



The Seattle Public Library COMMUNITY SURVEY SUMMARY

July 28, 2010

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INTRODUCTION

Background

The recent completion of the voter-approved *Libraries for All* capital building program resulted in 26 new or remodeled branch libraries throughout the city, as well as the world-renowned Central Library downtown. With buildings equipped for the modern library user, the Library board of trustees launched a strategic planning process in early 2010 to ensure existing and future Library services meet the evolving needs and expectations of the Seattle community.

As part of the strategic planning process, the Library has hosted:

- Five **community open houses** to gather input on priorities and new directions the Library should consider;
- Two **public forums** – “Technology and Its Impact on the Future of Libraries” and “The User Experience in the 21st Century Library” – that were used to explore topical issues;
- **Discussion groups** with teens and service providers who work with youth, teens, older adults, immigrants and refugees, and the homeless;
- A **Library staff survey** designed to solicit ideas about how best to shape future services.

This **Community Survey** is an important part of the effort to inform the strategic planning process with an up-to-date understanding of Seattle residents’ needs and preferences for their Library system.

Comments are being carefully considered by the Library Board, a Strategic Planning Advisory Committee and a Library staff Project Management Team. A preliminary draft plan will be brought forward to the Seattle community for review and refinement before a recommended draft is presented to the Library board of trustees for consideration in late 2010. Additional information about the strategic planning process is available on the Library’s Web site, www.spl.org.

Methodology

In collaboration with consultants Berk & Associates, the Library conducted the Community Survey May 3 through May 16, 2010. The survey was available online and in print, and in English, Spanish, Vietnamese, Chinese and Russian. Library users also were randomly intercepted at the Central Library and nine branches and asked to fill out the survey, with volunteers serving two-hour shifts on four to six days at each location. The survey was heavily promoted as shown to the right.

Survey Promotion

- Survey links on the Library and city’s website
- Press release, media outreach, and advertising in 9 newspapers (The Seattle Times and 8 ethnic papers)
- Facebook, blogs, and Library E-news
- Email to Library cardholders (approximately 200,000 people)
- Messages in holds notices, print receipts, overdue notices, and telephone recordings
- Fliers and posters in multiple languages at all Library locations and in the community
- Staff outreach to Library community partners
- Printed surveys distributed via Mobile Services

INTRODUCTION

Summary Overview of Survey Respondents

32,893 people participated in the survey. Representation of Seattle residents totaled approximately 5% of the total population over the age of 5.

The vast majority of respondents learned of the survey through electronic communication. 75% of respondents learned of the survey through an email the Library sent to cardholders with email accounts. 16% saw the link to the survey on the Library's Web site. 5% were asked to participate while visiting a Library, and 6% discovered the survey through other means.

98% of respondents completed the survey online.

Survey respondents included both active Library users and non-users. Users were defined as anyone who used the Library in the past six months. Overall, 91% of respondents noted that they had used the Library within the past six months; these "users" were given a longer survey designed to learn about their use, satisfaction, and preferences regarding Library services. The remaining 9% of survey respondents had not used the Library in 6 months; these "non-users" were given a shorter survey that elicited their preference regarding Library services and asked why they were not visiting the Library.

In using the survey responses to plan for the future of the system, the Library and its planning partners appreciate that the results must be interpreted carefully. Because the survey sample was not random, results tell us about the habits and preferences of *survey respondents*, not necessarily of all Library users or all Seattle residents. Crosstab analysis has been conducted to identify differences in responses by particular user groups, including age, ethnicity, language spoken at home, income, and other attributes. Additional outreach is being done to better understand the needs of particular groups, including teens, students, seniors, immigrants and refugees, and homeless individuals.

Key characteristics of survey respondents can be summarized as follows, with additional detail presented in the section beginning on page 31:

- The demographics of survey respondents were compared with data from the American Community Survey (ACS) 2006-2008 for Seattle.
- The survey sample had a similar age distribution as both the city of Seattle and Library cardholders, but with some over-representation of people 35 years of age and above.
- 80% of survey respondents identified themselves as white, followed by 8% Asian-Pacific Islander, 7% Other or Mixed Race, and about 2% Black/African American and 2% Hispanic; in comparison, approximately 73% of Seattle residents identify themselves as white.
- 96% of respondents indicated that they speak English at home, compared with approximately 81% of Seattle residents overall who speak only English at home.
- A greater proportion of survey respondents held a bachelor's degree or graduate/post-graduate degree than Seattle's resident population.
- The income of survey respondents approximately corresponded to the income distribution of Seattle residents, with under-representation at the low and high ends of the spectrum.

INTRODUCTION

About this Report

This report is organized by the following major themes, with interpretation of key findings organized under each theme:

- *Seattle Residents Love Their Library*
- *The Library is Most Valued for its Collections and Community Resources*
- *The Library's Web site is a Popular Online Destination*
- *Respondents are Interested in Actively Engaging with Information and Interacting with Others*
- *Awareness of Library Resources can be Strengthened*

In addition to Community Survey data, this report presents usage data and additional background material to create a current snapshot of library usage, satisfaction, and service preferences. This supplementary information is placed in blue text boxes throughout the report.

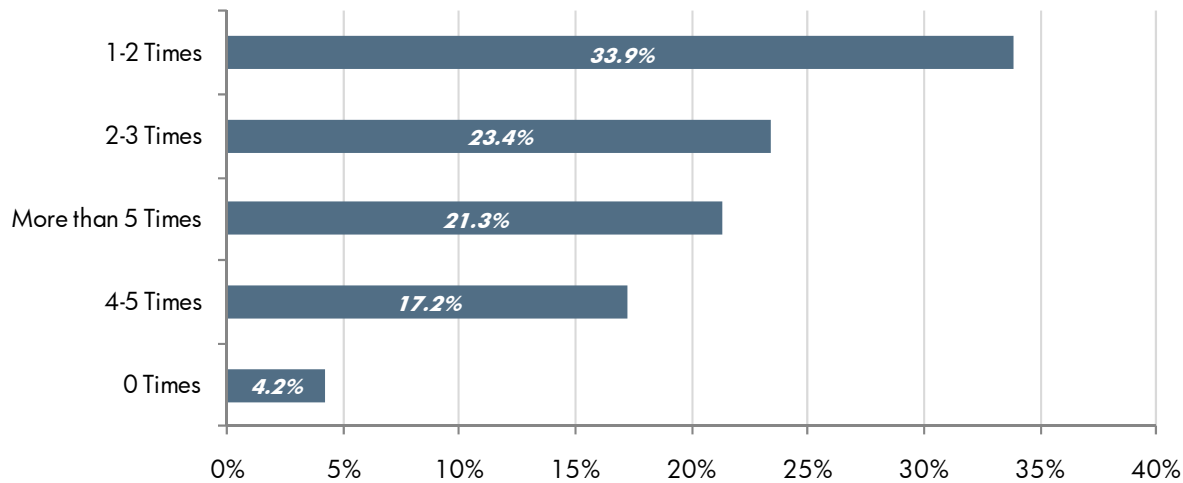
Data that show usage rates over time should be interpreted with appropriate consideration of the impact of *Libraries for All* (LFA), the capital investment campaign that led to a new Central Library downtown, 4 new branches and replaced or remodeled branches throughout the City. Comparisons between the year 2000 and 2009 are essentially pre- and post-LFA. During the interim years, some library facilities were closed for construction on a rolling basis.

Libraries for All Timeline: Building Reopenings

1999	NewHolly
2000	Wallingford
2002	Delridge
2003	Capitol Hill
2004	Central Library , Beacon Hill, Columbia City, Green Lake, High Point, Northeast, Rainier Beach, West Seattle
2005	Ballard, Fremont, Greenwood, International District/Chinatown, Lake City
2006	Douglass-Truth, Montlake, Northgate, South Park
2007	Broadview, Queen Anne, Southwest, University
2008	Madrona-Sally Goldmark, Magnolia



**Visits to a Library Building in a Typical Month
(Respondents = 29,292)**



Source: The Seattle Public Library Community Survey, 2010; BERK, 2010

The Library is used broadly and frequently by Seattle residents and plays an important role in many survey respondents' lives

62% of respondents reported that they visit a library two or more times in a typical month; about 39% reported that they visit a library four or more times a month – or on average, once a week.

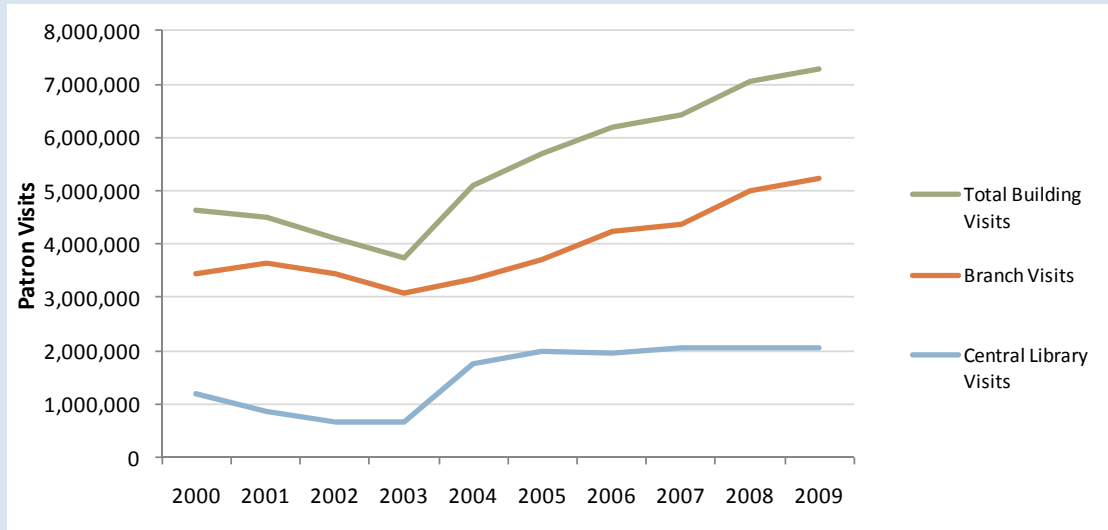
Looking more closely at categories of survey respondents, some respondent groups are more frequent users than others:

- Lower income, non-white, and non-English speakers were more likely than other respondents to use the Library more than five times a month.
- There is considerable variation in frequency of use by branch. As an example, about 43% of patrons using the International District/ Chinatown Branch stated they visit more than five times a month – more than double the 21% of the total survey participants who use a library this frequently.¹

¹ Differences noted throughout this report are based on crosstab analysis.



Branch and Central Library Visits



Visits to Library buildings have increased significantly since the start of Libraries for All

The low point of patron visits in 2002 and 2003 reflect construction closures of eight branches and a temporary relocation of the Central Library. As buildings reopened, Seattle residents came to see the new buildings and kept coming back: visits increased nearly 57% during the decade – from 4,646,404 in 2000 to 7,279,791 in 2009.

Visits	Percent Change 2000-2009	Average Annual Growth Rate
Central Library Visits	69.5%	6.0%
Branch Visits	52.2%	4.8%
Total Building Visits	56.7%	5.1%

Source: The Seattle Public Library and BERK, 2010



Two-thirds of Seattle residents are card holders, and many of them are active Library users

According to Library usage data, nearly 67% of Seattle residents are Library cardholders and nearly 33% of Seattle residents used their Library cards in the past year.

- Approximately 92% of residents age 20-34 are cardholders, with nearly 39% of this age group using the Library in the past year.
- Residents over age 60 are less likely to be card holders and active Library users.

The percentage of Seattle residents who are Library card holders (nearly 67%) exceeds the national average of 56% for libraries of comparable size¹.

