

**Marin County Free Library  
2005 User Profile Report**

*Respectfully Submitted By:*

*Alysanne Taylor, Administrative Services Associate*

Carol Starr

Director of County Library Services

# Marin County Free Library 2005 User Profile Report

## **INTRODUCTION**

The Marin County Free Library exists to make a broad range of culture, information, and knowledge available for the needs of the public. To better understand and respond to community needs a Library User Profile Project was undertaken in 2005. This multifaceted investigation included a survey of library users, customer satisfaction feedback, an internal analysis of patron demographics, as well as external research of the community within the Library's jurisdiction. The results of the user survey are presented in this report, along with a summary of patron satisfaction feedback, statistical research, and highlights of the analysis.

This report is divided into seven sections. These sections are:

- I. Background – Purpose of the Library User Profile
- II. Survey Process – How the survey data was collected and analyzed
- III. Survey Summary – Summary of survey responses, systemwide and by location.
- IV. Perceived Satisfaction – Self-reported rating of patron satisfaction as collected through customer comment cards.
- V. Patron Data Analysis – Statistical summary of patron demographic information available through the Library's circulation system.
- VI. Population Analysis – Demographic summary of residents within the Library's jurisdiction based on the US Census and GIS mapping technology.
- VII. Conclusions

## **I. BACKGROUND**

The Marin County Free Library, at the direction of the Board of Supervisors, sought to profile current library users in 2005 as the first step to better understand and respond to community needs. The goals of this project were to define characteristics of those most and least likely to use the library, to identify unserved populations within the Library's jurisdiction, to better understand the role of local libraries as a community resource, and to gauge the public's perceived value of various services.

Objectives were set in the Spring of 2005 to develop a dataset defining library users through a survey of actual practices. In addition, patron satisfaction of library services and facilities was solicited through customer comment cards developed by the Library's Customer Services Committee. To complement the survey and satisfaction feedback, additional information was gathered from the Library's patron database and the 2000 Census.

Information collected was intended for use by Library Administration, branch managers, and service committees to plan facilities, guide decisions regarding services and collection development, target outreach efforts to new and current patrons, and design effective marketing strategies.

## II. SURVEY PROCESS

Between May 16 and June 8, 2005, approximately 2,000 library users participated in a brief survey facilitated by the Library's Administrative Services Associate (ASA). This sampling represents 2% of the Library's 90,892 registered borrowers.

The survey was conducted through 1-on-1 verbal interviews at each of the Marin County Free Library's 11 branches. Responses were entered into an online database during the interview through either a touchscreen kiosk or stand-alone laptop. Individuals were given the option to complete the survey directly through one of the two terminals or through verbal discussion with the ASA. Once technical errors were removed from the dataset, 1,613 records remained to be considered in the analysis. The results of this dataset have a margin of error of +/- 1.70%.

Every visitor to the library, ranging in age from 4 to 90+ years old, was encouraged to participate during the survey period. 85-98% of those approached agreed to complete the survey, primarily through 1-on-1 interviews conducted in a standardized fashion by the ASA. Those who initially declined the survey were encouraged to accept a print version that could be mailed back to the library postage-paid at any time. A small gift was offered to participants in recognition of their time.

The survey consisted of 12 questions designed to define characteristics of library users and determine the specific nature of their library use on a given day. Data was retained at the individual survey level so that analysis could be conducted systemwide, by branch, by demographic characteristic, or in relation to a specific question. Questions were close-ended to facilitate the aggregation of data. Emphasis was placed on describing current library uses rather than past practice or future intent.

The following questions were asked through the survey:

1. Which location you are visiting today?
2. How far away do you live?
3. How did you get to the library today?
4. How regularly do you visit a Marin library?
5. Do you have a library card for any of the Marin libraries?
6. Please describe yourself (*demographic of age and family status*):
7. Did you come to the library today alone or with others?
8. Please describe your *primary* reason for visiting today:
9. Please describe any additional reasons for your visit: (*select as many as apply*)
10. How regularly do you visit the library's *website* from home or work?
11. Please select any special needs that apply to you or your family:
12. Please let us know which Marin newspaper you read most frequently:

### III. SURVEY SUMMARY

Survey results have been summarized to analyze user information systemwide and at the branch level. Detailed graphic comparisons are presented in Appendix A. The results reflect general patron activity during the Spring season. However, analysis at the branch level should be considered in the context of the specific day(s) of the week data was collected at each site. Children's weekly programming activities, for example, though not discernable at a branch level, were represented over the course of the survey in the systemwide total.

Key findings are summarized below according to the 12 question areas.

#### Which location you are visiting today? (Appendix A:1)

The number of survey responses was intentionally collected proportionate to the circulation activity at each branch. Thus, more active branches in the East were represented by a greater number of users surveyed than smaller branches in West Marin. Controlling the sample size relative to branch activity enabled data from analysis to be conducted without further adjustment.

#### How far away do you live? (Appendix A:2-4)

One-third of the users surveyed reported living within ½ mile and almost two-thirds lived within 3 miles. 5.5% of users reported living outside the county. The majority of these were tourists visiting the Civic Center, Marin City, or Stinson Beach branches. 11% of those surveyed at the Novato branch were out-of-county users from Sonoma. Corte Madera reported the greatest number (24.4%) of users living 3-5 miles away. Many patrons from Belvedere-Tiburon and Mill Valley commented informally on the ease of access to the Corte Madera branch due to its location near the freeway. Stinson Beach and Marin City are distinguished by almost half of the users living within ½ mile. Bolinas, Fairfax, and South Novato branches were similarly marked by a large number (21-36%) of users living within ½ mile.

#### How did you get to the library today? (Appendix A:5-6)

The majority (80%) of users relied on a personal automobile or other motorized vehicle to get to the library. While many patrons expressed intent to utilize alternate transportation, the vast number of individuals chose a car to allow them the ability to run multiple errands en route. Of those using alternate transportation, 15% walked to the library, 3% cycled, and the remaining 2% took the bus or other public transportation. The only remarkable difference was at the San Geronimo Valley branch, where 69% of users walk to the library. The majority of these were students walking from the adjacent school. In general, West Marin branches had a higher number of patrons walking to the library, along with Marin City, in East Marin, where 35% of patrons walked from the neighboring area. Marin City also showed the highest number (6%) of users arriving by public transportation. The branch is easily accessible through the Golden Gate Transit Hub and provides a convenient leisure center for those awaiting their connection. 9% of users in Bolinas, Stinson Beach, and South Novato chose to cycle to the library during the survey period. Cyclists at other locations ranged from 0-4%.

How regularly do you visit a Marin library? (Appendix A:7-8)

A significant 64% of individuals reported using the library one or more times a week. The majority of users come to the library on a weekly basis. The exception was in Marin City, where patrons use the library more frequently for Internet access. Similarly, patrons in Bolinas, Inverness, and Stinson Beach reporting visiting the branches two or more times a week, most often to borrow or return materials. Almost half (47%) of the patrons in Inverness use the library multiple times a week. In San Geronimo, 59% of the patrons, primarily students, use the library regularly once a week. Systemwide, 90% use the library at least monthly, which correlates with the Library's loan period for printed materials. Stinson Beach showed the greatest percentage (18%) of individuals visiting only a few times a year, which is representative of the high number of tourists in the area.

Do you have a library card for any of the Marin libraries? (Appendix A:9)

Systemwide, 90% of users reported having a MARINet library or 'Internet Only' card. 5% of users reported not having a card. Stinson Beach, Marin City, and the Civic Center branches, noted as a popular tourist destinations, showed the highest number of patrons without a library card, ranging from 7.3% to 20%. Of those not having a card, most (70%) reported using the library a few times a year or less. 39% of those not having a card lived outside the county. The 5% of participants that did not specify card ownership resulted from a design layout that did not make this question easily apparent to individuals using the touchscreen kiosk.

Please describe yourself (age & family demographics): (Appendix A:10-11)

On average, 65% of library users are adults, age 20-64. Another 19% are seniors. Although children's circulation is a major component of library services, only 16% of those surveyed using the library were children, 6% of whom were teens. Of those adults surveyed, 38% on average had children living at home. The highest percentage of adults with children living at home appeared in San Geronimo (37%) and South Novato (52%) while the lowest number of adults with children surveyed in Inverness (23%) and Stinson Beach (24%). Seniors were most predominant at the Point Reyes (29%), Civic Center (25%), and Corte Madera (23%) branches. Adults under 65 most frequently used branches in Inverness (81%), Bolinas (77%), and Stinson Beach (76%). Teens were most prevalent using the Marin City (14%), Point Reyes (10%), and Novato (9%) branches. The most frequent users to the San Geronimo Library were children (66%). Marin City (16%) and Fairfax (13%) showed high numbers of young users, although San Geronimo by far topped this category with 66% of the surveyed users age 12 and under, due to its status as a shared school facility.

Did you come to the library today alone or with others? (Appendix A:12-13)

Systemwide, 28% of library users were school age children, most of whom arrived at the library with another school age child. Approximately two thirds of those in the Fairfax, Marin City, Novato, and South Novato branches were adults using the library alone or with other adults. All other branches showed a higher number of adults using the library alone or with other adults, except in San Geronimo, where 66% of users were

children or adults accompanying a child to the library. The least percentage of children or adults visiting with children appeared in Bolinas and Stinson Beach (5%) as well as Inverness (9%).

Please describe your *primary* reason for visiting today: (Appendix A:14-16)

58% of those surveyed systemwide reported borrowing or returning an item as the primary reason of their visit. Two-thirds of users to Bolinas, Corte Madera, Inverness, and South Novato identified circulation activities as their primary reason for using the library. The next most popular library use was Internet access, reported as the primary reason for 14% of the visits. 43% of those at Marin City used the library primarily for Internet access. 20-27% of patrons to West Marin branches, except San Geronimo at 7%, reported Internet access as their primary reason for using the library. San Geronimo showed the greatest prevalence of recreational readers, at 22%, followed by Civic Center at 12.5%. 6% of users systemwide identified tutoring, homework, or study as the primary reason for their visit, with 9-8% of users to Corte Madera (9%), Fairfax (8%), Novato and South Novato. Systemwide 6% of users, and 10-20% of those in West Marin, came to the library primarily to 'use the facilities'. This option captured those interested in the bathroom or copier, as well as those using the library merely as place to meet others or pass time without intending to use other library services. Personal research was reported as the primary reason for 6-10% of users to the Civic Center, Corte Madera, and Fairfax branches and 4% or less at other locations. Database access, reference assistance, and attending a library event or children's program was reported as the primary reason for only 0.2-1.3% of users.

Please describe any additional reasons for your visit: (*select as many as apply*)

The primary reason for coming to the library is a good indication of a patron's perceived value for specific library services. However, a report of all activity conducted during a patron's visit helps to provide a more accurate measure of service utilization. 44% of patrons reported borrowing or returning items during their visit, 14% engaged in recreational reading activities, 13% accessed the Internet through public use computers, and 9% conducted personal research. These figures are comparable with primary usage, with the exception of more patrons engaging in recreational reading or personal research in addition to the original intent of their visit.

How regularly do you visit the library's *website* from home or work? (Appendix A:17)

The Library's website provides general information of library services, a calendar of events and a vast array of interactive virtual services. The website is host to the Library's online catalog, 24/7 interactive reference service, and a wide variety of searchable databases and electronic books, including downloadable audio books. This website also provides patrons the ability to renew books, request materials, and pay fines online. A surprising 62.5% of patrons do not regularly access the libraries website from remote locations, such as home or work. 18% of patrons access the website at least a few times a week and 12% access the website remotely on a monthly basis. Despite the growing popularity of Internet services and resources, this signifies the continuing importance of maintaining physical locations. It may also indicate a better need for education and outreach to increase awareness of developing virtual services.

Please select any special needs that apply to you or your family: (Appendix A:18)

Few patrons indicated a need for special services, such as mobile library access, home delivery, or deposit collections for residential facilities. This response, of less than 1% of patrons polled, is to be expected since individuals with such needs would likely not be present in a library facility. The library will continue to monitor the need for special services through community outreach activities and provide services to the level indicated by need. 7% of patrons expressed an interest in large print books.

Surprisingly, this response was not dependant on age. Patrons 20-64 years of age were more likely to express a need for large print material than seniors. The greatest interest in large print appeared in Marin City (13%), Novato (11%) Civic Center (9%) and Corte Madera (8%).

Please let us know which Marin newspaper you read most frequently: (Appendix A:19)

34% of library patrons reported not reading the newspaper, indicating print media may not be the best venue for the library to increase community awareness about events and services. 40% of patrons did report reading the Marin IJ. By branch, patrons in East Marin favored the IJ in comparison to local papers, favored by those in West Marin. The greatest number of patrons reporting no interest in print media was in Marin City.

#### **IV. PERCEIVED SATISFACTION (Appendix B)**

Analysis of library customer comment cards collected in 2005 provided a self-reported rating of patron satisfaction. The number of responses received by branch ranged from none in Bolinas and Point Reyes Station, to 19 in Corte Madera. 100% of patrons commenting on Inverness (n=11) and Stinson Beach (n=1) rated both facilities and service as excellent in all categories. While the responses received were self-selected and cannot be taken as representative of popular opinion, the customer comment cards do provide the library a measure of patron satisfaction as well as a means for patrons to express both praise and grievances.

When asked to rate the library facility, 80% of the 90 individuals commenting felt the facility provided excellent accessibility. Only 2% systemwide noted that improvement should be made in making the library more accessible. Specifically, 11% (1 of 9 responses) of South Novato and 5% (1 of 19 responses) of Fairfax patrons indicated that accessibility at the branches should be improved. Facility location received a 78% excellence rating systemwide with improvement in location mentioned as a need only in Fairfax (2 of 19 responses) and Corte Madera (1 of 20 responses). Similar rankings were given to the condition of library facilities. Only 63% of library patrons felt that the library provided excellent signage. Improvement needed in signage at the local level was most noted in Novato (2 of 11 responses) and the Civic Center (2 of 19 responses).

In ranking library services, with regard to availability, courtesy, helpfulness, and knowledge, the system was rated consistently as excellent by 80-84% of respondents. Notable areas for improvement, based on cards submitted were service availability in Fairfax (3 of 19 responses), courtesy in Corte Madera (3 of 23 responses), and courtesy and knowledge in Marin City (1 of 3 responses).

