

EPIC • MRA - ANN ARBOR DISTRICT LIBRARY SURVEY
[FREQUENCY REPORT OF SURVEY RESPONSES – 500 SAMPLE – ERROR ±4.4%]
Polling Dates: February 9, 2014 through February 15, 2014
Conducted by live callers -- 20% cell phones

[FREQUENCY REPORT OF SURVEY RESPONSES – 400 SAMPLE – ERROR ±4.9%]
Polling Dates: March 3, 2012 through March 5, 2012
Conducted by live callers -- NO cell phones

-----COMPARISON OF IDENTICAL QUESTIONS-----

SAMPLE: 1=Cell/2=Land DATE: ___ / ___ / ___ PHONE# _____

COUNTY _____ INTERVIEWER _____

Hello, this is (NAME) from EPIC-MRA, a Lansing based survey research firm. We're conducting a random survey with voters in the greater Ann Arbor area about several local issues of interest. 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 people represented. May I please speak to the youngest [MALE/FEMALE, depending on specified quota], 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], 18 years or older, who I might speak with right now?" **IF NOT, TERMINATE.**

__01. In what local public school district do you currently reside and pay taxes? [DO NOT READ]

- 100% | Ann Arbor Public Schools ----- CONTINUE INTERVIEW
- | Some other specific named school district ----- TERMINATE INTERVIEW
- | Undecided/Refused [ASK: "Do you live in the Ann Arbor Public School District?" - IF YES, CONTINUE CODE '1' AND CONTINUE -- IF STILL UNDECIDED OR OTHER DISTRICT NAMED—TERMINATE]

POLLERS NOTE: ONLY ASK Q.2 OF CELL PHONE SAMPLE 1 RESPONDENTS

02. In which of the following cities or townships do you currently reside and pay taxes?
[READ 1 TO 8 BELOW]

N=100

63%	Ann Arbor City
7%	Ann Arbor Township
---	Lodi Township
20%	Pittsfield Township
1%	Salem Township
4%	Scio Township
1%	Superior Township
4%	Webster Township
---	Undecided/Refused --- THANK AND TERMINATE INTERVIEW

03. Are you currently enrolled at the University of Michigan or another four-year university, are you currently enrolled at Washtenaw Community College or another community college or, are you not currently taking any college classes?

8%	Classes at a university
3%	Classes at a community college
89%	Not taking any college classes
---	Undecided/Refused

04. 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]**

<u>2012</u>	<u>2014</u>	
14%	35%	Maintaining local roads, bridges and other transportation infrastructure (in 2012: 'Maintaining area roads')
27%	20%	The quality of K-12 public schools in the area (in 2012: 'The quality of local schools')
29%	19%	The condition of the economy and jobs
4%	6%	Balancing growth and development with quality of life concerns (in 2012: 'Addressing growth and development')
6%	5%	Growing demands on public safety employees, such as police and firefighters, to adequately meet area needs (in 2012: 'The quality of services provided by your local government')
---	5%	The availability of public transportation (not listed in 2012)
7%	5%	The level of local government taxation
2%	2%	The quality of public information resources, such as libraries (in 2012: 'The quality of the Ann Arbor District Library')
---	---	More than one [ASK: "But which issue concerns you the most?" AND CODE BEST RESPONSE]
4%	3%	Undecided/Refused

__05. Thinking about the quality of county, city, township, K-12 and other public education providers, as well as other services provided to the public by various local government and special assessment districts in return for the property taxes and fees you pay to fund those services, IN GENERAL, 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]**

<u>2012</u>	<u>2014</u>	
16%	14%	Much too high
17%	15%	Somewhat too high
33%	29%	TOTAL TOO HIGH
61%	57%	About right
3%	6%	Too low
3%	8%	Undecided/Refused

__06. Can you name a particular local government service that provides the MOST value in exchange for what is paid in taxes to fund that service? **[WRITE COMMENT AS STATED]**

31%	None
20%	Schools-Education
13%	Police-Public Safety
12%	Library
5%	Busses-Public Transportation
4%	Trash-Garbage Removal
3%	Parks-Recreation
3%	Roads
2%	Firefighters
1%	EMS-First Responder
1%	Health Department
1%	Recycling
1%	Snow Removal
1%	Water Department
2%	Other/Undecided/Refused

