

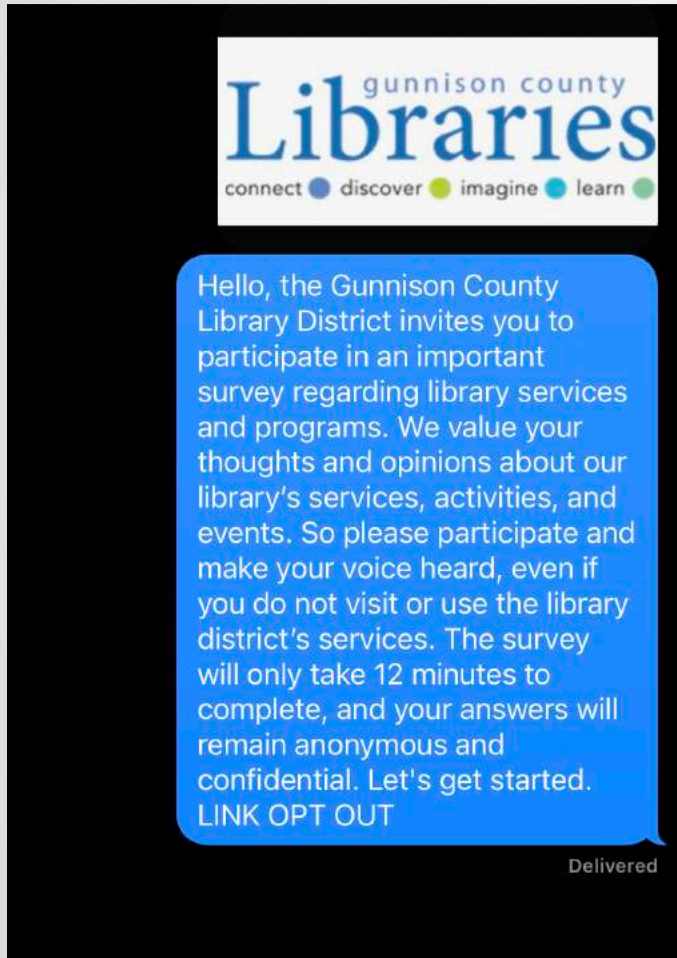
# Gunnison County Libraries Community Survey

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June 28<sup>th</sup> – July 12<sup>th</sup>, 2023



# Methodology



- Magellan Strategies are pleased to present the results of an online survey of 423 residents in Gunnison County, Colorado. The interviews were conducted from June 28<sup>th</sup> – July 12<sup>th</sup>, 2023.
- The overall survey responses have a margin of error of +/- 4.7% at the 95% confidence interval. Population subgroups will have a higher margin of error than the overall sample.
- The survey results were weighted to be representative of the adult population demographics of Gunnison County, Colorado.

# Gunnison County Voter Demographics



City or Town	Registration	
City of Gunnison	4,835	32.8%
Town of Crested Butte	1,583	10.7%
Town of Mt Crested Butte	999	6.8%
Other	7,339	49.7%
<b>Total</b>	<b>14,756</b>	<b>100.0%</b>

Sex	Registration	
Female	6,886	46.7%
Male	7,870	53.3%
<b>Total</b>	<b>14,756</b>	<b>100.0%</b>

Age Group	Registration	
18-34	4,325	29.3%
35-44	2,784	18.9%
45-54	2,391	16.2%
55-64	2,101	14.2%
65+	3,155	21.4%
<b>Total</b>	<b>14,756</b>	<b>100.0%</b>

Party	Registration	
Unaffiliated	7,498	50.8%
Democrat	4,001	27.1%
Republican	2,903	19.7%
Libertarian	214	1.5%
Other	140	0.9%
<b>Total</b>	<b>14,756</b>	<b>100.0%</b>

# Key Findings



- Residents have a very high (79%) favorable opinion of the Gunnison Library, and only 4% say they have an unfavorable opinion. When asked about the Crested Butte Library, 44% had no opinion, mainly due to the fact they have not been there or used the library's services. However, among those who do have an opinion, 50% have a favorable opinion compared to only 6% having an unfavorable opinion.
- Among all respondents, 63% use the Gunnison Library most often, 25% use the Crested Butte Library most often, and 8% never use the libraries.

# Key Findings



- Among residents that use the Gunnison Library, a majority are satisfied with the building space and location, the hours of operation, and the services provided.
- A plurality of respondents mostly use the Gunnison Library to check out books, with 44% mentioning they check out books when asked what service, activity, or event they use the most. Other top mentions were meeting spaces (16% of mentions), kids/children's activities (13% of mentions), events (11% of mentions), and presentations (6% of mentions).

# Key Findings



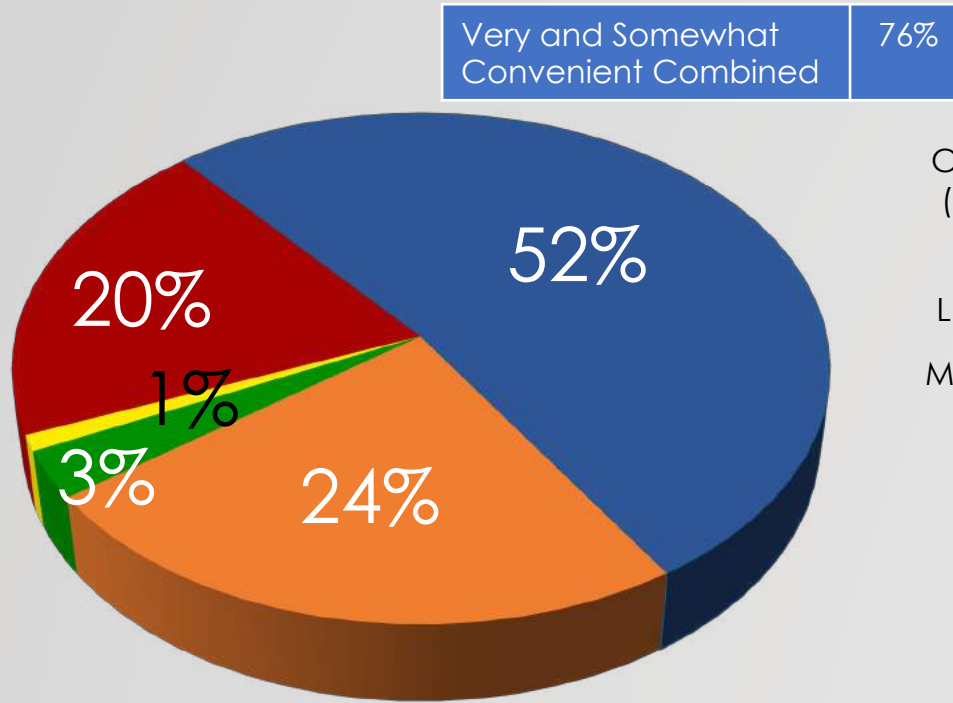
- Respondents' top three library services, activities, and events by importance are providing free public access to high-quality, fast internet service, belonging to the InterLibrary Loan System and Marmot, and providing free public access to computers.
- Among respondents who use the Crested Butte Library the most, more than half are very satisfied with the hours of operation and the library services. Nearly half, 48%, are very satisfied with the building space, size, and location. Forty percent of respondents are very satisfied with the library activities and events.
- Respondent's top three library services, activities, and events by importance at the Crested Butte Library are belonging to the InterLibrary Loan System and Marmot, providing free public access to high-quality, fast internet service, and having a wide selection of physical and digital books, movies, music, magazines.

# Key Findings

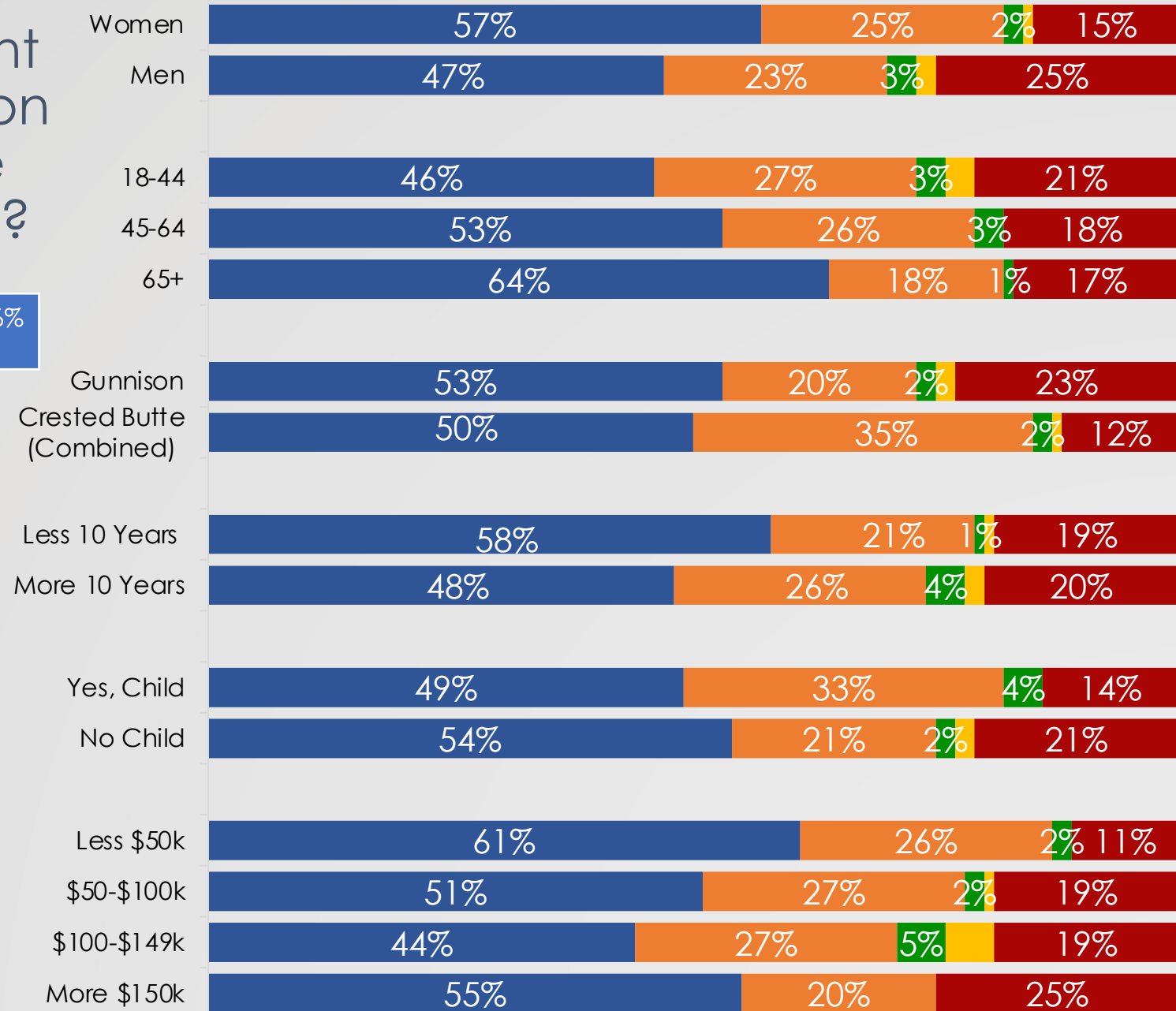


- When looking at a potential ballot measure to fund a new library building in the North Valley, 46% of respondents would vote yes and approve the ballot measure, 42% would vote no and reject the ballot measure, and 12% are undecided. Among those who would vote yes and approve the ballot measure, many mentioned the need for the library in the community, and that the current Crested Butte Library is too small and can't offer the services that the community would like. Among those who would vote no and reject the ballot measure, many mentioned too high taxes already, specifically mentioning the increase in property assessments. Other respondents mentioned that the current library is good enough, and they love the character of the current building. There was also a select group of respondents who mentioned that they live in Gunnison and didn't feel they should pay for the Crested Butte Library when they wouldn't use it.

# How convenient are the current operating hours for the Gunnison Library and the Crested Butte Library for you and your family?



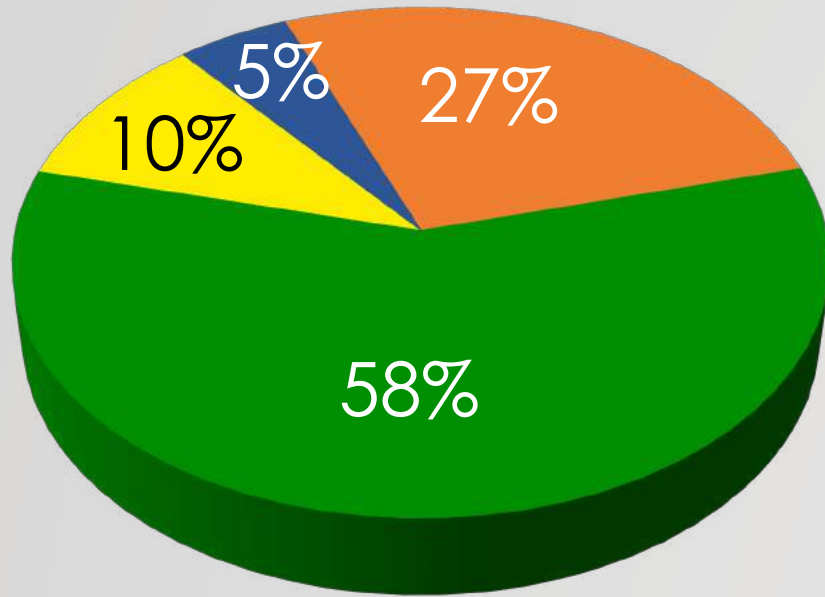
■ Very Convenient      ■ Somewhat Convenient  
■ Not Too Convenient      ■ Not Convenient at All  
■ Unsure or No Opinion



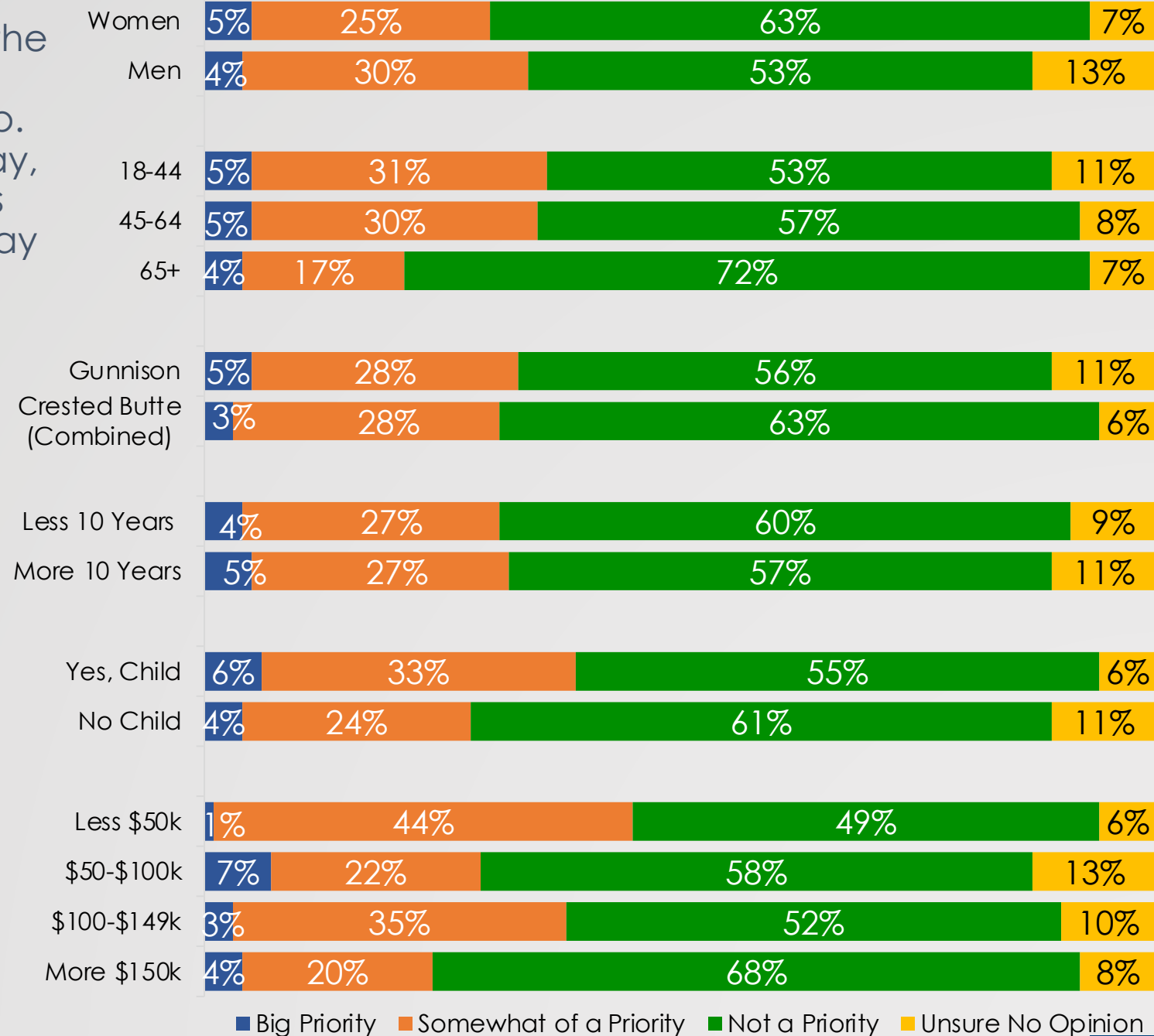
■ Very Convenient      ■ Somewhat Convenient  
■ Not Too Convenient      ■ Not Convenient at All  
■ Unsure



As you may know, the operating hours for the Gunnison Library and the Crested Butte Library are Monday to Friday, 9 a.m. to 6 p.m., Saturday, 10 a.m. to 4 p.m., and Sunday, 1 p.m. to 5 p.m. How much of a priority is expanding the operating hours on weekday evenings and weekends to you or a household member?

