# Dallas Public Library Resident Input Feedback Opportunity

*February 13 - 26*
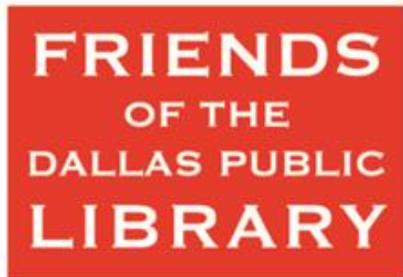
# Feedback Opportunity Distribution Methods

- **City of Dallas:** City communications (including City Manager newsletter) and social media

- **Dallas Public Library:** Email distribution, in-person signage in library locations, social media, and paper copies available

- **Friends of the Dallas Public Library:** Press release/media advisory, email distribution (including City Council members), Friends groups, neighborhood associations/online forums, social media, board member email/text campaigns, and social media ads
  - also created and distributed a sharable social media toolkit

*Special thanks to the City Council members who shared this opportunity with constituents!*

# Local Media Coverage

- The Friends of the Dallas Public Library's media distribution list included hyperlocal and regional outlets

- The opportunity was covered by:
  - *Advocate*: *Oak Cliff Advocate*, *Lake Highlands Advocate*, *Lakewood/East Dallas Advocate* online and on Facebook
  - *Candy's Dirt*
  - *CultureMap Dallas*
  - *D Magazine*
  - *Dallas Morning News* in print, online, and on Facebook
  - *Dallas Observer* online and on Instagram
  - *Dallas Voice*
  - *MSN*
  - *National Today*
  - *Patch Dallas*
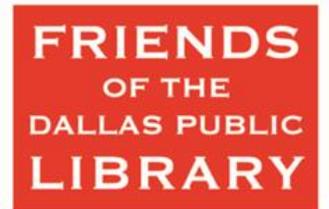
# Friends of the Dallas Public Library
## Resident Input
### Results Presentation

March 2026

**Opinion Research on Elections and Public Policy**

Prepared for:

# Friends of the Dallas Public Library - Resident Input

Methodology*

| Feedback Opportunity Details | |
|---|---|
| **Mode** | Online via open link |
| **Language** | English and Spanish |
| **Length** | 10 minutes |
| **Target Respondents** | Dallas residents |
| **Survey Fielding** | February 13 – February 26, 2026** |
| **Margin of Error** | N/A |
| **Survey Participants** | 4,038 |

### Sample

An online open link to the feedback opportunity was distributed by the Friends of the Dallas Public Library, the Dallas Public Library, and the City of Dallas.

A print version was also available at library locations.

Respondents chose their preferred language, English (99%) and Spanish (1%).

**Note:**

As this open-link resident input feedback opportunity was not a formal statistically valid survey, the insights and opinions collected from the 4,000+ respondents are not a representative sample of all Dallas residents.

**The survey remained open over the weekend and closed March 2.
*Due to rounding, totals shown on charts may not add up to 100%

# Nearly all respondents say the Dallas Public Library is important

Question 1: How important are Dallas Public Libraries to you?



| Important | Unimportant | Unsure |
|-----------|-------------|--------|
| 98.9% | 1.1% | 0.0% |
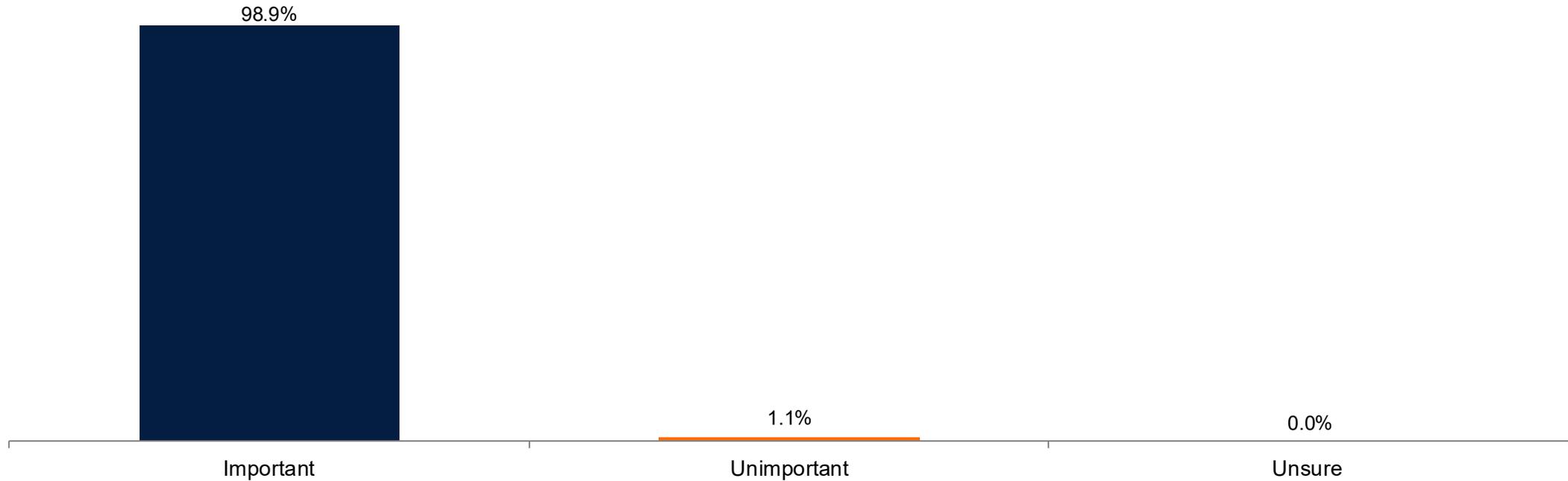
# Among the 99% who say important, 94% said very important

Question 1:     How important are Dallas Public Libraries to you?

**Among those who said important**
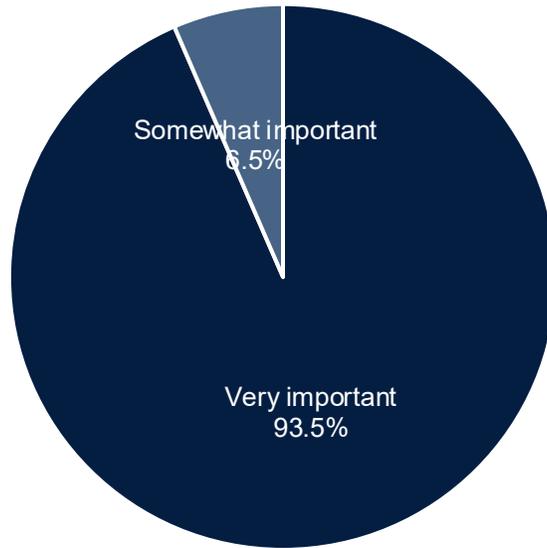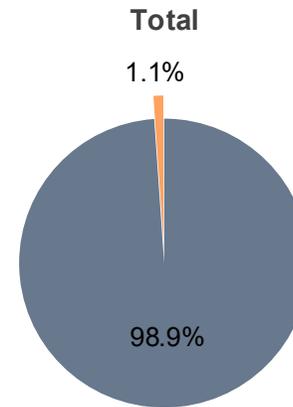
Somewhat important
6.5%

Very important
93.5%

**1.1% of respondents said unimportant**

**Total**

1.1%

98.9%

**Among those who said unimportant**

Somewhat unimportant
38.6%

Very unimportant
61.4%

# Results by gender, age group, ethnicity, and household income

Question 1:    How important are Dallas Public Libraries to you?

| | Important | Unsure | Unimportant |
|---|---|---|---|
| Male | 97.6% | | 2.4% |
| Female | 99.3% | | |
| An identity not listed | 100.0% | | |
| 18-29 | 99.4% | | |
| 30-39 | 99.3% | | |
| 40-49 | 99.1% | | |
| 50-64 | 98.6% | | |
| 65+ | 98.6% | | |
| Latino/Hispanic | 99.2% | | |
| White/Caucasian | 98.9% | | |
| Black/African American | 99.6% | | |
| Asian/Pacific Islander | 100.0% | | |
| Other | 96.2% | | 3.8% |
| Under $35,000 | 99.6% | | |
| $35,000 – $79,999 | 98.8% | | |
| $80,000 – $149,999 | 99.5% | | |
| $150,000+ | 98.6% | | |

# Results by education, language spoken at home, children in home, and survey language

Question 1:    How important are Dallas Public Libraries to you?

| Category | Percentage |
|---|---|
| Some high school | 100.0% |
| High school | 98.8% |
| Some college | 99.1% |
| Associate degree | 98.9% |
| Bachelor's degree | 99.4% |
| Master's degree | 98.6% |
| Doctoral degree | 98.6% |
| English | 98.8% |
| Other | 100.0% |
| Children in home | 99.3% |
| No children in home | 98.6% |
| English | 98.9% |
| Spanish | 100.0% |

■ Important
■ Unsure
■ Unimportant

# 94% of respondents feel informed about the services offered by the Dallas Public Library

Question 2:    How informed do you feel about what the Dallas Public Library offers?
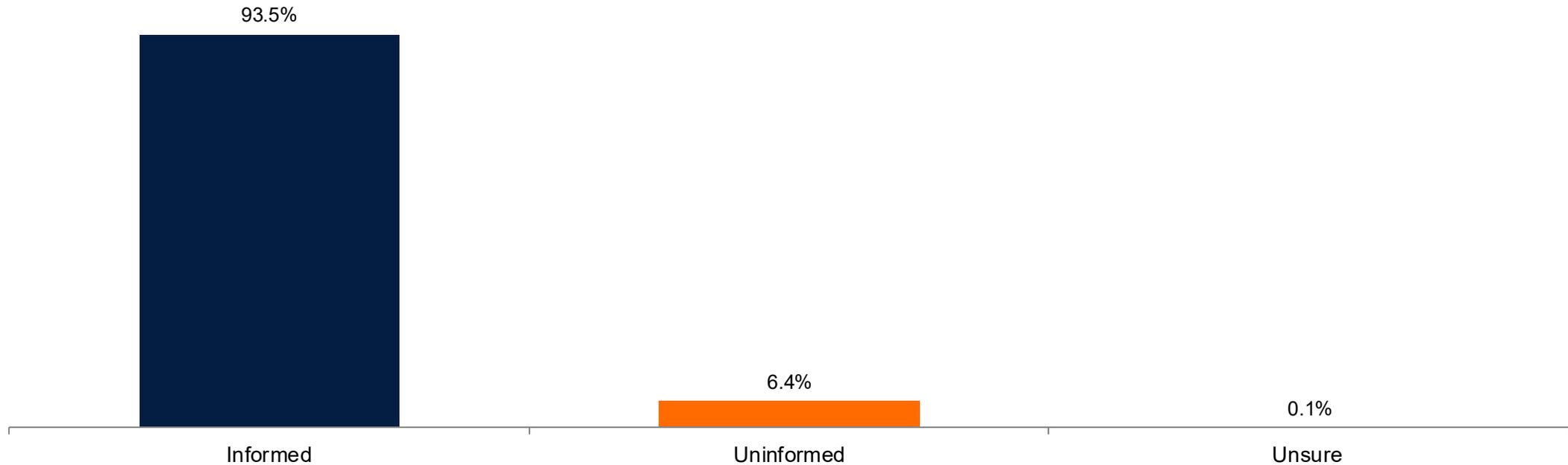
# Among the 94% who feel informed, 53% feel somewhat informed

Question 2:    How informed do you feel about what the Dallas Public Library offers?

### Among those who said informed

**Very informed**
47.0%

**Somewhat informed**
53.0%
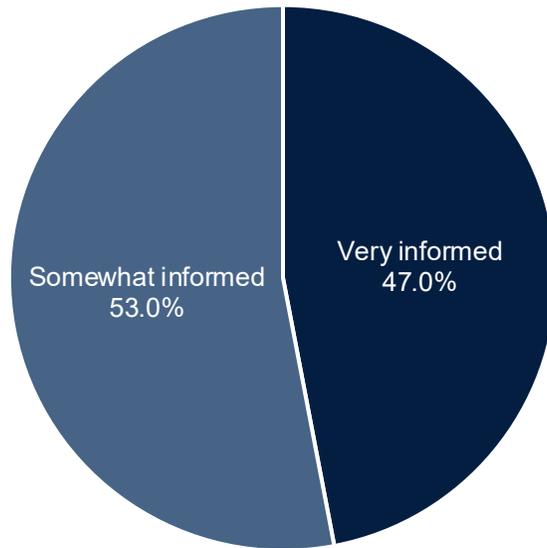
### 6.4% of respondents said uninformed

**Total**

0.1%

6.4%

93.5%
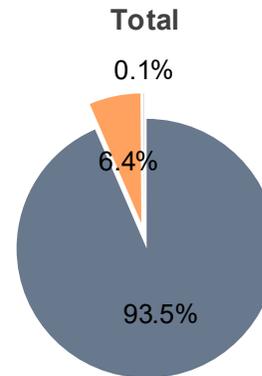
### Among those who said uninformed

**Not at all informed**
11.6%

**Not very informed**
88.4%

# Results by gender, age group, ethnicity, and household income

Question 2:     How informed do you feel about what the Dallas Public Library offers?

| Category | Informed | Very |
|---|---|---|
| Male | 91.7% | 8.3% |
| Female | 94.3% | 5.6% |
| An identity not listed | 92.2% | 7.8% |
| 18-29 | 94.1% | 5.9% |
| 30-39 | 92.1% | 7.9% |
| 40-49 | 92.1% | 7.7% |
| 50-64 | 94.4% | 5.6% |
| 65+ | 95.3% | 4.6% |
| Latino/Hispanic | 92.8% | 7.2% |
| White/Caucasian | 93.9% | 6.0% |
| Black/African American | 92.5% | 7.1% |
| Asian/Pacific Islander | 93.9% | 6.1% |
| Other | 91.0% | 9.0% |
| Under $35,000 | 97.4% | 2.6% |
| $35,000 – $79,999 | 92.6% | 7.4% |
| $80,000 – $149,999 | 94.1% | 5.9% |
| $150,000+ | 92.3% | 7.7% |

Legend: ■ Informed  ■ Unsure  ■ Very

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# Results by education, language spoken at home, children in home, and survey language

Question 2:    How informed do you feel about what the Dallas Public Library offers?

| Category | Informed | Very |
|---|---|---|
| Some high school | 100.0% | |
| High school | 97.7% | 2.3% |
| Some college | 91.8% | 8.2% |
| Associate degree | 93.9% | 6.1% |
| Bachelor's degree | 93.6% | 6.3% |
| Master's degree | 93.8% | 6.1% |
| Doctoral degree | 93.6% | 6.4% |
| English | 93.6% | 6.4% |
| Other | 92.8% | 7.2% |
| Children in home | 94.0% | 6.0% |
| No children in home | 93.4% | 6.5% |
| English | 93.5% | 6.4% |
| Spanish | 95.7% | 4.3% |

■ Informed
■ Unsure
■ Very

# 85% of respondents use Dallas Public Library services at least once a month

Question 3:    How often do you use Dallas Public Library services?
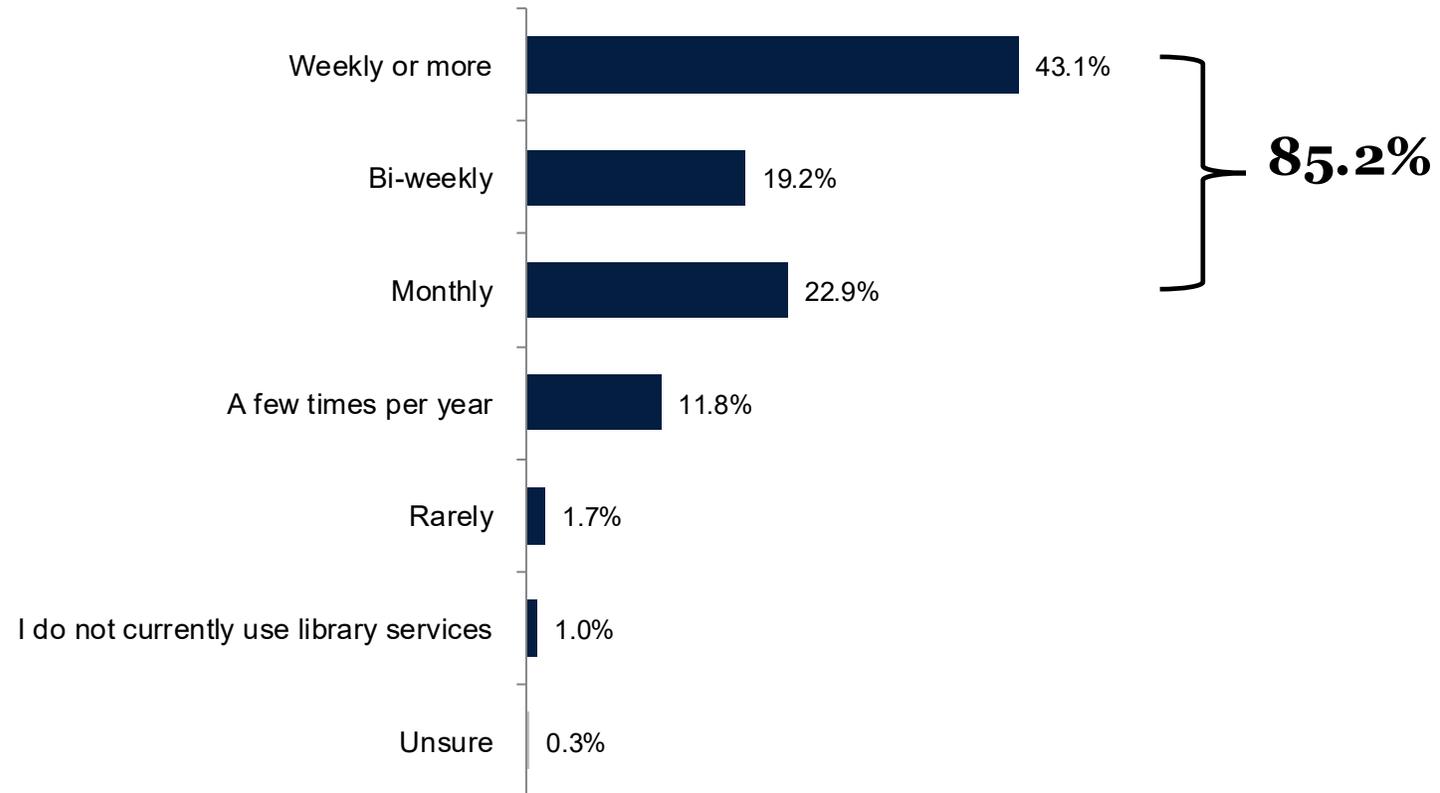
# Borrowing books, DVDs, and other materials is the most widely used service by respondents

Question 4:     Which library services do you or your household use? Select all that apply.

| Service | Percentage |
|---|---|
| Borrowing books, DVDs or other physical materials | 81.2% |
| E-books, audiobooks, or digital resources | 64.2% |
| Community events | 46.0% |
| Study or meeting space | 33.6% |
| Adult programs or classes | 30.1% |
| Children's programs (story time, tutoring, etc.) | 26.7% |
| Computer or internet access | 20.4% |
| Job search or career support | 7.5% |
| Teen programs | 4.1% |
| Nobody in the household uses library services | 0.8% |
| Other | 7.5% |
| Unsure | 0.2% |

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# Most respondents say they face no barriers to using the library more often, 26% cite lack of time

Question 5:  What, if anything, prevents you from using the library more often? Select all that apply.
Note: only Library Users from Q3 were asked.

| Barrier | Percentage |
|---|---|
| Lack of time | 26.2% |
| Not open when i need it | 15.2% |
| Not aware of available services | 9.0% |
| Facilities need improvement | 6.2% |
| Transportation challenges | 4.8% |
| Safety or comfort concerns | 4.5% |
| Inconvenient location | 4.1% |
| Prefer to use libraries in other cities | 1.1% |
| Nothing prevents me | 46.8% |
| Other | 5.6% |
| Unsure | 1.0% |

1.3%

98.7%

Question asked of respondents who are library users, representing 99% of the total sample, or **3988 individuals**.

