TRENDS: Library Services That Respondents Have Used During the Past Year

by percentage of respondents who have used library services during the past year  
(multiple choices could be made)



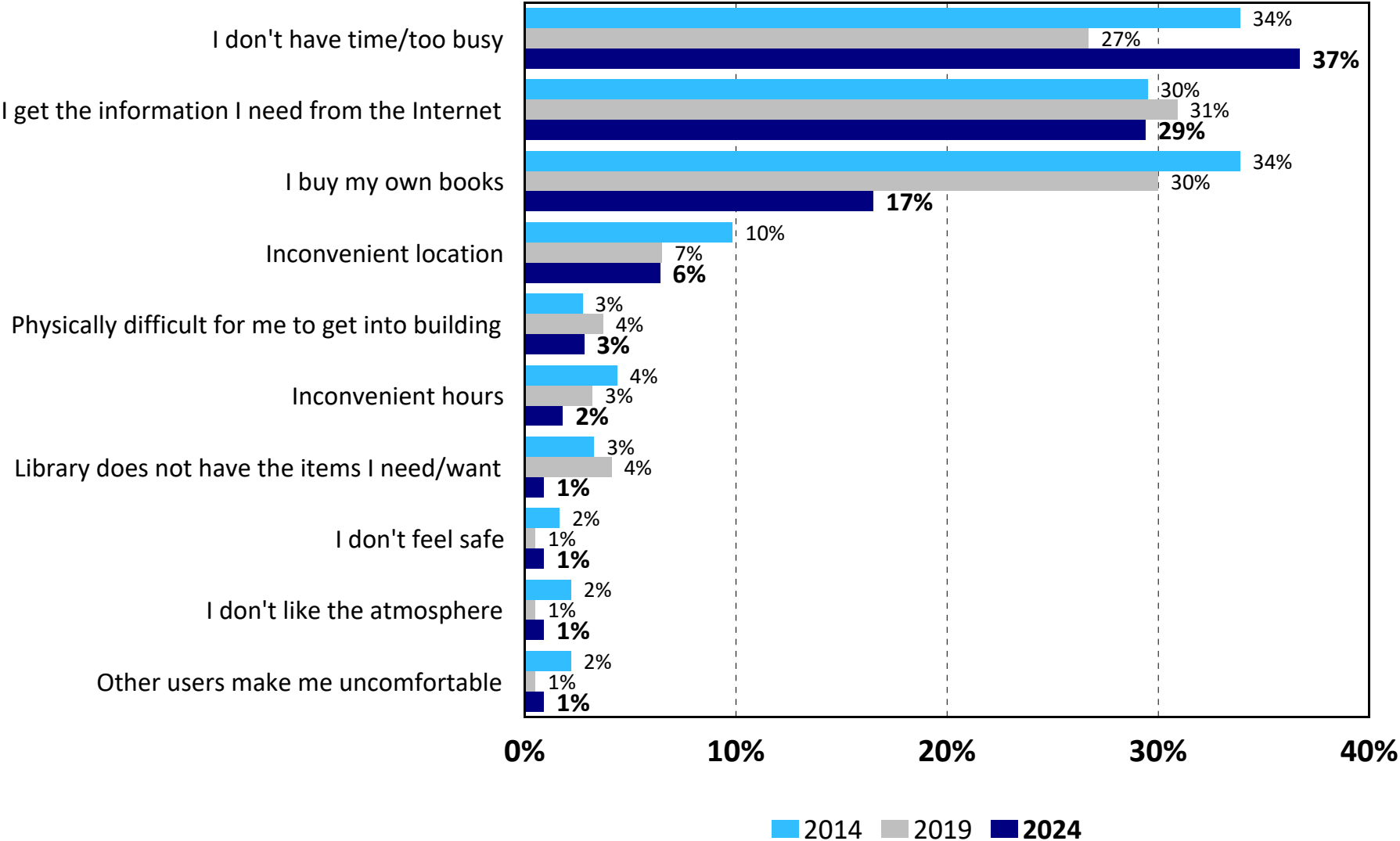
# Q7b. Reasons Respondents Have Not Used Library Services During the Past Year

by percentage of respondents who have not used library services during the past year  
(multiple choices could be made)



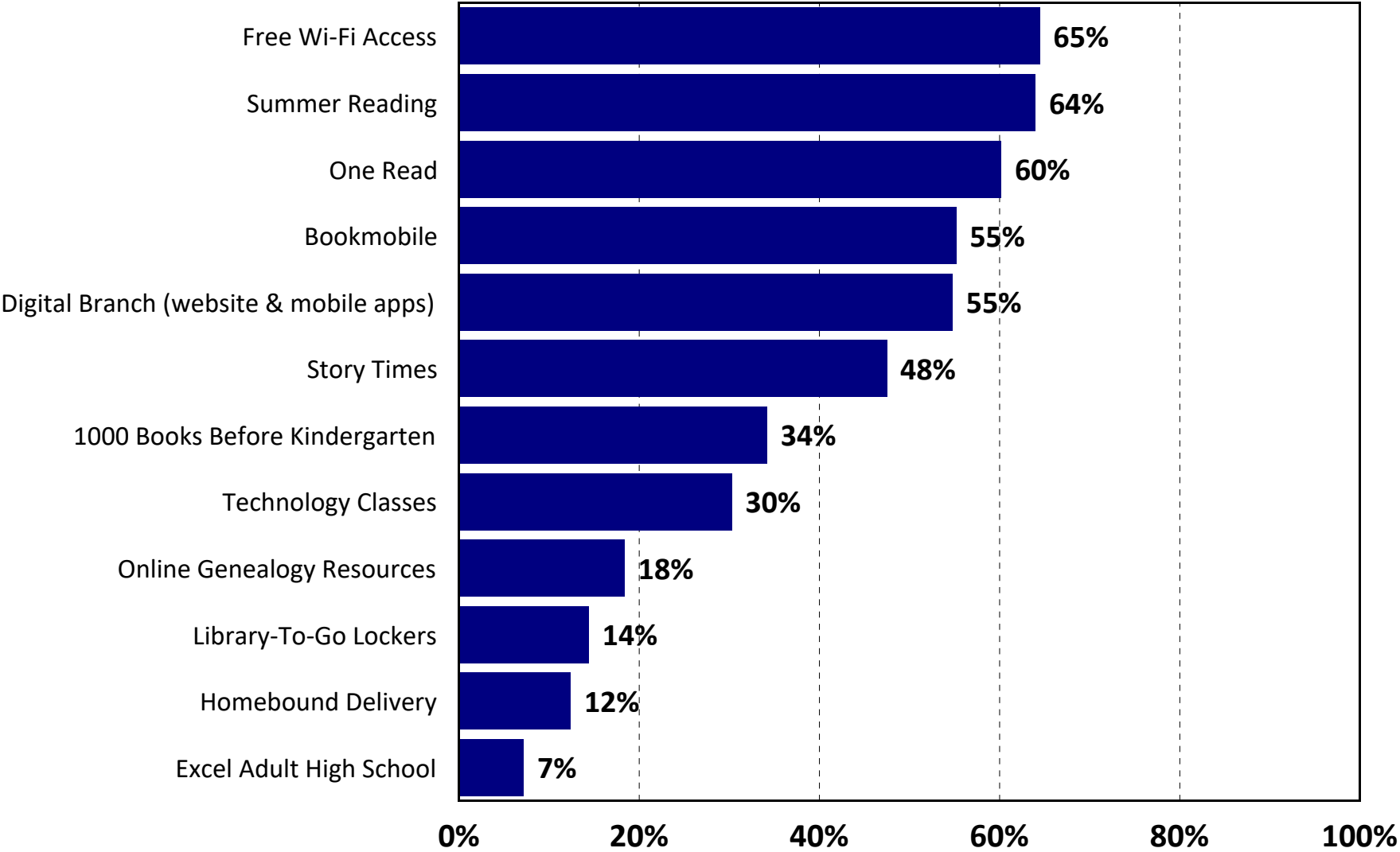
# TRENDS: Reasons Respondents Have Not Used Library Services During the Past Year

by percentage of respondents who have not used library services during the past year  
(multiple choices could be made)



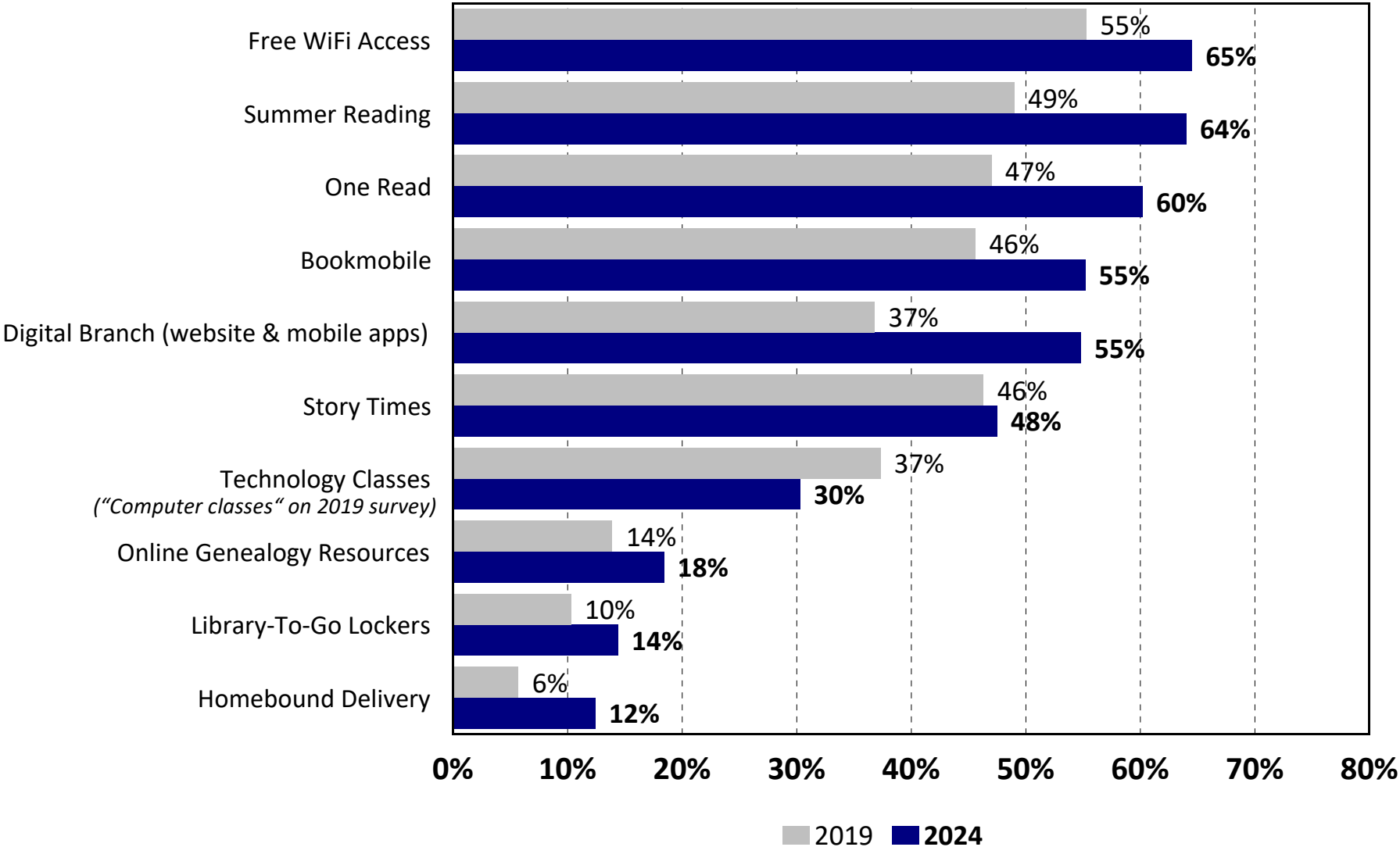
# Q8. Library Programs and Services Respondents Are Familiar with

by percentage of respondents (multiple choices could be made)