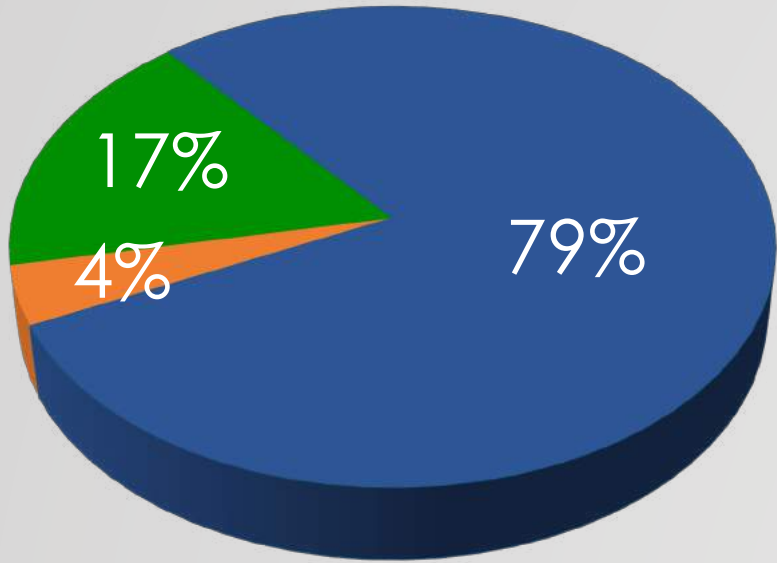


- Big Priority
- Somewhat of a Priority
- Not a Priority
- Unsure or No Opinion



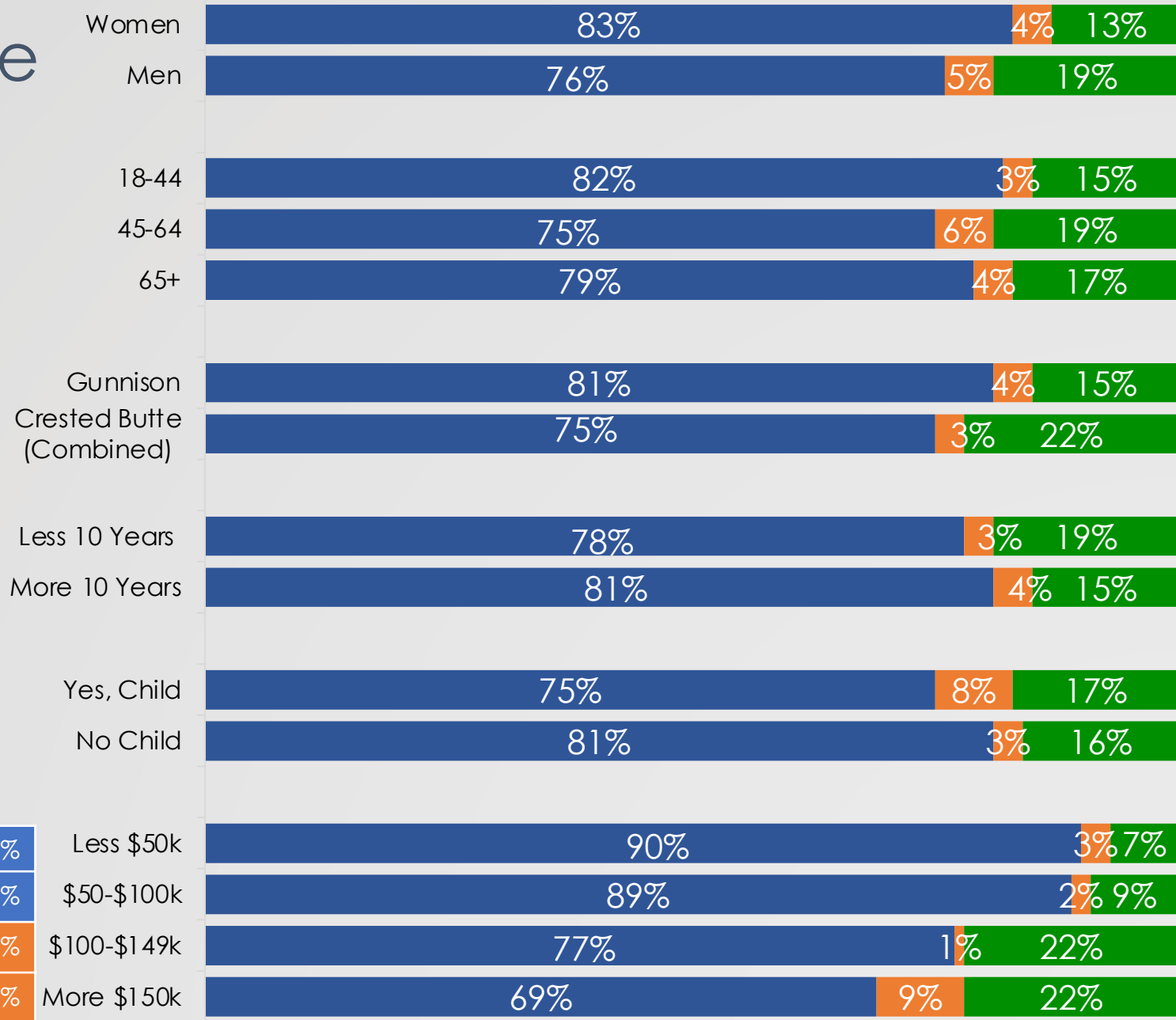
- Big Priority
- Somewhat of a Priority
- Not a Priority
- Unsure No Opinion

# Do you have a favorable or unfavorable of the Gunnison Library?



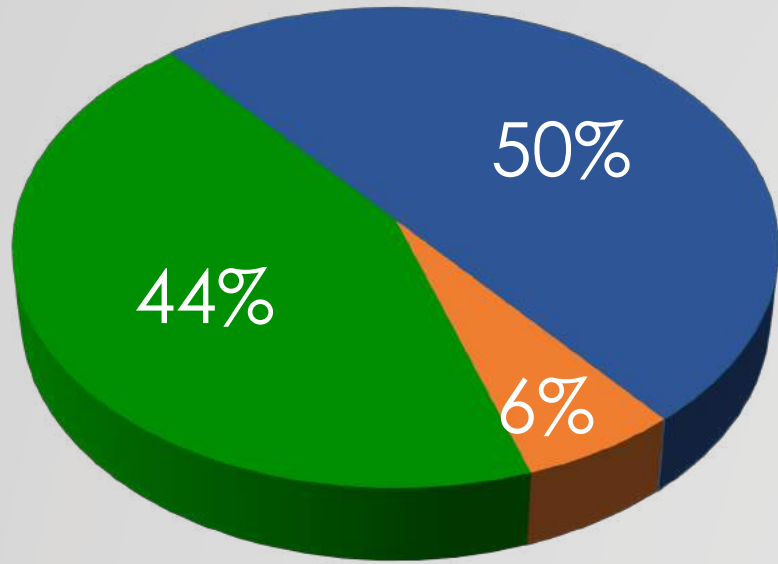
- Total Favorable
- Total Unfavorable
- Unsure or No Opinion

Very Favorable	60%
Somewhat Favorable	19%
Very Unfavorable	2%
Somewhat Unfavorable	2%



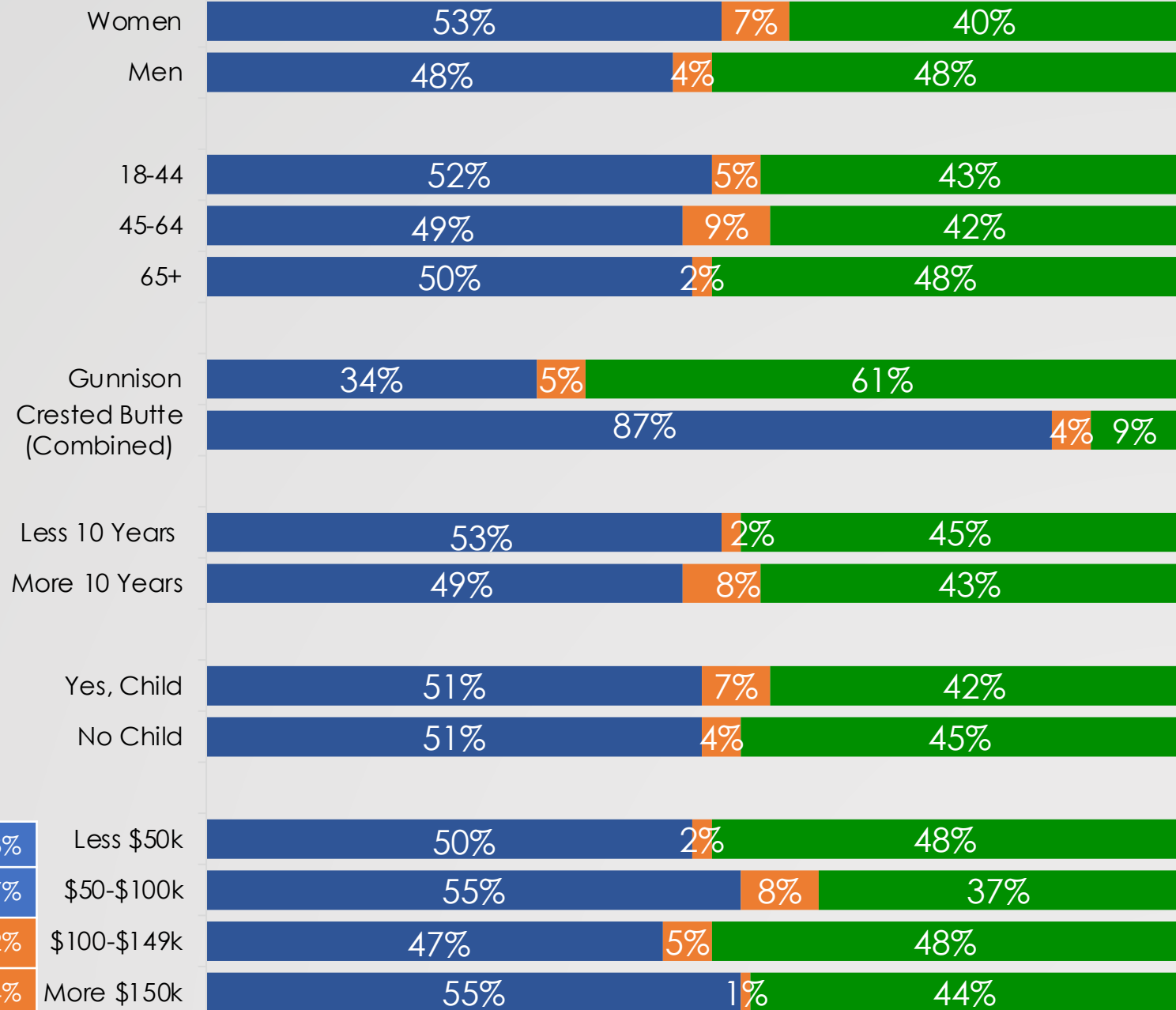
- Total Favorable
- Total Unfavorable
- Unsure or No Opinion

# Do you have a favorable or unfavorable of the **Crested Butte Library** that is located within the Historic Old Rock Schoolhouse?



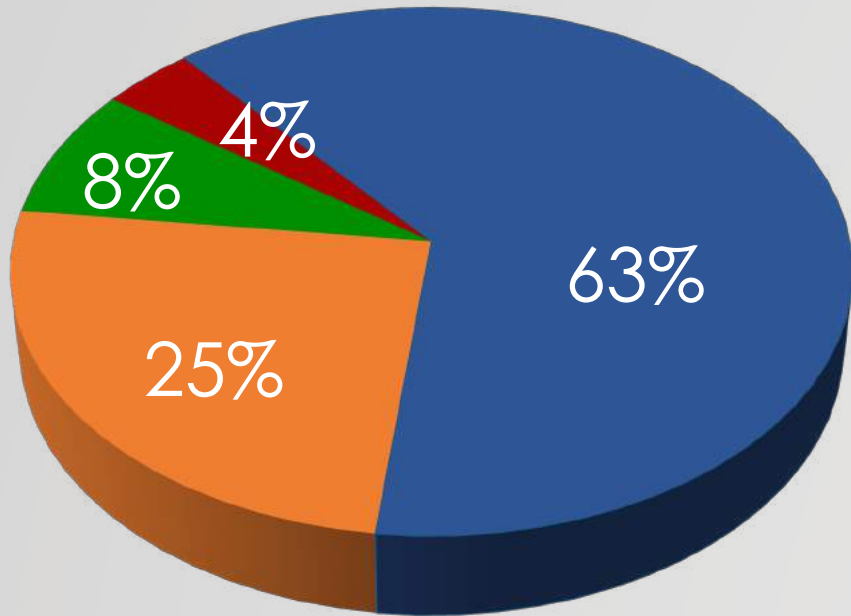
- Total Favorable
- Total Unfavorable
- Unsure or No Opinion

Very Favorable	33%
Somewhat Favorable	17%
Very Unfavorable	2%
Somewhat Unfavorable	4%

