



**GODBE RESEARCH**  
Gain Insight

**CITY OF HALF MOON BAY  
SAN MATEO COUNTY AND  
THE PENINSULA LIBRARY JPA**

2015 Half Moon Bay Library Community Priorities Survey

Topline Report

Sample Size: n=1,486

November 8, 2015

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## METHODOLOGY

### Sample Universe:

- 12,585 Resident Mailing Addresses, including street addresses and P.O. boxes in El Granada, Half Moon Bay, La Honda, Loma Mar, Montara, Moss Beach, Pescadero, San Gregorio, and the area West of Skyline

Sample Size: n=1,486

Data Collection: Mail Outbound & Inbound

Margin of Error: ± 2.39%

Survey Dates: October 15 to October 26 (postmark deadline)

## LIBRARY USAGE

		%	n=	Mean
1. In the past 12 months, have you visited the Half Moon Bay Public Library?	Yes	78.1%	1160	
	No	20.5%	304	
	Not sure	0.6%	8	
	DK/NA	0.9%	13	
2. If you have visited the Half Moon Bay Public Library in the past 12 months, how often have you visited the Library?	More than once a week	13.3%	155	
	Once a week	15.9%	186	
	Few times a month	27.5%	321	
	Once a month	17.7%	207	
	Few times a year or less	24.2%	283	
	Not sure	1.5%	17	
3. If you have NOT visited the Half Moon Bay Public Library in the past 12 months, what services, programs or program-related spaces would make you likely to visit the Library more often? (multiple response OK)	DK/NA	0.0%	0	
	More new releases and popular materials	24.2%	72	
	Separate adult reading area	20.6%	61	
	More convenient hours	19.0%	56	
	More / different programs or events	18.1%	54	
	More nearby parking	17.9%	53	
	Less crowded	16.6%	49	
	More senior programs	9.8%	29	
	More children's programs	7.1%	21	
	More teen programs	3.6%	11	
	Other	14.9%	44	
Nothing	27.0%	80		
Not sure	17.2%	51		



## IMPORTANCE OF LIBRARY SERVICES

		%	n=	Mean
4A. Books, magazines, and other printed materials	Extremely Important	62.6%	930	
	Very Important	18.9%	280	
	Somewhat Important	8.9%	133	
	Not at All Important	5.1%	76	
	Not Sure	0.2%	2	
	DK/NA	4.4%	65	
4B. A local place for meetings, programs and lectures	Extremely Important	21.6%	321	
	Very Important	29.4%	437	
	Somewhat Important	27.4%	408	
	Not at All Important	15.0%	222	
	Not Sure	1.2%	18	
	DK/NA	5.3%	79	
4C. Friends Bookstore	Extremely Important	8.7%	130	
	Very Important	13.3%	198	
	Somewhat Important	32.2%	478	
	Not at All Important	24.1%	358	
	Not Sure	13.1%	195	
	DK/NA	8.6%	127	
4D. Childrens books and storytime programs	Extremely Important	48.2%	716	
	Very Important	22.4%	332	
	Somewhat Important	11.5%	170	
	Not at All Important	11.4%	169	
	Not Sure	1.6%	24	
	DK/NA	5.0%	74	
4E. Literacy programs for families and adults	Extremely Important	38.1%	566	
	Very Important	24.8%	368	
	Somewhat Important	15.7%	233	
	Not at All Important	12.0%	178	
	Not Sure	2.6%	38	
	DK/NA	6.9%	103	
4F. CDs and DVDs	Extremely Important	29.3%	435	
	Very Important	26.3%	391	
	Somewhat Important	26.7%	397	
	Not at All Important	12.8%	191	
	Not Sure	0.9%	13	
	DK/NA	4.0%	59	
4G. Internet access	Extremely Important	49.7%	739	
	Very Important	21.5%	319	
	Somewhat Important	11.6%	172	
	Not at All Important	11.4%	170	
	Not Sure	0.3%	4	
	DK/NA	5.5%	81	
4H. Childrens computers and homework center	Extremely Important	39.7%	591	
	Very Important	26.2%	389	
	Somewhat Important	15.0%	223	
	Not at All Important	12.7%	189	
	Not Sure	2.0%	29	
	DK/NA	4.3%	65	
4I. Teen space	Extremely Important	30.5%	454	
	Very Important	22.2%	330	
	Somewhat Important	20.0%	296	
	Not at All Important	18.8%	280	
	Not Sure	3.1%	46	
	DK/NA	5.4%	80	



