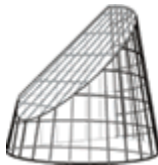




**EXECUTIVE SUMMARY
BOULDER PUBLIC LIBRARY
2008 SERVICES EVALUATION**

**Revised on
January 12, 2009**



Boulder Public Library

**Engaging our community through free access to
ideas, information and cultural experiences**

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The Seven Top Results from the 2008 Evaluation

(as selected by Your Perceptions, per BPL management's request)

1. Age – See Tables and details page 4.

Total BPL mean age is 44.4 .

- In 2008, 50.9% of respondents were over 44 years of age. (47% at Main; 64.2% at Meadows and 65.6% at Reynolds). This is consistent with aging populations at libraries nationwide according to statistics from the American Library Association. In 2006, the percentage over 44 was 44.5% so the population of users continues to age.

2. Website usage – See Tables and details page 6.

Only 25.9% have never accessed the library's website from a home computer. This is part of a significant change from 2006, when 46.1% had not accessed.

- 74.1% of respondents have accessed www.boulderlibrary.org from their home computer and 87.2% know about the online services which are available. In 2008, access and available services were asked as two separate questions, whereas in 2006, both aspects were combined into one question.
- At the Main branch, 73.3% of respondents have accessed from home, up from 54.1% in 2006. 87.4% of Main branch users knew about services offered online. This trending indicates a substantial shift to online usage by patrons.
- This can impact services such as how to distribute the newsletter, attracting younger users, fund raising and increased circulation.

3. Library closures and hours – See Tables and details page 7.

New questions were added in 2008 to help gauge community interest in extended hours and one day a week closures.

- The results indicated that neither is very important to respondents, especially when the potential impact to other services is weighed.

4. Income levels – See Tables and details page 3.

Although evaluations done since 2002 have all shown close to 40% of visitors earning less than \$35K per year, (37% in 2008), this should be of concern based on the median income for families in Boulder County (\$85,807).

- Reynolds showed only 17.9% earning less than \$35K and attracting users to move the mean in this direction should be an objective.

5. Reasons for visiting the libraries – See Tables and details page 7.

Worthy of note here is the important role that Staff can play in the libraries.

- At Reynolds, 'Staff' was a strong second reason for visiting, with 32.9% of those answering onsite citing Staff. In comparison, 'Staff' received a 5.2% percentage onsite at Meadows and .09% onsite at Main, making staff much less of a factor in visiting.

6. Service strength – See page 8.

If the library has established a benchmark for acceptable service ratings which exceed 90% in any category, there is much work to be done. No service achieved this percentage, although some were very close.

7. Services needing the most attention – See page 9.

Using a Mean (Average) score for service positioning, helped isolate the following services as needing the most attention.

- Teen Space
- Teen Materials
- Collection of Spanish Language Materials
- Collection of adult CDs, video materials, and/or audio books

Demographic Highlights

Area of Residency – See Tables pages 19-20, All Respondents Report; page 18, Meadows Report and page 18, Reynolds Report.

- 89.6% of respondents live in Boulder (city).
- 95.8% of respondents live in Boulder County (including Boulder city residents).
- Library usage by respondents living in other communities was small, with usage varied by branch.
 - Main gets 11% of traffic from outside Boulder City.
 - Meadows receives 6.7% of traffic from outside Boulder City.
 - Reynolds receives 5.7% of traffic from outside Boulder City

Table 1				
Residency Comparisons 2002-2004-2006-2008				
	All Respondents	Main	Meadows	Reynolds
Boulder City Residents				
2008	89.6%	89.0%	93.3%	94.3%
2006	73.7%	70.3%	78.3%	87.9%
2004	73.4%	77.7%	N/A	70.8%
2002	65.0%	72.0%	N/A	61.0%

In examining the composition of branch visitors coming from *Areas Outside of Boulder City*:

- Main: Most visitors come from Broomfield County (1.1%) and Longmont (3.2%).
- Meadows: Most visitors come from Broomfield County (2.8%) and Superior (2.9%).
- Reynolds: Most visitors come from Broomfield County (1.1%) and Longmont (2.3%).