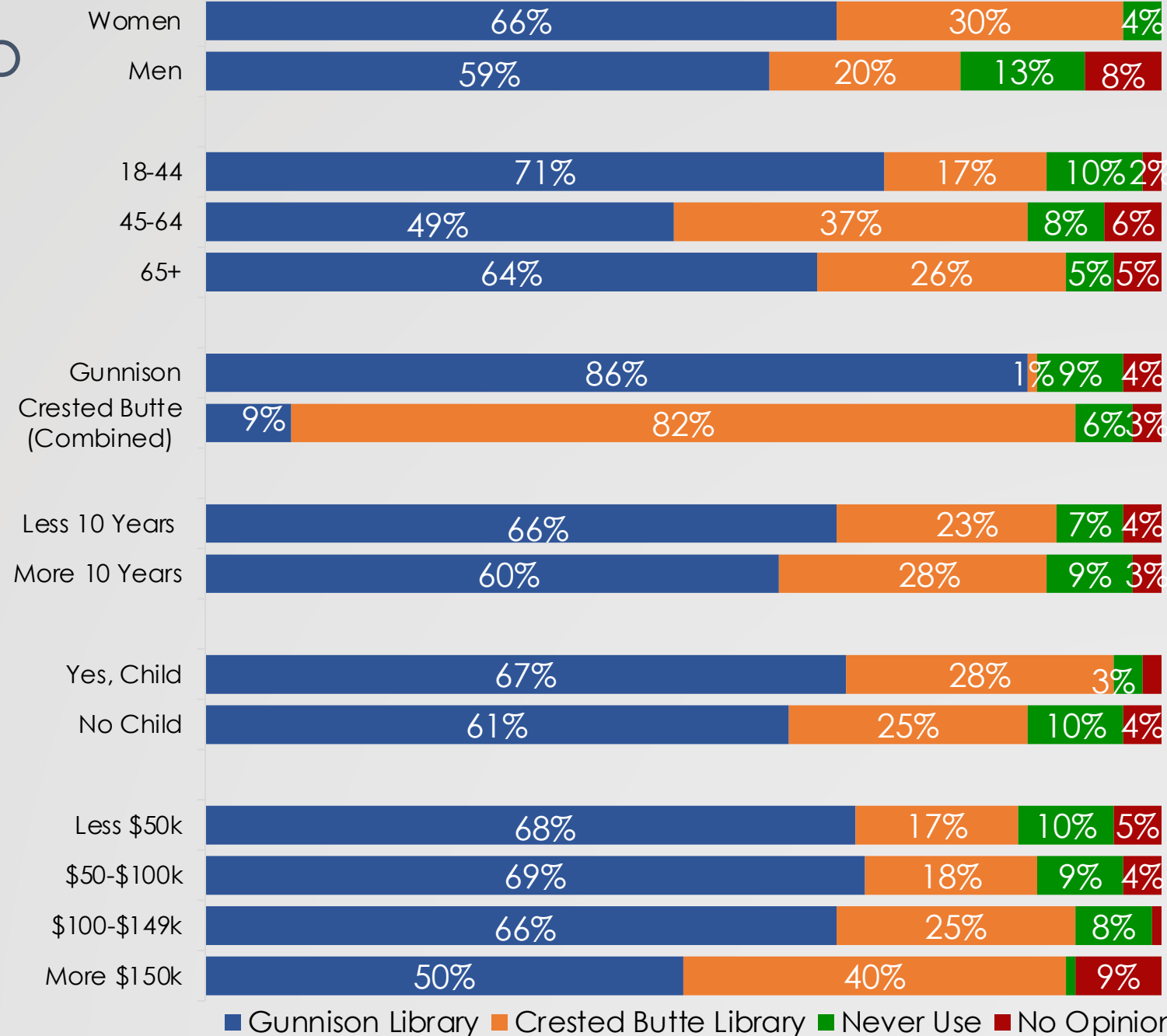


- Total Favorable
- Total Unfavorable
- Unsure or No Opinion

# Which library branch do you or a household member visit and use more often?



- Gunnison Library
- Crested Butte Library
- Never Use the Libraries
- No Opinion



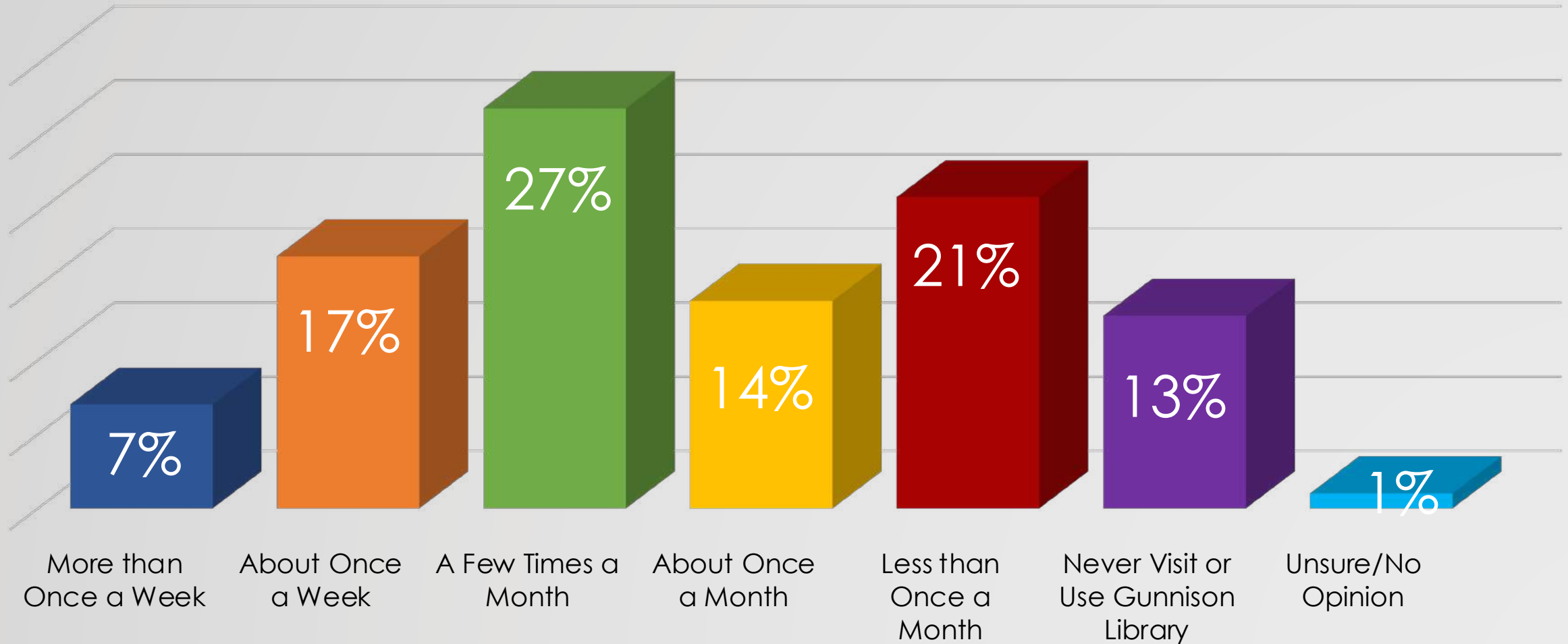
# Gunnison Library Specific Questions



- The following questions were asked to residents that use the Gunnison Library and those that do not use the libraries at all.
- 316n, +/- 5.45% MoE



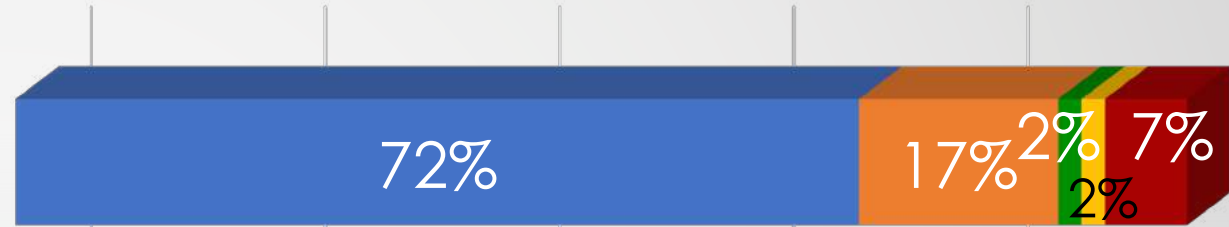
# How often do you or a household member visit the Gunnison Library to use its services or attend library activities and events?



# How satisfied are you with the following attributes of the Gunnison Library?

Among respondents that use the Gunnison Library, 270n, +/- 5.91% MoE | Ranked By Very Satisfied

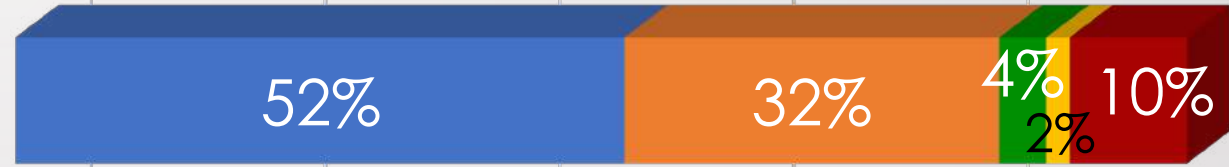
The library building space size and location



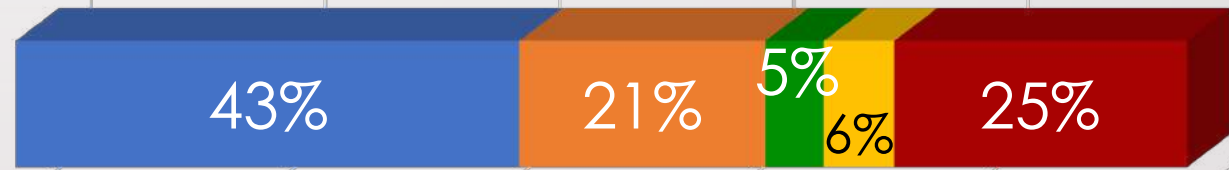
The hours of operation



The library services provided (range of book & magazine options, places to read, internet...)



Library Activities and events offered for all age groups (book clubs, storytimes, etc.)



Very Satisfied  
Somewhat Satisfied  
Not Too Satisfied  
Not Satisfied at All  
Unsure/No Opinion

# What library services, activities, and events at the Gunnison Library do you or a member of your household use or appreciate the most?

Among respondents that use the Gunnison Library, 270n, +/- 5.91% MoE

Themes
Books, Checking Out Books – 44%
Meeting Spaces – 16%
Kids/Childrens – 13%
Events – 11%
Activities – 6%
Presentations – 6%
Other mentions: Ebooks, Crafts, Libby, InterLibrary Loan, DVD's, Lectures, Book Club, Speakers, Yoga.

“Book rentals - my elderly father uses the library a lot as well.”

**-Female, 18-34, Crested Butte**

“Interlibrary loans, Spanish classes, and group meeting spaces.”

**-Female, 35-44, Crested Butte South**

“We largely just checkout books, I often use the online services to order books in from other libraries and I appreciate that I can do that from my home.”

**-Male, 18-34, Gunnison**

“I am a compulsive reader and love your selection of reading material.”

**-Male, 45-54, Gunnison**

“Organizational meetings, beautiful surroundings, books and children's area.”

**-Female, 65+, Gunnison**

“Reserving books.”

**-Female, 45-54, Parlin**



# Are there any library services, activities, or events at the Gunnison Library that could be improved, if any?

Among respondents that use the Gunnison Library, 270n, +/- 5.91% MoE

Themes
Library (Love it as is) – 18%
Books (Expanding collection) – 9%
Events – 6%
Hours (Expanded, earlier) – 5%
Activities – 5%
Other mentions: More Online options, book clubs, stuff for teens.

“Teen options not just on Wednesdays after school.”

**-Female, 18-34, Almont**

“Maybe I would come in earlier at 8:30. Also the private rooms seem to fill quickly so more smaller rooms would have been great.”

**-Female, 35-44, Gunnison**

“Expanded weekday hours, maybe remain open to 7 or 8pm two or three nights per week if not four. Closing at 6pm on Fridays makes sense.”

**-Male, 55-64, Gunnison**

“More online options like newspapers.com etc for research.”

**-Female, 65+, Gunnison**

“Better selection of new books. It doesn't seem like that much more available with the new space than the old. Created butte has always, and continues to have, better and more varied selection of new books and authors.”

**-Female, 45-54, Gunnison**

“Bigger collection. Long waitlists for popular Ebooks and hard copy books even when coming through inter library loans..”

**-Female, 65+, Gunnison**

# Are there any library services, activities, or events at the Gunnison Library that could be improved, if any?

Among respondents that use the Gunnison Library, 270n, +/- 5.91% MoE

Themes
Not Necessary
Everything is now online.
Don't Read.

“Everything is online. No need.”

**-Female, 55-64, Gunnison**

“Everything that the Library provides we already have at our finger tips with the Internet.”

**-Female, 35-44, Crested Butte South**

“I have a kindle and home internet and no children.”

**-Male, 35-44, Gunnison**

“I don't read all that often and I am unaware of any events that are held at the library at any time.”

**-Male, 18-34, Gunnison**

# Gunnison Library Importance of Library Services, Activities, and Events

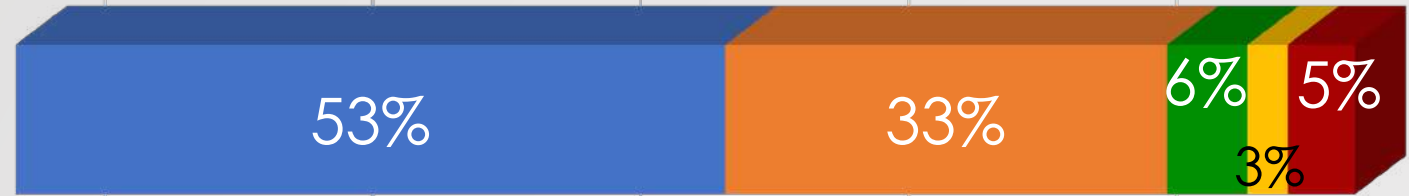
Following is a description of library services, activities, and events provided by the Gunnison Library. Using a scale from 1 to 10, with 10 indicating your opinion of the service or activity is very important and 1 indicating it is not important at all, please indicate your opinion. If you have never visited the Gunnison Library, we still want to know your opinion, so please provide an answer.