## **V. PATRON DATA ANALYSIS**

Through the registration process, the library is able to gather demographics on general age group and primary residence of patrons (Appendix C:1). On average 21% of patrons are below the age of 16 and 79% are adults or seniors. By residence, these figures range from a low of 12-13% of juvenile patrons in Stinson Beach to a high of 24% of juvenile patrons in Novato. The library is currently collecting patron birthdates, which will provide more specific data for future analysis of special populations such as teens and seniors.

Reviewing circulation activity, the library analyzed interest in materials by target age group (Appendix C:2). Adult materials (fiction and non-fiction) accounted for 62% of all circulation activity in FY04/05. 35% of materials circulated were from the library children's collection. While this figure is significantly higher than census figures for the same demographic, such materials provide a quick read and are thus circulated in high numbers, with parents often checking out 10 or more materials at a time. The greatest circulation of children's materials was seen at the South Novato Library (51% of total activity) and through outreach services, where 60% of materials were circulated primarily to West Marin schools visited by the Bookmobile.

In July 2005 the library began tracking circulation of Spanish language materials (Appendix C:3). In the first 4 months 2,016 items circulated from the Spanish collection. Of these 37% were in VHS/DVD format, 10% were from the children's collection, and 42% were adult fiction/non-fiction. While circulation of Spanish language materials currently represents only 1.5% of activity systemwide, increasing collection size and outreach activities at various branches should result in great circulation figures in the coming years.

## **VI. POPULATION ANALYSIS**

Examination of Census data through GIS mapping technology showed that the Library's patron population is relatively similar to the population in general (Appendix D:1). 21% of residents in Marin in the year 2000 were below the age of 18 and 79% were 18 years or older. The Census provided further detail, indicating 6% teen residents and 12% seniors within the Library's jurisdictional area. Data by age is extremely useful for planning services and collection development, as service utilization patterns and interest in material genres typically vary according to age.

The Census also provided the library a way to analyze special populations by primary language spoken at home (Appendix D:2). Of the primary languages, 9.5% of residents in the Library's jurisdiction were designated speaking Spanish or Spanish Creole and 1% or less spoke French, German or Chinese. The highest concentration of Spanish-speaking residents appeared in the areas surrounding Point Reyes (15%), South Novato (12%), and Novato (10%) branches. Based on these figures, the library has made an effort to develop Spanish Language materials at these branches, both for Marin's Hispanic population as well as for English speaking residents interested in international film and print materials as an aide to develop Spanish language skills.

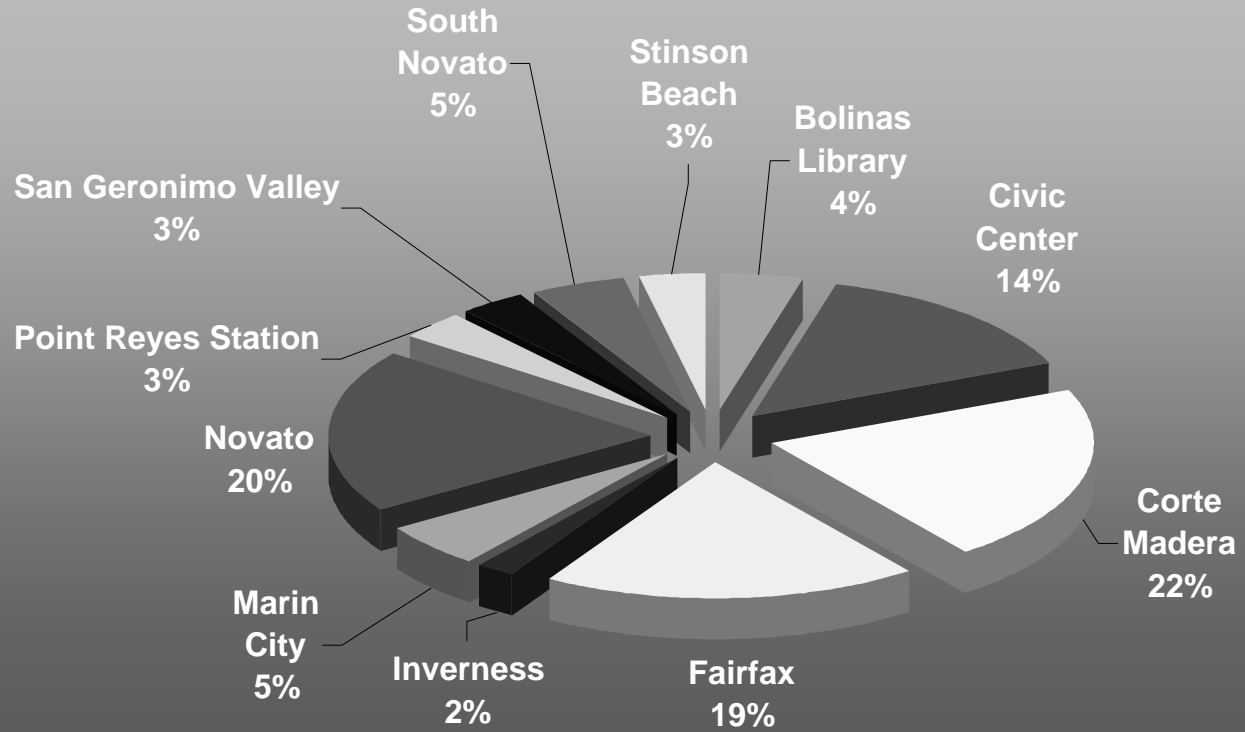
## **VII. CONCLUSIONS**

Public libraries have always excelled in collecting and processing data to measure activity such as circulation, reference assistance, Internet sessions, and registered borrowers. Through this, the library has been successful building collections and services that meet the information and recreational interests of patrons. The 2005 survey has gone beyond these measures. Through the survey, we learned that our users are individuals who live close to our branches, arrive by car, and frequent our facilities on a regular basis. Their demographics are similar in age to that of the community, implying every Marin resident has potential to be an active library patron. In addition to borrowing material and accessing the Internet, the library is a place for recreational reading and personal research. It is a place for friends to meet, children to go after school, a safe center for tutoring, and an entertainment source for parents to engage with their children.

Analysis of current demographics and practices of patrons in the library help define library users as those seeking information, recreation, and a community-gathering place. In the future, children and seniors will continue to be a core demographic for which to target services and collection development. Outreach will be important to increase awareness throughout the community and efforts will be made to reach those with special needs such as homebound and Hispanic populations. As patrons of the library tend to be dedicated and active users, education in the library through staff interaction, print materials, special events, and classes, will be key to increasing utilization, especially in the use of our virtual services. As technology evolves, the library will continue to develop electronic services to meet the needs of both in-library and remote users. The library will plan for the future by reaching out to local neighborhoods with the vision of every resident as a potential patron and by supporting the broader definition of the library facility as a community center.

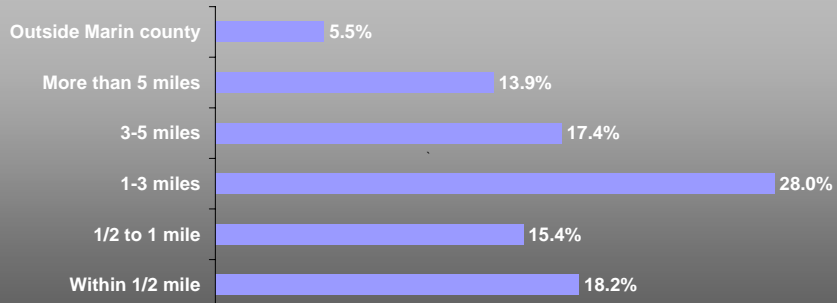
n = 1,613

## 2005 Library User Survey Participant Representation



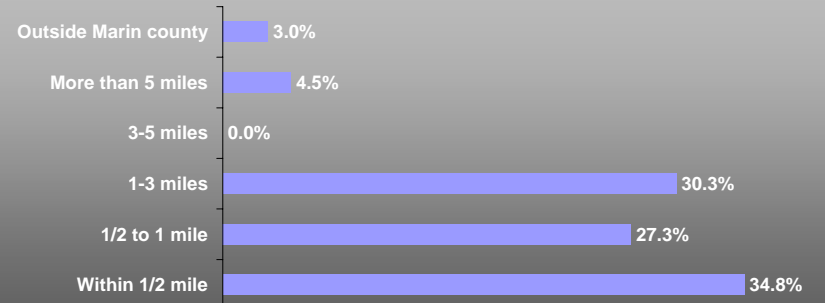
Systemwide: n = 1,413

### How far away do you live?



BDE: n = 88

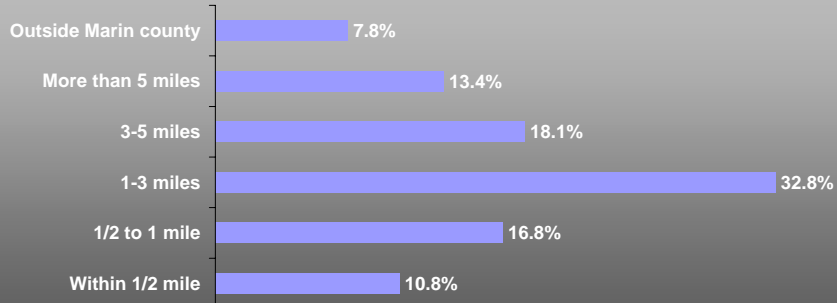
### How far away do you live?



Appendix A:2

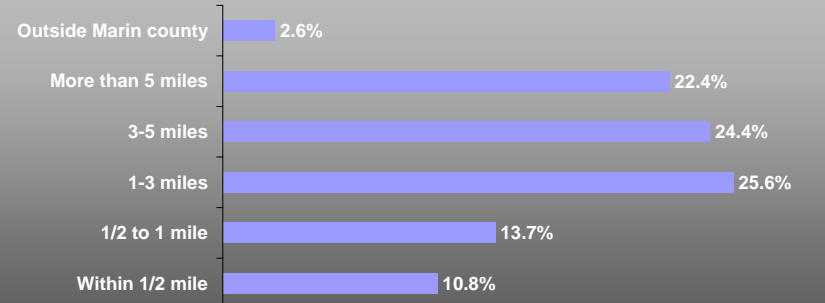
COB: n = 232

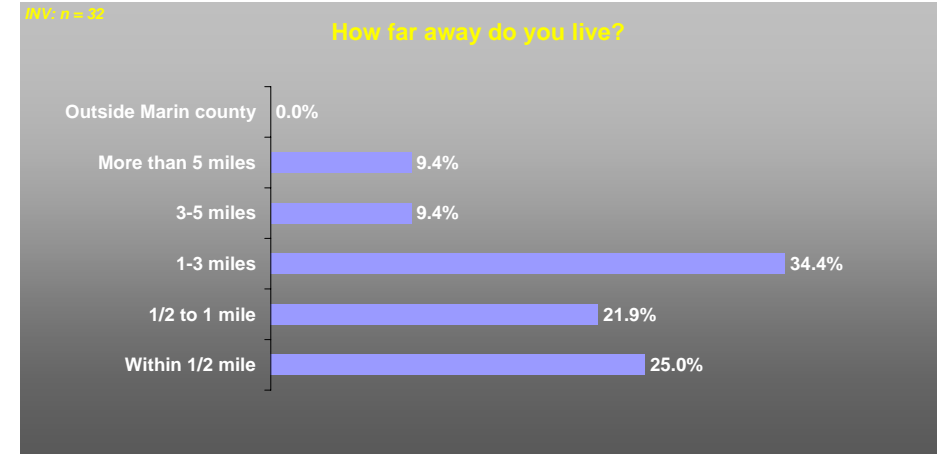
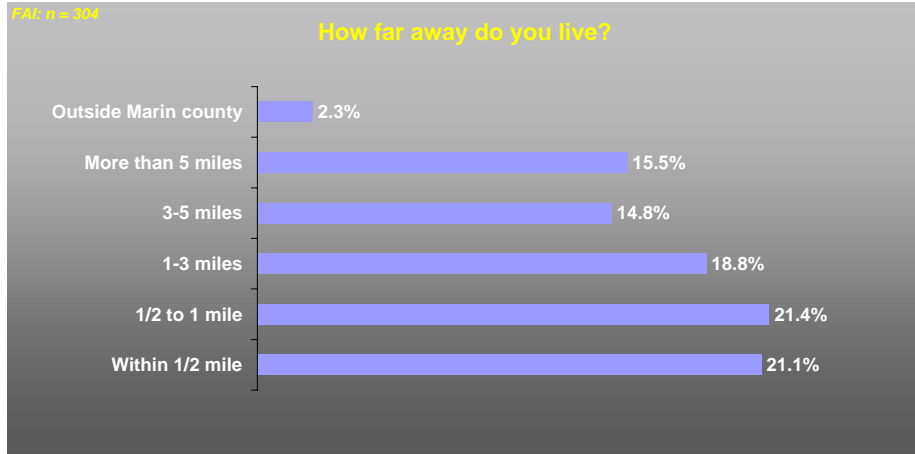
### How far away do you live?