Income – See Table page 23, All Respondents Report; page 21, Reynolds Report

- **Total mean income for All Respondents is \$65,124**
- 37% of all respondents make under \$35K, which is a large percentage for a community such as Boulder, where the median income is over \$85,807K**. In previous years, about 40% indicated making under \$35K so although the percentage is slightly lower this year, this percentage is consistent with other years.
- Reynolds was the *only* library with less than 40% indicating incomes less than \$35K, at 17.9%. This is closer to what *might* be expected (based on other libraries we measure in similar median incomes.) However, *all years* where this evaluation was reported show averages near 40% earning under \$35K.

Table 2				
Income Comparisons 2002-2004-2006-2008				
	2008	2006	2004*	2002*
Under \$15,000	19.1%	15.3%	30.0%	17.0%
\$15,000 - \$34,999	17.9%	26.7%	21.0%	27.0%
\$35,000 - \$74,999	27.3%	29.0%	26.0%	32.0%
\$75,000 - \$99,999	12.4%	11.2%	11.0%	24.0%
\$100,000 - \$124,999	9.5%	7.7%	4.0%	N/A
\$125,000 - \$149,999	5.6%	3.6%	2.0%	N/A
\$150,000 or more	8.2%	6.5%	6.0%	N/A
* Students were not included in both 2002 & 2004 data but are in 2006 and 2008.				
** U.S. Census Report				

Ethnicity – See Table page 22 All Responses Report; page 21, Main Report.

- 78.6% of **BPL** visitors are Caucasian/Anglo versus 84.2% in 2006.
- The largest minority population (4.4%) indicated Hispanic/Latino/Latina, which is similar to 2006 (3.5%). Multi-cultural/multi-racial (2.5%) was the second largest minority in 2008, replacing Asian/Pacific Islander (3.2%) from 2006.
- These results show a more mixed ethnic distribution coming to the libraries than was reported by the U.S Census for Boulder County (87.9% Anglo). The Census also shows 8.4% Hispanic/Latino/Latina in Boulder County, so this is a potential area of continuing growth for the libraries.
- Anglo visitor population at the Main branch was lowest among the three at 77.1%, which is consistent with most Main branches we have measured. The percentage of Anglos has dropped from 91% in 2002 to 78.6% in 2008.

Table 3				
Ethnicity Comparisons 2002-2004-2006-2008				
	2008	2006	2004	2002
Caucasian/Anglo	78.6%	84.6%	90.0%	91.0%
Hispanic/Latino/Latina	4.4%	3.5%	2.0%	4.0%
African or African American (Black)	1.3%	1.6%	2.0%	2.0%
Southeast Asian	1.1%	1.2%	1.0%	0.0%
Asian/Pacific Islander	1.8%	3.2%	3.0%	1.0%
Native American	0.9%	0.7%	1.0%	1.0%
Multi-cultural/multi-racial	2.5%	2.8%	N/A	N/A
Total	90.6%*	97.6%	99.0%	99.0%

*In 2008, 'Prefer not to answer' was included and accounted for 7.6% of responses. This accounts for the difference from prior years in total percentages.

Age – See Table page 22 Total Report

- **Total BPL mean age is 44.4**
- In 2008, 50.9% of respondents were over 44 years of age. (47% at Main; 64.2% at Meadows and 65.6% at Reynolds). This is consistent with aging populations at libraries nationwide according to statistics from the American Library Association. In 2006, the percentage over 44 was 44.5% so the population of users is aging.
- 12-17 year old participation was higher (6.8%) than in 2006 (5.1%). This was partially due to Proctors at the Main Branch working in the Teen Space.

Table 4				
Age Comparisons 2002-2004-2006-2008				
	2008	2006	2004*	2002*
12 to 17	6.8%	5.1%	2.0%	2.0%
18 to 24	8.0%	10.6%	17.0%	21.0%
25 to 34	16.3%	17.3%	20.0%	24.0%
35 to 44	18.0%	22.4%	15.0%	17.0%
45 to 54	19.7%	21.8%	25.0%	20.0%
55 to 64	20.5%	15.0%	15.0%	10.0%
65 or older	10.7%	7.7%	5.0%	8.0%

*In 2002 and 2004, the first age bracket was 13 to 17 and not 12 to 17.

Gender – See Table page 22 All Respondents Report

- 64.5% of respondents to the evaluation were women, which is slightly above average (Estimate: 60%) for a self-selecting evaluation. Women are more likely to complete surveys than men. At Reynolds, the percentage was 54% women/ 46% men and at Meadows 67% women and 33% men.
- A comparison to both cardholder data for all cardholders and for cardholders who have used their cards in the past 12 months should be conducted to determine if more men should be intercepted in a future evaluations.