¹Source: Public Library Data Service Statistical Report, Public Library Association, 2009

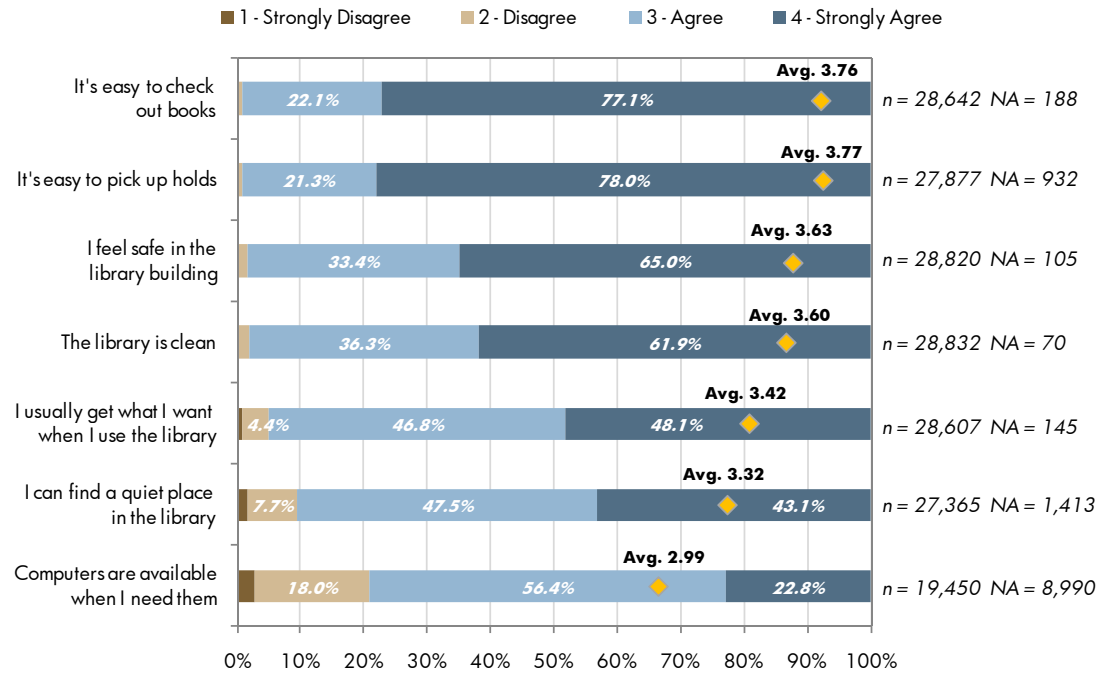
	Age Categories						Total
	0-5	5-19	20-34	35-54	55-64	60+	
Seattle Residents	28,505	75,595	146,734	186,781	69,916	63,762	571,293
% of total Seattle residents	5.0%	13.2%	25.7%	32.7%	12.2%	11.2%	100.0%
Library Cardholders	2,164	57,754	134,924	121,077	36,936	24,615	381,881
% of residents who are cardholders	7.6%	76.4%	92.0%	64.8%	52.8%	38.6%	66.8%
Active Cardholders	1,418	30,074	56,694	63,019	20,481	13,397	187,641
% of cardholders who are active	65.5%	52.1%	42.0%	52.0%	55.4%	54.4%	49.1%
% of residents who are active cardholders	5.0%	39.8%	38.6%	33.7%	29.3%	21.0%	32.8%

Note: Not all cardholders specified age, which is why age categories do not sum to total.

Source: The Seattle Public Library and BERK, 2010



Level of Satisfaction in the Library Building



Source: The Seattle Public Library Community Survey, 2010; BERK, 2010

Respondents are generally very satisfied with the services they get from the Library

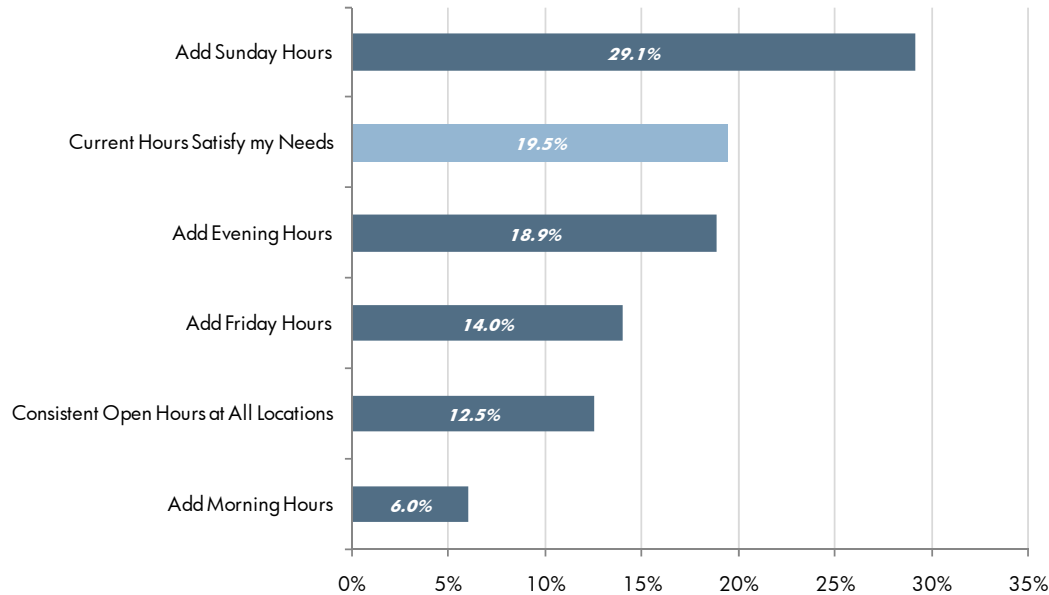
95% of survey respondents either agreed or strongly agreed that they usually get what they want when they use the Library. 99% of respondents said it was easy to check out books and pick up holds and 98% said the Library was safe and clean. This consensus remained consistent across branch locations and user types.

Respondents were slightly less unanimous (91%) about their ability to “find a quiet place.” Significantly fewer (79%) of respondents agreed that “computers are available when I need them.”

Respondents with lower incomes were generally less satisfied with computer availability than respondents with higher incomes. Satisfaction also varied by branch: at one end of the spectrum, only 66% of respondents who frequent the NewHolly Branch expressed satisfaction in this area, compared with 85% of Northeast Branch respondents who indicated they are satisfied with computer access.



**If library service hours could be added, which of these would be your priority?
(Respondents = 28,437)**



Note: Respondents were allowed one choice.

Source: The Seattle Public Library Community Survey, 2010; BERK, 2010

Survey respondents – especially those who frequent five-day branches – would like longer operating hours

City budget cuts resulted in a drastic reduction to Library hours this year. Fifteen branches are only open 35 hours a week and are closed Fridays and Sundays.

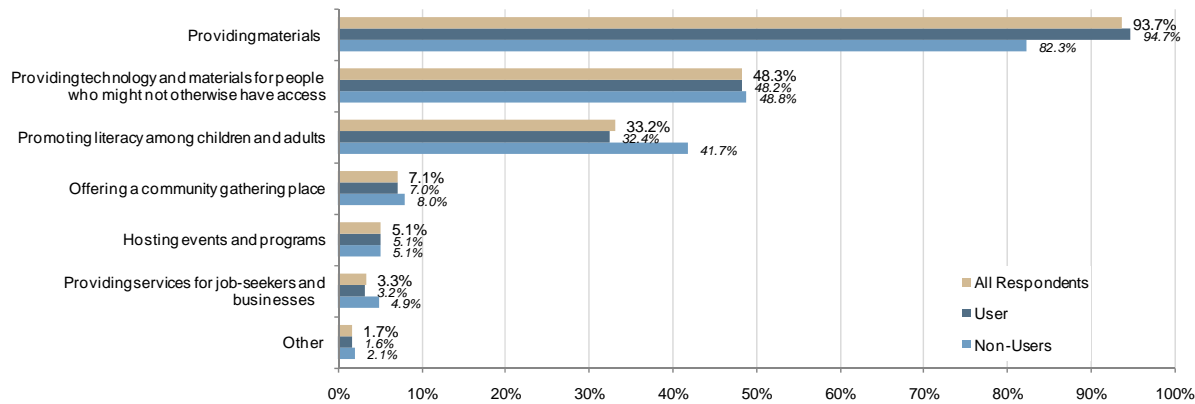
Only 20% of respondents reported that current hours satisfy their needs. Responses varied by whether respondents frequented 5-day branches (14% satisfied), 7-day branches (25% satisfied), or both 5- and 7-day branches (12% satisfied).

Respondents 65 years and older were generally more satisfied with current hours than other age groups.

The most desired extra hours were Sundays (29%). Evening hours were the second most requested option (19%), followed by Friday hours (14%). In some cases, additional hour preferences differed by branch; for example, respondents using the Magnolia Branch first preferred Friday hours (29%), followed by Sunday hours (20%).



**Which two of the following services offered by the Library do you think are most important?
(Respondents = 31,852 | Responses = 61, 285)**



Note: Respondents were allowed two choices.

Source: The Seattle Public Library Community Survey, 2010; BERK, 2010

The Library's most valued service is providing content

Nearly 94% of all respondents (including active users and non-users) chose providing materials as one of the two most important Library offerings. This strong consensus held true across different demographic and socioeconomic characteristics as well.

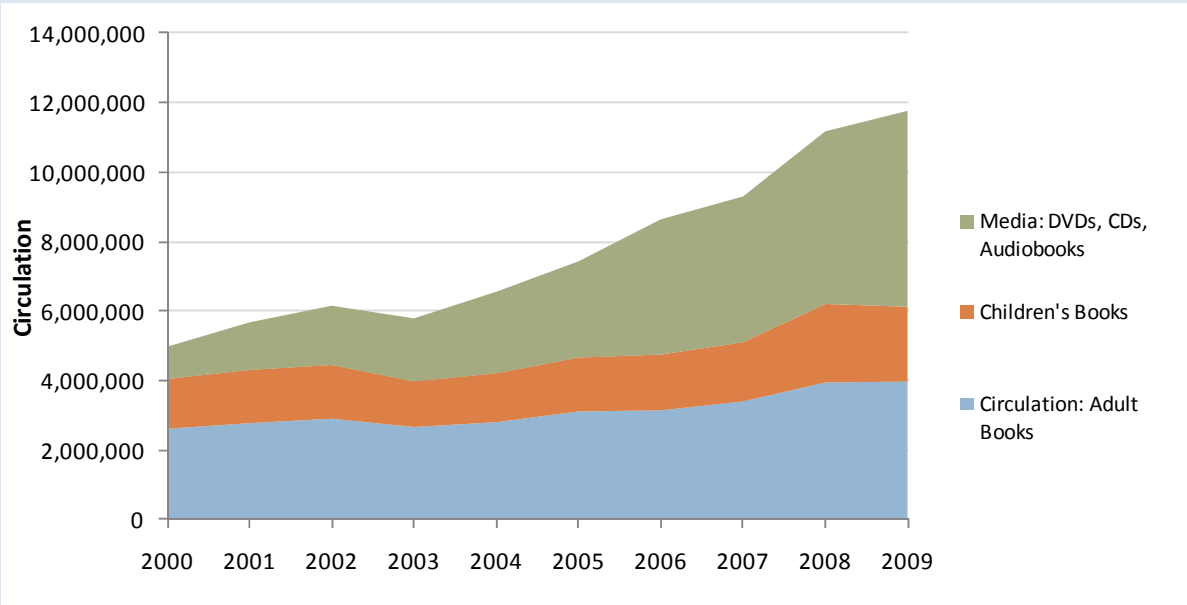
Survey respondents support the Library's mission of serving a broad population by providing technology, materials, and literacy promotion to people who might not otherwise have access

The second Library service most frequently identified as important was "providing technology and materials for people who otherwise might not have access," selected by 48% of all respondents. Approximately 33% of all respondents selected "promoting literacy among children and adults" (with 42% of non-users selecting this service).

Overall, there was a strong consensus on the importance of these top three services, with less than 10% of respondents selecting any of the other choices among the other options.



Branch and Central Library Circulation, 2000-2009



Circulation of books and materials at The Seattle Public Library has grown by 136% from 2000 to 2009

During the decade of *Libraries for All* construction, total circulation increased by 136%, from 4,993,099 items in 2000 to 11,788,247 in 2009.

Audio/Visual materials (DVDs, music CDs and audio-books) grew from 19% of total circulation in 2000 to 49% in 2009.

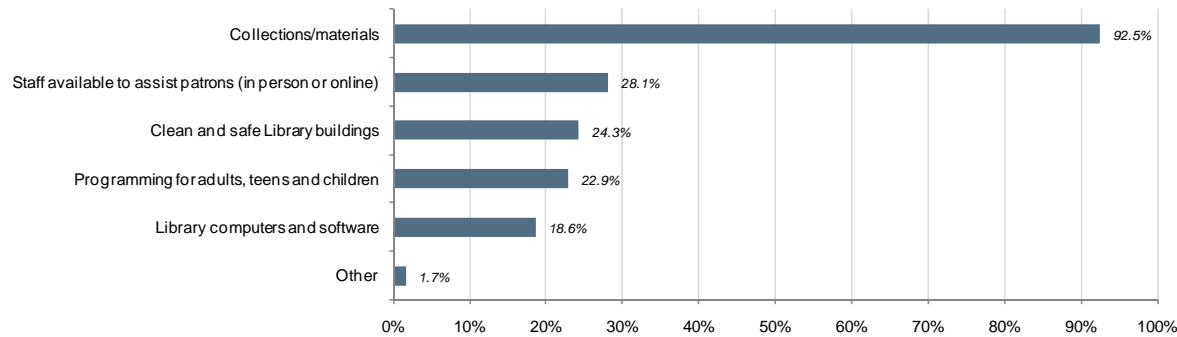
Circulation	Percent Change 2000-2009	Average Annual Growth Rate
Adult Books	52.1%	4.8%
Children's Books	50.0%	4.6%
Media: DVDs, CDs, Audiobooks	503.3%	22.1%
Total Circulation	136.1%	10.0%

Note: These figures do not include the circulation of digital and downloadable media, which are presented separately on page 21.

Source: The Seattle Public Library and BERK, 2010



**Overall, where would you most like the Library to focus its resources?
(Respondents = 28,052 | Responses = 52,768)**



Note: Respondents were allowed two choices.

Source: The Seattle Public Library Community Survey, 2010; BERK, 2010

Respondents want Library resources to be focused on collections

Nearly 93% of all respondents said the Library should focus its resources on the collection of books and materials. This top priority was consistent across demographic and socioeconomic groups.

