**JURIS** _____ **DATE:** _____ / _____ / _____

**PHONE #** _____ **INTERVIEWER** _____

===========================================================================

Hello, this is **(NAME)** from **EPIC-MRA**, a Lansing based survey research firm. We're conducting a random survey with voters in your area about important local issues. We are not trying to sell anything, you will not be asked for a donation, and you will not be called in the future because you participated in this survey. It is strictly survey research about important local issues and I'd like to take a few minutes to include the opinions of your household.

===========================================================================

We need to have a balance of men and women in this survey, and we also need to have young voters represented.  May I please speak to the youngest **[MALE/FEMALE, depending on specified quota]** registered voter, age 18 or older, who is home now?
> **IF YES: REPEAT INTRO FOR NEW RESPONDENT & CONTINUE.**
> **IF NO, ASK:**  "Is there any other **[MALE/FEMALE, as specified]** registered voter, 18 years or older, who is at home right now?"  **IF NOT, TERMINATE.**

Are you currently registered to vote at the address I am calling?
> If **YES --- GO TO Q.1**
> IF **NO** --- "Is there another **[MALE/FEMALE, as specified]** registered voter at home who I can talk to?"  If not, **TERMINATE INTERVIEW.**

___01. Did you get a chance to vote in the 2010 November election when **[ROTATE]** Rick Snyder and Virg Bernero were running for Governor? How about in the 2008 November election when **[ROTATE]** John McCain and Barack Obama were running for President? **[ASK BOTH Q'S, CODE AS VOTING IN BOTH, VOTING ONLY IN 2010 OR ONLY IN 2008, OR OTHER RESPONSE]**

| | |
|---|---|
| 2% | Yes, only in 2010 |
| 6% | Yes, only in 2008 |
| 92% | Yes, both 2010 & 2008 |
| --- | Too young to vote in either election **(VOLUNTEERED/CONTINUE INTERVIEW)** |
| --- | Undecided/Refused --- **TERMINATE INTERVIEW** |
| --- | Did not vote -- **ASK:  ["**Was the reason you did not vote in either election because you were too young then or were not registered to vote?**" -- IF YES, CODE AS "4" & CONTINUE -- IF NO, TERMINATE INTERVIEW]** |

__02. Voter turnout in local elections for Ann Arbor City and county, and township offices, bonding or tax proposals for the city, county, or schools, is usually much lower than turnout for offices like governor or president, sometimes even lower than August primary elections. How often do you vote in these kind of local elections - all the time, most of the time, half the time, seldom or never?

| | |
|---|---|
| 43% | All the time |
| 30% | Most of the time |
| 12% | Half of the time |
| 12% | Seldom |
| 2% | Never |
| 1% | Undecided/Refused |

__03. Now I am going to read a list of some of the problems or issues area residents say **THEY** are concerned about. After I read the following list of eight problems or issues, please tell me which one **YOU** are personally concerned about the most? **[READ AND ROTATE 1 TO 8 BELOW]**

| | |
|---|---|
| 29% | The condition of the economy and jobs |
| 27% | The quality of local schools |
| 14% | Maintaining area roads |
| 7% | Controlling crime and drugs |
| 7% | The level of local government taxation |
| 6% | The quality of services provided by your local government |
| 4% | Addressing growth & development |
| 2% | The quality of the Ann Arbor District Library |
| --- | More than one **[ASK:** "But which problem concerns you the most?" **AND CODE BEST RESPONSE]** |
| 4% | Undecided/Refused |

Now I am going to read a list of some of the assets and attractions that are present in the Ann Arbor area and which some people say contribute to the quality of life for area residents. For each item I mention, please rate it on a scale of zero to ten in terms of its importance for making the Ann Arbor area a place where someone would want to live and work, with Zero meaning Not Important at All, and Ten meaning Extremely Important and Five being more or less neutral to rating the area quality of life. The first item is . . .

**[READ AND ROTATE Q.4 TO Q.13]**

| The University of Michigan | **Q.4** |
|---|---|
| **RATING:** | |
| 0 to 4 | 2% |
| 5 | 6% |
| 6 to 8 | 26% |
| 9 to 10 | 66% |
| Undecided/Refused/NA | --- |
| **MEAN:** | **8.752** |

| Ann Arbor District Library | **Q.5** |
|---|---|
| **RATING:** | |
| 0 to 4 | 10% |
| 5 | 12% |
| 6 to 8 | 48% |
| 9 to 10 | 30% |
| Undecided/Refused/NA | --- |
| **MEAN:** | **7.286** |