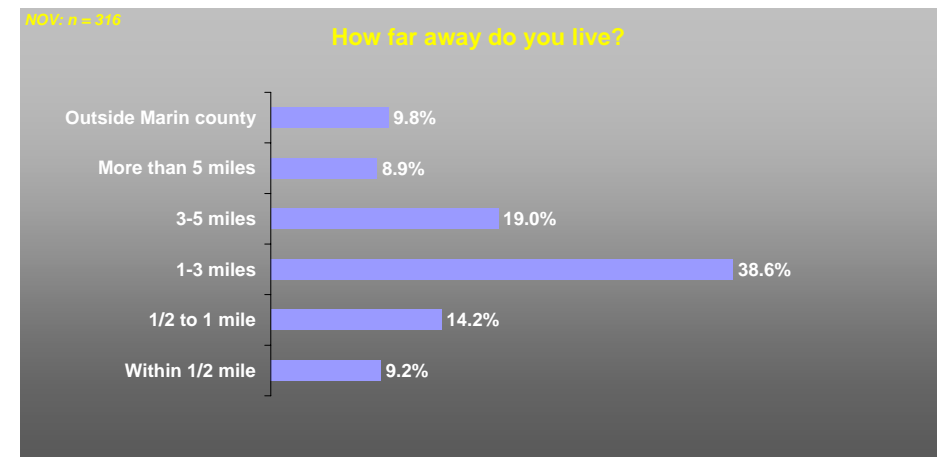
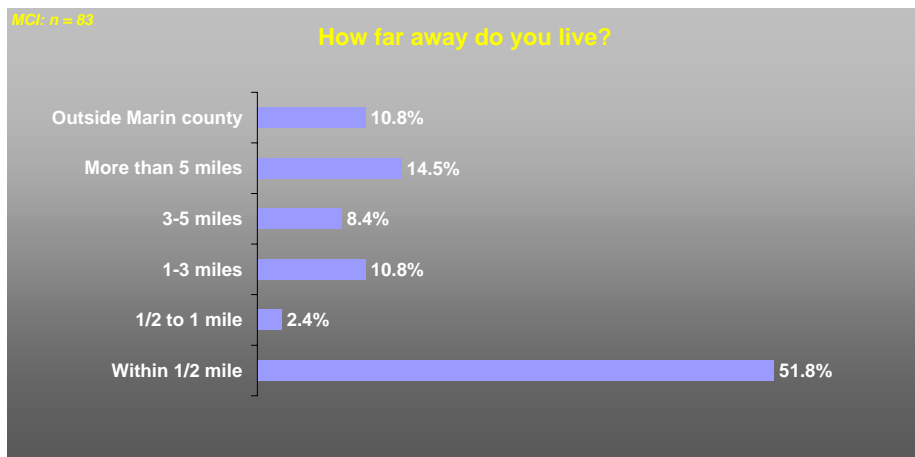
CMA: n = 244

### How far away do you live?



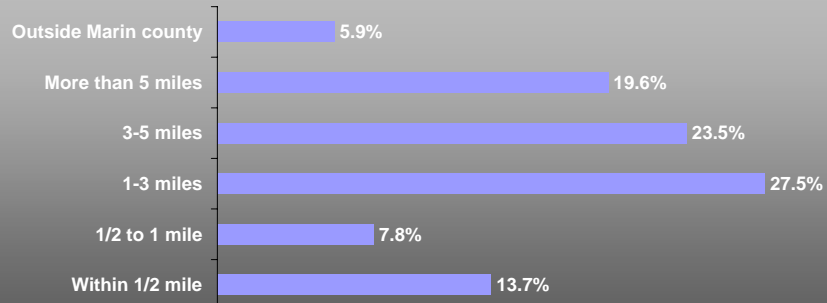


Appendix A:3



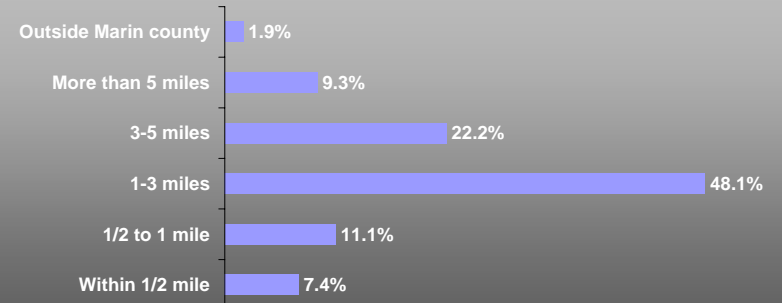
PRE: n = 37

### How far away do you live?



SDP: n = 54

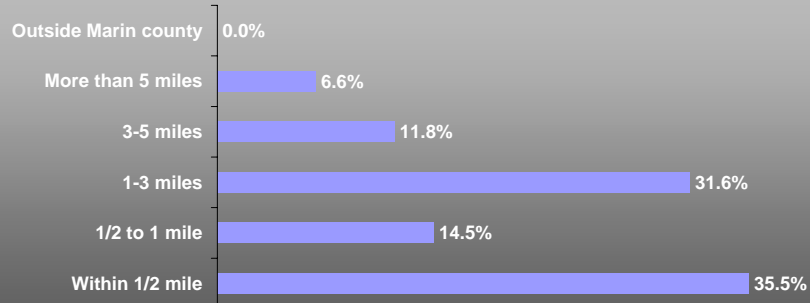
### How far away do you live?