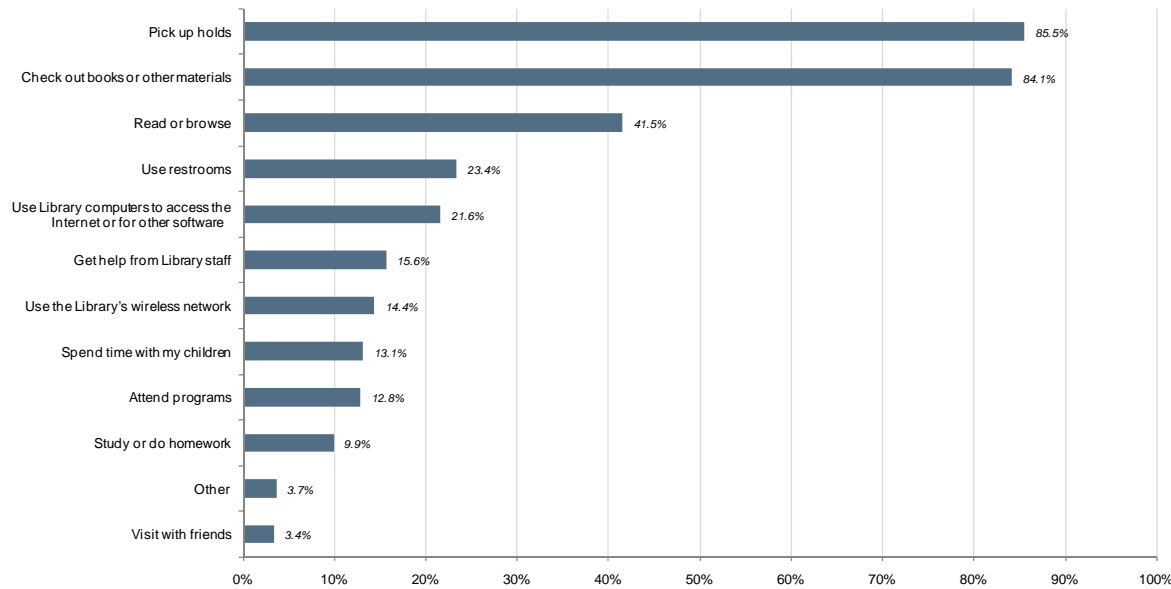
The second priority (selected by 28% of respondents) was staff assistance. Older respondents were generally more interested in staff assistance than younger respondents, with 41% of respondents 65 and older selecting staff compared to 12% of teens (ages 15-19).

Teens were more interested in using resources to purchase additional Library computers and software (31%), as were ethnic minority respondents and respondents with lower incomes and education levels.

30% of teens ages 15-19 chose programming as one of their two choices, whereas only 15% of respondents 55 and above selected this option.



What do you typically do when you visit the Library?
 (Respondents = 28,934 | Responses 95,239)



Note: Respondents were allowed to select as many choices as they wished.

Source: The Seattle Public Library Community Survey, 2010; BERK, 2010

Use of the collections dominate respondents' activities at the Library

Asked to identify all of their typical activities at the Library, approximately 86% of respondents reported that they come to the Library to pick up holds, followed by 84% that reported they check out materials. Nearly 42% come to browse or read. 22% of respondents reported using a computer during a typical library visit. Respondents with lower income and education levels were more likely to use the Library's computers and wireless network.

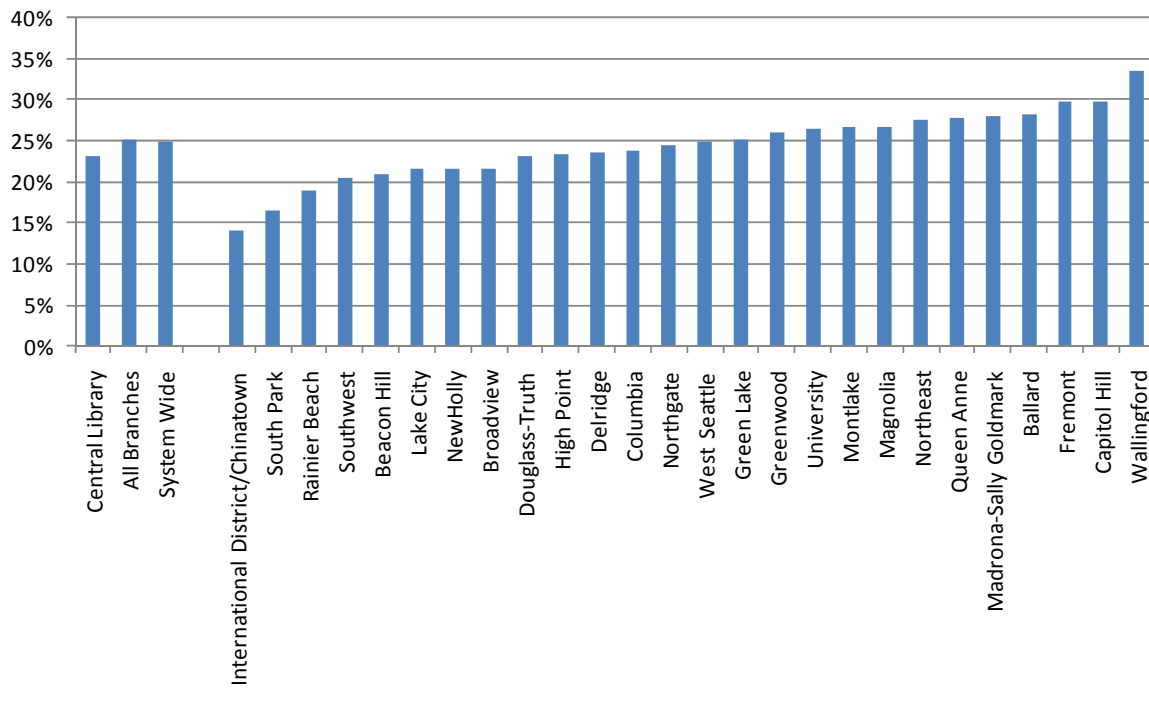
The value of the Library's public computers may be understated in these survey results. Of 638 Seattle-area respondents in a 2009 University of Washington survey, 81% reported they had used a Library computer or the Library wireless network to access the Internet. Surveys aside, the Library's public computers are heavily used in all facilities whenever they are open. Additional discussion can be found on page 24.

It is worth noting that only 16% of respondents reported they typically get help from staff when visiting the Library.

While only 10% of respondents indicated they study or do homework, about 41% of teens ages 15-19 selected this option.



Holds as a Percent of Total Circulation



Central Library	23%
All Branches	25%
Systemwide	25%

One quarter of Library items checked out had been reserved by the borrower

While there is substantial variation across branches, ranging from 14% at the International District/Chinatown Branch to 34% at the Wallingford Branch, items placed on hold are a substantial percentage of circulation. However, the majority of materials are still selected when a user visits the Library.

A Library user stopping by a branch to pick up a hold may spend additional time browsing the stacks, reading, or using a public computer, or may simply pick up the item and quickly move on to other items on his or her to-do list.

Note: Figures for February to May 2010 are estimated.

Source: The Seattle Public Library and BERK



If you had \$10 to invest in Library resources, how much would you spend on each of the following?

Resource Type	Average Investment
Books & Other Print Resources	\$5.40
Audio-Visual Resources	\$3.14
Online Resources	\$2.49

- Responses for all three categories ranged from \$0.00 to \$10.00.
- 2,334 individuals responded that all \$10.00 should be expended on “books and other print resources”; these responses pull up the average for the category.

Source: The Seattle Public Library Community Survey, 2010; BERK, 2010

In an increasingly digital age, physical materials are still fundamental

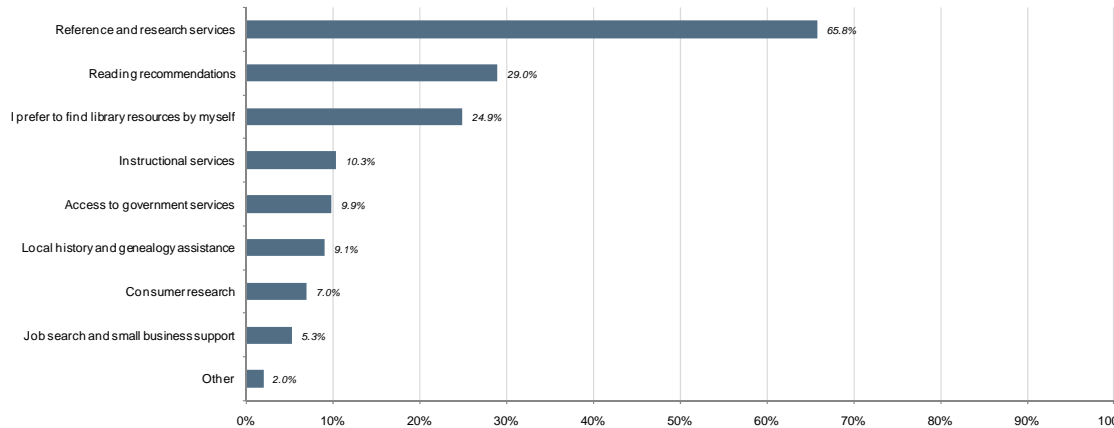
Given the rise of new material formats, the survey asked respondents to prioritize what kinds of formats the Library should spend money on. Respondents indicated a strong preference for books and other print resources, followed by audio-visual resources, and lastly online and downloadable resources.

These data show a state of transition, in which interest in new formats is increasing, but there is still a demand for the more traditional print resources.

These results should be seen in tandem with the chart on page 12 that shows the very rapid increase in circulation of media such as DVDs, CDs, and audiobooks, which have gone from accounting for 19% of total circulation in 2000 to 49% in 2009.



**Which two of the following types of help from staff are most important to you?
(Respondents = 27,758 | Responses 45,290)**



Note: Respondents were allowed two choices.

Source: The Seattle Public Library Community Survey, 2010; BERK, 2010

“Self-Help” Options

To accommodate patrons who prefer to use their Library without staff assistance, the Library has implemented many new self-service and easily accessible online resources. Every Library location has self-check machines that allow patrons to check out their own materials. Patrons can place items on hold using the online catalog, without staff assistance. Patrons can access online reference resources and magazine databases 24/7, as well as podcasts of Library programs, and information about Library classes and workshops. Patrons can also get book recommendations from the Library’s blogs “Shelf Talk,” and “Push to Talk.”

Library personnel are valued by many respondents for assistance in finding the information they seek or their next good read

The majority of respondents (66%) said they found staff assistance most helpful when they had reference and research questions. The second largest group (29%) said that reading recommendations are an important form of staff assistance.

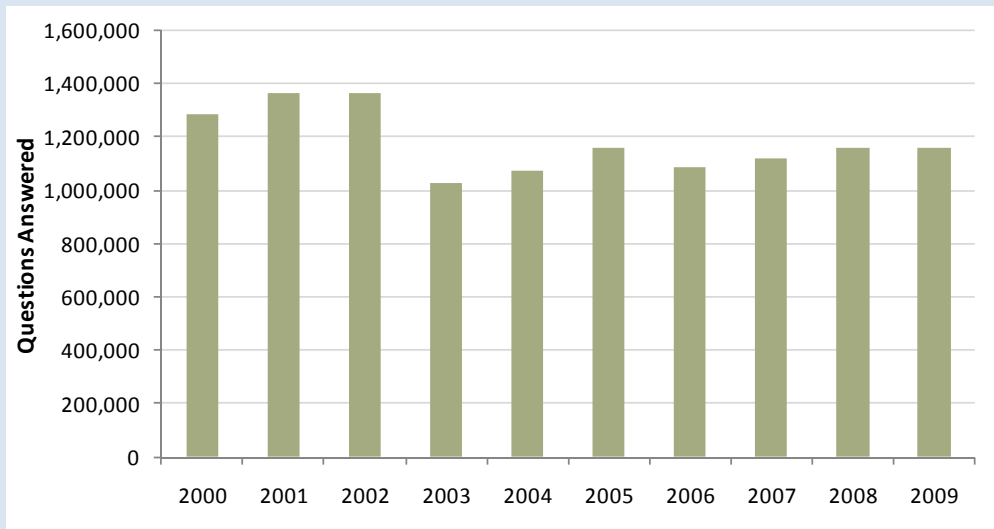
Younger respondents tended to select reading recommendations more frequently than older respondents, whereas older respondents more frequently selected reference services than younger respondents. Looking at teens in particular, 50% selected reading recommendations and 50% chose reference and research help.

Nearly 25% of all respondents selected “I prefer to find library resources myself,” indicating that self-service tools are an important option. This self-sufficiency is also supported by the fact that only 16% of respondents indicated they go to staff for assistance during a typical Library visit (see page 14).

