

# CALIFORNIA STATE LIBRARY: AWARENESS OF THE FRESNO MEDIA CAMPAIGN

## FINAL RESEARCH REPORT

PREPARED BY  
NAOMI E. HOLOBOW, PH.D.  
FOR  
METARESEARCH

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## EXECUTIVE HIGHLIGHTS (2-pages)

- ✓ The expanded media public library awareness campaign in Fresno County was **effective**: the vast majority of respondents (84%) were aware of at least some aspect of the campaign, either by remembering it directly or after prompting. This was significantly higher than the percentage of respondents who were aware of the television-only campaign conducted in San Diego last year (58%).
  - ✓ *The level of unaided awareness was 44%: approximately four in nine respondents said they were aware of the campaign when first asked. They were also generally accurate in recalling what they had seen or heard.*
  - ✓ *The level of aided awareness of the television commercial spots was 65%: nearly two-thirds of all respondents said they were familiar with the spots after hearing a brief description. Recall of the main “check it out” message was high: over two-thirds of respondents who saw the television spots were accurate in remembering the main message.*
  - ✓ *The level of aided awareness of the other aspects of the media campaign was not as high as the commercial spots, but nevertheless, all aspects were seen or heard by at least one-in-ten respondents. Awareness of the message on billboards and the kick-off event was highest, and recall of the mall kiosks and plastic carrier bags was lowest among respondents.*
- ✓ The outreach of KFSN-TV Channel 30/ABC was successful. It was watched by 84% of all respondents (and 80% of Hispanic/Latino respondents) at least occasionally. Those respondents who were “unaware” of the campaign watched Channel 30/ABC significantly less often than those who were “aware” of the campaign. Of the respondents who watch the station, 87% were aware of the campaign in general, and 68% were familiar with the specific television spots.
- ✓ The Spanish network station Channel 21/Univision was watched at least occasionally by nearly three-quarters of the Hispanic/Latino respondents; of these, 84% were aware of the campaign in general, and 31% were familiar with the Spanish station news stories in particular.
- ✓ The teen radio station B-95 (KBOS) was listened to at least occasionally by a surprising 37% of respondents. Of these, 89% were aware of the library media campaign in general, and approximately four-in-ten were aware of the specific B-95 spots and contest.

- ✓ The three Spanish radio stations who participated in the library campaign were listened to at least occasionally by between one-fifth and one half of all Hispanic/Latino respondents. About half of these listeners were aware of the specific Spanish radio spots.
- ✓ The majority of respondents familiar with the television spots liked them – 68% rated them as “good” or “excellent.”
- ✓ Approximately six-in-ten respondents who were aware of the campaign overall rated it as “good” or “excellent” in terms of making people more aware of the value of reading and of public libraries.
- ✓ An even larger proportion of respondents, approximately nine-in-ten, felt the campaign would be effective in attracting more people to visit public libraries.
- ✓ The campaign appears to already have had an (albeit small) effect in terms of increasing library card ownership: of the respondents who said they have a library card, 8% obtained it within the last four months (that is, since January when the campaign began.) Of these, all but one respondent was “aware” of the campaign.
- ✓ Approximately seven-in-ten respondents accessed a public library during the past year. The median number of visits among users was 6 times during the year.
- ✓ The majority of all respondents (88%) intend to visit a public library in the future.
- ✓ Over two-thirds of all respondents and approximately eight-in-ten library users were satisfied with the job Fresno County as well as local libraries have done to provide programs and services.
- ✓ The respondent population demographics reflected a good distribution across age levels, income levels, and ethnic group membership.
- ✓ These conclusions are based on a study that included 400 telephone interviews with a representative sample of Fresno County residents.

# **CALIFORNIA STATE LIBRARY AWARENESS OF THE FRESNO MEDIA CAMPAIGN: TELEPHONE SURVEY**

## **RESEARCH REPORT**

### **Project Background**

A general objective of the California Library Public Awareness Task Force<sup>1</sup> is to increase awareness of public libraries through active public relations campaigns. Last year the California State Library chose the San Diego Public Library to lead the campaign to test the performance of a “cooperative funding strategy” that was first pioneered by the Public Library in Charlotte, NC, in 1997.

The test media campaign was launched in January 2000, and ran for 14 weeks. The campaign involved a series of 15-second “The Library - Check it Out!” television spots featuring more than a dozen San Diego residents from the media, business, and government as well as a few national celebrities. That campaign generated in excess of \$350,000 of media exposure for a \$50,000 media buy.<sup>2</sup> MetaResearch conducted an evaluation of the San Diego test campaign<sup>3</sup> and found that it was effective in terms of increasing awareness of public libraries – nearly six in ten respondents had seen the television spots.

Planning for the next test area (Fresno) began immediately after, with the intent to broaden the media partnership to include not only television, but also radio, bilingual billboards, sponsored events and programs, mall kiosks, and carry bags printed with the campaign message. The Fresno expanded pilot media campaign is described next in further detail.

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<sup>1</sup> CLA/CSL Multi-Year Statewide Public Awareness Campaign Business Plan, Revised Draft, December 30, 1998.

<sup>2</sup> The City of Fresno, Media Press Release. December 22, 1999. Anna Tatár, San Diego Public Library Director.

<sup>3</sup> “California Library Association: Awareness of San Diego Media Test Campaign: Research Report”, N. Holobow, Ph.D., MetaResearch, May 2000.

## **FRESNO COUNTY PUBLIC LIBRARY MEDIA CAMPAIGN**

The Fresno County Public Library public awareness campaign began in January, 2001 and continued for 13 weeks. The bilingual media campaign used the common theme, “The Library - Check it Out” to promote the library, books, and reading. The campaign featured Fresno residents and national celebrities. In a press release, John Kallenberg, Fresno County Librarian, was quoted as saying: “Essentially the campaign is being paid for by our media partners and with \$65,000 in Library Services and Technology Act funding provided by the California State Library.”<sup>4</sup> With this, the campaign generated in excess of \$325,000 of media exposure.

“Media partners for the campaign included: Channel 30/ABC (English network TV); Channel 21/Univision (Spanish network TV); AT&T Media Services (cable TV); KOQO, KRNC, and KOOR (Spanish radio); KBOS-FM (teen radio); and Infinity Outdoor (billboard and mall kiosks.) Channel 30/ABC’s schedule was to reach over 90% of Fresno’s English TV households more than 18 times during the 13-week campaign. Channel 21/Univision provided an advertising schedule to reach nearly 100 percent of the Spanish TV households. The Spanish radio stations provided over 312 60-second radio spots. Teen radio station KBOS provided a package that included 184 spots. KBOS also did an outreach to Fresno County area high schools in partnership with their student councils. Infinity Outdoor Media provided 23 bilingual billboards (English and Spanish) throughout Fresno, plus 4 mall kiosks that featured the KBOS morning radio personality holding a library card.”<sup>5</sup>

In addition, there was also a special event (“Kick off to Reading”), which was held on February 2 and was sponsored by Univision/Channel21 and San Joaquin Valley Library System. Bilingual (English/Spanish and English/Hmong) printed plastic bags were distributed to community organizations. Finally, KBOS sponsored a free high school dance for the high school with the most library cards.