| Michigan Theatre | **Q.6** |
|---|---|
| **RATING:** | |
| 0 to 4 | 16% |
| 5 | 20% |
| 6 to 8 | 50% |
| 9 to 10 | 13% |
| Undecided/Refused/NA | 1% |
| **MEAN:** | **6.293** |

| Ann Arbor Public Schools | **Q.7** |
|---|---|
| **RATING:** | |
| 0 to 4 | 6% |
| 5 | 8% |
| 6 to 8 | 36% |
| 9 to 10 | 49% |
| Undecided/Refused/NA | 1% |
| **MEAN:** | **8.063** |

| Restaurants and Entertainment Opportunities | **Q.8** |
|---|---|
| **RATING:** | |
| 0 to 4 | 6% |
| 5 | 12% |
| 6 to 8 | 57% |
| 9 to 10 | 25% |
| Undecided/Refused/NA | --- |
| **MEAN:** | **7.293** |

| The Ann Arbor Art Fair | **Q.9** |
|---|---|
| **RATING:** | |
| 0 to 4 | 20% |
| 5 | 15% |
| 6 to 8 | 44% |
| 9 to 10 | 21% |
| Undecided/Refused/NA | --- |
| **MEAN:** | **6.414** |

| Zingerman's | **Q.10** |
|---|---|
| **RATING:** | |
| 0 to 4 | 27% |
| 5 | 18% |
| 6 to 8 | 39% |
| 9 to 10 | 15% |
| Undecided/Refused/NA | 1% |
| **MEAN:** | **5.742** |

| Ann Arbor Hands on Museum | **Q.11** |
|---|---|
| **RATING:** | |
| 0 to 4 | 18% |
| 5 | 18% |
| 6 to 8 | 49% |
| 9 to 10 | 13% |
| Undecided/Refused/NA | 2% |
| **MEAN:** | **6.162** |

| U of M Hospital | **Q.12** |
|---|---|
| **RATING:** | |
| 0 to 4 | 4% |
| 5 | 4% |
| 6 to 8 | 36% |
| 9 to 10 | 56% |
| Undecided/Refused/NA | --- |
| **MEAN:** | **8.414** |

| The Ark | **Q.13** |
|---|---|
| **RATING:** | |
| 0 to 4 | 23% |
| 5 | 21% |
| 6 to 8 | 41% |
| 9 to 10 | 12% |
| Undecided/Refused/NA | 3% |
| **MEAN:** | **5.767** |

__14. Thinking about the quality of city, township, emergency service, library district and other services you receive from various local government and special assessment districts in return for the property taxes and fees you pay to fund those services, do you think your taxes and fees are too high, too low, or about right for what you get back in local services? **[IF TOO HIGH, ASK: "**Would that be much or somewhat?" **AND CODE BEST RESPONSE]**

| | |
|---|---|
| 16% | Much too high |
| 17% | Somewhat too high |
| *33%* | *TOTAL TOO HIGH* |
| 61% | About right |
| 3% | Too low |
| 3% | Undecided/Refused |

___15. With the development and growth of computers and the Internet, including access from the home or office, do you think local libraries are more important to the community, less important, or about the same importance as they have always been?

| | |
|---|---|
| 34% | More important |
| 15% | Less important |
| 50% | About the same importance |
| 1% | Undecided/Refused |

___16. Do you most often visit the local library located closest to where you live, do you visit some other local library that is not located as close, or, would you say you don't visit any libraries at all **[ Probe to find the most used branch]**

| | |
|---|---|
| 27% | Primarily visits the DOWNTOWN Library ---------------- **GO TO Q.18** |
| 16% | Primarily visits the MALLETTS CREEK Library -------- **GO TO Q.18** |
| 15% | Primarily visits the TRAVERWOOD Library ------------- **GO TO Q.18** |
| 14% | Primarily visits the WEST Library ------------------------ **GO TO Q.18** |
| 12% | Primarily visits the PITTSFIELD Library ------------------ **GO TO Q.18** |
| 2% | Visits some other library that is NOT located as close |
| 14% | Never visits a library at all |
| --- | Undecided/Refused |

17A-B. What would you say are the one or two main reasons why you DO NOT visit any local library in your community? **[WRITE UP TO TWO COMMENTS AS STATED – THEN GO TO Q.26]**

| | |
|---|---|
| 24% | Use Internet at Home |
| 12% | Prefer to Buy Books |
| 11% | No Need To |
| 8% | No Interest |
| 7% | Too Old |
| 6% | Location Inconvenient |
| 6% | No Time |
| 4% | Handicapped-Disabled |
| 4% | Kids Grown-No Kids |
| 4% | No Transportation |
| 2% | None |
| 2% | Parking |
| 2% | Poor Selection |
| 2% | Use U of M Library |
| 1% | Meet Friends At Other |
| 1% | Use Work Library |
| 4% | Undecided/Refused |