(continued)



Information Services/Reference Questions



Source: The Seattle Public Library and BERK, 2010

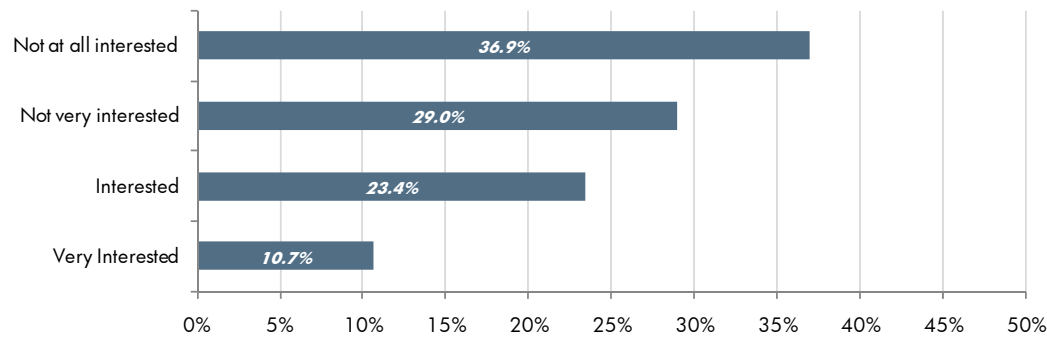
Unlike many urban libraries during the past decade, demand for information services transactions in Seattle has remained steady. More than 1,100,000 inquiries are fielded each year following a peak in 2001-2002. Information transactions with Library staff include in-person, mail, email, telephone, and online chat inquiries.

While the top three responses (reference/research questions, reading recommendations, and a preference for self-assistance) were consistently chosen by all types of respondents, certain groups showed different preferences for the remaining options:

- People who speak languages other than English at home were more interested in instructional services than English speakers.
- Respondents with lower incomes were more interested in job search and access to government services than higher income respondents.
- Older respondents, particularly 55 years and older, were more interested in consumer research and local history assistance than younger respondents.



**How interested would you be in having the Library provide personalized reading recommendations?
(Respondents = 27, 797)**



Source: The Seattle Public Library Community Survey, 2010; BERK, 2010

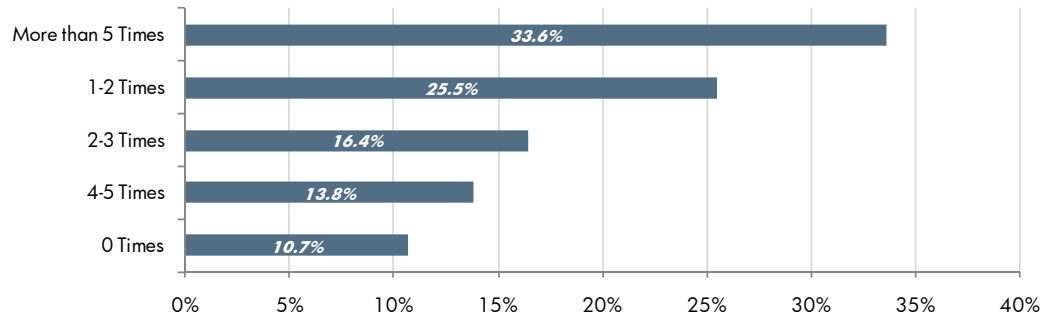
Some respondent groups are interested in personalized recommendations

The Library has a longstanding tradition of protecting privacy by not tracking patrons' use of Library materials. However, with the rise of personalized recommendations online based on browsing and purchasing history on Web sites such as Amazon or Netflix, the professional library community is reconsidering this position and exploring ways to provide personalized recommendations if users opt to allow the Library to retain their check out history.

About 34% of respondents were interested or very interested in personalized recommendations, with younger respondents expressing more interest in the option than older respondents: 53% of teens ages 15-19 were interested or very interested, compared to 23% of respondents over the age of 65.



**Visits to the Library Web site in a Typical Month
(Respondents = 28,866)**



Source: The Seattle Public Library Community Survey, 2010; BERK, 2010

The Library's Web site is heavily used

About 89% of survey respondents use the Library's Web site at least once a month and almost half (47%) reported visiting the Web site *four or more times a month* – or on average once a week. Taken together with the high number of frequent library building visits reported on page 6, clearly a portion of the Seattle community relies heavily on the Library's services.

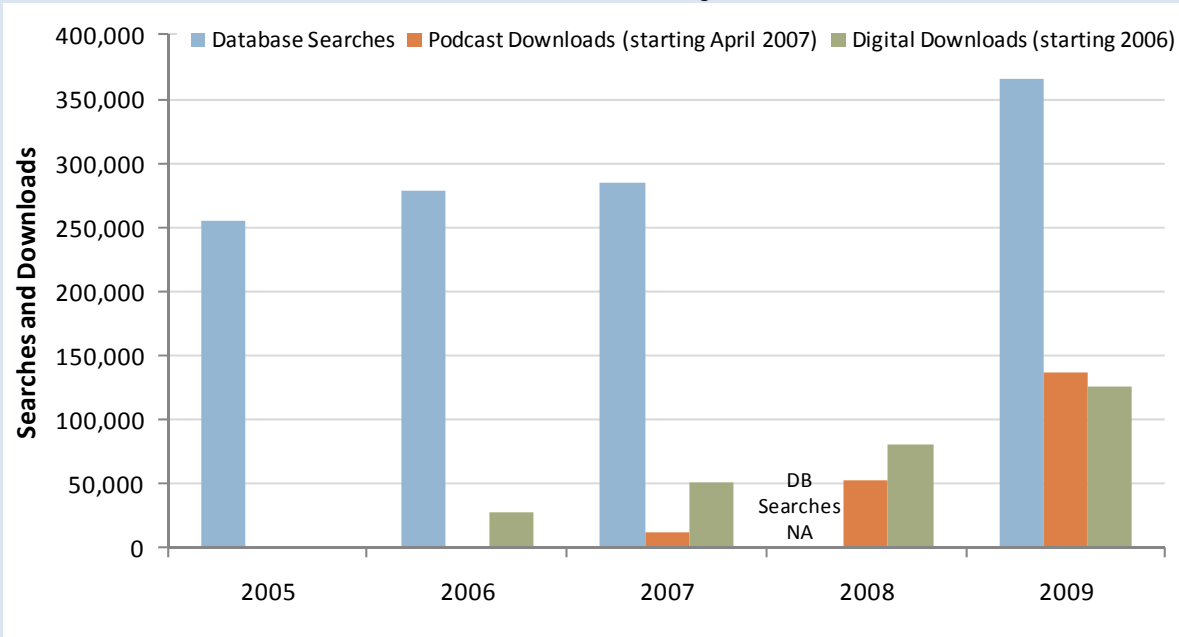
Teens indicated they use the Web site more frequently than other respondents.

Traffic on Library's Web Site

The Library Web site drew more than 6.7 million visitors in 2009 – an 11% increase over the previous year. While a share of these visits are to access online databases, podcasts, homework help, and other services, more than 90% are for consulting the catalog, placing holds, or obtaining general information, such as hours of operation, Library locations, and programming schedules.



Electronic Media Usage



Note: Database searches for 2008 are unavailable due to a technical difficulty.

Source: The Seattle Public Library and BERK, 2010

¹In 2009, a podcast featuring author Alice Shroeder generated unusually high traffic. To provide a realistic picture of the growth in podcast activity, the data for 2009 excludes this item, which had over 400,000 downloads.

Demand for online resources is growing

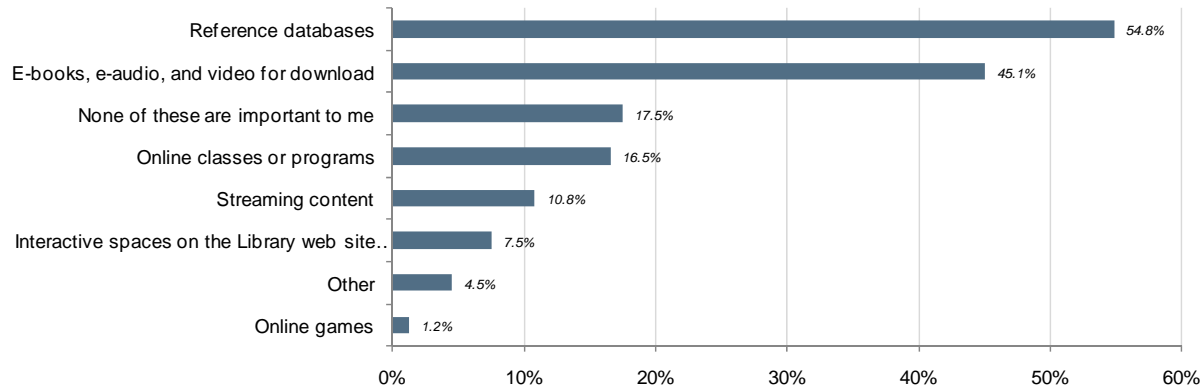
More than 360,000 patrons used Library databases in 2009, and circulation of downloadable media increased 55% from 2008 to 2009.

The Library offers 77 premium reference databases that provide resources such as articles, magazines and other reference items for homework help, small business research, consumer information, international language learning, English as a Second Language, and many other topics. Databases are accessible at all Library locations and most are accessible from home or office via the Library's Web site. The usage figures shown at left represent a "door count" of patron authentication for access into a database, not the number of searches performed.

Podcasts of Library programs were introduced in April 2007, enabling patrons to download programs from home. Most podcasts are downloaded between 500 and 2,000 times.¹



**Which of the two following online resources and content are most important to you?
(Respondents = 28,079 | Responses 44,336)**



Note: Respondents were allowed two choices.

Source: The Seattle Public Library Community Survey, 2010; BERK, 2010

Online publications are a valued research resource

Nearly 55% of survey respondents said “reference databases” (articles and magazines) were among the most important online resources provided by the Library. Respondents with higher levels of income and education more frequently selected databases than respondents with lower levels of income and education.

Downloadable media, such as e-books, video, and audio, was the second highest ranking resource, selected by 45% of all respondents. More than half of respondents between the ages of 20 and 34 years selected downloadable media.

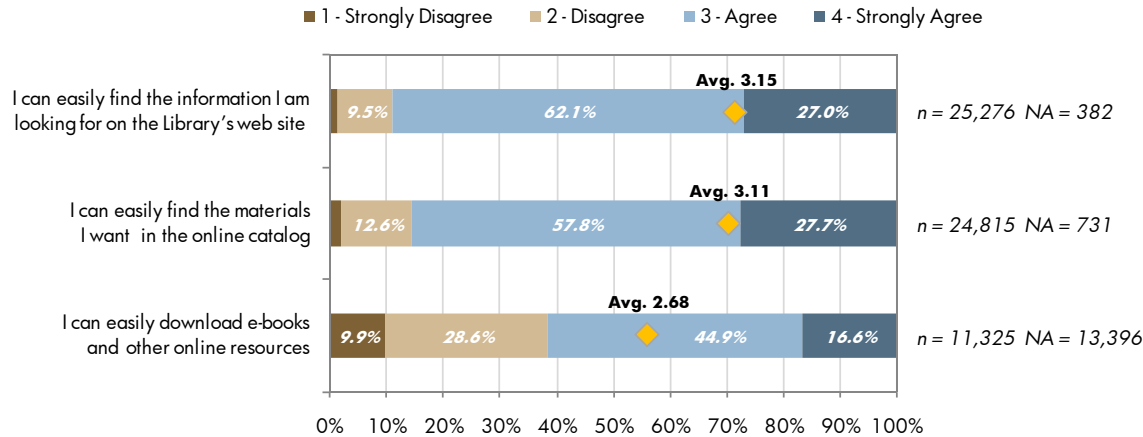
The third most frequently chosen answer, “none of these are important to me,” was more frequently chosen by respondents over the age of 65 than younger respondents.

While only 11% of total respondents selected streaming content, approximately 26% of teens did.

“Other” included a number of comments suggesting improvements to the Library website and catalog. This dissatisfaction with current capabilities is reflected on page 23 as well.



Level of Satisfaction with the Library's Online Resources



Source: The Seattle Public Library Community Survey, 2010; BERK, 2010

Upcoming Catalog Updates

The Library's online catalog will have a fresh new look and features in the fall of 2010. The changes will make finding Library materials easier and more fun by offering web 2.0 and social networking tools. In addition to providing better ways for users to search for best sellers and newly acquired Library materials, patrons will be able to add comments and star ratings about books and movies, create lists to share with other users about favorite authors, and other functions.

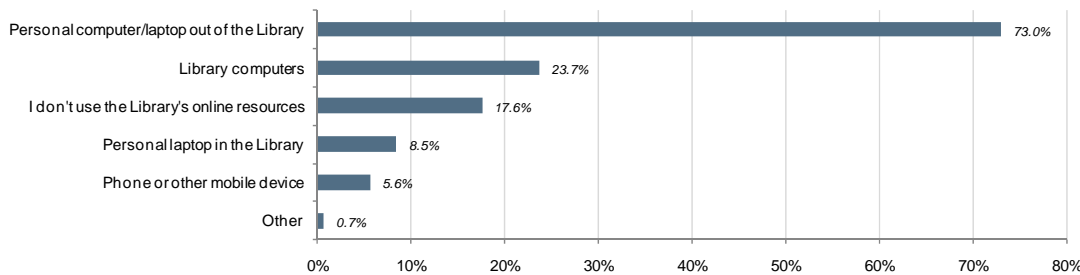
Online resources should be made easier to use

On the whole, respondents agree that they can easily find what they are looking for on the Web site (89%) and in the online catalog (85%). In comparison to the high 90+% levels of satisfaction noted about the Library's physical services (see page 9), this is noted as an area for improvement.