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<sup>4</sup> Press Release, Fresno County Public Library, January 4, 2001.

<sup>5</sup> “Fresno County Public Library Media Awareness Test Campaign: Overview”, presented by John Kallenberg, County Librarian, Fresno County Public Library. Public Library Directors’ Forum: Building for the Future, March 13 – March 15, 2001. Santa Barbara, CA.

## **RESEARCH OBJECTIVES**

The objectives of the current research were to evaluate the **effectiveness** of the Fresno Pilot Campaign by assessing campaign impressions from the general public, and to compare results with those obtained from the baseline testing of the San Diego media campaign. If effective, the funding model and the campaign exposure could then be expanded to other areas of California.<sup>6</sup>

Another objective was to measure current levels of satisfaction with the services provided by Fresno public libraries in general, and local libraries in particular.

A telephone survey was designed to assess public perceptions of:

- Awareness of the campaign
- Recall of the slogan or main message
- Intention to visit a public library
- Assessment of the campaign itself (content, how likable it was, how often it was seen, etc.)
- Satisfaction with current library services

## **RESEARCH METHOD**

To meet the objectives, MetaResearch conducted RDD (random digit dialed) telephone surveys with a random sample of Fresno County households. Quotas were imposed such that at least 44% of the interviews were to be conducted with respondents of Hispanic/Latino backgrounds, in order to insure that the proportion would be representative of the population as estimated by the US Census Bureau.<sup>7</sup> In fact, there were 182 (46%) respondents who self-identified as being Hispanic/Latino. A questionnaire was designed to quantitatively assess aided and unaided awareness of the media campaign, evaluate the television spots and the campaign as a whole, assess satisfaction with public libraries in the Fresno area, and measure intentions about visiting a public library in the future. The questionnaire was translated into Spanish and approximately 6% of the interviews were conducted in Spanish

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<sup>6</sup> In fact, following from the success of the San Diego model and the preliminary positive feedback from the Fresno campaign, Dr. Kevin Starr, State Librarian of California, announced support for the statewide campaign at the Public Library Director's Forum in Santa Barbara, CA. on March 14, 2001.

<sup>7</sup> According to U.S. Census Bureau population estimates for 2000, the proportion of Fresno County residents of Hispanic or Latino origin is 44%: <http://quickfacts.census.gov/qfd/states/06/06019.html>

with bilingual interviewers. Four hundred (400) interviews were completed; and the affiliated sampling error was +/- 4.9% (at the 95% confidence level, at its most conservative).

Interviewing took place May 5 - May 15, 2001. The average interview length was 7 minutes.

**Caveat**

The sole purpose of this report is to provide a collection, categorization and summary of public opinion data. Meta intends to neither endorse nor criticize the California State Library, or their policies, products, or staff. The Client shall be solely responsible for any modifications, revisions, or further disclosure/distribution of this report.

## Results and Conclusions

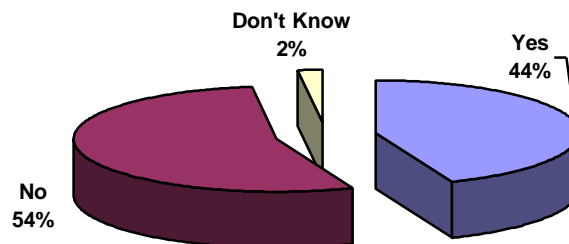
The results of the telephone interviews are summarized in this report. Conclusions are based on results of both univariate and multivariate statistical analyses.<sup>8</sup> Further detailed information can be obtained by examining the frequency tables and crosstabulations included in the results binder.

### UNAIDED AWARENESS OF THE FRESNO MEDIA CAMPAIGN

- 1 ➤ *The level of unaided awareness of the Fresno media campaign was 44%: approximately four in nine respondents said they were aware of the campaign when first asked.*

Top-of-head responses (unaided awareness) about the campaign were first obtained by asking respondents: “Thinking back over the last few months, could you tell me if you have seen or heard anything in the media, that is, on television, radio, or on billboards about the public library, books, and reading?” Results indicated that 44% of respondents said “yes” (unaided awareness). Fifty-four percent of respondents said “no” and a further 2% of respondents were undecided.<sup>9</sup> Results are presented in the next pie chart.

**Unaided Awareness of Fresno Campaign: all responses**



<sup>8</sup> Unless otherwise indicated, the percentages cited in this report exclude responses of “Undecided/Don’t know.” This was generally not presented as an answer category. Most multivariate analyses require the exclusion of this volunteered category. Results found in the frequency questionnaire (in a separate section in the results binder) include the Undecided/Don’t know responses and so may not correspond exactly to the frequencies reported here.

<sup>9</sup> In this instance, responses of “undecided” were included, in order to report the most conservative estimate of awareness.

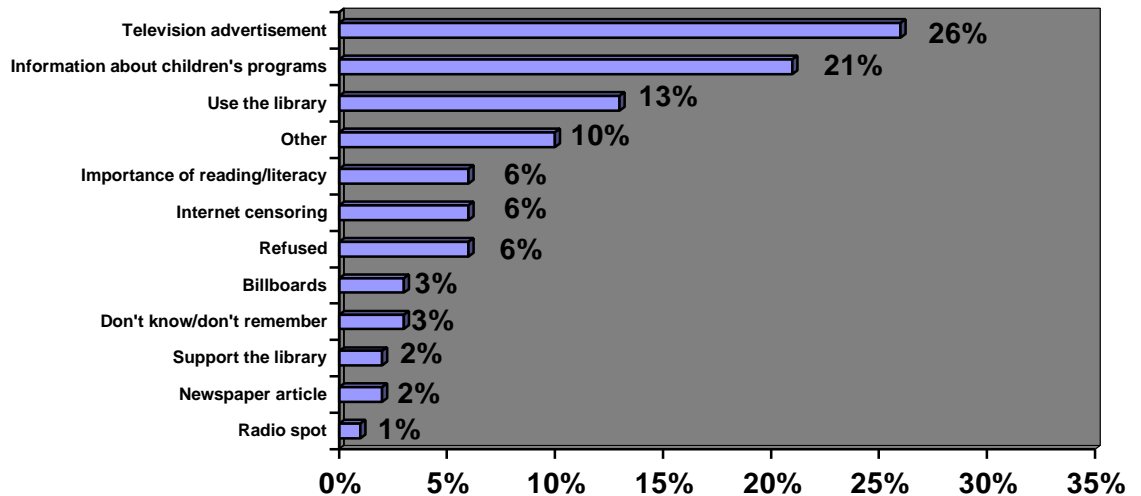


## Unaided Awareness: What was Seen or Heard

- 2 ➤ *Those who were aware of the campaign unaided were generally quite accurate in recounting parts of the campaign. The television advertisements were remembered most frequently.*

The 44% of respondents who answered in the affirmative to having seen or heard about the public library in the media were asked to briefly describe what they saw or heard. Their open-ended responses were subsequently coded into categories for ease of presentation and are presented in the next graph. Over a quarter of these respondents remembered seeing the television spots. Some of the other categorized comments indicated that respondents had viewed these ads or were recalling some of the news stories as well. Three percent of these respondents said they saw billboards.