# TRENDS: Library Programs and Services Respondents Are Familiar with

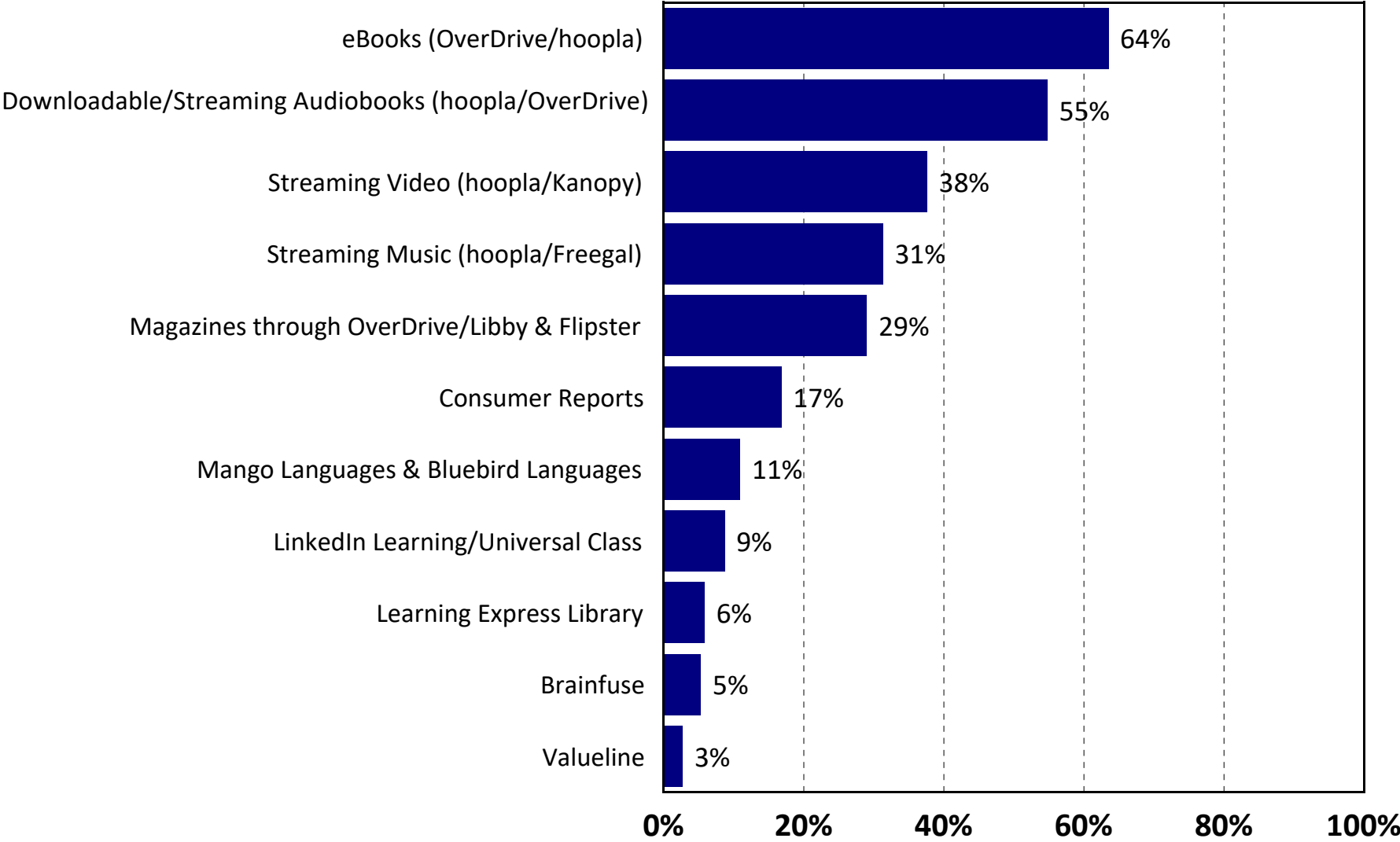
by percentage of respondents (multiple choices could be made)





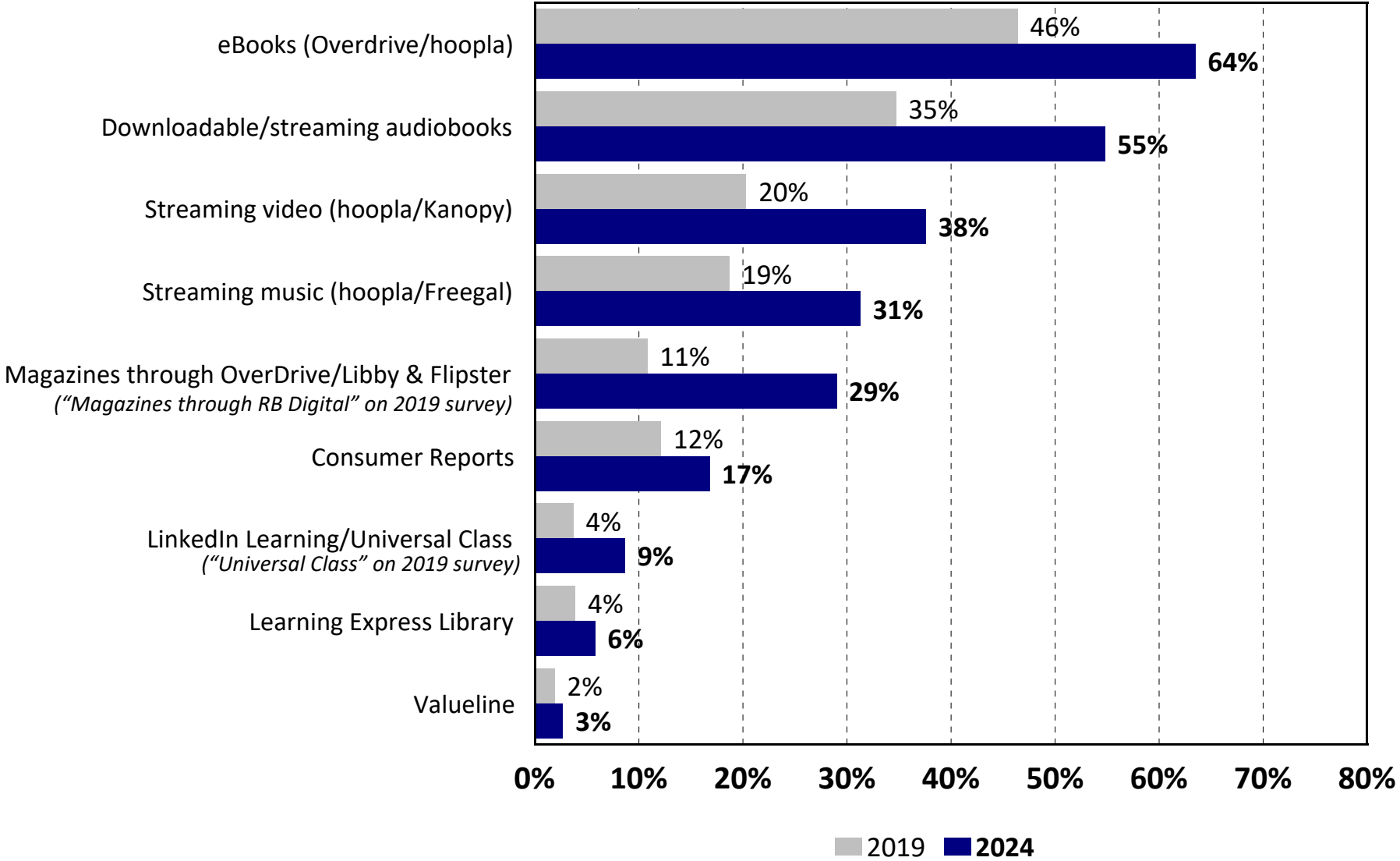
# Q9. Are you aware of the following services/resources through the library's website?

by percentage of respondents (multiple choices could be made)



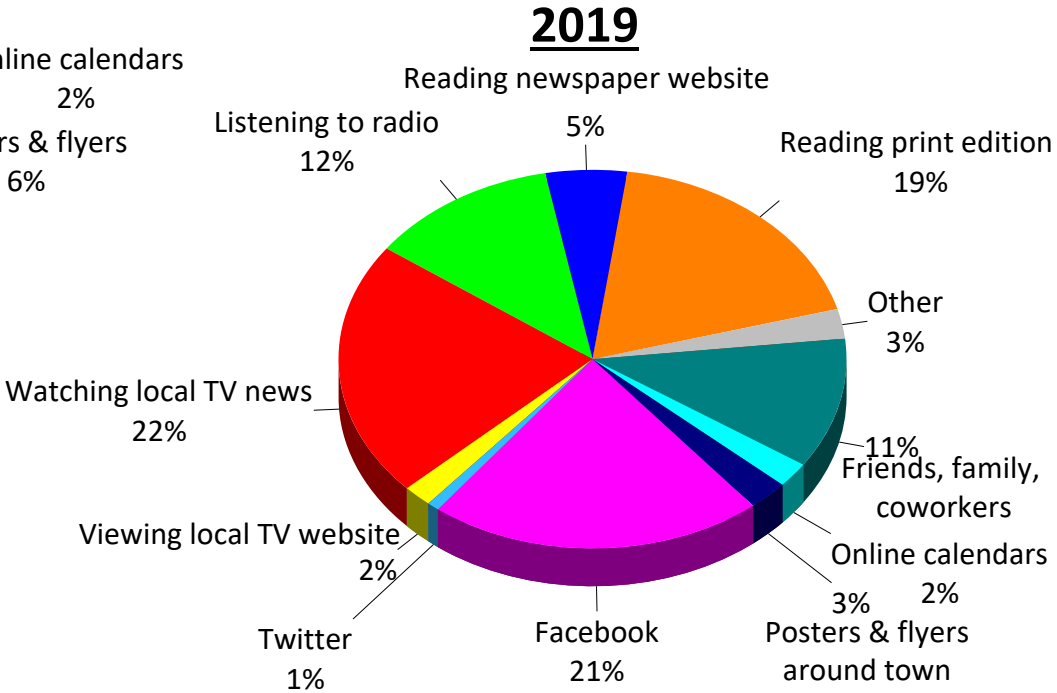
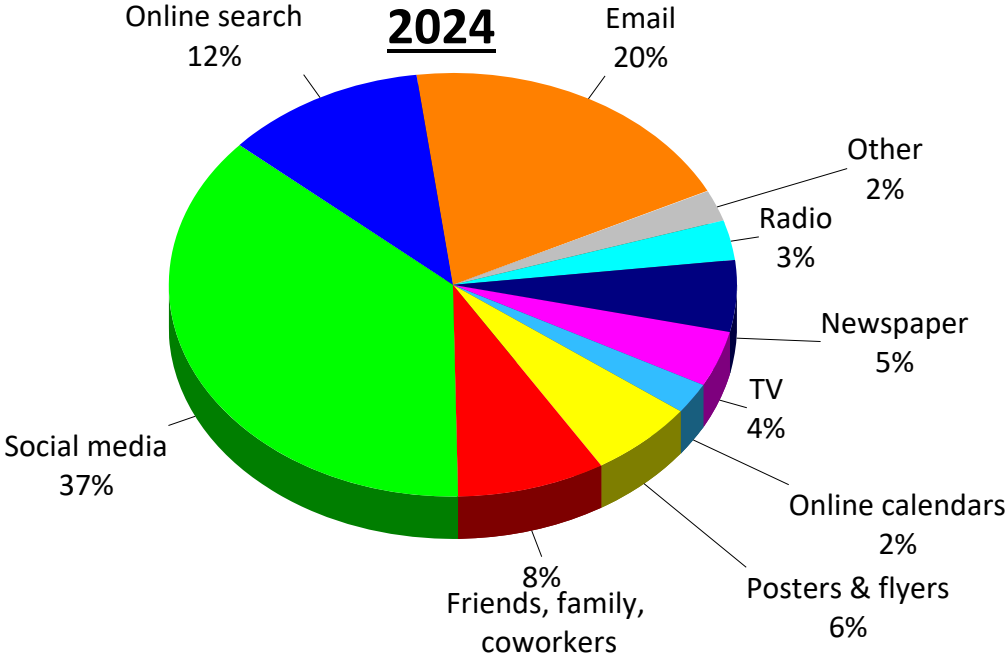
# TRENDS: Are you aware of the following services/resources through the library's website?

by percentage of respondents (multiple choices could be made)