		%	n=	Mean
4J. Quiet areas to read or study	Extremely Important	59.4%	882	
	Very Important	19.5%	289	
	Somewhat Important	7.9%	117	
	Not at All Important	7.6%	113	
	Not Sure	0.4%	5	
	DK/NA	5.3%	79	
4K. Pre-school programs and materials	Extremely Important	29.7%	442	
	Very Important	23.7%	351	
	Somewhat Important	20.3%	302	
	Not at All Important	16.0%	238	
	Not Sure	3.5%	53	
	DK/NA	6.8%	101	
4L. Large meeting / activity room for 100+ people	Extremely Important	12.9%	191	
	Very Important	14.6%	218	
	Somewhat Important	29.0%	430	
	Not at All Important	30.6%	455	
	Not Sure	6.4%	96	
	DK/NA	6.5%	96	
4M. Small group study / meeting rooms	Extremely Important	19.5%	290	
	Very Important	30.1%	447	
	Somewhat Important	26.6%	395	
	Not at All Important	15.7%	234	
	Not Sure	2.6%	38	
	DK/NA	5.5%	82	
4N. Adult quiet reading area with books	Extremely Important	40.4%	600	
	Very Important	26.0%	386	
	Somewhat Important	17.4%	258	
	Not at All Important	9.9%	148	
	Not Sure	1.6%	24	
	DK/NA	4.8%	71	
4O. Spanish language collection	Extremely Important	28.3%	420	
	Very Important	24.8%	368	
	Somewhat Important	19.5%	290	
	Not at All Important	18.3%	271	
	Not Sure	3.2%	47	
	DK/NA	6.0%	89	
4P. Public access computers and technology	Extremely Important	45.3%	672	
	Very Important	25.0%	372	
	Somewhat Important	15.0%	223	
	Not at All Important	10.0%	148	
	Not Sure	0.4%	6	
	DK/NA	4.4%	65	
4Q. Teen programs and materials	Extremely Important	26.7%	397	
	Very Important	28.0%	417	
	Somewhat Important	21.7%	322	
	Not at All Important	15.8%	234	
	Not Sure	2.4%	36	
	DK/NA	5.4%	80	
4R. Outdoor activity space	Extremely Important	13.4%	199	
	Very Important	15.1%	224	
	Somewhat Important	25.5%	379	
	Not at All Important	34.9%	518	
	Not Sure	6.1%	90	
	DK/NA	5.1%	76	



		%	n=	Mean
<b>4S. Maker space</b>	<b>Extremely Important</b>	8.6%	128	
	<b>Very Important</b>	15.0%	224	
	<b>Somewhat Important</b>	22.4%	333	
	<b>Not at All Important</b>	20.7%	307	
	<b>Not Sure</b>	25.2%	375	
	<b>DK/NA</b>	8.0%	120	
<b>4T. Audio books</b>	<b>Extremely Important</b>	29.1%	432	
	<b>Very Important</b>	30.3%	450	
	<b>Somewhat Important</b>	25.2%	374	
	<b>Not at All Important</b>	9.3%	138	
	<b>Not Sure</b>	1.2%	18	
	<b>DK/NA</b>	5.0%	74	
<b>4U. Senior citizen programs and materials</b>	<b>Extremely Important</b>	30.3%	450	
	<b>Very Important</b>	30.9%	459	
	<b>Somewhat Important</b>	23.0%	342	
	<b>Not at All Important</b>	8.2%	122	
	<b>Not Sure</b>	3.0%	44	
	<b>DK/NA</b>	4.7%	69	
<b>4V. New releases and popular materials</b>	<b>Extremely Important</b>	40.3%	598	
	<b>Very Important</b>	35.7%	530	
	<b>Somewhat Important</b>	14.0%	208	
	<b>Not at All Important</b>	5.2%	77	
	<b>Not Sure</b>	4.9%	73	
	<b>DK/NA</b>	0.0%	0	