### Unaided Awareness: What was seen or heard?



As can be seen from a few of the actual verbatim comments<sup>10</sup> about the television ads, respondents were generally quite accurate in their recall descriptions:

- “Actors, politicians or public officials talking about the importance of information, education, and having that tool, the library, available for the betterment of oneself and the entire community.
- Ads for the Fresno public library and ads for literacy. The ads that celebrities do that say read to your kids.
- A commercial here in Fresno told them to use their Library.
- Celebrities talking about the library.
- Commercials about reading taking you places.
- Commercials that say "check it out."
- Commercials about reading and visiting your public Library.
- Different people of the community showing benefits of the library and encouraging them to go.
- It was basically an advertisement for the library.
- Leaders of the community talking about the library and at the end they held up their library card.
- Just ads and stuff saying go to your local library.
- Leaders in our community talking the benefit of reading.
- Local community stars or people you see in the news (community) on a commercial talking about the libraries and visiting it.
- Public figures talking about the importance of libraries.
- Public figures urging children to use the library and sometimes they did it in other languages.
- Some people speaking about reading. Your card is the key to whole new adventures.
- The NBA Players were promoting Check out the Library for the kids, this was on TV.
- There's a celebrity and a caption about bright stars. They focus in on how reading is important and visit your local library.
- A TV commercial trying to promote people to get library cards and utilize the library.
- The check it out campaign for the library. I've seen that.”

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<sup>10</sup> The comments quoted here are only a small selection of the total number of comments. The complete transcripts of all comments are included in the statistical binders.

Some of the comments in the second category relating to information about children's programs also reflected awareness of the campaign:

- "A contest for kids to see who reads the most books.
- Encouragement for parents to take their kids to the library.
- Festival, children to come in and read books.
- Hispanic group introducing the library to better themselves a reading program for children library having access to internet for jobs and college.
- It's good for kids and just to go to the library.
- It just talked about the different programs for the children. There were different local people, including the mayor.
- It's good to read, and you can get materials from your local Library. That it's good to read to your kids.
- Reading programs for kids."

Some of the comments in the category relating to using the library also reflected that respondents had seen the television spots:

- "Encouraging people to use the library.
- Just to get your library card, and if get your library card, it will help you.
- One person was saying about the benefits of using the library.
- Something about going to your library or support your local library.
- The uses of the library and that it's free -you don't have to pay.
- They were talking about using your public library not just for getting books out but for other information you might need.
- Visit your local library.
- The library is available to the community."

Finally, a few comments from some of the other categories included:

- "A billboard about reading books.
- Advertising about books on the radio.
- Bilingual billboards.
- A billboard sign inside a mall saying something about the library - something about...come check us out.
- It was regarding the Internet.
- It was talking about the use of computers in the library - if it should be allowed or not and needing more time for library hours for the public to have better access.
- Many radio ads while listening at work. They were trying to increase awareness of the programs they offered.
- Something about the computer system library, blocking out websites for children.
- The big flack about putting up firewalls on the Internet.
- There was a program sponsored by the library."

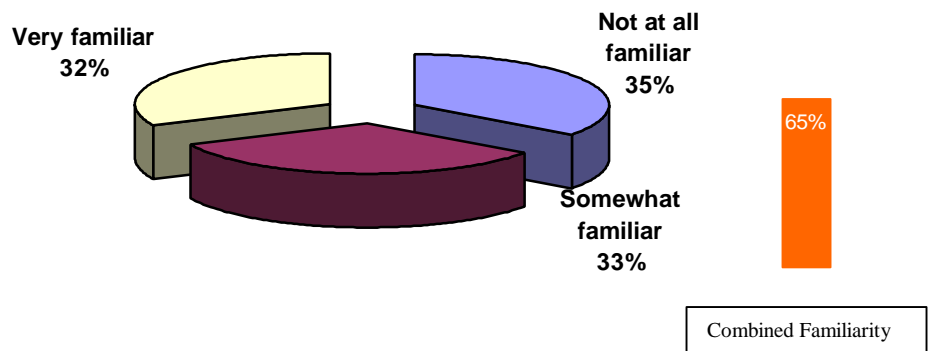
## AIDED AWARENESS OF CAMPAIGN

### Television commercial spots

- 3 ➤ *The level of aided awareness of the television commercial spots was 65%: nearly two-thirds of all respondents said they were familiar with the spots after hearing a brief description.*

Aided awareness of the campaign was measured first by briefly describing the 15 second television commercial spots<sup>11</sup>, and asking all<sup>12</sup> respondents if they sounded familiar to them, using a 3-point scale. Results presented in the next pie chart indicate that just over a third (35%) of the respondents said the commercials were “not at all” familiar to them. Another third (33%) said the commercials sounded “somewhat” familiar, and a further 32% said they sounded “very” familiar to them. **In other words, a combined total of 65% of respondents were familiar with the television spots.**

**Aided Awareness: Familiarity with Television 15-second Spots**



<sup>11</sup> The exact wording of the question was: “Let me tell you a little about the media campaign that the Fresno Public Library started in January and recently finished. In part it involved a series of 15-second television commercial spots that featured more than a dozen Fresno residents from the media, business, and government, as well as a few national celebrities. The slogan was “The Library. Check it out!” Does this sound very familiar, somewhat familiar, or not at all familiar to you?”

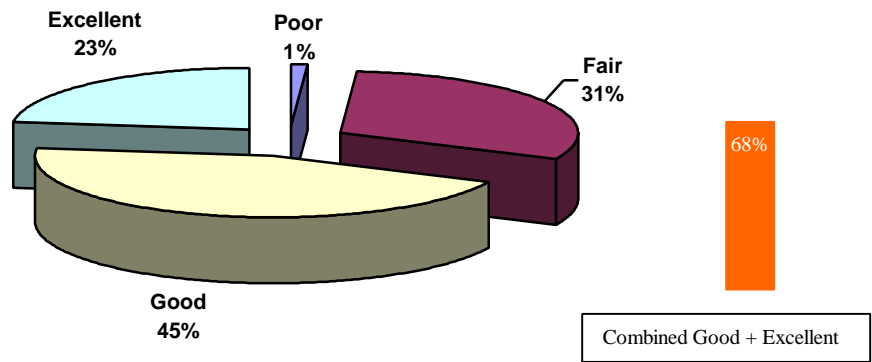
<sup>12</sup> All respondents were asked the aided questions, regardless of how they responded to the previous unaided awareness question.

Evaluation of the Television Commercial Spots

- 4 ➤ The majority of respondents familiar with the television spots liked them – 68% rated them as “good” or “excellent.”

The 261 respondents who were “somewhat” or “very” familiar with the television commercial spots were asked to rate how they liked them, using a four-point scale. Results presented in the next graph indicate that 45% of respondents rated the campaign as “good,” and a further 23% rated it as “excellent.” Less than a third rated it as “fair,” and only 1% of respondents who saw the spots rated them as “poor.”