The ease of use of e-books and other online resources needs significant improvement, with nearly 39% of respondents expressing dissatisfaction. The small number of responses here is also noteworthy: only about one-third of survey participants chose to answer the question regarding downloading online resources. This likely reflects that many people have not yet tried to download materials or may not have the electronic equipment to make use of these resources.



How do you typically access the Library online? (Respondents = 28,334 | Responses = 36,591)



Note: Respondents could choose all that apply.

Source: The Seattle Public Library Community Survey, 2010; BERK, 2010

New Mobile Phone Application

Only 6% of respondents reporting accessing Library resources via a phone or other mobile device.

The Library launched a new free mobile phone application on May 17, 2010, the day this survey closed. Users can now access their Seattle Public Library account, find the nearest branch, and search the catalog for books, CDs and DVDs while on the go. The "app" works on all major smart phones.

Most respondents access the Library's online resources from outside the Library

A majority (73%) of respondents reported using a personal computer or laptop to access the Library's online resources from another location (home, work, a café, etc.). This response was consistent across demographic and socioeconomic groups. As discussed on page 14, these results may not appropriately reflect the actual use of the Library's public computers. This result may be affected by the fact that three-quarters of survey respondents learned of the survey via email (see page 4) and some in-Library users may have been reluctant to use limited computer time for the survey (although surveys could be completed on designated non-time limited computers).

24% of respondents cited using Library computers to access Library resources. While personal computer access was the most frequently chosen response, respondents who are younger, have lower levels of income and education, speak a foreign language at home, or are non-white, reported being more likely to use a Library computer.

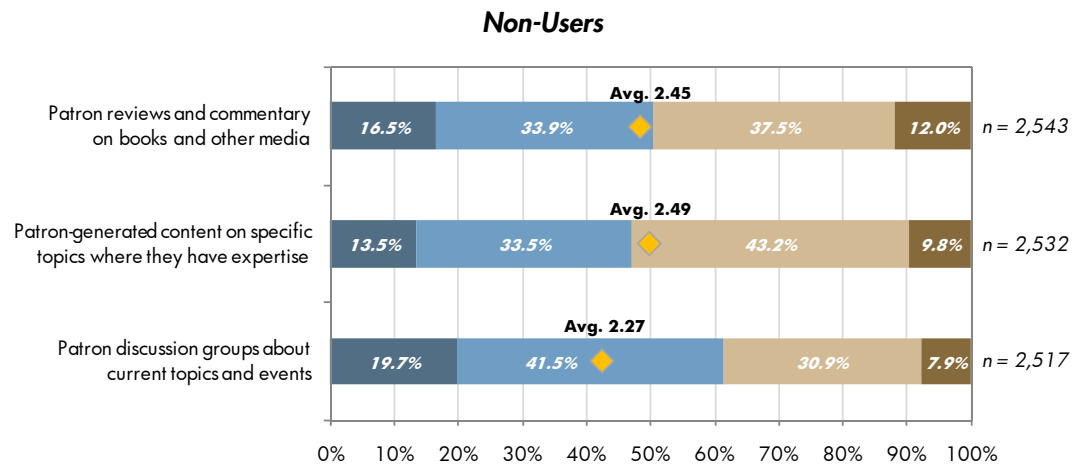
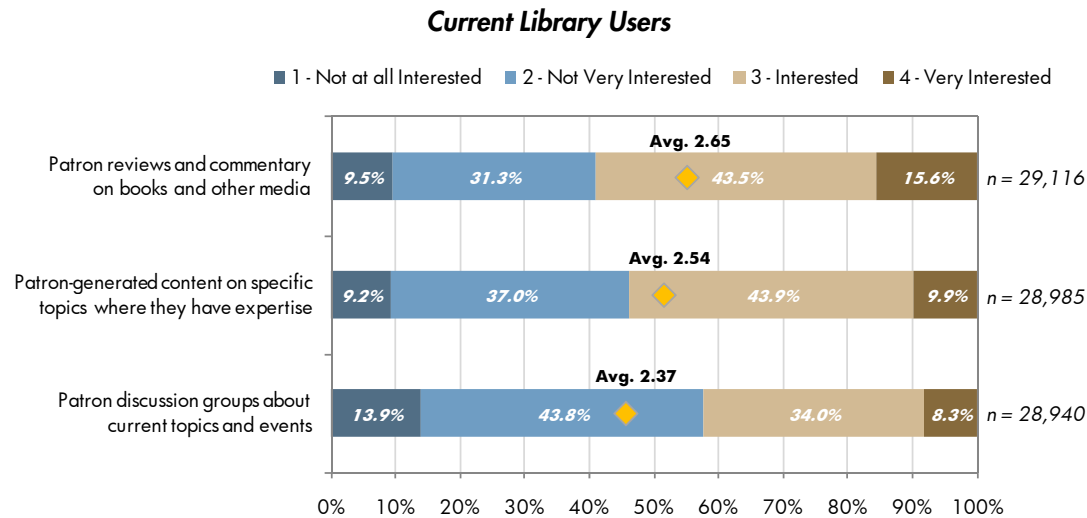
Nearly 18% of respondents said they don't use the Library's online resources. Individuals over the age of 65 were more likely to say this than younger respondents.

Variations in computer use by branch point to opportunities to tailor services to best meet the preferences of the neighborhood.

Respondents are Interested in Actively Engaging with Information and Interacting with Others



How interested are you in the following options?



Source: The Seattle Public Library Community Survey, 2010; BERK, 2010

Many respondents express an interest in patron-generated content

Of most interest to survey respondents was the option to write reviews and commentaries of books and other materials, with 58% of all survey respondents expressing interest. Currently, Library patrons are able to submit book reviews into the Library catalog and interact with the Library through its Facebook page and blogs for adults and teens.

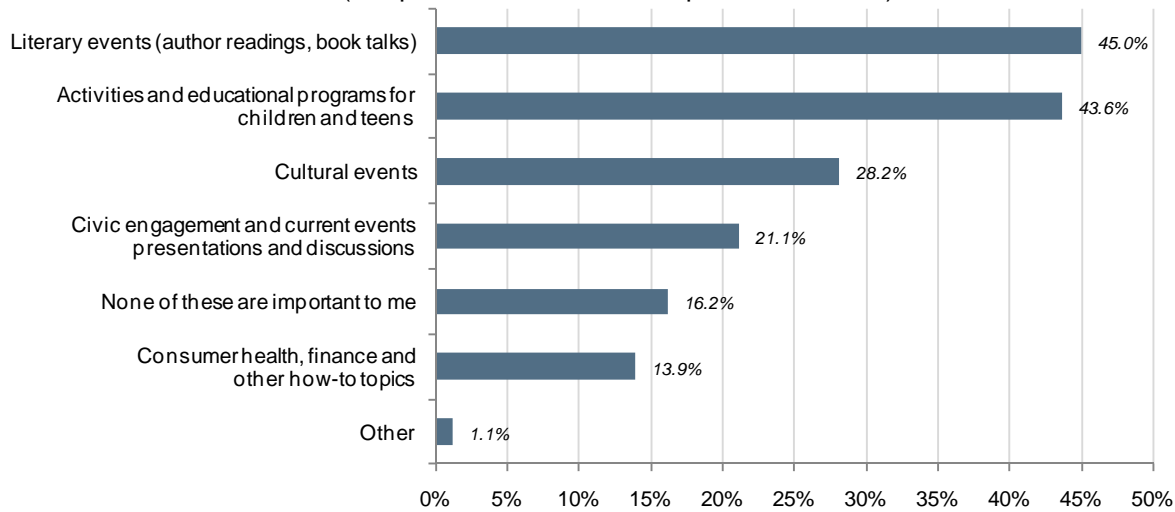
54% of survey respondents were interested in an opportunity for patrons to create their own content and share it with other Library patrons. Non-users were slightly more interested in this than in reviews, with 53% of non-users indicating interest.

42% of all survey respondents indicated interest in discussion groups about current events. Currently, the Library's Facebook page and blogs provide opportunities for Library staff and patrons to engage around Library-related events and news.

Overall, younger respondents were progressively more interested in all of the patron-generated options; as respondent age increases, interest also decreases.



Which two of the following programming options are most important to you?
 (Respondents = 28,053 | Responses = 47,460)



Note: Respondents were allowed two choices.

Source: The Seattle Public Library Community Survey, 2010; BERK, 2010

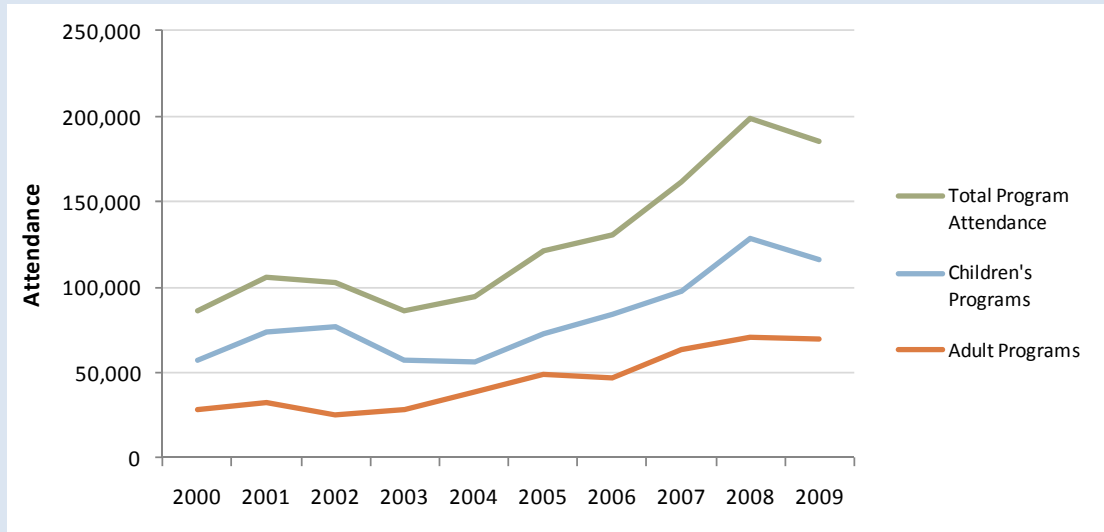
Literary events and educational programs are the most desired forms of programming

45% of respondents identified literary events (such as author readings and book talks) as a preferred programming option, followed closely by activities and educational programs for teens and children, with 44% of respondents.

Approximately 28% of respondents preferred cultural events, which include music, film, dance, drama, and other arts. There was more interest in cultural events if respondents spoke languages other than English at home, had lower levels of income, identified themselves as non-white, and were younger in age. Looking by branch libraries, there are some different preferences as well. For example, respondents who visit the International District/Chinatown Branch selected cultural events most often (27% of respondents).



Program Attendance



Program attendance soared during the decade. In 2000, 86,396 people attended 3,750 classes, workshops and cultural events and in 2009, 185,736 people attended 6,474 free library events. Growth has been greatest in adult programming.

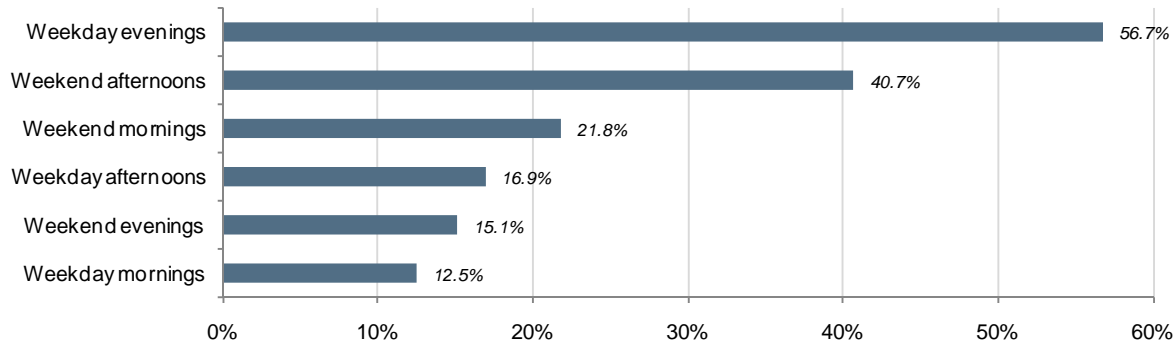
The Seattle Public Library is the founder of the citywide reading program, "Seattle Reads," which has been modeled in hundreds of cities and countries around the globe. The Library hosts free events that range from author readings and children's story times to seminars for job seekers, to medical lectures from leading physicians, to classes that prepare children and their parents for success in school.

Program Attendance	Percent Change 2000-2009	Average Annual Growth Rate
Children's Programs	101.5%	8.1%
Adult Programs	142.0%	10.3%
Total Program Attendance	115.0%	8.9%

Source: The Seattle Public Library and BERK, 2010



When would you like the Library to offer programming?
(Respondents = 24,601 | Responses 40,282)



Note: Respondents were allowed two choices.