__07. Can you name a particular local government service that provides the LEAST value in exchange for what is paid in taxes to fund that service? [**WRITE COMMENT AS STATED**]

54%	None
22%	Roads
5%	Police-Public Safety
4%	Schools-Education
2%	Busses-Public Transportation
2%	Library
1%	City Administration
1%	Infrastructure
1%	Public Art
1%	Snow Removal
7%	Other/Undecided/Refused

Turning specifically to the area of public libraries . . .

__08. With the development and growth of computers and the Internet, including access from the home, office and many retail and restaurant establishments, do you think local libraries are more important than ever to the community, less important, or about the same importance as they have always been?

<u>2012</u>	<u>2014</u>	
34%	35%	More important
15%	13%	Less important
50%	52%	About the same importance
1%	---	Undecided/Refused

__09. In the greater Ann Arbor area, public library services are provided primarily by the Ann Arbor District Library. Which of the following is the best description of how your local public library is organized and receives its funding – “The Ann Arbor District Library is . . . [**READ AND ROTATE 1 TO 5**]

30%	An independent governmental body that is funded by its own separate property tax assessment.
12%	A part of the Ann Arbor public school district and is funded from the tax dollars allocated to the local school operating budget.
23%	A division of Ann Arbor city government and is paid for from tax revenue received by the city.
8%	A department within Washtenaw County government, funded from the county budget.
4%	A part of the Washtenaw Intermediate School District and is funded by county-wide school taxes.
23%	Undecided/Refused

**INTERVIEWER NOTE -INTRO TO Q.10 BEGIN WITH: “As you know, . . .”
– FOR THOSE RESPONDENTS THAT ANSWERED (4) IN Q.9**

10. The Ann Arbor District Library is an independent governmental agency with an elected board of trustees and is funded by a millage assessment on property within its jurisdiction of 1.55 mills, which is dedicated specifically to fund library operations. For the owner of a home with a market value of \$200,000 and a taxable value of \$100,000, the 1.55 mills translates into \$155 per year in property taxes, or about \$13 per month. Thinking about the quality of services provided to the community by the Ann Arbor District Library, do you think your taxes and fees are too high, too low, or about right for what you get back in local library services? **[IF TOO HIGH, ASK: "Would that be much or somewhat?" AND CODE BEST RESPONSE]**

8%	Much too high
8%	Somewhat too high
16%	TOTAL TOO HIGH
67%	About right
11%	Too low
6%	Undecided/Refused

11. For you and/or your family, which local library do you visit most often -- do you visit a branch of the Ann Arbor District Library, another local library, some other library that is not located in the immediate area, or, would you say you very seldom or never visit any libraries at all **[IF RESPONDENT VISITS AADL, ASK: "Which branch do you visit the *most*?" AND CODE BEST RESPONSE]**

<u>2012</u>	<u>2014</u>	
27%	25%	Primarily visits the DOWNTOWN Library ----- GO TO Q.13
16%	16%	Primarily visits the MALLETT'S CREEK Library ----- GO TO Q.13
15%	11%	Primarily visits the TRAVERWOOD Library ----- GO TO Q.13
14%	8%	Primarily visits the WEST Library ----- GO TO Q.13
12%	12%	Primarily visits the PITTSFIELD Library ----- GO TO Q.13
2%	7%	Most often visits some other library that is NOT part of AADL (in 2012: 'Visits some other library that is NOT located as close') ----- GO TO Q.14
14%	16%	Very Seldom/Never visits a library at all – ASK Q.12
---	5%	Undecided/Refused ----- GO TO Q.16

12A-B. What would you say are the one or two main reasons why you DO NOT visit any local library in your community? [WRITE COMMENTS AS STATED – PROBE FOR UP TO TWO RESPONSES – THEN GO TO Q.16]