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# Access to books, information, and learning is seen as the library's most important role by respondents

Question 6:     Which library role is most important to you?
Note: only Library Users from Q3 were asked.

| Role | Percentage |
|------|-----------|
| Access to books, information, and learning | 64.4% |
| Children's and youth programs | 9.6% |
| Safe and welcoming indoor space | 6.8% |
| Community gathering and events | 5.8% |
| Help accessing resources and services | 4.3% |
| Quiet study and work space | 3.7% |
| Internet, computers, and technology access | 2.6% |
| Job, career, and workforce support | 0.5% |
| Other | 2.0% |
| Unsure | 0.3% |

1.3%

98.7%

Question asked of respondents who are library users, representing 99% of the total sample or **3988 individuals**.

# Respondents use all libraries - Renner Frankford is cited as the most frequently visited by respondents

Question 7:     Which Dallas Public Library local branch do you most frequently use?

| Branch | Percentage |
|---|---|
| Renner Frankford Branch | 13.4% |
| Oak Lawn Branch | 10.7% |
| Lakewood Branch | 9.7% |
| Audelia Road Branch | 7.2% |
| Fretz Park Branch | 6.8% |
| Lochwood Branch | 6.0% |
| Preston Royal Branch | 5.8% |
| J. Erik Jonsson Central Library | 5.6% |
| North Oak Cliff Branch | 5.0% |
| Skyline Branch | 3.9% |
| Hampton-Illinois Branch | 3.6% |
| White Rock Hills Branch | 3.5% |
| Forest Green Branch | 3.0% |
| Park Forest Branch | 2.4% |
| Dallas West Branch | 1.8% |
| Timberglen Branch | 1.7% |
| Vickery Park Branch | 1.5% |
| Bachman Lake Branch | 1.2% |
| Mountain Creek Branch | 1.0% |
| Other | 5.3% |
| Unsure | 1.2% |

1.3%

98.7%

Question asked of respondents who are library users, representing 99% of the total sample or **3988 individuals**.

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# 97% of respondents say public library funding should be maintained or increased with 87% saying funding should be increased

Question 8:    Funding for the Dallas Public Library system comes from the City government. Thinking about City funding for the public library, do you think funding should be:



**96.5%**

86.9%                    Increased

9.6%                    Maintained at the current level

0.8%                    Decreased

2.7%                    Unsure
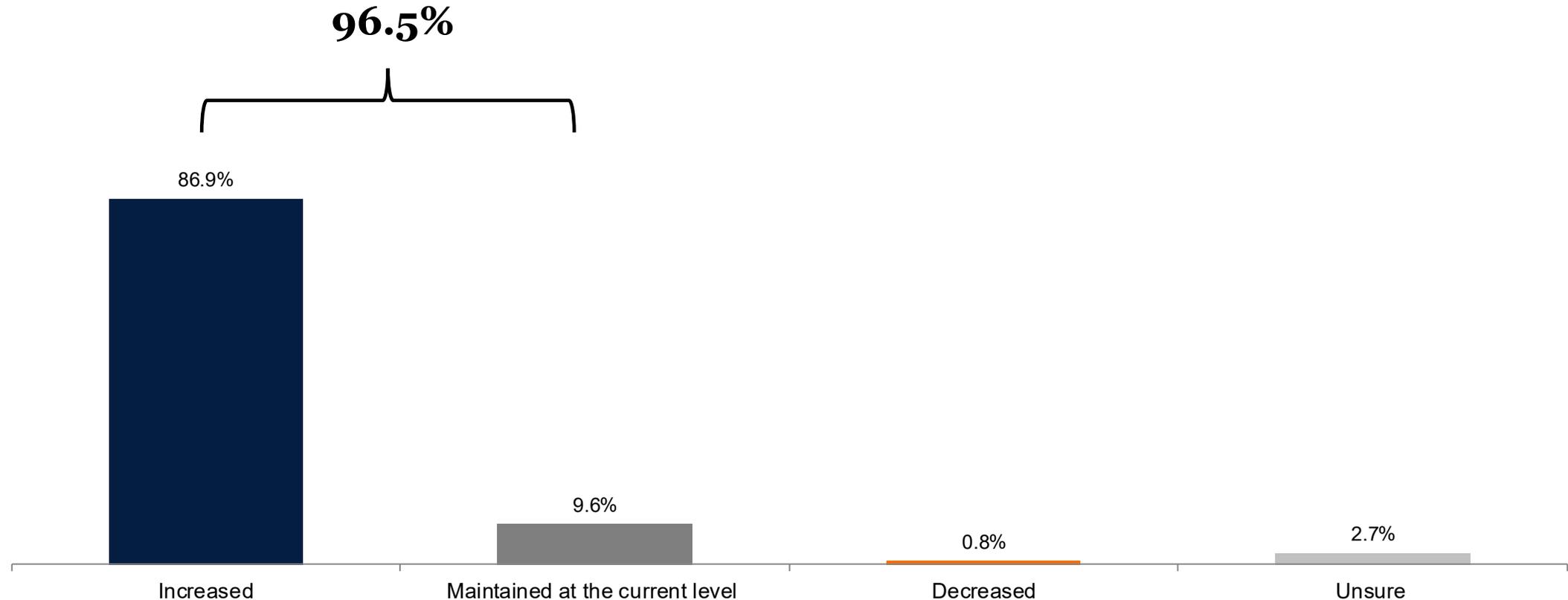
# Among the 87% who say funding should be increased, 62% said greatly increased

Question 8:     Funding for the Dallas Public Library system comes from the City government. Thinking about City funding for the public library, do you think funding should be:

**Among those who said increase**



Somewhat increased
38.1%

Greatly increased
61.9%

**0.8% of respondents said decrease**
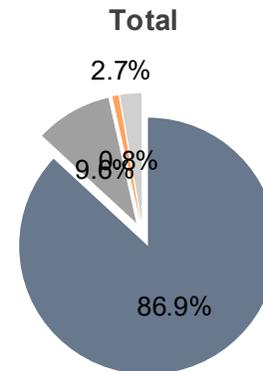
**Among those who said decrease**

**Total**

2.7%

9.6% 0.8%

86.9%

Somewhat decreased
43.8%

Greatly decreased
56.2%
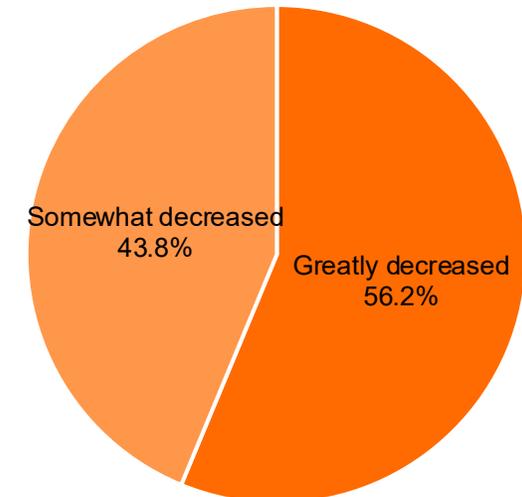
# Results by gender, age group, ethnicity, and household income

Question 8: Funding for the Dallas Public Library system comes from the City government. Thinking about City funding for the public library, do you think funding should be:



| | Increased | Maintained at the current level | Unsure | Decreased |
|---|---|---|---|---|
| Male | 83.7% | 11.9% | 2.8% | |
| Female | 87.8% | 9.1% | 2.7% | |
| An identity not listed | 100.0% | | | |
| 18-29 | 95.2% | 4.0% | 0.8% | |
| 30-39 | 92.0% | 6.1% | 1.1% | |
| 40-49 | 84.8% | 12.3% | 2.2% | |
| 50-64 | 84.9% | 10.6% | 3.7% | |
| 65+ | 83.2% | 11.8% | 4.2% | |
| Latino/Hispanic | 92.0% | 4.9% | 1.9% | |
| White/Caucasian | 86.4% | 10.5% | 2.6% | |
| Black/African American | 88.1% | 8.3% | 2.8% | |
| Asian/Pacific Islander | 89.5% | 7.0% | 3.5% | |
| Other | 87.2% | 10.3% | 1.3% | |
| Under $35,000 | 90.8% | 6.6% | 2.6% | |
| $35,000 – $79,999 | 90.8% | 7.3% | 1.7% | |
| $80,000 – $149,999 | 88.7% | 9.1% | 1.8% | |
| $150,000+ | 84.7% | 11.5% | 2.8% | |
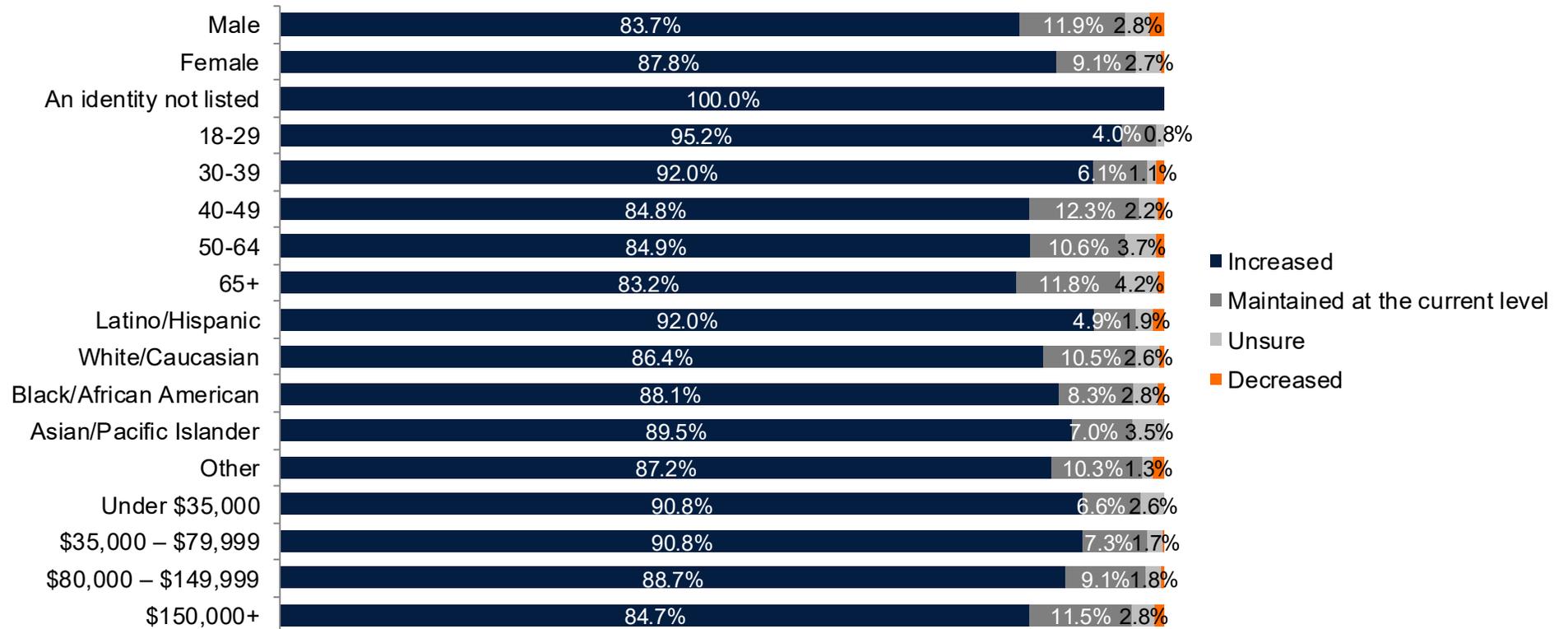
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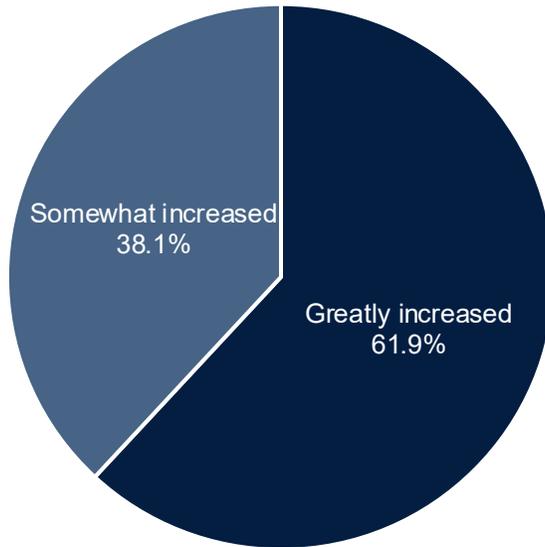
Question 8: Funding for the Dallas Public Library system comes from the City government. Thinking about City funding for the public library, do you think funding should be:



| | Increased | Maintained at the current level | Unsure | Decreased |
|---|---|---|---|---|
| Some high school | 90.0% | 10.0% | | |
| High school | 93.0% | 4.7% | 2.3% | |
| Some college | 89.1% | 6.7% | 3.9% | |
| Associate degree | 88.3% | 8.9% | 2.2% | |
| Bachelor's degree | 85.7% | 11.1% | 2.7% | |
| Master's degree | 86.9% | 9.6% | 2.3% | |
| Doctoral degree | 89.1% | 7.8% | 2.2% | |
| English | 86.8% | 9.7% | 2.7% | |
| Other | 89.1% | 5.8% | 2.9% | |
| Children in home | 85.8% | 11.1% | 2.3% | |
| No children in home | 87.2% | 9.1% | 3.0% | |
| English | 86.9% | 9.6% | 2.7% | |
| Spanish | 78.3% | 13.0% | 4.3% | |
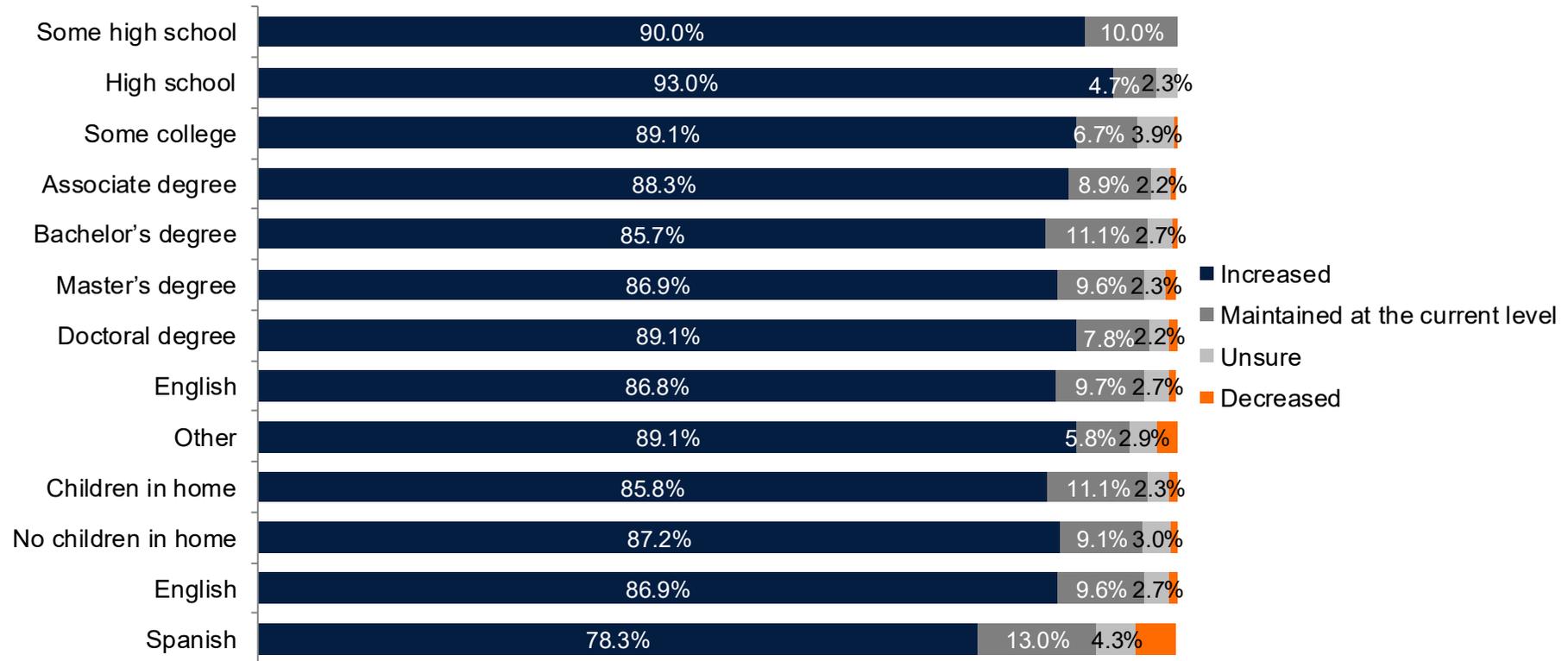
# 72% of respondents oppose closing four branch libraries to expand hours and programs at five others

Dallas Public Library is considering a new regional service model that would create five Flagship libraries located across the city and close four neighborhood locations. These Flagship libraries would be open seven days a week, offer extended hours, and provide additional programs and services. The remaining neighborhood branch libraries would continue to offer core services.