**Rating of Television Spots by "Aware" Respondents**

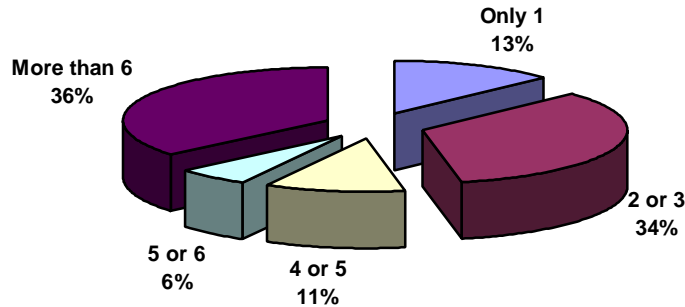


Number of Television Commercial Spots Viewed since January

- 5 ➤ The vast majority of respondents who were familiar with the television commercial spots saw them more than once.

The respondents who were familiar with the television spots were also asked how many they had seen since January. Results shown in the pie chart on the following page indicate that the television commercial spot portion of the campaign could be considered a success in terms of repeated viewing. It can be seen that the vast majority of these respondents saw more than one spot: about a third (34%) saw the spots two or three times; and about the same percentage (36%) saw more than six spots since January. Only 13% said they had seen only one spot.

### Number of television spots viewed

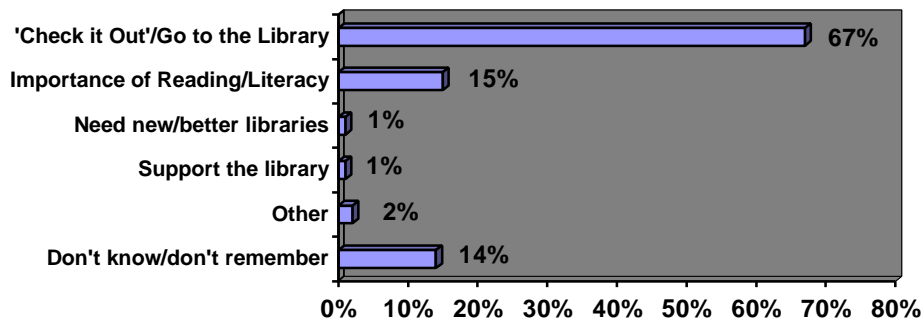


### Viewers of Television Commercial Spots: Recall of Main Message

- 6 ➤ Recall of the main “check it out” message was high: over two-thirds of respondents who saw the television spots were accurate in remembering the main message.

Those respondents familiar with the commercial spots were asked: “What would you say was the main message of the commercial spots?” The open-ended responses were subsequently coded into categories for ease of interpretation and are presented in the graph below. It can be seen that approximately two-thirds of the respondents could be said to have accurately recalled the main theme of visiting the library to explore the world through books and reading (“The Library – Check it Out!”).

### Television Commercial Spots: Recall of Main Message



A few<sup>13</sup> illustrative verbatim comments included:

- “Check It Out, Come in and see your Library.
- Get back to the library, check it out.
- Check it out.
- For people to learn more about history and mechanics or anything you want to learn. That is, if you are interested in learning get a library card and go read.
- Encouraging people to go to the library, and reading.
- Check out the library.
- Check out your local library.
- Come in and use the library, you can travel, learn and do anything.
- Get people to go to the library and read.
- Go and check out your library, it has a lot of things for you.
- Go to the library. And I liked that I saw billboards in Spanish.
- I think the idea is to use the public library to increase public awareness and knowledge.
- It was aimed at people who wouldn't normally be reading or using the libraries. The message was that the libraries are free, and please use them for your own betterment and that of the whole community.
- Just how important it is to go to the library and do research and get your books.
- Just the ‘Check it Out.’
- The library - check it out.
- More reading, go to the library, check it out, there was something about traveling and stuff like that.
- Support your library/go out there and read books.
- Promoting the library to try and get people to check it out.”

## Other Campaign Elements

- 7 ➤ *The level of aided awareness of the other aspects of the media campaign was not as high as the commercial spots, but nevertheless, all aspects were seen or heard by at least one-in-ten respondents. Awareness of the message on billboards and the kick-off event was highest, and recall of the mall kiosks and plastic carrier bags was lowest among respondents.*

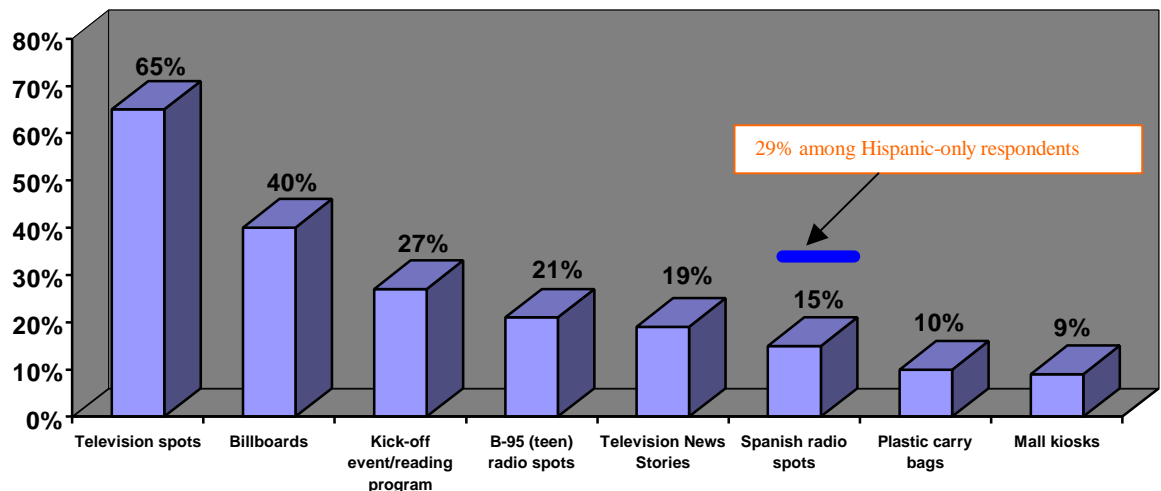
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<sup>13</sup> Once again, the complete transcripts of all comment are available in the statistical binders.

All respondents were given brief descriptions about each of the other components of the media campaign,<sup>14</sup> and asked if they had heard or remembered each of them. (The additional components were described in the first section of this report, and included additional television news stories, sponsored events, radio spots, billboards, mall kiosks, and plastic carry bags with “The Library – Check it Out” slogan.)

Results of the awareness of each of these components as well as of the television commercials (for comparison purposes) are presented in the graph that follows. It can be seen that aided awareness of the bilingual billboards was highest (after the television commercial spots, of course) – with 40% of respondents saying they remembered seeing them. This was followed by awareness of the kick-off event and launch of The Family Reading Campaign by the Fresno County Library, by over a quarter (27%) of respondents. The mall kiosks were remembered by only 9% of respondents, and approximately the same number recalled seeing the plastic bags.

**Aided Awareness, All Respondents:  
Percent Recalling Each Aspect of the Fresno Media Campaign**



<sup>14</sup> To see the exact wording of each question, the reader is referred to the Frequency Questionnaire, which is included in the statistical binders.



### Recall of Spanish Radio Spots by Hispanic Respondents

- 8 ➤ *Three-in-ten Hispanic/Latino respondents heard the Spanish radio spots.*

A separate analysis was run that included only respondents who self-identified as Hispanic/Latino to determine their level of awareness of the Spanish radio 30-second media campaign spots. Results indicated that approximately three-in-ten (29%) respondents of Hispanic backgrounds were aware of the library campaign radio spots transmitted by three Spanish stations (see previous graph). In other words, although only 15% of the total number of respondents heard the Spanish radio spots, if one looks at just the group the spots were aimed at, awareness was much higher, at 29%.