## IMPORTANCE OF LIBRARY SERVICES -- RANKED BY MEAN

	%	n=	Mean
4A. Books, magazines, and other printed materials			2.46
4J. Quiet areas to read or study			2.38
4V. New releases and popular materials			2.17
4G. Internet access			2.16
4D. Childrens books and storytime programs			2.15
4P. Public access computers and technology			2.11
4N. Adult quiet reading area with books			2.03
4H. Childrens computers and homework center			1.99
4E. Literacy programs for families and adults			1.98
4U. Senior citizen programs and materials			1.90
4T. Audio books			1.84
4F. CDs and DVDs			1.76
4K. Pre-school programs and materials			1.75
4Q. Teen programs and materials			1.71
4I. Teen space			1.70
4O. Spanish language collection			1.69
4B. A local place for meetings, programs and lectures			1.62
4M. Small group study / meeting rooms			1.58
4S. Maker space			1.17
4L. Large meeting / activity room for 100+ people			1.11
4C. Friends Bookstore			1.09
4R. Outdoor activity space			1.08



## MOST IMPORTANT LIBRARY SERVICE

	%	n=	Mean
Books, magazines & other printed materials	24.8%	369	
Childrens books & storytime	7.8%	115	
Quiet area to read or study	6.8%	101	
New releases & popular materials	6.0%	89	
Public access computers & tech	5.6%	84	
Audio books	4.4%	65	
Internet access	3.4%	50	
CDs & DVDs	2.7%	40	
Childrens computers & homework ctr	1.8%	26	
Put books & CDs on hold	1.6%	24	
Adult quiet reading area	1.6%	23	
Literacy programs	1.4%	20	
Small group study/meeting rooms	1.4%	20	
Pre-school programs & materials	1.3%	19	
Teen space	1.1%	17	
Easy access	0.8%	11	
5. What is the single most important library service, program or program-related space for you?			
Large meeting/activity for 100+ people	0.7%	11	
Helpful staff	0.7%	10	
Home delivery	0.6%	9	
Reference materials	0.6%	8	
Spanish language collection	0.5%	8	
Maker space	0.5%	7	
Senior citizen programs & materials	0.3%	5	
Reference periodicals	0.3%	4	
Separate age areas	0.3%	4	
Friends bookstore	0.1%	2	
New books on new shelves	0.1%	2	
Large print books	0.1%	1	
Place for meetings, programs & lectures	0.1%	1	
Outdoor activity space	0.1%	1	
Book club	0.0%	1	
Teen progrmas & materials	0.0%	0	
Display of quilts	0.0%	0	
Literacy programs	0.0%	0	
Remove old periodicals	0.0%	0	
DK/NA	22.6%	336	



## SERVICE OR PROGRAM AREA MOST LIKELY TO CUT

	%	n=	Mean
Large meeting/activity for 100+ people	17.4%	258	
Outdoor activity space	8.3%	124	
Small group study/meeting rooms	8.3%	123	
CDs & DVDs	4.6%	68	
Teen space	2.3%	34	
Maker space	2.1%	32	
Friends bookstore	2.1%	31	
Childrens books & storytime	1.5%	22	
Public access computers & tech	0.9%	14	
Books, magazines & other printed materials	0.7%	10	
Quiet area to read or study	0.7%	10	
Audio books	0.5%	8	
Senior citizen programs & materials	0.5%	8	
Adult quiet reading area	0.5%	8	
Spanish language collection	0.5%	7	
Literacy programs	0.5%	7	
Reference periodicals	0.3%	4	
Pre-school programs & materials	0.2%	3	
Internet access	0.2%	3	
Childrens computers & homework ctr	0.1%	2	
Place for meetings, programs & lectures	0.1%	2	
Remove old periodicals	0.1%	1	
Large print books	0.1%	1	
New releases & popular materials	0.0%	0	
Easy access	0.0%	0	
Literacy programs	0.0%	0	
Teen progrmas & materials	0.0%	0	
Display of quilts	0.0%	0	
Home delivery	0.0%	0	
New books on new shelves	0.0%	0	
Book club	0.0%	0	
Separate age areas	0.0%	0	
Put books & CDs on hold	0.0%	0	
Helpful staff	0.0%	0	
Reference materials	0.0%	0	
DK/NA	47.5%	706	

6. If the size of the new library had to be reduced, what library service, program or program-related space would you cut?