Among respondents that use the Gunnison Library, 270n, +/- 5.91% MoE | Ranked By 10-Very Important

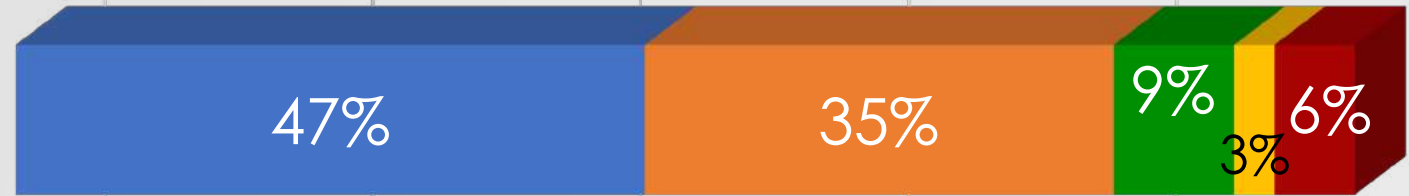
**Providing free public access to high-quality, fast internet service.**



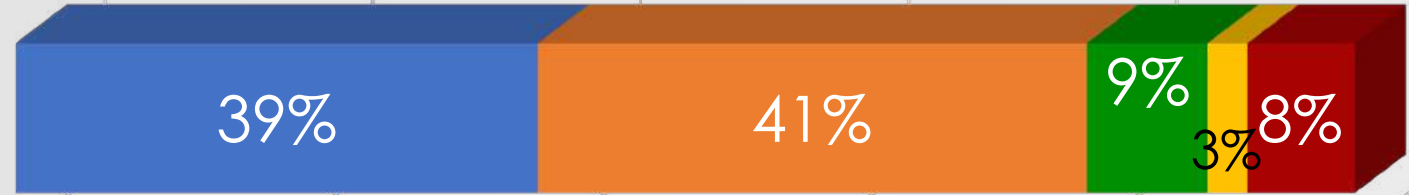
**Belonging to the InterLibrary Loan System and the Marmot Library Network to share library books and materials with 100+ other libraries in Colorado and the West.**



**Providing free public access to computers.**



**Hosting the Center for Family and Adult Education which provides learning opportunities to adult learners, new immigrants, and their families. These programs help with English language learning, GED preparation and testing, career and college readiness events, financial literacy education, understanding local law enforcement, healthcare, and free legal aid and assistance. In addition, the program provides parenting, financial literacy, career coaching, and personal health classes to the broader community.**

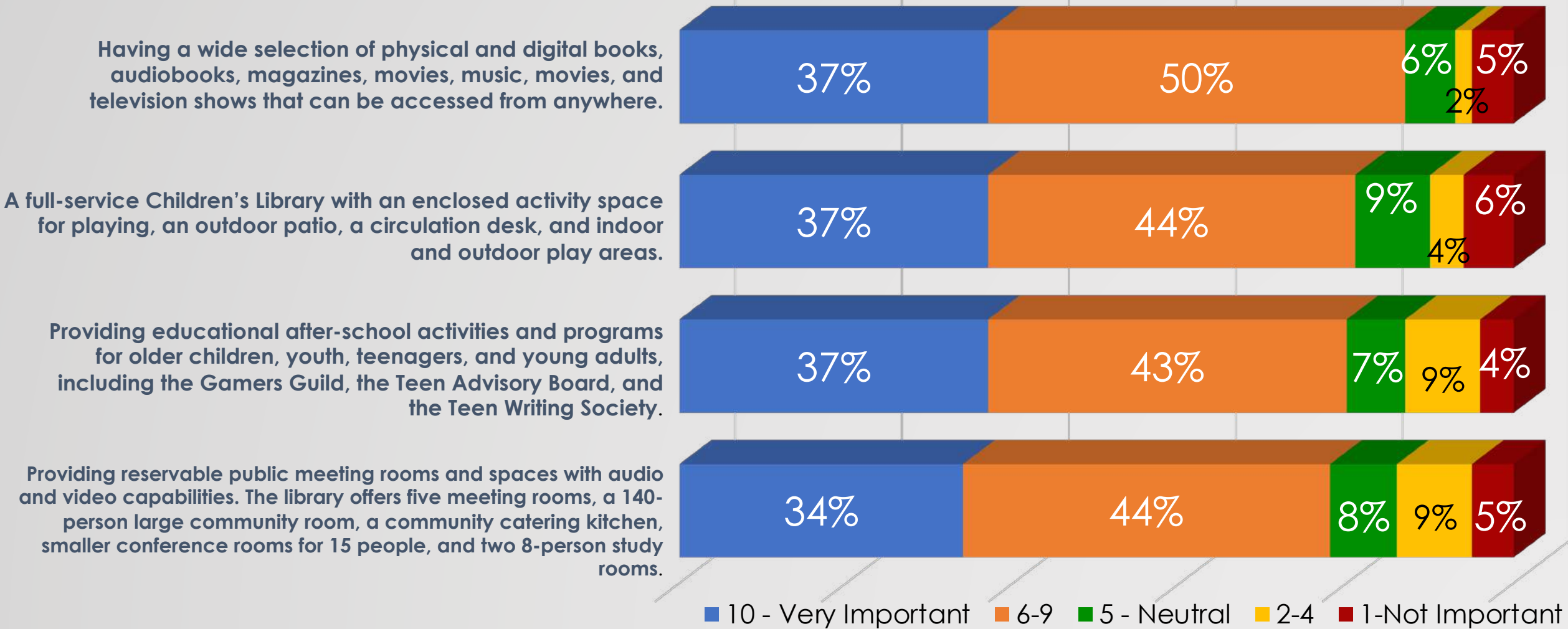


■ 10 - Very Important ■ 6-9 ■ 5 - Neutral ■ 2-4 ■ 1 - Not Important

# Gunnison Library Importance of Library Services, Activities, and Events

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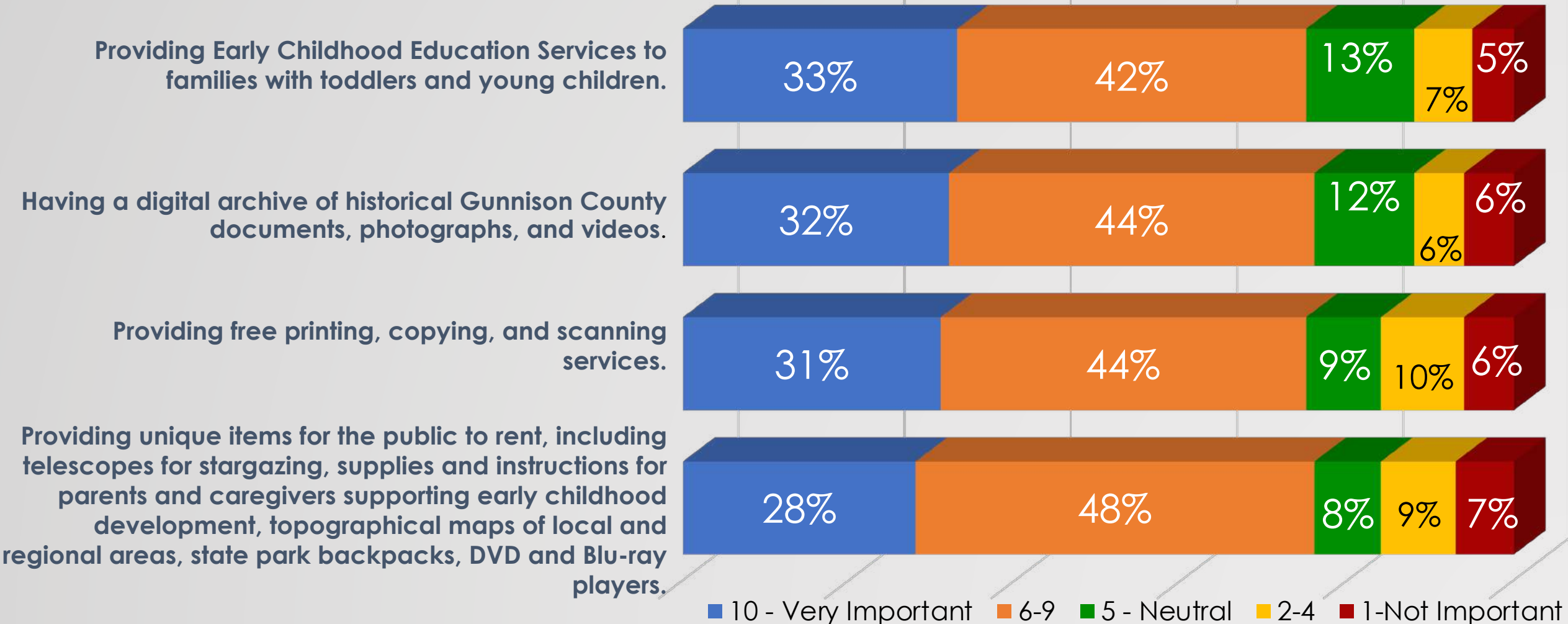
Among respondents that use the Gunnison Library, 270n, +/- 5.91% MoE | Ranked By 10-Very Important



# Gunnison Library Importance of Library Services, Activities, and Events

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Among respondents that use the Gunnison Library, 270n, +/- 5.91% MoE | Ranked By 10-Very Important

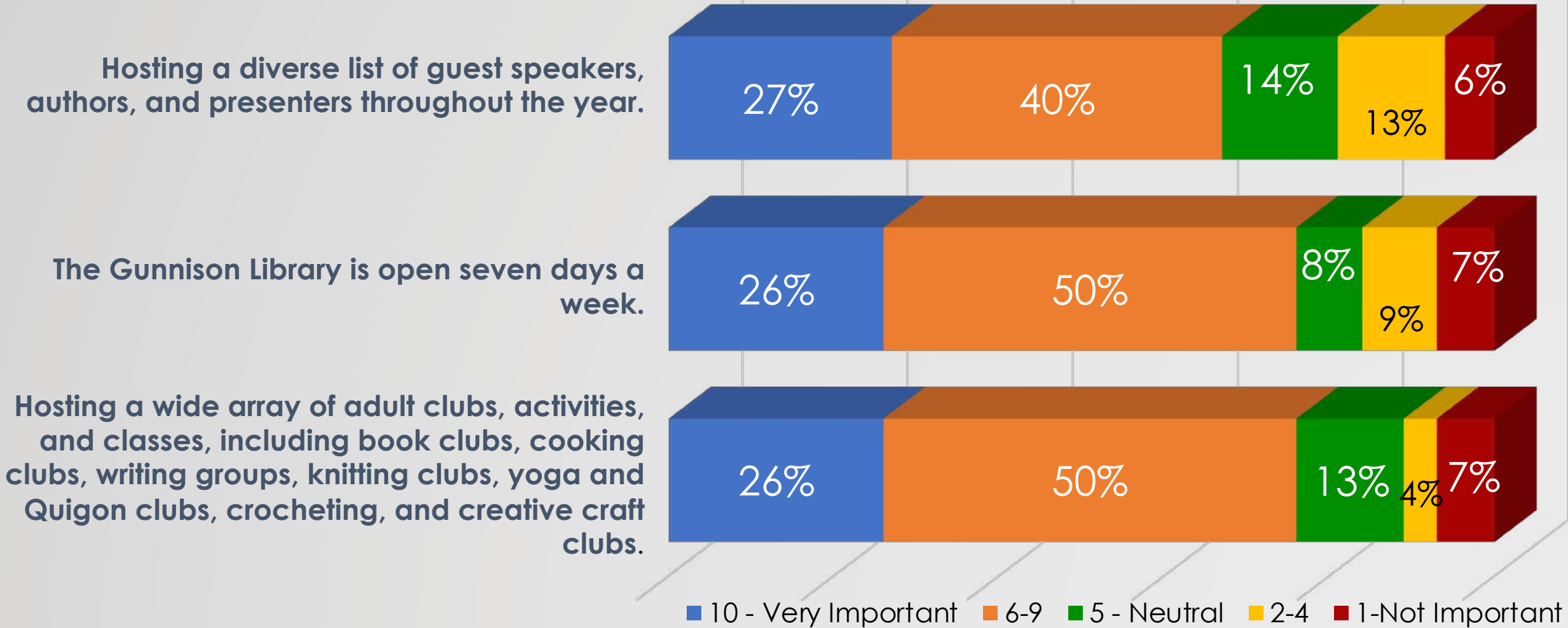


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Among respondents that use the Gunnison Library, 270n, +/- 5.91% MoE | Ranked By 10-Very Important

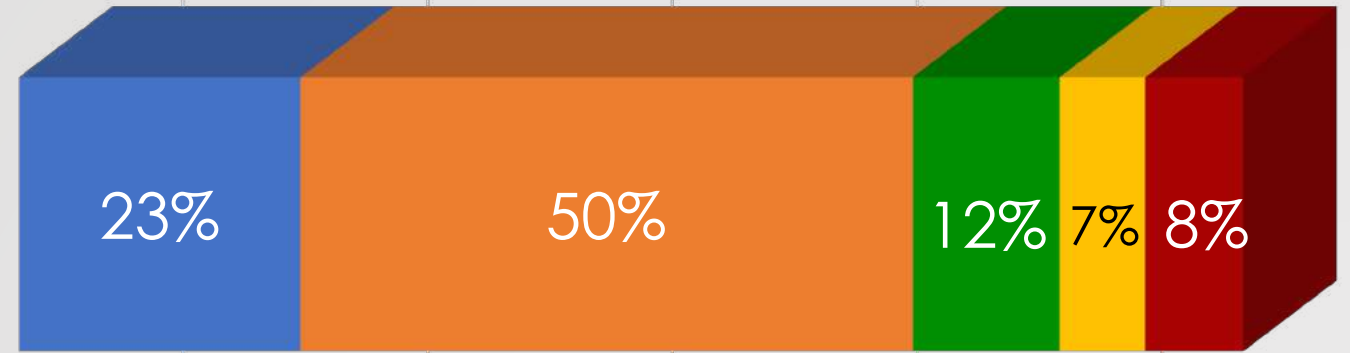


# Gunnison Library Importance of Library Services, Activities, and Events

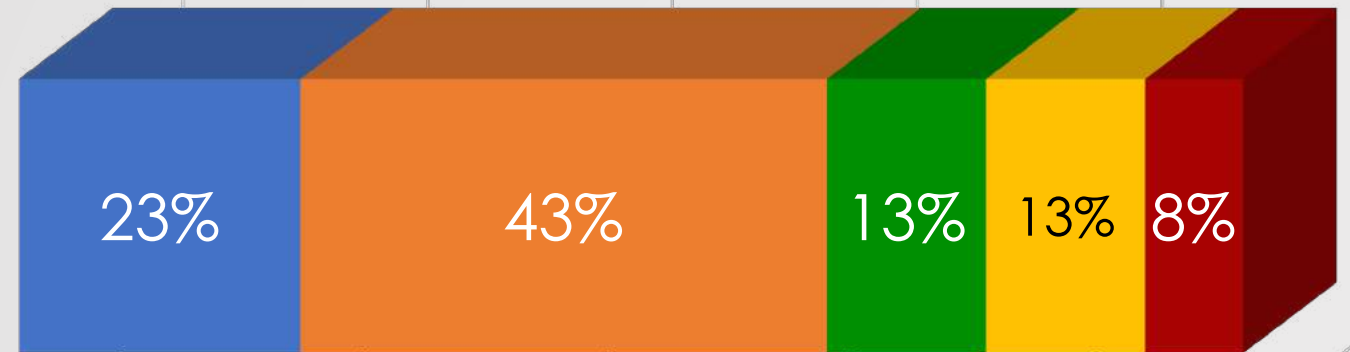
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Among respondents that use the Gunnison Library, 270n, +/- 5.91% MoE | Ranked By 10-Very Important

**Hosting weekend family events throughout the year, including the West African Music Experience and the Family Garden Party, a robust offering of summer reading activities.**



**Providing one-on-one help and technical assistance with personal electronic devices, including tablets, computers, and smartphones.**



■ 10 - Very Important ■ 6-9 ■ 5 - Neutral ■ 2-4 ■ 1 - Not Important

# Crested Butte Library Specific Questions

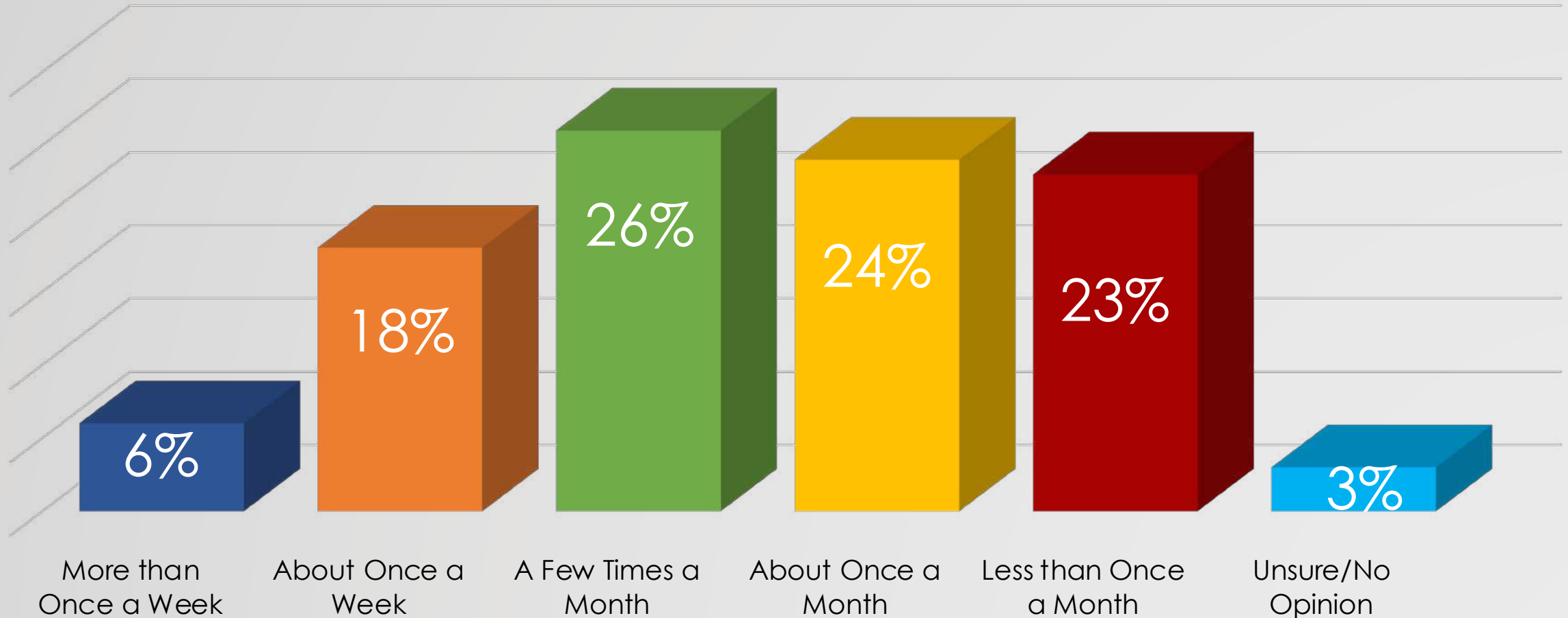


- The following questions were asked to residents that use the Crested Butte Library.
- 107n, +/- 9.44% MoE





# How often do you or a household member visit the Crested Butte Library to use its services or attend activities and events?