Source: The Seattle Public Library Community Survey, 2010; BERK, 2010

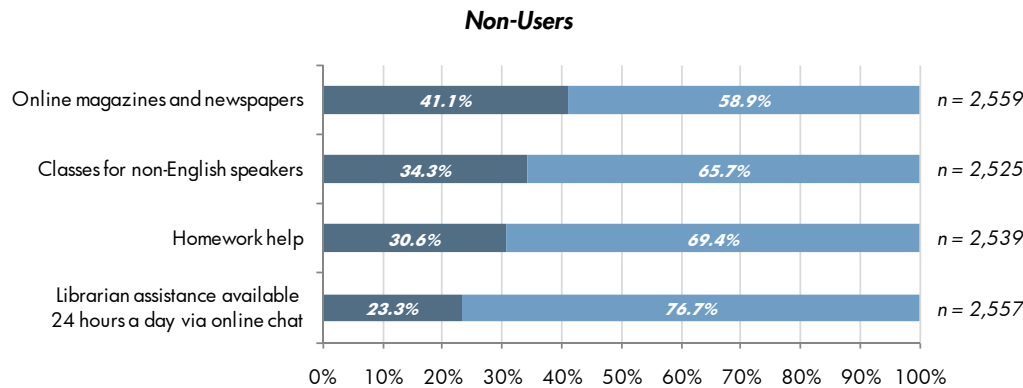
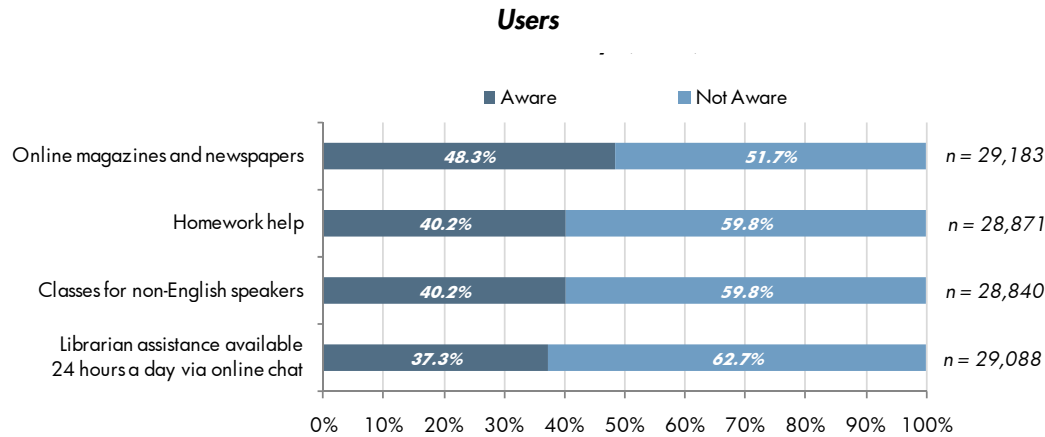
Weekday evenings are the first choice for Library programming

Library users prefer attending Library programs on weekday evenings or weekend afternoons. Approximately 57% of survey respondents said they would like to attend Library programs on a weekday evening, while 41% preferred a weekend afternoon. Only 15% said they preferred weekend evening programs.

Respondents' preferences of weekday evenings versus weekend afternoons varied by branch, age, and language spoken at home. Teens preferred weekend afternoons to weekday evenings, while respondents age 65 and older preferred weekday evenings followed by weekday afternoons. Respondents who speak a language other than English at home preferred weekend afternoons to weekday evenings. This insight presents an opportunity to tailor program times to the preferences of user groups and communities.



Are you aware of the following specialized resources and services offered?



Source: The Seattle Public Library Community Survey, 2010; BERK, 2010

Awareness of some specialized Library resources is low

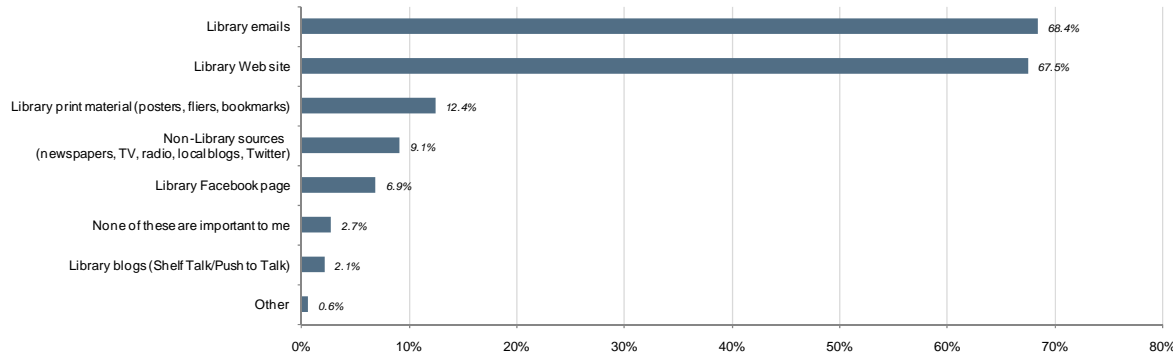
As much as Seattle residents know and use their Library, the majority of Library users and non-users are not aware that the Library offers online magazines and newspapers, online or in-person homework help, online Library staff assistance and classes for non-English speakers.

Awareness varied significantly by program and respondent group. In general, teens were more aware of Library services than other populations, and, as would be expected, some groups were more aware of ESL classes and homework help than others:

- Non-whites and respondents with lower education levels or who speak languages other than English at home are more aware of homework help than the general population.
- ESL classes were most known by individuals who speak languages other than English at home and respondents who frequent branches where such classes are offered.



How would you like to learn about Library events or changes to Library services? (Respondents = 28,020 | Responses = 47,569)



Note: Respondents were allowed two choices.

Source: The Seattle Public Library Community Survey, 2010; BERK, 2010

Respondents prefer electronic communications

Respondents demonstrated a clear preference for electronic communication, directly via email (68%) and on the Library's Web site (68%). More traditional print materials were still selected more frequently than Facebook and blogs. While email and the Web site were preferred regardless of demographic and socioeconomic status, not surprisingly teens were more interested in hearing about events via Facebook than older respondents. Respondents with lower incomes were more interested in receiving communication via print materials than respondents with higher incomes.

SUMMARY OF RESPONDENTS: LIBRARY USERS AND NON-USERS

All Respondents: Key Characteristics

Nearly 33,000 people, or approximately 5% of the City of Seattle’s population, participated in this survey. This section describes who responded and how they are like or different to the Seattle population.

Geography

RESPONSES AS PERCENT OF POPULATION

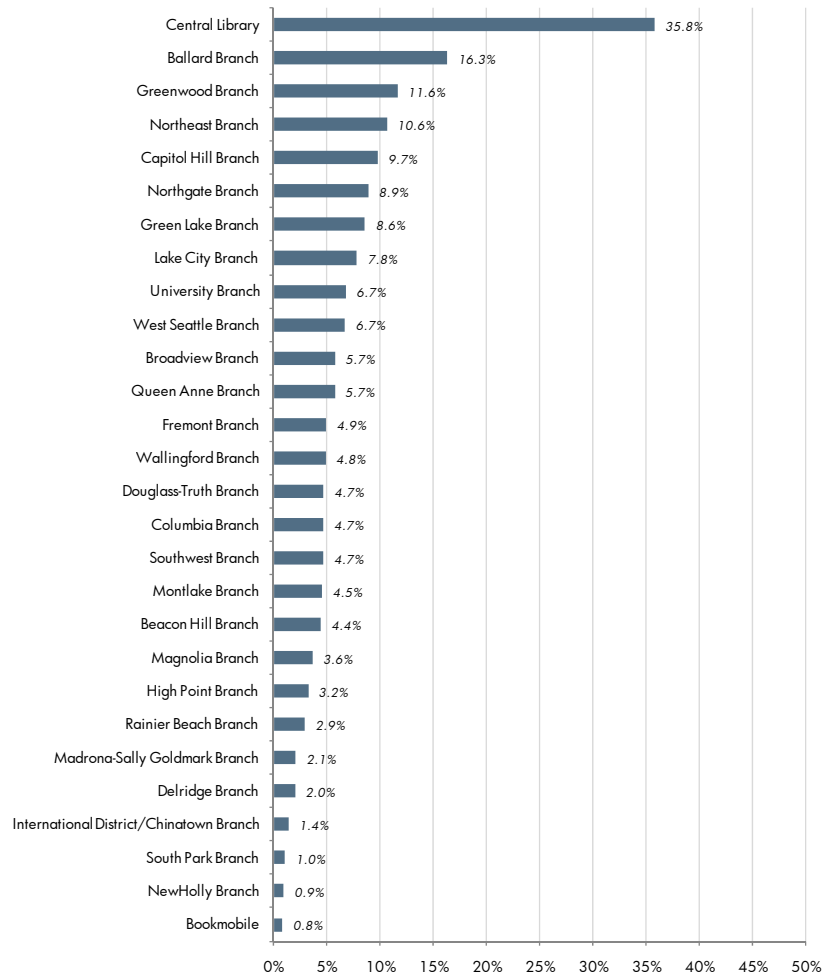


Sources: 2009 OFM Small Area Estimate Program, BERK 2010.

Place of Residence. The map shows survey responses by ZIP code as a percentage of the estimated 2009 population. Neighborhoods north of Downtown, especially Ballard to Northeast Seattle, had the highest percentage of respondents, equaling between 6% and 7% of the population. Neighborhoods south of Downtown had the lowest number of responses as a percent of population, ranging between 2 and 4% of the area’s population.

SUMMARY OF RESPONDENTS: LIBRARY USERS AND NON-USERS

*Which branch or branches of The Seattle Public Library do you visit regularly?
(Respondents = 28,862 | Responses = 53,319)*



Note: Respondents selected all that applied.

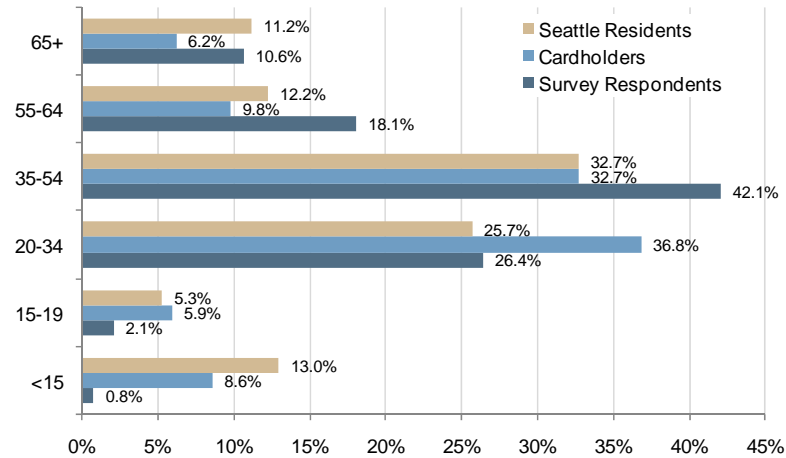
Source: The Seattle Public Library Community Survey, 2010; BERK, 2010

Respondents were asked to identify all branches of The Seattle Public Library that they visit regularly. Some chose multiple locations. All 26 branch libraries, plus the Central Library and Mobile Services, were frequented by survey respondents. The most respondents (at 36%) listed the Central Library among the branches they use regularly, followed by 16% of respondents who use the Ballard Branch. Branches least visited by the survey respondents are NewHolly and South Park, each with approximately 1% of respondents indicating regular visits.

SUMMARY OF RESPONDENTS: LIBRARY USERS AND NON-USERS

Age and Household Size

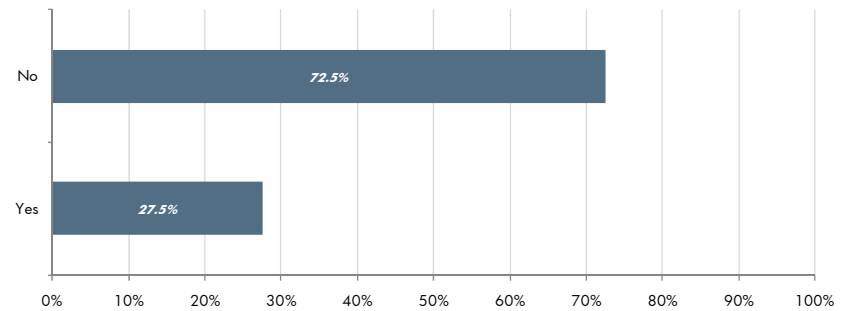
Age of Respondents
(Respondents = 32,889)



Source: The Seattle Public Library Community Survey, 2010; 2008 American Community Survey

Overall, the survey sample has a similar age distribution as the City of Seattle and Library cardholders. People 35 years of age and older are over-represented in the survey sample.