Question 9:     Do you support or oppose this proposed model which would close four branch libraries while expanding hours and programs at five branch libraries in the City?



| | | |
|---|---|---|
| 19.4% | 71.6% | 9.0% |
| Support | Oppose | Unsure |

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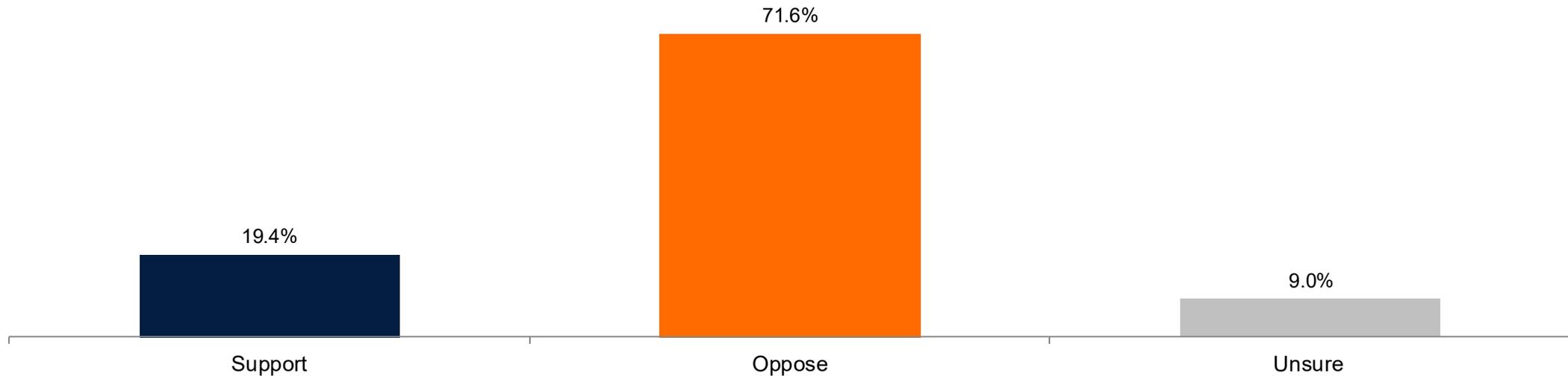
# Among the 72% who oppose, 73% strongly oppose the proposed model

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Question 9: Do you support or oppose this proposed model which would close four branch libraries while expanding hours and programs at five branch libraries in the City?

**Among those who support**

**71.6% of respondents oppose**

**Among those who oppose**



Strongly support 27.6%

Somewhat support 72.4%

**Total**

9.0% 19.4%

71.6%

Somewhat oppose 26.7%

Strongly oppose 73.3%

# Results by gender, age group, ethnicity, and household income

Dallas Public Library is considering a new regional service model that would create five Flagship libraries located across the city and close four neighborhood locations. These Flagship libraries would be open seven days a week, offer extended hours, and provide additional programs and services. The remaining neighborhood branch libraries would continue to offer core services.

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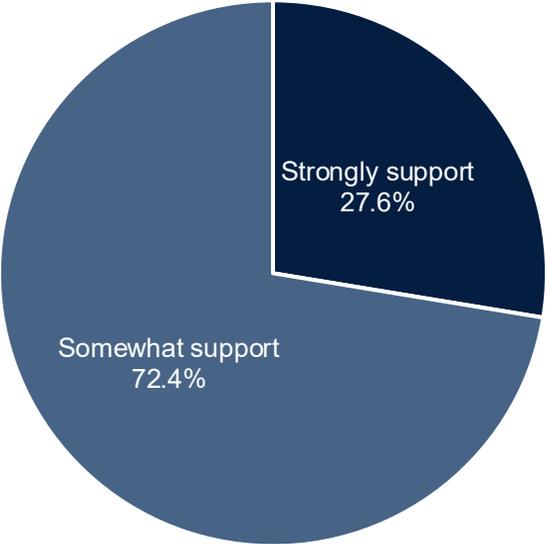
| | Support | Unsure | Oppose |
|---|---|---|---|
| Male | 20.5% | 10.2% | 69.3% |
| Female | 19.7% | 8.9% | 71.5% |
| An identity not listed | 17.6% | 9.8% | 72.5% |
| 18-29 | 15.5% | 6.2% | 78.2% |
| 30-39 | 21.9% | 9.7% | 68.4% |
| 40-49 | 19.5% | 8.9% | 71.6% |
| 50-64 | 21.5% | 9.7% | 68.7% |
| 65+ | 18.0% | 9.3% | 72.7% |
| Latino/Hispanic | 20.9% | 5.9% | 73.2% |
| White/Caucasian | 19.4% | 9.6% | 70.9% |
| Black/African American | 26.9% | 8.7% | 64.4% |
| Asian/Pacific Islander | 19.3% | 7.0% | 73.7% |
| Other | 14.1% | 9.0% | 76.9% |
| Under $35,000 | 21.5% | 9.2% | 69.3% |
| $35,000 – $79,999 | 20.4% | 7.2% | 72.4% |
| $80,000 – $149,999 | 18.6% | 8.4% | 73.0% |
| $150,000+ | 22.6% | 10.4% | 67.0% |

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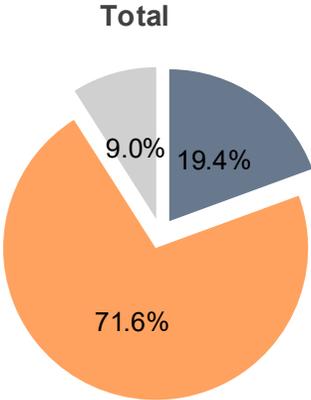# Results by education, language spoken at home, children in home, and survey language

Dallas Public Library is considering a new regional service model that would create five Flagship libraries located across the city and close four neighborhood locations. These Flagship libraries would be open seven days a week, offer extended hours, and provide additional programs and services. The remaining neighborhood branch libraries would continue to offer core services.

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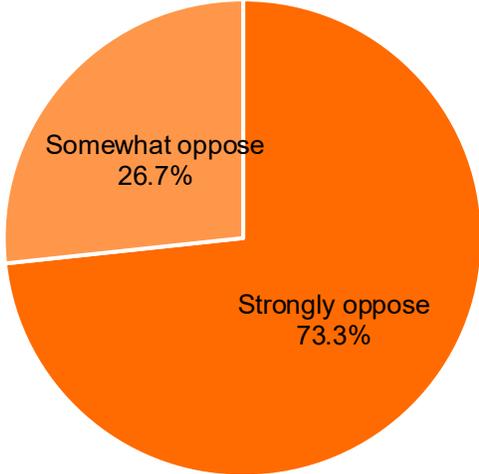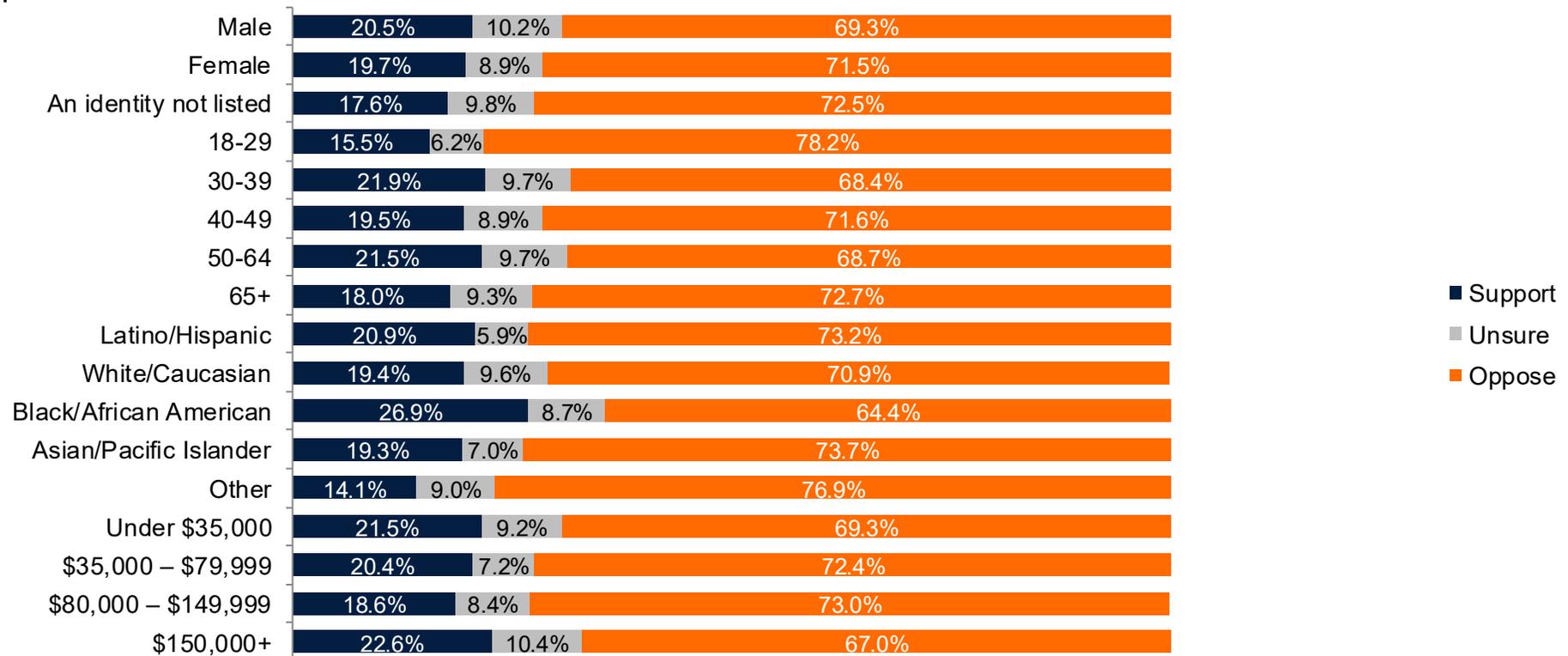


| | Support | Unsure | Oppose |
|---|---|---|---|
| Some high school | 50.0% | 0.0% | 50.0% |
| High school | 23.3% | 5.8% | 70.9% |
| Some college | 18.2% | 10.3% | 71.5% |
| Associate degree | 20.1% | 7.3% | 72.6% |
| Bachelor's degree | 19.5% | 8.8% | 71.7% |
| Master's degree | 20.8% | 9.2% | 70.0% |
| Doctoral degree | 16.7% | 10.3% | 73.0% |
| English | 19.3% | 9.0% | 71.8% |
| Other | 23.2% | 10.9% | 65.9% |
| Children in home | 20.8% | 9.5% | 69.7% |
| No children in home | 19.1% | 9.0% | 71.9% |
| English | 19.3% | 9.0% | 71.6% |
| Spanish | 30.4% | 8.7% | 60.9% |
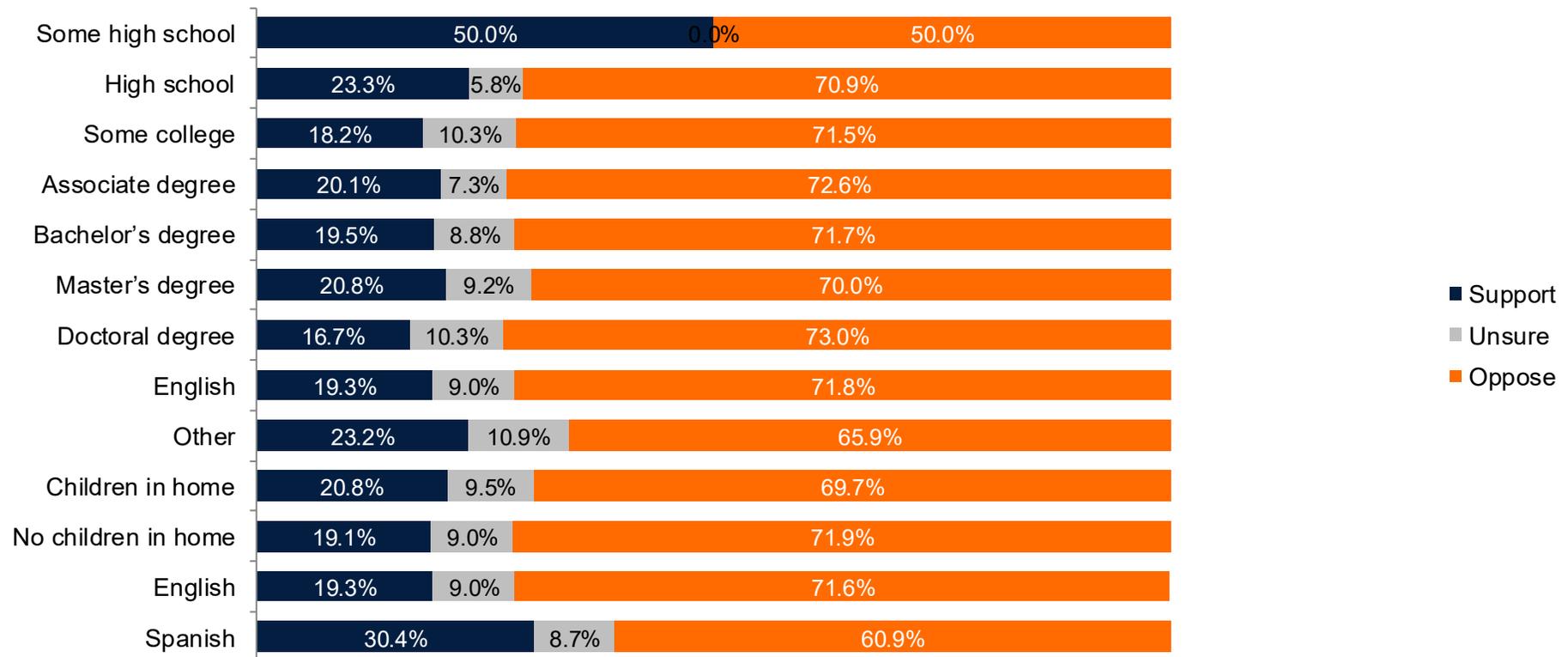
# 53% of respondents would still oppose closing some libraries even to avoid reductions in hours, staffing, and services at every remaining library

Question 10:     If closing some libraries allowed the Dallas Public Library to avoid reductions in hours, staffing, and services at every remaining library, would that change your view?



| | |
|---|---|
| 27.9% | Yes, I would be more supportive |
| 52.6% | No, I would still oppose closures |
| 4.0% | I already support the proposal |
| 15.5% | Unsure |

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# Results by gender, age group, ethnicity, and household income

Question 10:     If closing some libraries allowed the Dallas Public Library to avoid reductions in hours, staffing, and services at every remaining library, would that change your view?

| | Yes, I would be more supportive | No, I would still oppose closures | Unsure | I already support the proposal |
|---|---|---|---|---|
| Male | 26.8% | 52.8% | 14.9% | 5.4% |
| Female | 29.1% | 51.8% | 15.5% | 3.6% |
| An identity not listed | 25.5% | 54.9% | 11.8% | 7.8% |
| 18-29 | 21.8% | 58.8% | 15.0% | 4.5% |
| 30-39 | 31.5% | 46.9% | 17.4% | 4.2% |
| 40-49 | 30.3% | 49.8% | 17.0% | 2.9% |
| 50-64 | 30.2% | 50.2% | 15.2% | 4.4% |
| 65+ | 25.1% | 57.8% | 12.9% | 4.1% |
| Latino/Hispanic | 29.7% | 54.2% | 12.0% | 4.0% |
| White/Caucasian | 28.5% | 51.4% | 16.1% | 4.0% |
| Black/African American | 34.0% | 47.0% | 13.8% | 5.1% |
| Asian/Pacific Islander | 28.1% | 57.9% | 10.5% | 3.5% |
| Other | 23.1% | 55.1% | 19.2% | 2.6% |
| Under $35,000 | 24.6% | 53.1% | 18.4% | 3.9% |
| $35,000 – $79,999 | 25.7% | 55.5% | 14.2% | 4.6% |
| $80,000 – $149,999 | 29.1% | 52.6% | 14.8% | 3.6% |
| $150,000+ | 33.8% | 45.4% | 16.4% | 4.4% |

PROBOLSKY RESEARCH

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# Results by education, language spoken at home, children in home, and survey language

Question 10:     If closing some libraries allowed the Dallas Public Library to avoid reductions in hours, staffing, and services at every remaining library, would that change your view?
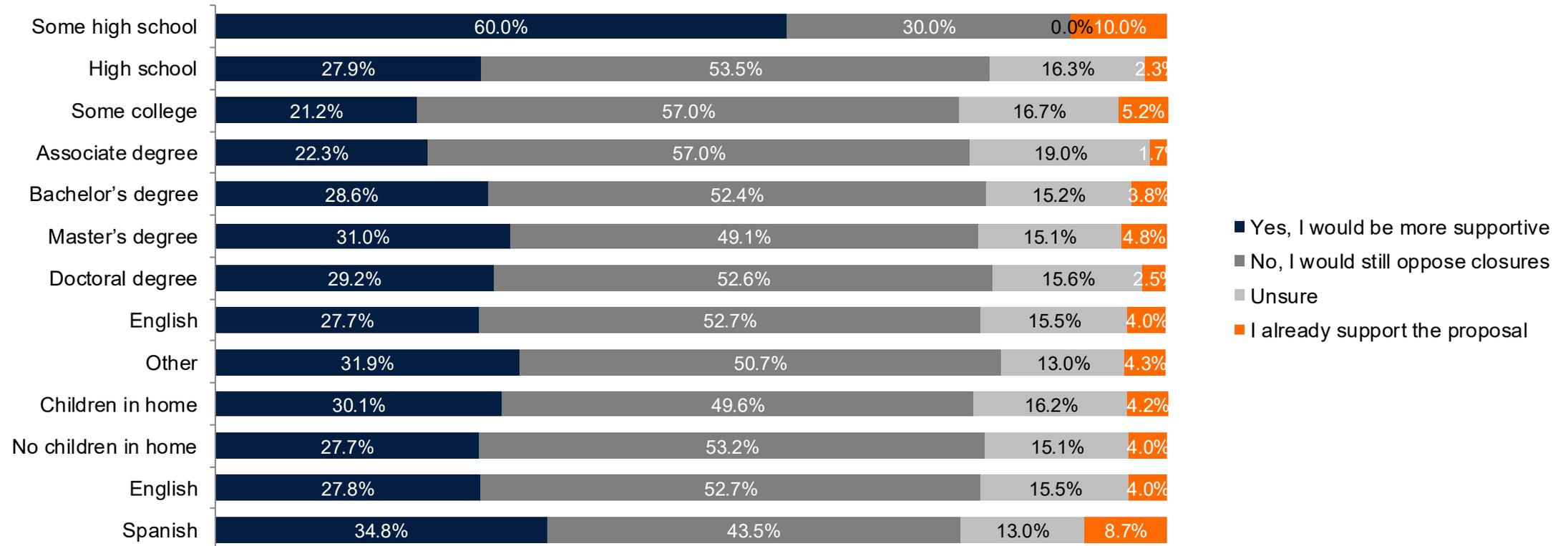
| | Yes, I would be more supportive | No, I would still oppose closures | Unsure | I already support the proposal |
|---|---|---|---|---|
| Some high school | 60.0% | 30.0% | 0.0% | 10.0% |
| High school | 27.9% | 53.5% | 16.3% | 2.3% |
| Some college | 21.2% | 57.0% | 16.7% | 5.2% |
| Associate degree | 22.3% | 57.0% | 19.0% | 1.7% |
| Bachelor's degree | 28.6% | 52.4% | 15.2% | 3.8% |
| Master's degree | 31.0% | 49.1% | 15.1% | 4.8% |
| Doctoral degree | 29.2% | 52.6% | 15.6% | 2.5% |
| English | 27.7% | 52.7% | 15.5% | 4.0% |
| Other | 31.9% | 50.7% | 13.0% | 4.3% |
| Children in home | 30.1% | 49.6% | 16.2% | 4.2% |
| No children in home | 27.7% | 53.2% | 15.1% | 4.0% |
| English | 27.8% | 52.7% | 15.5% | 4.0% |
| Spanish | 34.8% | 43.5% | 13.0% | 8.7% |