<u>2012</u>	<u>2014</u>	
---	25%	Get Everything Online
24%	23%	Have Internet at Home
19%	13%	No Need-No Desire
6%	6%	Too Far – Location Inconvenient
12%	5%	Buy Books
---	5%	Have eReader
6%	4%	No Time-Too Busy
2%	4%	Use College-School Library
4%	3%	Have No Kids to Go
2%	2%	Parking Inconvenient
2%	2%	Selection Outdated
7%	2%	Too Old
---	1%	Get Audio Books Mailed
4%	1%	Handicap-Disabled
4%	1%	Have No Transportation
---	1%	I am Blind
---	1%	New to Area
2%	---	None – No Reason
1%	---	Meet Friends at Other Library
1%	---	Use Work Library
4%	1%	Other/Undecided/Refused

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

<u>2012</u>	<u>2014</u>	
26%	30%	Every day/ A few times a week
35%	48%	A few times a month
20%	15%	A few times a year
3%	6%	Seldom
---	1%	Never ----- GO TO Q.16
16%	---	Undecided/Refused ----- GO TO Q.16

14A-C. Thinking about the Ann Arbor District Library in particular, for you and your family, what are the two or three most important services provided by them? **[WRITE COMMENTS AS STATED – PROBE FOR UP TO THREE RESPONSES]**

N=389

35%	Books
13%	DVD-Video
6%	Internet Access
5%	CD-Music
5%	Kids Programs-Story Time
5%	Research-Reference
4%	Computer Access
4%	Inter-Library Sharing
3%	eBooks
3%	Quiet-Study Space
3%	Special Events
2%	Audio Books
2%	Books-Specific Topics
1%	Classes
1%	Librarians-Good Service
1%	Magazines
1%	Meeting Space
1%	Tutoring
5%	Other/Undecided/Refused

15A-B. Is there any service or other public resource the Ann Arbor District Library does not currently offer that you believe they SHOULD BE offering or is there any public activity the library is not currently engaged in that you believe they SHOULD engage in? **[WRITE COMMENTS AS STATED – PROBE FOR UP TO TWO RESPONSES]**

N=389

67%	None
2%	More Computers Available
2%	More eBooks-Selection
1%	Adult Computer Classes
1%	Story Time-Kids Activities
1%	Young Adult Programs
26%	Other/Undecided/Refused

16A-B. Is there any service or other public resource the Ann Arbor District Library currently offers or has offered in the past that you believe they should NOT be offering or have offered, or is there any public activity the library is currently engaged in or has been engaged in the past that you believe they should NOT be engaged in or SHOULD NOT have been engaged in? [WRITE COMMENTS AS STATED – PROBE FOR UP TO TWO RESPONSES]

- 77% | None
- 1% | Access to Pornography
- 1% | DVD-Movie Rentals
- 1% | Free Internet Access
- 1% | Special Events
- 19% | Other/Undecided/Refused

17. Like most libraries, the Ann Arbor District Library offers a traditional lending service that allows members of the public to check out books, CD's, DVD's and Blu-Ray Discs, but it also lends out artwork prints, scientific tools such as telescopes, musical instruments and other items not usually associated with printed material. Prior to me just describing these things, were you aware that the Ann Arbor District Library lends out items other than books, CD's and DVDs?

- 38% | Yes
- 62% | No ----- **GO TO Q.20**
- | Undecided/Refused ----- **GO TO Q.20**

18. Have you or a member of your family ever checked out an item from the Ann Arbor District Library such as an art-print, a telescope, musical instrument or other non-reading material item?

N=188

- 37% | Yes
- 63% | No ----- **GO TO Q.20**
- | Undecided/Refused ----- **GO TO Q.20**

19. Using a rating scale of one to five, where five means "Extremely Satisfied" and one means "Not Satisfied At All," how satisfied were you with the non-traditional item that was checked out?

N=69

SATISFIED					
<i>NOT AT ALL</i>				<i>EXTREMELY</i>	<u>Undec/REF</u>
---	3%	6%	28%	62%	1%

MEAN: 4.515

___20. The Ann Arbor District Library offers public access to the Internet, meeting rooms that are available to both non-profit and for profit groups and free study rooms with wired and WiFi Internet access. Prior to me just describing these things, were you aware that the Ann Arbor District Library provides meeting spaces, study rooms and public Internet access?