Children in Household – See Tables pages 24-25 All Respondents Report; page 22, Reynolds Report, page 22, Meadows Report and page 23, Proctor-Intercept Report.

- 26.9% have children under 18 years old living at home versus 31% in 2006. These are both close to U.S. Census data in their American Community Survey 2007, which shows 30.2% of families in Boulder County with children under 18 living at home.
- 45.5% of Reynolds respondents have children under 18 living at home; 24.8% at Meadows and 26.9% at Main.

Table 5			
Children in Household - Main -Reynolds-Meadows 2008			
	Main	Meadows	Reynolds*
	26.9%	24.8%	45.5%

- As in 2006, for those who do have children, 40% of the households include children who are 5 or younger.
- In 2008, 50% have children ages 6-10, and 53% have children 11-15 yrs. old. Both are large increases from 2006 data in which 38% have children (6-10) and 37% children (11-14). We used Proctor/intercept data to verify the higher levels. Both the Proctor results and the self-selecting results are very close, indicating that the increases are accurate.

Student Respondents

Table 6			
Primarily Students - Main -Reynolds-Meadows 2006-2008*			
	Main	Meadows	Reynolds*
2008	20.7%	11.0%	7.9%
2006	18.9%	8.1%	13.0%

* Student data was not reported by library in either 2004 or 2002. However, using the overall averages reported of (14%) in 2004 and (18%) in 2002, the total average of student respondents (17%) for both 2006 and 2008 indicates about 17% of library respondents in ALL years were students.

- As in 2006, an overall average of 17% of respondents identified themselves as being students.
- The 2006 and 2008 results parallel, with 48% being College students and 15.3% in High School. In 2008, 20.7% of respondents indicated they are in Middle School, versus 12% in 2006. The 'Other' category dropped by 4% in 2008, from 20% in 2006, to 16%.

Transportation – See Table page 18, All Response Report

- The majority of respondents (54.4%) continue to primarily drive to the library.
- No significant difference in transportation modes since '04 was found, although those driving have declined slightly since 2004.
- Walking continues to be the second most popular mode of transportation, especially for the branches, with 28.6% walking to Reynolds and 24.5% walking to Meadows. 21.4% walk to Main. 2008 percentages for walking to branches were similar in 2006 for Reynolds with 25.6% walking. However, in 2006, 16.4% walked to Meadows and in 2008, 24.5% is an 8.1% increase.

Table 7			
Transportation to Branches			
	2008	2006	2004
Walk	22.5%	20.0%	22.0%
Drive	54.0%	62.1%	61.0%
Get a ride/dropped off	1.5%	1.5%	1.0%
Bike	12.2%	10.6%	8.0%
Ride bus	9.4%	5.8%	7.0%

Frequency of Branch Use – See Tables pages 4 & 5 All Respondents Report

- 59.2% of respondents identified the Main location as their primary branch, with 8.2% choosing Reynolds and 10.3% choosing Meadows as their main branches, respectively;
- At the Main branch, 81% of respondents visit several times a month or more; 20.7% visit Reynolds several times a month or more and 17% visit Meadows several times a month or more.
- Of all respondents, 27.8% have used the Reynolds branch at least once per month in the past 12 months, and 25.3% have used the Meadows branch at least once per month in the past 12 months.

BPL Remote Website Usage – See Table page 21 All Respondents Report; page 20, Main Report;

- 74.1% of respondents have accessed www.boulderlibrary.org from their home computer and 87.2% know about the online services which are available. In 2008, access and available services were asked as two separate questions, whereas in 2006, both aspects were combined into one question.

Table 8		
Have you ever used the BPL website from your home computer?		
	2008	2006
Yes	74.1%	53.9%
No	25.8%	32.6%
Didn't know it was available	0.1%	13.5%

- At the Main branch, 73.3% of respondents have accessed from home, up from 54.1% in 2006. 87.4% of Main branch users knew about services offered online. This trending indicates a substantial shift to online usage by patrons.
- Only 25.9% have never accessed the library's website from a home computer which is part of significant change from 2006 in this area when 46.1% had not accessed.

Newsletter Awareness and Distribution – See Tables page 18, All Respondents Report and page 17 in both the Meadows and Reynolds Reports.