Appendix A:4

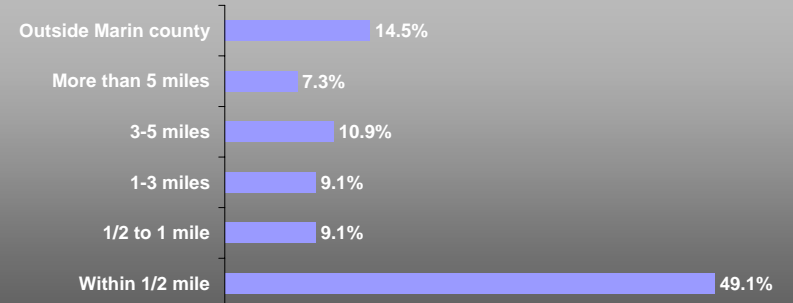
SDC: n = 76

### How far away do you live?

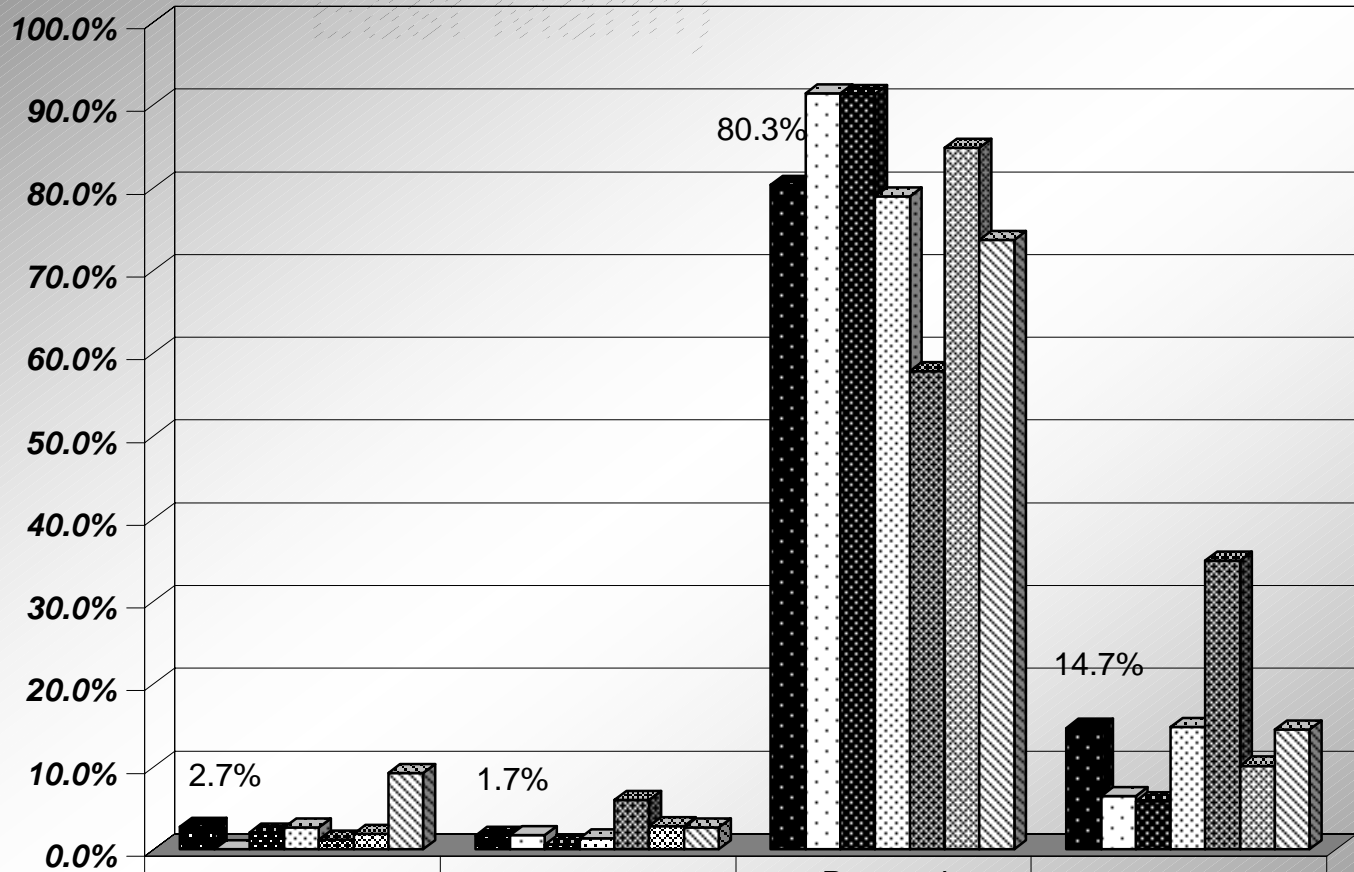


SDR: n = 58

### How far away do you live?

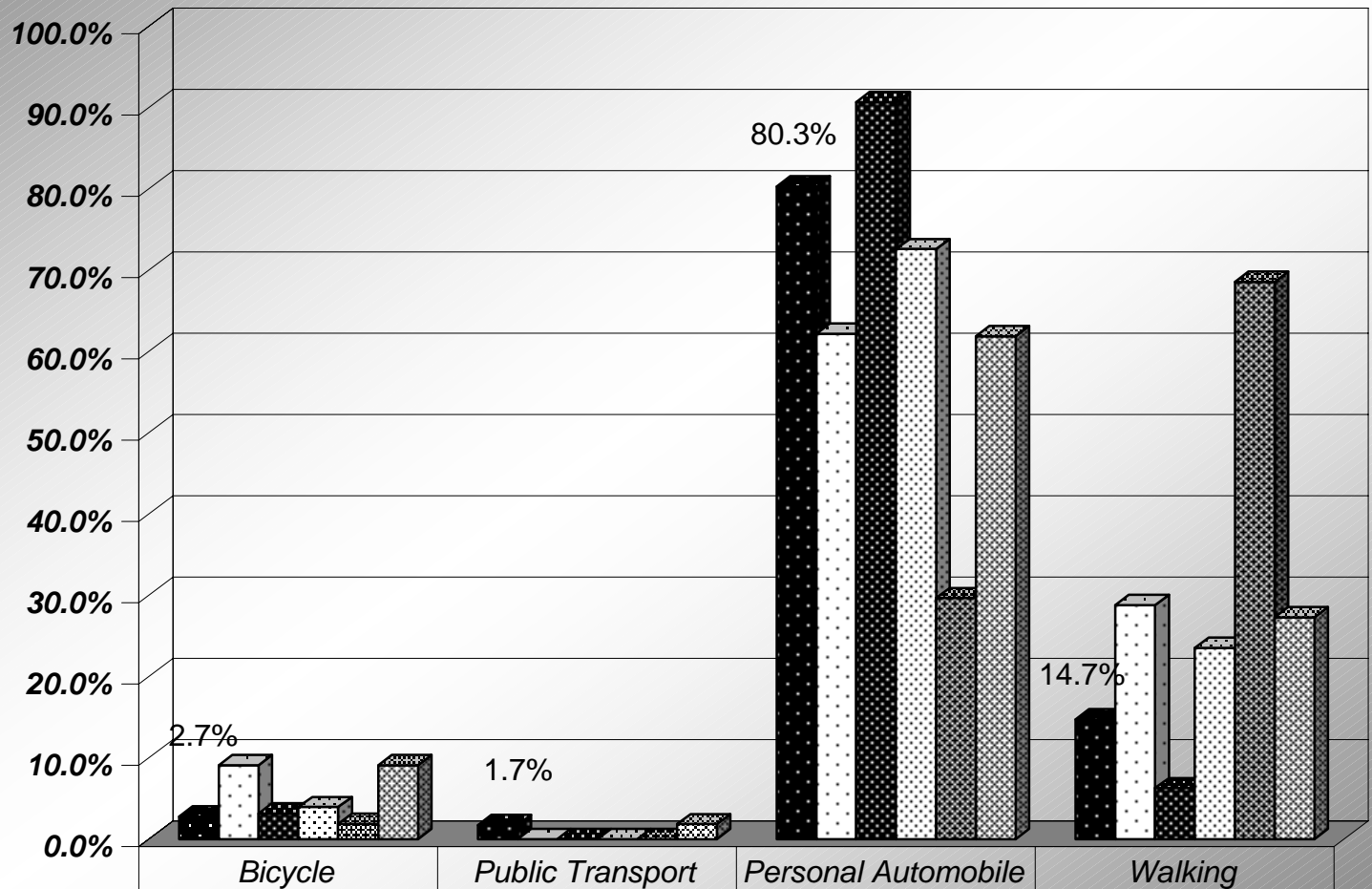


## How did you get to the library today? (Systemwide & East Marin branches)



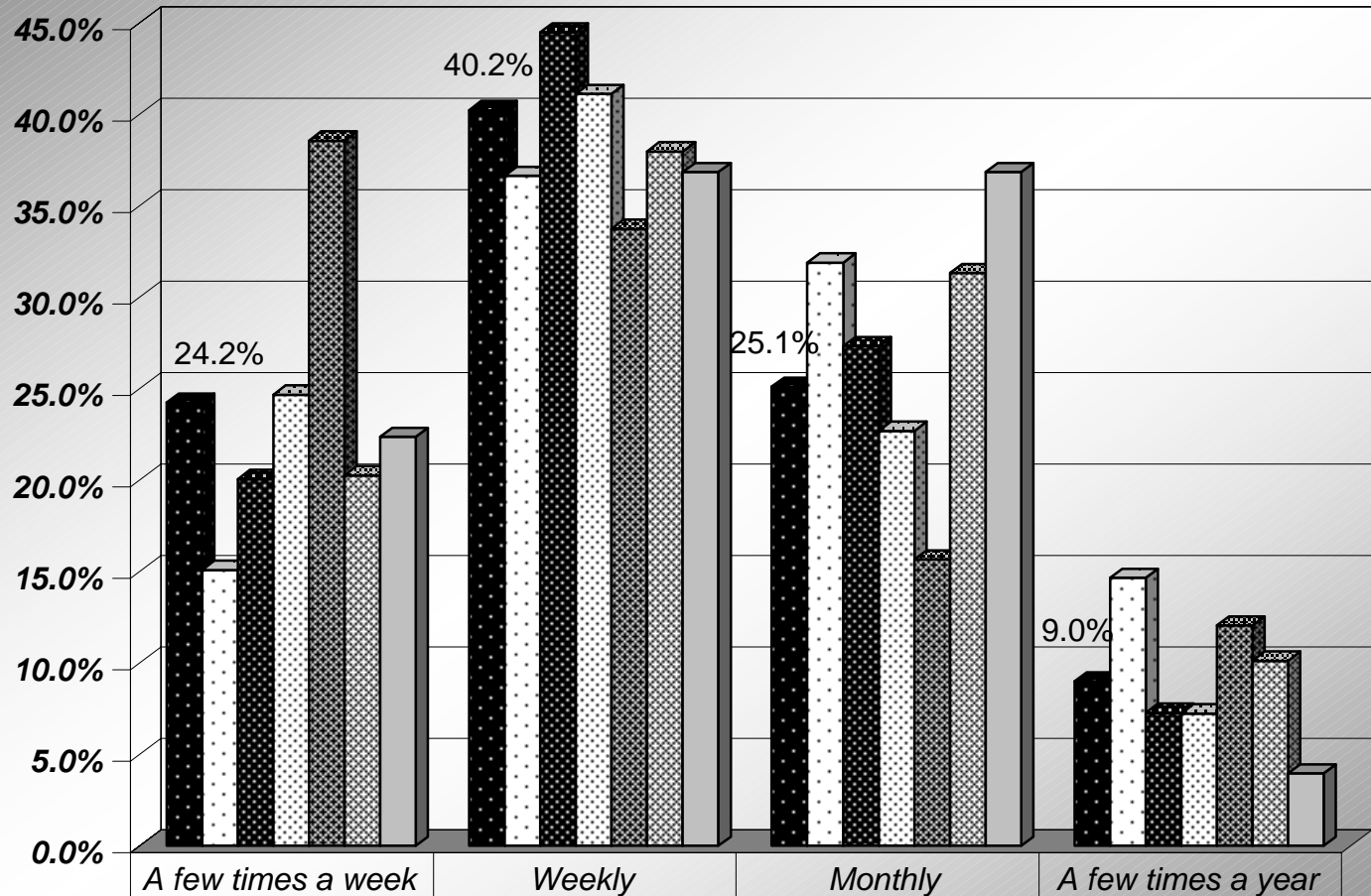
	Bicycle	Public Transport	Personal Automobile	Walking
■ Systemwide (n=1,613)	2.7%	1.7%	80.3%	14.7%
□ Civic Center Library (n=232)	0.0%	1.7%	91.4%	6.5%
■ Corte Madera Library (n=344)	2.0%	0.6%	91.3%	5.8%
▨ Fairfax Library (n=304)	2.6%	1.3%	78.9%	14.8%
▨ Marin City Library (n=83)	1.2%	6.0%	57.8%	34.9%
▨ Novato Library (n=316)	1.9%	2.8%	84.8%	10.1%
▨ South Novato Library (n=76)	9.2%	2.6%	73.7%	14.5%

## How did you get to the library today? (Systemwide & West Marin branches)



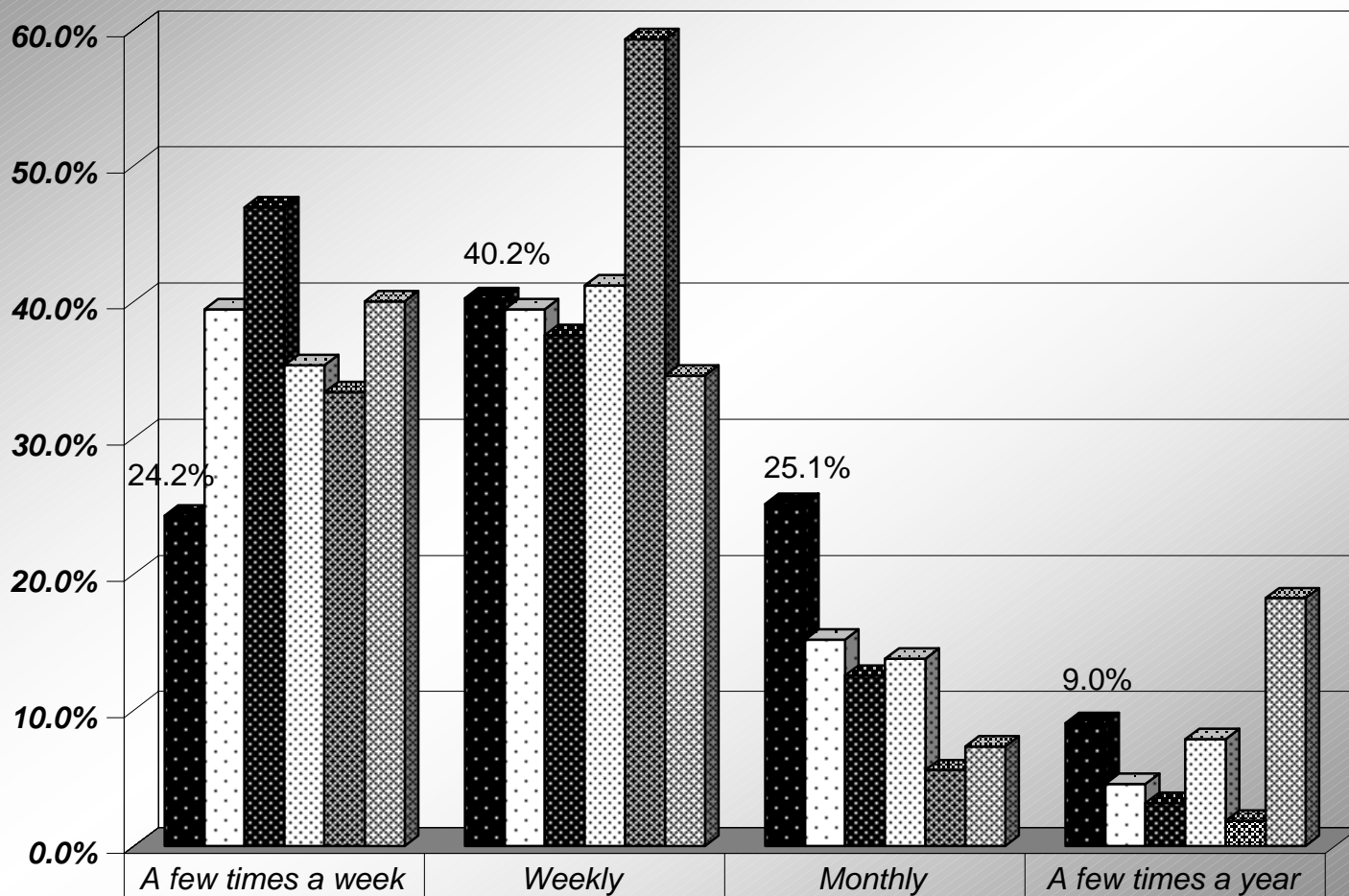
	Bicycle	Public Transport	Personal Automobile	Walking
■ Systemwide (n=1,613)	2.7%	1.7%	80.3%	14.7%
□ Bolinas Library (n=66)	9.1%	0.0%	62.1%	28.8%
■ Inverness Library (n=32)	3.1%	0.0%	90.6%	6.3%
▨ Point Reyes Station Library (n=51)	3.9%	0.0%	72.5%	23.5%
▩ San Geronimo Valley Library (n=54)	1.9%	0.0%	29.6%	68.5%
▨ Stinson Beach Library (n=55)	9.1%	1.8%	61.8%	27.3%

## How regularly do you visit a Marin library? (Systemwide & East Marin branches)



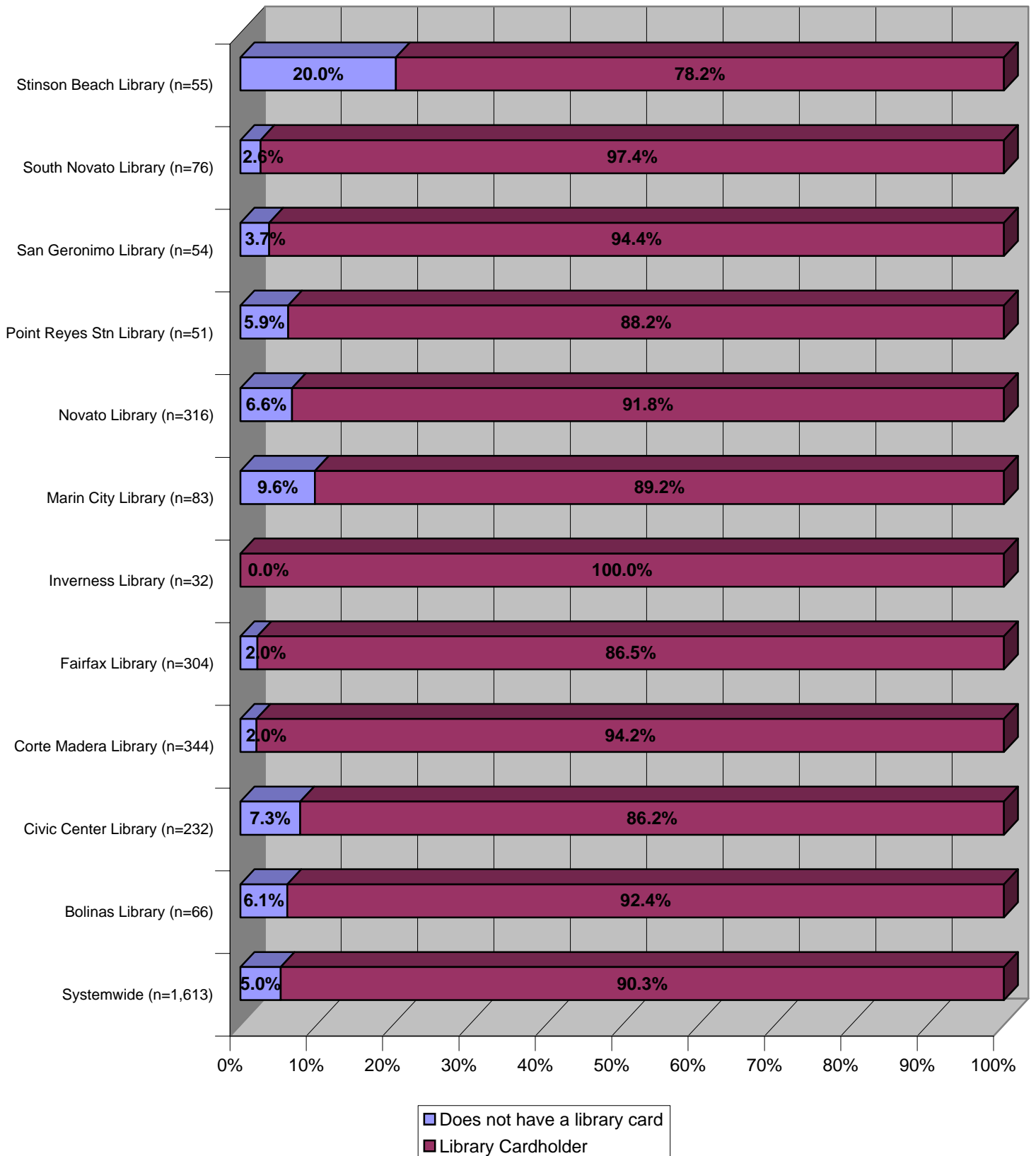
	A few times a week	Weekly	Monthly	A few times a year
■ Systemwide (n=1,613)	24.2%	40.2%	25.1%	9.0%
□ Civic Center Library (n=232)	15.1%	36.6%	31.9%	14.7%
■ Corte Madera Library (n=344)	20.1%	44.5%	27.3%	7.3%
▨ Fairfax Library (n=304)	24.7%	41.1%	22.7%	7.2%
▩ Marin City Library (n=83)	38.6%	33.7%	15.7%	12.0%
▧ Novato Library (n=316)	20.3%	38.0%	31.3%	10.1%
■ South Novato Library (n=76)	22.4%	36.8%	36.8%	3.9%

## How regularly do you visit a Marin library? (Systemwide & West Marin branches)

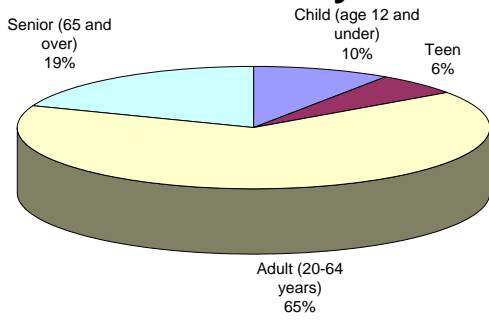


	A few times a week	Weekly	Monthly	A few times a year
■ Systemwide (n=1,613)	24.2%	40.2%	25.1%	9.0%
□ Bolinas Library (n=66)	39.4%	39.4%	15.2%	4.5%
▣ Inverness Library (n=32)	46.9%	37.5%	12.5%	3.1%
▤ Point Reyes Station Library (n=51)	35.3%	41.2%	13.7%	7.8%
▥ San Geronimo Valley Library (n=54)	33.3%	59.3%	5.6%	1.9%
▦ Stinson Beach Library (n=55)	40.0%	34.5%	7.3%	18.2%