80% | Yes
 20% | No ----- **GO TO Q.23**
 --- | Undecided/Refused ----- **GO TO Q.23**

___21. Have you or a member of your family ever used a computer, meeting space or study room provided at the library?

N=402

60% | Yes
 39% | No ----- **GO TO Q.23**
 1% | Undecided/Refused ----- **GO TO Q.23**

___22. Using a rating scale of one to five, where five means "Extremely Satisfied" and one means "Not Satisfied At All," how satisfied were you with space or Internet access provided by the library?

N=241

SATISFIED					
<i>NOT AT ALL</i>			<i>EXTREMELY</i>	<i>Undec/REF</i>	
---	1%	9%	32%	56%	2%

MEAN: 4.460

23. Did you know that, as part of their annual operating budget, the Ann Arbor District Library subscribes to databases and online services such as Brainfuse Homework Help for all students, Ancestry.com, and Reference USA Business Databases?

27% | Yes
 73% | No ----- **GO TO Q.26**
 --- | Undecided/Refused ----- **GO TO Q.26**

24. Have you or a member of your family ever accessed an on-line database through the Ann Arbor District Library; aadl.org? **AND CODE BEST RESPONSE]**

N=135

46% | Yes
 53% | No ----- **GO TO Q.26**
 1% | Undecided/Refused ----- **GO TO Q.26**

25. Using a rating scale of one to five, where five means "Extremely Satisfied" and one means "Not Satisfied At All," how satisfied with the database access provided by Ann Arbor District Library?

N=62

		SATISFIED								
<i>NOT AT ALL</i>				<i>EXTREMELY</i>	<u>Undec/REF</u>					
---		---		16%		32%		49%		3%

MEAN: 4.333

26. The Ann Arbor District Library offers a number of year-round classes, events and exhibits such as library tours, exhibits of paintings and ceramic work, many classes such as cooking, crafts, and computers, and a promotional tent at outdoor venues such as Fool Moon, Top-of-the-Park and Taste of Ann Arbor. Prior to me just telling you about the events, exhibits and classes just mentioned, were you aware that the Ann Arbor District Library offers these types of activities?

62% | Yes
 38% | No ----- **GO TO Q.29**
 --- | Undecided/Refused ----- **GO TO Q.29**

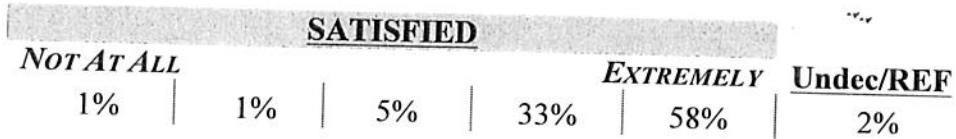
27. Have you or a member of your family ever attended an event or activity offered by the Ann Arbor District Library? **AND CODE BEST RESPONSE]**

N=311

74% | Yes
 25% | No ----- **GO TO Q.29**
 1% | Undecided/Refused ----- **GO TO Q.29**

28. Using a rating scale of one to five, where five means "Extremely Satisfied" and one means "Not Satisfied At All," how satisfied were you with event or class you attended?

N=230



MEAN: 4.493

29. The Ann Arbor District Library is the Library for the Blind and Physically Handicapped for Washtenaw County. Prior to me just telling you this, were you aware that Ann Arbor District Library is the Library for the Blind and Physically Handicapped for Washtenaw County?

42%		Yes	
57%		No -----	GO TO Q.32
1%		Undecided/Refused -----	GO TO Q.32

30. Have you or a member of your family ever used the services provided by the Ann Arbor District Library for the Blind and Physically Handicapped? **AND CODE BEST RESPONSE]**

N=212

13%		Yes	
87%		No -----	GO TO Q.32
---		Undecided/Refused -----	GO TO Q.32

31. Using a rating scale of one to five, where five means "Extremely Satisfied" and one means "Not Satisfied At All," how satisfied were you with the services provided by the Ann Arbor District Library for the Blind and Physically Handicapped?