- These two questions were new questions in 2008.
- Most respondents (63%) pick up the newsletter at their respective branches; Main (66%), Reynolds (67%) and Meadows (54%)
- Since many (35%) of respondents would ‘Most likely go to the website to find information about library events and programs (movies, classes, lectures, concerts, etc.)’ it could be speculated that a large portion of this distribution could be handled online.
- 38% get the newsletter as a newspaper insert and again, based on those choosing to go to the website for library information as their *first* choice, this confirms the choice of a shift from newspaper insertion to distribution online.

Library Closures and Hours – See Tables pages 16 & 17 All Respondents Report and pages 15 & 16 in both the Meadows and Reynolds Reports.

- These three questions were new questions in 2008.
- Results indicate that both issues: extended hours and one day a week closures are not very important to respondents, especially when the potential impact to other services is weighed.
- Results were consistent across all branches and within a fraction of a percent using Proctor data, indicating that these results are extremely reliable.

Top Reasons for Visiting the Library – See Tables 6 & 7 All Respondents Report and pages 5 & 6 in both the Meadows and Reynolds reports.

- **Location** and **Available Resources** were the top ranking reasons for all libraries.
- At Meadows, 89.7% cited Location and 95.2% at Reynolds cited Location.
- At Reynolds, ‘Staff’ was a strong second reason for visiting, with 32.9% of those answering onsite citing Staff. In comparison, ‘Staff’ received a 5.2% percentage onsite at Meadows and .09% onsite at Main, making staff much less of a factor in visiting.

Satisfaction Highlights

It should be noted that these questions, numbers 7 through 11, each included an option for the respondent to select, ‘Neither satisfied nor dissatisfied’ within a 5 point ratings scale to match the 2006 questions. This was done to maintain a benchmark for responses from year to year. However, the use of this option, in some cases where the response is #3 and is close to 15% or higher, makes calculating the ‘mean’ score for questions difficult and unscientific.

A reference to the #3 answer impacting response accuracy was noted in the 2006 Summary: *“It should be noted that even for questions having low Percent Favorable scores, the Percent Unfavorable (i.e., “Dissatisfied” + “Strongly Dissatisfied” answers) is low as well. This is due to the percent Neutral responses to these questions being fairly high, likely caused by individuals opting out of answering questions about library features that they don’t use.*

In both 2006 and 2008, the Percent Favorable for the results of any given Satisfaction question is defined as the combination of the “Satisfied” and “Strongly Satisfied” response percentages.

A 'Mean' (average) scale was also added in 2008 to easily summarize each satisfaction response.

- A Percent *Favorable or High Percentages combined for Answers 4 & 5*, resulting in 81% or higher, is considered very good.
- A Mean score of 3.75 or better, from the average of all five responses, is considered good.
- A Favorable Mean score below 3.60 or lower, from the average of all five responses, indicates a need for attention.
- A Percent *Unfavorable or High Percentages combined for answers 1 & 2*, resulting in 20% or higher reflects issues requiring attention. (Note: When All Respondents are averaged, there were no questions where this occurred in either 2006 or 2008.)
- A Percent *Neutral (or #3 answer)* above 14% is generally an indication that the survey population has low familiarity with the subject presented in the question. As indicated in 2006, another way in which survey respondents often show lack of familiarity with a topic presented in a survey is to "opt out" of answering that question by choosing the Neutral response.

The full detail of responses to the Satisfaction questions is included in each report and as Appendices of this document.

Summary

Strengths: Was defined in 2006 as an **81%+ Favorable** response. It was indicated to YP that the library has established acceptable Favorable ratings over 90% in the Satisfied and Strongly Satisfied categories since 2004. Unfortunately, no category achieved a 90% or better rating in 2008, although some were close.

1. Location (88.5%)

Response at both branches were slightly higher than the 86.5% at Main, both exceeding 93%.

2. Helpfulness of Staff (89.7%)

Response at Meadows was the highest at 93.3%.

75% + Favorable overall, but ratings over 81+ in branches

1. Safety/security of library environment (79.1%)

Response at Meadows (87.5%) and Reynolds (85.4%)

A 3.75 or better Mean (Average) from all five response choices, when a Neutral response is included, would put those services in the Strongly Satisfied category.

