

**PARMLY BILLINGS LIBRARY**

**City-Wide Survey**

**to Determine Site Evaluation Criteria**

**for a**

**Downtown Public Library**

**Survey Report**

**August 11, 2010**

**Library Consulting, P.A.**  
**5501 Northwood Ridge**  
**Minneapolis, MN 55437**



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## I. INTRODUCTION

The Parmly Billings Library has served the residents of the City of Billings and Yellowstone County for over one hundred years. The first library building which is now the Western Heritage Center on Montana Avenue contained only 6,000 square feet. The existing Library building, which opened in 1969 in a renovated warehouse located at 510 North Broadway, has a total of more than 57,000 square feet, more than half of which is not used for library purposes. This library facility has not kept pace with the population which has grown from less than 90,000 in 1969 to over 136,000 in 2010. The continued population growth, evolving trends in library service and demands of the contemporary library user has led to the current assessment of how to meet existing and future community needs.

In 2010 the Library Board of Trustees adopted the “2010 Parmly Billings Library Strategic Service Plan” looking first at library service needs and then examining space, equipment and staffing requirements to meet those service needs. During this evaluation it was determined that the current facility is poorly configured to provide the full range of existing and future services desired by the public. Additionally there is an estimated \$10,000,000 of deferred maintenance needed on the building to bring it to desirable and required standards. In December, 2009, the Library Board appointed a 15-member Downtown Library Facility Committee to evaluate options for a downtown library facility and bring its recommendations to City Council by October, 2010. To assist with the development of the facilities planning process and to ensure statistically valid input from the residents, the City of Billings issued a Request for Proposal for a “City-Wide Survey to Determine Site Evaluation Criteria for a Downtown Public Library.” Library Consulting, P.A. from Minneapolis, Minnesota responded to this proposal in May, 2010 and was selected in June, 2010.

Library Consulting associates Jan Feye-Stukas and John Bielinski met with City and Library Staff on June 9, 2010 and determined the Scope of Work which included the following tasks:

- Design a statistically valid telephone survey
- Determine questions for the survey
- Implement the survey
- Compile the results
- Prepare a report of the survey describing methodology, results and analyze
- Present the Report to the Downtown Library Facility Planning Committee, August 2010.

This report presents the findings of the city-wide survey. Library Consulting formally presented this report to the Library Facility Planning Committee on August, 18, 2010. The Consultants wish to thank the Library and the City of Billings especially City Planning Director Candi Beaudry and Library Director Bill Cochran for their input and assistance.

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August 2010

## II. SURVEY DESIGN

The goal of the study was to obtain opinions from a representative and statistically defensible sample of 400 Billings' residents regarding their preference of location and amenities for a new downtown library. A survey consisting of 18 questions covering three general topics: demographic information about the respondent, current library usage, and preferences regarding the location of and amenities for a new downtown library was developed. The Downtown Library Facility Planning Committee supplied the questions addressing location and features/amenities. Modifications to the presentation and wording of some of the questions were made by Library Consulting to ensure clarity of meaning and to comply with the format of the survey.

Three versions of the survey were developed: a phone survey, an internet survey, and a paper/pencil survey. The three versions were nearly identical. A question was added to the internet survey to determine whether and how often the respondent used both a cell phone and a landline phone. Also, two of the open-ended questions - one about why a person has not used the library and another relating to the convenience of the current location - from the phone survey were converted to multiple-option format for the internet survey. Although options were provided, internet respondents were also provided a place to type in comments to those questions. A copy of the survey instrument is presented in Appendix A.

Responses to the telephone survey were obtained by making over 4,000 phone calls to randomly selected Billings' residents between June 15 and August 2, 2010. Interviews were conducted by the Library Consulting team and individuals trained by members of the team. Responses to the internet survey were provided through a link on the City of Billings and the Library websites from June 21 – August 2, 2010. The availability of the online internet survey was advertised extensively in a variety of public media as well as city and library publications.

Results presented in this report include all 317 completed *phone* surveys and 83 of the 391 completed *internet* surveys. Data from the paper survey, which was made available only at the Downtown library, was not used in this report because it did not meet the demographic criteria needed.

The data from a sample of internet respondents was combined with data from the phone survey to obtain a more complete representation of Billings' residents. Although the phone survey approach has many benefits, it has some drawbacks. Because only landline phone numbers are publicly available, phone surveys cannot reach households without landlines. Also, it can be very difficult to reach people who screen their calls or who do not like the inconvenience of a phone survey. The internet survey, which was well-advertised, reached these groups. According to a recent study published by the National Center for Health Statistics 25% of U.S. households do not have landlines in 2009, which was up from 20% a year earlier. Landlines were in about 90% of the homes in Montana in 2007. Using current U.S. trends, that number is likely to be 15% or higher now. In the combined sample, about 15% of the respondents do not have a landline. The internet data also provided greater access to residents under 35. Younger residents were far less likely to own a landline phone or to fill out an online survey.

**Statistical Validity**

The extent to which results from an opinion survey can be regarded as statistically valid depends on various factors. Foremost among the factors is how well the characteristics of the sample represent the population of interest. To ensure accurate representation of Billings's population, a stratified random sampling procedure was used. Stratified random sampling is a type of sampling in which random samples are obtained within predefined strata/groups. For this survey, geographic location (via zip code), age, and educational level were used as strata. These strata were chosen because the population characteristics of Billings are available for them and respondents are generally willing to provide this information on surveys.

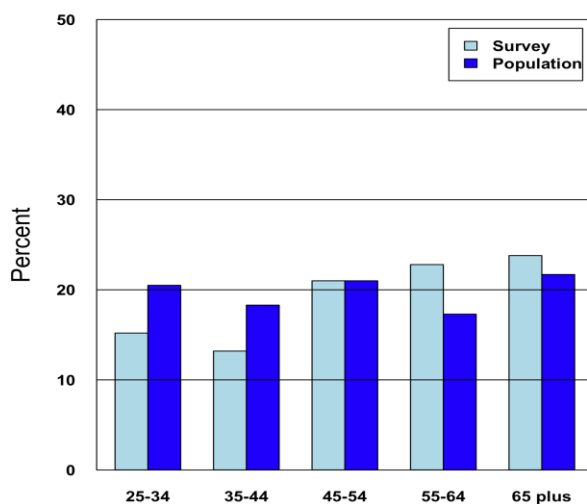
A second important factor contributing to the validity of survey results has to do with how well the questions addressed the issue of main interest. For this survey, the main topic of interest was residents' preferences about location and amenities of a new library. In order to make sure that the questions were understood, they were field-tested with six Billings residents. Only minor wording modifications were made after field-testing. During administration of the phone survey, it was generally clear that respondents understood the questions.