## OVERALL EFFECTIVENESS OF FRESNO MEDIA CAMPAIGN

### Unaided and Aided Awareness Combined

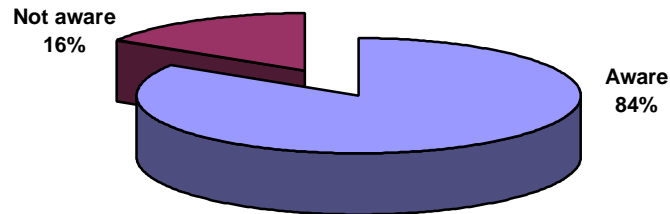
- 9 ➤ *The Fresno media campaign was **effective in terms of outreach**: the vast majority of respondents (over eight-in-ten) were aware of the campaign, either by remembering it directly or after prompting. This was significantly higher than the percentage of respondents who were aware of the television-only campaign conducted in San Diego last year.*

When unaided and aided awareness responses were combined<sup>15</sup>, results indicated that a total of **84%** of respondents were aware of the campaign (or parts of it), and only 16% were not aware of it, after having it described to them. Results are presented graphically on the following page.

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<sup>15</sup> A respondent was classified as “aware” if s/he responded affirmatively to any one of the campaign questions.

### Overall Awareness of Fresno Media Campaign (Aided and Unaided Responses Combined)



Taking the sampling margin of error into account, this means that had we interviewed all Fresno residents, we could expect (with 95% confidence) that the actual percentage of residents who were aware of the campaign would lie somewhere between 80% and 88%. There was no difference in overall awareness between Hispanic/Latino respondents and all other respondents.

It appears that, overall, the campaign was extremely **effective** in terms of reaching and being remembered by the vast majority of Fresno respondents. [The fact that a number of respondents needed some prompting before remembering is not surprising, given the vast amount of information each household is exposed to every day.] The percentage of respondents aware of this campaign (84%, +/- 3.6%) was statistically significantly **higher** than the baseline level of awareness measured last year in the San Diego test campaign (58%, +/- 4.8%).

One of the Fresno campaign objectives was “at least 80 percent of Fresno County residents surveyed by Meta Information Services are aware of the campaign and its message.”<sup>16</sup> The current results indicate that this objective has been met.

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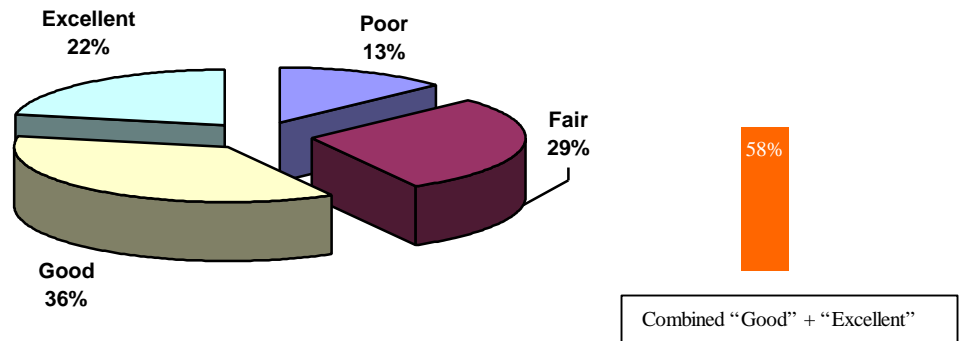
<sup>16</sup> “Fresno County Public Library Media Awareness Test Campaign: Overview”, presented by John Kallenberg, County Librarian, Fresno County Public Library. Public Library Directors’ Forum: Building for the Future, March 13 – March 15, 2001. Santa Barbara, CA.

## Evaluation of the Entire Campaign

- 10 ➤ *Approximately six-in-ten respondents who were aware of the campaign rated it positively in terms of making people more aware of the value of reading and of public libraries.*

The respondents who were aware of the campaign (either unaided or aided) were asked to rate it overall in terms of making people more aware of the value of reading and public libraries, using a four-point scale. Results (as shown in the next chart) indicated that nearly six-in-ten of these respondents rated the entire campaign as “good” or “excellent.” Twenty-nine percent rated it as “fair.” Only 13% of respondents felt the campaign did a “poor” job of making people more aware of the value of reading.

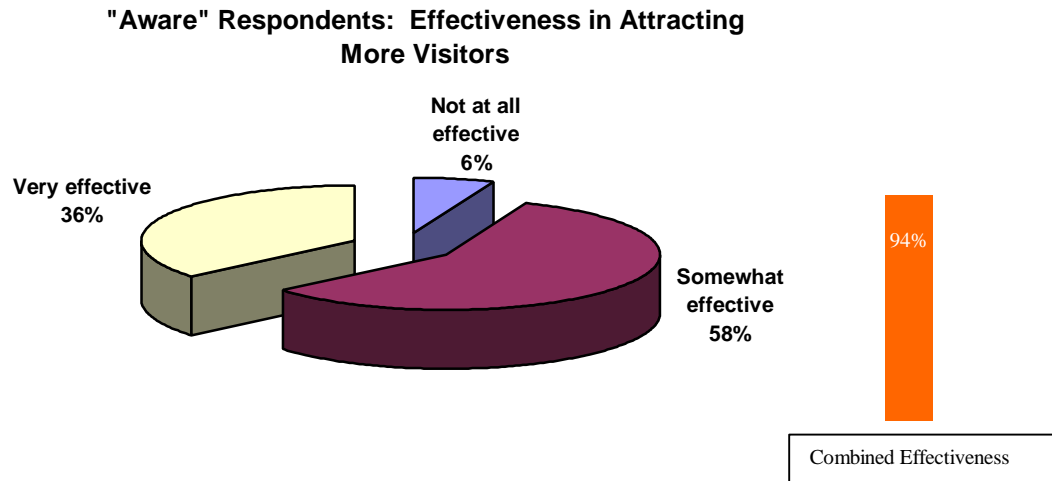
### Evaluation of the Campaign by "Aware" Respondents



## Effectiveness in Attracting More People to Visit

- 11 ➤ *An even larger proportion of respondents, approximately nine-in-ten, felt the campaign would be effective in attracting more people to visit public libraries.*

The respondents who were aware of the campaign were also asked to rate it in terms of its effectiveness in attracting more people to visit public libraries. Results indicated that 58% thought the campaign would be “somewhat” effective, and a further 36% felt it would be “very” effective in attracting more people to visit. Only 6% felt the campaign would be “not at all” effective.