Those services receiving a 3.75 mean or better included:

- Location
- Hours
- Parking
- Book & Print Collection
- Children's Collection
- Adult Program/Services
- Wireless with laptop
- Meeting Rooms
- Furnishings Atmosphere
- Safety Security
- Helpfulness of Staff

Those services of concern receiving less than 3.60 mean included:

- Teen Space
- Teen Materials
- Collection of Spanish Language Materials
- Collection of adult CDs, video materials, and/or audio books

These areas could use some attention, but can probably be improved with small changes, or will usually rate lower based on patrons' unrealistic expectations*

- Access to Library computers for both internet and word processing
- Children's Programs

**From evaluations conducted for Aurora, Arapahoe, Baltimore and Boston libraries, satisfaction levels concerning computer availability and times, no matter how many computers are available or how much time is allotted, always rank in the lower mean range.*

YP Note: It is difficult to satisfy the thirst for more free computer access!

Also, using the same results from the libraries mentioned above, Children's Programs results vary greatly by branch and by staff engaging the respondents. To achieve more usable/decision making results, a separate group of questions relating to these programs for those that attend them is recommended. It is recommended that making decisions from a small set of general questions about Children's Programs should be used for overall satisfaction but not for changes or direction in policies.

Some cross-tabulation of data may be considered for 2008 to further analyze Satisfaction scores:

- **Income** – In 2006 it is stated that *'Those earning less had higher satisfaction scores.'* This may be sufficient information and a cross-tabulation unnecessary, as this seems logical. See page 21, 2006 report.
- **Gender** - In 2006, *'males tended to be more critical of the library than females'*. This is typically true in most surveys conducted by Your Perceptions. See pages 21 and 23, of the 2006 Report.
- **Frequency of library usage** – In 2006, where there was enough data to make assumptions (i.e.: only for the Main Library on this question) about *'the perceptions of individuals who visit the library with high frequency (i.e., "more than 10 times in the last 12 months")*. It was found that expectations for individuals who visit the library with low or moderate frequency were similar, with a few notable exceptions:
More frequent users of the library were more critical (i.e.: less Favorable) on the issues of library hours, the library's collection of Spanish language materials, its collection of teen materials, its Teen Space, and access to library computers for word processing.'
See pages 21, 22, 23 of 2006 Report.

Comments and Prize Contact Information

Comments were submitted using paper comment sheets attached to the onsite units and placed in receptacles near the units and online as open field questions typed by respondents.

Results have been summarized by type of comment for all responses (Addendum F) and online responses are also provided exactly as submitted along with email addresses (Addendum G).

For prizes, respondents either submitted their phone number or email address. Winners should be drawn from those results. Phone numbers are also provided as Addendum 'E'.

Methodology

- The evaluation was open from November 11 – December 3, 2008. The last online response was posted on December 3rd and the last onsite data was posted on December 2nd at 4PM.
- For the first time, electronic technology was used as a primary method of collecting responses. The evaluation was offered in English and Spanish.



- 14 survey units were placed in high traffic areas of all three libraries. Eight (8) were placed at the Main Branch and three (3) each at the Meadows and Reynolds branches. One unit was provided as a replacement and was used, so the total number of units with data collected was 15.
- In addition, an online evaluation was offered from <http://www.boulder.lib.co.us/> on the Home Page during the same dates. An online version of the evaluation was programmed for the Spanish language pages on the library's website and available to library staff for posting as a link starting November 18th, but no data was collected. (In two different checks by YP staff the evaluation was never posted live on <http://www.boulder.lib.co.us/> and BPL staff was advised of the situation, since YP had no access for posting evaluation links.)
- A paper survey was made available and results were added to the online responses manually from the paper. The paper version was available in English and Spanish. Two paper responses were submitted after the reporting period and are not included in the data but are included as addendums (D) to the Reports.

The 2006 and 2004 survey reports were used, for some questions, as a baseline for questions which were repeated in 2008. Three new questions were added in 2008 regarding library opening times and hours. Two questions were added regarding the library's newsletter.

The evaluations could be completed in two ways:

1. **Self-selecting** – People were informed of the evaluation by signage onsite or from links online at any time during the evaluation period. Prizes were offered using signage displayed during a portion of the evaluation period (from Nov.17 until conclusion). Prizes were not specified. The offering of prizes can sometimes influence the type of person responding to an evaluation. Several methods were used to help gauge the influence of self-selection, including:

- Using Proctors in all three branches for specified amounts of time
- Offering the evaluation without prizes for the first four days of the evaluation period.

2. **Proctors/Intercepts** – Proctors were used for a total of 46 hours and were trained to intercept random customers entering the library at various times selected by library staff, which included peak times, as well as a sampling of all hours in which the libraries were open during the evaluation period.