A third factor contributing to validity of survey results is sample size. No sample perfectly represents the opinions of an entire population; however, when the sample is randomly chosen, the level of accuracy of how well the results reflect the opinions of the population can be determined. As sample size increases the accuracy of the results also increases. To measure accuracy, statisticians report a range around a score known as a 95% confidence interval. Statisticians have determined that when a sample size is 378, the 95% confidence interval is plus or minus 5% points in both directions when computed on questions with two options (yes/no; like/dislike). The sample 400 was chosen because it provides highly accurate estimates and because round numbers are easier for readers to interpret.

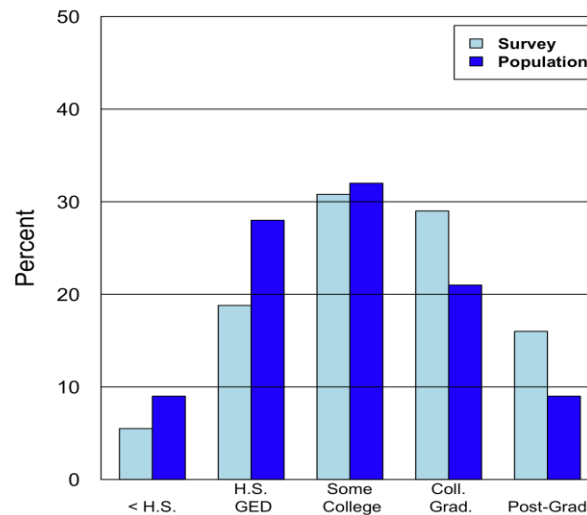
### III. SURVEY DEMOGRAPHICS

In order to provide statistically defensible and valid results, it is important that the demographics of the survey respondents closely match the major demographics of the overall Billings' residents. To this end, respondents were asked a series of questions relating to their demographic status. The composition of the sample by zip code, age-range, and education level was compared to estimates of the Billings' population obtained from the 2008 U.S Census update. The final sample of 400 respondents closely matched the distribution of Billings' residents.

#### A. Age of Survey Respondents



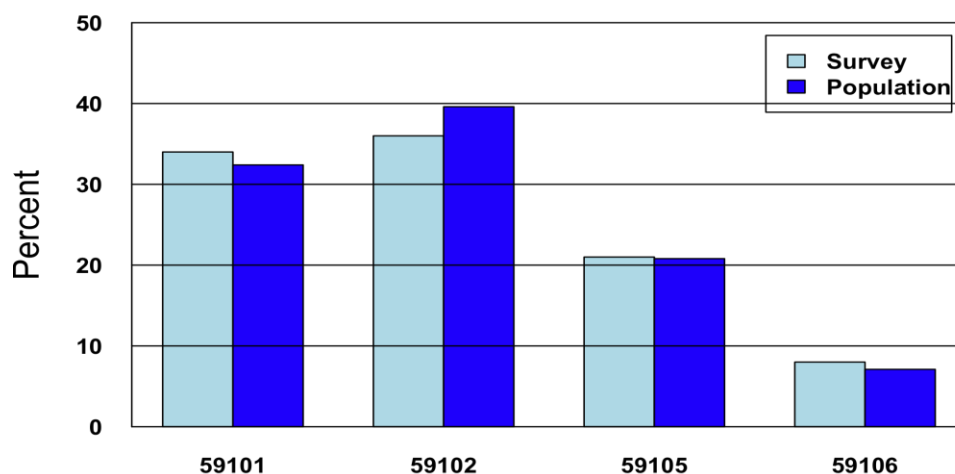
#### B. Education of Respondents



As shown in the above chart, the age of the survey respondents was slightly higher than that of the general Billings population. However, the difference is not statistically significant and should not impact conclusions based on this study. A comparison of the location preference by age-group indicated that all age groups had similar preferences for the library's location.

Also as shown above, the phone survey had fewer respondents in the two lowest education groups than the population at large; and the difference was statistically significant. Residents in the higher education groups were more likely to be library users and to want to give an opinion about the library. Those with less education were less inclined to participate. A comparison of the location preference by education attainment indicated that the differences were minor and not statistically significant.

### C. Survey Respondent Residential Location by Zip Code



The distribution of zip codes among respondents closely matched the distribution of Billings' residents. The respondent's place of residence also was correlated with the City Ward and was very close in matching the appropriate percentage of residents per Ward. (See map on following page for dots of respondents by Ward.) Neither comparison between the sample and the Billings population was statistically significant.

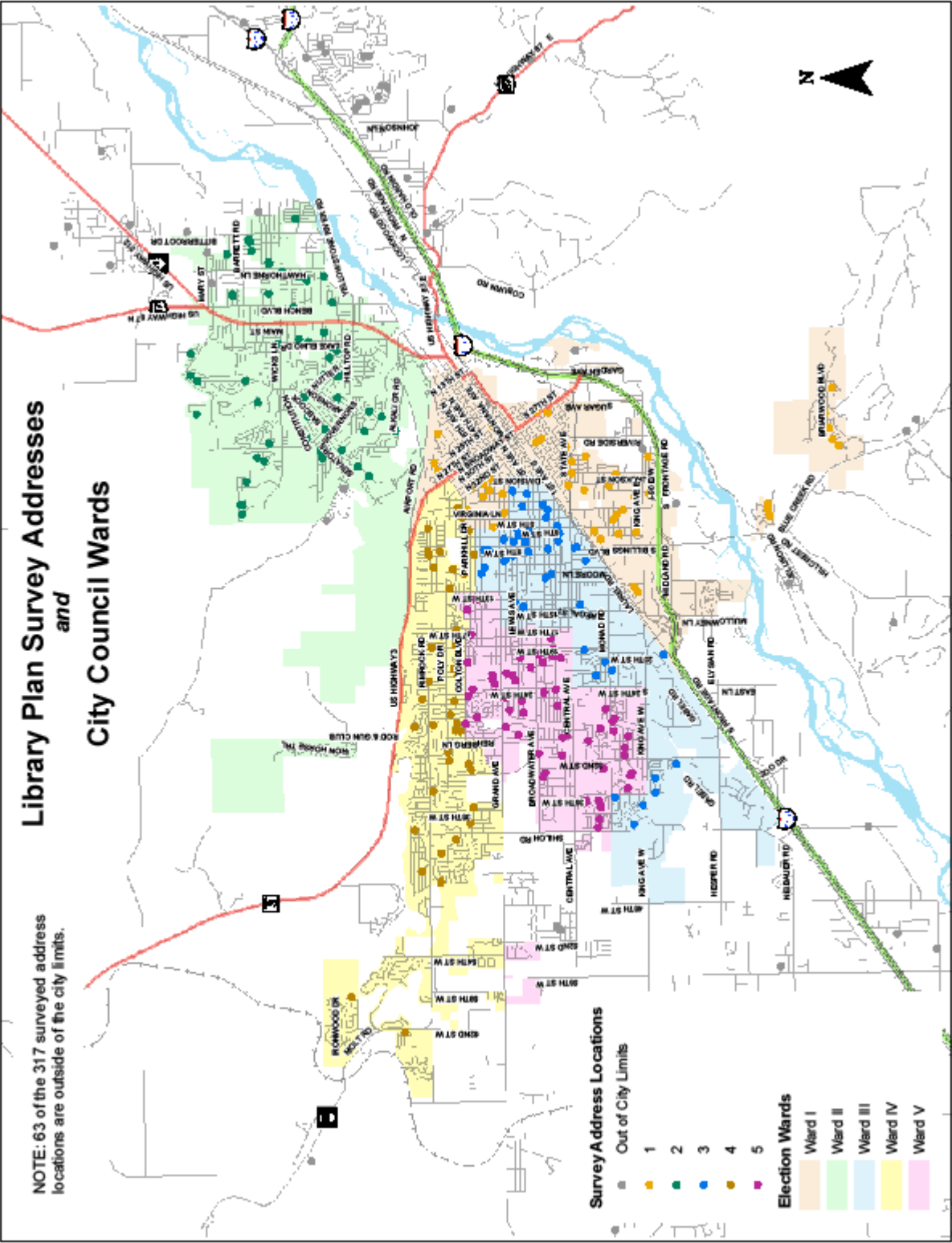
### D. Other Demographic Factors Identified