## Do you have a library card for any of the Marin libraries?

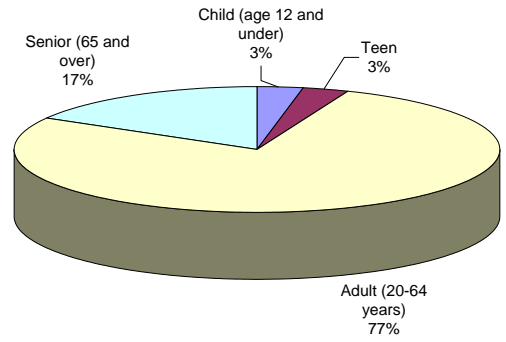


## Please describe yourself:

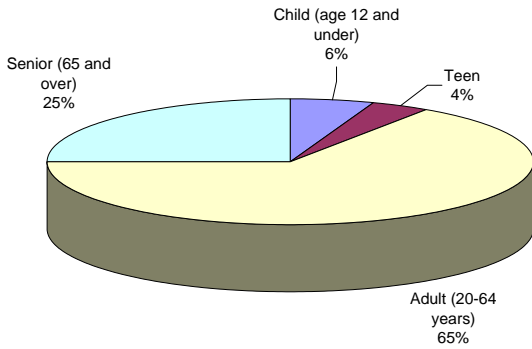


Systemwide (n=1,613)

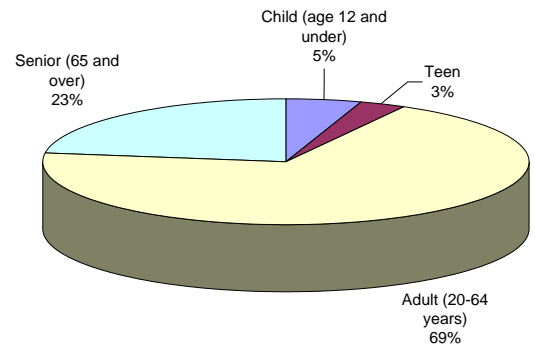
Appendix A:10



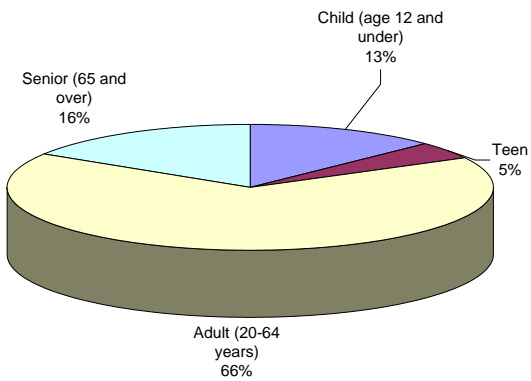
Bolinas Library (n=66)



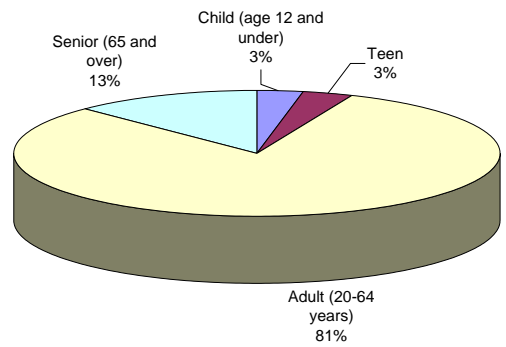
Civic Center Library (n=232)



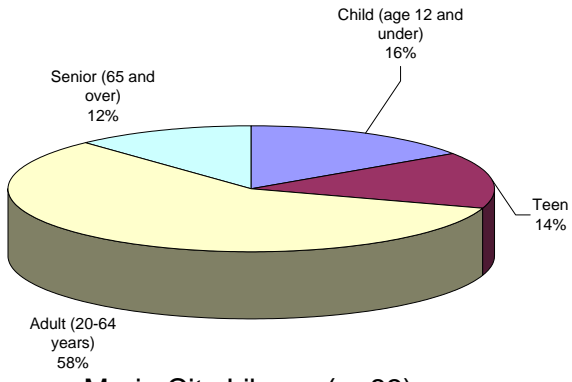
Corte Madera Library (n=344)



Fairfax Library (n=304)

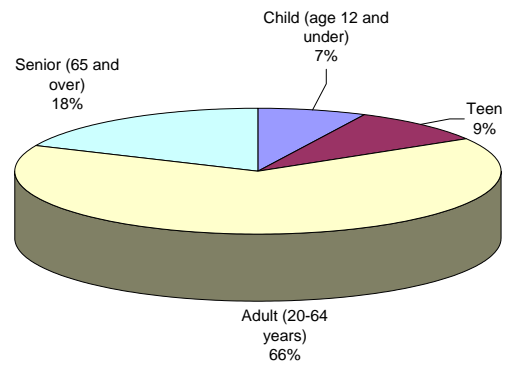


Inverness Library (n=35)

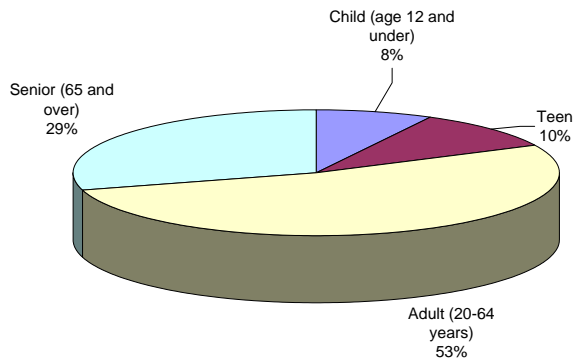


Marin City Library (n=83)

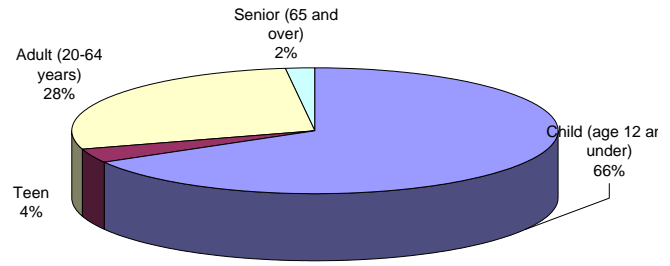
Appendix A:11



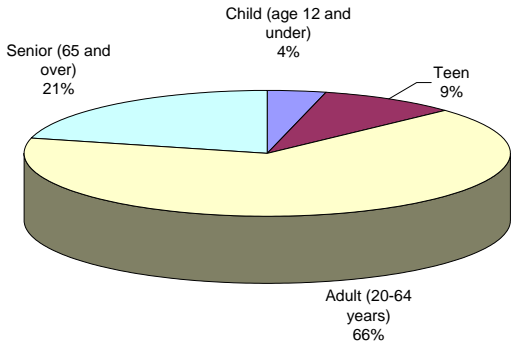
Novato Library (n=316)



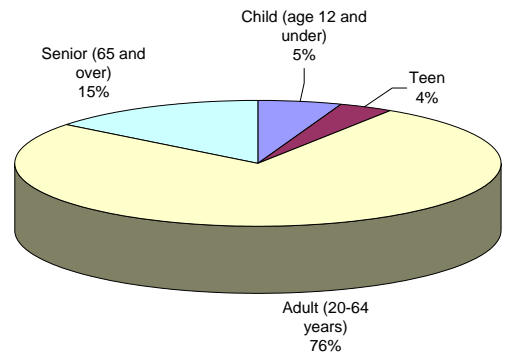
Point Reyes Station Library (n=51)



San Geronimo Valley Library (n=54)

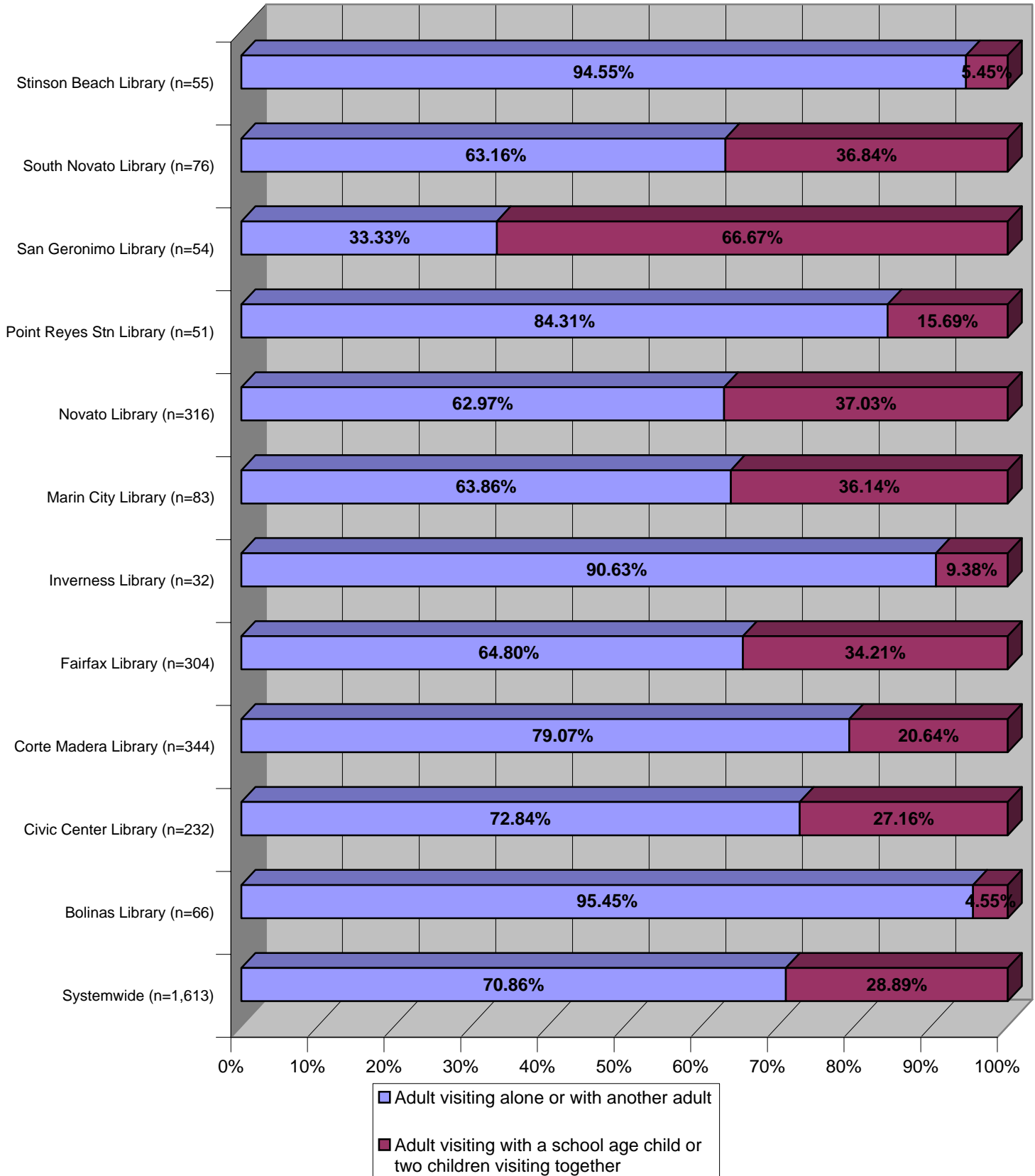


South Novato Library (n=76)

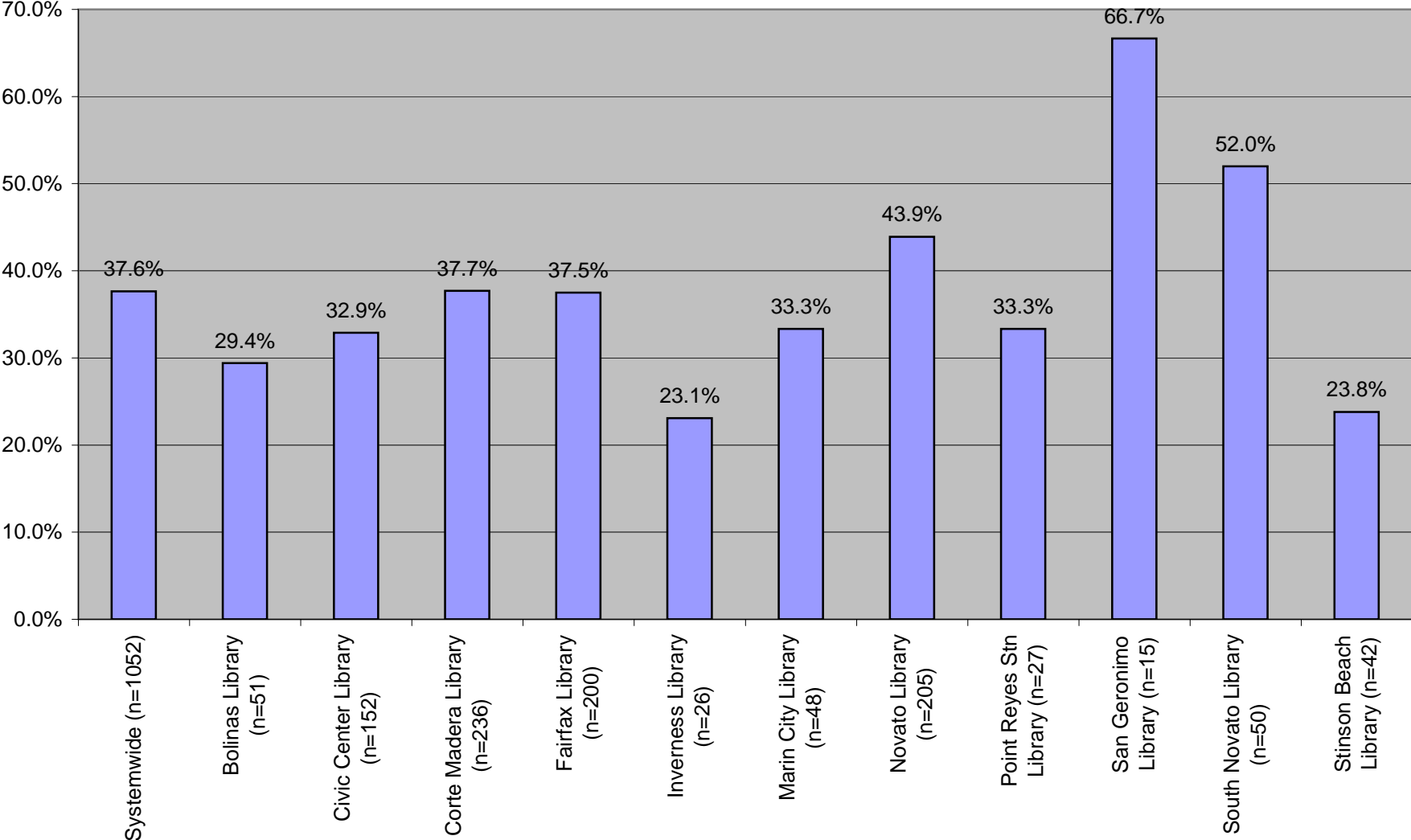


Stinson Beach Library (n=55)