PROBOLSKY RESEARCH

# Many respondents shared how they would be affected by the proposed branch closures and additional concerns

Question 11: Currently proposed for closure are the Arcadia Park, Skyline, Renner Frankford, and Oak Lawn Branches. If one of the libraries proposed for closure serves you or your household, how would that affect you?
[OPEN-ENDED RESPONSE]

| Response | Percentage |
|---|---|
| I don't use these branches/It won't affect me | 36.5% |
| It would affect me | 24.0% |
| Libraries will be harder to access | 7.3% |
| It won't affect me but I'm concerned with those affected | 5.6% |
| Concerns about its impact on the community | 5.3% |
| I would be affected because this is my voting location | 2.8% |
| Concerns on the impact on the LGBTQIA+ community | 2.5% |
| It would be upsetting | 1.6% |
| I would use libraries less often | 1.3% |
| Other | 1.8% |
| No answer | 11.3% |

# 92% of respondents agree the City of Dallas should prioritize additional funding to maintain neighborhood libraries

Question 12: Agree or disagree: The City of Dallas should prioritize additional funding to maintain neighborhood libraries and avoid closures.



Chart showing responses to Question 12:
- Agree: 92.0%
- Disagree: 5.0%
- Unsure: 3.1%
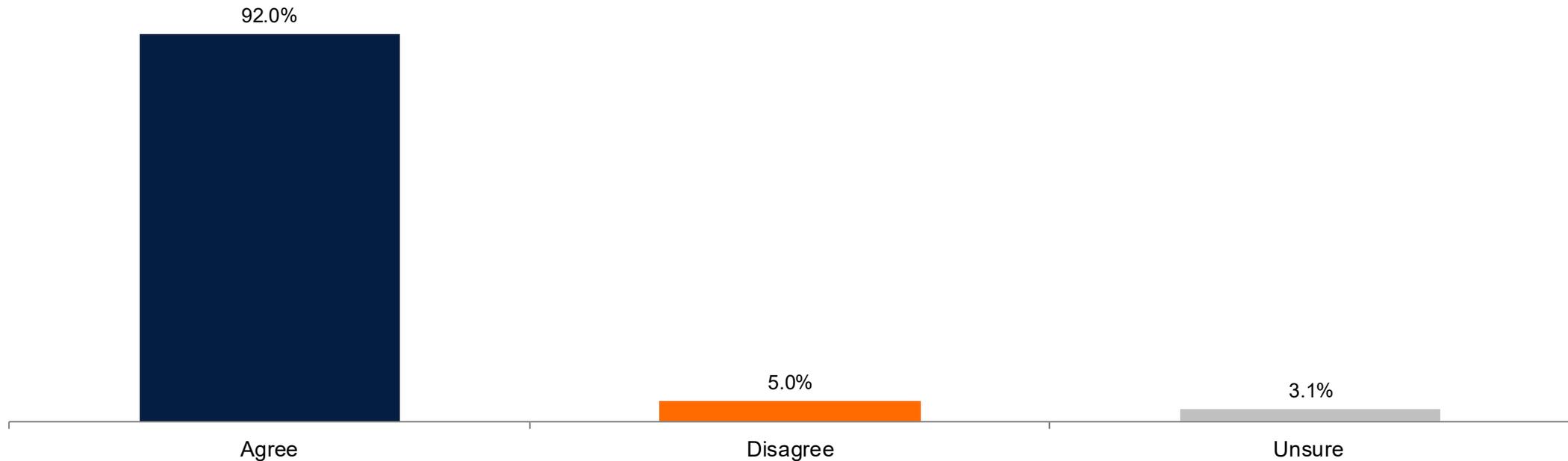
# Among the 92% who agree, 81% strongly agree the City of Dallas should prioritize additional funding to maintain neighborhood libraries

Question 12:    Agree or disagree: The City of Dallas should prioritize additional funding to maintain neighborhood libraries and avoid closures.

**Among those who agree**

Somewhat agree
19.3%

Strongly agree
80.7%

**5% of respondents disagree**

**Total**

3.1%

5.0%

91.9%

**Among those who disagree**
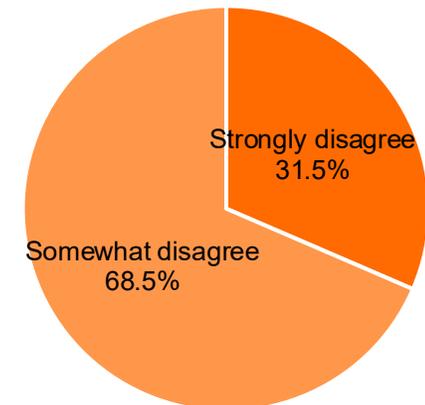
Strongly disagree
31.5%

Somewhat disagree
68.5%

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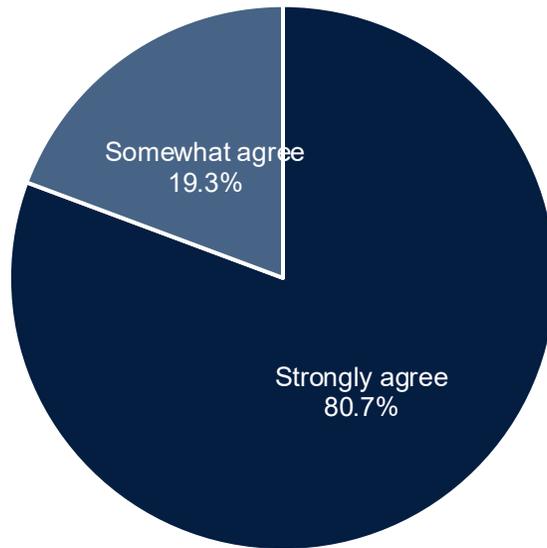# Results by gender, age group, ethnicity, and household income

Question 12:    Agree or disagree: The City of Dallas should prioritize additional funding to maintain neighborhood libraries and avoid closures.
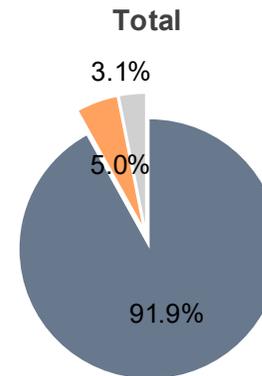
| Category | Agree | Unsure | Disagree |
|---|---|---|---|
| Male | 90.8% | | 5.6% |
| Female | 92.3% | | 4.6% |
| An identity not listed | 100.0% | | 0.0 |
| 18-29 | 96.6% | | 1.1 |
| 30-39 | 93.2% | | 4.5% |
| 40-49 | 91.3% | | 6.0% |
| 50-64 | 89.6% | | 6.0% |
| 65+ | 91.7% | | 4.7% |
| Latino/Hispanic | 93.0% | | 4.9% |
| White/Caucasian | 92.2% | | 4.7% |
| Black/African American | 89.3% | | 5.5% |
| Asian/Pacific Islander | 93.9% | | 3.5% |
| Other | 94.9% | | 3.8% |
| Under $35,000 | 92.5% | | 4.8% |
| $35,000 – $79,999 | 96.0% | | 2.1 |
| $80,000 – $149,999 | 94.0% | | 3.7% |
| $150,000+ | 89.2% | | 6.7% |

Legend: ■ Agree  ■ Unsure  ■ Disagree

# Results by education, language spoken at home, children in home, and survey language

Question 12: Agree or disagree: The City of Dallas should prioritize additional funding to maintain neighborhood libraries and avoid closures.
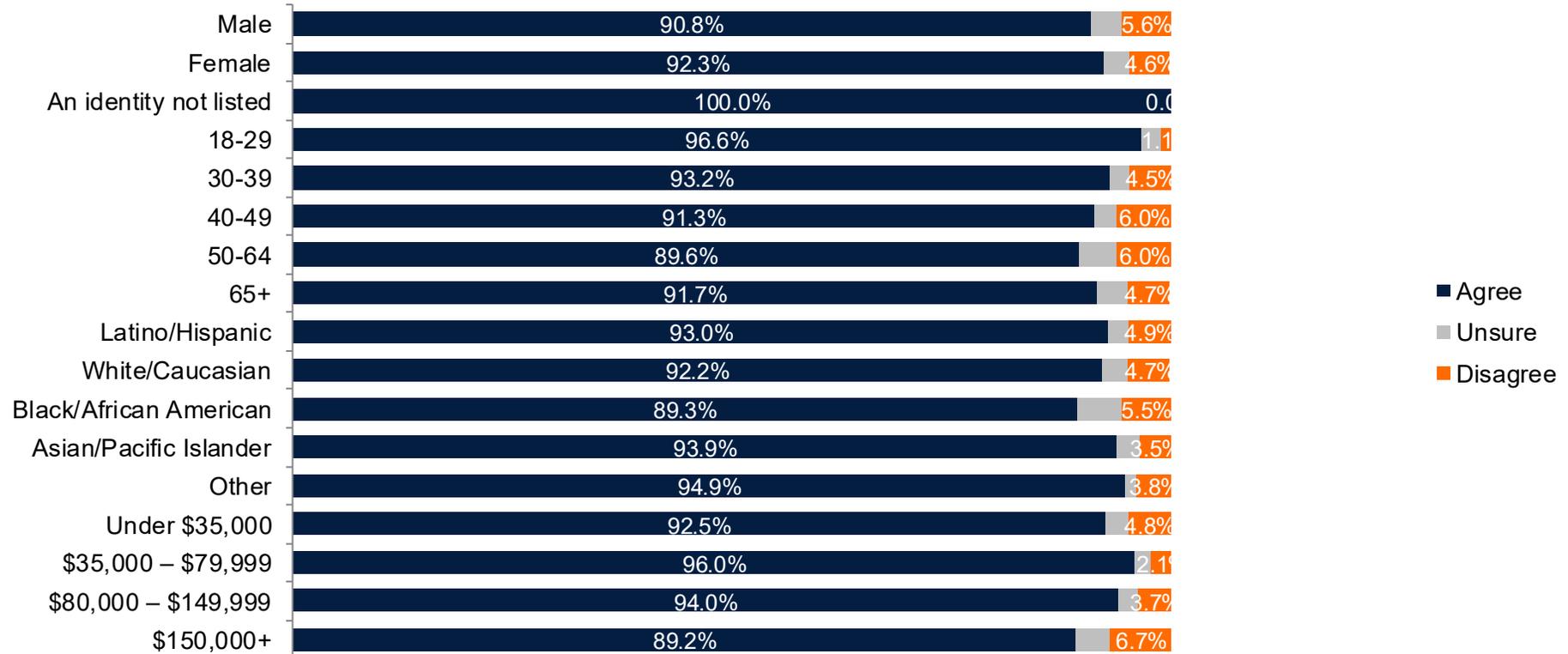


| | Agree | Unsure | Disagree |
|---|---|---|---|
| Some high school | 90.0% | 10.0% | |
| High school | 96.5% | | 1.2 |
| Some college | 92.1% | | 4.8% |
| Associate degree | 95.0% | | 2.8% |
| Bachelor's degree | 92.4% | | 4.4% |
| Master's degree | 92.2% | | 5.3% |
| Doctoral degree | 89.4% | | 6.4% |
| Yes | 91.9% | | 5.0% |
| No | 92.8% | | 3.6% |
| Yes | 90.4% | | 6.5% |
| No | 92.7% | | 4.3% |
| English | 92.0% | | 4.9% |
| Spanish | 82.6% | | 13.0% |
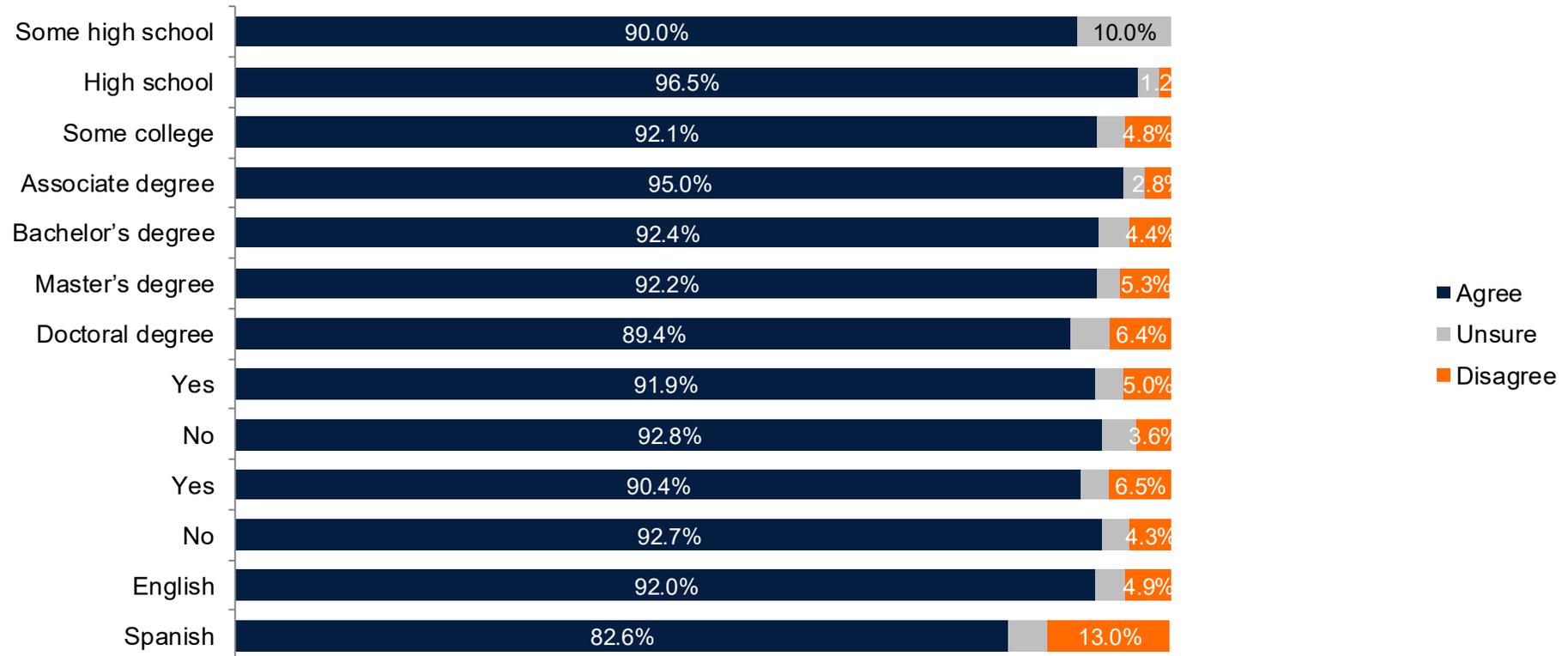
# 78% of respondents rank increasing City funding to avoid closures and major service reductions as their 1st choice

Question 13:     If you had to prioritize, please rank the following options in terms of your preferences?

### 1st Choice

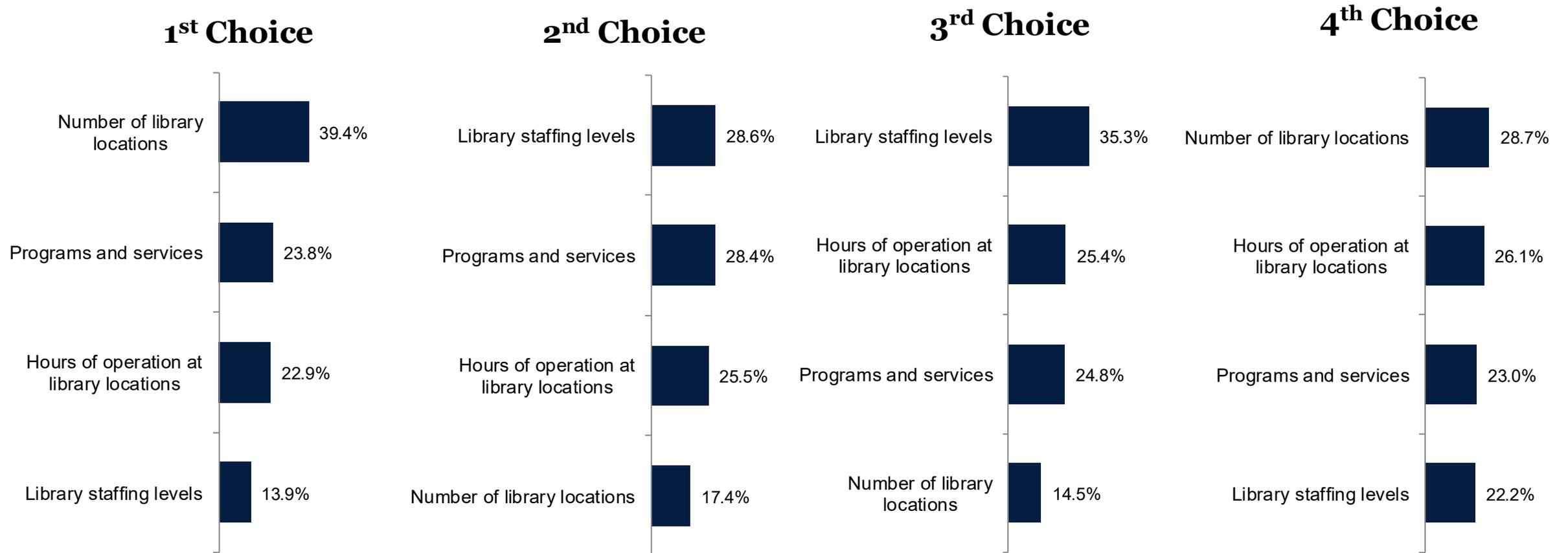| | |
|---|---|
| Increase City funding to avoid closures and major service reductions | 77.7% |
| Keep all branches open but reduce hours citywide | 11.2% |
| Close some branches to extend hours/Services at flagships | 11.1% |

### 2nd Choice

| | |
|---|---|
| Keep all branches open but reduce hours citywide | 59.2% |
| Close some branches to extend hours/Services at flagships | 24.9% |
| Increase City funding to avoid closures and major service reductions | 15.8% |

### 3rd Choice

| | |
|---|---|
| Close some branches to extend hours/Services at flagships | 64.0% |
| Keep all branches open but reduce hours citywide | 29.6% |
| Increase City funding to avoid closures and major service reductions | 6.5% |

# 39% of respondents rank number of library locations as their 1st choice to protect

Question 14:     If additional funding is not available, which is most important to protect?