# How satisfied are you with the following attributes of the Crested Butte Library?

Ranked By Very Satisfied

The hours of operation



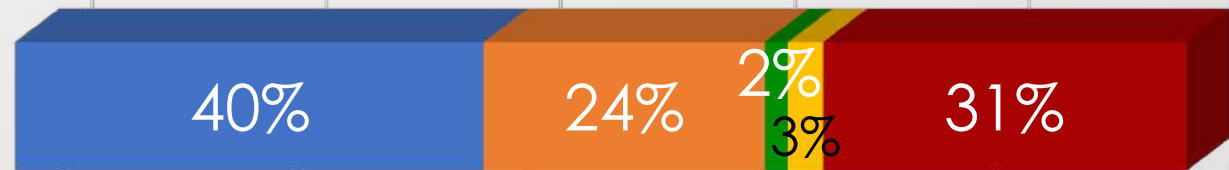
The library services provided (range of book & magazine options, places to read, internet...)



The library building space size and location



Library Activities and events offered for all age groups (book clubs, storytimes, etc.)



■ Very Satisfied     ■ Somewhat Satisfied  
■ Not Too Satisfied     ■ Not Satisfied at All  
■ Unsure/No Opinion

# What library services, activities, and events at the Crested Butte Library do you or a member of your household use or appreciate the most?

Themes
Books, Checking Out Books – 55%
Access to Books, Online Sources – 9%
Kids, Children Services – 8%
Online Services – 7%
Other mentions: DVD's, Events, Book Club, Audiobooks, Libby, Marmot, Wine Tasting.

“Ability to get books to take home. Used to participate in kid programs when they were younger.”

**-Female, 45-54, Crested Butte**

“I frequently use the space to work. I also check books out frequently.”

**-Female, 45-54, Crested Butte**

“You can get any book you are interested in.”

**-Male, 55-64, Crested Butte**

“Special events- authors' visits, wine tastings, etc... and books! (both online access and hard copies).”

**-Female, 55-64, Crested Butte**

“Online book search and pick up.”

**-Male, 65+, Crested Butte**

“Downloading books to my kindle.”

**-Female, 65+, Crested Butte South**

“Book, ebooks, quite place to work.”

**-Female, 35-44, Mt. Crested Butte**

Are there any library services, activities, or events at the Crested Butte Library that could be improved, if any?

“Additional reading activities that connect with grade leveled reading.”

**-Female, 65+, Almont**

“Book clubs for tweens and teens.”

**-Female, 45-54, Crested Butte**

“Would love to see community meeting spaces, adult classes and opportunities similar to new library in Gunnison.”

**-Female, 45-54, Crested Butte**

“I would like to attend some of the Socratic seminars, but the times for them are on weekday mornings and do not fit my schedule. An occasional weekday evening one or weekend morning one might be nice.”

**-Male, 18-34, Crested Butte South**

“So hard I wish the collection was larger but space is tight. I also think some recommendations for books would be great - like book stores do.”

**-Female, 55-64, Crested Butte South**

“Better selection of children's novels (2nd-5th grade).”

**-Female, 55-64, Mt. Crested Butte**

### Themes

Additional Space – 15%

Books (Expanding collection) – 13%

Other mentions: activities, meeting space, audio books

# Crested Butte Library Importance of Library Services, Activities, and Events

Following is a description of library services, activities, and events provided by the Crested Butte Library. Using a scale from 1 to 10, with 10 indicating your opinion that the service or activity is very important and 1 indicating it is not important at all, please indicate your opinion.

Ranked By 10-Very Important

**Belonging to the InterLibrary Loan System and the Marmot Library Network to share library books and materials with 100+ other libraries in Colorado and the West.**



**Providing free public access to high-quality, fast internet service.**



**Having a wide selection of physical and digital books, audiobooks, magazines, movies, music, movies, and television shows that can be accessed from anywhere.**



**Providing free public access to computers.**



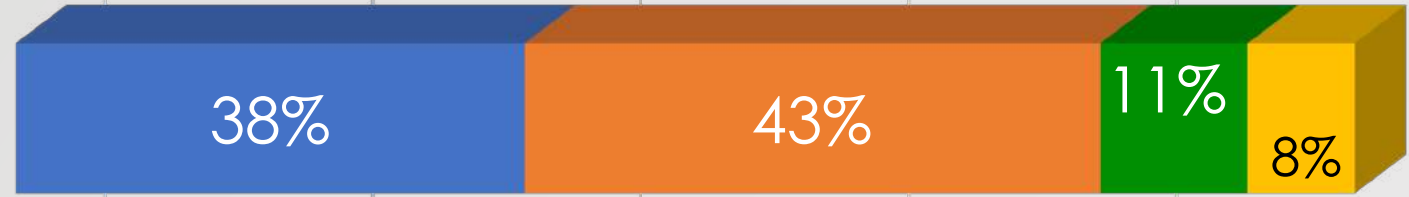
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# Crested Butte Library Importance of Library Services, Activities, and Events

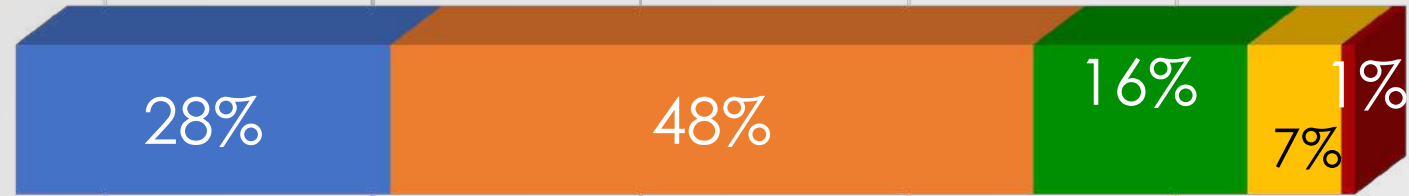
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Ranked By 10-Very Important

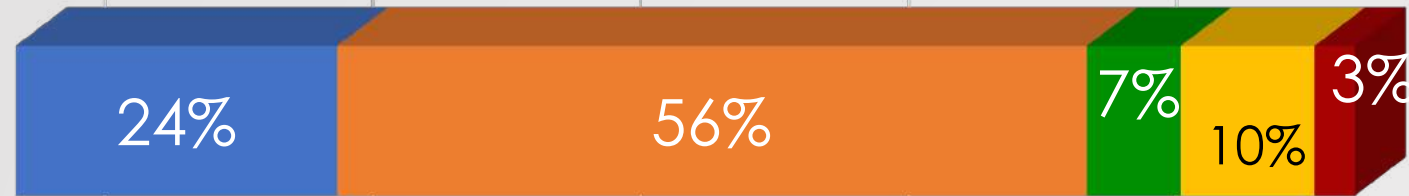
Having a digital archive of historical Gunnison County documents, photographs, and videos.



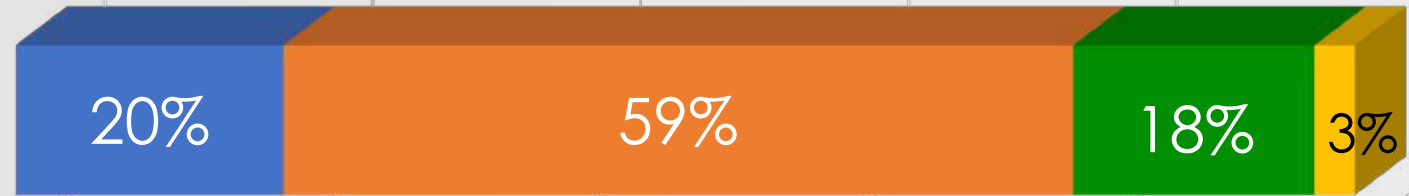
Providing free printing, copying, and scanning services.



The Crested Butte Library is open seven days a week.



Providing adult education classes covering topics like parenting, financial literacy, career coaching, and personal health.

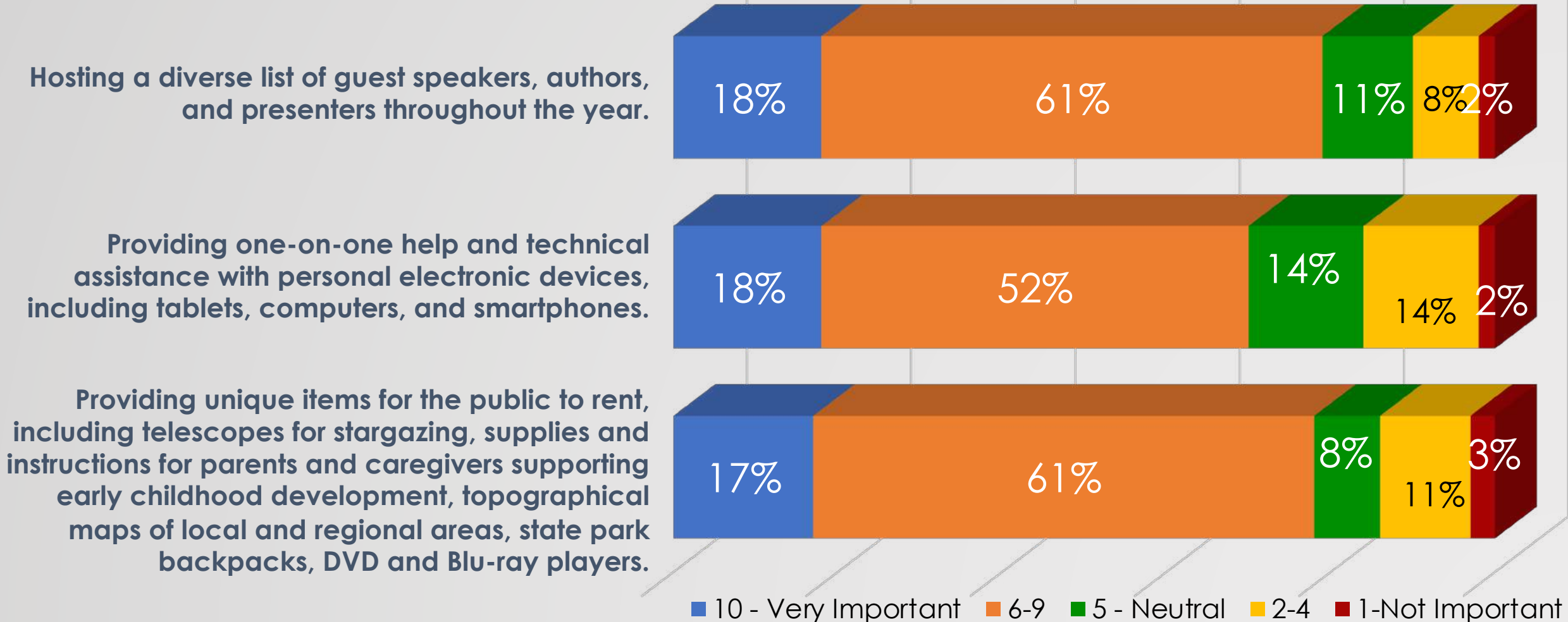


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# Crested Butte Library Importance of Library Services, Activities, and Events

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Ranked By 10-Very Important

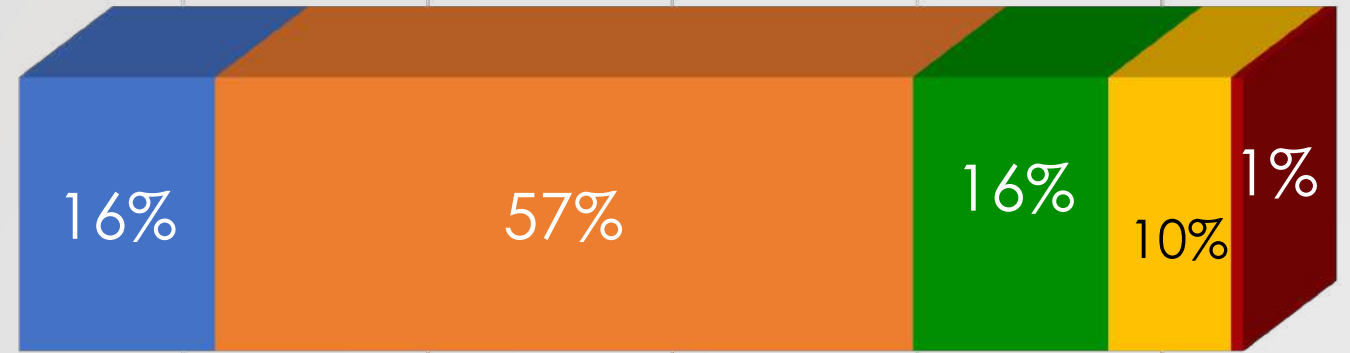


# Crested Butte Library Importance of Library Services, Activities, and Events

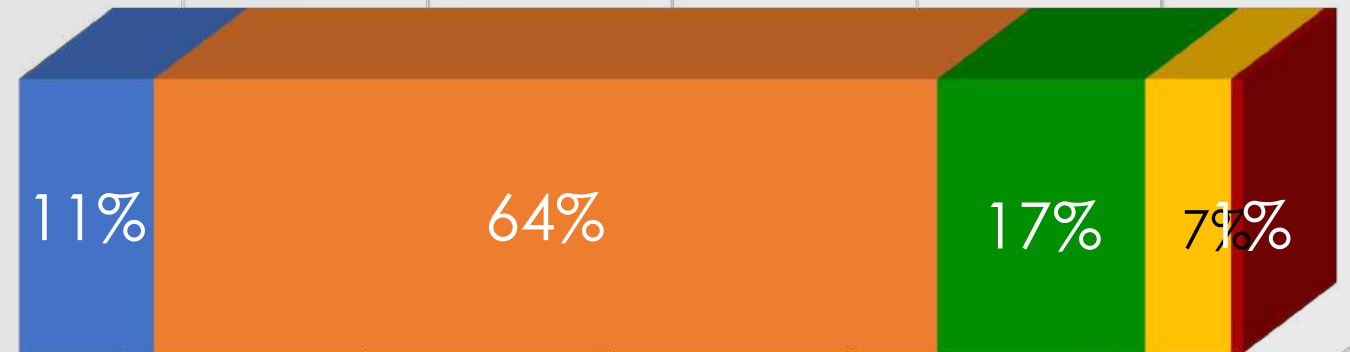
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Ranked By 10-Very Important

Hosting weekend family events throughout the year, including the West African Music Experience and the Family Garden Party, a robust offering of summer reading activities.



