

**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*

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 --- <b>THANK AND TERMINATE INTERVIEW</b>

\_\_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]**

35%	Maintaining local roads, bridges and other transportation infrastructure
20%	The quality of K-12 public schools in the area
19%	The condition of the economy and jobs
6%	Balancing growth and development with quality of life concerns
5%	Growing demands on public safety employees, such as police and firefighters, to adequately meet area needs
5%	The availability of public transportation
5%	The level of local government taxation
2%	The quality of public information resources, such as libraries
---	More than one <b>[ASK: "But which issue concerns you the most?" AND CODE BEST RESPONSE]</b>
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]**

14%	Much too high
15%	Somewhat too high
<b>29%</b>	<b>TOTAL TOO HIGH</b>
57%	About right
6%	Too low
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?

35%	More important
13%	Less important
52%	About the same importance
---	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
<b>16%</b>	<b>TOTAL TOO HIGH</b>
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]**

25%	Primarily visits the DOWNTOWN Library -----	<b>GO TO Q.13</b>
16%	Primarily visits the MALLETT'S CREEK Library -----	<b>GO TO Q.13</b>
11%	Primarily visits the TRAVERWOOD Library -----	<b>GO TO Q.13</b>
8%	Primarily visits the WEST Library -----	<b>GO TO Q.13</b>
12%	Primarily visits the PITTSFIELD Library -----	<b>GO TO Q.13</b>
7%	Most often visits some other library that is NOT part of AADL -----	<b>GO TO Q.14</b>
16%	Very Seldom/Never visits a library at all –	<b>ASK Q.12</b>
5%	Undecided/Refused -----	<b>GO TO Q.16</b>

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]

**N=81**

25%	Get Everything Online
23%	Have Internet at Home
13%	No Need-No Desire
6%	Too Far
5%	Buy Books
5%	Have eReader
4%	No Time-Too Busy
4%	Use College-School Library
3%	Have No Kids to Go
2%	Parking Inconvenient
2%	Selection Outdated
2%	Too Old
1%	Get Audio Books Mailed
1%	Handicap-Disabled
1%	Have No Transportation
1%	I am Blind
1%	New to Area
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?

**N=357**

30%	Every day/ A few times a week
48%	A few times a month
15%	A few times a year
6%	Seldom
1%	Never ----- <b>GO TO Q.16</b>
---	Undecided/Refused ----- <b>GO TO Q.16</b>

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 -----	<b>GO TO Q.20</b>
---	Undecided/Refused -----	<b>GO TO Q.20</b>

\_\_\_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 -----	<b>GO TO Q.20</b>
---	Undecided/Refused -----	<b>GO TO Q.20</b>

\_\_\_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**

<b>SATISFIED</b>					
<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 -----	<b>GO TO Q.23</b>
---		Undecided/Refused -----	<b>GO TO Q.23</b>

\_\_\_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 -----	<b>GO TO Q.23</b>
1%		Undecided/Refused -----	<b>GO TO Q.23</b>

\_\_\_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**

<b>SATISFIED</b>					
<i>NOT AT ALL</i>				<i>EXTREMELY</i>	<u>Undec/REF</u>
---		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 -----	<b>GO TO Q.26</b>
---		Undecided/Refused -----	<b>GO TO Q.26</b>

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 -----	<b>GO TO Q.26</b>
1%		Undecided/Refused -----	<b>GO TO Q.26</b>

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**

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

**MEAN: 4.333**



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**

<b>SATISFIED</b>			
<i>NOT AT ALL</i>		<i>EXTREMELY</i>	<u>Undec/REF</u>
---	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?

49% | Excellent ----- **GO TO Q.34**  
 39% | Pretty Good ----- **GO TO Q.34**  
**88% | TOTAL POSITIVE**  
**2% | TOTAL NEGATIVE**  
 1% | Just Fair  
 1% | Poor  
 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**]

N=7

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]

30%	Ann Arbor News/Ann Arbor.com
23%	General word-of-mouth
11%	The Ann Arbor Observer
9%	Television news reports
8%	Radio news reports
7%	MLive
4%	The <u>district</u> or building newsletters
1%	AADL Website
1%	Ann Arbor Chronicle
1%	At the Library
1%	Detroit Free Press
1%	Facebook / Social Media
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?

36%	Yes
64%	No ----- <b>GO TO Q.38</b>
---	Undecided/Refused ----- <b>GO TO Q.38</b>

\_\_37A-E. What grades in school do your children attend? **[DO NOT READ - CODE ALL RESPONSES MENTIONED]**

**N=181**

11%	Preschool/Early childhood
33%	Elementary - K-6th Grade
24%	Middle school - 7th and 8th grades
29%	High school -- 9th through 12th
2%	Not yet in school
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]**

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

\_\_39. What is the last grade or level of schooling you completed? **[DO NOT READ – CODE BEST RESPONSE]**

1%	1st to 11th Grade
6%	High School Graduate
1%	Non-college post high school (technical training)
16%	Some college
31%	College graduate
44%	Post graduate school
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]**

6%	Under \$25,000
9%	\$25,000 to \$50,000
13%	\$50,000 to \$75,000
15%	\$75,000 to \$100,000
14%	\$100,000 to \$150,000
16%	Over \$150,000
---	Retired ( <b>VOLUNTEERED - ASK: “But is there an income category I read that would apply to your household?” AND CODE BEST RESPONSE</b> )
27%	Undecided/Refused

\_\_41. Gender of respondent (**DO NOT ASK -- BY OBSERVATION ONLY**)

47%	Male
53%	Female

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