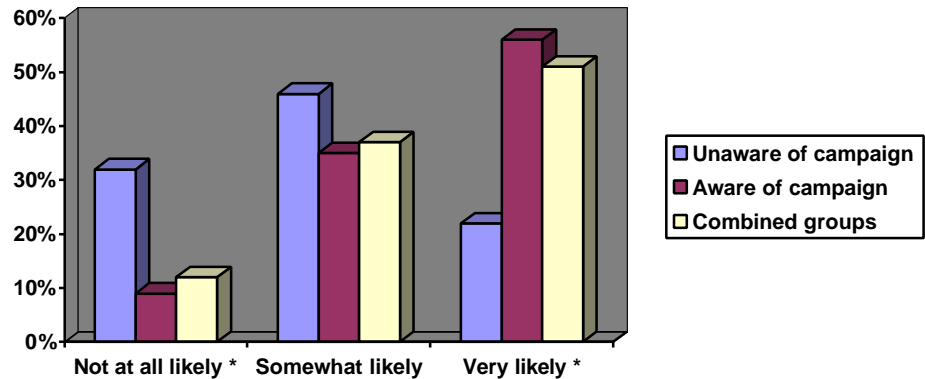
### Future Intentions: Likelihood of Visiting a Public Library

- 12 ➤ *The vast majority of all respondents (88%) intend to visit a public library in the future.*

Near the end of the interview, and after having the media campaign described to them, all respondents (regardless of whether or not they remembered the campaign) were asked how likely they would be to visit a public library in the future. Approximately half (51%) said they would be “very” likely, and a further 37% said they would be “somewhat” likely to visit a library. Only 12% said “not at all” likely. Significantly more respondents who were aware of the campaign (56%) than unaware (22%) said they would be “very likely” to visit a library. One of the aims of the library awareness task force is to increase attendance. It would appear that increasing awareness of libraries will increase the likelihood of more people visiting them.

What is also interesting is that even in the (small) group of respondents who were “unaware” of the campaign, nearly half said they would be “somewhat” likely to visit a public library in the future. Results about future intentions from both groups of respondents, as well as the combined group are presented below.

### Future Intentions: Likelihood of Visiting a Public Library



\* Indicates a statistically significant difference between unaware and aware groups of respondents.

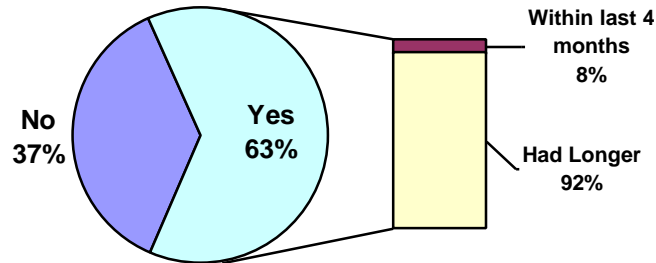
### Library Cards

- 13 ➤ *The campaign appears to already have had an (albeit small) effect in terms of increasing library card ownership: of the respondents who said they have a library card, 8% obtained it within the last four months (that is, since January when the campaign began.) Of these, all but one respondent was “aware” of the campaign.*

All respondents were asked if they personally had a library card, and if so, when they obtained it – within the last four months, or have they had it longer? Results (presented in the next chart) indicated that approximately six-in-ten (63%) of all respondents said they owned a library card. Significantly more respondents who were aware of the campaign owned library cards (66%) than the percentage who were unaware of it (44%).

Of those respondents who owned a library card, 8% said they obtained it within the last four months, since the start of the campaign. A further analysis indicated that all but one of these respondents was aware of the campaign.

### Library Card Ownership



## RESPONDENT VIEWING/LISTENING HABITS

### Television

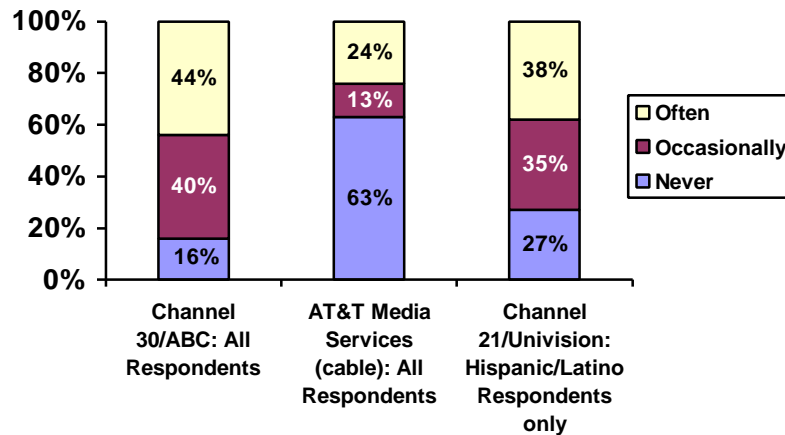
**14** ➤ *The outreach of KFSN-TV Channel 30/ABC was successful. It was watched by 84% of all respondents (and 80% of Hispanic/Latino respondents) at least occasionally. Those respondents who were “unaware” of the campaign watched Channel 30/ABC significantly less often than those who were “aware” of the campaign. Of the respondents who watch the station, 87% were aware of the campaign in general, and 68% were familiar with the specific television spots.*

*The Spanish network station Channel 21/Univision was watched at least occasionally by nearly three-quarters of the Hispanic/Latino respondents; of these, 84% were aware of the campaign in general, and 31% were familiar with the Spanish station news stories in particular.*

*AT&T Media Services (cable TV) was watched at least occasionally by 37% of respondents; of these, 87% were aware of the campaign in general and 71% were familiar with the specific television spots.*

In order to gauge the effectiveness of the outreach of the media “buy,” respondents were read the list of participating television stations and cable companies and asked how frequently they watched each of the channels, using the scale “often, occasionally, or never.” Results are presented in the graph that follows. It can be seen that 84% of all respondents watched KFSN-TV Channel 30/ABC either “occasionally” or “often,” a percentage that is similar to the projected campaign estimate of 90% of Fresno English households.<sup>17</sup>

### Television Viewing Habits of Respondents



In terms of campaign awareness, significantly more respondents who were aware of the campaign watched Channel 30/ABC “often” (48%) than did those unaware of the campaign (21%). In other words, respondents who viewed Channel 30 frequently were more likely to have seen and remembered the public library campaign. A total of 87% of respondents who watch Channel 30/ABC were aware of the library campaign in general,<sup>18</sup> and 68% of these viewers specifically said they were familiar with the television commercial spots. Thus, it would appear that the intended outreach accomplished what it set out to do. Results are presented in the next graph.

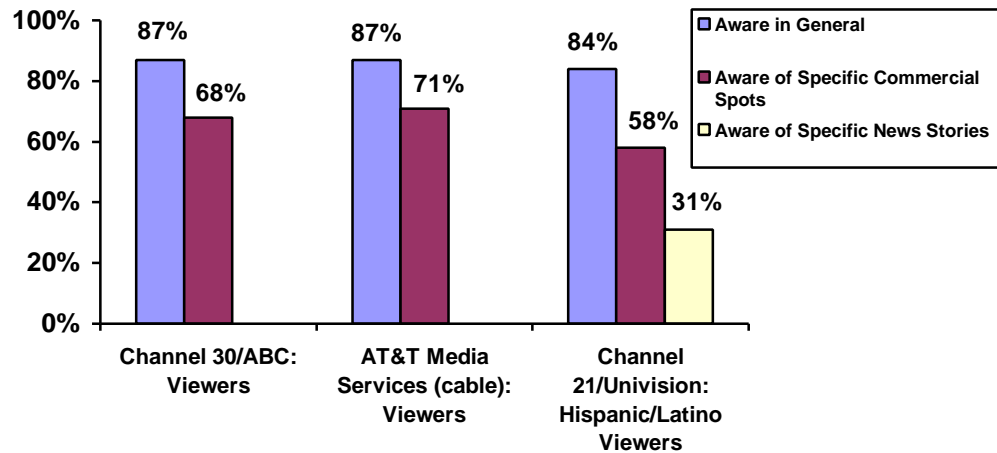
<sup>17</sup> A separate analysis which looked at the percentage of Channel 30 viewers by the primary language spoken in the home indicated that in households where the primary language was English, 88% of the respondents watched Channel 30 at least occasionally.