__18. How often do you or someone else in your household use of the branches of the Ann Arbor District Library – every day, a few times a week, a few times a month, a few times a year, seldom or never?

| | |
|---|---|
| 2% | Every day |
| 24% | A few times a week |
| 35% | A few times a month |
| 20% | A few times a year |
| 3% | Seldom |
| --- | Never -------------------------- **GO TO Q.23** |
| 16% | Undecided/Refused ---------- **GO TO Q.23** |

__19 A-F. What library services have you used? **[DO NOT READ - CODE ALL RESPONSES MENTIONED – IF "BORROWING" IS RESPONSE, PROBE FOR MORE SPECIFIC ANSWER – ALSO PROBE WITH:** "Are there any other services you have used?" **UNTIL 6 RESPONES MENTIONED OR UNPRODUCTIVE]**

| | |
|---|---|
| 25% | Borrowing books |
| 17% | Borrowing DVD's |
| 10% | Borrowing fiction best seller books |
| 8% | Borrowing non-fiction best sellers |
| 6% | Borrowing books on tape or compact disc |
| 4% | Borrowing children's books |
| 4% | Using a library computer for Internet Access |
| 3% | Borrowing non-fiction, homework or research books |
| 3% | Getting research assistance from librarians |
| 3% | Using databases for research, both online and on CD ROM, at the library and remotely |
| 2% | Attending a meeting at the library in rented space |
| 2% | Attending programs for adults |
| 2% | Attending programs for children |
| 2% | Borrowing gardening, landscaping, craft, or home decorating books |
| 2% | Using quiet study space |
| 1% | Buying books and other materials at the Friends of the Library Bookshop |
| 1% | Friends of the Library Programs and lectures |
| 1% | Renting space at the library for non-library purposes |
| 1% | Taking my child/children to play at the library |
| 1% | Using the library WiFi service to use your own computer |
| 2% | Other/Undecided/Refused |

__20. Overall, how would you rate the quality of the downtown Ann Arbor District Library facility -- would you give it a positive rating of excellent or pretty good, or a negative rating of just fair or poor?

| | | |
|---|---|---|
| 41% | Excellent -------------------- | **ASK Q.21** |
| 41% | Pretty Good ----------------- | **ASK Q.21** |
| *82%* | *TOTAL POSITIVE* | |
| *6%* | *TOTAL NEGATIVE* | |
| 5% | Just Fair -------------------- | **GO TO Q.22** |
| 1% | Poor ------------------------ | **GO TO Q.22** |
| 12% | Undecided/Refused ------- | **GO TO Q.23** |

__21. Why did you offer a positive rating of **(Excellent/Pretty Good)** for the quality of the downtown Ann Arbor District Library facility?  **[WRITE COMMENT AS STATED, THEN GO TO Q.23]**

| | |
|---|---|
| 43% | Good Selection |
| 16% | Customer Service-Staff |
| 4% | Good Facility |
| 3% | Book Orders-Lending |
| 3% | Clean |
| 3% | Location |
| 3% | Special Events |
| 2% | Do Well With Resources |
| 2% | Important to Community |
| 2% | Kids Books-Programs |
| 2% | Organized |
| 2% | Relaxing |
| 2% | Well Maintained |
| 1% | Accessible |
| 1% | Book Sales |
| 1% | Good Size |
| 1% | Handicap Access |
| 1% | Hours of Operation |
| 1% | Meeting Space |
| 1% | New Technology |
| 1% | Reference Materials |
| 1% | Other |
| 4% | Undecided/Refused |

__22. Why did you offer a negative rating of **(Just Fair/Poor)** for the quality of the downtown Ann Arbor District Library facility?  **[WRITE COMMENT AS STATED]**

| | |
|---|---|
| 20% | Construction |
| 20% | Parking |
| 15% | Needs Upgrades |
| 10% | Location |
| 10% | Too Small |
| 5% | Homeless Hang Out |
| 5% | Internet Made Obsolete |
| 5% | Poor Selection |
| 5% | Taxes Paid for It |
| 5% | Undecided/Refused |