**1st Choice**

| | |
|---|---|
| Number of library locations | 39.4% |
| Programs and services | 23.8% |
| Hours of operation at library locations | 22.9% |
| Library staffing levels | 13.9% |

**2nd Choice**

| | |
|---|---|
| Library staffing levels | 28.6% |
| Programs and services | 28.4% |
| Hours of operation at library locations | 25.5% |
| Number of library locations | 17.4% |

**3rd Choice**

| | |
|---|---|
| Library staffing levels | 35.3% |
| Hours of operation at library locations | 25.4% |
| Programs and services | 24.8% |
| Number of library locations | 14.5% |

**4th Choice**

| | |
|---|---|
| Number of library locations | 28.7% |
| Hours of operation at library locations | 26.1% |
| Programs and services | 23.0% |
| Library staffing levels | 22.2% |

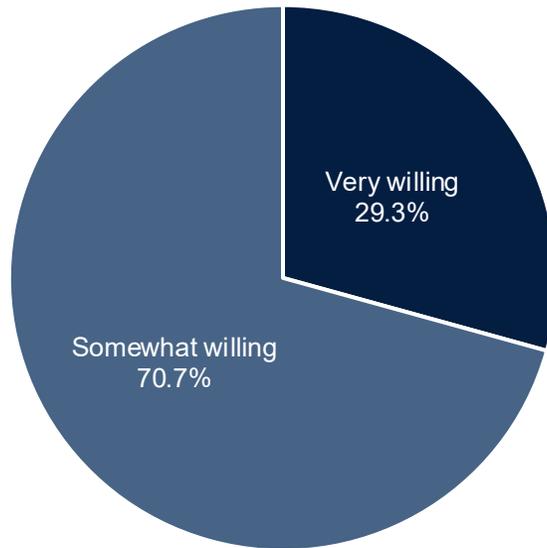# Willingness of respondents to travel to a library if their neighborhood libraries close is mixed

Question 15:    If your nearest neighborhood library were no longer open, how willing would you be to travel to a library that is open seven days a week?



| | Willing | Neutral | Unwilling | Unsure |
|---|---|---|---|---|
| | 41.0% | 15.5% | 39.9% | 3.5% |
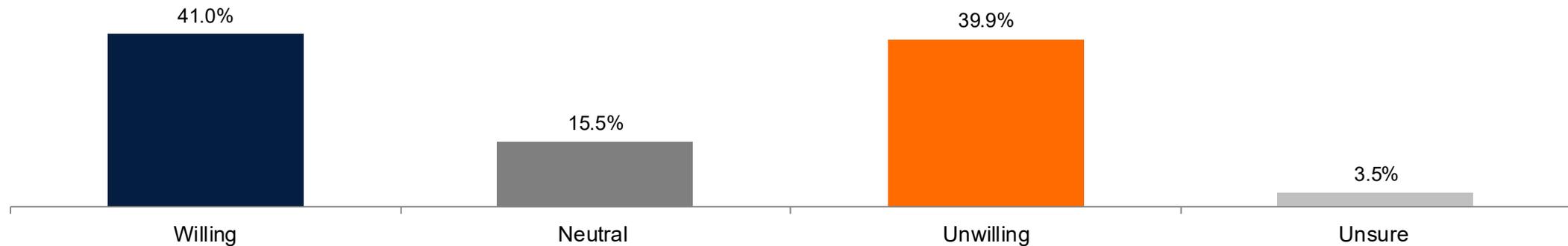
# Among the 41% who are willing, 71% said somewhat willing

Question 15: If your nearest neighborhood library were no longer open, how willing would you be to travel to a library that is open seven days a week?



**Among those who said willing**

Very willing
29.3%

Somewhat willing
70.7%

**Total**

3.5%

39.9%

15.5%

41.1%

**39.9% of respondents unwilling**
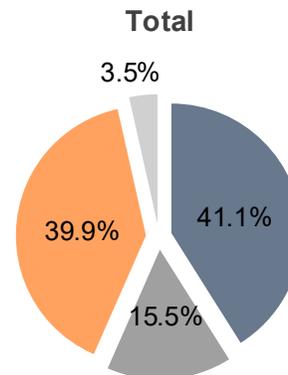
**Among those who said unwilling**

Not at all willing
36.9%

Somewhat unwilling
63.1%

PROBOLSKY RESEARCH

# Results by gender, age group, ethnicity, and household income

Question 15: If your nearest neighborhood library were no longer open, how willing would you be to travel to a library that is open seven days a week?
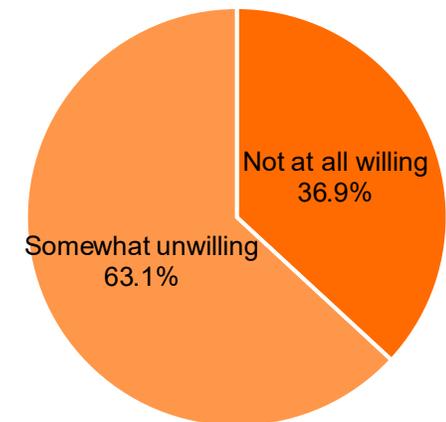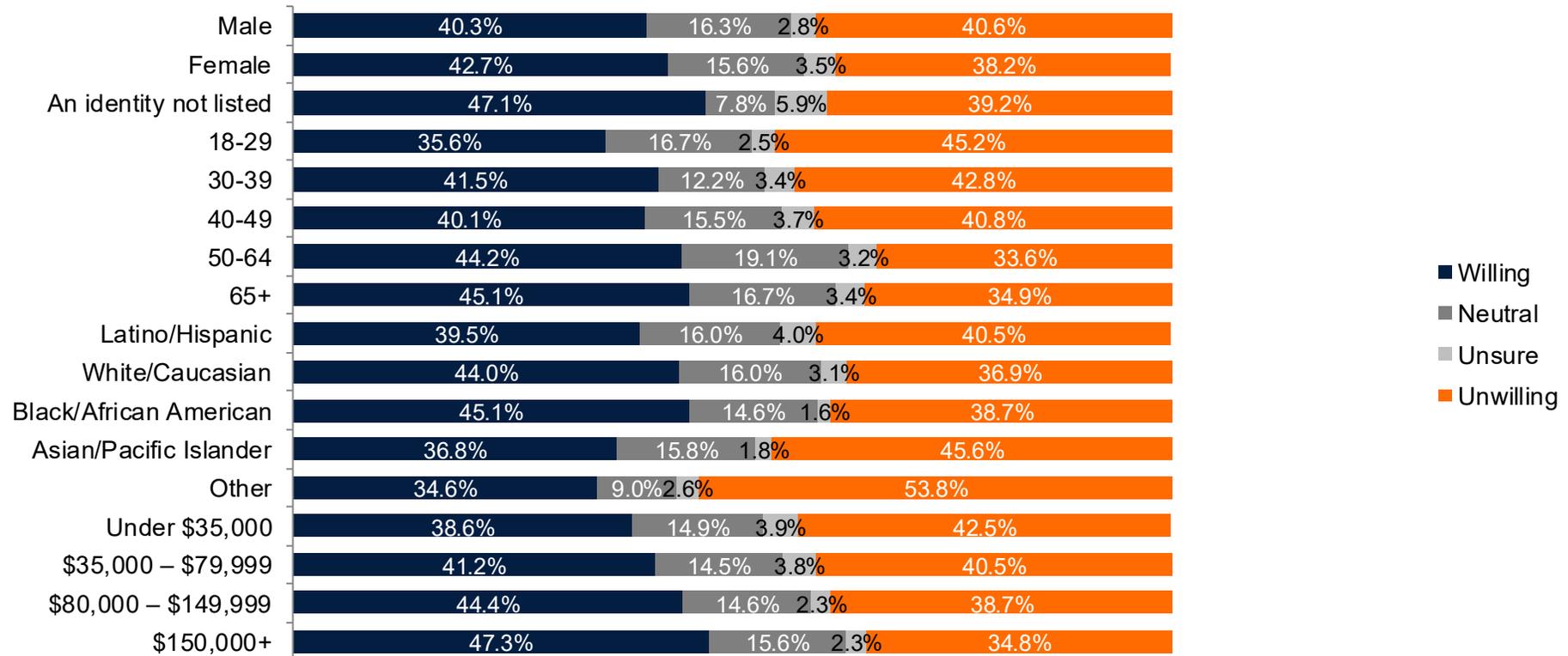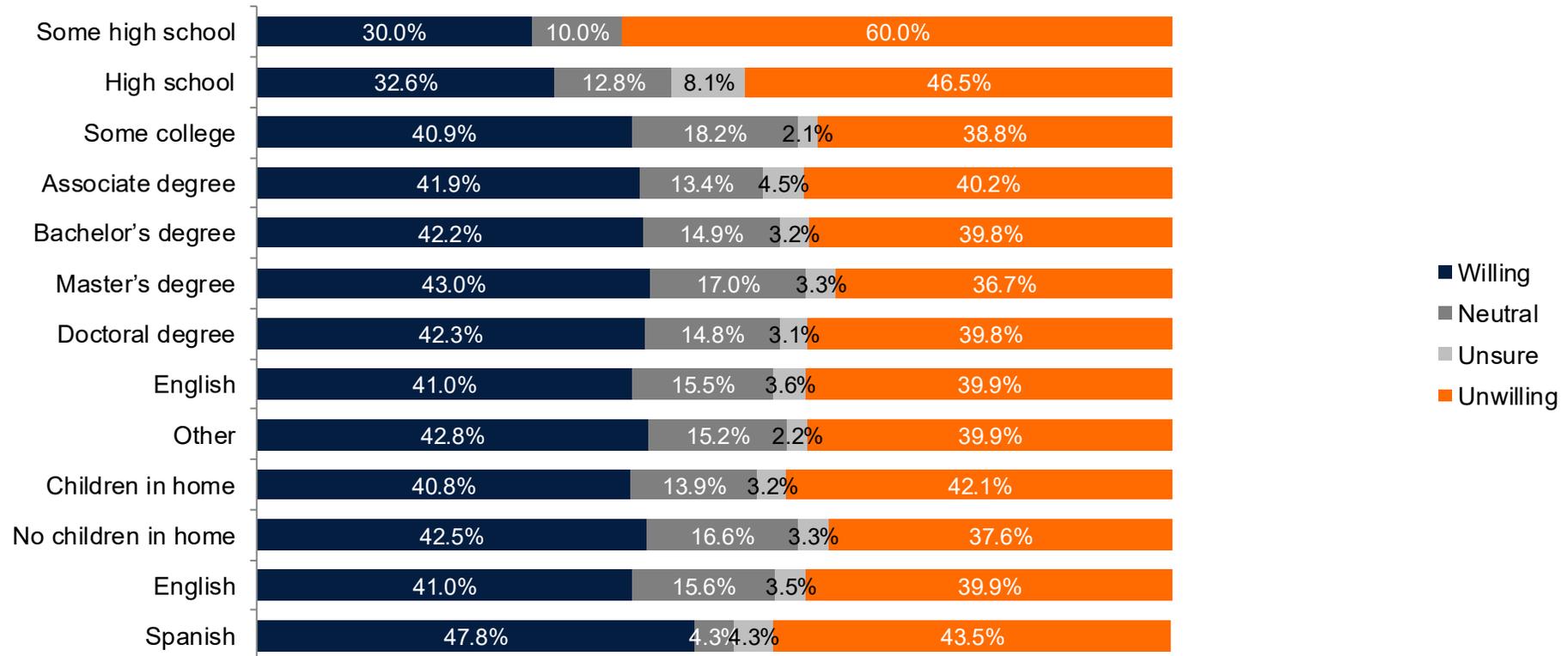
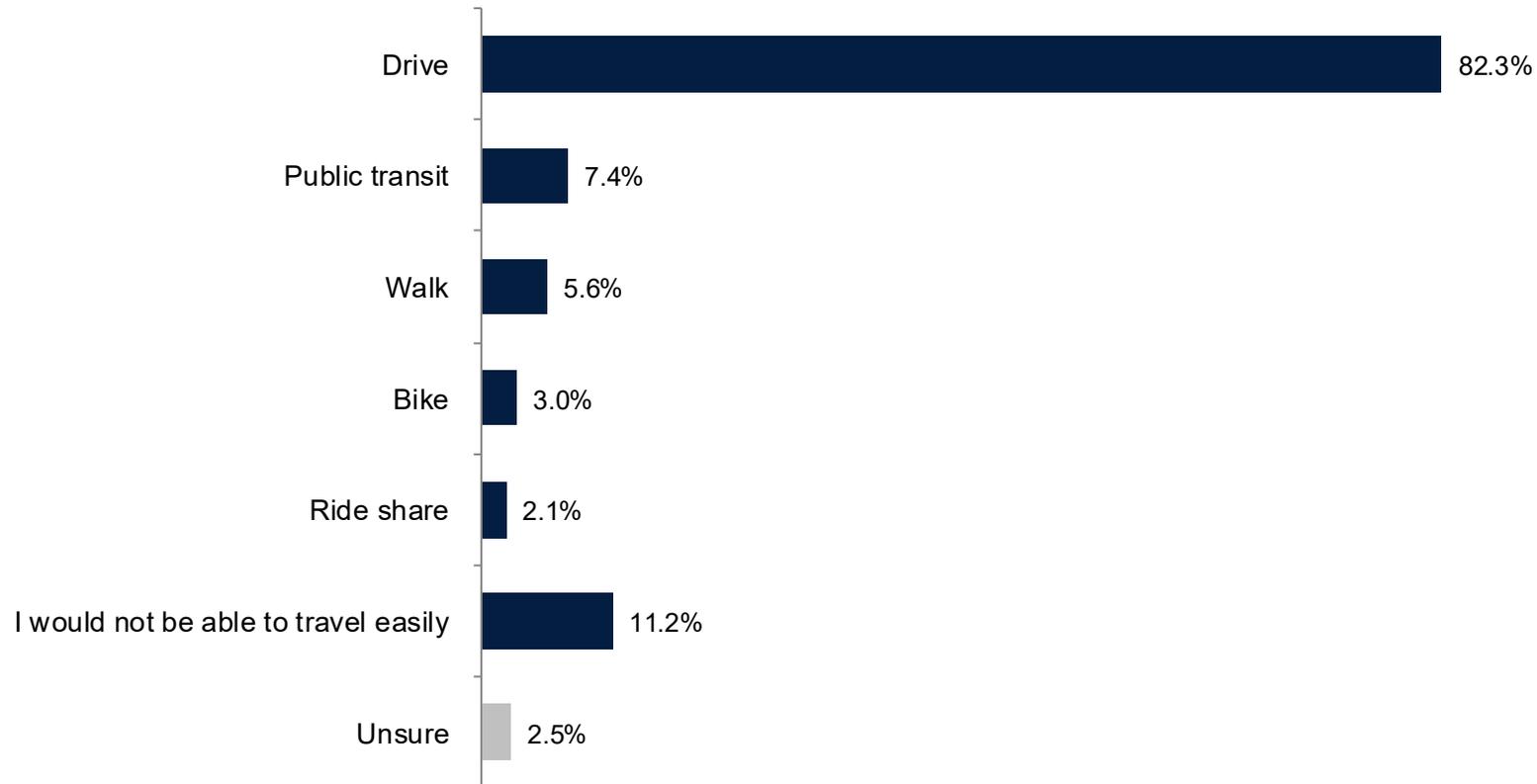| | Willing | Neutral | Unsure | Unwilling |
|---|---|---|---|---|
| Male | 40.3% | 16.3% | 2.8% | 40.6% |
| Female | 42.7% | 15.6% | 3.5% | 38.2% |
| An identity not listed | 47.1% | 7.8% | 5.9% | 39.2% |
| 18-29 | 35.6% | 16.7% | 2.5% | 45.2% |
| 30-39 | 41.5% | 12.2% | 3.4% | 42.8% |
| 40-49 | 40.1% | 15.5% | 3.7% | 40.8% |
| 50-64 | 44.2% | 19.1% | 3.2% | 33.6% |
| 65+ | 45.1% | 16.7% | 3.4% | 34.9% |
| Latino/Hispanic | 39.5% | 16.0% | 4.0% | 40.5% |
| White/Caucasian | 44.0% | 16.0% | 3.1% | 36.9% |
| Black/African American | 45.1% | 14.6% | 1.6% | 38.7% |
| Asian/Pacific Islander | 36.8% | 15.8% | 1.8% | 45.6% |
| Other | 34.6% | 9.0% | 2.6% | 53.8% |
| Under $35,000 | 38.6% | 14.9% | 3.9% | 42.5% |
| $35,000 – $79,999 | 41.2% | 14.5% | 3.8% | 40.5% |
| $80,000 – $149,999 | 44.4% | 14.6% | 2.3% | 38.7% |
| $150,000+ | 47.3% | 15.6% | 2.3% | 34.8% |

# Results by education, language spoken at home, children in home, and survey language

Question 15: If your nearest neighborhood library were no longer open, how willing would you be to travel to a library that is open seven days a week?