## Did you come to the library today alone or with others?

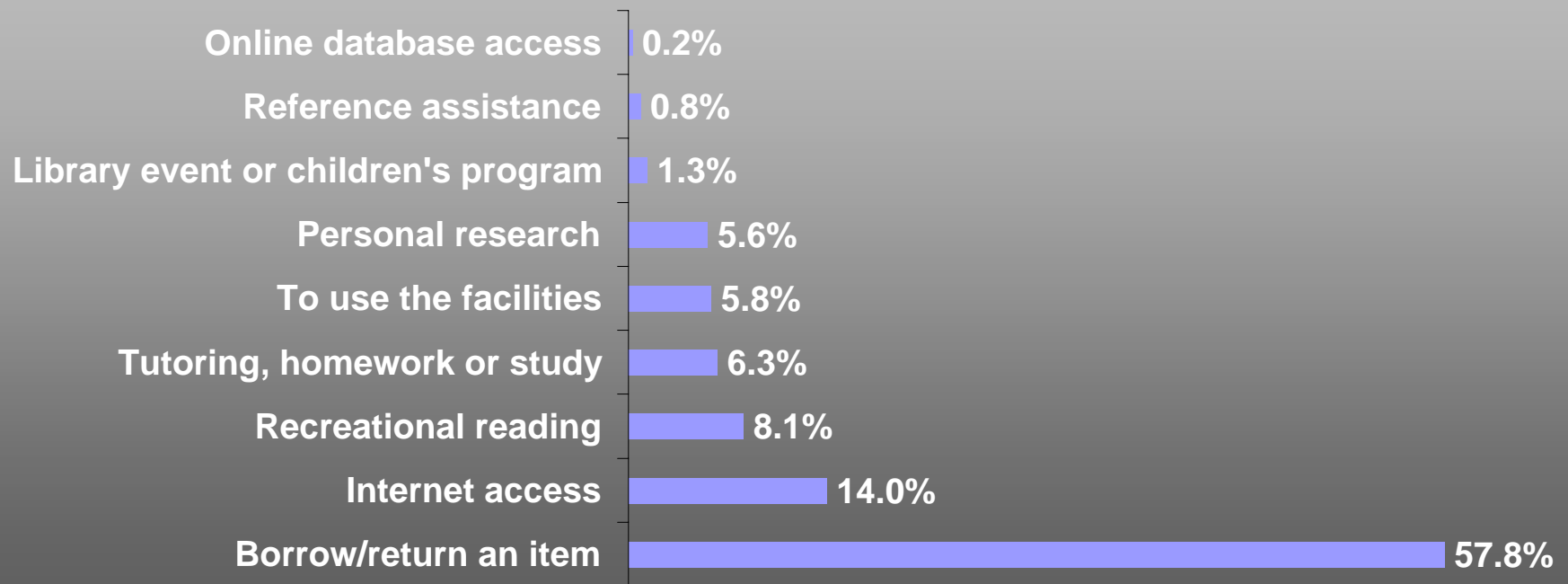


# Percent of adult visitors (age 20-64) with children living at home

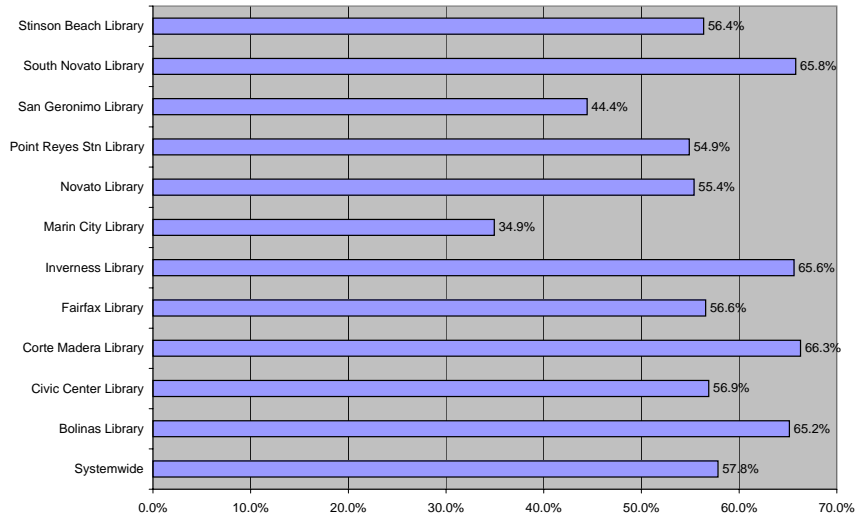


n = 1,613

Please describe your *primary* reason for visiting today:

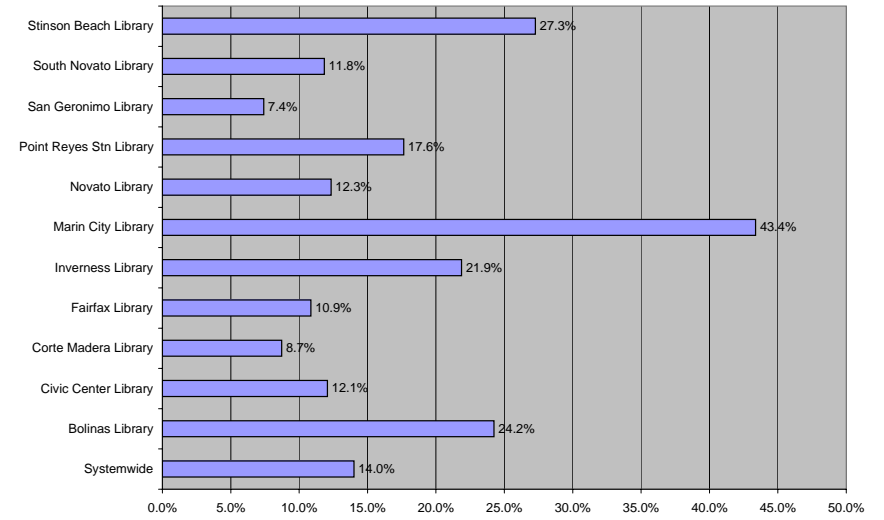


### Primary Reason for Visiting (borrow/return an item)

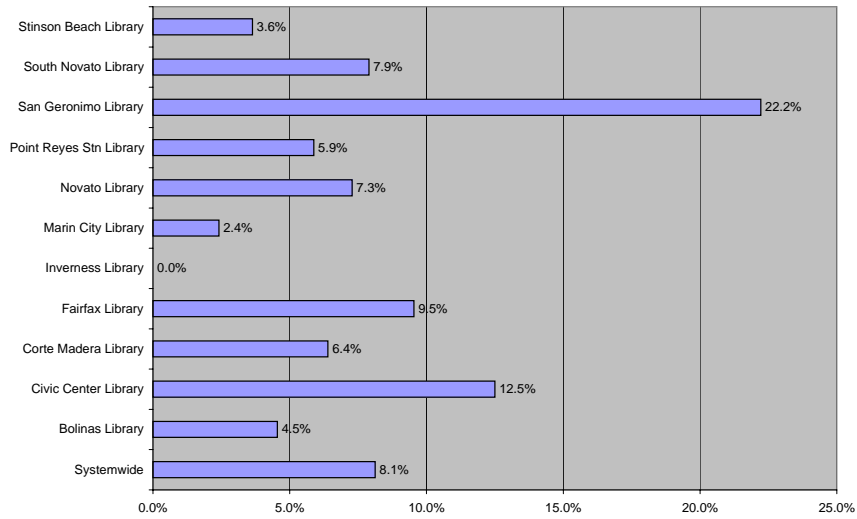


Appendix A:15

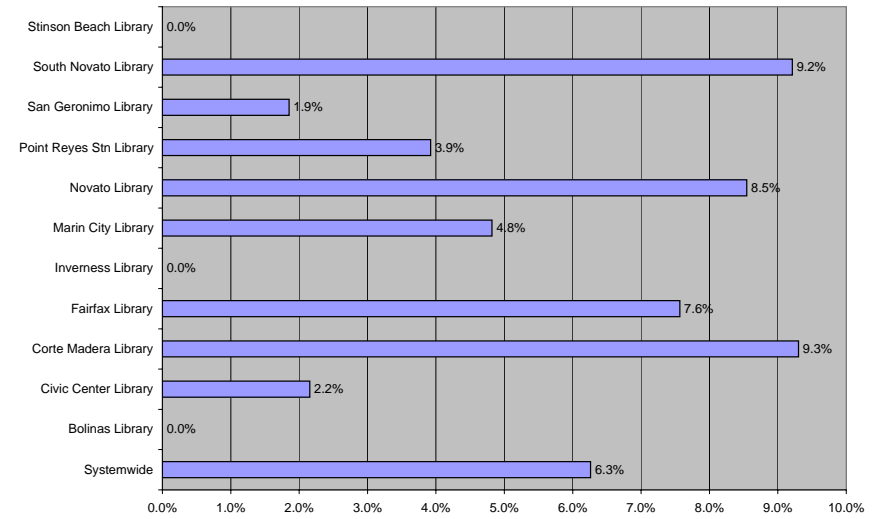
### Primary Reason for Visiting (Internet Access)



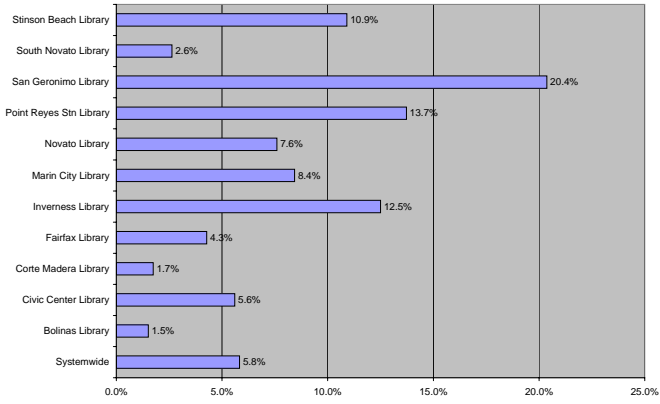
### Primary Reason for Visiting (Recreational Reading)



### Primary Reason for Visiting (Tutoring, homework or study)

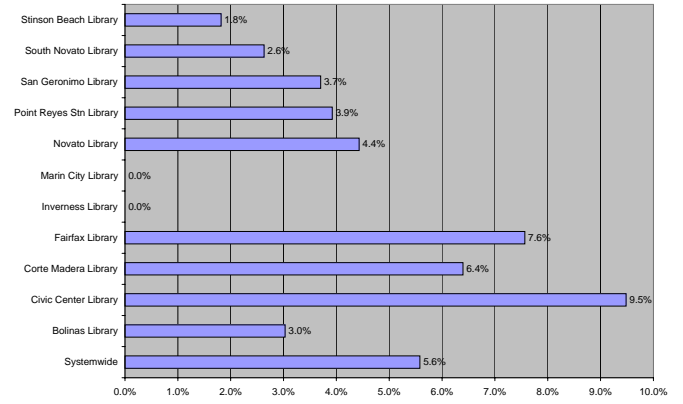


### Primary Reason for Visiting (To use the facilities)

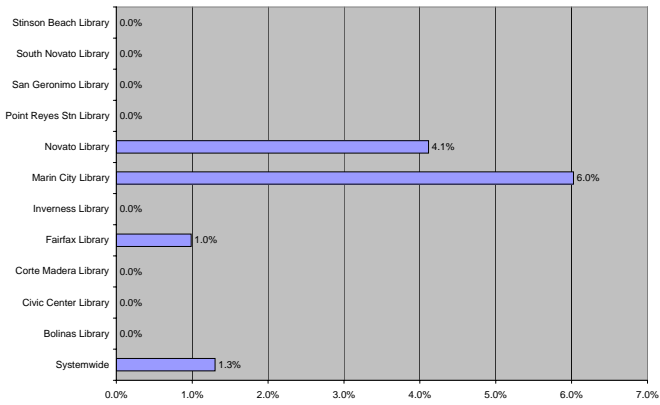


Appendix A:16

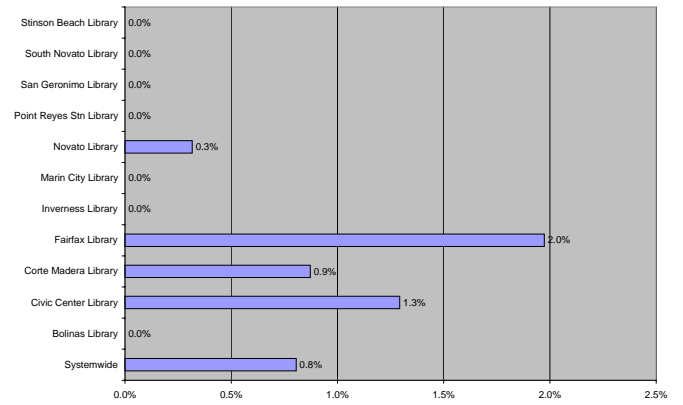
### Primary Reason for Visiting (Personal Research)



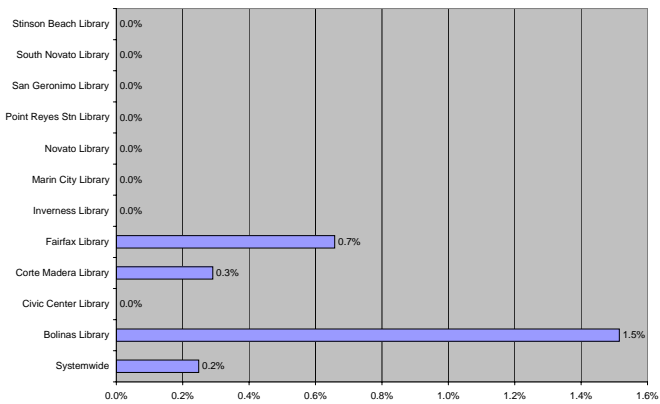
### Primary Reason for Visiting (Library event or children's program)