Hosting a wide array of adult clubs, activities, and classes, including book clubs, cooking clubs, writing groups, knitting clubs, yoga and Quigon clubs, crocheting, and creative craft clubs.



■ 10 - Very Important ■ 6-9 ■ 5 - Neutral ■ 2-4 ■ 1 - Not Important



# Future Library Services, Activities and Events Questions

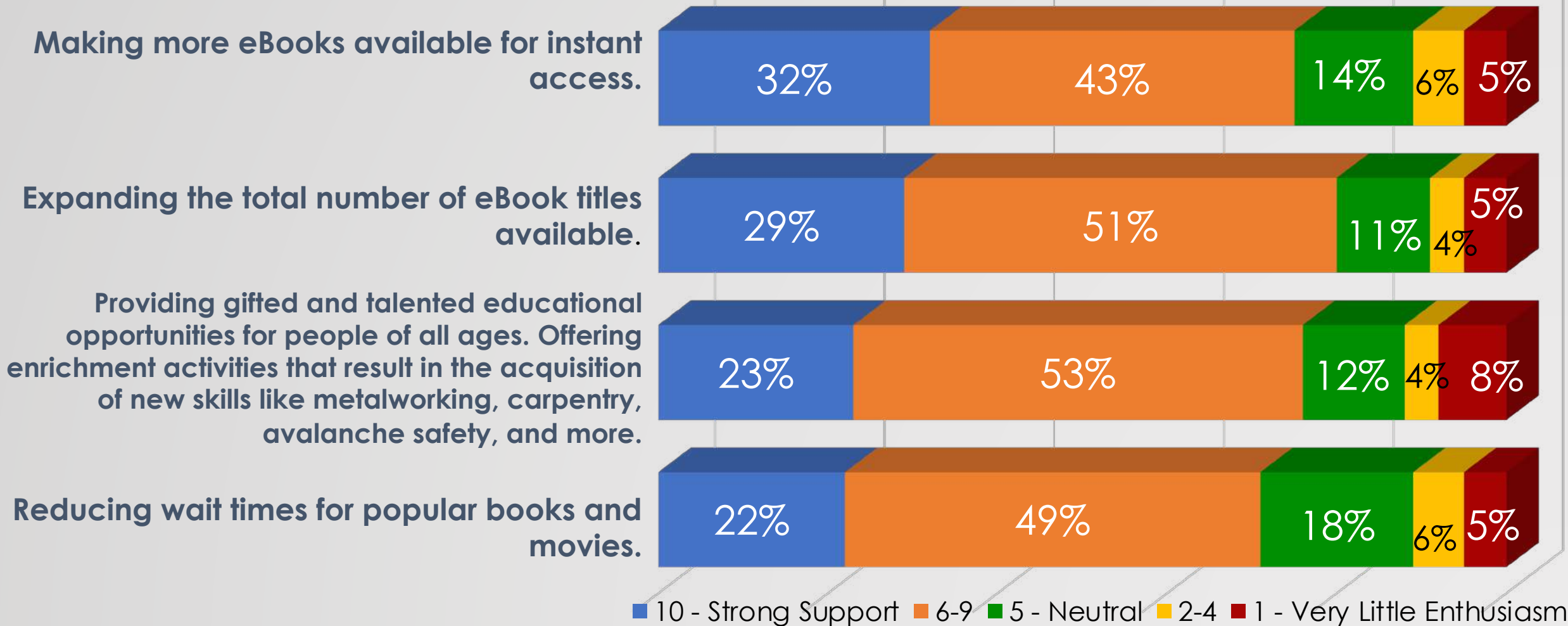
The following questions were asked to all respondents.



# Opinion on Future Library Services, Activities, and Events

We will now share information about new library services, activities, and events the Gunnison County Library District is considering for both libraries. Using a scale from 1 to 10, with 10 indicating strong support and enthusiasm for the new service or activity and 1 indicating very little enthusiasm, please indicate your opinion.

Ranked By 10 – Strong Support



# Opinion on Future Library Services, Activities, and Events

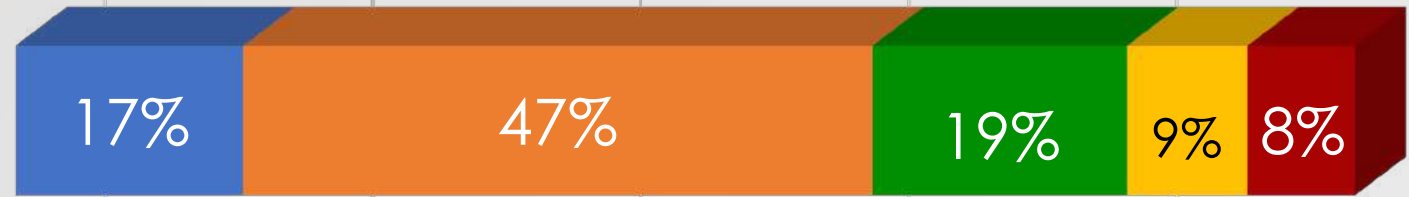
We will now share information about new library services, activities, and events the Gunnison County Library District is considering for both libraries. Using a scale from 1 to 10, with 10 indicating strong support and enthusiasm for the new service or activity and 1 indicating very little enthusiasm, please indicate your opinion.

Ranked By 10 – Strong Support

**Providing free, publicly accessible meeting rooms in the North Valley area, north of Round Mountain.**



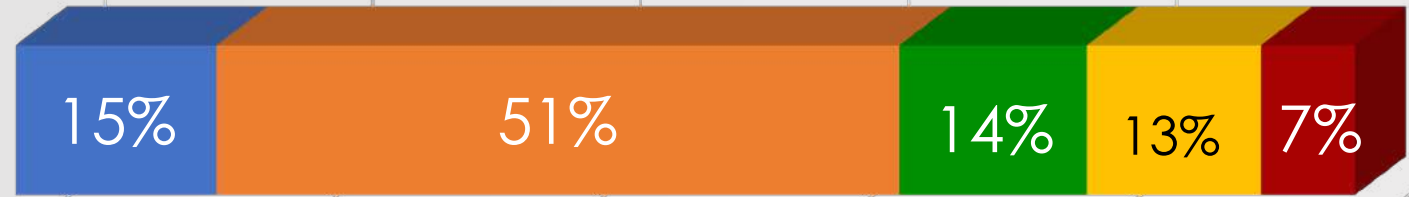
**Expand literary festivals and author events.**



**Increasing the number of people living in Gunnison County with walkable access to public library services.**



**Adding evening service hours to the Gunnison and Crested Butte Libraries.**



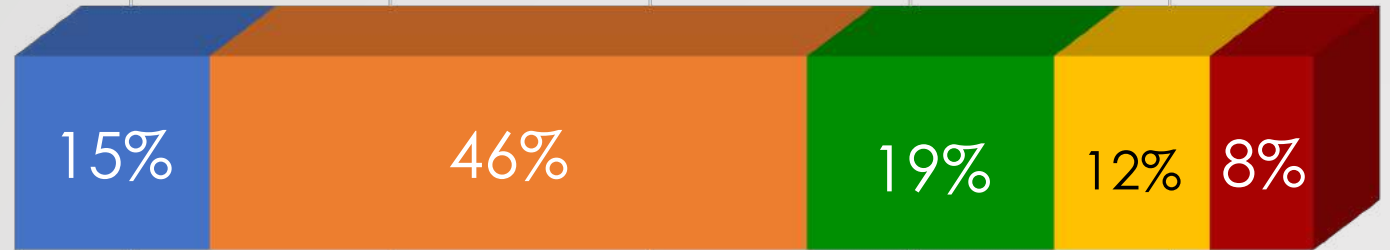
■ 10 - Strong Support ■ 6-9 ■ 5 - Neutral ■ 2-4 ■ 1 - Very Little Enthusiasm

# Opinion on Future Library Services, Activities, and Events

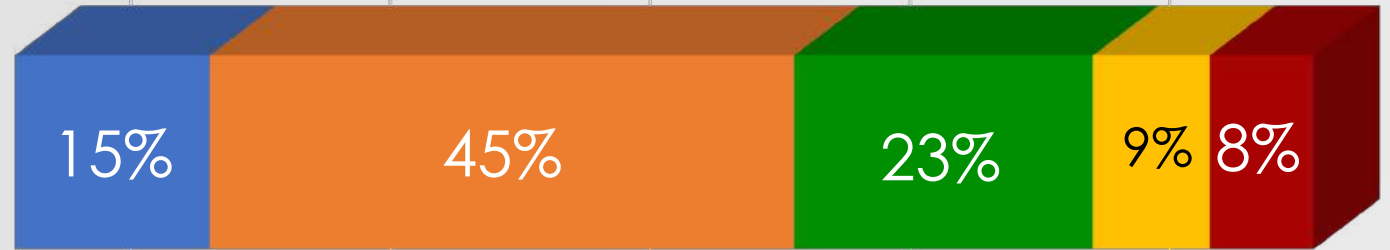
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Ranked By 10 – Strong Support

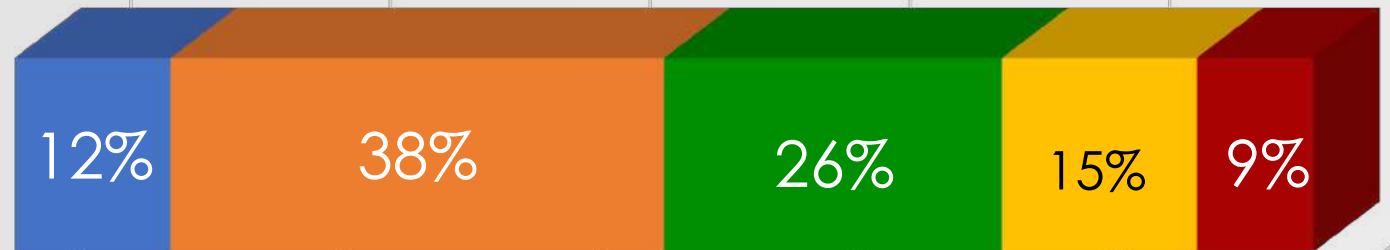
**Expanding special collections of tools, sports equipment, and musical instruments.**



**Offering dedicated spaces for library services to adults, children, and teens in the North Valley area, north of Round Mountain.**



**Improving accessibility, parking, and overall ease of access to library services in the North Valley area, north of Round Mountain.**



■ 10 - Strong Support ■ 6-9 ■ 5 - Neutral ■ 2-4 ■ 1 - Very Little Enthusiasm

# Gunnison County Libraries Potential Ballot Measure

*Before we continue, it is important to know that Gunnison County Libraries will not be asking voters to approve a ballot measure to fund any services or library building projects this November. However, sharing your opinion and providing honest answers will influence those decisions in the future. So, let's continue the survey now.*

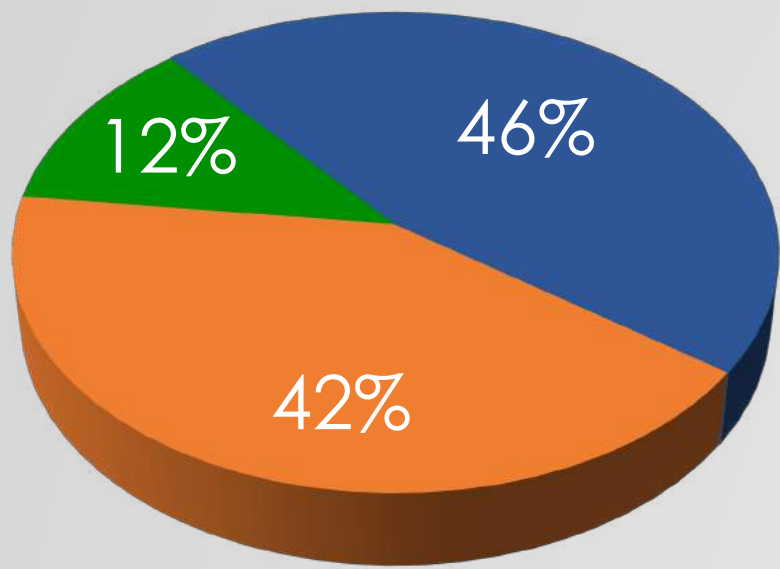
As you may know, the Crested Butte Library has fewer library services, events, and activities than the Gunnison Library because the Crested Butte Library is in a much smaller building. Therefore, to achieve an equal balance of library services in the county, Gunnison County Libraries is reviewing options for a larger library in the North Valley area at some future time.

Knowing this, would you vote yes and approve or vote no and reject a modest tax increase to fund a new library building in the North Valley?

gunnison county  
**Libraries**  
connect ● discover ● imagine ● learn ●

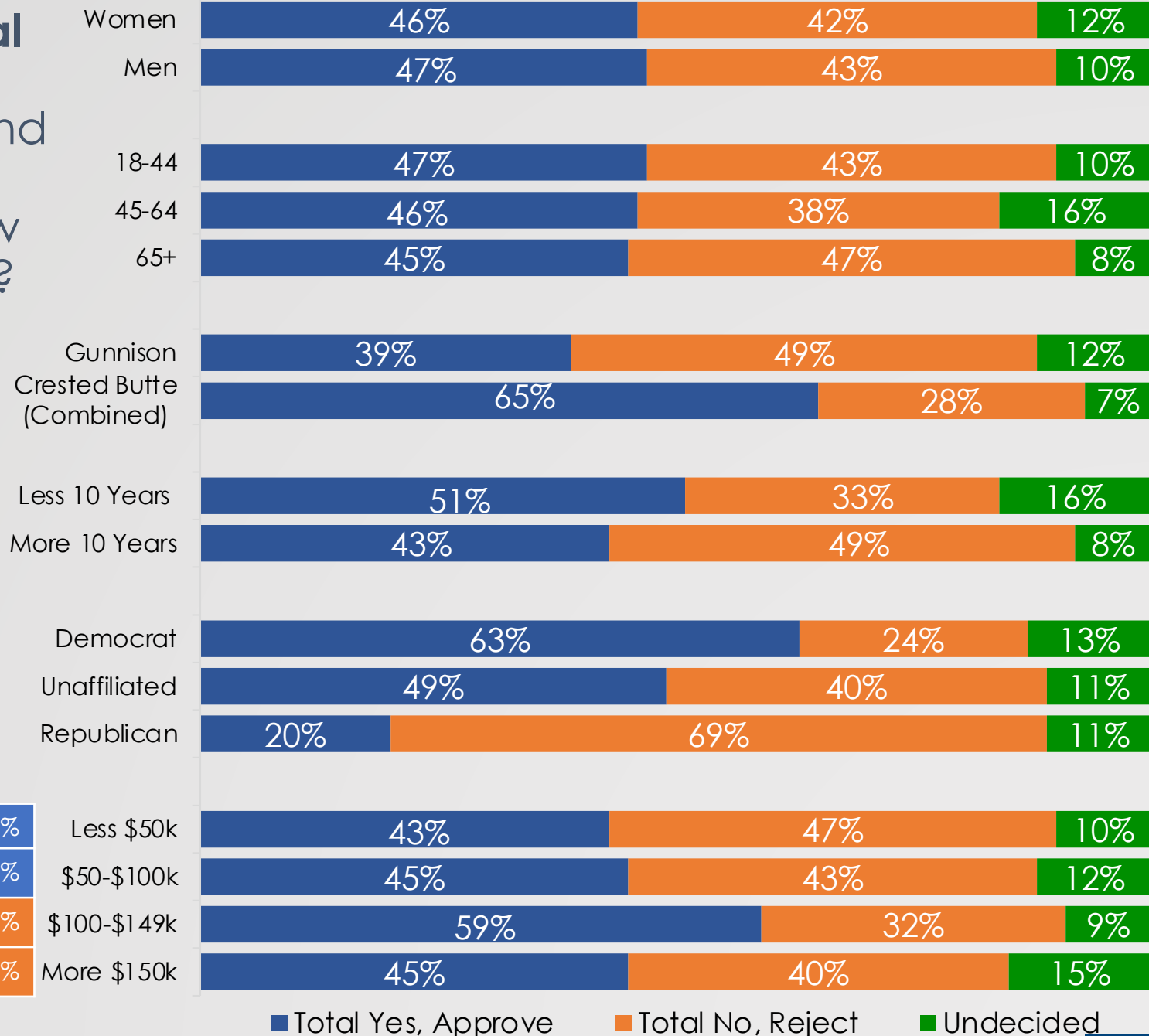
# Gunnison County Libraries Potential Ballot Measure

Knowing this, would you vote yes and approve or vote no and reject a modest tax increase to fund a new library building in the North Valley?



