

CMU Center for Applied Research and Rural Studies
Phone Survey Spring 2009
Observations from the Survey – Lise Mitchell, Library Director

The survey was conducted in conjunction with the Central Michigan District Health Department with the assistance of two CMU classes under the direction of Dr. Mary Senter and Dr. Jean Toner.

The library portion of the survey included a section where respondents were asked about the **Public Library Association Service Responses**.

Question: Community libraries are changing. The Chippewa River District Library wants your help in determining how it can make Isabella County a better place to live. For each activity I read, tell me if you think it is a high, medium, or low priority for our community. Recognize that the library has to make some hard choices—not all priorities can be rated the highest.

Respondents were not limited in how many services they rated High, Medium, or Low. These items scored the highest percentages of the response “High Priority”

Connect to the online world
Create young readers
Learn to read and write
Lifelong learning

Make career choices
Stimulate imagination
Succeed in school
Understand how to find info

Respondents were also asked to make some choices.

Library as place of books	58%	vs.	Community Center	42%
Quiet place	64%	vs.	Place to talk	36%
More space for books	63%	vs.	More space for computers	37%
More copies of bestsellers	89%	vs.	More DVDs/music	11%
More study rooms	68%	vs.	More meeting rooms for large groups	32%
More computer space	67%	vs.	More meeting room space	33%

We were satisfied with the demographics of the households and respondents. They gave us a fairly good cross section and were not too far from the census figures.

Demographics – Households – about the responder’s household

- 38% City residents vs. 62% surrounding area; of those 38% live in the MPPS
- 62% have 2 people in their household
- 48% of the households are under age 55 in the household
- 174 of the 400 households surveyed have children from 0-17 in the household
- 43% employed full-time
- 57% have either high school/GED or some college education
- 53% have household incomes between \$25,000 and \$75,000
- 36% have lived in Isabella County between 11 and 30 years

Responder that answered the survey

92% White; 4% Native American; 3% African American

43% between the age of 50 and 69; 32% between 40 and 49

68% female vs. 32% male

Responder demographics – library related

72% have used CRDL in the last 3 years; of those 82% have library cards

74% have used VML vs. 26% the rest of the branches

45% use the library monthly or weekly

95.8% would probably or definitely recommend the library to a friend

67% of those that live outside the MPPS would vote probably or definitely yes for a dedicated library millage