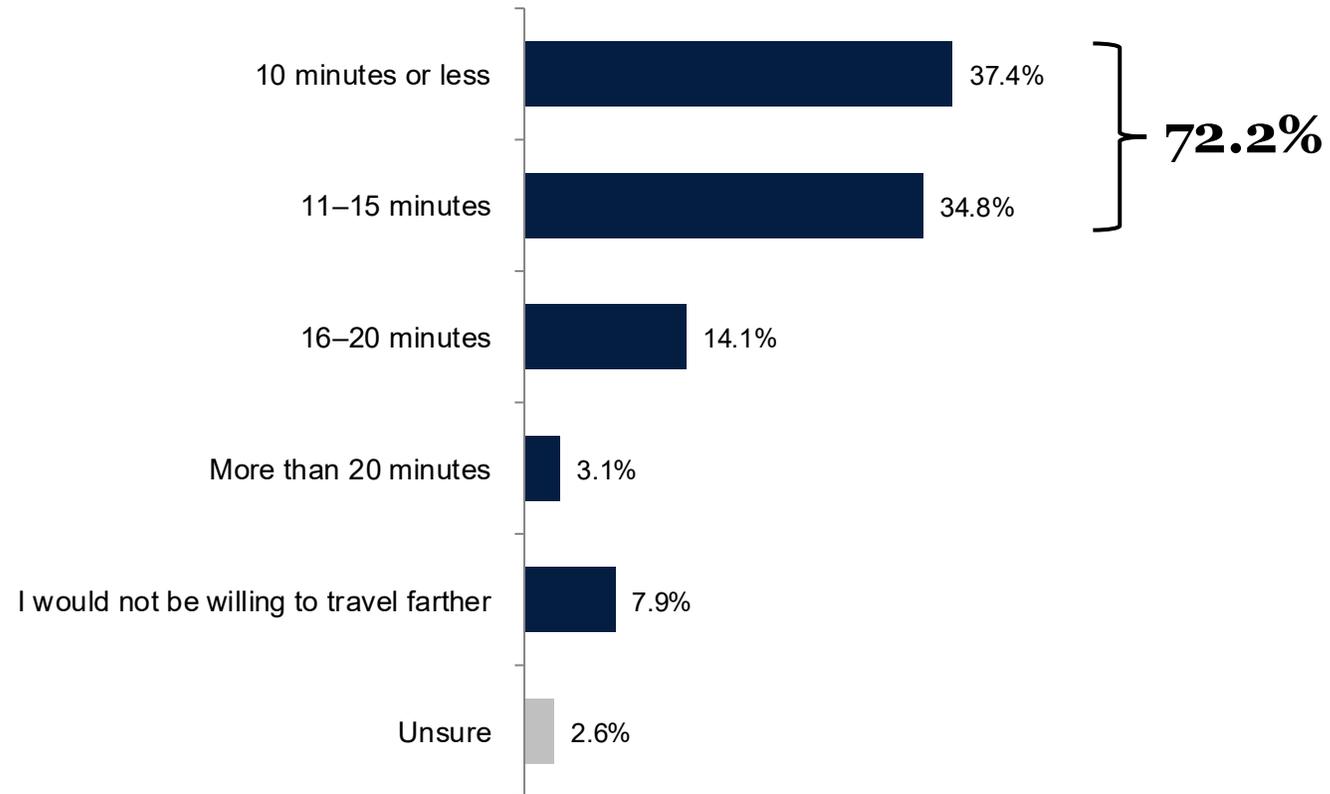| | Willing | Neutral | Unsure | Unwilling |
|---|---|---|---|---|
| Some high school | 30.0% | 10.0% | | 60.0% |
| High school | 32.6% | 12.8% | 8.1% | 46.5% |
| Some college | 40.9% | 18.2% | 2.1% | 38.8% |
| Associate degree | 41.9% | 13.4% | 4.5% | 40.2% |
| Bachelor's degree | 42.2% | 14.9% | 3.2% | 39.8% |
| Master's degree | 43.0% | 17.0% | 3.3% | 36.7% |
| Doctoral degree | 42.3% | 14.8% | 3.1% | 39.8% |
| English | 41.0% | 15.5% | 3.6% | 39.9% |
| Other | 42.8% | 15.2% | 2.2% | 39.9% |
| Children in home | 40.8% | 13.9% | 3.2% | 42.1% |
| No children in home | 42.5% | 16.6% | 3.3% | 37.6% |
| English | 41.0% | 15.6% | 3.5% | 39.9% |
| Spanish | 47.8% | 4.3% | 4.3% | 43.5% |

# 82% of respondents are likely to drive to a regional or flagship library rather than using some other form of transportation

Question 16:     How would you most likely travel to a regional or flagship library that is open seven days a week? Select all that apply.



| Category | Percentage |
|---|---|
| Drive | 82.3% |
| Public transit | 7.4% |
| Walk | 5.6% |
| Bike | 3.0% |
| Ride share | 2.1% |
| I would not be able to travel easily | 11.2% |
| Unsure | 2.5% |

# 72% of respondents are willing to travel 15 minutes or less to reach a library they use regularly

Question 17: Approximately how long would you be willing to travel to reach a library you use regularly?



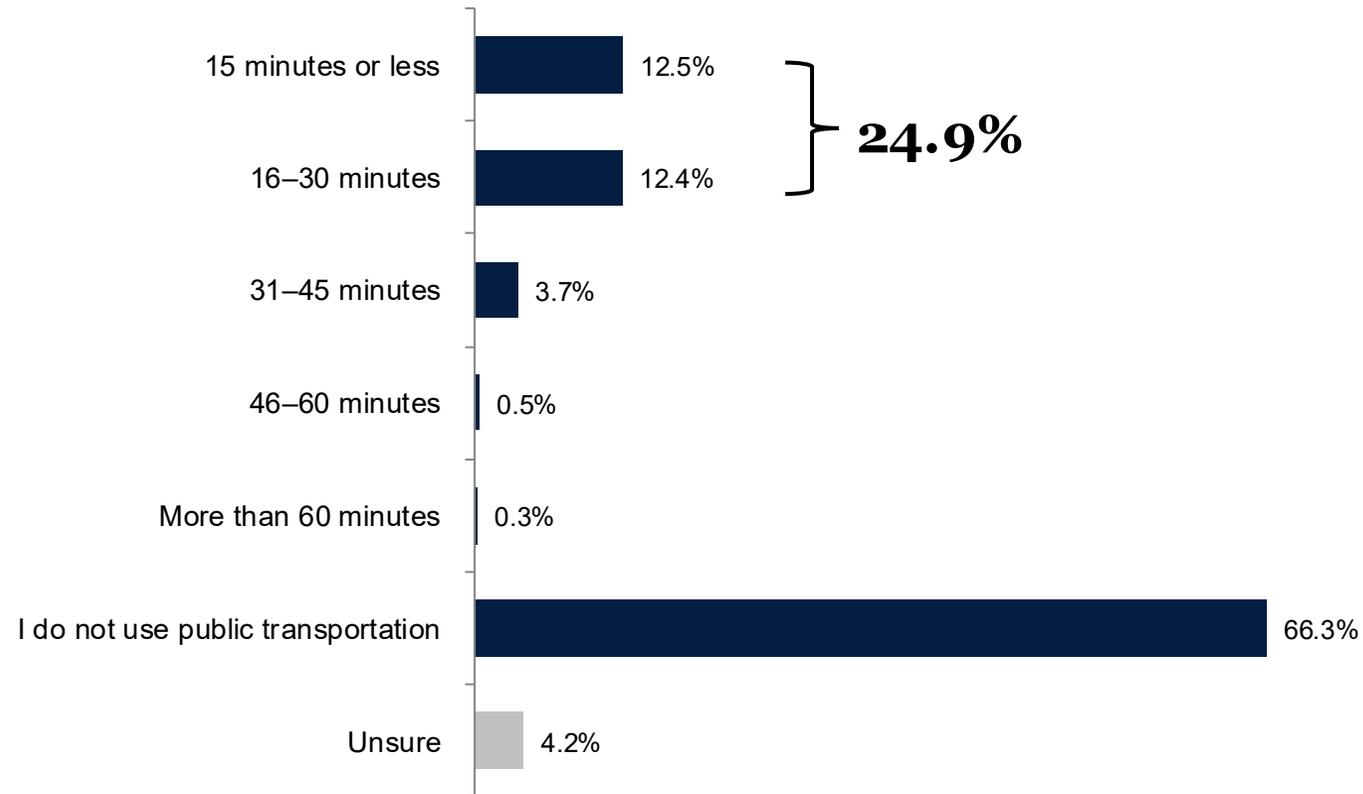| Category | Percentage |
|---|---|
| 10 minutes or less | 37.4% |
| 11–15 minutes | 34.8% |
| 16–20 minutes | 14.1% |
| More than 20 minutes | 3.1% |
| I would not be willing to travel farther | 7.9% |
| Unsure | 2.6% |

**72.2%**

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# 90% of respondents have reliable access to a car for personal transportation

Question 18:     Do you have reliable access to a car for personal transportation?

**90.1%**

75.0%

15.1%

6.5%

3.5%

Yes, always

Yes, sometimes

No

Prefer not to answer
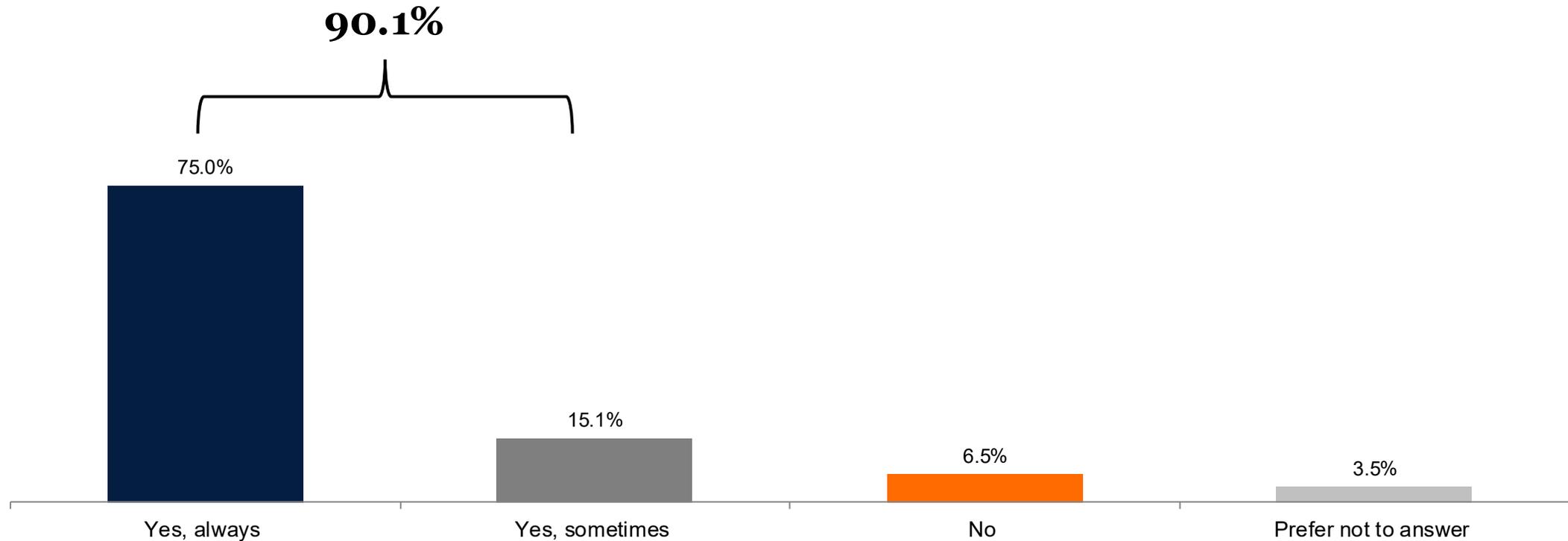
# 25% of respondents would consider using public transportation to visit a library if travel time is 30 minutes or less

Question 19: If you rely on public transportation, what is the longest one-way travel time you would consider reasonable to visit a library?

| Category | Percentage |
|---|---|
| 15 minutes or less | 12.5% |
| 16–30 minutes | 12.4% |
| 31–45 minutes | 3.7% |
| 46–60 minutes | 0.5% |
| More than 60 minutes | 0.3% |
| I do not use public transportation | 66.3% |
| Unsure | 4.2% |

**24.9%** (15 minutes or less + 16–30 minutes)

# 66% of respondents say extended library hours are important
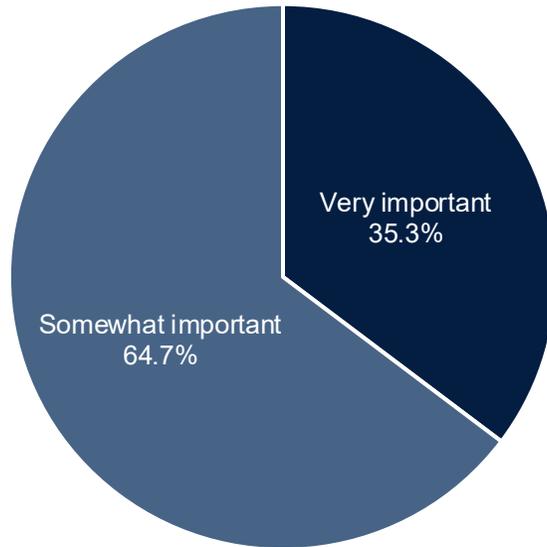
Question 20:     How important are extended evening hours at libraries?
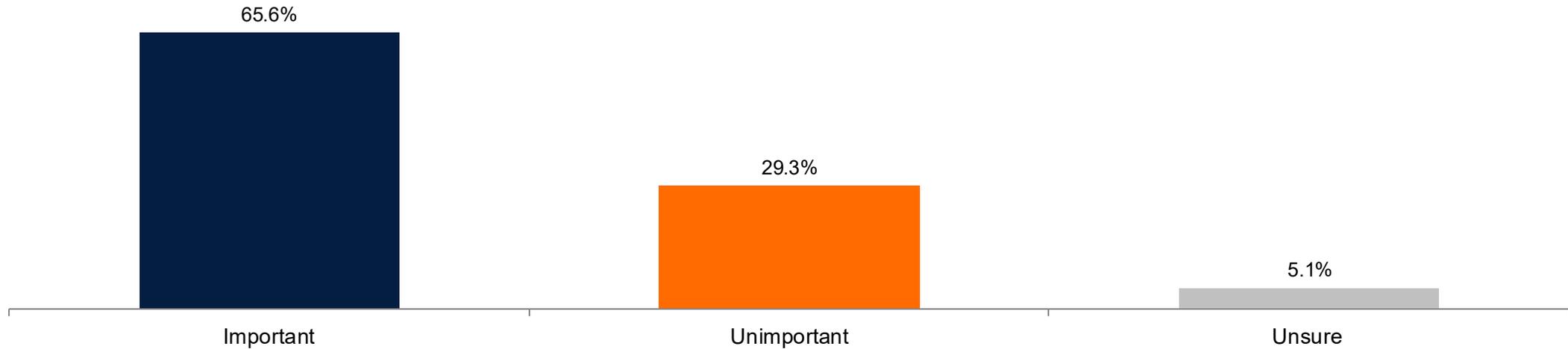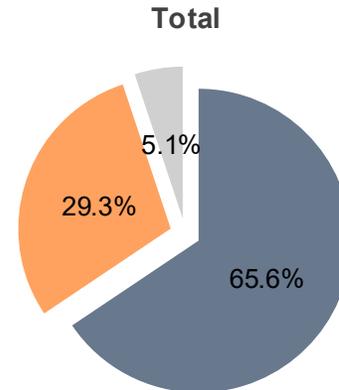
# Among the 66% who say important, 65% said somewhat important

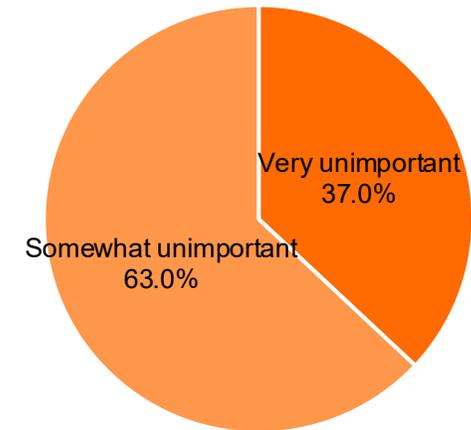Question 20:     How important are extended evening hours at libraries?