<sup>18</sup> It should be remembered that awareness in general was measured by an affirmative response to remembering any part of the campaign.

Although the Spanish station Channel 21/Univision was watched by fewer Hispanic/Latino respondents (73%) than expected (the projected estimate was 100% of Fresno’s Spanish TV households), an analysis of just those respondents who said the primary language of the house was Spanish (16% of all respondents or 36% of Hispanic/Latino respondents) indicated that Channel 21/Univision was viewed by the vast majority (94%) of these respondents. In other words, there is a large population of respondents who self-identify as Hispanic/Latino, but who speak English primarily at home, or are bilingual. The majority (84%) of all Hispanic/Latino respondents who watched the Spanish station were aware of the campaign in general, 31% of these viewers were specifically aware of the Spanish television news stories and interviews, and 58% were familiar with the television commercial spots.

AT&T Media Services (cable TV) was viewed at least occasionally by 37% of respondents. The vast majority (87%) of respondents who watched AT&T Media Services were aware of the campaign in general, and 71% were familiar with the commercial spots in particular.

**Awareness of Library Campaign (Both General and Specific) Among Television Viewers \***



\* Includes only respondents who said they watched the channel “occasionally” or “often.”



## Radio

### Teen Radio

- 15 ➤ *The teen radio station B-95 (KBOS) was listened to at least occasionally by 37% of respondents. Of these, 89% were aware of the library media campaign in general, and approximately four-in-ten were aware of the specific B-95 spots and contest.*

The outreach to the teen market via radio also appears to have been successful. Twenty-two percent of all respondents said they listened to the teen radio station B-95 KBOS “occasionally” and a further 15% said they “often” listened to it. Results are presented in the graph following the section describing Spanish radio listeners.

Considering that a respondent needed to be at least 18 years of age in order to participate in the survey, the total of 37% respondents who listened to B-95 least occasionally was surprisingly large. In fact, half of the listeners of B-95 were aged between 28 and 47 years of age. However, the fact that approximately two-thirds (68%) of them had children under 18 living at home probably accounted for the broadened listener base. Approximately two-thirds (67%) of B-95 listener respondents were of Hispanic/Latino backgrounds, and 22% self-identified as being Caucasian.

In terms of awareness, nearly nine-in-ten (89%) of B-95 listeners were aware of the library campaign in general, and 38% of these listeners were specifically aware of the B-95 spots and sponsored contest.

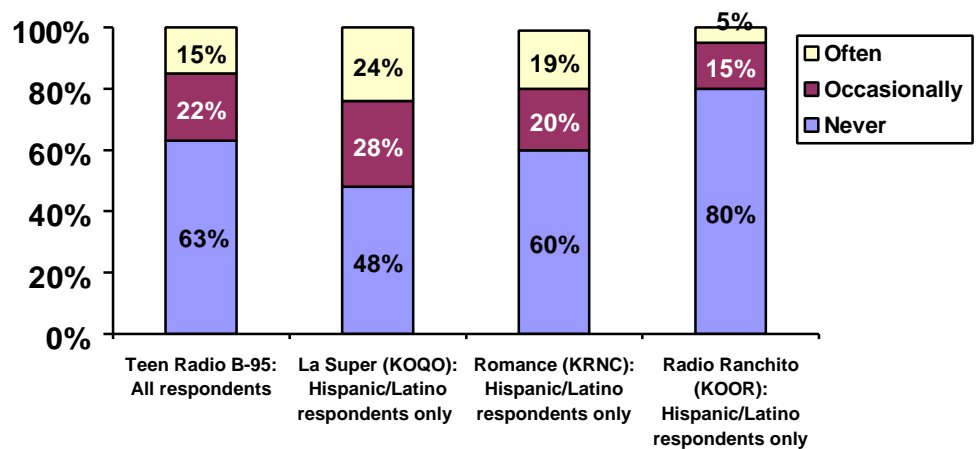
### Spanish Radio

- 16 ➤ *The three Spanish radio stations who participated in the library campaign were listened to at least occasionally by between one-fifth and one half of all Hispanic/Latino respondents. About half of these listeners were aware of the specific Spanish radio spots.*

It can be seen in the next graph that just over half (52%) of the Hispanic/Latino respondents listened at least occasionally to La Super Q101.9 (KOQO). Romance 106 (KRNC) was listened to by 40% of Hispanic/Latino respondents. The station least heard was Radio Ranchito (KOOR), with only 20% of Hispanic/Latino

respondents reporting that they listened to it at least occasionally. In terms of awareness, 88% of La Super listener respondents were aware of the campaign in general, and 51% were aware of the Spanish radio spots; 82% of Romance 106 listeners were aware in general and 51% were aware of the specific Spanish radio spots, and 90% of Radio Ranchito listeners were aware of the library media campaign in general, and once again just over half of these were aware of the specific Spanish radio spots.

**Radio Listening Habits of Respondents**



**OVERALL SATISFACTION WITH PUBLIC LIBRARIES IN FRESNO**

17 ➤ *Over two-thirds of all respondents and approximately eight-in-ten library users were satisfied with the job Fresno County as well as local libraries have done to provide programs and services.*

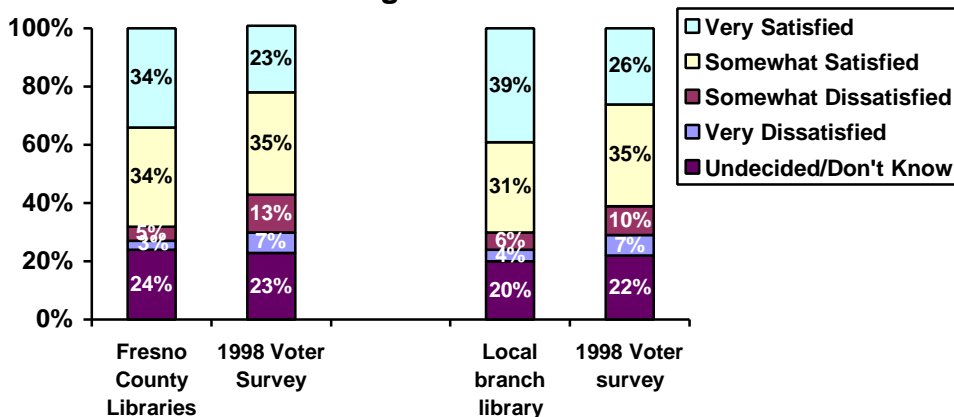
Respondents were asked two questions about their satisfaction with library programs and services at both a county as well as a local level<sup>19</sup>. Results are presented in the next chart. It can be seen, first of all, that there were fairly large percentages of “Undecided/Don’t know” responses, presumably because satisfaction implies use, and some respondents did not use their libraries at all. Sixty-eight percent of respondents were either “somewhat” or “very” satisfied

<sup>19</sup> The exact wording of the questions was: “In general, are you satisfied or dissatisfied with the job the Fresno County Libraries have done to provide programs and services for the county?” and “In general, are you satisfied or dissatisfied with the job your local branch library has done to provide programs and services for your local community?”

with Fresno County Libraries and a similar percentage of respondents (70%) were satisfied with their local branch library. Dissatisfaction was low, with only 8% of respondents saying they were either “somewhat” or “very” dissatisfied with Fresno County Libraries and 10% saying they were dissatisfied with the programs and services provided by their local branch libraries.