In addition to the above information that was needed to correlate the survey population, respondents were also asked about children in the household, tenure of residency in Billings and landline vs. cell phone use

***36% of the respondents' households contained children less than 21 years of age.***

***92% percent of respondents reported living in Billings for over five years.***

***84% of respondents with a landline phone also use a cell phone with 15% of the total using ONLY a cell phone.***

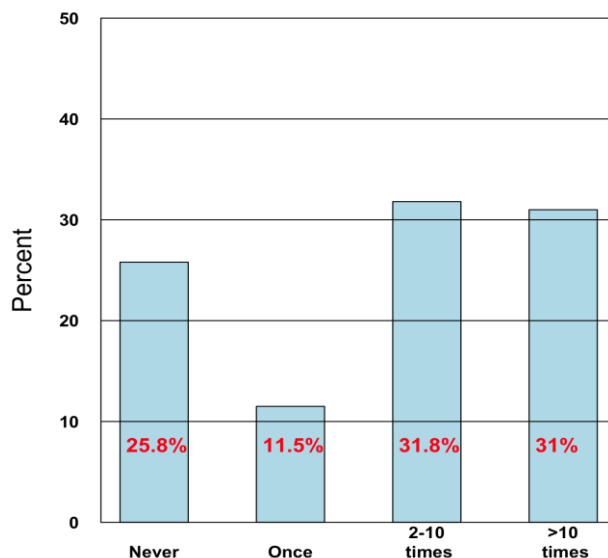




## IV. LIBRARY USAGE

### A. Library Users

Surveyed residents were asked a series of questions about their use of the Billing Library. Over 74 percent of the respondents had visited the downtown library in the past three years.



### B. Library Non-Users

Respondents who had not visited the Billings Library during the past three years were asked a follow up query: Can you tell me one or two reasons why you have not visited the downtown library in the past 3 years? The answers provided a variety of reasons as indicated below.

The reasons most respondents gave for not using the library was that the library did not have what they wanted or needed. Many commented that they purchase books via the Internet, children are grown and no need to use the library, not enough time (work too many hours), can find what they want on the internet and have no reason to visit. Others said the library was too far from their home and the parking was inadequate.

### C. Method of Transportation to Library

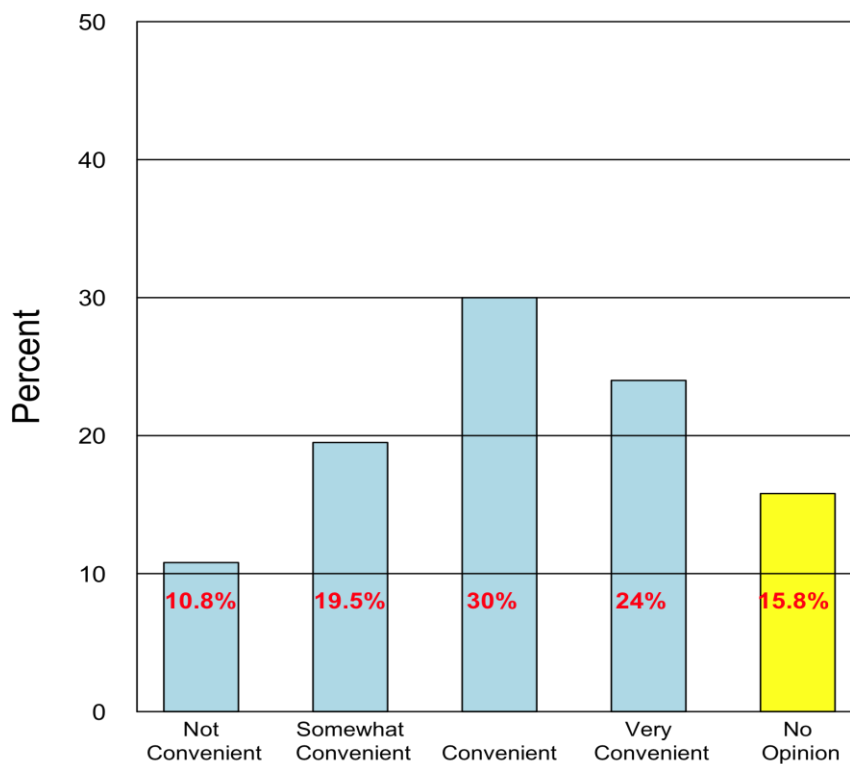
Respondents who used the Library were then asked what modes of transportation they used to go to the Library. Survey respondents indicated that the primary mode of transportation to the library was by car, with **75.5%** using a car exclusively and **97.6%** using the car at least some of the time. Among the other modes of transportation, walking was used at least some of the time by **9.2%** of library users, followed by bicycling at **3.7%**, and bus at **2.8%**.

## V. LIBRARY LOCATION PREFERENCES

Survey respondents were asked five questions which could potentially impact the selection of a site for a new downtown library building: convenience of current location, a preferred downtown location; desirability of features or amenities; desirability of nearby facilities; and the public library as part of a multi-purpose building.