### Primary Reason for Visiting (Reference assistance)

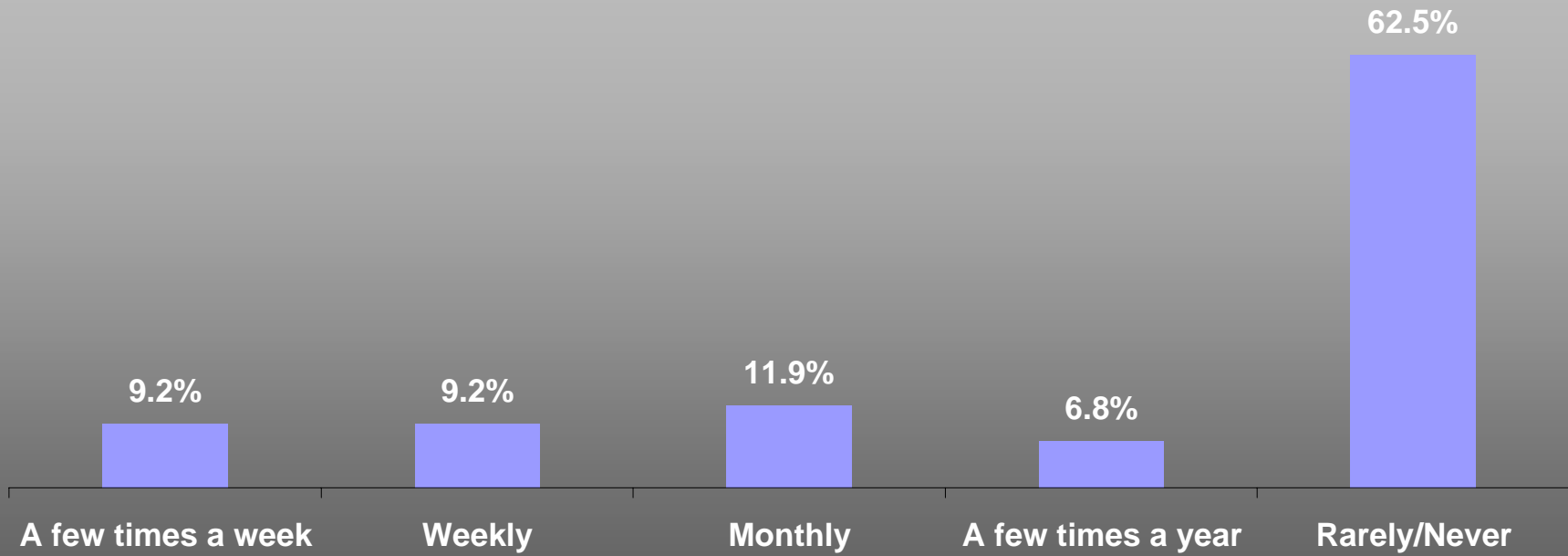


### Primary Reason for Visiting (Database access)



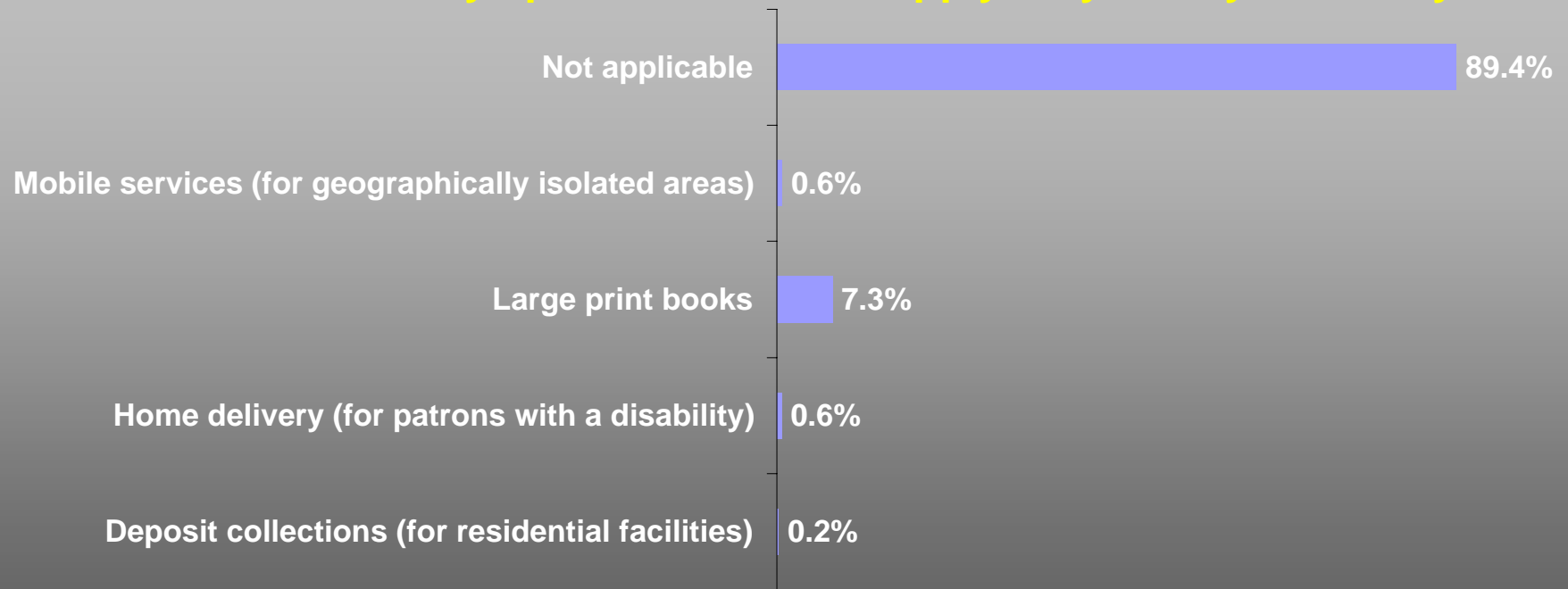
n = 1,613

## How regularly do you visit the library's website from home or work?



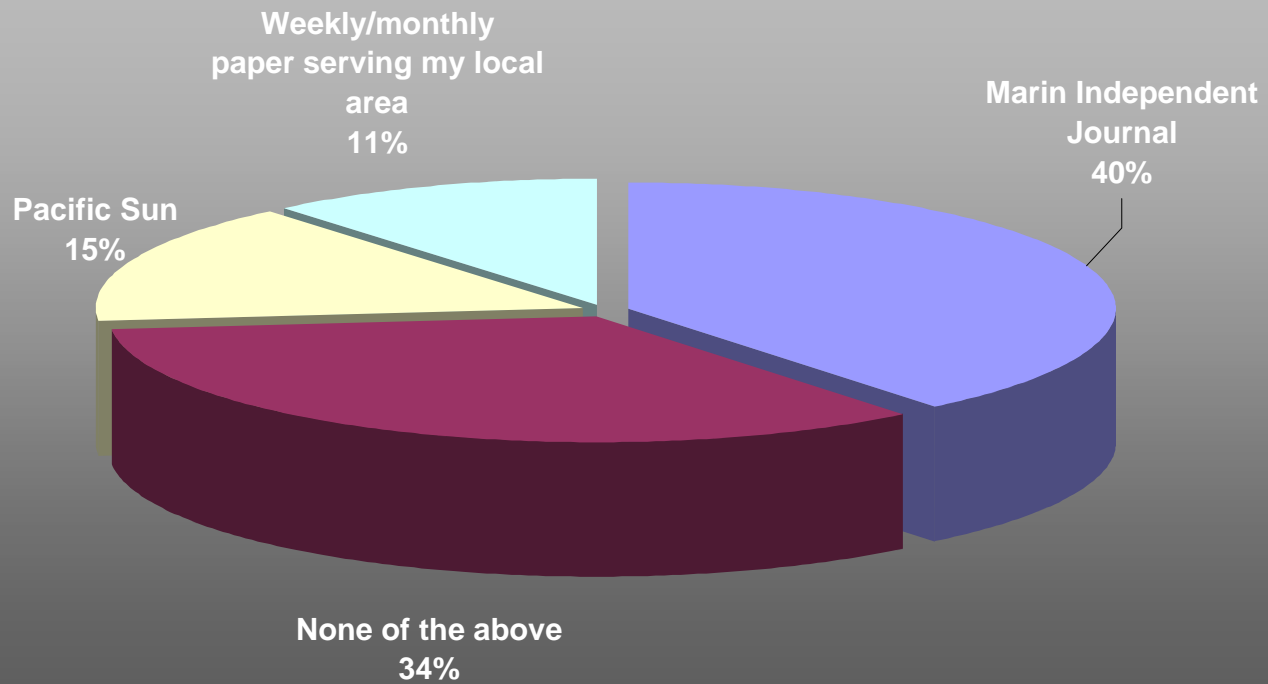
n = 1,613

Please select any special needs that apply to you or your family:



n = 1,613

## Please let us know which Marin newspaper you read most frequently:



# 2005 Customer Comment Analysis

Please rate the Library FACILITY:

Branch	n=	Accessibility			Location			Condition			Signage		
		Excellent	Satisfactory	Needs Improvement	Excellent	Satisfactory	Needs Improvement	Excellent	Satisfactory	Needs Improvement	Excellent	Satisfactory	Needs Improvement
Bolinas	0												
Civic Center	17	72%	28%		84%	16%		63%	37%		47%	47%	6%
Corte Madera	19	91%	9%		80%	15%	5%	70%	25%	5%	68%	21%	11%
Fairfax	17	68%	26%	5%	68%	21%	11%	79%	16%	5%	59%	35%	6%
Inverness	9	100%			100%			100%			100%		
Marin City	3	100%			67%	33%		67%	33%		67%	33%	
Novato	11	82%	18%		55%	45%		64%	36%		45%	36%	18%
Point Reyes Station	0												
San Geronimo Valley	3	67%	33%		67%	33%		100%			33%	67%	
South Novato	10	67%	22%	11%	90%	10%		100%			80%	20%	
Stinson Beach	1	100%			100%			100%			100%		
<b>Systemwide average</b>	<b>90</b>	<b>80%</b>	<b>18%</b>	<b>2%</b>	<b>78%</b>	<b>19%</b>	<b>3%</b>	<b>77%</b>	<b>21%</b>	<b>2%</b>	<b>63%</b>	<b>30%</b>	<b>7%</b>

Please rate the SERVICE you received:

Branch	n=	Availability			Courtesy			Helpfulness			Knowledge		
		Excellent	Satisfactory	Needs Improvement	Excellent	Satisfactory	Needs Improvement	Excellent	Satisfactory	Needs Improvement	Excellent	Satisfactory	Needs Improvement
Bolinas	0	100%											
Civic Center	16	88%	12%		88%	6%	6%	94%	6%		94%	6%	
Corte Madera	23	82%	18%		70%	17%	13%	70%	22%	9%	65%	30%	4%
Fairfax	18	68%	16%	16%	68%	26%	5%	68%	26%	5%	78%	22%	
Inverness	11	100%			100%			100%			100%		
Marin City	3	100%			67%		33%	67%	33%		67%		33%
Novato	8	73%	18%	9%	78%	22%		100%			100%		
Point Reyes Station	0												
San Geronimo Valley	3	100%			100%			100%			100%		
South Novato	10	80%	20%		90%	10%		90%	10%		90%	10%	
Stinson Beach	1	100%			100%			100%			100%		
<b>Systemwide average</b>	<b>93</b>	<b>83%</b>	<b>13%</b>	<b>4%</b>	<b>80%</b>	<b>14%</b>	<b>6%</b>	<b>83%</b>	<b>14%</b>	<b>3%</b>	<b>84%</b>	<b>14%</b>	<b>2%</b>

# PATRON TYPE (Ptype) BY BRANCH

<b>HOME LIBRARY</b>	<b>JUVENILE age 0-15</b>	<b>ADULTS 16 and over</b>	<b>TOTAL all ages</b>
Bolinas	250	1271	1,521
Civic Center	1739	7006	8,744
Corte Madera	3534	13719	17,253
Fairfax	1639	7149	8,788
Inverness	211	1352	1,563
Marin City	1964	8531	10,495
Novato	6599	21078	27,677
Point Reyes	357	1477	1,834
San Geronimo	639	2298	2,937
South Novato	1856	6980	8,836
Stinson Beach	170	1247	1,417
TOTAL SOURCE DATA	18,957	72,108	91,065

<b>HOME LIBRARY</b>	<b>JUVENILE age 0-15</b>	<b>ADULTS 16 and over</b>
Bolinas	16%	84%
Civic Center	20%	80%
Corte Madera	20%	80%
Fairfax	19%	81%
Inverness	13%	87%
Marin City	19%	81%
Novato	24%	76%
Point Reyes	19%	81%
San Geronimo	22%	78%
South Novato	21%	79%
Stinson Beach	12%	88%
TOTAL SOURCE DATA	21%	79%

(Data source: MARINet PType & Home Library fields, 5% adjustment for aging)



# Marin County Free Library

## Monthly Statistical Report

June 2005

Appendix C:2

### Circulation Services

(Activity of Materials Owned by Branch)