In both cases, offering prizes was found to have no influence on the results as a factor in evaluation reliability. This was done by comparing results from results prior to prizes being offered and using Proctor data (Proctors did not offer prizes when intercepting candidates) to other results.

In order to include visitors who use a variety of the library's offerings (i.e., theater, classes, special programs, etc.), the evaluation was made available at activities routinely hosted by the libraries (i.e., programs directed toward adults, teens and children at the Main branch and in the Teen Space). In future studies, a more pro-active approach, such as pre-program announcements and posting of custom signage requesting evaluation participation would help increase responses at these events. YP staff attended two events and no mention was made of the evaluation and no time was available on the event agendas for making such announcements.

Reliability of Evaluation Finding

A Total of 1574 individuals started the evaluation. Two protocols were used for edits:

1. Respondents not answering at least the first 4 questions (the 4th question was used as the cross tabulation for separate reports for all three branches and completion was necessary);
2. The elimination of responses assumed to be unreliable (Example: Respondents answering the same number choice for all three responses in multiple choice questions from all possible answers)

After editing, 1230 responses were used in the ALL RESPONDENTS REPORT.

Several methods were used to compile separate reports for each of the three libraries.

1. Individuals could respond onsite and those units were tracked by location;
2. Each evaluation (both onsite and online) allowed the respondent to specify which library they used MOST FREQUENTLY.

There is a report each for Main, Reynolds and Meadows.

Since we did NOT have a reliable estimate of people visiting the libraries during the evaluation period (i.e.: total number of people visiting the website and total number of people visiting each library during the evaluation period), we elected to use two other methods to assure the reliability of findings:

Note: Statistically, the population has very little impact on confidence intervals once you receive over 1,000 responses.

1. The same 95% confidence level was used to estimate the reliability of data in 2008 which was used in 2006.
The result is that we estimate a (plus) + or (minus) – variable of 2.5% for responses to any question.
(In other words, if we conducted the same study among the same population, in 95 out of 100 samples the actual results on any question could be 2.5 percentage points higher or lower than the current results.)
2. In some questions, where 80% or more of respondents gave the same particular answer, the margin of error drops to (plus) + or (minus) – 2%.*

For individual library reports, the margins of error may be somewhat higher due to the smaller number of responses. However, we compared the answers provided by the TOTAL population, and in most cases, found this margin of error to be insignificant.

In addition, Proctors were used during specific periods of time both weekdays, weeknights and weekends at all three branches and this data was compared to the self-selecting data to further identify possible weakness in the reliability of findings. Any weaknesses are noted in the All Respondents Report.

Proctors 'intercepted' potential respondents based on a specific and regulated count of people entering the library. Tracking of each person responding to a request to do the evaluation was maintained, and whether they agreed to do the evaluation, or declined, was recorded. This assures there is no prejudice and that this sample is 100% random, which provides scientific evidence of reliability. This was different than in 2006, when Proctors intercepted all people entering the library with no recorded method of counting accepts and declines to complete the evaluation.

The sample size in 2008 is 1230 and in 2006 was 1341. We found the difference in reliability to be negligible based on the two types of methodology we used.

* The calculation used was $p \pm 1.96 \cdot \sqrt{p(1-p)/n}$. *P* is the expected percentage (Your Perceptions estimated 80%); *n* is the sample size.

Summary of Reports Used for The Executive Summary

Seven Reports are included and were used to interpret respondent's answers:

1. **ALL RESPONDENTS REPORT** – includes all respondents, all questions and all sources.
2. **MAIN REPORT** – includes respondents who indicated that they 'Most Frequently' visit the Main library using question #4 as the cross tabulation from all evaluations combined.
3. **REYNOLDS REPORT** - includes respondents who indicated that they 'Most Frequently' visit the Reynolds library using question #4 as the cross tabulation from all evaluations combined.
4. **MEADOWS REPORT** - includes respondents who indicated that they 'Most Frequently' visit the Meadows library using question #4 as the cross tabulation from all evaluations combined.
5. **PROCTOR REPORT** – Results from evaluations completed after Proctor intercepts at all branches are combined. During Proctor intercepts an identical, but separate segment was used in the onsite evaluation equipment to capture *only* those intercepted and directed to the equipment.
6. **2006 SUMMARY** – As conducted by OEi, LLC.
7. **2004 SUMMARY** – As provided by Jim Marshall (no vendor is identified).