23A-B. What are the one or two things that you think are most needed to improve the downtown Ann Arbor District Library facility? ? **[WRITE COMMENTS FOR UP TO 2 RESPONSES]**

| | |
|---|---|
| 30% | More-Better Parking |
| 13% | None |
| 4% | Free Parking |
| 3% | End Construction |
| 3% | Print Selection |
| 3% | Upgrade Interior |
| 2% | Better Selection-General |
| 2% | Homeless Hangout |
| 1% | Audio Books |
| 1% | Better Computers |
| 1% | Communication-Awareness |
| 1% | Community Center |
| 1% | Congested Entrance |
| 1% | Control Spending |
| 1% | Drop Box |
| 1% | eBooks |
| 1% | HVAC |
| 1% | Kids Programs |
| 1% | Longer Hours |
| 1% | More Computers |
| 1% | More Space |
| 1% | New Location |
| 1% | Outdoor Park |
| 1% | Universal Design |
| 6% | Other |
| 18% | Undecided/Refused |

__24. Thinking about the quality of the Ann Arbor District Library services, the collection of books, periodicals and other resource materials that are available, as well as the equipment, computers and other technology, how would you rate the quality of the services and collection of books and materials provided by the Ann Arbor District Library – would you give them a positive rating of excellent or pretty good, or a negative rating of only fair or poor?

| | | |
|---|---|---|
| 44% | Excellent -------------------- | **GO TO Q.26** |
| 37% | Pretty Good ------------------ | **GO TO Q.26** |
| *81%* | *TOTAL POSITIVE* | |
| *1%* | *TOTAL NEGATIVE* | |
| 1% | Just Fair --------------------- | |
| --- | Poor ------------------------- | |
| 18% | Undecided/Refused ------- | **GO TO Q.26** |

__25. Why did you offer a negative rating of **(Just Fair/Poor)** for the quality of the Ann Arbor District Library services and collection of books and other library materials?  **[WRITE COMMENT AS STATED]**

| | |
|---|---|
| 100% | Poor Selection |

__26. The Ann Arbor Library District may place a bond proposal on a future election ballot to fund major renovations to the downtown library facility or replace that facility with a new building.  It is anticipated that the cost will be approximately$65 million to execute the renovation or new construction project, meaning that the voters of the district would have to approve of a bond proposal to repay the cost of the bonds to finance the project. Such a bond proposal would result in a property tax increase of approximately 0.69 mills, meaning that for every $200,000 in market value and a taxable value of $100,000, a typical homeowner would pay an additional $69 per year, or $5.75 per month, in property taxes. Knowing this, if the election were held today, would you vote "YES" in favor of the proposal or "NO" to oppose it?
       **[IF UNDECIDED, ASK: "**Well, if the election were held today and you had to decide right now, would you lean toward voting "YES" or "NO?"  **AND CODE BEST RESPONSE]**

| | | |
|---|---|---|
| 45% | Vote Yes | **GO TO Q.30** |
| 15% | Leans toward voting Yes | **GO TO Q.30** |
| *60%* | *TOTAL YES* | |
| *37%* | *TOTAL NO* | |
| 33% | Vote No | **ASK Q.27** |
| 4% | Leans toward voting No | **ASK Q.27** |
| 3% | Undecided/Refused | **GO TO Q.28** |

__27. What stood out for you as the main reason you would vote "No" to oppose the library bond proposal? **[WRITE COMMENT AS STATED]**

| | |
|---|---|
| 31% | Not Needed |
| 24% | Tax Increase |
| 9% | Other Mill More Important |
| 8% | Wasteful Government Spending |
| 7% | Too Much Money |
| 5% | Do Not Use It |
| 3% | Cannot Afford |
| 3% | Need More Info |
| 2% | Historic Building |
| 1% | e-readers |
| 1% | Last Design Poor |
| 1% | Loss of Older Books |
| 1% | Materials not Build |
| 1% | Renovate not Build |
| 3% | Undecided/Refused |

___28.  If the Ann Arbor Library District scaled back its plans to renovate or replace the downtown library facility and presented the voters with a ballot proposal that would increase assessments on property by 0.51 mills, meaning that for every $200,000 in market value and a taxable value of $100,000, a typical homeowner would pay an additional $51 per year, or $4.25 per month, in property taxes. Knowing this, if the election were held today, would you vote "YES" in favor of the proposal or "NO" to oppose it?

     **[IF UNDECIDED, ASK: "**Well, if the election were held today and you had to decide right now, would you lean toward voting "YES" or "NO?"  **AND CODE BEST RESPONSE]**

**TOTAL YES COMBINED WITH Q.26**

| | | |
|---|---|---|
| 47% | Vote Yes | **GO TO Q.30** |
| 16% | Leans toward voting Yes | **GO TO Q.30** |
| *61%* | *TOTAL YES* | |
| *33%* | *TOTAL NO* | |
| 30% | Vote No | **ASK Q.29** |
| 3% | Leans toward voting No | **ASK Q.29** |
| 4% | Undecided/Refused | **ASK Q.29** |

___29.  If the Ann Arbor Library District scaled back its plans even further, to renovate or replace the downtown library facility and presented the voters with a ballot proposal that would increase assessments on property by 0.25 mills, meaning that for every $200,000 in market value and a taxable value of $100,000, a typical homeowner would pay an additional $25 per year, or $2.08 per month, in property taxes. Knowing this, if the election were held today, would you vote "YES" in favor of the proposal or "NO" to oppose it?