### A. Convenience of Current Location

The vast majority of survey respondents who had used the library within the past 3 years (88%) found the current library location somewhat convenient (22%), convenient (34.5%), or very convenient (27.6%).

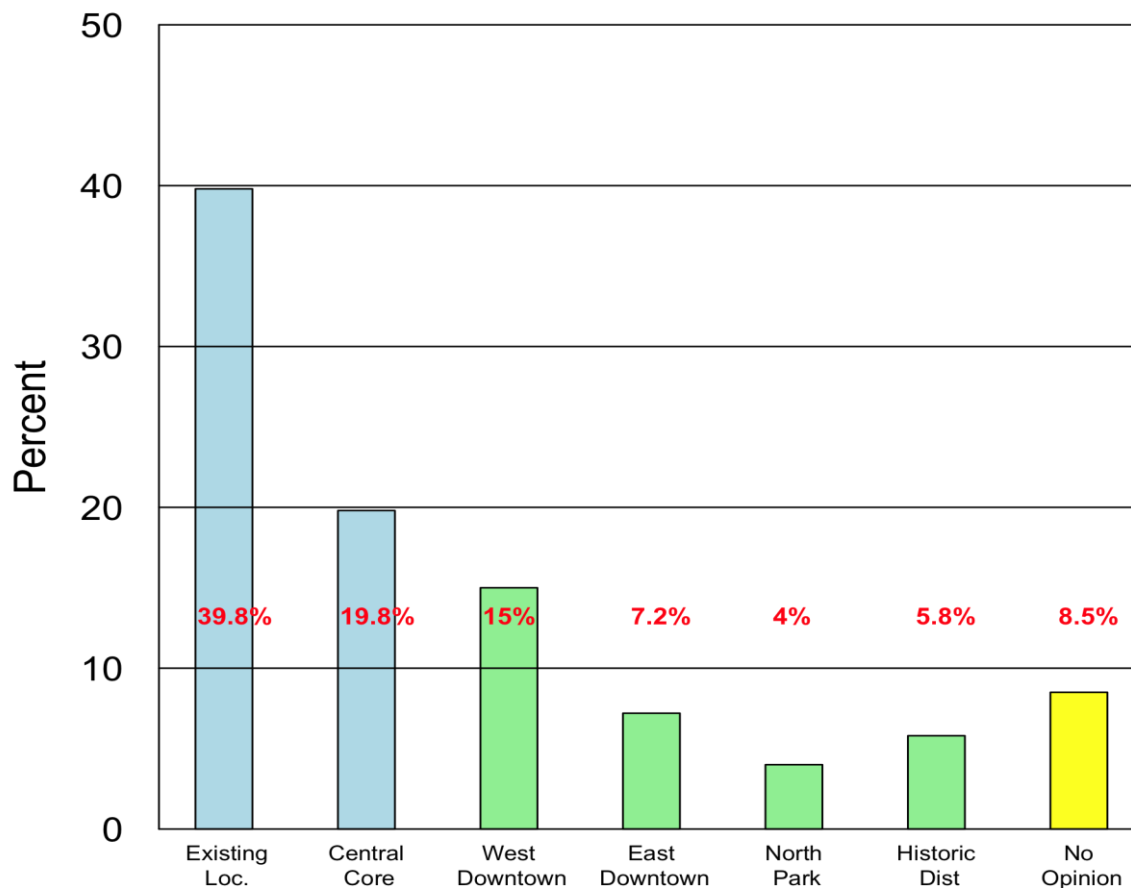


For respondents who found the Library very convenient or convenient, the reasons were as follows: the library was centrally located, close to home and other places in the downtown area where they either worked or visited. Many cited the convenience of parking and closeness to the bus stop.

For respondents who thought that the Library location was 'Not convenient', the most cited reasons were: inadequate parking and inconvenient location (one way streets downtown seemed confusing), did not fit their needs at this time (children grown, order books from internet, no need to research, and concern for children's safety), and "too many vagrants".

## B. Preferred Downtown Location

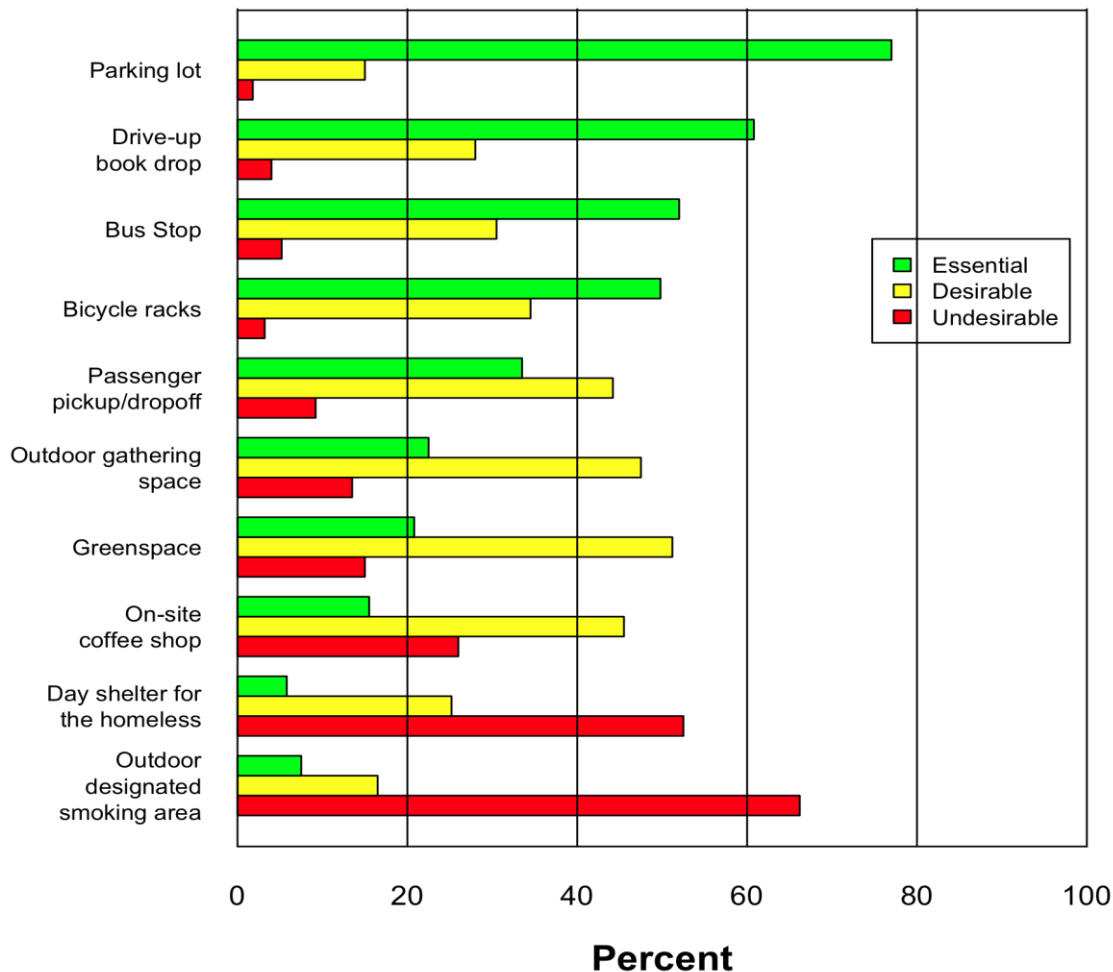
Survey respondents were asked which area of downtown Billings they would prefer for a downtown Library. A strong majority (59.6%) preferred that the Library stay at its existing location or in the Central Core of downtown. The next most preferred site was the West Downtown area.