N=27

SATISFIED				
<i>NOT AT ALL</i>			<i>EXTREMELY</i>	Undec/REF
---		4%		---
			11%	
				85%

MEAN: 4.778

32. 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 non-traditional services it offers, how would you rate the quality of the services and collection of books, materials and other offerings 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?

2012	2014	
44%	49%	Excellent ----- GO TO Q.34
37%	39%	Pretty Good ----- GO TO Q.34
81%	88%	TOTAL POSITIVE
1%	2%	TOTAL NEGATIVE
1%	1%	Just Fair
---	1%	Poor
18%	10%	Undecided/Refused ---- GO TO Q.34

33. 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**]

<u>2012</u>	<u>2014</u>	
100%	30%	Limited Book Selection
---	14%	Books Have Only One Copy Available
---	14%	Books Out of Date
---	14%	DVDs Damaged
---	14%	Need More Computers-Downtown
---	14%	Try to Do Too Much

34A-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**]

<u>2012</u>	<u>2014</u>	
43%	30%	Ann Arbor News/Ann Arbor.com
14%	23%	General word-of-mouth
18%	11%	The Ann Arbor Observer
6%	9%	Television news reports
9%	8%	Radio news reports
1%	7%	MLive
1%	4%	The <u>district</u> or building newsletters
---	1%	AADL Website
1%	1%	Ann Arbor Chronicle
---	1%	At the Library
1%	1%	Detroit Free Press
---	1%	Facebook / Social Media
1%	---	Google
1%	---	None – have no source of information
4%	3%	Other/Undecided/Refused

35. What would be the best way for Ann Arbor District Library to communicate with you about new features, exhibits, events and other services available to the people of the community?
[WRITE COMMENT AS STATED]

38%	Email
11%	AADL Website
10%	Direct Mail
7%	Newspaper
4%	Flyers
3%	Ann Arbor Observer
3%	Newsletters-Print
3%	Social Media
2%	Ann Arbor News
2%	MLive
2%	Posts at the Library
2%	TV
1%	Ann Arbor.com
1%	None
1%	Online in General
1%	Radio
1%	Through Schools
8%	Other/Undecided/Refused

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

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

<u>2012</u>	<u>2014</u>	
34%	36%	Yes
66%	64%	No ----- GO TO Q.38
---	---	Undecided/Refused ----- GO TO Q.38

37A-E. What grades in school do your children attend? **[DO NOT READ - CODE ALL RESPONSES MENTIONED]**

<u>2012</u>	<u>2014</u>	
9%	11%	Preschool/Early childhood
31%	33%	Elementary - K-6th Grade
22%	24%	Middle school - 7th and 8th grades
32%	29%	High school -- 9th through 12th
3%	2%	Not yet in school
3%	1%	Undecided/Refused

__38. 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 4]**

[RECORD YEAR HERE _____ AND THEN CODE BELOW]

<u>2012</u>	<u>2014</u>		
31%	25%	18 to 34 years -----	(1980 to 1996)
	31%	35 to 49 -----	(1965 to 1979)
39%	22%	50 to 64 -----	(1950 to 1965)
26%	19%	65 and over -----	(1949 or before)
4%	3%	Undecided/Refused	

__39. What is the last grade or level of schooling you completed? **[DO NOT READ – CODE BEST RESPONSE]**

<u>2012</u>	<u>2014</u>	
1%	1%	1st to 11th Grade
3%	6%	High School Graduate
---	1%	Non-college post high school (technical training)
4%	16%	Some college
43%	31%	College graduate
48%	44%	Post graduate school
1%	1%	Undecided/Refused

__40. 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]**

<u>2012</u>	<u>2014</u>	
3%	6%	Under \$25,000
8%	9%	\$25,000 to \$50,000
12%	13%	\$50,000 to \$75,000
12%	15%	\$75,000 to \$100,000
18%	14%	\$100,000 to \$150,000
16%	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%	27%	Undecided/Refused

__41. Gender of respondent **(DO NOT ASK -- BY OBSERVATION ONLY)**

<u>2012</u>	<u>2014</u>	
47%	47%	Male
53%	53%	Female

THANK RESPONDENT FOR HIS OR HER TIME AND TERMINATE