     **[IF UNDECIDED, ASK: "**Well, if the election were held today and you had to decide right now, would you lean toward voting "YES" or "NO?"  **AND CODE BEST RESPONSE]**

**TOTAL YES COMBINED WITH Q.26 AND Q.28**

| | |
|---|---|
| 51% | Vote Yes |
| 21% | Leans toward voting Yes |
| *72%* | *TOTAL YES* |
| *25%* | *TOTAL NO* |
| 24% | Vote No |
| 1% | Leans toward voting No |
| 3% | Undecided/Refused |

__30A-E. People get information about their local community from many sources, but where do you get the information that influences your opinions the most? **[DO NOT READ -- RECORD RESPONSES OR WRITE IN UNDER 'OTHER' – PROBE WITH: 'Is there anywhere else?' UNTIL 5 RESPONSES CODED OR UNPRODUCTIVE]**

| | |
|---|---|
| 43% | Ann Arbor News/Ann Arbor.com |
| 18% | The Ann Arbor Observer |
| 14% | General word-of-mouth |
| 9% | Radio news reports |
| 6% | Television news reports |
| 1% | Detroit Free Press |
| 1% | Google |
| 1% | MLive |
| 1% | None; have no source of information |
| 1% | The Ann Arbor Chronicle |
| 1% | The district or building newsletters from your local schools |
| 3% | Other |
| 1% | Undecided/Refused |

Finally, I would like to ask you a few questions about yourself for statistical purposes.

__31. Are there any school age or younger children, age 18 years or under, living in your household?

| | |
|---|---|
| 34% | Yes |
| 66% | No ------------------------- **GO TO Q. 33** |
| --- | Undecided/Refused ----- **GO TO Q. 33** |

__32A-D. What grades do your children attend? **[DO NOT READ -- CODE ALL RESPONSES]**

| | |
|---|---|
| 9% | Preschool/Early childhood |
| 31% | Elementary - K-6th Grade |
| 22% | Middle school - 7th and 8th grades |
| 32% | High school -- 9th through 12th |
| 3% | Not yet in school |
| 3% | Undecided/Refused |

__33. Could you please tell me in what year you were born? **[IF REFUSED, ASK:** 'Would you please tell me into which of the following categories your age would fall? Please stop me when I get to a category that applies to you.' **AND READ 1 TO 6]**

**[RECORD YEAR HERE ___ ___ ___ ___ AND THEN CODE BELOW]**

| | | |
|---|---|---|
| 2% | 18 to 29 years --- | **(1983 to 1994)** |
| 9% | 30 to 40 ---------- | **(1972 to 1982)** |
| 20% | 41 to 49 ---------- | **(1963 to 1971)** |
| 17% | 50 to 55 ---------- | **(1957 to 1962)** |
| 22% | 56 to 64 ---------- | **(1948 to 1956)** |
| 26% | 65 and over ----- | **(1947 or before)** |
| 4% | Undecided/Refused | |

__34. What is the last grade or level of schooling you completed? **[DO NOT READ]**

| | |
|---|---|
| 1% | 1st to 11th Grade |
| 3% | High School Graduate |
| --- | Non-college post high school (technical training) |
| 4% | Some college |
| 43% | College graduate |
| 48% | Post graduate school |
| 1% | Undecided/Refused |

__35. Would you please tell me into which of the following categories your total yearly household income falls --- including everyone in the household? Please stop me when I get to the category that applies to you? **[READ 1 TO 6]**

| | |
|---|---|
| 3% | Under $25,000 |
| 8% | $25,000 to $50,000 |
| 12% | $50,000 to $75,000 |
| 12% | $75,000 to $100,000 |
| 18% | $100,000 to $150,000 |
| 16% | Over $150,000 |
| --- | Retired **(VOLUNTEERED - ASK: "**But is there an income category I read that would apply to your household?" **AND CODE BEST RESPONSE)** |
| 31% | Undecided/Refused |

__36. Gender of respondent **(DO NOT ASK -- BY OBSERVATION ONLY)**

| | |
|---|---|
| 47% | Male |
| 53% | Female |

**THANK RESPONDENT FOR HIS OR HER TIME AND TERMINATE**