In addition, a few respondents mentioned that they would like to see a main downtown library with several branch libraries positioned in various parts of the city (West end of town, west of 17<sup>th</sup> Street, Heights, East Downtown) and also closer to schools (Canyon Creek Elementary, Rocky Mountain College, West High). Others said they would use the library no matter what location.

### C. Preferred Features or Amenities

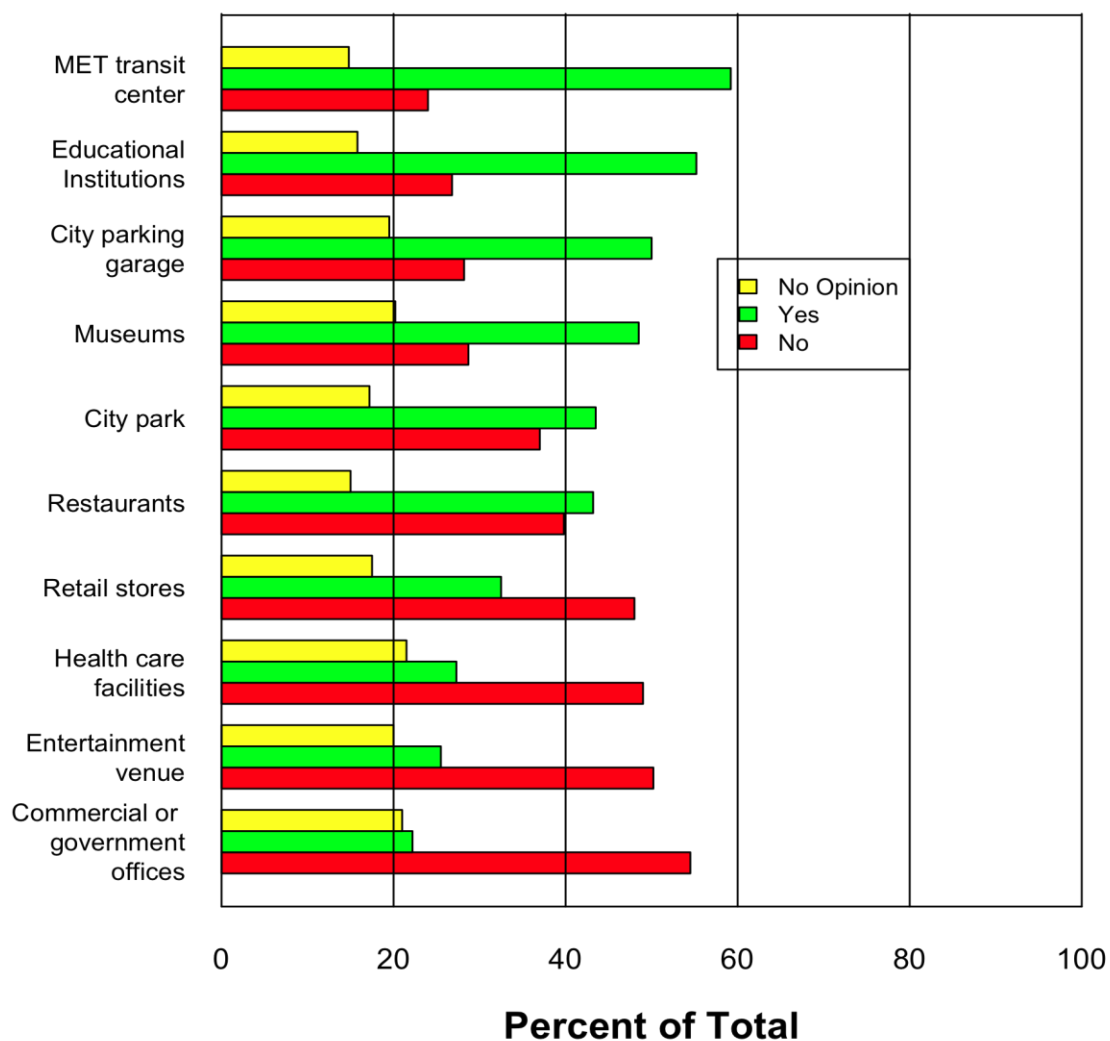
Survey respondents were asked about the desirability of various features or amenities for the Library. The feature considered most essential was a Parking Lot, followed in importance by a Drive up Book Drop. Other features deemed essential by nearly half of the respondents was a Bus Stop and Bicycle Racks. Most undesirable was an outdoor smoking area and a Day Shelter for the Homeless.



This question also offered an option for other comments. Most of the comments related to services they would like the library to provide (more computers, state of the art technology, meeting rooms, comfortable bright reading areas, more space for children's programs, green building), more free parking, eliminating the meters and many comments about the homeless (library needs to be there for people that need it, not a day shelter, security concerns about the panhandling and crime, concern that green space would only invite more problems with homeless and some indicated sympathy for their plight, and concerns about smoking at the front door of the library (want 50-100 ft. away).