Presence of Children at Home
(Respondents = 32,891)



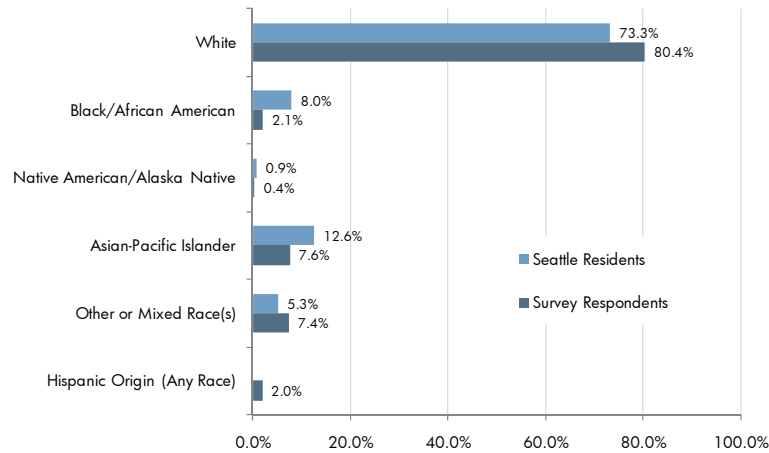
Source: The Seattle Public Library Community Survey, 2010; 2008 American Community Survey

The majority of respondents (nearly 73%) did not have children at home. Of the almost 28% that indicated having children at home, 44% have children between the ages of five and thirteen years, 31% had children age four or younger, and 25% had teens between ages 14 and 18 years old.

SUMMARY OF RESPONDENTS: LIBRARY USERS AND NON-USERS

Ethnicity and Language

**Ethnicity: Survey Respondents and Seattle Population
(Respondents = 29,328)**



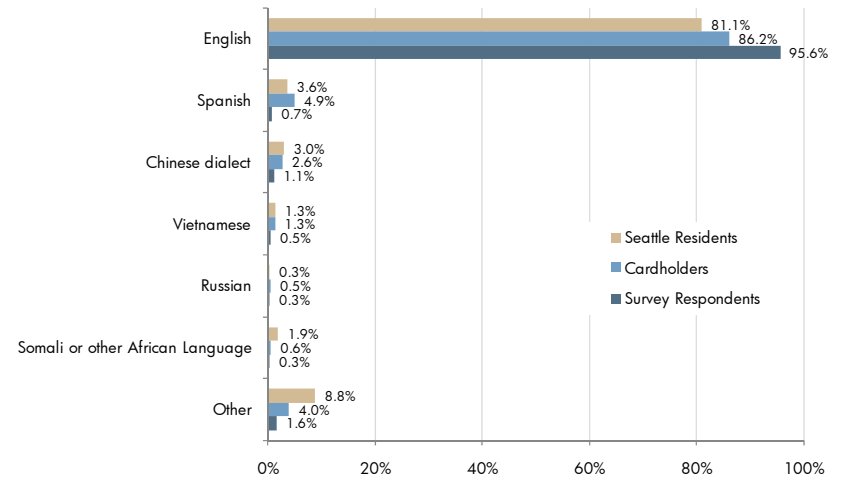
Note: Hispanic origin (any race) is not a Census designation

Source: The Seattle Public Library Community Survey, 2010; 2008 American Community Survey

80% of survey respondents identified themselves as white, compared with 73% of the Seattle population identified as white.

With the exception of the "Other or Mixed Race" designation, other ethnicities were under-represented in the survey respondent sample.

Primary Language Spoken at Home: Survey Respondents, Library Cardholders, and Seattle Population (Respondents = 30,108)



Source: The Seattle Public Library Community Survey, 2010; 2008 American Community Survey

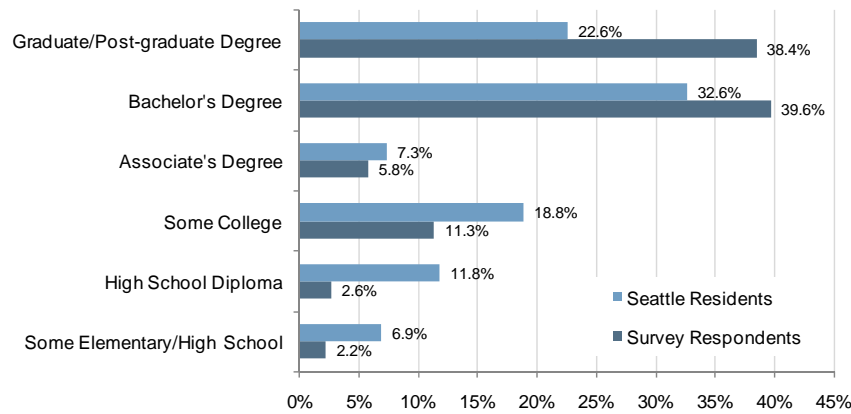
96% of respondents speak English at home, compared with approximately 81% of Seattle residents and 86% of Library cardholders.

Other languages were under-represented in the survey sample compared to the Seattle population and Library cardholders. The survey was available in translated formats, and 200 printed surveys were completed in Chinese, Russian, Spanish, or Vietnamese.

SUMMARY OF RESPONDENTS: LIBRARY USERS AND NON-USERS

Education and Income

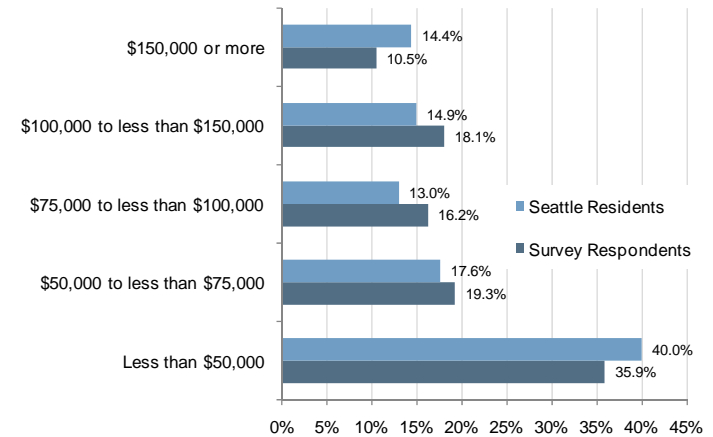
Education: Survey Respondents and Seattle Population
(Respondents = 29,942)



Source: The Seattle Public Library Community Survey, 2010; 2008 American Community Survey

A greater proportion of survey respondents hold a bachelor's degree or graduate/post-graduate degree than Seattle's resident population. Lower levels of education (associate's degree, some college, high school diploma, and elementary/high school) were under-represented in the survey sample compared to the resident population.

Income: Survey Respondents and Seattle Population
(Respondents = 27,139)



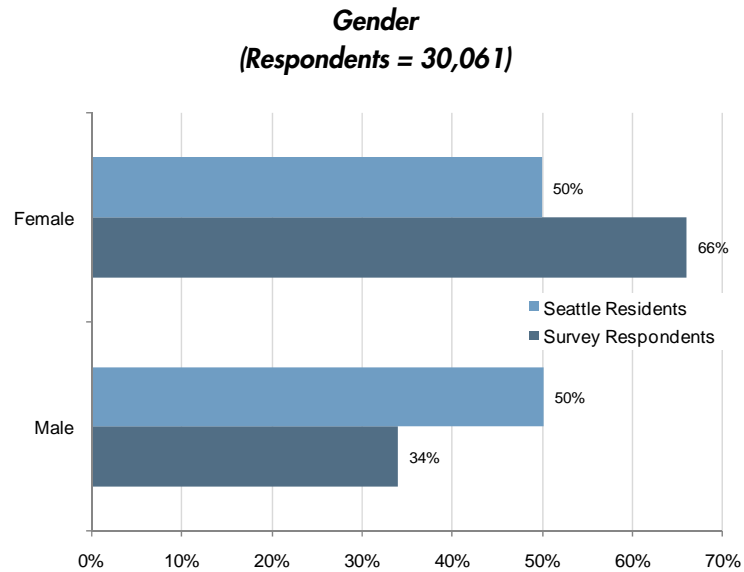
Source: The Seattle Public Library Community Survey, 2010; 2008 American Community Survey

The income of survey respondents approximately corresponds to the income distribution of Seattle residents, with under-representation at the low and high ends of the spectrum.

SUMMARY OF RESPONDENTS: LIBRARY USERS AND NON-USERS

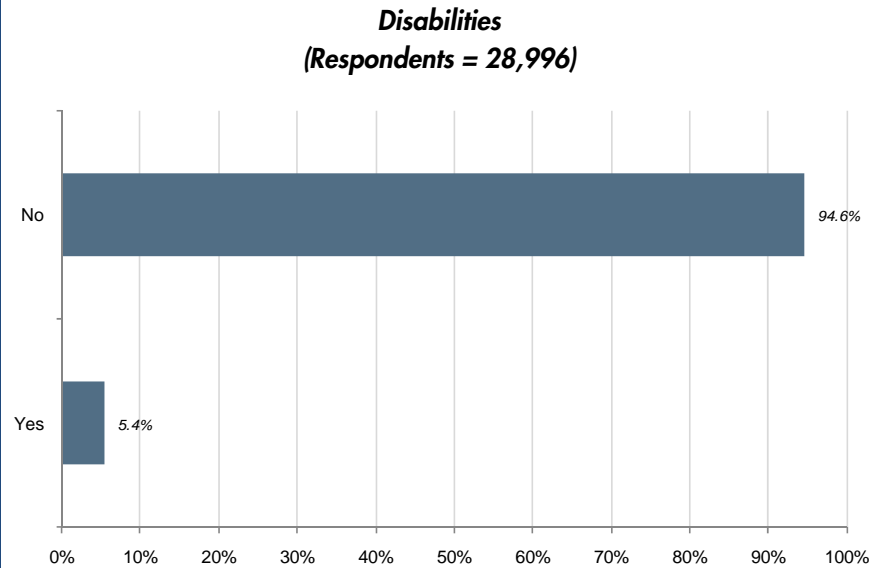
Gender and Disabilities

Two-thirds of survey respondents were women, compared with 50% of the Seattle population that is female.



Source: The Seattle Public Library Community Survey, 2010; 2008 American Community Survey

The majority of respondents (95%) indicated that they did not have a disability, however a total of 1,561 respondents identified themselves as disabled.



Source: The Seattle Public Library Community Survey, 2010; 2008 American Community Survey

SUMMARY OF RESPONDENTS: LIBRARY USERS AND NON-USERS

Non-Users: Key Characteristics and Perceptions of the Library

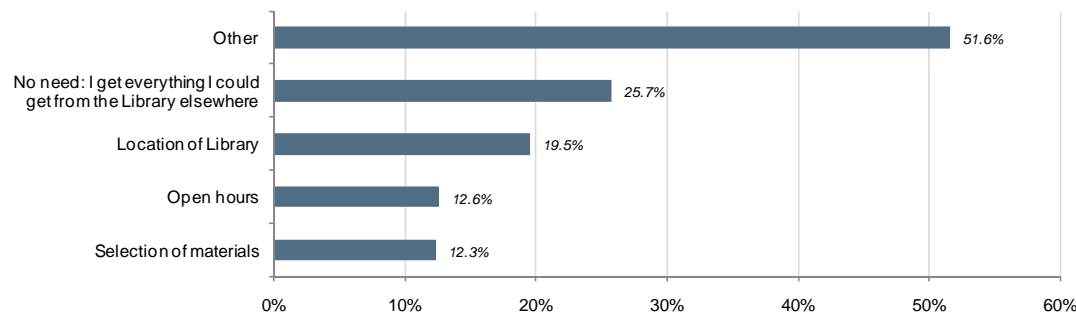
9% of survey respondents (or 2,870 respondents) indicated that they had not used the Library in the past six months. These “non-users” were given a shorter survey that explored why they have not been using the Library.

About the Non-Users

Overall, the non-users shared similar demographic and socio-economic characteristics to all survey respondents, described above. The only distinguishing characteristic was age. A greater percentage of non-user survey respondents (34%) are between the ages of 20-34 years than all respondents (26%). 36% of non-users are between ages 35 to 54 years, compared to 42% of all survey respondents.

Understanding Non-Users’ Habits

***What are the reasons that you don’t use The Seattle Public Library?
(Respondents = 2,389 | Responses 2,907)***



Source: The Seattle Public Library Community Survey, 2010; BERK, 2010

Non-users don’t frequent the Library for a number of reasons

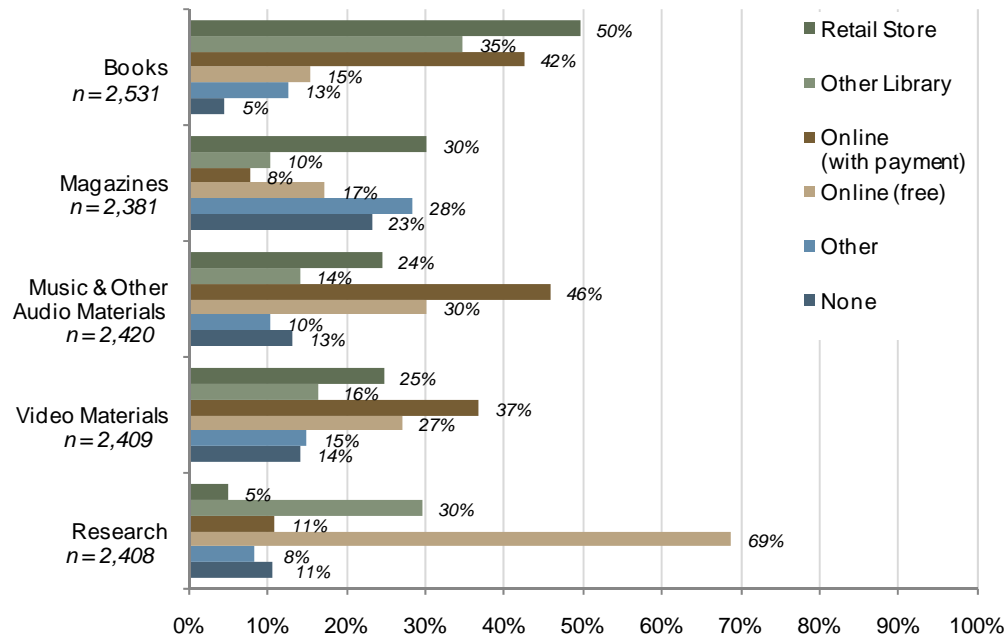
The majority of non-users selected “other” to describe why they don’t use the Library. The most frequent reasons they gave were related to lifestyle, reporting they are too busy and simply don’t have time; are reading less and so using the Library less, or are away from Seattle either temporarily or permanently.