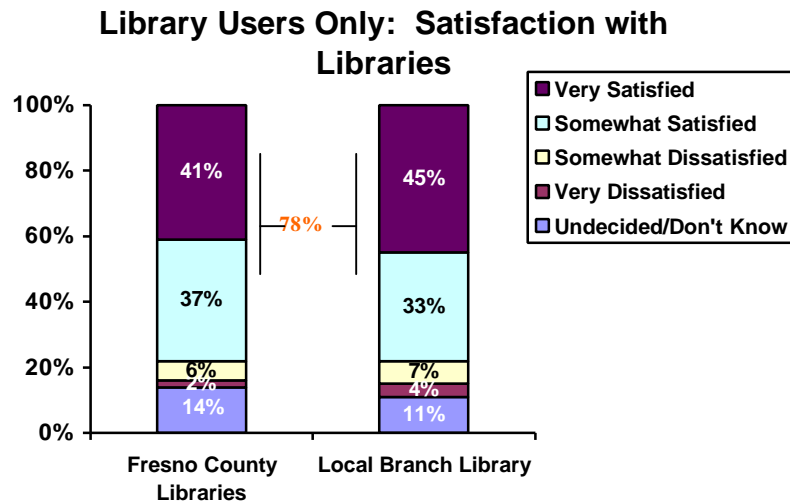
In 1998 a survey of voters in Fresno County was conducted<sup>20</sup> and the same two satisfaction questions were asked. Direct comparisons between the two surveys should be treated with caution because the two respondent populations were very different: registered voters in the 1998 survey versus a representative sample of all Fresno County residential households in the current survey; only 15% of respondents in 1998 were of Hispanic/Latino backgrounds, versus 46% in the current survey; and 93% of the voters surveyed in 1998 said English was the primary home language, versus 82% in the current survey. In other words, any differences between the two sets of results could be due to sample population differences rather than changes in satisfaction levels. That being said, the 1998 results are also presented in the next graph. The combined satisfaction results (“somewhat” plus “very” satisfied) in the current survey were different than satisfaction responses in 1998.

**All respondents: Satisfaction with Library Programs and Services**



<sup>20</sup> Fresno County Library Survey of Voters, Godbe Research & Analysis, April 1998.

Current levels of satisfaction were recalculated, to include only those respondents who had actually visited a public library in the past year. Results are presented in the next graph. It can be seen that 78%<sup>21</sup> of library visitors were satisfied (combined responses of “somewhat” and “very” satisfied) with Fresno County Libraries as well as with their local branch libraries.



## USE OF FRESNO PUBLIC LIBRARIES

- 18 ➤ *Approximately seven-in-ten respondents accessed a public library during the past year. The median number of visits among users was 6 times during the year.*

Respondents were asked how many times they had used or accessed a public library during the past 12 months. Answers ranged from none (0) to 150 times. Approximately seven-in-ten (69%) of respondents had accessed a public library at least once, meaning that 31% said they had not accessed a public library. When the non-users were removed from the calculation, results indicated that the median<sup>22</sup> number of times users accessed the library was 6; and the average<sup>23</sup> number of times was approximately 11.5 visits a year.

<sup>21</sup> Levels of satisfaction for these users were also recalculated, this time excluding responses of “undecided/don’t know” which were given despite the fact that the respondents had visited a public library. Results indicated that 91% of respondents were “somewhat” or “very” satisfied with Fresno County Libraries, and 88% were satisfied with their local branch libraries.

<sup>22</sup> The median is the value above and below which half the cases fall, the 50th percentile.

<sup>23</sup> The average or mean is given here for some readers’ benefit, but it is not the measure of central tendency that best suits these data due to the wide range of answers. The median is the more meaningful statistic in this instance.

## **RESPONDENT DEMOGRAPHICS**

- 19** ➤ *The respondent population demographics reflected a good distribution across age levels, income levels, and ethnic group membership. Sixty percent of respondents were female, 60% had Internet access and nearly half had children under 18 living at home.*

In terms of age, 38% of respondents were aged between 18 and 37 years; 35% were aged between 38 and 57 years; and the remaining 27% of respondents were 58 years of age and older.

The ethnic group identity of respondents is presented in the next table.

<i><b>Ethnicity</b></i>	<i><b>Percent of respondents</b></i>
<i><b>African-American</b></i>	<b>2.8 %</b>
<i><b>Asian-American</b></i>	<b>2.0%</b>
<i><b>Hispanic/Latino American</b></i>	<b>46.0%</b>
<i><b>East Indian</b></i>	<b>.5%</b>
<i><b>Native American</b></i>	<b>1.0%</b>
<i><b>Pacific Islander</b></i>	<b>.3%</b>
<i><b>Caucasian</b></i>	<b>44.9%</b>
<i><b>Mixed</b></i>	<b>1.0%</b>
<i><b>Other</b></i>	<b>1.5%</b>

Respondent total household income before taxes is presented in the next table.

<i>Household Income</i>	<i>Percent of respondents</i>
<i>\$0 - \$19,999</i>	<i>26 %</i>
<i>\$20,000 - \$39,999</i>	<i>28%</i>
<i>\$40,000 - \$59,999</i>	<i>22%</i>
<i>\$60,000 - \$79,999</i>	<i>10%</i>
<i>\$80,000 or more</i>	<i>14%</i>

In terms of access to the Internet, either at home, at work, at school, or at an Internet café, 60% of all respondents said they had access to the Internet. However, significantly fewer Hispanic/Latino respondents (50%) had access to the Internet.

Although 48% percent of all respondents said they currently have children under the age of 18 living in their home, significantly more Hispanic/Latino respondents (67%) than other respondents had children at home.

## CONCLUSION

*The Fresno expanded media campaign was **effective**: the vast majority (84%) of respondents were aware of the campaign, either by remembering it directly or after prompting. The outreach of the television and radio media partners was successful in terms of reaching their target markets with the campaign. Every component of the campaign was seen or heard by at least some respondents: the television spots were seen by the most respondents and the plastic carry bags and mall kiosks were seen by the fewest respondents.*

*Over half of the respondents who were aware of the campaign rated it as “good” or “excellent” in terms of making people more aware of the value of reading and of public libraries. The vast majority felt it would be effective in attracting more people to visit public libraries.*

*These conclusions are based on a study that included 400 telephone interviews with a representative sample of Fresno County residents.*