■ Total Yes, Approve  
 ■ Total No, Reject  
 ■ Undecided

Definitely Yes, Approve	17%
Probably Yes, Approve	29%
Definitely No, Reject	25%
Probably No, Reject	17%



■ Total Yes, Approve ■ Total No, Reject ■ Undecided

# Why 46% of respondents would support the potential ballot measure?

*Please describe the reasons why you would vote yes and approve a modest tax increase to fund the construction of a new library in the North Valley.*

Themes
Libraries are necessary to communities
CB Library is too small, can't offer the services that we would like.
Need better services in CB

"I would like to see the public library survive, thrive and stay relevant to people. I value the services and the space for kids, youth and adults. It's one of America's best institutions. The CB Library is just too tiny. Maybe the library can relocate to where the PO is once they leave Elk Ave. the Telluride library is the coolest part of Telluride."

**-Female, 45-54, Unaffiliated, Crested Butte**

"The size of the current library is a major limiting factor in what services the library can offer. The building is historic and cannot be physically expanded."

**-Male, 45-54, Unaffiliated, Crested Butte**

"Better services in the north valley."

**-Male, 55-64, Democrat, Crested Butte**

"I think the library in CB is a great asset as is. A larger space would only serve to amplify this resource."

**-Male, 55-64, Unaffiliated, Crested Butte South**

"A community with greater programming at the library improves everyone's quality of life!"

**-Female, 65+, Unaffiliated, Gunnison**

"Better access and facilities for Crested butte and areas near there."

**-Female, 65+, Republican, Gunnison**

# Why 42% of respondents would oppose the potential ballot measure?

*Please describe the reasons why you would vote no and reject a modest tax increase to fund the construction of a new library in the North Valley.*

## Themes

Taxes are too high already. – Property taxes are too high.

The current library works fine. Love the character of current building.

Live in Gunnison, won't use facilities.

“My taxes are already so high that I cannot afford for them to go up, regardless is the importance of the issue.”

**-Female, 55-64, Unaffiliated, Crested Butte**

“The building we have works fine and it is beautiful and unique.”

**-Female, 45-54, Democrat, Crested Butte**

“The tax is too high now. Commercial property rates and property tax is pushing folks out that actually need the library services.”

**-Male, 55-64, Unaffiliated, Crested Butte South**

“I live in Gunnison and don't want to pay to improve Crested Butte.”

**-Male, 18-34, Unaffiliated, Gunnison**

“Taxes are much too high already. Gunnison just built a new library and still owns the old Gunnison location. Sell that if more money is needed, don't ask the taxpayers to fund another project.”

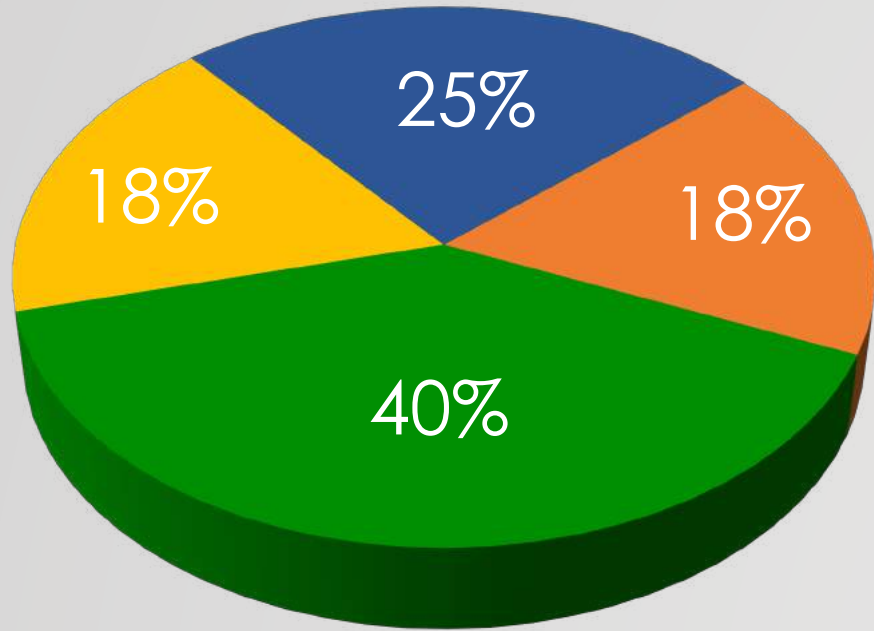
**-Male, 35-44, Unaffiliated, Gunnison**

“I think the library is successful as it is now. And it would be unfair to raise taxes across the board for everyone. Even those who do not use the library.”

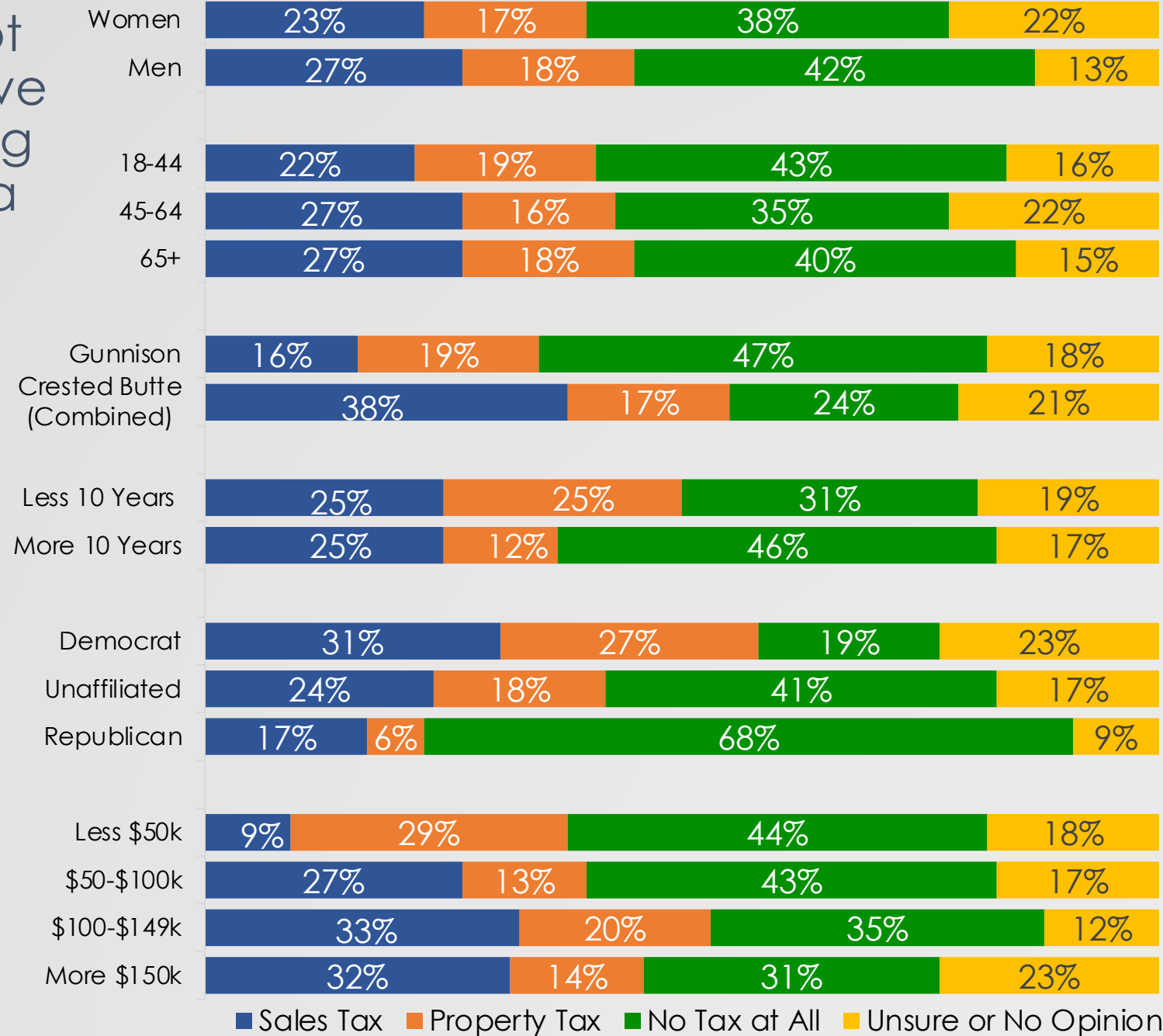
**-Female, 18-34, Republican, Gunnison**



Would you prefer a future ballot measure asking voters to approve funding for a new library building in the North Valley area to be a sales tax or a property tax?

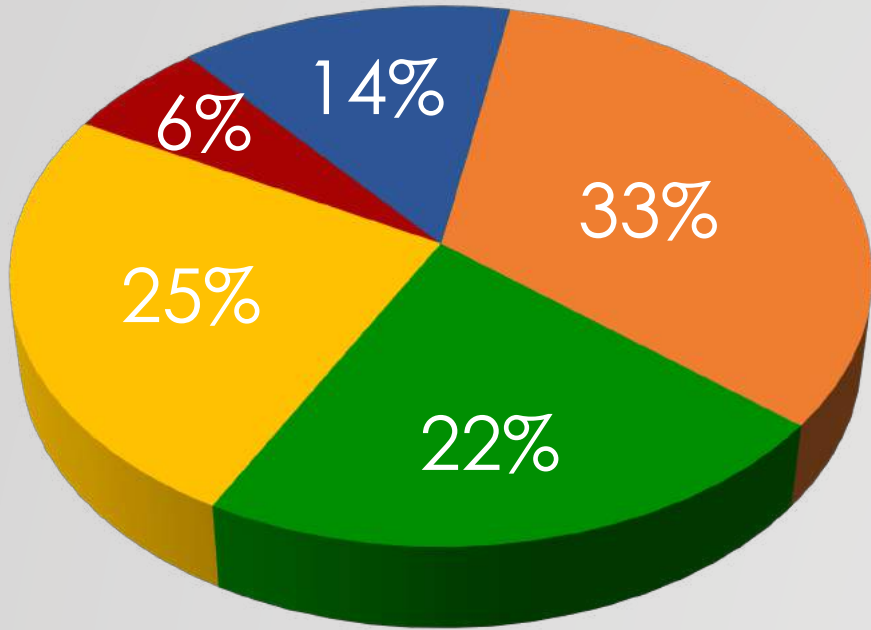


- Sales Tax
- Property Tax
- No Tax at All
- Unsure or No Opinion

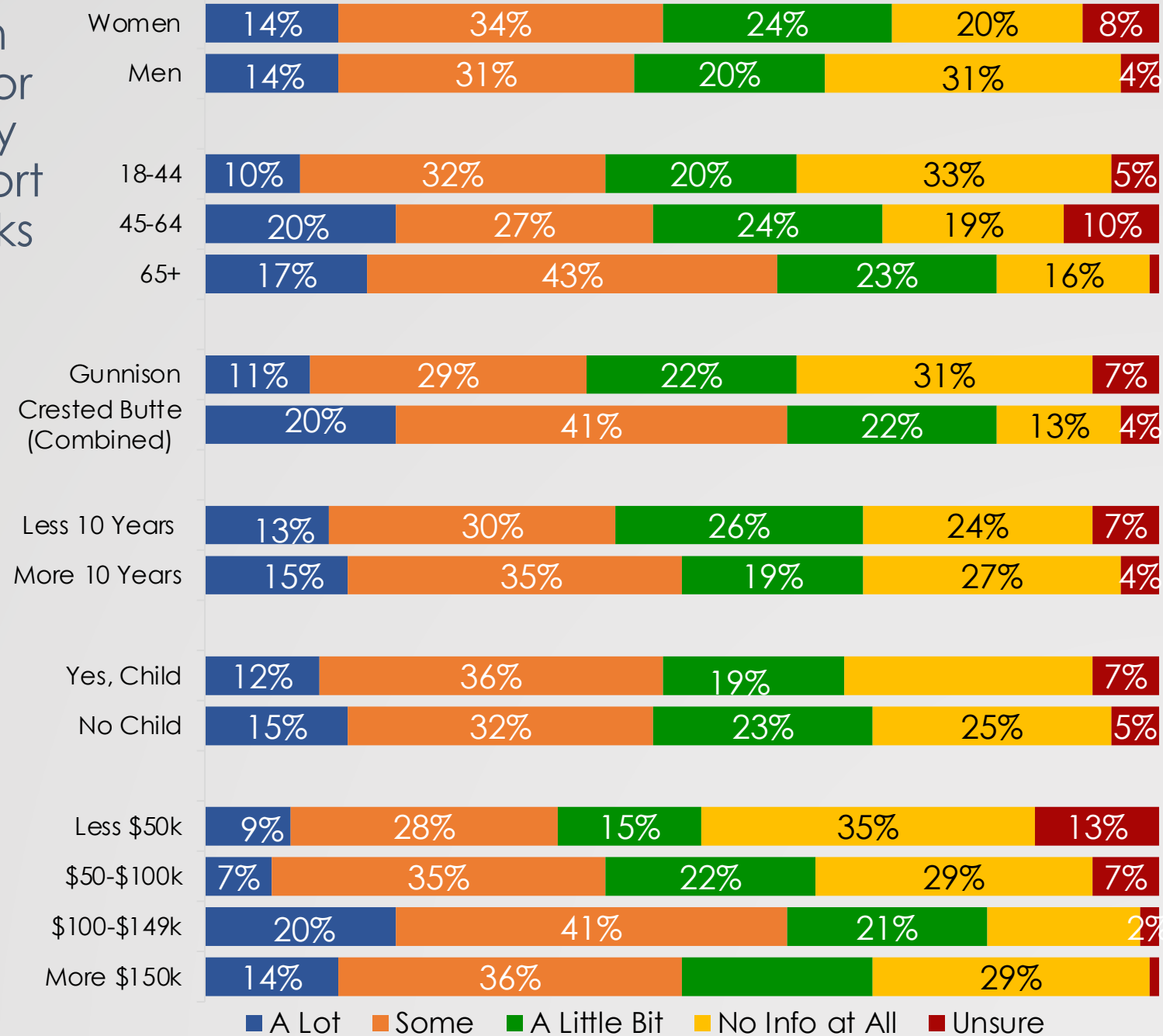


- Sales Tax
- Property Tax
- No Tax at All
- Unsure or No Opinion

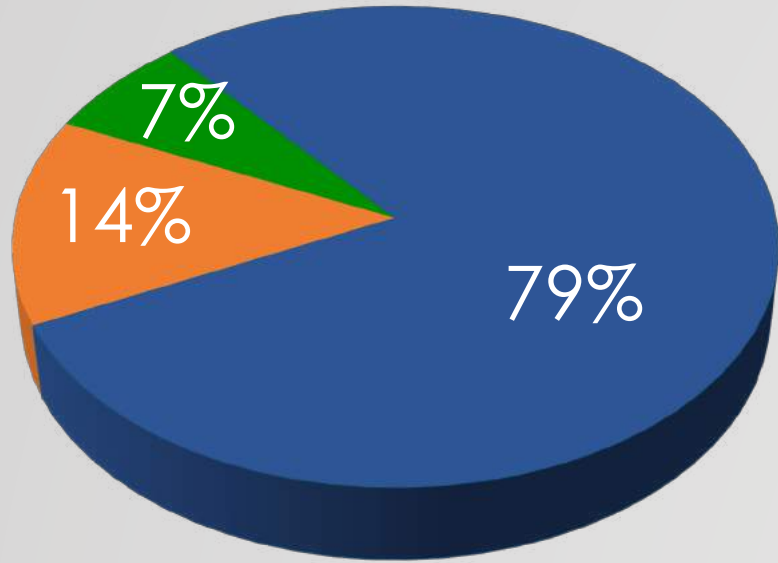
Changing topics now. How much information have you seen, read, or heard regarding Gunnison County residents that advocate and support censoring and banning some books in our libraries?