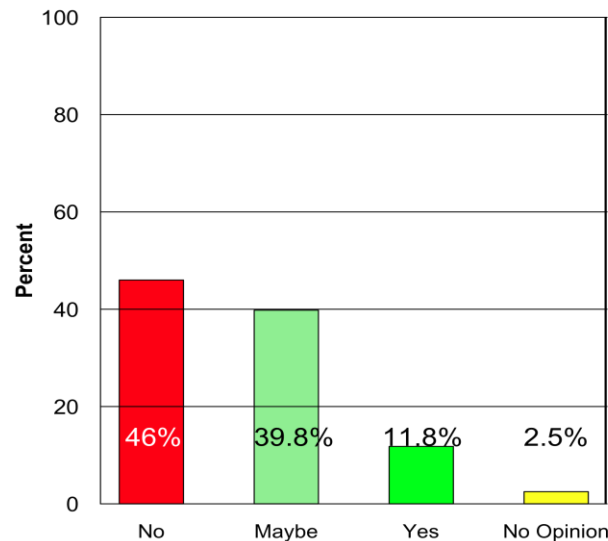
### D. Desired Library Adjacency to Other Community Facilities

Survey respondents were asked to indicate whether or not it was important to them if a given community facility was located near the Library. Respondents were most favorable with having the Library near the MET Transit Facility, a City parking garage, museums and educational institutions. Respondents gave negative responses to having the Library near Entertainment venues, Commercial or Government offices, Health care facilities and retail stores.

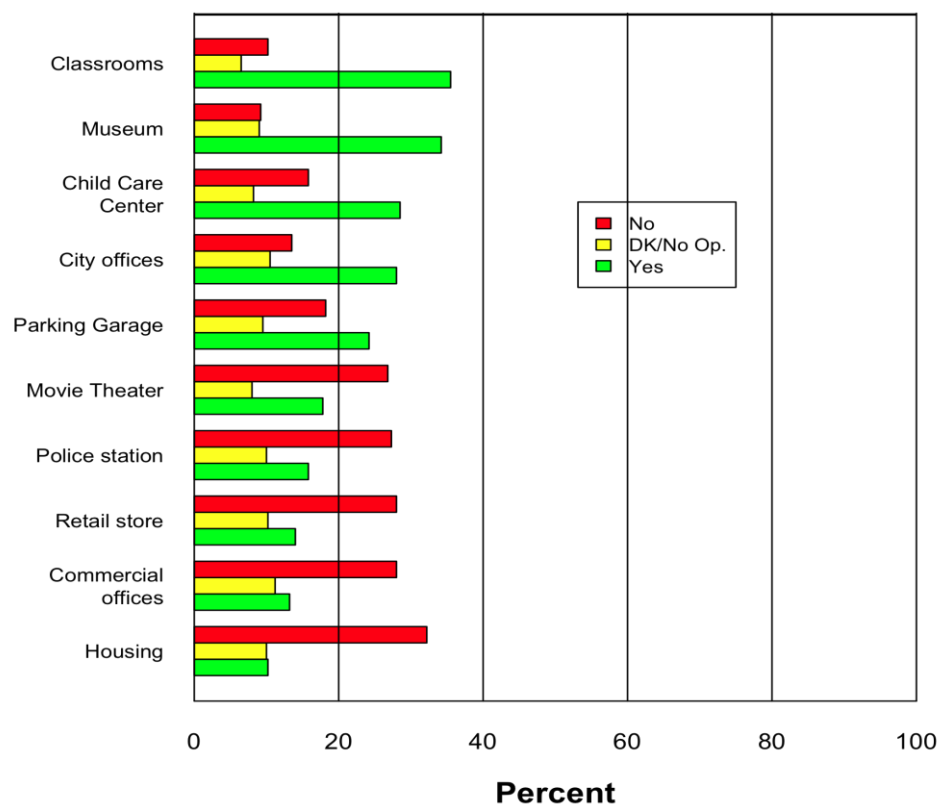


## E. Library As Multi-Purpose Shared Facility

Respondents were asked if they would like to see the Library as part of a shared or multipurpose facility. A strong minority (46%) said an unqualified 'no'. A small minority (11.8%) said 'yes'. A little over a third of respondents (39.8%) said 'maybe', depending on what the shared entity would be and if by sharing the building, the Library could save money.



Respondents who said 'Yes' or 'Maybe' to the 'shared/multipurpose' building question were asked their view of potential shared entities. The entities viewed most favorable were Classrooms, Museum, City Offices and Child Care Center. The least favorable possible shared entities were Housing, Commercial Offices, Retail and Police Station.



## **VI. SURVEY SUMMARY AND CONCLUSIONS**

### **Summary**

Two-thirds of Billings' residents are library users.

A majority of residents are favorable about the current library location or a location in the central core of downtown Billings.

They feel strongly about having an adequate parking lot, drive-up book drop, bicycle racks and being near a bus stop.

Having the Library downtown supports their desire to have the Library close to other entities, especially the MET Transit Center and a city parking garage.

Most people would prefer that the Library not be part of a multi-purpose building, but if it could save money for the Library there are some entities that could be under the same roof.

### **Conclusions**

If a new Library is to be constructed in Billings, it should be located on or near the current site. It should have a very substantial parking lot, include ample bicycle racks, a drive-up book drop and be near a bus stop.

Unless there is a clear and compelling financial advantage, the library should not be part of a multi-purpose facility.

While the most statistically sound procedures have been used to collect and analyze the information presented, it must always be kept in mind that surveys are not predictions. This survey was designed to measure public opinion within identifiable limits of accuracy at specific points in time. This survey is in no way a prediction of opinions, perceptions, or actions at any future point in time. In public policy analysis the major task is to impact these revealed options in a constructive fashion.

## **Appendices**

### **A. Questionnaire**

### **B. Summary Tabulations**



**PARMLY BILLINGS LIBRARY SURVEY for Downtown Library Site Criteria****Appendix A**

The Parmly Billings Library is gathering opinions from Billings' residents about a preferred location for a downtown library. If you are interested in the Library and have an opinion about any future location, we would appreciate your filling out this survey. *If you have responded to either the telephone survey or the online survey about this topic, you should NOT submit this survey.*

**1. In the past 3 years how frequently did you visit the downtown Library?**

Never ☐ Once ☐ 2-10 times ☐ More than 10 times ☐

(if NEVER, skip to 5.)