BRANCH/SERVICE	June			YTD 2003/2004	YTD 2004/2005	YTD % CHG	
	2004	2005	% of Total				
Bolinas Library	Adult	1,552	1,537	80.72%	20,157	17,989	-10.76%
	Teen	9	11	0.58%	140	128	-8.57%
	Children	472	356	18.70%	4,296	3,619	-15.76%
	<b>TOTAL</b>	<b>2,033</b>	<b>1,904</b>	<b>100.00%</b>	<b>24,593</b>	<b>21,736</b>	<b>-11.62%</b>
Civic Center Library	Adult	13,286	13,819	66.52%	160,108	163,531	2.14%
	Teen	435	504	2.43%	3,271	4,393	34.30%
	Children	6,965	6,450	31.05%	63,205	66,769	5.64%
	<b>TOTAL</b>	<b>20,686</b>	<b>20,773</b>	<b>100.00%</b>	<b>226,584</b>	<b>234,693</b>	<b>3.58%</b>
Corte Madera Regional Library	Adult	19,491	20,788	57.60%	223,804	237,642	6.18%
	Teen	597	733	2.03%	4,758	5,977	25.62%
	Children	14,344	14,571	40.37%	133,738	142,139	6.28%
	<b>TOTAL</b>	<b>34,432</b>	<b>36,092</b>	<b>100.00%</b>	<b>362,300</b>	<b>385,758</b>	<b>6.47%</b>
Fairfax Regional Library	Adult	16,379	16,557	67.15%	186,641	190,222	1.92%
	Teen	308	287	1.16%	2,580	2,905	12.60%
	Children	7,183	7,812	31.68%	82,196	85,614	4.16%
	<b>TOTAL</b>	<b>23,870</b>	<b>24,656</b>	<b>100.00%</b>	<b>271,417</b>	<b>278,741</b>	<b>2.70%</b>
Inverness Library	Adult	1,061	1,121	81.77%	12,499	12,399	-0.80%
	Teen	5	10	0.73%	45	82	82.22%
	Children	280	240	17.51%	3,625	3,251	-10.32%
	<b>TOTAL</b>	<b>1,346</b>	<b>1,371</b>	<b>100.00%</b>	<b>16,169</b>	<b>15,732</b>	<b>-2.70%</b>
Marin City Library	Adult	2,782	3,175	79.95%	32,345	33,789	4.46%
	Teen	26	36	0.91%	385	389	1.04%
	Children	830	760	19.14%	7,944	8,740	10.02%
	<b>TOTAL</b>	<b>3,638</b>	<b>3,971</b>	<b>100.00%</b>	<b>40,674</b>	<b>42,918</b>	<b>5.52%</b>
Novato Regional Library	Adult	22,880	23,733	58.85%	260,312	267,301	2.68%
	Teen	1,366	1,485	3.68%	12,015	13,623	13.38%
	Children	15,406	15,107	37.46%	165,694	164,918	-0.47%
	<b>TOTAL</b>	<b>39,652</b>	<b>40,325</b>	<b>100.00%</b>	<b>438,021</b>	<b>445,842</b>	<b>1.79%</b>
Point Reyes Station Library	Adult	2,026	1,986	81.26%	22,965	22,385	-2.53%
	Teen	49	27	1.10%	452	424	-6.19%
	Children	697	431	17.64%	7,097	6,420	-9.54%
	<b>TOTAL</b>	<b>2,772</b>	<b>2,444</b>	<b>100.00%</b>	<b>30,514</b>	<b>29,229</b>	<b>-4.21%</b>
San Geronimo Valley Library	Adult	563	603	76.14%	6,519	7,184	10.20%
	Teen	8	8	1.01%	115	135	17.39%
	Children	313	181	22.85%	3,808	4,543	19.30%
	<b>TOTAL</b>	<b>884</b>	<b>792</b>	<b>100.00%</b>	<b>10,442</b>	<b>11,862</b>	<b>13.60%</b>
South Novato Library	Adult	2,508	2,728	43.41%	29,392	29,557	0.56%
	Teen	409	329	5.24%	1,966	3,220	63.78%
	Children	3,280	3,227	51.35%	28,649	30,978	8.13%
	<b>TOTAL</b>	<b>6,197</b>	<b>6,284</b>	<b>100.00%</b>	<b>60,007</b>	<b>63,755</b>	<b>6.25%</b>
Stinson Beach Library	Adult	1,333	1,431	76.85%	15,236	15,774	3.53%
	Teen	43	27	1.45%	282	241	-14.54%
	Children	372	404	21.70%	3,587	3,461	-3.51%
	<b>TOTAL</b>	<b>1,748</b>	<b>1,862</b>	<b>100.00%</b>	<b>19,105</b>	<b>19,476</b>	<b>1.94%</b>
<b>BRANCH TOTALS</b>	Adult	83,861	87,478	62.27%	969,978	997,773	2.87%
	Teen	3,255	3,457	2.46%	26,009	31,517	21.18%
	Children	50,142	49,539	35.27%	503,839	520,452	3.30%
	<b>TOTAL</b>	<b>137,258</b>	<b>140,474</b>	<b>100.00%</b>	<b>1,499,826</b>	<b>1,549,742</b>	<b>3.33%</b>
Bookmobile	Adult	499	604	40.43%	7,105	6,983	-1.72%
	Children	760	890	59.57%	14,922	14,422	-3.35%
	<b>TOTAL</b>	<b>1,259</b>	<b>1,494</b>	<b>100.00%</b>	<b>22,027</b>	<b>21,405</b>	<b>-2.82%</b>
The Library Connection	<b>TOTAL</b>	350	415	100.00%	4,837	5,070	4.82%
<b>OUTREACH TOTALS</b>	<b>TOTAL</b>	<b>1,609</b>	<b>1,909</b>	<b>100.00%</b>	<b>26,864</b>	<b>26,475</b>	<b>-1.45%</b>
<b>SUB TOTALS</b>	Adult	84,710	88,497	62.15%	981,920	1,009,826	2.84%
	Teen	3,255	3,457	2.43%	26,009	31,517	21.18%
	Children	50,902	50,429	35.42%	518,761	534,874	3.11%
<b>GRAND TOTALS</b>	<b>TOTAL</b>	<b>138,867</b>	<b>142,383</b>	<b>100.00%</b>	<b>1,526,690</b>	<b>1,576,217</b>	<b>3.24%</b>

(Adult/Teen/Children's circulation represents materials checked out or renewed that belong to the specified branch.)

(Does not include, ILL, SGV school materials, FLAGship or materials on rotation in West Marin.)

Circulation on page 1 & 2 will not foot. Page 1 counts activity at a branch, while page 2 reports activity of materials regardless of location.



# Marin County Free Library

## Monthly Statistical Report

### October 2005

Appendix C:3

### Spanish Language Circulation

(Activity of Materials Owned by Branch)

BRANCH/SERVICE	October			YTD 2004/2005	YTD 2005/2006	YTD * % CHG
	2004	2005	% of Total			
Bolinas Library	SP Adult Print	0	0	0	1	
	SP Adult Audio	0	0	0	0	
	SP Adult Visual	0	7	87.50%	0	16
	SP Teen General	0	0		0	0
	SP Juv General	0	1	12.50%	0	2
	<b>TOTAL</b>	0	8	100.00%	0	19
Bookmobile	SP Adult Print	0	28	66.67%	0	133
	SP Adult Audio	0	0		0	0
	SP Adult Visual	0	0		0	0
	SP Teen General	0	0		0	0
	SP Juv General	0	14	33.33%	0	65
	<b>TOTAL</b>	0	42	100.00%	0	198
Civic Center Library	SP Adult Print	0	29	44.62%	0	117
	SP Adult Audio	0	8	12.31%	0	18
	SP Adult Visual	0	18	27.69%	0	65
	SP Teen General	0	0		0	0
	SP Juv General	0	10	15.38%	0	16
	<b>TOTAL</b>	0	65	100.00%	0	216
Corte Madera Regional Library	SP Adult Print	0	34	68.00%	0	92
	SP Adult Audio	0	0		0	2
	SP Adult Visual	0	14	28.00%	0	39
	SP Teen General	0	0		0	0
	SP Juv General	0	2	4.00%	0	4
	<b>TOTAL</b>	0	50	100.00%	0	137
Fairfax Regional Library	SP Adult Print	0	1	7.14%	0	7
	SP Adult Audio	0	2	14.29%	0	5
	SP Adult Visual	0	8	57.14%	0	23
	SP Teen General	0	0		0	1
	SP Juv General	0	3	21.43%	0	29
	<b>TOTAL</b>	0	14	100.00%	0	65
Inverness Library	SP Adult Print	0	0		0	0
	SP Adult Audio	0	0		0	0
	SP Adult Visual	0	0		0	0
	SP Teen General	0	0		0	0
	SP Juv General	0	2	100.00%	0	4
	<b>TOTAL</b>	0	2	100.00%	0	4
Marin City Library	SP Adult Print	0	0		0	0
	SP Adult Audio	0	0		0	0
	SP Adult Visual	0	7	100.00%	0	19
	SP Teen General	0	0		0	0
	SP Juv General	0	0		0	2
	<b>TOTAL</b>	0	7	100.00%	0	21
Novato Regional Library	SP Adult Print	0	142	40.11%	0	493
	SP Adult Audio	0	50	14.12%	0	157
	SP Adult Visual	0	138	38.98%	0	480
	SP Teen General	0	2	0.56%	0	9
	SP Juv General	0	22	6.21%	0	56
	<b>TOTAL</b>	0	354	100.00%	0	1,195
Point Reyes Station Library	SP Adult Print	0	10	31.25%	0	23
	SP Adult Audio	0	1	3.13%	0	2
	SP Adult Visual	0	21	65.63%	0	82
	SP Teen General	0	0		0	0
	SP Juv General	0	0		0	4
	<b>TOTAL</b>	0	32	100.00%	0	111
San Geronimo Valley Library	SP Adult Print	0	0		0	0
	SP Adult Audio	0	0		0	0
	SP Adult Visual	0	0		0	0
	SP Teen General	0	0		0	0
	SP Juv General	0	0		0	0
	<b>TOTAL</b>	0	0	0.00%	0	0
South Novato Library	SP Adult Print	0	4	26.67%	0	12
	SP Adult Audio	0	4	26.67%	0	12
	SP Adult Visual	0	4	26.67%	0	18
	SP Teen General	0	0		0	0
	SP Juv General	0	3	20.00%	0	8
	<b>TOTAL</b>	0	15	100.00%	0	50
Stinson Beach Library	SP Adult Print	0	0		0	0
	SP Adult Audio	0	0		0	0
	SP Adult Visual	0	0		0	0
	SP Teen General	0	0		0	0
	SP Juv General	0	0		0	0
	<b>TOTAL</b>	0	0	0.00%	0	0
<b>BRANCH TOTALS</b>	SP Adult Print	0	248	42.11%	0	878
	SP Adult Audio	0	65	11.04%	0	196
	SP Adult Visual	0	217	36.84%	0	742
	SP Teen General	0	2	0.34%	0	10
	SP Juv General	0	57	9.68%	0	190
	<b>GRAND TOTALS:</b>	0	589	100.00%	0	2,016

\*Spanish Language reporting began 07/05.

Data may not accurately reflect Spanish language circulation until item level coding is fully implemented.

This report represents the checkout of materials that belong to the specified branch. It does not include renewal statistics.

# CENSUS AGE GROUP BY BRANCH

<b>JURISDICTION AREA</b>	<b>CHILDREN age 0-12</b>	<b>TEENS age 13-17</b>	<b>ADULTS (not seniors) age 18-64</b>	<b>SENIORS 65 and over</b>	<b>TOTAL all ages</b>
Bolinas	190	135	1,035	92	1,452
Civic Center	2,027	629	13,680	1,979	18,315
Corte Madera	3,045	1,092	10,364	2,331	16,832
Fairfax	1,170	508	6,050	841	8,569
Inverness	138	59	831	394	1,422
Marin City	2,120	726	9,444	1,238	13,528
Novato	5,675	2,672	21,879	4,698	34,924
Point Reyes	675	246	2,809	440	4,170
San Geronimo	579	294	2,651	273	3,797
South Novato	3,331	921	12,879	2,436	19,567
Stinson Beach	201	50	818	85	1,154
<b>TOTAL SOURCE DATA</b>	<b>19,151</b>	<b>7,332</b>	<b>82,440</b>	<b>14,807</b>	<b>123,730</b>

<b>JURISDICTION AREA</b>	<b>CHILDREN age 0-12</b>	<b>TEENS age 13-17</b>	<b>ADULTS (not seniors) age 18-64</b>	<b>SENIORS 65 and over</b>
Bolinas	13%	9%	71%	6%
Civic Center	11%	3%	75%	11%
Corte Madera	18%	6%	62%	14%
Fairfax	14%	6%	71%	10%
Inverness	10%	4%	58%	28%
Marin City	16%	5%	70%	9%
Novato	16%	8%	63%	13%
Point Reyes	16%	6%	67%	11%
San Geronimo	15%	8%	70%	7%
South Novato	17%	5%	66%	12%
Stinson Beach	17%	4%	71%	7%
<b>TOTAL SOURCE DATA</b>	<b>15%</b>	<b>6%</b>	<b>67%</b>	<b>12%</b>

(Data source: Census 2000 P8/S3 to a Census Tract Block Group level & GIS Mapping)

# Language Spoken at Home by Branch

Report of top 5 languages spoken in Marin homes

JURISDICTION AREA	Speak only English	Spanish or Spanish Creole	French incl Patois Cajun	German	Chinese	TOTAL Population
Bolinas	1,963	147	29	14	3	2,215
Civic Center	33,750	2,617	547	356	666	40,960
Corte Madera	18,001	891	327	308	95	21,162
Fairfax	13,189	469	250	178	72	14,803
Inverness						
Marin City	10,790	469	219	132	101	12,446
Novato	40,921	5,382	516	520	589	51,912
Point Reyes	4,251	801	67	75	2	5,305
San Geronimo	3,229	234	28	47	0	3,621
South Novato	8,306	1,272	49	92	61	10,430
Stinson Beach	552	49	0	13	0	615
TOTAL SOURCE DATA	134,952	12,331	2,032	1,735	1,589	151,050

JURISDICTION AREA	Speak only English	Spanish or Spanish Creole	French incl Patois Cajun	German	Chinese
Bolinas	89%	6.6%	1.3%	0.6%	0.1%
Civic Center	82%	6.4%	1.3%	0.9%	1.6%
Corte Madera	85%	4.2%	1.5%	1.5%	0.4%
Fairfax	89%	3.2%	1.7%	1.2%	0.5%
Inverness					
Marin City	87%	3.8%	1.8%	1.1%	0.8%
Novato	79%	10.4%	1.0%	1.0%	1.1%
Point Reyes	80%	15.1%	1.3%	1.4%	0.0%
San Geronimo	89%	6.5%	0.8%	1.3%	0.0%
South Novato	80%	12.2%	0.5%	0.9%	0.6%
Stinson Beach	90%	8.0%	0.0%	2.1%	0.0%
TOTAL SOURCE DATA	89%	8.2%	1.3%	1.1%	1.1%

COUNTYWIDE 81% 9.5% 1.4% 1.1% 0.9%

(Data source: Census 2000 QT-P16/S3 to a Census Tract level & GIS Mapping)