- A Lot of Information
- Some Information
- A Little Bit of Information
- No Information at All
- Unsure or No Opinion

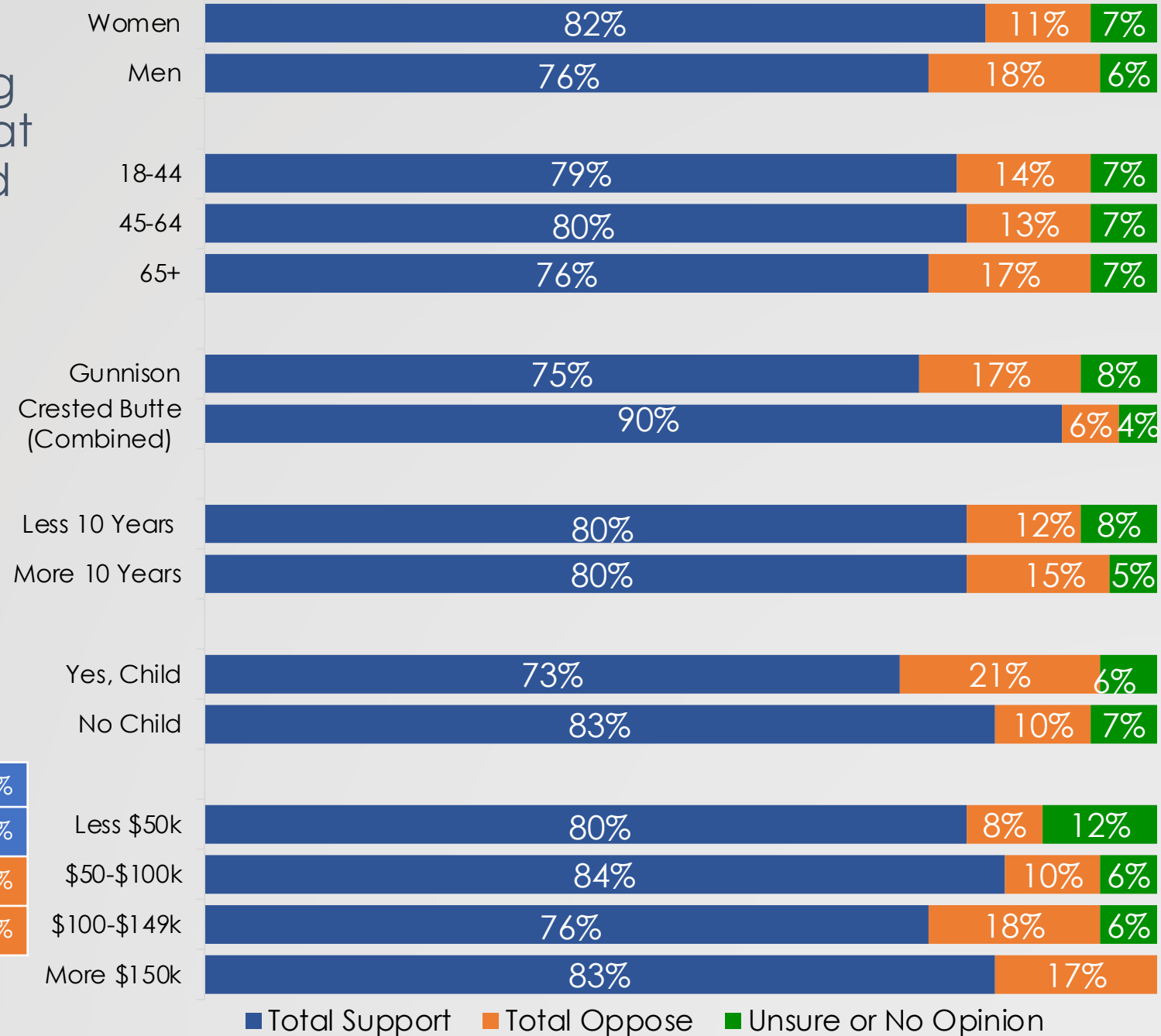


Do you support or oppose the libraries' commitment to providing library collections and activities that reflect the diversity of people and experiences in our community?



■ Total Support  
 ■ Total Oppose  
 ■ Unsure or No Opinion

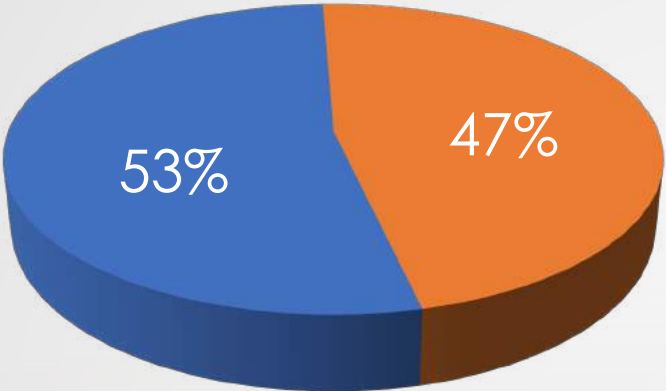
Strongly Support	68%
Somewhat Support	11%
Strongly Oppose	10%
Somewhat Oppose	4%



■ Total Support ■ Total Oppose ■ Unsure or No Opinion

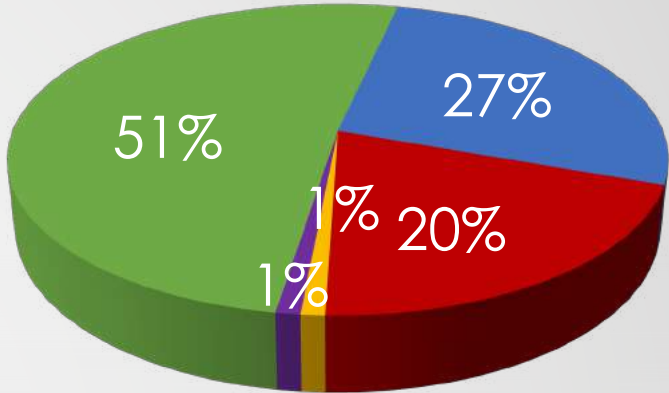
# SURVEY DEMOGRAPHICS

Gender



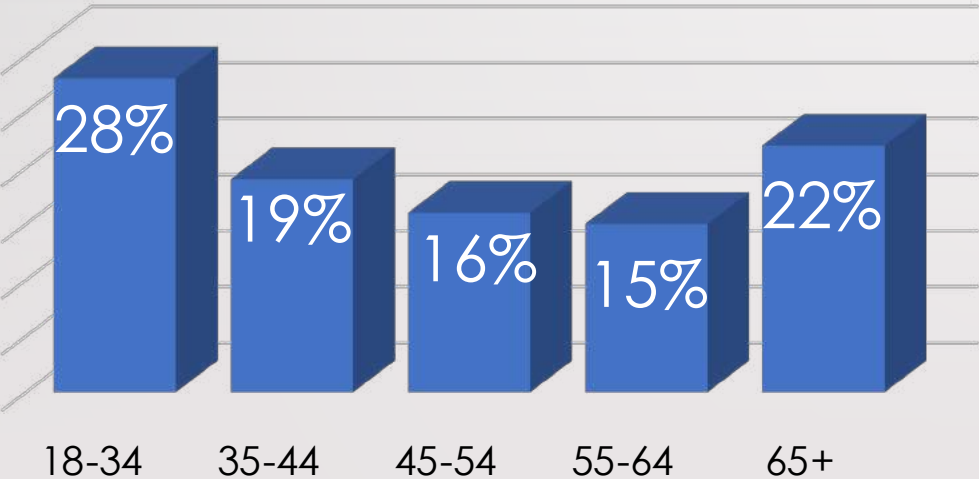
■ Female ■ Male ■ Identify Differently

Party Affiliation

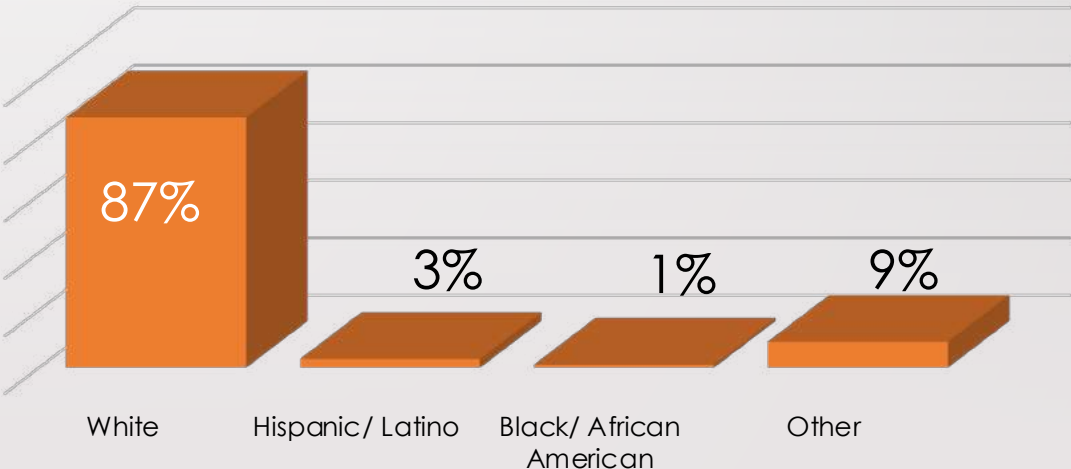


■ Unaffiliated ■ Democrat  
 ■ Republican ■ Other Party  
 ■ Not Registered to Vote

Age Range

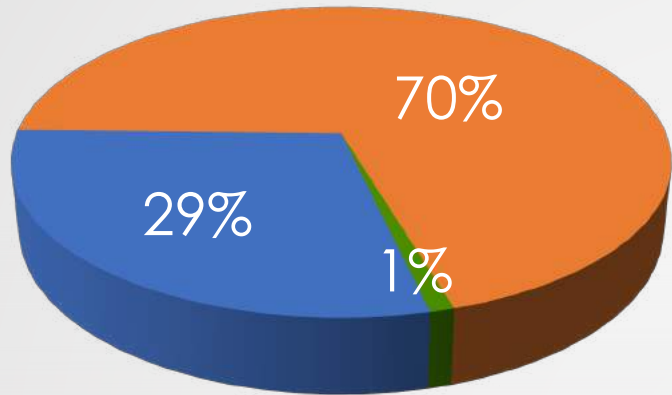


Race/Ethnicity



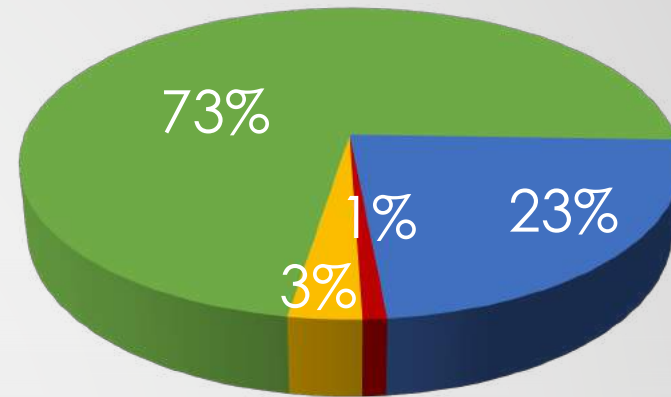
# SURVEY DEMOGRAPHICS

## Child in Household



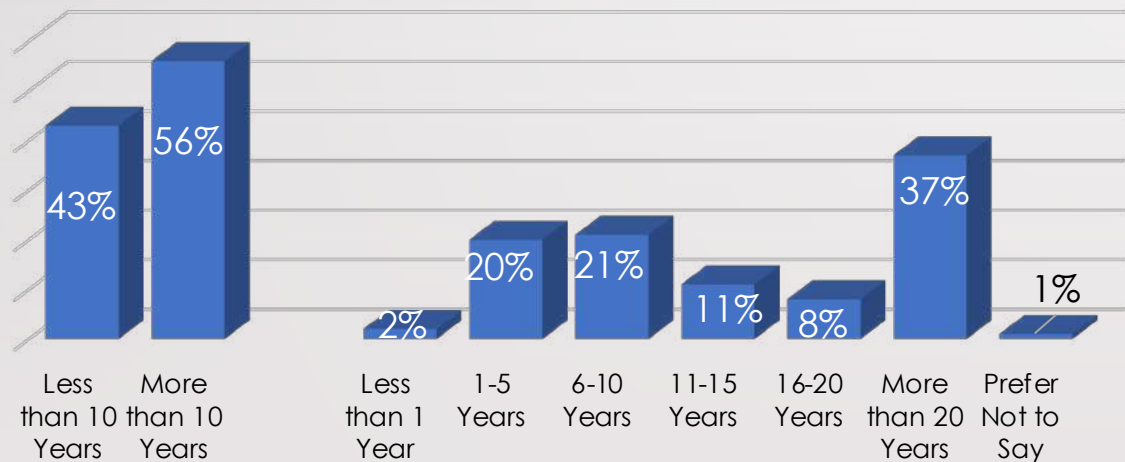
■ Yes ■ No ■ Prefer Not to Say

## Rent vs. Own

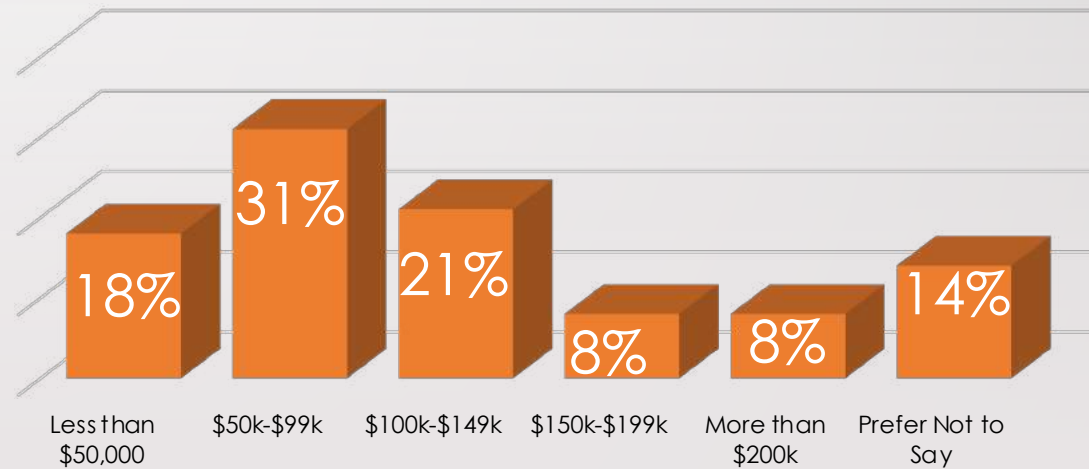


■ Own ■ Rent ■ Other ■ Prefer Not to Say

## Tenure in Gunnison County



## Household Income



# Magellan Strategies

4800 Aspen Creek

Broomfield, CO | 80023

[www.MagellanStrategies.com](http://www.MagellanStrategies.com)

(303) 861-8585

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David Flaherty

Courtney Sievers

Ryan Winger