**2. Please indicate which mode of transportation you take to get to the Library and the percent of times you use it.**

	Always	Sometimes	Never
Car	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bus	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Walk	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bicycle	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

If Other, please specify: \_\_\_\_\_

**3. How convenient do you find the location of the current Library?**

Not convenient ☐ Somewhat convenient ☐ Convenient ☐ Very Convenient ☐

**4. Please state why you find the Library not convenient /somewhat convenient /convenient /or very convenient.**

(If NEVER used the library in the past 3 years)

**5. Please provide one or two reasons why you have not visited the downtown library in the past 3 years?****6. In what area would you like the downtown library to be? Select top choice only.**

Existing location	<input type="checkbox"/>	
Central Core	<input type="checkbox"/>	{e.g., near the current location, Transit Center}
West Downtown	<input type="checkbox"/>	{e.g., near Granite Towers, YMCA}
East Downtown	<input type="checkbox"/>	{e.g., near 1 <sup>st</sup> Interstate Ops. Center; the Food Bank}
North Park area	<input type="checkbox"/>	
Minnesota Ave. Historic District	<input type="checkbox"/>	{e.g., near skate park, south of tracks}

**7. If you would prefer a different area or location, please specify:****8. Various features or amenities are being considered for the library. For each feature or amenity, please rate how desirable it is for the Library to have the feature.**

	Undesirable	Desirable	Essential	Do Not Know/ No Opinion
Parking lot	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bike racks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bus stop	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Outdoor Gathering place	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Landscaping/greenspace	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
On-site Coffee shop	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Drive Up Book drop	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Passenger pick-up/drop	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Day Shelter for the homeless	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Outdoor designated smoking area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other? _____				

**PARMLY BILLINGS LIBRARY SURVEY for Downtown Library Site Criteria**

**9. Is it important to you for the Library to be NEAR other community facilities? Please check YES if you think it is desirable for the library to be located very near (within 2 blocks) of the facility or NO if it is not desirable.**

	NO	YES	Do Not Know/ No Opinion
City Parking Garage	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
MET Transit Center (for public transportation) <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Shopping/Retail Stores	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Restaurants	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Museums	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Healthcare Facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Offices (Government, Financial, etc)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Educational Institutions (school, college, etc)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A City Park	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Entertainment venue (performing arts center, ball fields, etc)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other? _____			

**10. Would you like to see the Library within a shared or multi-purpose building?**

No ☐ Maybe-Depends on What ☐ Yes, Definitely ☐

(If MAYBE or YES)

**11. For each facility listed below, indicate YES if you would like to see the Library share a building with that facility, or NO if you would not.**

	NO	YES	Do Not Know/ No Opinion
Police Station	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Classrooms	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Museum	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Retail Store	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Commercial offices	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
City Offices (e.g., Planning, Parks Dept., etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Housing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Parking Garage	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Movie Theatre	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Child Care Center	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**12. Please indicate the number of years you've lived in the Billings area?**

Under 3 ☐ 3-5 ☐ Over 5 ☐

**13. Please indicate within which range your age falls:**

Under 25 ☐ 25-34 ☐ 35-44 ☐ 45-54 ☐ 55-64 ☐ 65 and over ☐

**14. Are there any children under 21 living in your household?**

YES ☐ NO ☐

**15. What is the highest level of education you've completed?**

Grade 8 or lower ☐ Grade 9-11 ☐ HS Diploma/GED ☐ Associate Degree ☐ Some College/  
College Graduate ☐ Graduate School ☐

**16. Please indicate what percentage of time you use each type of phone at home.**

Landline Phone	Never <input type="checkbox"/>	1-10% <input type="checkbox"/>	11-50% <input type="checkbox"/>	51- 90% <input type="checkbox"/>	91-99% <input type="checkbox"/>	100% <input type="checkbox"/>
Cell Phone	Never <input type="checkbox"/>	1-10% <input type="checkbox"/>	11-50% <input type="checkbox"/>	51- 90% <input type="checkbox"/>	91-99% <input type="checkbox"/>	100% <input type="checkbox"/>

**17. Do you live in the city limits of Billings? YES ☐ Which Ward \_\_\_\_\_ NO ☐**

**18. What is the ZIPCODE of your residence:\_\_\_\_\_**

**Appendix B**

Summary Tabular output for Billings City-Wide Library combined Phone/internet Survey data. N=400 6

**Q1. In the past 3 years how frequently did you visit the downtown Billings library?**

	Count	Percent
Never	103	25.8
Once	46	11.5
2-10 times	127	31.8
>10 times	124	31.0

**Q2. What modes of transportation do you take to get to the Library? (327 responded to the question and percents are based on total number responding)**

	Count	Percent
Car	319	97.6
Bus	9	2.8
Walk	30	9.2
Bicycle	12	3.7
Other	16	4.9

**Q2 (Part B) How often do you use the following forms of transportation to get to the library? (Percents are based on total responding to question)**

	Count	Percent
<b>Car</b>		
1. Never	7	2.1
2. Sometimes	72	22.0
3. Always	247	75.5
<b>Bus</b>		
1. Never	38	11.6
2. Sometimes	8	2.4
3. Always	1	0.3
<b>Walk</b>		
1. Never	35	10.7
2. Sometimes	21	6.4
3. Always	9	2.8
<b>Bicycle</b>		
1. Never	37	11.3
2. Sometimes	11	3.4
3. Always	1	0.3
<b>Other</b>		
1. Never	65	19.9
2. Sometimes	3	0.9
3. Always	13	4.0

**Q3. How convenient do you find the location of the current Library?**

	Count	Percent
Not Convenient	43	10.8
Somewhat Convenient	78	19.5
Convenient	120	30.0
Very Convenient	96	24.0
No Answer (?)	63	15.8

**Q6. Which of the following locations would you prefer for the library? (table includes 95% confidence interval)**

	Count	Percent	Lower Bound	Upper Bound
Existing Loc.	159	39.8	35.0	44.6
Central Core	79	19.8	15.9	23.7
West Downtown	60	15.0	11.5	18.5
East Downtown	29	7.2	4.7	9.7
North Park	16	4.0	2.1	5.9
Historic Dist	23	5.8	3.5	8.1
Declined/No Opinion	34	8.5	5.8	11.2

**Q8. How desirable is it for the library to have the following features/amenities?**

	Count	Percent
<b>Parking lot</b>		
Undesirable	7	1.8
Desirable	60	15.0
Essential	308	77.0
Neutral/Don't Know	20	5.0
No Answer	5	1.2
<b>Bicycle racks</b>		
Undesirable	13	3.2
Desirable	138	34.5
Essential	199	49.8
Neutral/Don't Know	44	11.0
No Answer	6	1.5
<b>Bus Stop</b>		
Undesirable	21	5.2
Desirable	122	30.5
Essential	208	52.0
Neutral/Don't Know	42	10.5
No Answer	7	1.8
<b>Outdoor gathering space</b>		
Undesirable	54	13.5
Desirable	190	47.5
Essential	90	22.5
Neutral/Don't Know	58	14.5
No Answer	8	2.0

**Q8. How desirable is it for the library to have the following features/amenities? (continued)**

	Count	Percent
<b>Greenspace</b>		
Undesirable	60	15.0
Desirable	205	51.2
Essential	83	20.8
Neutral/Don't Know	45	11.2
No Answer	7	1.8
<b>On-site coffee shop</b>		
Undesirable	104	26.0
Desirable	182	45.5
Essential	62	15.5
Neutral/Don't Know	45	11.2
No Answer	7	1.8
<b>Drive-up book drop</b>		
Undesirable	16	4.0
Desirable	112	28.0
Essential	243	60.8
Neutral/Don't Know	23	5.8
No Answer	6	1.5
<b>Passenger pickup/drop off</b>		
Undesirable	37	9.2
Desirable	177	44.2
Essential	134	33.5
Neutral/Don't Know	43	10.8
No Answer	9	2.2
<b>Day shelter for the homeless</b>		
Undesirable	210	52.5
Desirable	101	25.2
Essential	23	5.8
Neutral/Don't Know	59	14.8
No Answer	7	1.8
<b>Outdoor designated smoking area</b>		
Undesirable	265	66.2
Desirable	66	16.5
Essential	30	7.5
Neutral/Don't Know	29	7.2
No Answer	10	2.5

**Q9. How desirable is it for the library to be located near the following facilities?**

	Count	Percent
<b>City parking garage</b>		
No	113	28.2
Yes	200	50.0
Neutral/Don't Know	78	19.5
No Answer	9	2.2

**Q9. How desirable is it for the library to be located near the following facilities? (continued)**

	Count	Percent
<b>MET transit center</b>		
No	96	24.0
Yes	237	59.2
Neutral/Don't Know	59	14.8
No Answer	8	2.0
<b>Retail stores</b>		
No	192	48.0
Yes	130	32.5
Neutral/Don't Know	70	17.5
No Answer	8	2.0
<b>Restaurants</b>		
No	159	39.8
Yes	173	43.2
Neutral/Don't Know	60	15.0
No Answer	8	2.0
<b>Museums</b>		
No	115	28.7
Yes	194	48.5
Neutral/Don't Know	81	20.2
No Answer	10	2.5
<b>Health care facilities</b>		
No	196	49.0
Yes	109	27.3
Neutral/Don't Know	86	21.5
No Answer	9	2.2
<b>Commercial/ government offices</b>		
No	218	54.5
Yes	89	22.2
Neutral/Don't Know	84	21.0
No Answer	9	2.2
<b>Educational Institutions</b>		
No	107	26.8
Yes	221	55.2
Neutral/Don't Know	63	15.8
No Answer	9	2.2
<b>City park</b>		
No	148	37.0
Yes	174	43.5
Neutral/Don't Know	69	17.2
No Answer	9	2.2
<b>Entertainment venues</b>		
No	201	50.2
Yes	102	25.5
Neutral/Don't Know	80	20.0
No Answer	17	4.2

**Q10. Would you like to see the Library in a shared or multi-purpose building? (table includes 95% confidence interval)**

	Count	Percent	Lower Bound	Upper Bound
No	184	46	41.1	50.9
Maybe	159	39.8	35.0	44.6
Yes	47	11.8	8.6	15.0
No Answer	10	2.5	1.0	4.0

**Q11. If Yes or Maybe to above, would you like to see the Library share a building with any of the following facilities?**

	Count	Percent
<b>Police station</b>		
No	109	27.3
Yes	63	15.8
Neutral/Don't Know	40	10.0
No Answer	188	47.0
<b>Classrooms</b>		
No	41	10.2
Yes	142	35.5
Neutral/Don't Know	26	6.5
No Answer	191	47.8
<b>Museum</b>		
No	37	9.2
Yes	137	34.2
Neutral/Don't Know	36	9.0
No Answer	190	47.5
<b>Retail store</b>		
No	112	28.0
Yes	56	14.0
Neutral/Don't Know	41	10.2
No Answer	191	47.8
<b>Commercial offices</b>		
No	112	28.0
Yes	53	13.2
Neutral/Don't Know	45	11.2
No Answer	190	47.5
<b>City offices</b>		
No	54	13.5
Yes	112	28.0
Neutral/Don't Know	42	10.5
No Answer	192	48.0
<b>Housing</b>		
No	129	32.2
Yes	41	10.2
Neutral/Don't Know	40	10.0
No Answer	190	47.5
<b>Parking Garage</b>		
No	73	18.2
Yes	97	24.2
Neutral/Don't Know	38	9.5
No Answer	192	48.0

**Q11. If Yes or Maybe to above, would you like to see the Library share a building with any of the following facilities?**  
(continued)

	Count	Percent
<b>Movie Theater</b>		
No	107	26.8
Yes	71	17.8
Neutral/Don't Know	32	8.0
No Answer	190	47.5
<b>Child Care Center</b>		
No	63	15.8
Yes	114	28.5
Neutral/Don't Know	33	8.2
No Answer	190	47.5

**Q12. How many years have you lived in Billings?**

	Count	Percent
Under 3	10	2.5
3 - 5	22	5.5
Over 5	368	92.0

**Q13. How old are you?**

	Phone Survey Results		Billings Pop. <sup>a</sup>
	Count	Percent	Percent
Under 25	16	4.0	
25-34	61	15.2	21.4
35-44	53	13.2	19.3
45-54	84	21.0	21.9
55-64	91	22.8	18.2
65 and over	95	23.8	22.6

<sup>a</sup> Based on 2008 census update estimates and includes only individuals 25 or older.

Note: chi-squared = 9.96, df = 4, p-value = .04, means a slightly significant difference from population.

**Q14. Are there children under 21 in your household?**

	Count	Percent
Yes	145	36.2
No	255	63.7



**Q15. What is the highest level of education you completed?**

	Phone Survey Results		Billings Pop. <sup>b</sup>
	Count	Percent	Percent
< H.S.	22	5.5	9.0
H.S./GED	75	18.8	29.1
Some College	123	30.8	32.3
Coll. Grad.	116	29.0	21.1
Post Grad	64	16.0	8.5

<sup>b</sup> Based on 2008 census update estimates and includes only individuals 25 or older.

Note: chi-squared = 26.6, df = 4, p-value < .01, means significant difference from population.

**Q16. Do you use a cell phone?**

	Count	Percent
No	60	15.0
Yes	334	83.5
No Answer	6	1.5

**Q17. About what percent of your calls are on the cell phone?**

	Count	Percent
Never	5	1.2
1-10%	82	20.5
11-50%	98	24.5
51-90%	75	18.8
91-100%	79	19.8
No Answer	61	15.2

**Zip Code**

	Phone Survey Results		Billings Pop. <sup>a</sup>
	Count	Percent	Percent
59101	138	34.6	32.4
59102	144	36.0	39.6
59105	85	21.2	20.8
59106	33	8.2	7.1

<sup>a</sup> Based on 2008 census update estimates and includes only individuals 25 or older.

Note: chi-squared = 1.2, df = 4, p-value = .76, means no statistical difference from population.