**Among those who said important**
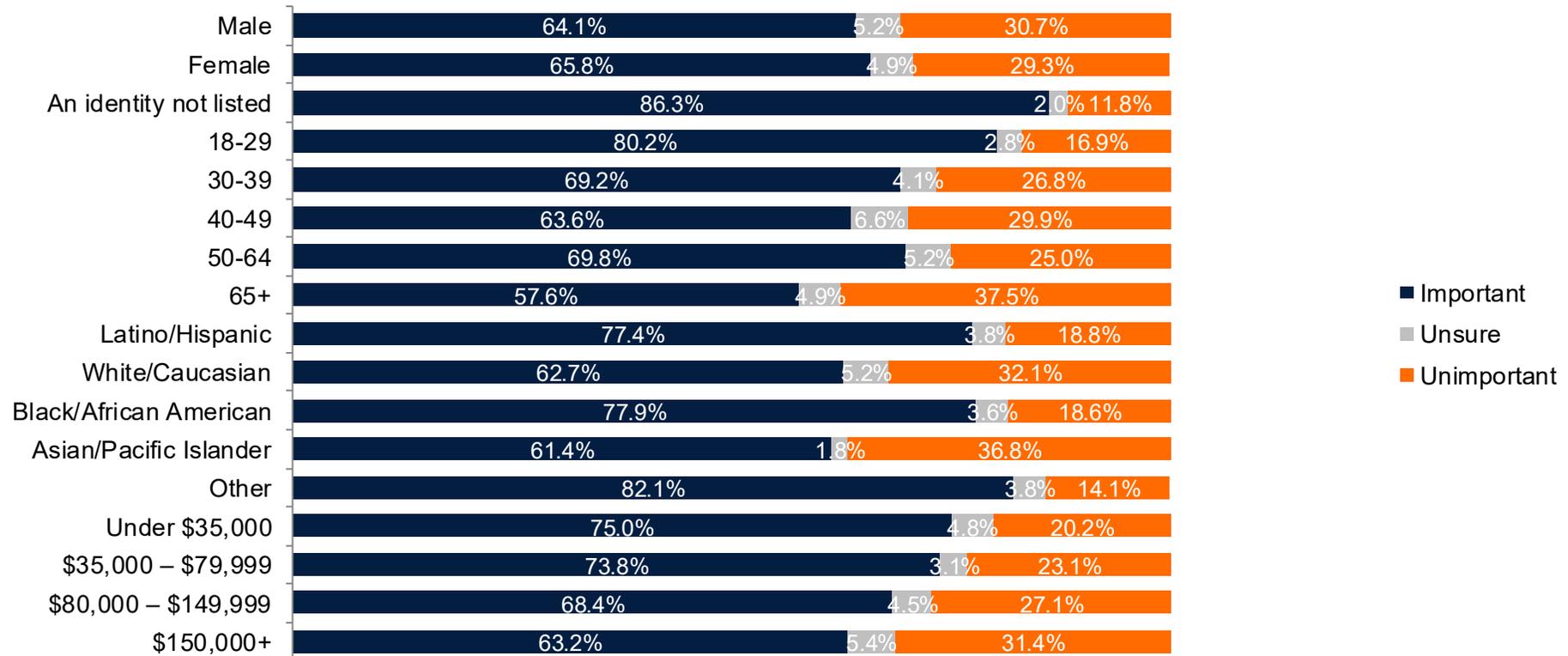
**29.3% of respondents said unimportant**

**Among those who said unimportant**

Very important
35.3%

Somewhat important
64.7%

**Total**

5.1%

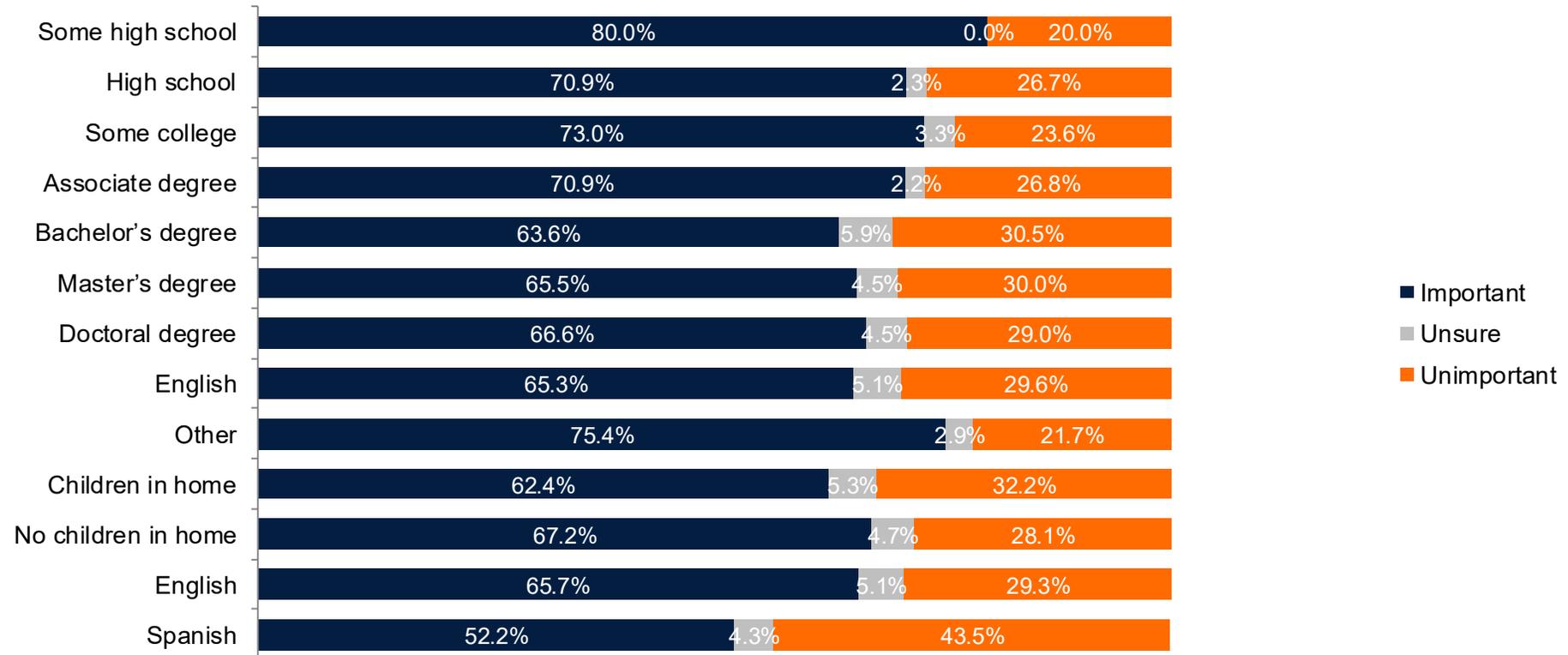29.3%

65.6%

Very unimportant
37.0%

Somewhat unimportant
63.0%

# Results by gender, age group, ethnicity, and household income

Question 20:     How important are extended evening hours at libraries?

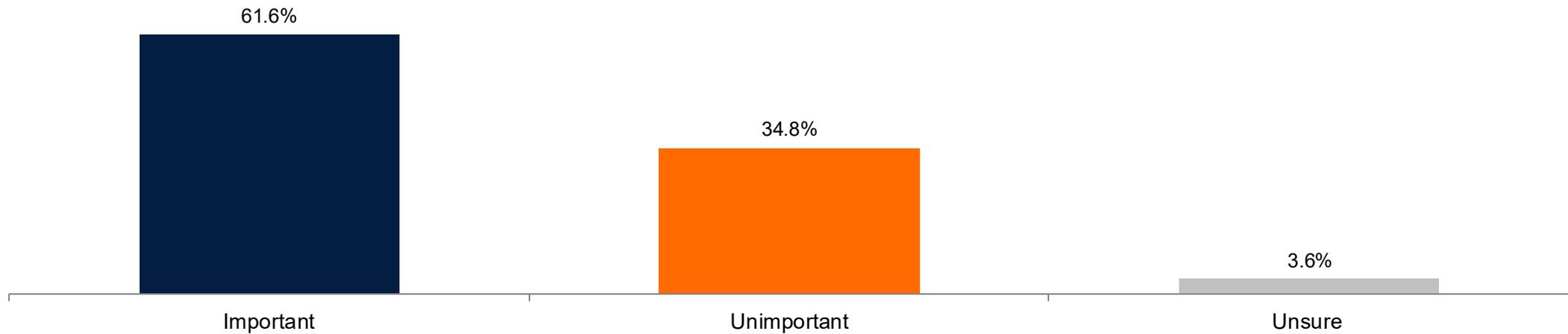| | Important | Unsure | Unimportant |
|---|---|---|---|
| Male | 64.1% | 5.2% | 30.7% |
| Female | 65.8% | 4.9% | 29.3% |
| An identity not listed | 86.3% | 2.0% | 11.8% |
| 18-29 | 80.2% | 2.8% | 16.9% |
| 30-39 | 69.2% | 4.1% | 26.8% |
| 40-49 | 63.6% | 6.6% | 29.9% |
| 50-64 | 69.8% | 5.2% | 25.0% |
| 65+ | 57.6% | 4.9% | 37.5% |
| Latino/Hispanic | 77.4% | 3.8% | 18.8% |
| White/Caucasian | 62.7% | 5.2% | 32.1% |
| Black/African American | 77.9% | 3.6% | 18.6% |
| Asian/Pacific Islander | 61.4% | 1.8% | 36.8% |
| Other | 82.1% | 3.8% | 14.1% |
| Under $35,000 | 75.0% | 4.8% | 20.2% |
| $35,000 – $79,999 | 73.8% | 3.1% | 23.1% |
| $80,000 – $149,999 | 68.4% | 4.5% | 27.1% |
| $150,000+ | 63.2% | 5.4% | 31.4% |

# Results by education, language spoken at home, children in home, and survey language

Question 20: How important are extended evening hours at libraries?

| | Important | Unsure | Unimportant |
|---|---|---|---|
| Some high school | 80.0% | 0.0% | 20.0% |
| High school | 70.9% | 2.3% | 26.7% |
| Some college | 73.0% | 3.3% | 23.6% |
| Associate degree | 70.9% | 2.2% | 26.8% |
| Bachelor's degree | 63.6% | 5.9% | 30.5% |
| Master's degree | 65.5% | 4.5% | 30.0% |
| Doctoral degree | 66.6% | 4.5% | 29.0% |
| English | 65.3% | 5.1% | 29.6% |
| Other | 75.4% | 2.9% | 21.7% |
| Children in home | 62.4% | 5.3% | 32.2% |
| No children in home | 67.2% | 4.7% | 28.1% |
| English | 65.7% | 5.1% | 29.3% |
| Spanish | 52.2% | 4.3% | 43.5% |

# 62% of respondents say being open seven days a week is important

Question 21:    How important is having libraries open seven days a week?



| | | |
|---|---|---|
| 61.6% | 34.8% | 3.6% |
| Important | Unimportant | Unsure |

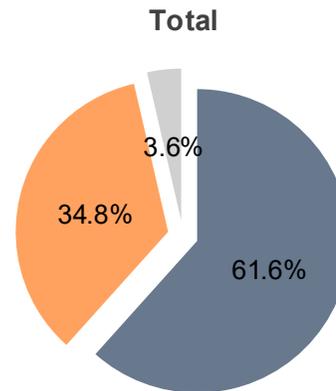# Among the 62% who say important, 63% said somewhat important

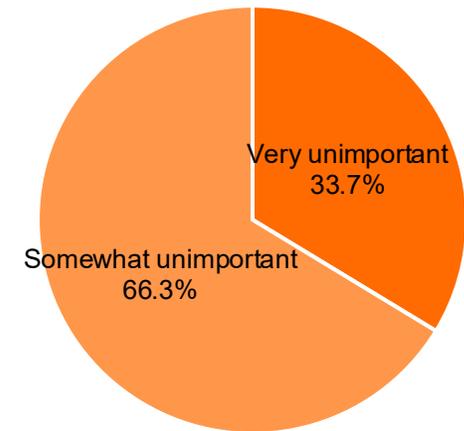Question 21:     How important is having libraries open seven days a week?



**Among those who said important**

Very important
37.0%

Somewhat important
63.0%

**34.8% of respondents said unimportant**

**Total**

3.6%

34.8%

61.6%

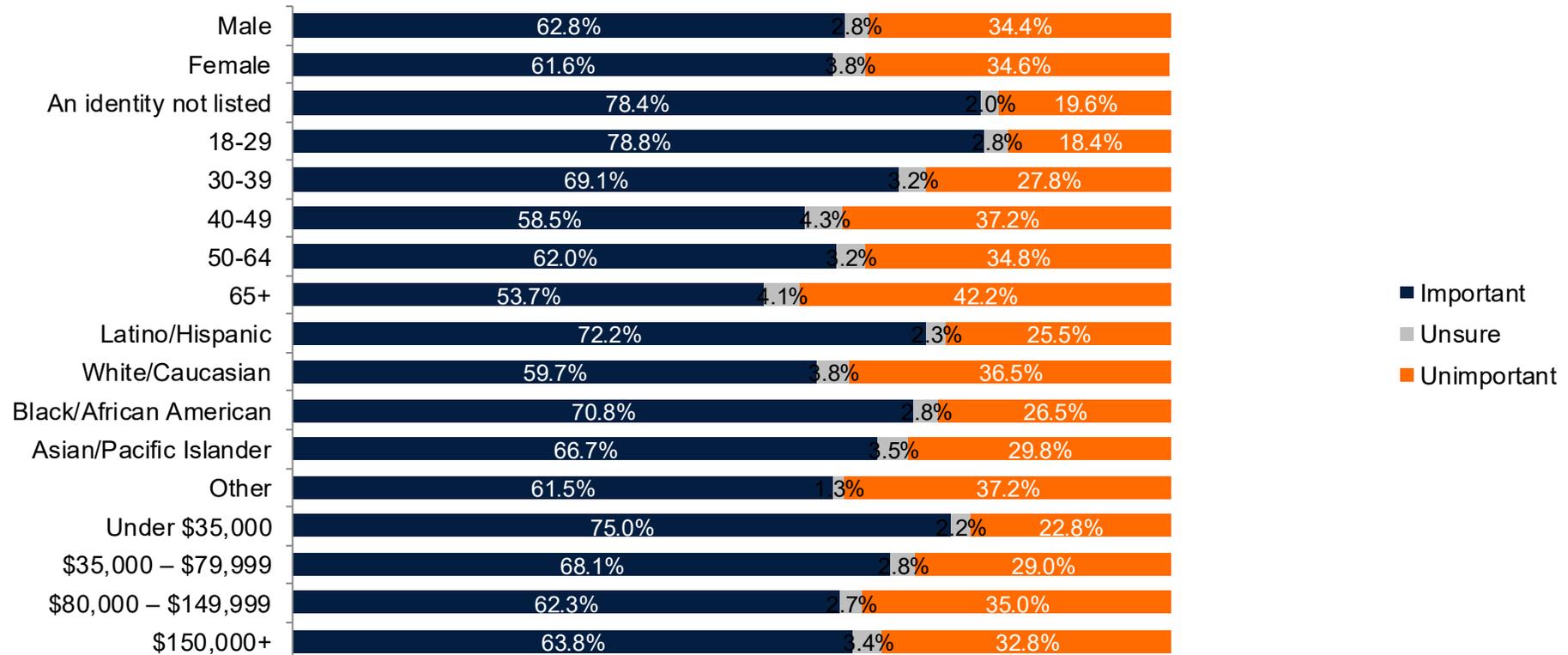**Among those who said unimportant**
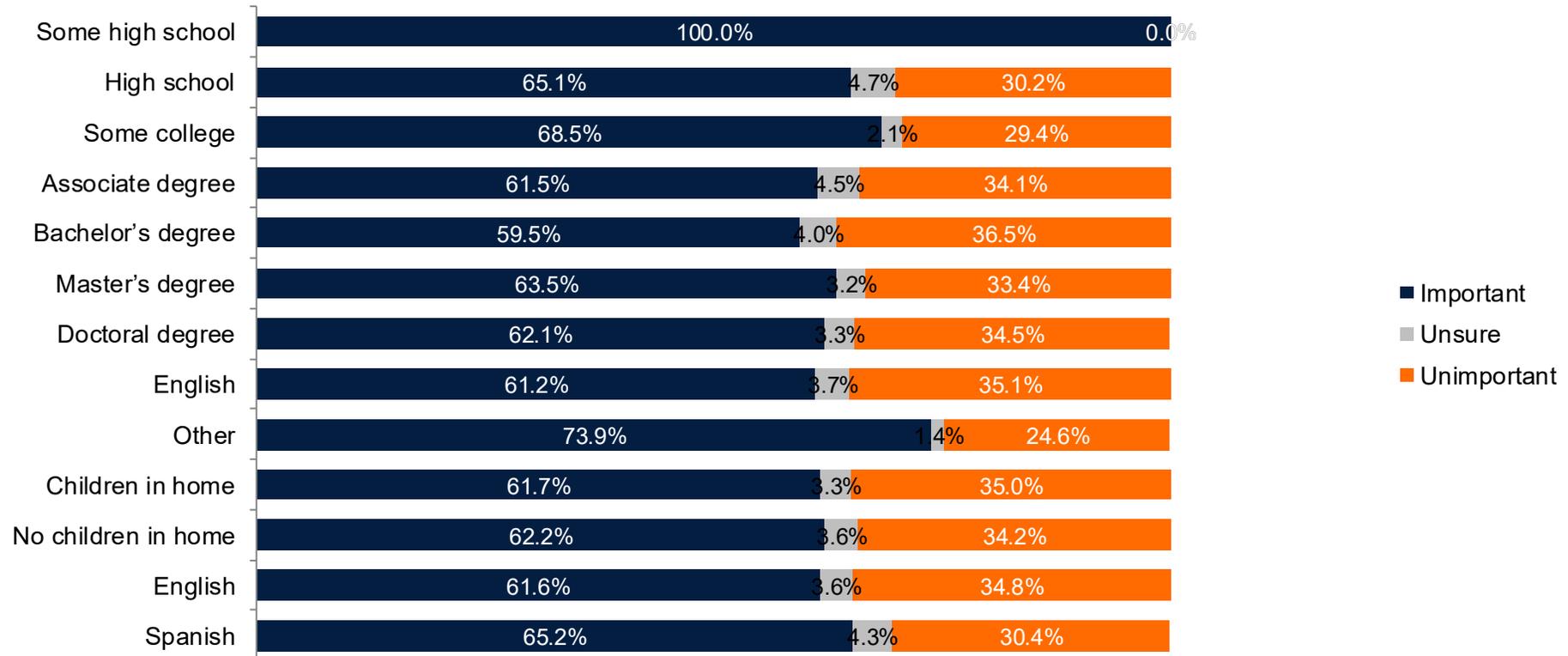
Very unimportant
33.7%

Somewhat unimportant
66.3%

# Results by gender, age group, ethnicity, and household income

Question 21:     How important is having libraries open seven days a week?