After lifestyle changes, the most frequent reasons cited in the “Other” category dealt with dissatisfaction regarding the Library, including limited selection and long wait times for reserved materials, difficult parking, and challenges with the Library website.

About 26% of non-user survey respondents selected “I get everything I could get from the Library elsewhere.”

SUMMARY OF RESPONDENTS: LIBRARY USERS AND NON-USERS

Where do you currently go for materials and services?



Note: Respondents could select all options that applied.

Source: The Seattle Public Library Community Survey, 2010; BERK, 2010

Non-users go to a number of sources to get materials and services the Library provides

For books, 50% of non-user respondents reported going to retail stores to purchase books. 42% purchase their books online and 35% use a different library.

For magazines, 30% of non-user respondents go to a retail store, followed by 28% going to another, not listed source.

Respondents look online for music, video, and research materials. 46% buy music online, and 37% buy video materials via the web. Nearly 70% of respondents reported conducting research using free online sources.

For music, 30% of respondents go online for free downloads, and 24% go to a retail store. For videos, 27% of respondents go online for free downloads, and 25% go to a retail store.

For research, 30% of respondents go to a different library.

APPENDIX: COPY OF SURVEY INSTRUMENT



THE SEATTLE PUBLIC LIBRARY COMMUNITY SURVEY 2010



Whether you are a current user or have never used the Library, The Seattle Public Library is very interested in your input to plan for future services and to prioritize resources. By taking this anonymous survey, your input will help shape the Library's Strategic Plan. There will be additional opportunities throughout 2010 to participate in other aspects of the planning process. To learn more, please go to the Library's web site at www.spl.org

Thank you for your participation!

Initial Questions

1. How did you learn about this survey?

A link on The Seattle Public Library web site

An e-mail about the survey from the Library, the Library Foundation, or the Friends of the Library

Asked to participate while visiting a Library

Other: _____

2. Have you used The Seattle Public Library in the past six months?

Yes

No (→ if No, please skip to page 7, Questions for Non-Users)

APPENDIX: COPY OF SURVEY INSTRUMENT

General Interests

**3. Which two of the following services offered by the Library do you think are most important?
(Choose up to 2.)**

Providing materials (books, magazines, DVDs, CDs, online content)

Providing services for job-seekers and businesses

Promoting literacy among children and adults

Hosting events and programs

Offering a community gathering place

Providing technology and materials for people who might not otherwise have access

Other: _____

4. Are you aware of the following specialized resources and services offered by The Seattle Public Library?

	Aware	Not Aware
Online magazines and newspapers (for example, Consumer Reports and The New York Times)	<input type="checkbox"/>	<input type="checkbox"/>
Librarian assistance available 24 hours a day via online chat and texting	<input type="checkbox"/>	<input type="checkbox"/>
Homework help	<input type="checkbox"/>	<input type="checkbox"/>
Personal appointments with a genealogy librarian	<input type="checkbox"/>	<input type="checkbox"/>
Classes for non-English speakers	<input type="checkbox"/>	<input type="checkbox"/>

APPENDIX: COPY OF SURVEY INSTRUMENT

5. How interested are you in the following options?

	Very Interested	Interested	Not Very Interested	Not at all Interested
Patron reviews and commentary on books and other media	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Patron-generated content on specific topics where they have expertise	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Patron discussion groups about current topics and events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Your Usage of Library Buildings

6. In a typical month, how many times do you visit a Seattle Public Library building, including the Central Library, branch libraries, and the bookmobile?

0 (no) times (**→ if 0 times, please skip to question 11: Your Usage of the Library Web site**)

1-2 times

2-3 times

4-5 times

More than 5 times

APPENDIX: COPY OF SURVEY INSTRUMENT

7. Which branch or branches of The Seattle Public Library do you visit regularly? (Choose all that apply.)

- | | | |
|----------------------|-------------------------------|----------------------|
| Central Library | Green Lake Branch | Northeast Branch |
| Bookmobile | Greenwood Branch | Northgate Branch |
| Ballard Branch | High Point Branch | Queen Anne Branch |
| Beacon Hill Branch | International | Rainier Beach Branch |
| Broadview Branch | District/Chinatown Branch | South Park Branch |
| Capitol Hill Branch | Lake City Branch | Southwest Branch |
| Columbia Branch | Madrona-Sally Goldmark Branch | University Branch |
| Delridge Branch | Magnolia Branch | Wallingford Branch |
| Douglas-Truth Branch | Montlake Branch | West Seattle Branch |
| Fremont Branch | NewHolly Branch | |

8. What do you typically do when you visit a library building? (Choose all that apply.)

- | | |
|--|-----------------------------|
| Pick up holds | Read or browse |
| Check out books or other materials | Attend programs |
| Use Library computers to access the Internet or for other software | Visit with friends |
| Use the Library's wireless network | Spend time with my children |
| Study or do homework | Use restrooms |
| Get help from Library staff | Other: _____ |

APPENDIX: COPY OF SURVEY INSTRUMENT

9. Fifteen neighborhood branch libraries began 5-day-per-week service in February due to 2010 budget reductions. These branches are currently closed on Fridays and Sundays. If hours could be added, which of these would be your priority? (Choose 1.)

Add morning hours

Add evening hours

Add Friday hours

Add Sunday hours

Consistent open hours at all locations

Current hours satisfy my needs

10. How much do you agree with the statements below?

	Strongly Agree	Agree	Disagree	Strongly Disagree	Not Applicable
I feel safe in the library building	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The library is clean	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I can find a quiet place in the library	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Computers are available when I need them	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It's easy to pick up holds	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It's easy to check out books	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I usually get what I want when I use the library	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

APPENDIX: COPY OF SURVEY INSTRUMENT

Your Usage of the Library Web site

11. In a typical month, how many times do you visit The Seattle Public Library web site (including the online catalog and online collections)?

0 (no) times (**→ if 0 times, please skip to question 13: The Library's Collections and Resources**)

1-2 times

2-3 times

4-5 times

More than 5 times

12. Please indicate how much you Agree or Disagree with the following statements about the Library's web site and online catalog.

	Strongly Agree	Agree	Disagree	Strongly Disagree	Not Applicable
I can easily find the information I am looking for on the Library's web site	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I can easily find the materials I want in the online catalog	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I can easily download e-books and other online resources	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

APPENDIX: COPY OF SURVEY INSTRUMENT

The Library's Collections and Resources

13. If you had \$10 to invest in Library resources, how much would you spend on each of the following?

Please use whole numbers only.

Books and other print resources	\$ _____
Audio-visual resources (audio books, DVDs, CDs)	\$ _____
Online resources	\$ _____
Total	\$10.00

14. Which two of the following online resources and content are most important to you?

(Choose up to 2.)

E-books, e-audio, and video for download

Streaming content (music and video)

Online classes or programs

Interactive spaces on the Library web site with patron-generated content (reviews, specialized content, tags, etc.)

Reference databases

Online games

None of these are important to me

Other: (please specify) _____

15. To protect your privacy, the Library currently does not track your use of Library materials. How interested would you be in having the Library provide personalized recommendations, understanding that this would require keeping a history of your use of materials?

Very Interested

Interested

Not Very Interested

Not at all Interested

APPENDIX: COPY OF SURVEY INSTRUMENT

16. How do you typically access the Library's online resources (not including the library catalog)? (Choose all that apply.)

- Library computers
- Personal laptop in the Library
- Personal computer/laptop out of the Library (from home, office or school)
- Phone or other mobile device
- I don't use the Library's online resources
- Other _____

The Library's Programming and Services

17. Which two of the following programming options are most important to you? (Choose up to 2.)

- Activities and educational programs for children and teens
- Literary events (author readings, book talks)
- Cultural events (music, film, dance, drama, or other arts)
- Consumer health, finance and other how-to topics
- Civic engagement and current events presentations and discussions
- None of these are important to me
- Other: _____

18. When would you like the Library to offer programming? (Choose up to 2.)

- Weekday mornings
- Weekday afternoons
- Weekday evenings
- Weekend mornings
- Weekend afternoons
- Weekend evenings

19. Which two of the following types of help from staff are most important to you? (Choose up to 2.)

- Reading recommendations
- Reference and research services
- Job search and small business support
- Local history and genealogy assistance
- Access to government services (tax help, citizenship assistance)
- Consumer research
- Instructional services (homework help, computer classes, ESL assistance)
- I prefer to find library resources by myself
- Other: _____

APPENDIX: COPY OF SURVEY INSTRUMENT

Closing Questions

20. Overall, where would you most like the Library to focus its resources? (Choose top 2 priorities.)

Collections/materials (Books, DVDs, CDs, magazines and newspapers, online resources, etc.)

Programming for adults, teens and children, including literary or cultural, and civic events

Library computers and software

Clean and safe Library buildings

Staff available to assist patrons (in person or online)

Other (please specify) _____

21. How would you like to learn about Library events or changes to Library services? (Choose up to 2.)

Library web site

Library e-mails (Library News/Teen News/e-mail notices)

Library Facebook page

Library blogs (Shelf Talk/Push to Talk)

Library print material (posters, fliers, bookmarks)

Non-Library sources (newspapers, TV, radio, local blogs, Twitter)

None of these are important to me

Other: _____

Please proceed to page 9: About You and Thank You.

APPENDIX: COPY OF SURVEY INSTRUMENT

Questions for Non-Users [please skip to page 10 (About You) if you are a Library user]

**1. What are the reasons that you don't use The Seattle Public Library?
(Choose all that apply.)**

Location of Library

Open hours

Selection of materials

No need: I get everything I could get from the Library elsewhere

Other: _____

**2. Where do you currently go for the following materials or services?
(Choose all that apply.)**

	Retail Store (physical location)	Online (with payment)	Online (free)	Other Library	Other	None
Books	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Magazines	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Music and other audio materials	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Video materials	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Research	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

APPENDIX: COPY OF SURVEY INSTRUMENT

3. Which two of the following services offered by the Library do you think are most important? (Choose up to 2.)

Providing materials (books, magazines, DVDs, CDs, online content)

Providing services for job-seekers and businesses

Promoting literacy among children and adults

Hosting events and programs

Offering a community gathering place

Providing technology and materials for people who might not otherwise have access

Other: _____

4. Are you aware of the following specialized resources and services offered by The Seattle Public Library?

	Aware	Not Aware
Online magazines and newspapers (for example, Consumer Reports and The New York Times)	<input type="checkbox"/>	<input type="checkbox"/>
Librarian assistance available 24 hours a day via online chat	<input type="checkbox"/>	<input type="checkbox"/>
Homework help	<input type="checkbox"/>	<input type="checkbox"/>
Personal appointments with a genealogy librarian	<input type="checkbox"/>	<input type="checkbox"/>
Classes for non-English speakers	<input type="checkbox"/>	<input type="checkbox"/>

APPENDIX: COPY OF SURVEY INSTRUMENT

5. How interested are you in the following options?

	Very Interested	Interested	Not Very Interested	Not at all Interested
Patron reviews and commentary on books and other media	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Patron-generated content on specific topics where they have expertise	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Patron discussion groups about current topics and events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

About You and Thank You

What is your gender?

Male

Female

What year were you born? _____

How many children are there in your household who are the following ages:

4 years old or younger _____
 Between 5 and 13 years old _____
 Between 14 and 18 years old _____

What is your 5-digit zip code? _____

What is the primary language spoken in your home?

English

Spanish

Chinese dialects

Vietnamese

Russian

Somali or other African language

Other: _____

APPENDIX: COPY OF SURVEY INSTRUMENT

Which of the following best describes your education?

Some elementary/high school

High school diploma

Some college

Associate's degree

Bachelor's degree

Post-graduate degree

What is your race/ethnicity? (Choose all that apply)

American Indian or Alaska native

Asian

Black or African American

Hispanic or Latino

Native Hawaiian or Other Pacific Islander

White

Other: _____

Do you have any disabilities?

No

Yes (please specify) _____

What is your total household pre-tax income?

Less than \$20,000

\$20,000 to less than \$50,000

\$50,000 to less than \$75,000

\$75,000 to less than \$100,000

\$100,000 to less than \$125,000

\$125,000 to less than \$150,000

\$150,000 or more

Thank you very much for your input! We invite you to participate in other conversations related to our current planning process. Please visit our web site (www.spl.org) for more information.

Have additional comments to share? Please use the back side of this page.