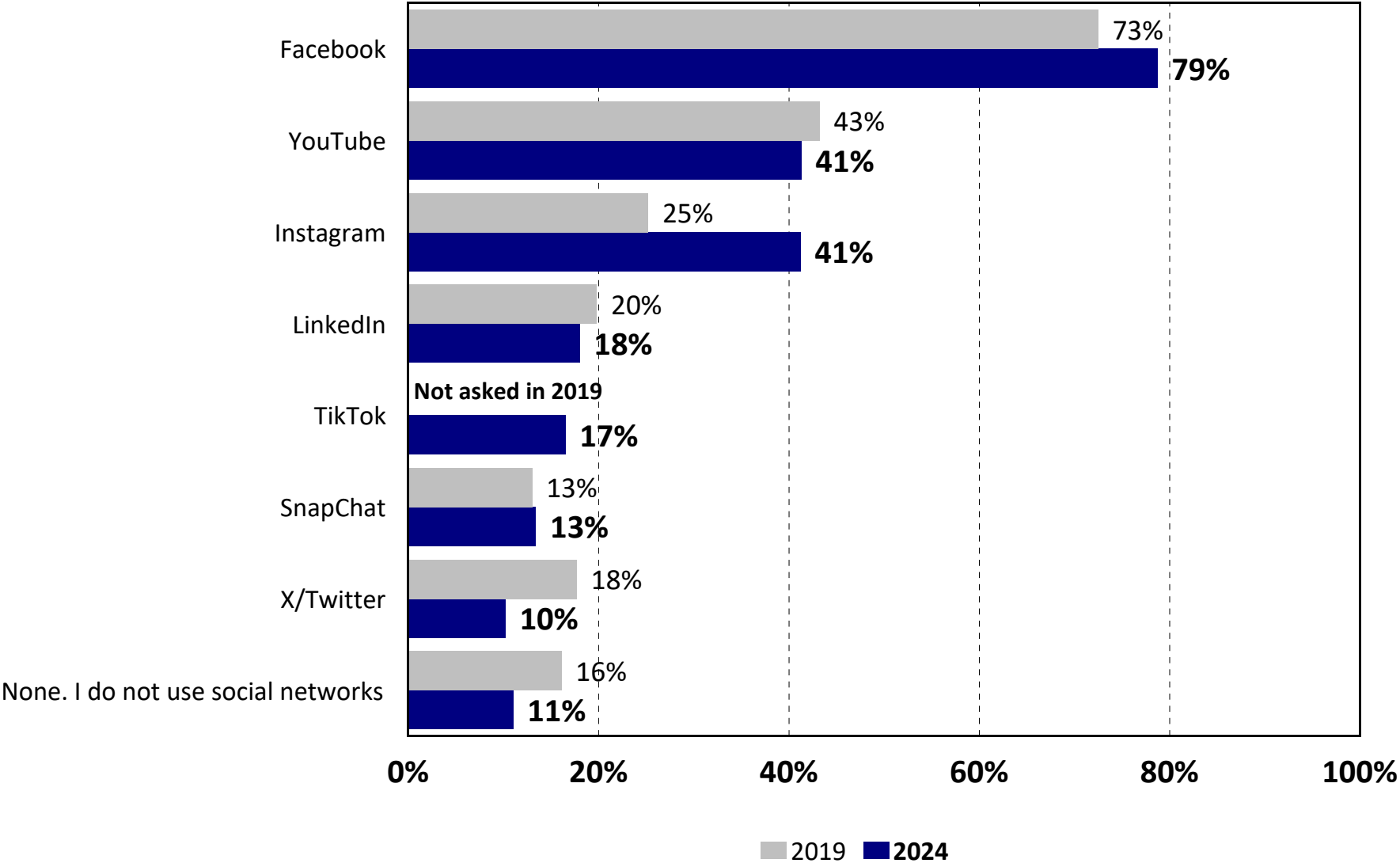
# Q10. TRENDS: Sources Where Respondents Get Most of Their Information About Local Events

by percentage of respondents (excluding "not provided")



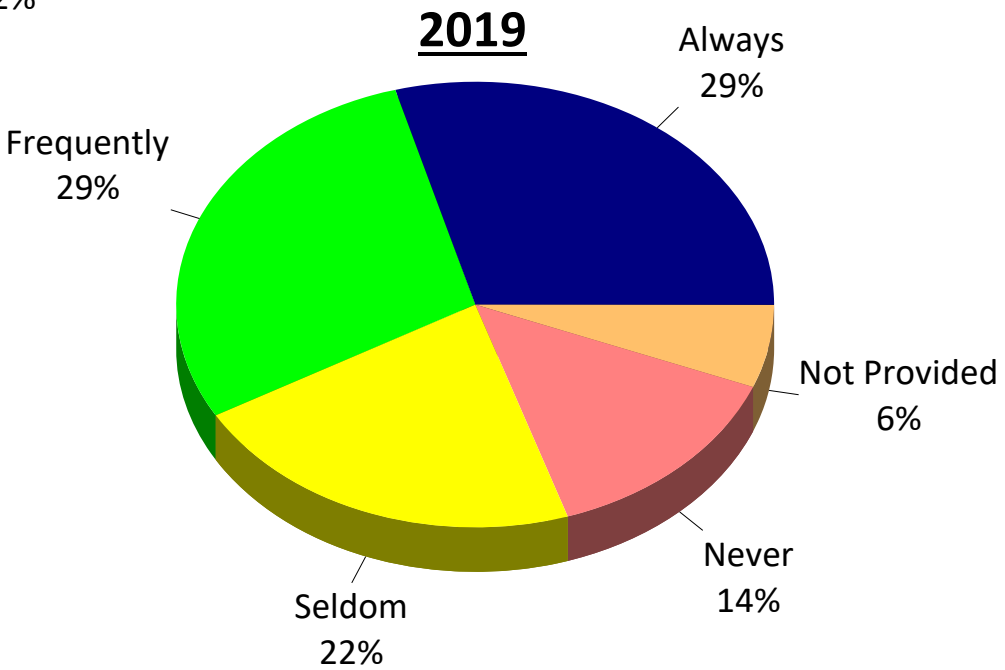
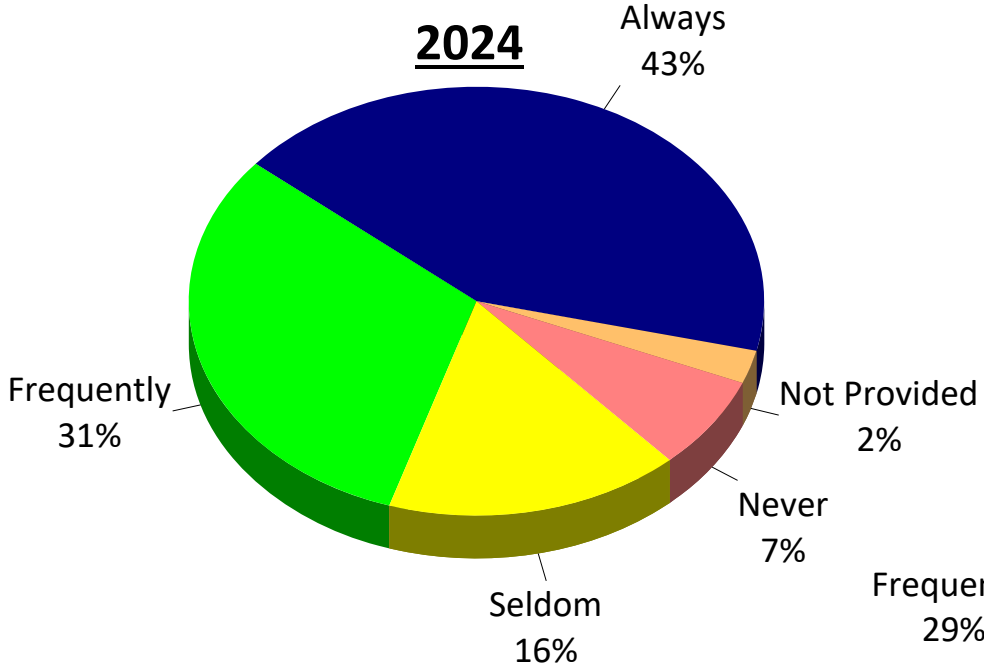
# Q11. TRENDS: Which of the following social networks do you use?

by percentage of respondents (multiple choices could be made)



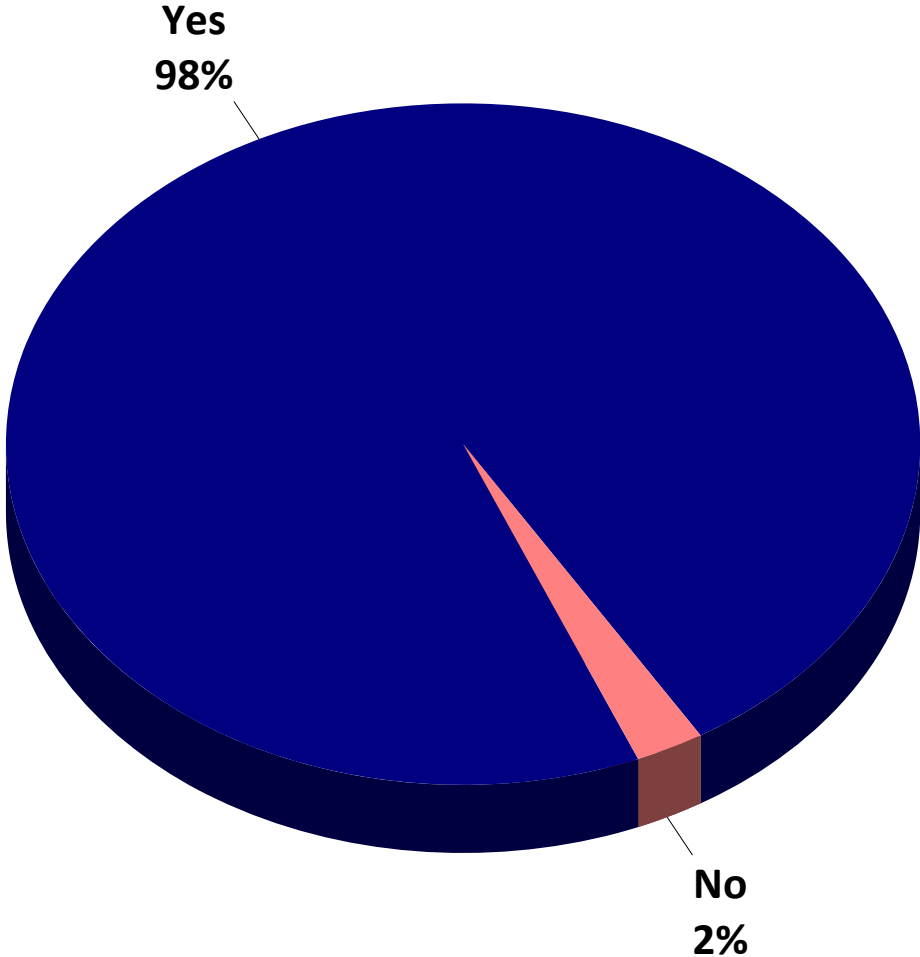
# Q12. TRENDS: How often do you read the library’s newsletter “About Your Library” that is mailed to residents each quarter?

by percentage of respondents



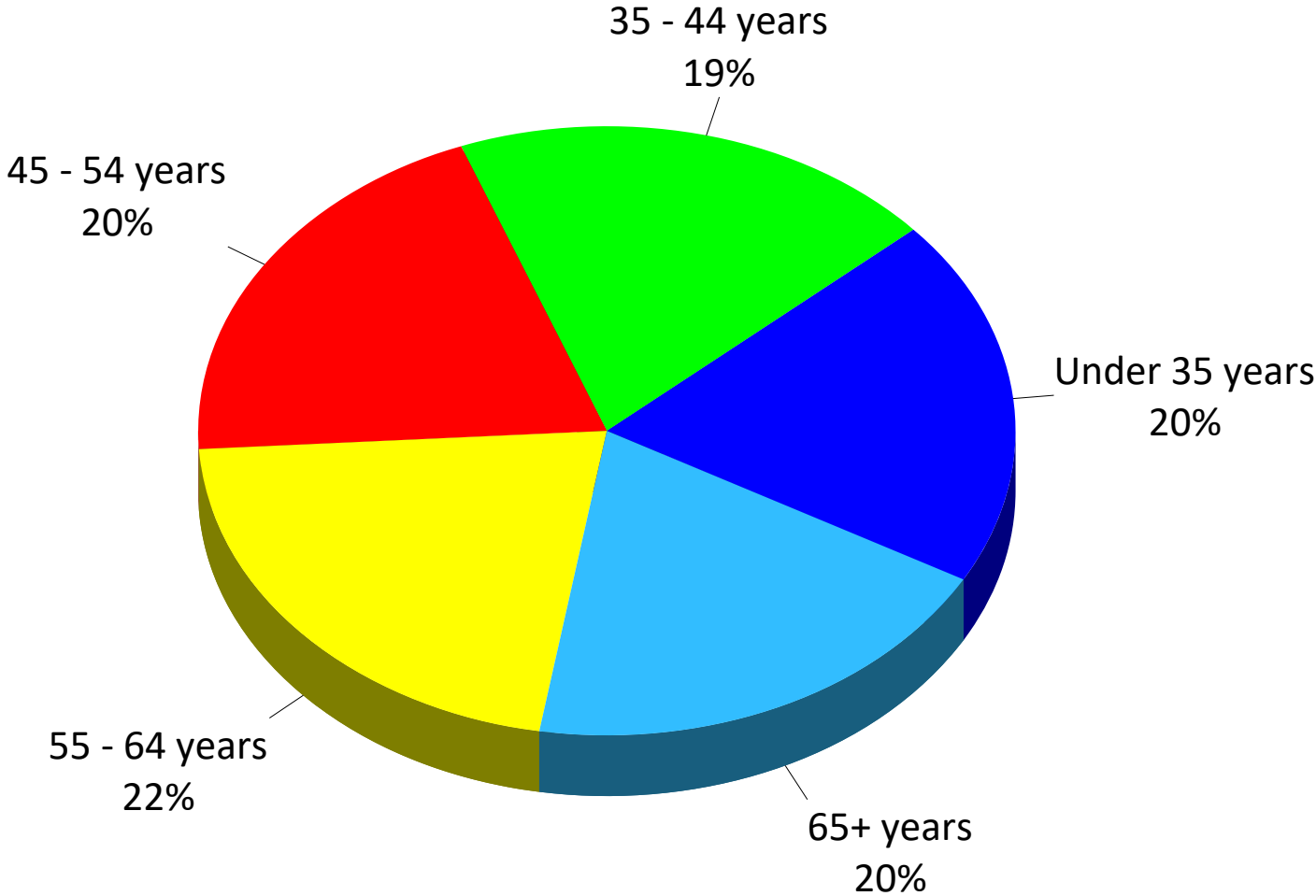
# Q13. Do you have a library card?

by percentage of respondents (excluding “don’t know”)



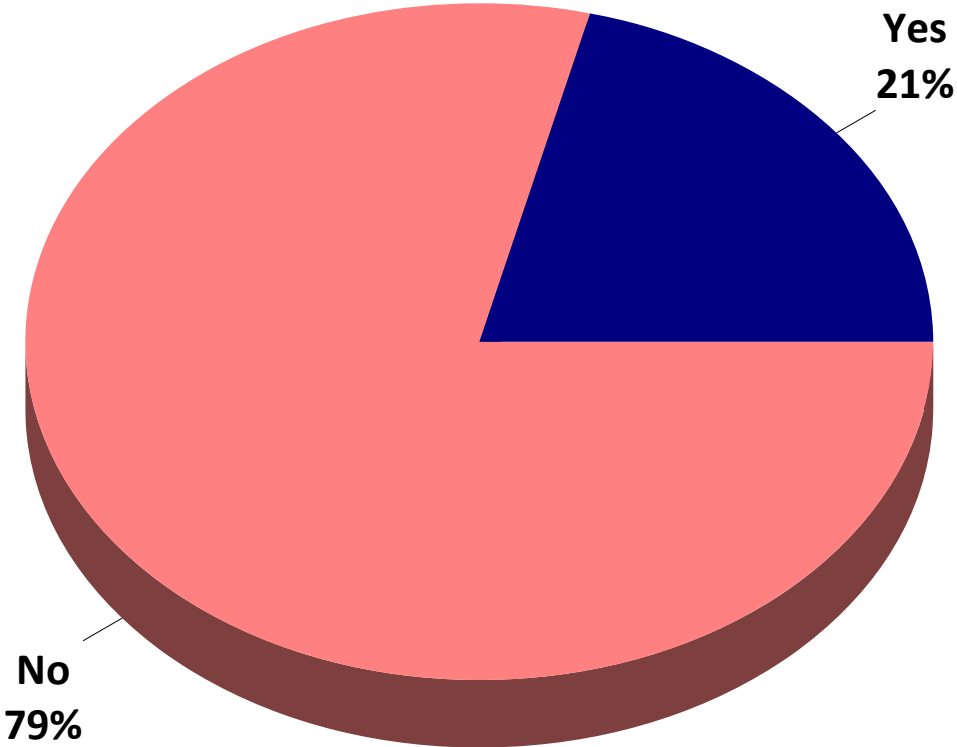
# Q16. Demographics: Age of Respondents

by percentage of respondents (excluding "not provided")



# Q17. Demographics: Do you have children under age 12 living in your home?

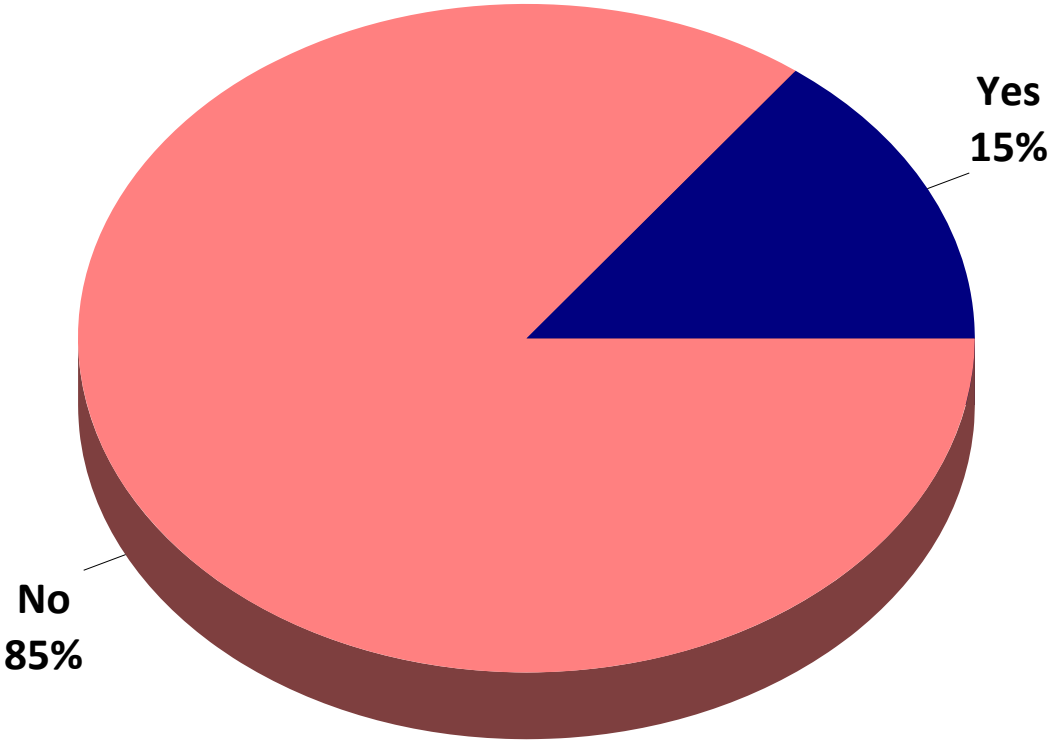
by percentage of respondents (excluding "not provided")





# Q18. Demographics: Do you have children ages 12-18 living in your home?

by percentage of respondents (excluding "not provided")



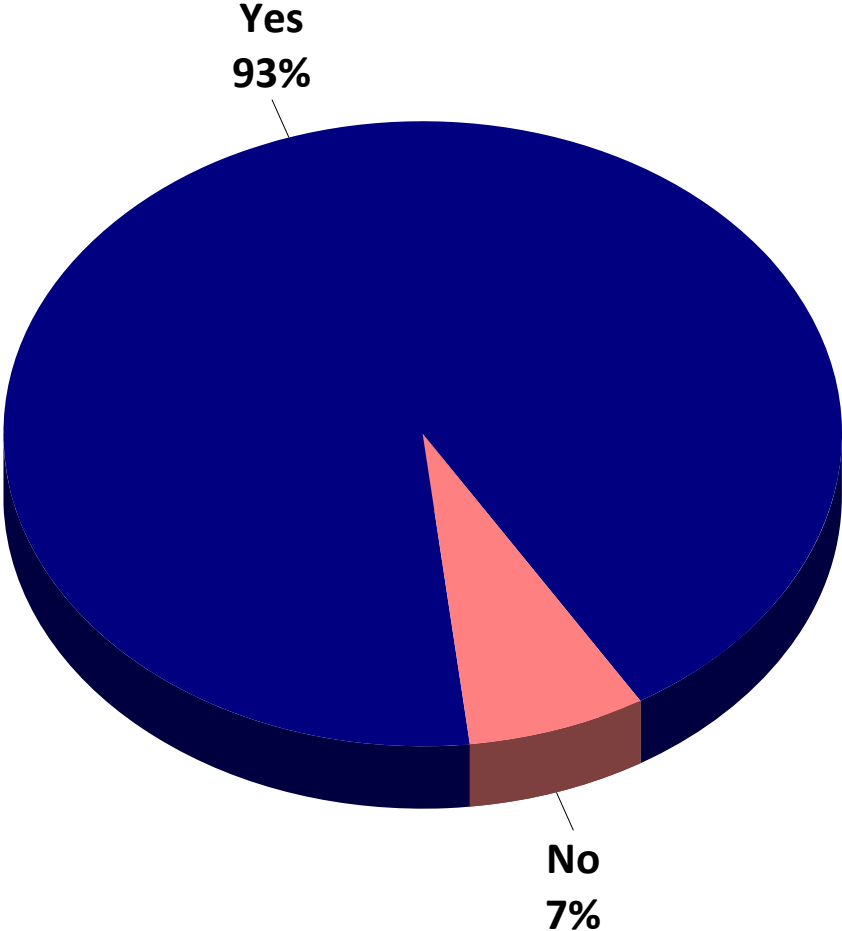
# Q19. Are you enrolled in a college or university?

by percentage of respondents (excluding “not provided”)



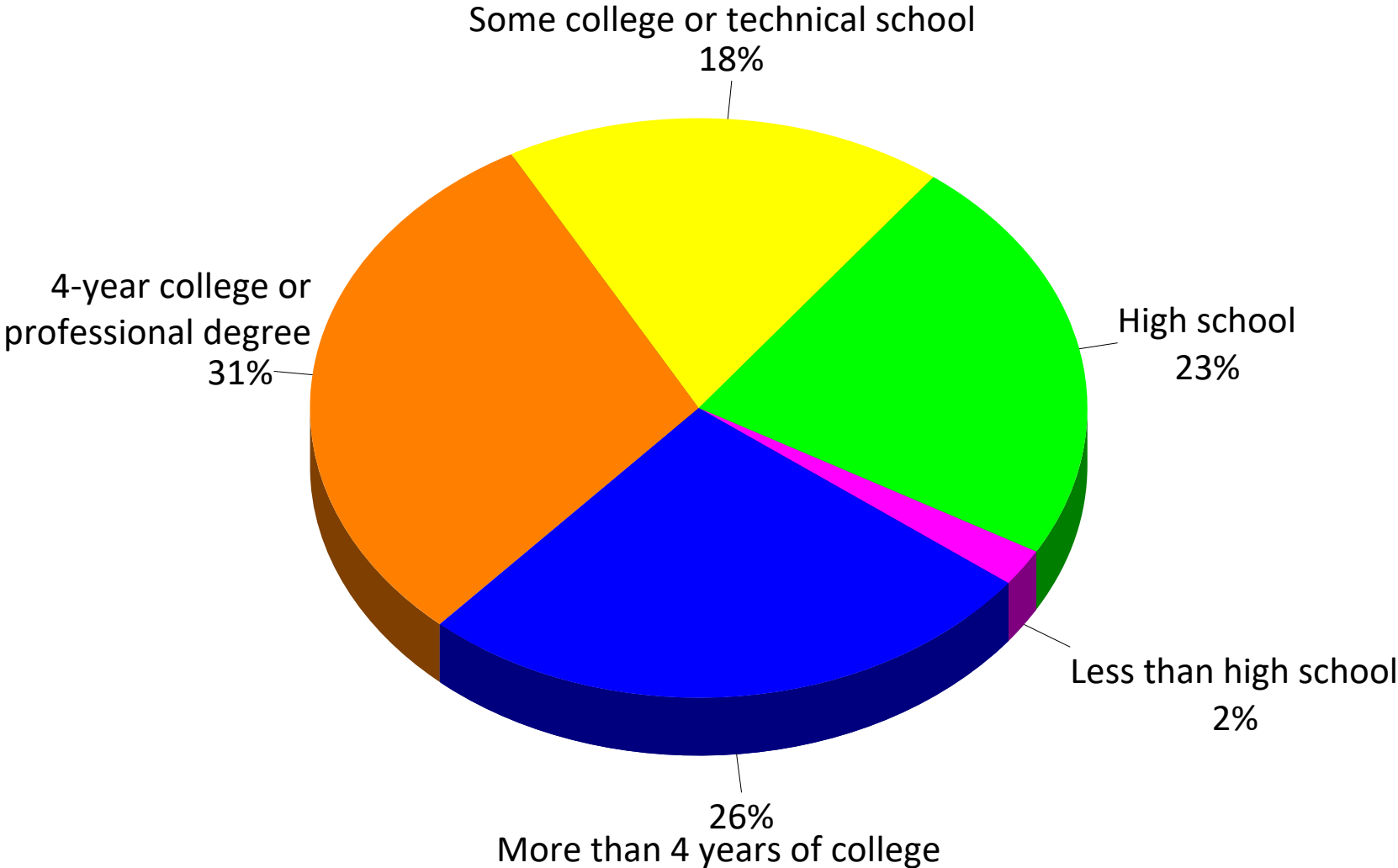
# Q20. Demographics: Are you registered to vote in the community where you live?

by percentage of respondents (excluding "not provided")



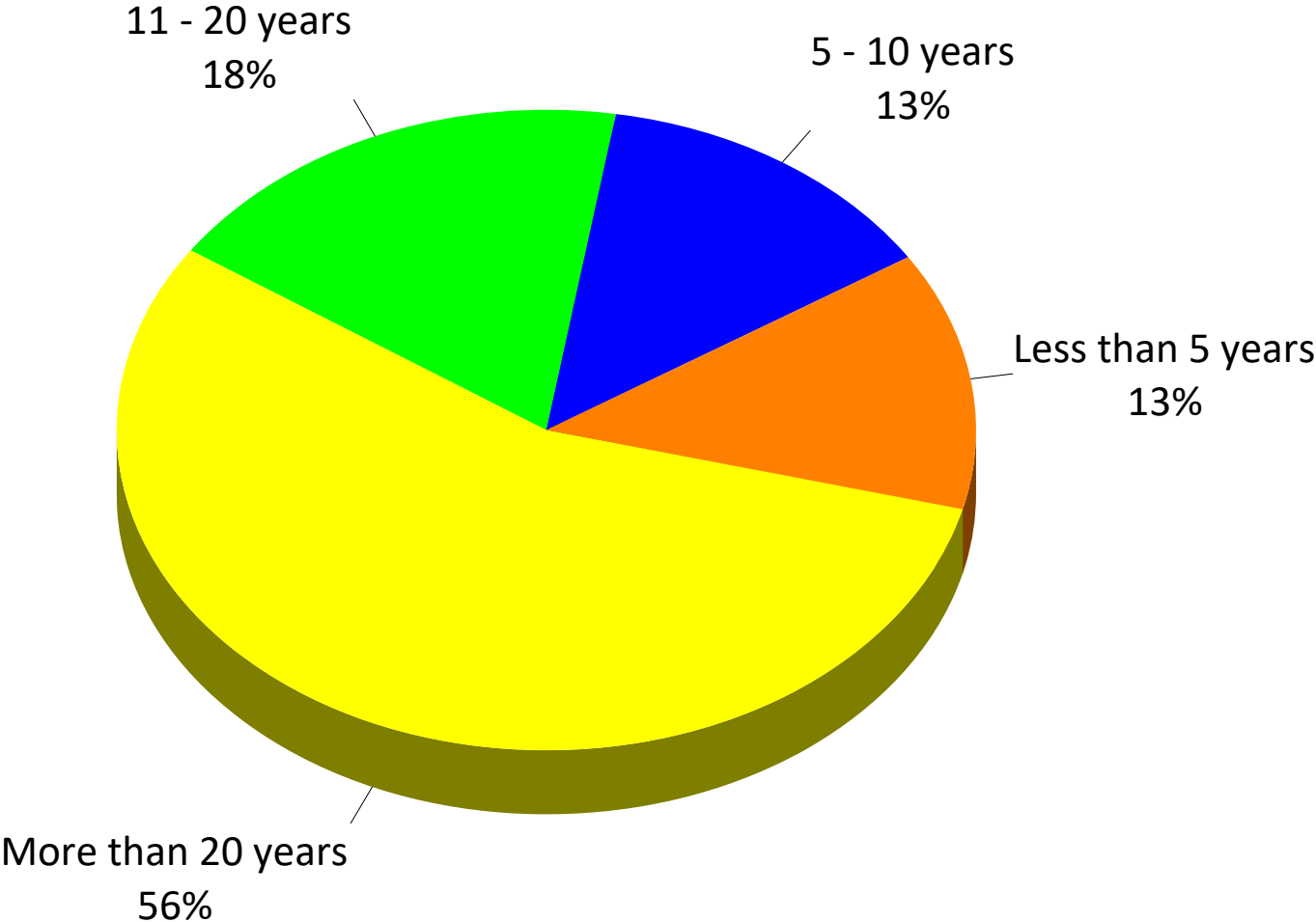
# Q21. Demographics: Highest Level of Education Completed

by percentage of respondents (excluding "not provided")



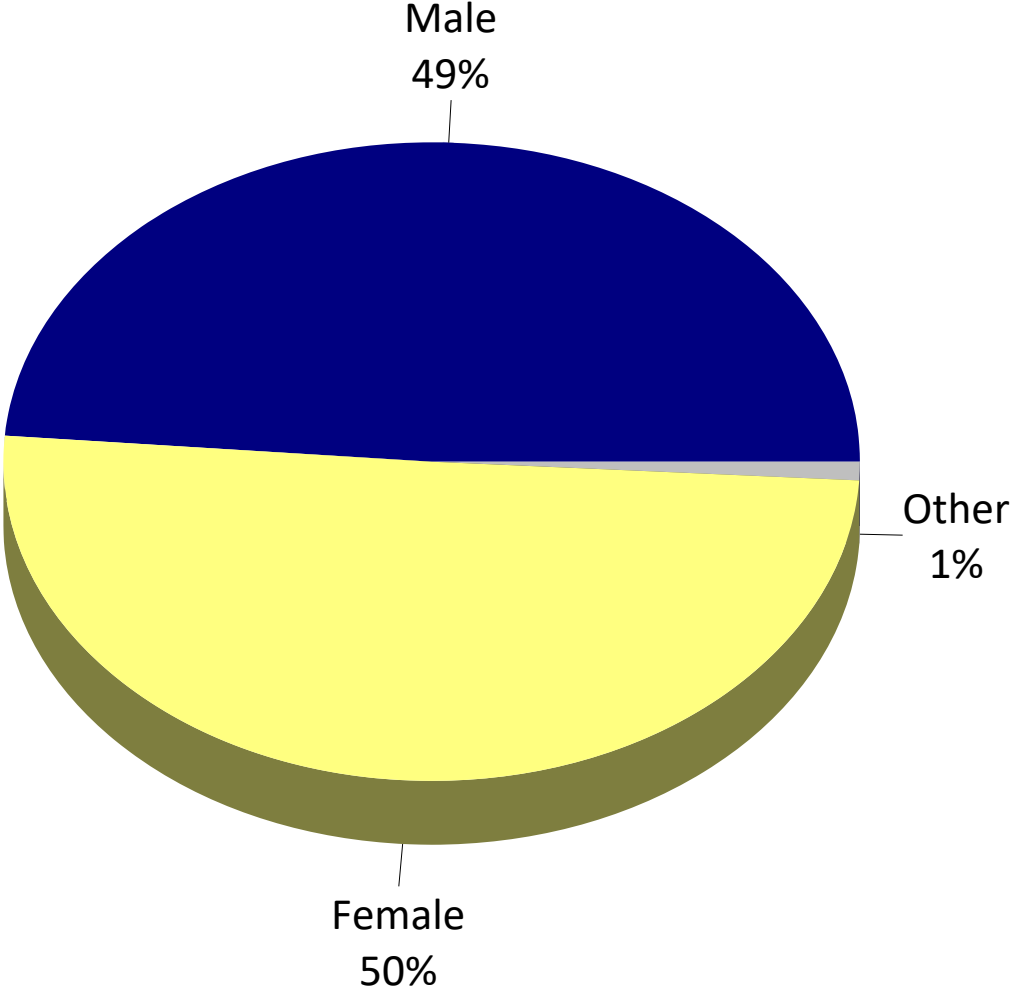
# Q22. Demographics: Number of Years Lived in Boone or Callaway County

by percentage of respondents (excluding “not provided”)



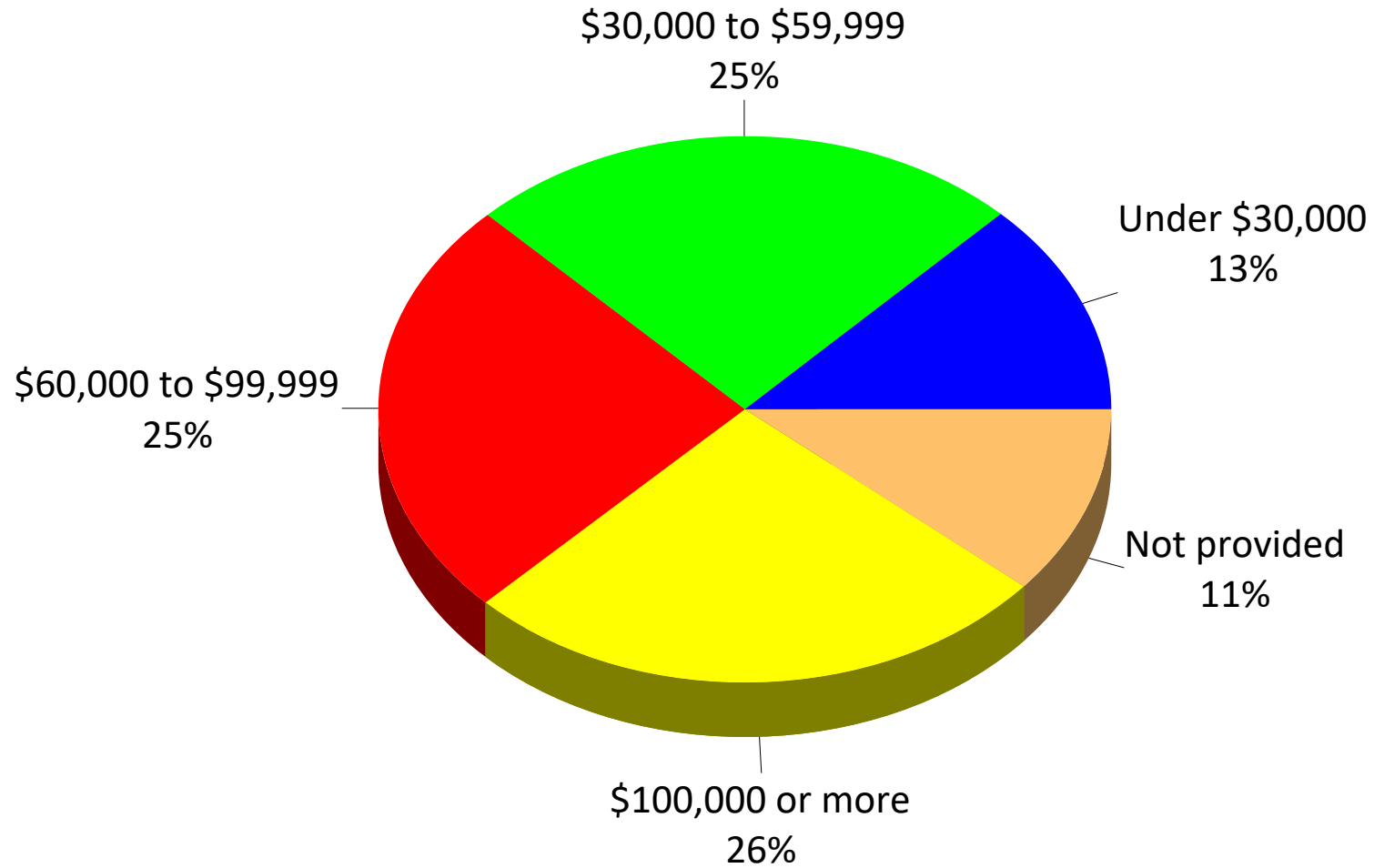
# Q23. Demographics: Gender

by percentage of respondents (excluding “not provided”)



# Q24. Demographics: Total Annual Household Income

by percentage of respondents





# 2

# Tabular Data



**Q1. Prior to receiving this survey, had you heard of the Daniel Boone Regional Library System?**

Q1. Had you heard of Daniel Boone Regional Library System	Number	Percent
Yes	1373	98.2 %
No	14	1.0 %
Don't know	11	0.8 %
Total	1398	100.0 %

**WITHOUT "DON'T KNOW"****Q1. Prior to receiving this survey, had you heard of the Daniel Boone Regional Library System? (without "don't know")**

Q1. Had you heard of Daniel Boone Regional Library System	Number	Percent
Yes	1373	99.0 %
No	14	1.0 %
Total	1387	100.0 %

**Q2. Which ONE of the following Daniel Boone Regional Library facilities or services do you visit or use the most?**

Q2. Which Daniel Boone Regional Library facilities or services do you visit or use most	Number	Percent
Columbia Public Library	749	53.6 %
Callaway County Public Library	194	13.9 %
Holts Summit Public Library	85	6.1 %
Southern Boone County Library	91	6.5 %
Bookmobile	16	1.1 %
Website (dbrl.org or mobile apps)	232	16.6 %
Library-To-Go in Hallsville	3	0.2 %
None	28	2.0 %
Total	1398	100.0 %

**WITHOUT "NONE"**

**Q2. Which ONE of the following Daniel Boone Regional Library facilities or services do you visit or use the most? (without "none")**

Q2. Which Daniel Boone Regional Library facilities or services do you visit or use most	Number	Percent
Columbia Public Library	749	54.7 %
Callaway County Public Library	194	14.2 %
Holts Summit Public Library	85	6.2 %
Southern Boone County Library	91	6.6 %
Bookmobile	16	1.2 %
Website (dbrl.org or mobile apps)	232	16.9 %
Library-To-Go in Hallsville	3	0.2 %
Total	1370	100.0 %

**Q3. Compared to a year ago, how has your use of library facilities and services changed?**

Q3. How has your use of library facilities & services changed compared to a year ago	Number	Percent
More	362	25.9 %
About the same	869	62.2 %
Less	111	7.9 %
I don't use the library	36	2.6 %
Not provided	20	1.4 %
Total	1398	100.0 %

**WITHOUT "NOT PROVIDED"****Q3. Compared to a year ago, how has your use of library facilities and services changed? (without "not provided")**

Q3. How has your use of library facilities & services changed compared to a year ago	Number	Percent
More	362	26.3 %
About the same	869	63.1 %
Less	111	8.1 %
I don't use the library	36	2.6 %
Total	1378	100.0 %

**Q4. Several statements about the library are listed below. Using a scale of 1 to 5, where 5 means "Strongly Agree" and 1 means "Strongly Disagree," please rate your level of agreement with each of the following.**

(N=1398)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Don't know
Q4-1. The library is a place of lifelong learning	75.9%	20.9%	2.2%	0.4%	0.4%	0.2%
Q4-2. The library serves as a community hub	55.4%	29.3%	11.2%	1.9%	0.4%	1.9%
Q4-3. I think libraries are important to our community	86.4%	12.4%	0.6%	0.1%	0.1%	0.2%
Q4-4. Libraries are important to me personally	77.5%	17.2%	3.9%	0.6%	0.3%	0.4%
Q4-5. I feel welcome at the library	72.0%	19.6%	5.1%	1.4%	0.4%	1.4%
Q4-6. I think the internet is making libraries obsolete	3.6%	7.9%	12.4%	29.6%	44.6%	1.9%
Q4-7. I feel safe at the library	56.2%	31.0%	7.7%	1.9%	0.7%	2.5%
Q4-8. The library facility I use is meeting the needs of the community	48.1%	33.3%	9.8%	1.8%	0.5%	6.5%
Q4-9. My library is clean & well maintained	66.9%	25.3%	3.9%	0.8%	0.1%	3.0%

**WITHOUT "DON'T KNOW"**

**Q4. Several statements about the library are listed below. Using a scale of 1 to 5, where 5 means "Strongly Agree" and 1 means "Strongly Disagree," please rate your level of agreement with each of the following. (without "don't know")**

(N=1398)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Q4-1. The library is a place of lifelong learning	76.1%	20.9%	2.2%	0.4%	0.4%
Q4-2. The library serves as a community hub	56.4%	29.8%	11.4%	2.0%	0.4%
Q4-3. I think libraries are important to our community	86.6%	12.5%	0.6%	0.1%	0.1%
Q4-4. Libraries are important to me personally	77.9%	17.3%	4.0%	0.6%	0.3%
Q4-5. I feel welcome at the library	73.1%	19.9%	5.2%	1.5%	0.4%
Q4-6. I think the internet is making libraries obsolete	3.7%	8.0%	12.6%	30.2%	45.5%
Q4-7. I feel safe at the library	57.7%	31.8%	7.9%	1.9%	0.7%
Q4-8. The library facility I use is meeting the needs of the community	51.4%	35.7%	10.5%	1.9%	0.5%
Q4-9. My library is clean & well maintained	69.0%	26.1%	4.1%	0.8%	0.1%

**Q5. Satisfaction with the Library System. Items that may influence your overall satisfaction with the Daniel Boone Regional Library system are listed below. Please rate each item on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=1398)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q5-1. How close library services are to your home	54.1%	33.8%	8.9%	1.7%	0.1%	1.3%
Q5-2. Overall quality of public library services in the community where you live	60.3%	30.8%	5.3%	1.4%	0.3%	1.9%
Q5-3. How well you are informed about library services & programs	38.8%	42.7%	14.1%	2.5%	0.4%	1.4%
Q5-4. The value of library services you receive for your tax dollars	61.7%	26.7%	7.0%	1.6%	0.6%	2.4%
Q5-5. The library website & digital services	51.0%	31.8%	9.2%	1.5%	0.1%	6.4%
Q5-6. Library services to assist those with mobility, vision & hearing impairment	18.0%	15.9%	13.0%	0.9%	0.1%	52.1%
Q5-7. Quality of information shared on the library's social media (Facebook, X/Twitter, Instagram, LinkedIn, TikTok)	17.7%	20.7%	17.8%	2.4%	0.3%	41.1%

**WITHOUT "DON'T KNOW"**

**Q5. Satisfaction with the Library System. Items that may influence your overall satisfaction with the Daniel Boone Regional Library system are listed below. Please rate each item on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=1398)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q5-1. How close library services are to your home	54.9%	34.2%	9.1%	1.7%	0.1%
Q5-2. Overall quality of public library services in the community where you live	61.4%	31.4%	5.4%	1.5%	0.3%
Q5-3. How well you are informed about library services & programs	39.4%	43.3%	14.3%	2.5%	0.4%
Q5-4. The value of library services you receive for your tax dollars	63.2%	27.3%	7.2%	1.7%	0.6%
Q5-5. The library website & digital services	54.5%	33.9%	9.8%	1.6%	0.2%
Q5-6. Library services to assist those with mobility, vision & hearing impairment	37.7%	33.2%	27.2%	1.8%	0.1%
Q5-7. Quality of information shared on the library's social media (Facebook, X/Twitter, Instagram, LinkedIn, TikTok)	30.1%	35.2%	30.2%	4.0%	0.5%

**Q6. Satisfaction with Library Programs and Facilities. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with the following services.**

(N=1398)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q6-1. Quality of physical book collection	43.8%	40.7%	6.9%	2.0%	0.6%	6.0%
Q6-2. Quality of the audiobook collection in the library & on the bookmobile	21.1%	24.2%	10.8%	1.8%	0.4%	41.7%
Q6-3. Quality of the downloadable & streaming audiobook collection (Overdrive/Libby/hoopla)	29.3%	27.9%	11.3%	2.8%	0.3%	28.5%
Q6-4. Quality of the eBook collection (Overdrive/Libby/hoopla)	28.2%	29.8%	11.2%	3.4%	0.2%	27.1%
Q6-5. Quality of online magazine selection (OverDrive/Libby/Flipster)	14.4%	13.2%	12.4%	1.4%	0.1%	58.4%
Q6-6. Quality of magazines & newspapers available in the library & on the bookmobile	14.6%	15.1%	11.2%	0.5%	0.0%	58.6%
Q6-7. Quality of streaming music collection through the website (Freegal & hoopla)	9.7%	11.1%	12.1%	1.3%	0.0%	65.8%
Q6-8. Quality of the music CD collection in the library & on the bookmobile	11.7%	14.2%	11.8%	1.1%	0.1%	60.9%
Q6-9. Quality of the DVD collection in the library & on the bookmobile	15.9%	17.7%	11.8%	1.6%	0.0%	52.9%
Q6-10. Quality of streaming movies & TV shows through the website (hoopla & Kanopy)	12.0%	15.1%	13.1%	2.1%	0.1%	57.6%
Q6-11. Convenience & ease of use of online catalog & mobile app	39.9%	32.0%	10.2%	2.4%	0.2%	15.3%
Q6-12. The service provided by staff	64.7%	24.4%	5.2%	0.9%	0.1%	4.7%



**Q6. Satisfaction with Library Programs and Facilities. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with the following services.**

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q6-13. Quality of programs	37.5%	31.3%	10.4%	1.7%	0.1%	18.9%
Q6-14. Overall quality of bookmobile services	12.7%	8.5%	9.3%	0.5%	0.1%	68.8%

**WITHOUT "DON'T KNOW"****Q6. Satisfaction with Library Programs and Facilities. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with the following services. (without "don't know")**

(N=1398)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q6-1. Quality of physical book collection	46.6%	43.3%	7.3%	2.1%	0.7%
Q6-2. Quality of the audiobook collection in the library & on the bookmobile	36.2%	41.6%	18.5%	3.1%	0.6%
Q6-3. Quality of the downloadable & streaming audiobook collection (Overdrive/Libby/hoopla)	40.9%	39.0%	15.8%	3.9%	0.4%
Q6-4. Quality of the eBook collection (Overdrive/Libby/hoopla)	38.7%	40.9%	15.4%	4.7%	0.3%
Q6-5. Quality of online magazine selection (OverDrive/Libby/Flipster)	34.8%	31.8%	29.8%	3.4%	0.2%
Q6-6. Quality of magazines & newspapers available in the library & on the bookmobile	35.2%	36.4%	27.1%	1.2%	0.0%
Q6-7. Quality of streaming music collection through the website (Freegal & hoopla)	28.5%	32.4%	35.4%	3.8%	0.0%
Q6-8. Quality of the music CD collection in the library & on the bookmobile	30.0%	36.4%	30.2%	2.9%	0.4%
Q6-9. Quality of the DVD collection in the library & on the bookmobile	33.7%	37.7%	25.1%	3.5%	0.0%
Q6-10. Quality of streaming movies & TV shows through the website (hoopla & Kanopy)	28.3%	35.6%	30.9%	5.1%	0.2%
Q6-11. Convenience & ease of use of online catalog & mobile app	47.1%	37.8%	12.0%	2.8%	0.3%
Q6-12. The service provided by staff	67.9%	25.6%	5.4%	0.9%	0.2%

**WITHOUT "DON'T KNOW"**

**Q6. Satisfaction with Library Programs and Facilities. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with the following services. (without "don't know")**

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q6-13. Quality of programs	46.2%	38.6%	12.9%	2.1%	0.2%
Q6-14. Overall quality of bookmobile services	40.8%	27.3%	29.8%	1.6%	0.5%

**Q7. Have you used any library services during the past year?**

<u>Q7. Have you used any library services during past year</u>	<u>Number</u>	<u>Percent</u>
Yes	1289	92.2 %
No	109	7.8 %
Total	1398	100.0 %

**Q7a. If "YES" to Question 7, which of the following have you done at the library during the past year?**

<u>Q7a. What have you done at the library during past year</u>	<u>Number</u>	<u>Percent</u>
Check out book or audiobook	1151	89.3 %
Check out music CDs	130	10.1 %
Check out DVDs	289	22.4 %
Check out Wi-Fi hotspot	50	3.9 %
Use the computers	317	24.6 %
Use the free Wi-Fi internet connection	349	27.1 %
Attend a program or meeting	458	35.5 %
Read newspaper/magazines	202	15.7 %
Study (or take my children there to study)	211	16.4 %
Bring my children to the children's area	305	23.7 %
Borrow an adult or children's learning kit	132	10.2 %
Meet friends and/or colleagues	267	20.7 %
Shop Friends of the Library book sales	400	31.0 %
Apply for a passport	77	6.0 %
Use curbside pickup	201	15.6 %
Other	95	7.4 %
Total	4634	

**Q7b. If you haven't used the library in the last year, please indicate why.**

<u>Q7b. Why haven't you used the library in last year</u>	<u>Number</u>	<u>Percent</u>
Inconvenient hours	2	1.8 %
Inconvenient location	7	6.4 %
Library does not have the items I need/want	1	0.9 %
I don't have time/too busy	40	36.7 %
I buy my own books	18	16.5 %
I get the information I need from the internet	32	29.4 %
I don't feel safe	1	0.9 %
I don't like the atmosphere	1	0.9 %
Other users make me uncomfortable	1	0.9 %
It's physically difficult for me to get into the building	3	2.8 %
Other	27	24.8 %
Total	133	

**Q8. Are you familiar with the following programs and services at the library?**

Q8. What programs & services at the library are you familiar with	Number	Percent
One Read	842	60.2 %
Summer Reading	895	64.0 %
Story Times	664	47.5 %
1000 Books Before Kindergarten	478	34.2 %
Technology Classes	423	30.3 %
Free Wi-Fi Access	902	64.5 %
Bookmobile	771	55.2 %
Library-To-Go Lockers	202	14.4 %
Digital Branch (website & mobile apps)	766	54.8 %
Homebound Delivery	173	12.4 %
Online Genealogy Resources (Heritage Quest/Ancestry.com)	257	18.4 %
Excel Adult High School	101	7.2 %
Total	6474	

**Q9. Are you aware of the following services/resources through the library's website?**

Q9. What services/resources through the library's website are you aware of	Number	Percent
Valueline	38	2.7 %
Consumer Reports	235	16.8 %
Brainfuse	74	5.3 %
Learning Express Library	81	5.8 %
Mango Languages & Bluebird Languages	153	10.9 %
Magazines through OverDrive/Libby & Flipster	406	29.0 %
Streaming Music (hoopla/Freegal)	437	31.3 %
Streaming Video (hoopla/Kanopy)	526	37.6 %
eBooks (OverDrive/hoopla)	888	63.5 %
Downloadable/Streaming Audiobooks (hoopla/OverDrive)	766	54.8 %
LinkedIn Learning/Universal Class	122	8.7 %
Total	3726	

**Q10. From which ONE of the following sources do you get most of your information about local EVENTS?**

Q10. From what source do you get most of your information about local events	Number	Percent
Email	266	19.0 %
Online search	156	11.2 %
Social media	495	35.4 %
Friends, family, coworkers	113	8.1 %
Posters & flyers	83	5.9 %
Online calendars	32	2.3 %
TV	58	4.1 %
Newspaper	71	5.1 %
Radio	40	2.9 %
Other	32	2.3 %
Not provided	52	3.7 %
Total	1398	100.0 %

**WITHOUT "NOT PROVIDED"****Q10. From which ONE of the following sources do you get most of your information about local EVENTS? (without "not provided")**

Q10. From what source do you get most of your information about local events	Number	Percent
Email	266	19.8 %
Online search	156	11.6 %
Social media	495	36.8 %
Friends, family, coworkers	113	8.4 %
Posters & flyers	83	6.2 %
Online calendars	32	2.4 %
TV	58	4.3 %
Newspaper	71	5.3 %
Radio	40	3.0 %
Other	32	2.4 %
Total	1346	100.0 %

**Q11. Which of the following social networks do you use?**

<u>Q11. What social networks do you use</u>	<u>Number</u>	<u>Percent</u>
Facebook	1100	78.7 %
SnapChat	188	13.4 %
LinkedIn	251	18.0 %
YouTube	577	41.3 %
X/Twitter	143	10.2 %
Instagram	576	41.2 %
TikTok	230	16.5 %
Other	36	2.6 %
<u>None. I do not use social networks</u>	<u>154</u>	<u>11.0 %</u>
Total	3255	

**WITHOUT "NONE"****Q11. Which of the following social networks do you use? (without "none")**

<u>Q11. What social networks do you use</u>	<u>Number</u>	<u>Percent</u>
Facebook	1100	88.4 %
YouTube	577	46.4 %
Instagram	576	46.3 %
LinkedIn	251	20.2 %
TikTok	230	18.5 %
SnapChat	188	15.1 %
X/Twitter	143	11.5 %
Other	36	2.9 %
Total	3101	

**Q12. How often do you read the library's newsletter "About Your Library" that is mailed to you?**

Q12. How often do you read the library's newsletter "About Your Library" that is mailed to you	Number	Percent
Always	595	42.6 %
Frequently	438	31.3 %
Seldom	230	16.5 %
Never	100	7.2 %
Not provided	35	2.5 %
Total	1398	100.0 %

**WITHOUT "NOT PROVIDED"****Q12. How often do you read the library's newsletter "About Your Library" that is mailed to you? (without "not provided")**

Q12. How often do you read the library's newsletter "About Your Library" that is mailed to you	Number	Percent
Always	595	43.7 %
Frequently	438	32.1 %
Seldom	230	16.9 %
Never	100	7.3 %
Total	1363	100.0 %

**Q13. Do you have a library card?**

Q13. Do you have a library card	Number	Percent
Yes	1334	95.4 %
No	34	2.4 %
Don't know	30	2.1 %
Total	1398	100.0 %

**WITHOUT "DON'T KNOW"****Q13. Do you have a library card? (without "don't know")**

Q13. Do you have a library card	Number	Percent
Yes	1334	97.5 %
No	34	2.5 %
Total	1368	100.0 %



**Q16. What is your age?**

Q16. Your age	Number	Percent
18-34	269	19.2 %
35-44	265	19.0 %
45-54	278	19.9 %
55-64	296	21.2 %
65+	269	19.2 %
Not provided	21	1.5 %
Total	1398	100.0 %

**WITHOUT "NOT PROVIDED"**

**Q16. What is your age? (without "not provided")**

Q16. Your age	Number	Percent
18-34	269	19.5 %
35-44	265	19.2 %
45-54	278	20.2 %
55-64	296	21.5 %
65+	269	19.5 %
Total	1377	100.0 %

**Q17. Do you have children under age 12 living in your home?**

Q17. Do you have children under age 12 living in your home	Number	Percent
Yes	293	21.0 %
No	1091	78.0 %
Not provided	14	1.0 %
Total	1398	100.0 %

**WITHOUT "NOT PROVIDED"**

**Q17. Do you have children under age 12 living in your home? (without "not provided")**

Q17. Do you have children under age 12 living in your home	Number	Percent
Yes	293	21.2 %
No	1091	78.8 %
Total	1384	100.0 %

**Q18. Do you have children ages 12-18 living in your home?**

Q18. Do you have children ages 12-18 living in your home	Number	Percent
Yes	204	14.6 %
No	1174	84.0 %
Not provided	20	1.4 %
Total	1398	100.0 %

**WITHOUT "NOT PROVIDED"****Q18. Do you have children ages 12-18 living in your home? (without "not provided")**

Q18. Do you have children ages 12-18 living in your home	Number	Percent
Yes	204	14.8 %
No	1174	85.2 %
Total	1378	100.0 %

**Q19. Are you enrolled in a college or university?**

Q19. Are you enrolled in a college or university	Number	Percent
Yes	79	5.7 %
No	1298	92.8 %
Not provided	21	1.5 %
Total	1398	100.0 %

**WITHOUT "NOT PROVIDED"****Q19. Are you enrolled in a college or university? (without "not provided")**

Q19. Are you enrolled in a college or university	Number	Percent
Yes	79	5.7 %
No	1298	94.3 %
Total	1377	100.0 %

**Q20. Are you registered to vote in the community where you live?**

Q20. Are you registered to vote in the community where you live	Number	Percent
Yes	1300	93.0 %
No	96	6.9 %
Not provided	2	0.1 %
Total	1398	100.0 %

**WITHOUT "NOT PROVIDED"****Q20. Are you registered to vote in the community where you live? (without "not provided")**

Q20. Are you registered to vote in the community where you live	Number	Percent
Yes	1300	93.1 %
No	96	6.9 %
Total	1396	100.0 %

**Q21. Which of the following best describes the highest level of education that you have completed?**

Q21. Highest level of education you have completed	Number	Percent
Less than high school	29	2.1 %
High school	316	22.6 %
Some college or technical school	251	18.0 %
Four-year college or professional degree	421	30.1 %
More than 4 years of college	362	25.9 %
Not provided	19	1.4 %
Total	1398	100.0 %

**WITHOUT "NOT PROVIDED"****Q21. Which of the following best describes the highest level of education that you have completed? (without "not provided")**

Q21. Highest level of education you have completed	Number	Percent
Less than high school	29	2.1 %
High school	316	22.9 %
Some college or technical school	251	18.2 %
Four-year college or professional degree	421	30.5 %
More than 4 years of college	362	26.3 %
Total	1379	100.0 %

**Q22. How many years have you lived in Boone or Callaway County?**

Q22. How many years have you lived in Boone or Callaway County	Number	Percent
Less than 5 years	179	12.8 %
5-10 years	187	13.4 %
11-20 years	251	18.0 %
20+ years	772	55.2 %
Not provided	9	0.6 %
Total	1398	100.0 %

**WITHOUT "NOT PROVIDED"****Q22. How many years have you lived in Boone or Callaway County? (without "not provided")**

Q22. How many years have you lived in Boone or Callaway County	Number	Percent
Less than 5 years	179	12.9 %
5-10 years	187	13.5 %
11-20 years	251	18.1 %
20+ years	772	55.6 %
Total	1389	100.0 %

**Q23. What is your gender?**

Q23. Your gender	Number	Percent
Male	673	48.1 %
Female	695	49.7 %
Other	13	0.9 %
Not provided	17	1.2 %
Total	1398	100.0 %

**WITHOUT "NOT PROVIDED"****Q23. What is your gender? (without "not provided")**

Q23. Your gender	Number	Percent
Male	673	48.7 %
Female	695	50.3 %
Other	13	0.9 %
Total	1381	100.0 %

**Q23-3. Self-describe your gender:**

Q23-3. Self-describe your gender	Number	Percent
Non-binary	6	46.2 %
Gender fluid	2	15.4 %
Agender	1	7.7 %
Non-binary/queer/trans	1	7.7 %
Queer	1	7.7 %
Genderqueer	1	7.7 %
Genderqueer/nonbinary	1	7.7 %
Total	13	100.0 %

**Q24. Would you say your total annual household income is...**

Q24. Your total annual household income	Number	Percent
Under \$30K	177	12.7 %
\$30K to \$59,999	346	24.7 %
\$60K to \$99,999	351	25.1 %
\$100K+	368	26.3 %
Not provided	156	11.2 %
Total	1398	100.0 %

**WITHOUT "NOT PROVIDED"****Q24. Would you say your total annual household income is... (without "not provided")**

Q24. Your total annual household income	Number	Percent
Under \$30K	177	14.3 %
\$30K to \$59,999	346	27.9 %
\$60K to \$99,999	351	28.3 %
\$100K+	368	29.6 %
Total	1242	100.0 %

**County:**

County	Number	Percent
Boone	994	71.1 %
Callaway	404	28.9 %
Total	1398	100.0 %



# 3

# Survey Instrument



# Daniel Boone Regional Library

www.dbrl.org • (573) 443-3161 • 1-800-324-4806 • P.O. Box 1267, Columbia, MO 65205

September 2024

Dear Daniel Boone Regional Library District Resident:

Your input on the enclosed survey is extremely important. The information you provide will help us make decisions that affect a wide range of library services, including what types of materials and programs we provide, our bookmobile services and our electronic services. To ensure that the library's priorities are aligned with the needs of our residents, we need to know what YOU think.

We appreciate your time. We realize this survey will take about ten minutes to complete, but every question is important. The time you invest in this survey will influence dozens of decisions that will be made about library services. Your responses will also allow library leaders to identify and address the many opportunities and challenges facing the regional library system.

Please return your survey sometime during the next week. Your responses will remain confidential. You may return your survey in the enclosed postage-paid envelope addressed to ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061. You also have the option of completing the survey online at [dbrlsurvey.org](http://dbrlsurvey.org) or over the phone; you will find the phone number and website printed on the survey.

If you have any questions, please call Mitzi St. John in Public Relations at the library at 573-443-3161. Thanks again for taking time to better our community.

Sincerely,

Margrace Buckler, President  
DBRL Board of Trustees

• • •

Callaway County Public Library, 710 Court St., Fulton, MO 65251, (573) 642-7261

Columbia Public Library, 100 W. Broadway, Columbia, MO 65203, (573) 443-3161

Holts Summit Public Library, 188 W. Simon Blvd., Holts Summit, MO 65043, (573) 606-8770

Southern Boone County Public Library, 109 North Main St., Ashland, MO 65010, (573) 657-7378

# 2024 Daniel Boone Regional Library Community Survey

Please take a few minutes to complete this important survey. The Daniel Boone Regional Library (DBRL) will use your input to plan improvements to library services and facilities. If you would prefer to take this survey over the phone, please call (888) 801-5368. Or, to complete this survey online, visit [dbrlsurvey.org](http://dbrlsurvey.org). If you have questions, please call Mitzi St. John (573) 817-7017.

**1. Prior to receiving this survey, had you heard of the Daniel Boone Regional Library System?**

\_\_\_(1) Yes    \_\_\_(2) No    \_\_\_(9) Don't know

**2. Which ONE of the following Daniel Boone Regional Library facilities or services do you visit or use most? [Check only one.]**

- |                                       |  |
|---------------------------------------|--|
| ___(1) Columbia Public Library        | ___(6) Website ( <i>dbrl.org</i> or mobile apps) |
| ___(2) Callaway County Public Library | ___(7) Library-To-Go in Hallsville               |
| ___(3) Holts Summit Public Library    | ___(8) Other: _____                              |
| ___(4) Southern Boone County Library  | ___(9) None                                      |
| ___(5) Bookmobile                     |  |

**3. Compared to a year ago, how has your use of library facilities and services changed?**

\_\_\_(4) More    \_\_\_(3) About the same    \_\_\_(2) Less    \_\_\_(1) I don't use the library

**4. Several statements about the library are listed below. Using a scale of 1 to 5, where 5 means "Strongly Agree" and 1 means "Strongly Disagree," please rate your level of agreement with each of the following.**

Statement	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
1. The library is a place of lifelong learning	5	4	3	2	1	9
2. The library serves as a community hub	5	4	3	2	1	9
3. I think libraries are important to our community	5	4	3	2	1	9
4. Libraries are important to me personally	5	4	3	2	1	9
5. I feel welcome at the library	5	4	3	2	1	9
6. I think the internet is making libraries obsolete	5	4	3	2	1	9
7. I feel safe at the library	5	4	3	2	1	9
8. The library facility I use is meeting the needs of the community	5	4	3	2	1	9
9. My library is clean and well maintained	5	4	3	2	1	9

**5. Satisfaction with the Library System. Items that may influence your overall satisfaction with the Daniel Boone Regional Library system are listed below. Please rate each item on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. How close library services are to your home	5	4	3	2	1	9
2. Overall quality of public library services in the community where you live	5	4	3	2	1	9
3. How well you are informed about library services and programs	5	4	3	2	1	9
4. The value of library services you receive for your tax dollars	5	4	3	2	1	9
5. The library website and digital services	5	4	3	2	1	9
6. Library services to assist those with mobility, vision and hearing impairment	5	4	3	2	1	9
7. Quality of information shared on the library's social media (Facebook, X/Twitter, Instagram, LinkedIn, TikTok)	5	4	3	2	1	9



**6. Satisfaction with Library Programs and Facilities.** Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with the following services.

How satisfied are you with...		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01.	Quality of physical book collection	5	4	3	2	1	9
02.	Quality of the audiobook collection in the library and on the bookmobile	5	4	3	2	1	9
03.	Quality of the downloadable and streaming audiobook collection (Overdrive/Libby/hoopla)	5	4	3	2	1	9
04.	Quality of the eBook collection (Overdrive/Libby/hoopla)	5	4	3	2	1	9
05.	Quality of online magazine selection (OverDrive/Libby/Flipster)	5	4	3	2	1	9
06.	Quality of magazines and newspapers available in the library and on the bookmobile	5	4	3	2	1	9
07.	Quality of streaming music collection through the website (Freegal and hoopla)	5	4	3	2	1	9
08.	Quality of the music CD collection in the library and on the bookmobile	5	4	3	2	1	9
09.	Quality of the DVD collection in the library and on the bookmobile	5	4	3	2	1	9
10.	Quality of streaming movies and TV shows through the website (hoopla and Kanopy)	5	4	3	2	1	9
11.	Convenience and ease of use of online catalog and mobile app	5	4	3	2	1	9
12.	The service provided by staff	5	4	3	2	1	9
13.	Quality of programs	5	4	3	2	1	9
14.	Overall quality of bookmobile services	5	4	3	2	1	9

**Usage of Library Services**

**7. Have you used any library services during the past year?**

\_\_\_(1) Yes [Answer Q7a.]      \_\_\_(2) No [Answer Q7b.]

**7a. If "Yes," which of the following have you done at the library during the past year? [Check all that apply.]**

- |  |  |
|--|--|
| ___(01) Check out book or audiobook            | ___(09) Study (or take my children there to study) |
| ___(02) Check out music CDs                    | ___(10) Bring my children to the children's area   |
| ___(03) Check out DVDs                         | ___(11) Borrow an adult or children's learning kit |
| ___(04) Check out Wi-Fi hotspot                | ___(12) Meet friends and/or colleagues             |
| ___(05) Use the computers                      | ___(13) Shop Friends of the Library book sales     |
| ___(06) Use the free Wi-Fi internet connection | ___(14) Apply for a passport                       |
| ___(07) Attend a program or meeting            | ___(15) Use curbside pickup                        |
| ___(08) Read newspaper/magazines               | ___(16) Other: _____                               |

**7b. If you haven't used the library in the last year, indicate why. [Check all that apply.]**

- |   |   |
|---|---|
| ___(01) Inconvenient hours                          | ___(07) I get the information I need from the internet            |
| ___(02) Inconvenient location                       | ___(08) I don't feel safe   |
| ___(03) Library does not have the items I need/want | ___(09) I don't like the atmosphere                               |
| ___(04) I don't like to read                        | ___(10) Other users make me uncomfortable                         |
| ___(05) I don't have time/too busy                  | ___(11) It's physically difficult for me to get into the building |
| ___(06) I buy my own books                          | ___(12) Other: _____  |

**Awareness**

**8. Are you familiar with the following programs and services at the library? [Check all that apply.]**

- |  |  |
|--|--|
| ___(01) One Read                       | ___(07) Bookmobile   |
| ___(02) Summer Reading                 | ___(08) Library-To-Go lockers                                    |
| ___(03) Story times                    | ___(09) Digital branch (website and mobile apps)                 |
| ___(04) 1000 Books Before Kindergarten | ___(10) Homebound delivery                                       |
| ___(05) Technology classes             | ___(11) Online genealogy resources (Heritage Quest/Ancestry.com) |
| ___(06) Free Wi-Fi access              | ___(12) Excel Adult High School                                  |

9. **Are you aware of the following services/resources through the library's website?** [Check all that apply.]

- |  |  |
|--|--|
| <input type="checkbox"/> (01) Valueline                                      | <input type="checkbox"/> (07) Streaming music (hoopla/Freegal)                     |
| <input type="checkbox"/> (02) Consumer Reports                               | <input type="checkbox"/> (08) Streaming video (hoopla/Kanopy)                      |
| <input type="checkbox"/> (03) Brainfuse                                      | <input type="checkbox"/> (09) eBooks (OverDrive/hoopla)                            |
| <input type="checkbox"/> (04) Learning Express Library                       | <input type="checkbox"/> (10) Downloadable/streaming audiobooks (hoopla/OverDrive) |
| <input type="checkbox"/> (05) Mango Languages & Bluebird Languages           | <input type="checkbox"/> (11) LinkedIn Learning/Universal Class                    |
| <input type="checkbox"/> (06) Magazines through OverDrive/Libby and Flipster |  |

**Communication**

10. **From which ONE of the following sources do you get most of your information about local EVENTS?** [Check only one.]

- |  |  |  |
|--|--|--|
| <input type="checkbox"/> (01) Email                      | <input type="checkbox"/> (05) Posters and flyers | <input type="checkbox"/> (09) Radio        |
| <input type="checkbox"/> (02) Online search              | <input type="checkbox"/> (06) Online calendars   | <input type="checkbox"/> (10) Other: _____ |
| <input type="checkbox"/> (03) Social media               | <input type="checkbox"/> (07) TV                 |  |
| <input type="checkbox"/> (04) Friends, family, coworkers | <input type="checkbox"/> (08) Newspaper          |  |

11. **Which of the following social networks do you use?** [Check all that apply.]

- |                                       |  |   |
|---------------------------------------|--|---|
| <input type="checkbox"/> (1) Facebook | <input type="checkbox"/> (4) YouTube   | <input type="checkbox"/> (7) TikTok                             |
| <input type="checkbox"/> (2) SnapChat | <input type="checkbox"/> (5) X/Twitter | <input type="checkbox"/> (8) Other: _____                       |
| <input type="checkbox"/> (3) LinkedIn | <input type="checkbox"/> (6) Instagram | <input type="checkbox"/> (9) None, I do not use social networks |

12. **How often do you read the library's newsletter "About Your Library" that is mailed to you?**

- (4) Always     (3) Frequently     (2) Seldom     (1) Never

13. **Do you have a library card?**  (1) Yes     (2) No     (9) Don't know

*(You can sign up for a free library card online, [dbri.org/library-card](http://dbri.org/library-card) or at any of our locations.)*

**Open-Ended Comments**

14. **What can the library do to better serve you and the community?**

\_\_\_\_\_

15. **If you have other comments, please provide them in the space below.**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**To ensure our survey is representative of the community, please provide the following:**

16. **What is your age?** \_\_\_\_\_ years

17. **Do you have children under age 12 living in your home?**  (1) Yes     (2) No

18. **Do you have children ages 12-18 living in your home?**  (1) Yes     (2) No

19. **Are you enrolled in a college or university?**  (1) Yes     (2) No

20. **Are you registered to vote in the community where you live?**  (1) Yes     (2) No

**21. Which of the following best describes the highest level of education that you have completed?**

- (1) Less than high school                       (4) Four-year college or professional degree  
 (2) High school                                       (5) More than 4 years of college  
 (3) Some college or technical school

**22. How many years have you lived in Boone or Callaway County?**

- (1) Less than 5 years       (2) 5-10 years       (3) 11-20 years       (4) More than 20 years

**23. What is your gender?**     (1) Male       (2) Female       (3) Other: \_\_\_\_\_

**24. Would you say your total annual household income is...**

- (1) Under \$30,000       (2) \$30,000 to \$59,999       (3) \$60,000 to \$99,999       (4) \$100,000 or more

**25. Would you be willing to participate in future surveys sponsored by the Daniel Boone Regional Library?**

- (1) Yes [Answer Q25a.]       (2) No

**25a. Please provide your contact information.**

Mobile Phone Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

**This concludes the survey. Thank you for your time!**  
Please Return Your Completed Survey in the Enclosed Postage Paid Envelope Addressed to:  
ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

Your responses will remain completely confidential. The information printed to the right will ONLY be used to help identify which areas of the library are having problems. If your address is not correct, please provide the correct information. Thank you.