## LIBRARY DESIGN PREFERENCES

		%	n=	Mean
Refined/Rustic	Refined	15.0%	222	0.09
	2	18.4%	274	
	Neither	17.5%	260	
	4	16.9%	251	
	Rustic	12.1%	180	
	Not sure	7.0%	104	
Ornate/Simple	DK/NA	13.1%	195	
	Ornate	3.9%	58	-0.99
	2	7.7%	115	
	Neither	11.4%	170	
	4	20.9%	311	
	Simple	38.0%	564	
Intimate/Spacious	Not sure	4.9%	73	
	DK/NA	13.2%	196	
	Intimate	9.5%	141	-0.29
	2	16.3%	242	
	Neither	17.0%	253	
	4	17.5%	260	
Solid/Transparent	Spacious	20.5%	304	
	Not sure	6.3%	93	
	DK/NA	13.0%	193	
	Solid	11.4%	169	-0.26
	2	11.8%	175	
	Neither	16.0%	237	
High-tech/Natural	4	18.2%	270	
	Transparent	17.7%	264	
	Not sure	10.3%	152	
	DK/NA	14.7%	219	
	High-tech	23.4%	347	0.19
	2	17.5%	260	
Contemporary/Traditional	Neither	11.6%	172	
	4	14.1%	209	
	Natural	17.0%	252	
	Not sure	4.3%	64	
	DK/NA	12.2%	181	
	Contemporary	22.0%	327	0.32
Whimsical/Sophisticated	2	19.7%	293	
	Neither	15.4%	228	
	4	12.7%	189	
	Traditional	12.2%	181	
	Not sure	4.4%	65	
	DK/NA	13.6%	203	
Whimsical/Sophisticated	Whimsical	8.7%	130	-0.21
	2	10.5%	155	
	Neither	28.4%	422	
	4	17.9%	266	
	Sophisticated	13.4%	199	
	Not sure	6.7%	100	
	DK/NA	14.4%	214	



		%	n=	Mean
<b>Quiet/Active</b>	<b>Quiet</b>	35.2%	522	1.00
	<b>2</b>	26.7%	396	
	<b>Neither</b>	11.5%	171	
	<b>4</b>	6.6%	99	
	<b>Active</b>	3.4%	51	
	<b>Not sure</b>	5.1%	76	
	<b>DK/NA</b>	11.5%	170	



## DEMOGRAPHICS

		%	n=	Mean
A. Respondent's Gender	Male	46.0%	683	
	Female	51.7%	769	
	Other	0.1%	1	
	DK/NA	2.2%	33	
B. What is your age?	18-29 years	13.4%	200	
	30-39 years	13.5%	200	
	40-49 years	18.4%	274	
	50-64 years	32.9%	488	
	65+ years	19.9%	295	
	DK/NA	1.9%	29	
C. Do you own or rent your home?	Own	72.0%	1070	
	Rent	24.7%	367	
	DK/NA	3.3%	48	
D. What City or Town do you live in?	El Granada	19.4%	288	
	Half Moon Bay	42.8%	636	
	La Honda	5.7%	85	
	Loma Mar	0.4%	6	
	Montara	10.8%	161	
	Moss Beach	10.2%	151	
	Pescadero	5.7%	85	
	Princeton	1.1%	16	
	San Gregorio	1.0%	14	
	Other	1.9%	28	
E. What is your racial or ethnic background?	DK/NA	1.1%	17	
	African-American / Black	0.7%	10	
	Anglo / White / Caucasian	65.6%	974	
	Asian	2.6%	38	
	Latino / Latina / Hispanic	24.9%	370	
	Native American or Alaskan	0.2%	4	
	Native			
	Native Hawaiian or Other	0.2%	4	
	Pacific Islander			
	Two or more races	2.5%	36	
F. What is the primary language you speak at home?	Other	0.0%	0	
	DK/NA	3.3%	49	
	English	84.5%	1255	
	Spanish	9.4%	140	
	Other	0.7%	11	
	DK/NA	5.4%	80	