

Date: March 23, 2012

To: Steve Albers and members of the Board of Trustees

From: Mary Getchell, Marketing & Community Relations Director

Subject: Public Opinion Polling 2012 Results

Pierce County Library System's Administrative Team is coordinating with GMA Research Corporation to conduct public opinion research, including public opinion polling and focus groups. The research is gathering the public's ideas and opinions about services individuals need and value, to help define the Library's product and inform the Library's service and operational decisions regarding services to continue, add, reduce, or discontinue. In January-February 2012 approximately 950 adults completed online or telephone surveys.

The primary findings in the public opinion survey included the following.

In response to the top statements of importance respondents selected the following (asked of importance to self/household and then community; scale of 1-5 with 5 being high):

- Reading—Pierce County Library provides me with vibrant and rich literature and resources. (Self/Household: 4.44; Community: 4.63)
- Customer Service—Pierce County Library provides skilled, knowledgeable, and friendly staff to interact with me and assist in meeting my needs. (Self/Household: 4.38; Community: 4.52)
- Online Library—Pierce County Library provides online services that mirror offerings in library buildings, while being available 24/7 for my convenience. (Self/Household: 4.09; Community: 4.37)
- Early Learning—Pierce County provides resources and services to ensure children enter school ready to read, write, listen, and succeed. (Self/Household: 3.76; Community: 4.36)
- Students—Pierce County Library provides resources and services to help me succeed at school. (Self/Household: 3.68; 4.51)
- Learning—Pierce County Library provides opportunities for me to learn and enrich my life. (Self/Household: 3.66; Community: 4.43)