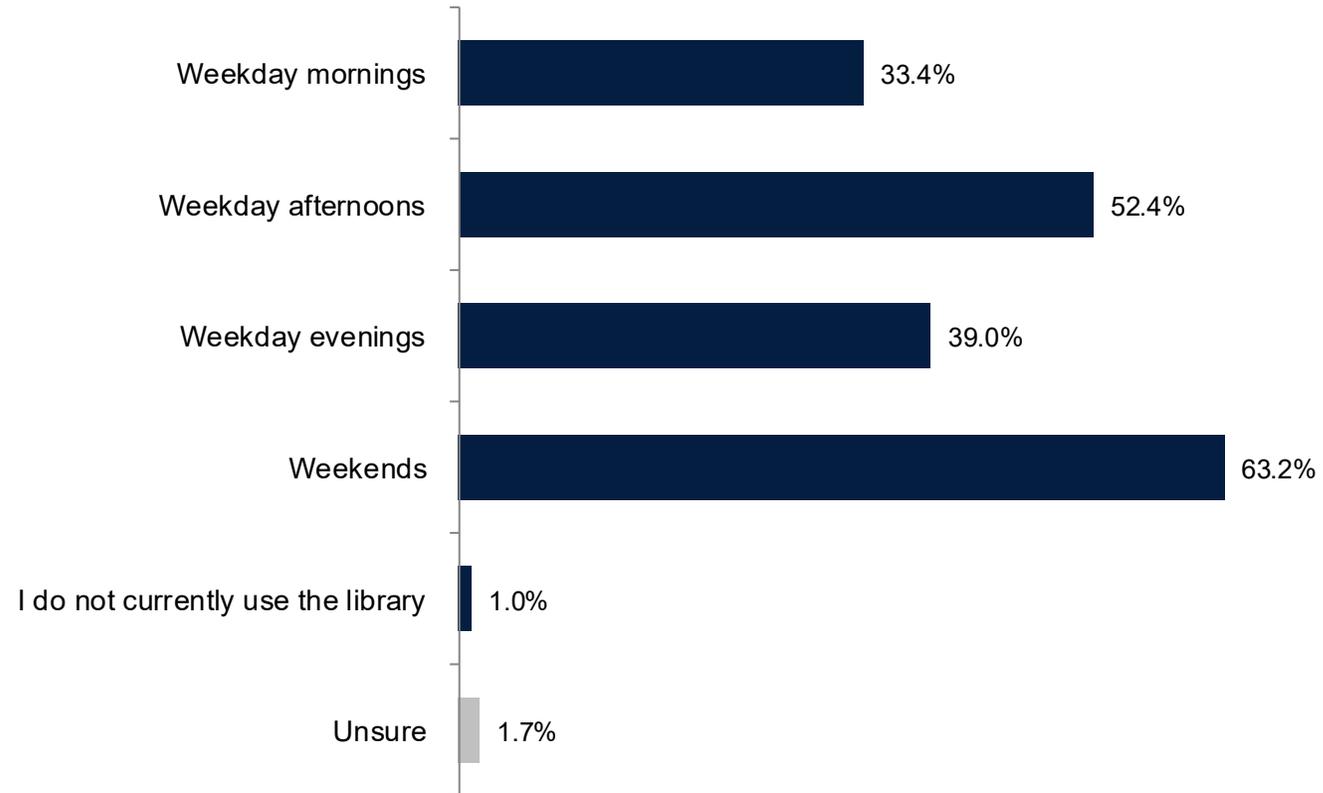| | Important | Unsure | Unimportant |
|---|---|---|---|
| Male | 62.8% | 2.8% | 34.4% |
| Female | 61.6% | 3.8% | 34.6% |
| An identity not listed | 78.4% | 2.0% | 19.6% |
| 18-29 | 78.8% | 2.8% | 18.4% |
| 30-39 | 69.1% | 3.2% | 27.8% |
| 40-49 | 58.5% | 4.3% | 37.2% |
| 50-64 | 62.0% | 3.2% | 34.8% |
| 65+ | 53.7% | 4.1% | 42.2% |
| Latino/Hispanic | 72.2% | 2.3% | 25.5% |
| White/Caucasian | 59.7% | 3.8% | 36.5% |
| Black/African American | 70.8% | 2.8% | 26.5% |
| Asian/Pacific Islander | 66.7% | 3.5% | 29.8% |
| Other | 61.5% | 1.3% | 37.2% |
| Under $35,000 | 75.0% | 2.2% | 22.8% |
| $35,000 – $79,999 | 68.1% | 2.8% | 29.0% |
| $80,000 – $149,999 | 62.3% | 2.7% | 35.0% |
| $150,000+ | 63.8% | 3.4% | 32.8% |

# Results by education, language spoken at home, children in home, and survey language

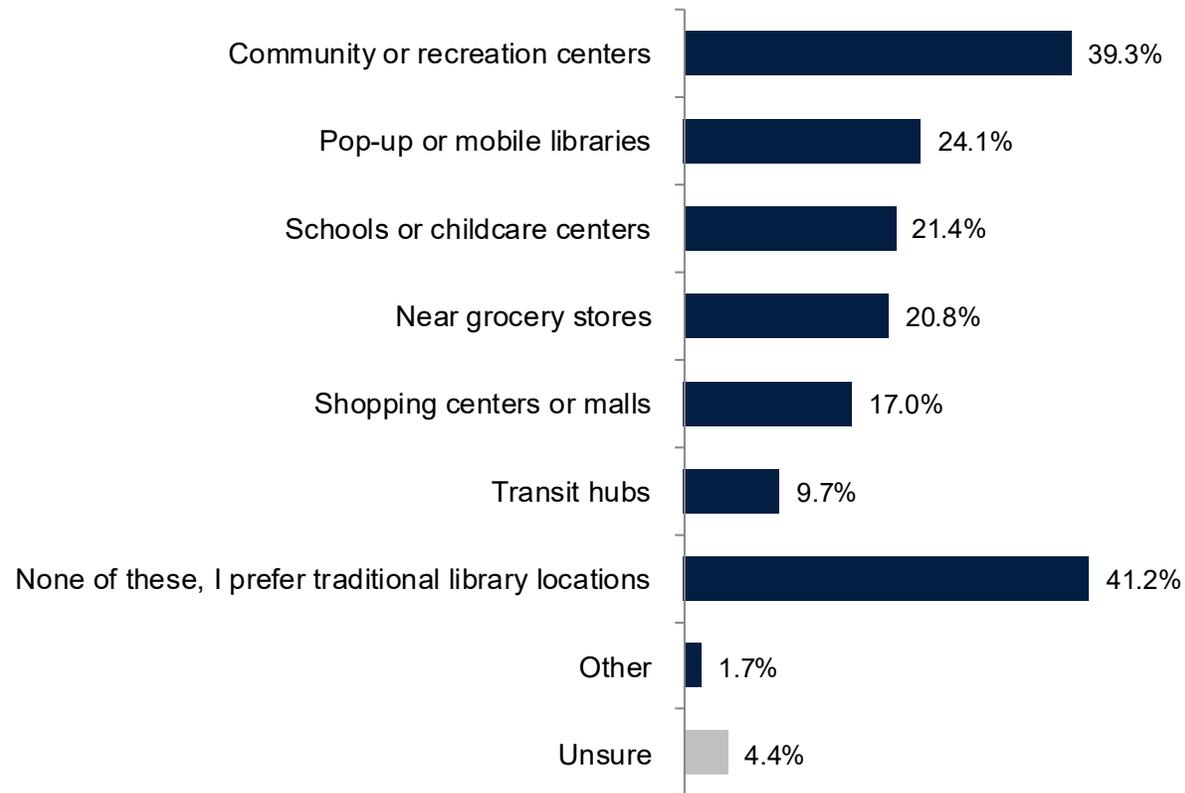Question 21:     How important is having libraries open seven days a week?

| | Important | Unsure | Unimportant |
|---|---|---|---|
| Some high school | 100.0% | | 0.0% |
| High school | 65.1% | 4.7% | 30.2% |
| Some college | 68.5% | 2.1% | 29.4% |
| Associate degree | 61.5% | 4.5% | 34.1% |
| Bachelor's degree | 59.5% | 4.0% | 36.5% |
| Master's degree | 63.5% | 3.2% | 33.4% |
| Doctoral degree | 62.1% | 3.3% | 34.5% |
| English | 61.2% | 3.7% | 35.1% |
| Other | 73.9% | 1.4% | 24.6% |
| Children in home | 61.7% | 3.3% | 35.0% |
| No children in home | 62.2% | 3.6% | 34.2% |
| English | 61.6% | 3.6% | 34.8% |
| Spanish | 65.2% | 4.3% | 30.4% |

■ Important
■ Unsure
■ Unimportant

# Most respondents are likely to visit the library during weekends

Question 22:     When are you most likely to visit the library? Select all that apply.



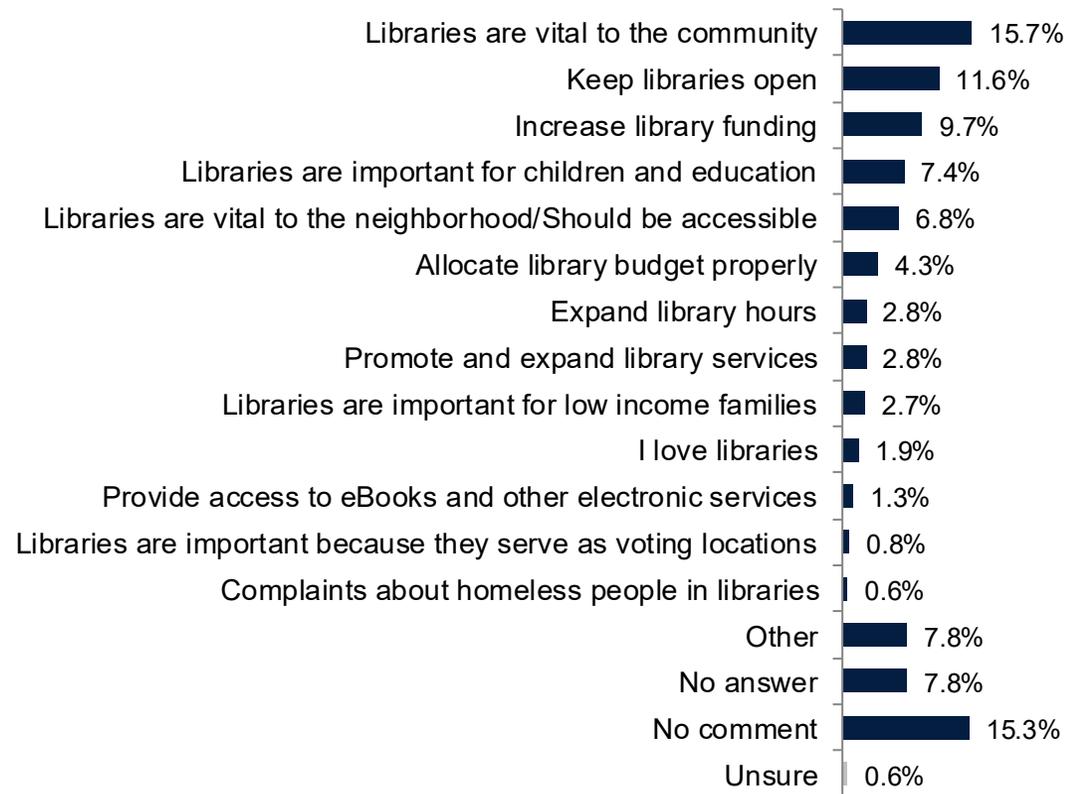| Category | Percentage |
|---|---|
| Weekday mornings | 33.4% |
| Weekday afternoons | 52.4% |
| Weekday evenings | 39.0% |
| Weekends | 63.2% |
| I do not currently use the library | 1.0% |
| Unsure | 1.7% |

# 41% of respondents prefer traditional library locations, and there is broad interest in library services at alternative locations

Question 23:     If the Dallas Public Library system were to offer services outside of the current library location, what kind of location would interest you the most? Select all that apply.

| Location | Percentage |
|---|---|
| Community or recreation centers | 39.3% |
| Pop-up or mobile libraries | 24.1% |
| Schools or childcare centers | 21.4% |
| Near grocery stores | 20.8% |
| Shopping centers or malls | 17.0% |
| Transit hubs | 9.7% |
| None of these, I prefer traditional library locations | 41.2% |
| Other | 1.7% |
| Unsure | 4.4% |

# Top considerations for City leaders include: Libraries are vital to the community, keep libraries open, and increase library funding
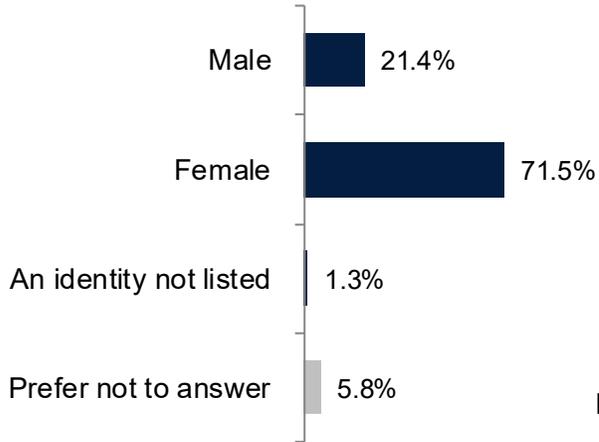
Question 24: Is there anything else you would like City leaders to consider before making decisions about library funding and services?
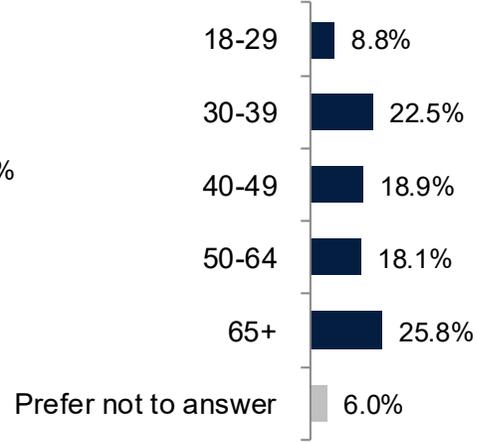[OPEN-ENDED RESPONSE]

| Response | % |
|---|---|
| Libraries are vital to the community | 15.7% |
| Keep libraries open | 11.6% |
| Increase library funding | 9.7% |
| Libraries are important for children and education | 7.4% |
| Libraries are vital to the neighborhood/Should be accessible | 6.8% |
| Allocate library budget properly | 4.3% |
| Expand library hours | 2.8% |
| Promote and expand library services | 2.8% |
| Libraries are important for low income families | 2.7% |
| I love libraries | 1.9% |
| Provide access to eBooks and other electronic services | 1.3% |
| Libraries are important because they serve as voting locations | 0.8% |
| Complaints about homeless people in libraries | 0.6% |
| Other | 7.8% |
| No answer | 7.8% |
| No comment | 15.3% |
| Unsure | 0.6% |

# Demographics

# Respondent demographics by gender, age group, ethnicity, household income, education, language spoken at home, years of residency, and survey language
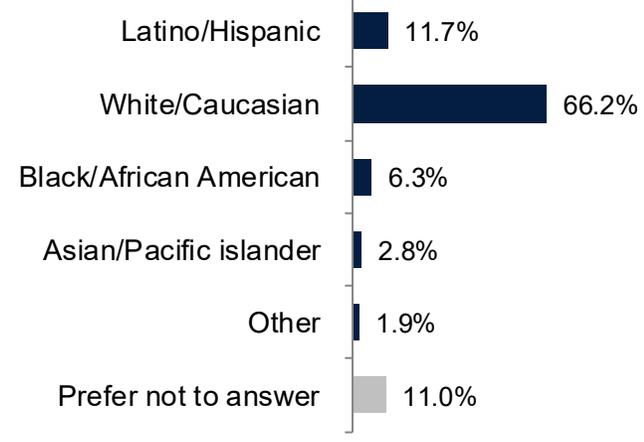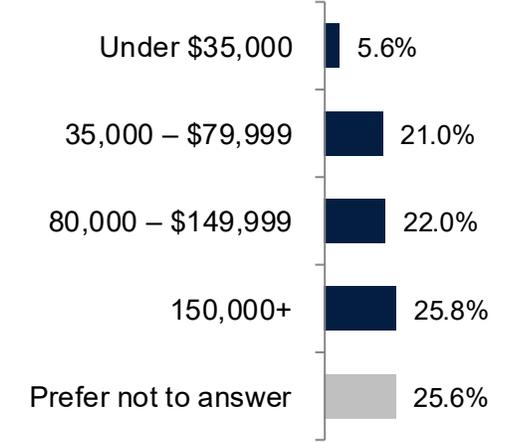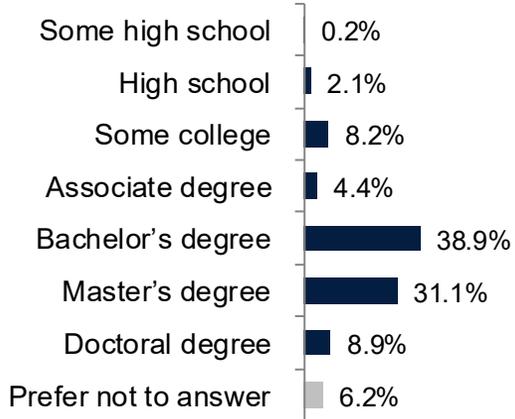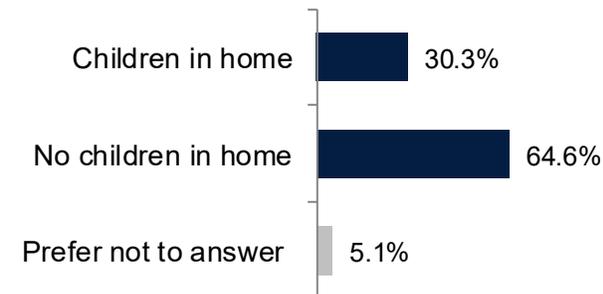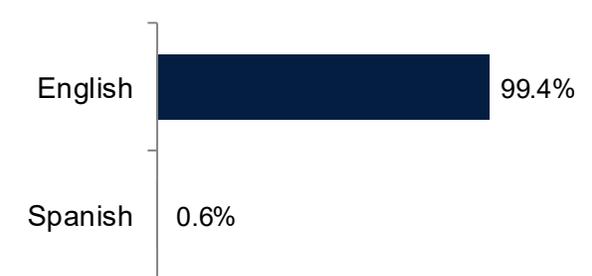
## Gender

- Male — 21.4%
- Female — 71.5%
- An identity not listed — 1.3%
- Prefer not to answer — 5.8%

## Age Group

- 18-29 — 8.8%
- 30-39 — 22.5%
- 40-49 — 18.9%
- 50-64 — 18.1%
- 65+ — 25.8%
- Prefer not to answer — 6.0%

## Ethnicity

- Latino/Hispanic — 11.7%
- White/Caucasian — 66.2%
- Black/African American — 6.3%
- Asian/Pacific islander — 2.8%
- Other — 1.9%
- Prefer not to answer — 11.0%

## Household Income

- Under $35,000 — 5.6%
- 35,000 – $79,999 — 21.0%
- 80,000 – $149,999 — 22.0%
- 150,000+ — 25.8%
- Prefer not to answer — 25.6%

## Education

- Some high school — 0.2%
- High school — 2.1%
- Some college — 8.2%
- Associate degree — 4.4%
- Bachelor's degree — 38.9%
- Master's degree — 31.1%
- Doctoral degree — 8.9%
- Prefer not to answer — 6.2%

## Language spoken at home

- English — 96.6%
- Other — 3.4%

## Children in home

- Children in home — 30.3%
- No children in home — 64.6%
- Prefer not to answer — 5.1%

## Survey Language

- English — 99.4%
- Spanish — 0.6%

PROBOLSKY RESEARCH

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# Questions?

**Probolsky Research**

Dr. Adam Probolsky, President

Joshua Emeneger, Principal Researcher

Probolskyresearch.com

**Friends of the Dallas Public Library**

Denise McGovern, Executive Director

Nicole Paquette, Chair, Board of Directors
SupportDPL.org

**Opinion Research on Elections and Public Policy**

Prepared for: