

# **Ann Arbor District Library**

## **Community survey on awareness, use and satisfaction with library facilities and services**

**Conducted Feb. 9 through Feb. 15, 2014**

**Live telephone interviews**

**Sample size: 500 adults**

**Error rate:  $\pm 4.4\%$**

## Key Survey Findings

- **Participants were included if they were adult residents of the Ann Arbor Public School District**
- **63% were residents of Ann Arbor City - 20% residents of Pittsfield Township - and 17% from other parts of the district**
- **Since 2012, the positive job rating for AADL providing library services increased by 7 points - increasing from 81% in 2012 to 88% in 2014**

## Key Survey Findings cont.

- 17 point increase in percentage of households that use AADL facilities/programs– 61% in 2012 to 78% in 2014
- Only 3-in-10 respondents knew that AADL is “an independent governmental body” funded by its own separate tax assessment
- Only 2-in-10 households had no members who use any AADL facilities or services
- Nearly half of households with no members who used AADL said the top reason for not using it was “having the Internet at home” or “getting everything they need online”

## Key Survey Findings cont.

- **Top AADL services used were: “book loans” (35%); “DVD-video” (13%); and “Internet access” (6%).**
- **When asked what AADL service/resource NOT currently offered SHOULD BE offered, no response was cited by more than 2% with two-thirds saying “none” and 1-in-4 “unsure”**
- **When asked what AADL service/resource CURRENTLY offered should NOT BE OFFERED, no response was cited by more than 1%, with 8-in-10 saying “none”**
- **Nearly 4-in-10 were aware that AADL lends out artwork prints, scientific tools like telescopes, musical instruments, and other items not associated with printed material**

## Key Survey Findings cont.

- Of respondents aware of non-reading materials loaned out, 4-in-10 households had one or more members who checked out such items, and 6-in-10 offered the highest satisfaction rating of five
- 8-in-10 respondents were aware that AADL provides meeting spaces, study rooms and public Internet access
- Of respondents who were aware of meeting spaces, 6-in-10 used a computer, meeting room, or study space, with 56% offering the highest satisfaction rating of five for the quality of the service
- Less than 3-in-10 knew that AADL subscribes to databases and online services like Brainfuse Homework Help, Ancestry.com and Reference USA Business Databases

## Key Survey Findings cont.

- **Among those who were aware of databases, nearly half said one or more household members used them, and 49% offered the highest satisfaction rating of five**
- **More than 6-in-10 were aware of the events, exhibits and classes described to them**
- **Among those who were aware, 3-in-4 said one or more household members attended such events or activities, and 58% offered the highest satisfaction rating**
- **Just over 4-in-10 were aware that AADL is the Library for the Blind and Physically Disabled for Washtenaw County**

## Key Survey Findings cont.

- Just over 1-in-10 had one or more household members use the services for the Blind and Physically Disabled— of which 85% offered the highest satisfaction rating
- Top sources of information were the Ann Arbor News/Ann Arbor.Com, general word-of-mouth, the Ann Arbor Observer, TV news, radio news and Mlive.
- The best ways respondents said to communicate with them is e-mail, the AADL website, direct mail and newspapers
- Maintaining local roads, bridges, and other transportation infrastructure, the quality of K-12 public schools and the condition of the economy and jobs were top issue concerns



## Key Survey Findings cont.

- 12% said the “library” is a local government service that provides the most value for taxes paid, with “school-education” (20%) and “police-public safety” (13%) scoring higher
- With the growth of computers and the Internet, 52% said libraries are about the same importance as before, 35% said libraries are more important, with 13% saying less important



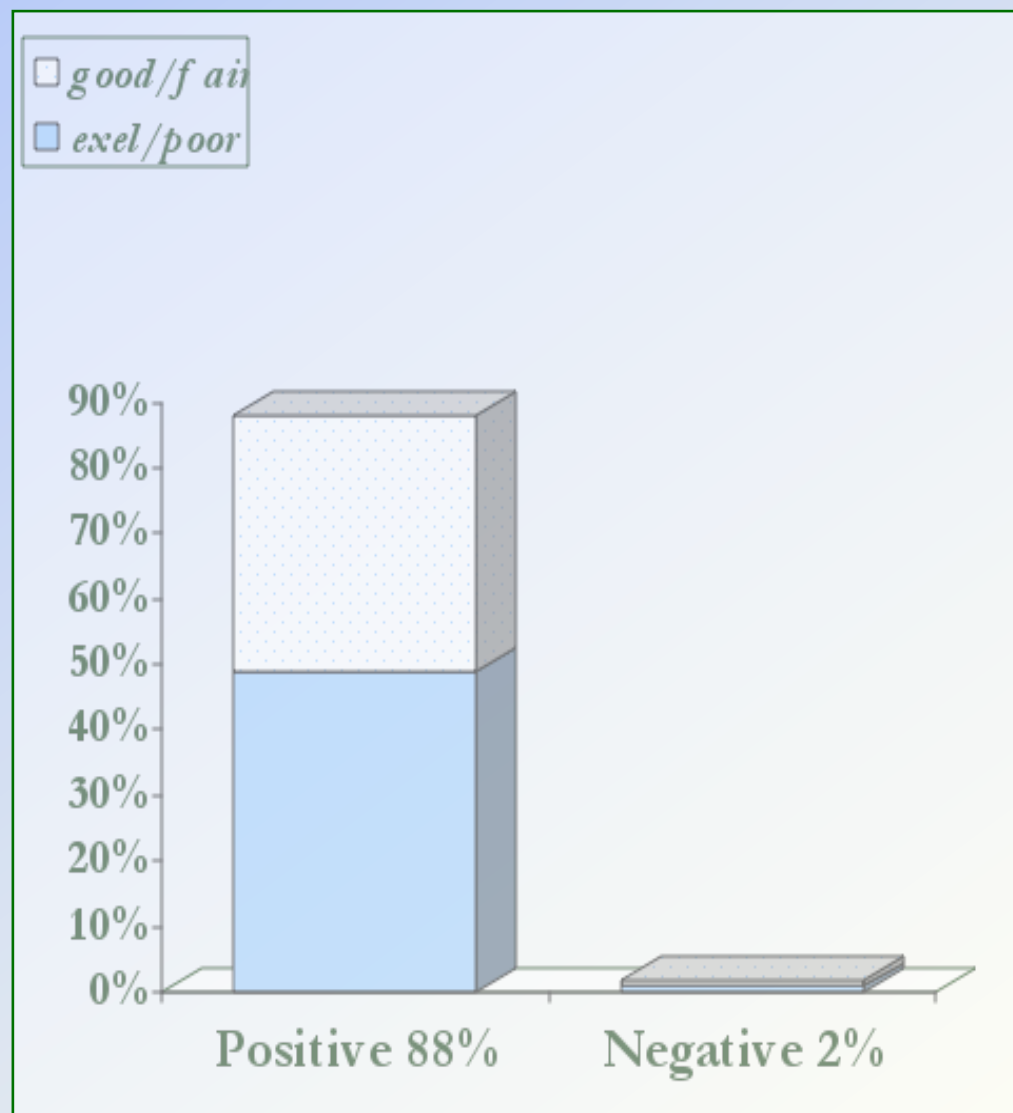
## Rating for the job done by AADL providing library services

- **Excellent** 49%
- **Pretty good** 39%
- **Total POSITIVE** 88%

- **Just fair** 1%
- **Poor** 1%
- **Total NEGATIVE** 2%

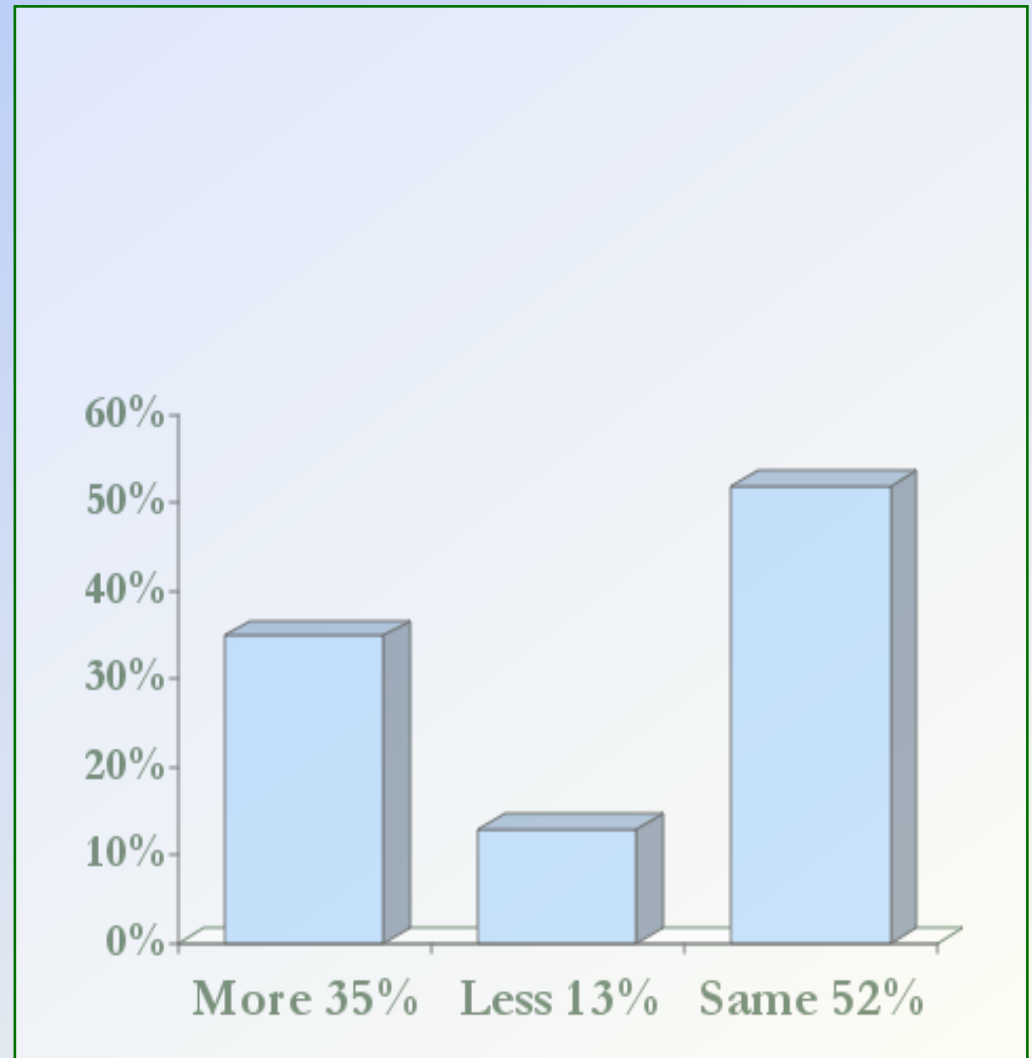
- **Undecided** 10%

**81% Positive rating in 2012**



**With computers and the Internet, are libraries more important, less important, or about the same importance as they have always been?**

- **More important      35%**
- **Less important      13%**
- **About the same      52%**



**Groups saying “more important” by significantly higher percentages than 35% overall results**

- **70%: Taxes for government/school services too low**
- **59%: Taxes for AADL too low**
- **45%: Women age 50 and over**
- **43%: Uses library a few times a day or week**
- **42%: All women, college educated women**
- **41%: Ann Arbor Ward 1; uses library few times a month; children in PreK**
- **40%: Enrolled in college courses; visits downtown branch; seldom/never uses library; incomes under \$50K**

**Groups saying libraries “less important” by significantly higher percentages than 13% overall**

- **39%: Taxes for AADL “too high”**
- **24%: Seldom/Never uses the library**
- **23%: Other libraries or no libraries used**
- **21%: Taxes too high for government/school services**
- **19%: All men**
- **18%: Pittsfield; Website best method of communication; Post HS technical education**
- **17%: Ann Arbor Ward 5; Areas outside of Ann Arbor; Incomes of \$50K to \$75K**
- **16%: Ann Arbor Ward 2; Other areas outside of Ann Arbor and Pittsfield; Gets info from word-of-mouth**

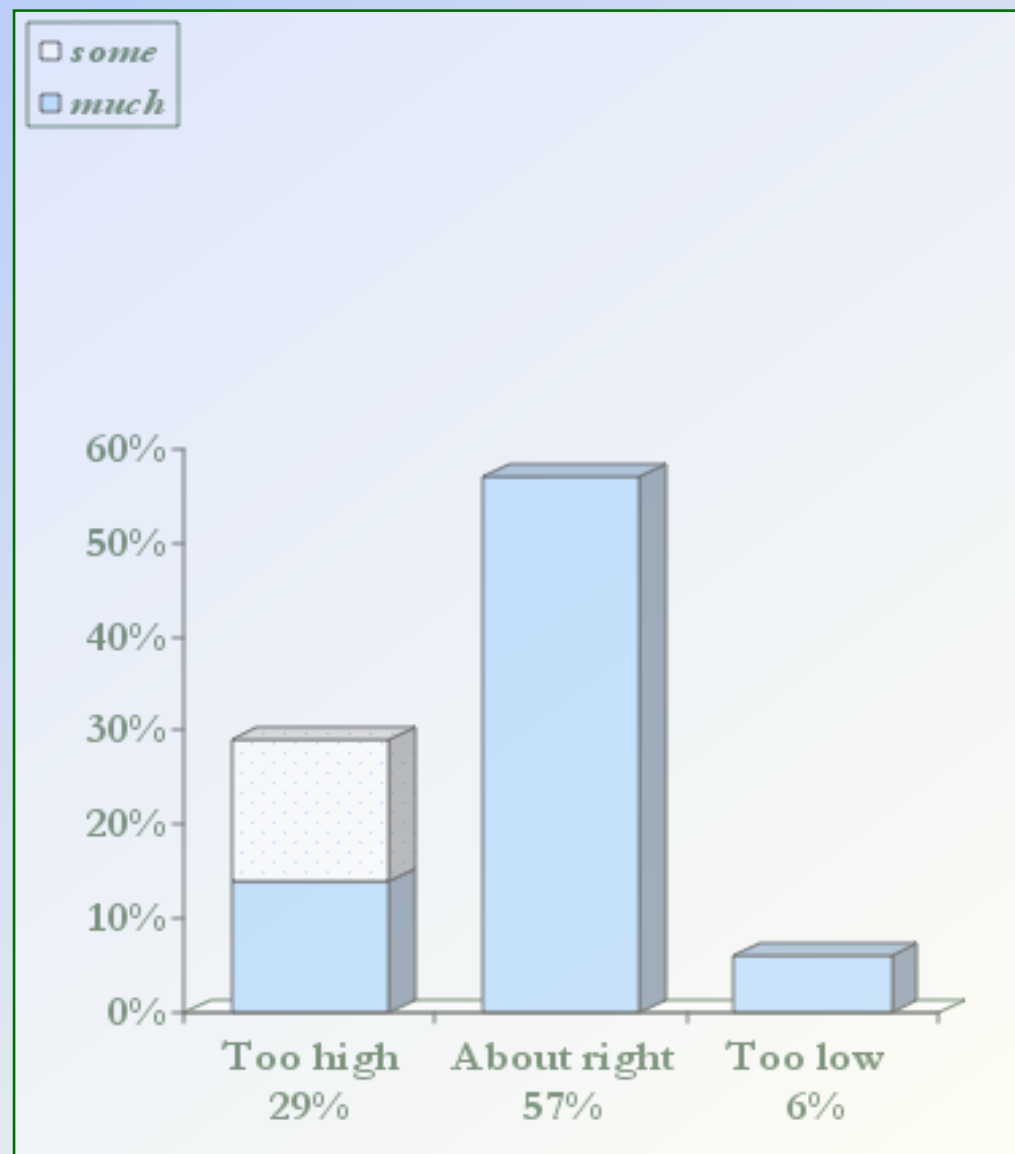
## Concern about level of taxes for government/school services

- 14% **Much too high**
- 15% **Somewhat too high**

**29% Total Too High**

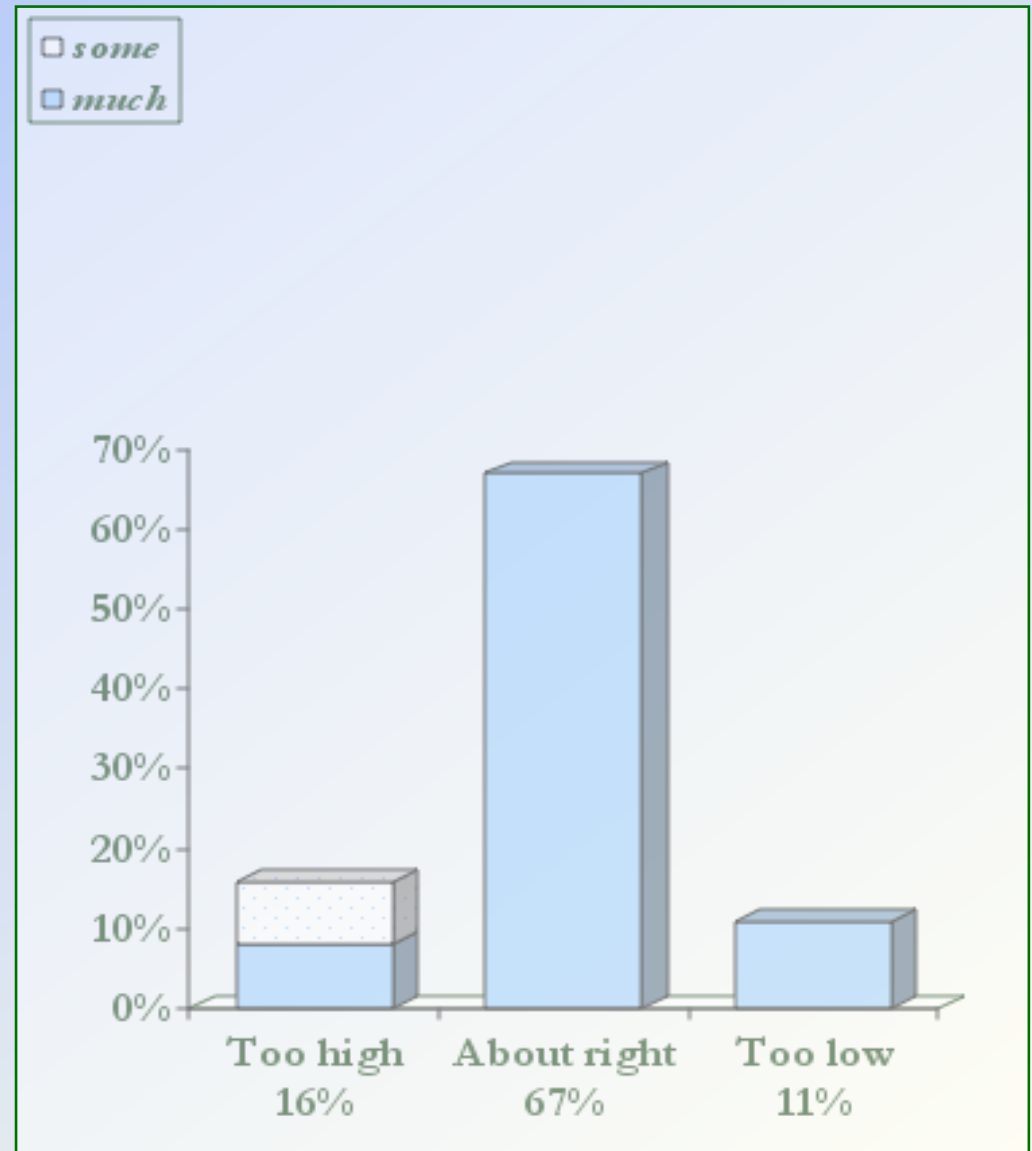
- 57% **About right**
- 6% **Too low**
- 8% **Unsure**

**In 2012 survey - 33% said taxes “too high” (total)**



## Concern about level of taxes for AADL

- **8% Much too high**
- **8% Somewhat too high**
- 16% Total Too High**
- **67% About right**
- **11% Too low**
- **6% Unsure**



## **Groups saying by the highest percentages AADL taxes “too high”**

- **37%: Taxes too high for local government/school services**
- **35%: Uses libraries other than AADL, or uses no libraries**
- **26%: Age 50 and over without college**
- **25%: Pittsfield area; Direct mail best method to communicate**
- **23%: Said AADL part of Washtenaw ISD; Men without college**
- **22%: Said AADL part of city government; Uses library few times a year; Incomes over \$100K**
- **21%: All areas outside of Ann Arbor; Post HS tech education**
- **20%: Uses libraries seldom or never; All men**



**Which of the following statements best describes how  
AADL is organized and receives its funding?**

- **30%: AADL an independent governmental body with its own separate property tax assessment**
- **23%: A division of Ann Arbor City government and is paid for from tax revenue received by the city**
- **12%: A part of the Ann Arbor public school district and is funded from the tax dollars allocated to the local school operating budget**
- **8%: A department within Washtenaw County government, funded from the county budget**
- **4%: A part of the Washtenaw ISD and is funded by county-wide school taxes**
- **23%: Unsure**

## Groups saying AADL “independent body” by **highest** percentages

- **45%: Ann Arbor Ward 1**
- **42%: Incomes of \$75K to \$100K**
- **41%: Ann Arbor Ward 2; Age 50 to 64**
- **40%: Gets info from Ann Arbor Observer; college educated age 50 and over**
- **38%: Women age 50 and over**
- **37%: Downtown branch most used; AADL website best method for communication; Children in 9<sup>th</sup> to 12<sup>th</sup> grades**
- **36%: Age 50 and over**
- **35%: Uses library a few times a month/year; Gets info from Ann Arbor News; Children in 7<sup>th</sup> or 8<sup>th</sup> grades; College educated men**
- **34%: Households with children; Children in PreK; Income over \$100K**

## Groups saying AADL “independent body” by **lowest** percentages

- **25%: Age 18 to 34; Post HS technical education; Incomes under \$50K; Women without college**
- **24%: Direct mail best method of communication**
- **22%: Ann Arbor Ward 3**
- **20%: Seldom/never uses the library; Incomes of \$50K to \$75K**
- **18%: Enrolled in college classes; Men without college**
- **15%: Pittsfield area**
- **11%: HS or less education**

## Which branch of AADL do respondents visit the most?

- **25%: Downtown Library (27% in 2012)**
- **16%: Malletts Creek Library (16% in 2012)**
- **12%: Pittsfield Library (12% in 2012)**
- **11%: Traverwood Library (15% in 2012)**
- **8%: West Library (14% in 2012)**
- **7%: Visits some library other than AADL (2% in 2012)**
- **16%: Very seldom/Never visits a library at all (14% in 2012)**

## **Groups that visit the Downtown branch by the highest percentages**

- **48%: Ann Arbor Ward 1**
- **42%: Ann Arbor Ward 5**
- **40%: Taxes for local government/schools too low; Seldom/Never uses a library**
- **39%: Uses library a few times a year**
- **36%: Taxes for AADL too low; Uses library few times a day/week**
- **35%: AADL website best method to communicate; Incomes under \$50K**
- **34%: All of Ann Arbor City; Children attend PreK**
- **32%: Uses library a few times a month/year**
- **30%: Gets info from word-of-mouth**

## Groups that visit Malletts Creek branch by the highest percentages

- **47%: Ann Arbor Ward 3**
- **28%: Pittsfield area**
- **25%: Uses the library a few times a day/week**
- **24%: Children attend K to 6<sup>th</sup> grades/9<sup>th</sup> to 12<sup>th</sup> grades**
- **23%: Ann Arbor Ward 4**
- **22%: Uses library few times a year; E-mail best method to communicate; Households with children; Children attend 7<sup>th</sup> or 8<sup>th</sup> grades**
- **21%: Uses library a few times a month; Age 35 to 49**
- **20%: Uses library seldom/never**

## **Groups that visit the Pittsfield branch by the highest percentages**

- **30%: Ann Arbor Ward 4**
- **28%: Uses library seldom/never**
- **25%: Pittsfield area**
- **20%: Uses library a few times a year**
- **18%: Uses library a few times a month; E-mail best method to communicate**
- **17%: Children attend 7<sup>th</sup> or 8<sup>th</sup> grades**
- **16%: Areas outside of Ann Arbor; Taxes for local government/school services too high**



## Groups that visit the Traverwood branch by the highest percentages

- **32%: Ann Arbor Ward 2**
- **29%: Ann Arbor Ward 1**
- **21%: Uses library daily or a few times a week**
- **20%: Taxes for local government/school taxes too low**
- **17%: Children attend PreK; College educated women**
- **16%: Uses library a few times a month; AADL website best method to communicate; Women age 18 to 49**
- **15%: Incomes over \$100K**

## Groups that visit the West branch by the highest percentages

- **21%: Ann Arbor Ward 5**
- **14%: Areas other than Arbor Ward or Pittsfield**
- **12%: Uses library a few times a month or seldom/never; Gets info from Ann Arbor Observer; AADL website best method to communicate; Incomes under \$50K**

## Groups that seldom/never visit a library by the highest percentages

- **44%: Age 50 and over without college**
- **41%: Taxes too high for AADL**
- **38%: Unsure about tax level for AADL; Men without college**
- **32%: Post HS technical education**
- **29%: Direct mail best method to communicate**
- **26%: Said AADL is part of Ann Arbor School District; Incomes of \$50K to \$75K; Men age 50 and over**
- **23%: Other areas outside of Ann Arbor and Pittsfield; all areas outside of Ann Arbor; Unsure of funding source for AADL; Age 65 and over; Incomes under \$50K**
- **22%: Pittsfield area; Taxes too high for local government/school services; All men; HS or less education**
- **21%: Households without children; Age 50 and over**

## Why respondents seldom or never visit a library

- **25%: Gets everything online**
- **23%: Have Internet at home**
- **13%: No need-no desire**
- **6%: Too far – location inconvenient**
- **5%: Buy books; Have eReader**
- **4%: No time – too busy; Uses college/school library**
- **3%: Have no kids to go**
- **2%: Parking inconvenient; Selection outdated; Too old**
- **6%: Other (less than 1% each)/Unsure**

## 8-in-10 AADL users visit facilities a few times a month or more

Daily/few times weekly  
30%

Few times a month 48%

**Total monthly/more 78%**

A few times a year 15%

Seldom  
6%

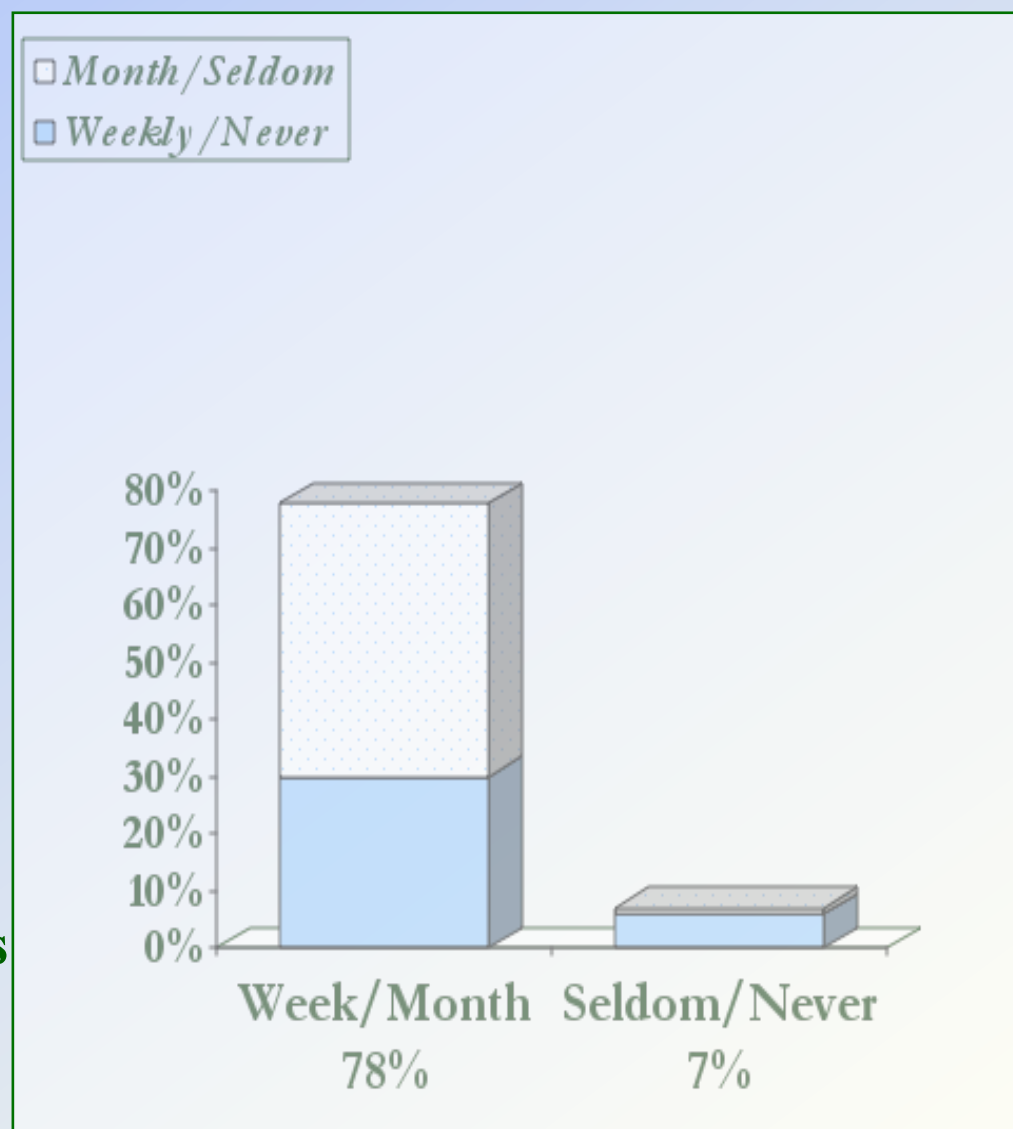
Never 1%

**Total Seldom/Never 7%**

**61% visited a library a few times  
a month or more in 2012**

**17 point increase in library use**

EPIC ■ MRA



## What are the two or three most important services provided by AADL?

<b>Books:</b>	<b>35%</b>
<b>DVD-Videos:</b>	<b>13%</b>
<b>Internet access:</b>	<b>6%</b>
<b>CD-Music; Kids programs-story time; Research-reference:</b>	<b>5%</b>
<b>Computer access; Inter-library sharing:</b>	<b>4%</b>
<b>eBooks; Quiet-study space; Special events:</b>	<b>3%</b>
<b>Audio books; Books-specific topics:</b>	<b>2%</b>
<b>Classes; Librarians-good service; Magazines; Meeting space; Tutoring:</b>	<b>1%</b>
<b>Other (less than 1% each)/Unsure:</b>	<b>5%</b>

## Is there a service/public resource not offered that **should be offered?**

- **67%: No/nothing needed**
- **2%: More computers available**
- **2%: More eBooks-Selection**
- **1%: Adult computer classes**
- **1%: Story time-Kids activities**
- **1%: Young adult programs**
- **26%: Other (less than 1% each)/Unsure**

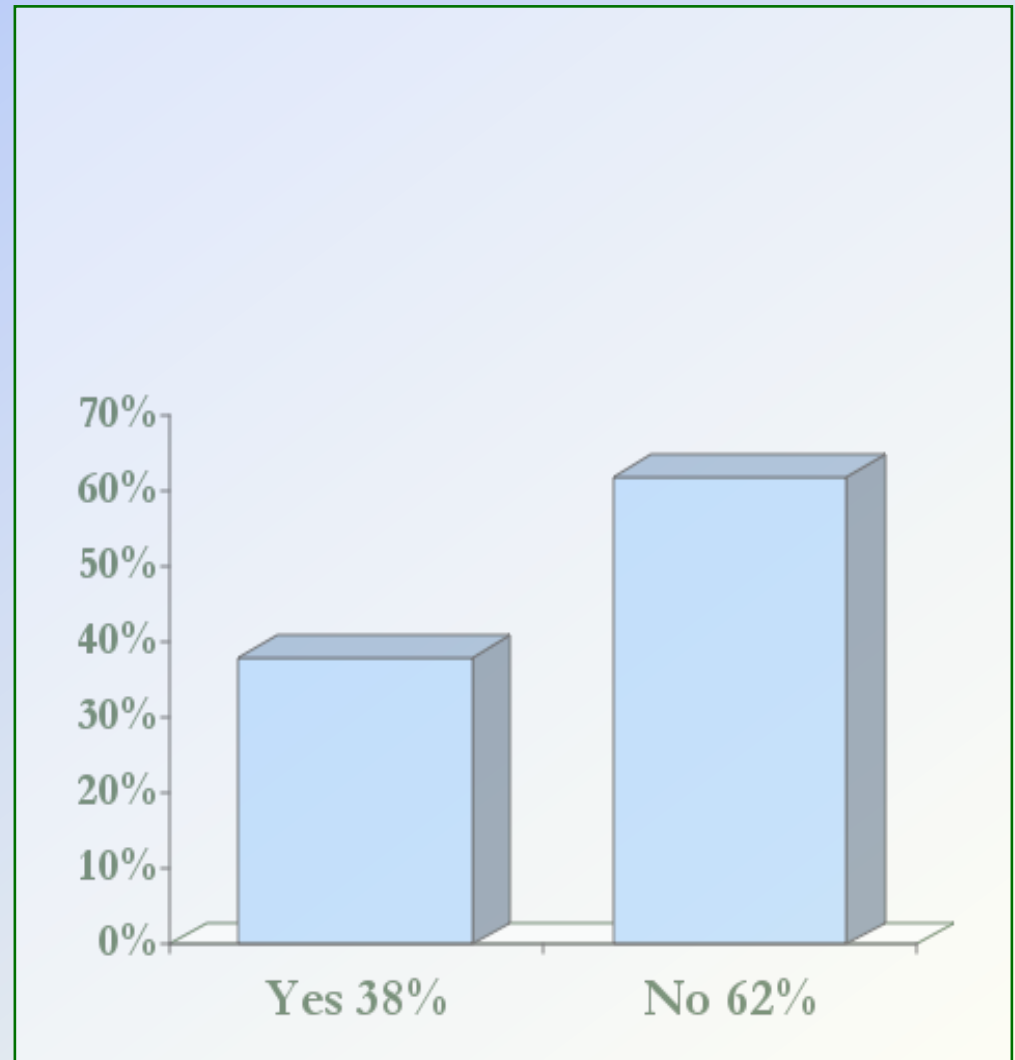


## Is there a service/public resource offered that **should not be offered?**

- **77%: No/nothing that should not be offered**
- **1%: Access to pornography**
- **1%: DVD-Movie rentals**
- **1%: Free Internet access**
- **1%: Special events**
- **19%: Other (less than 1% each)/Unsure**

**Were you aware that AADL lends out items  
other than books, CD's and DVD's?**

- **Yes 38%**
- **No 62%**
- **Of those aware, 37% of HH members checked out such items**
- **Of those who checked out items, 62% extremely satisfied**

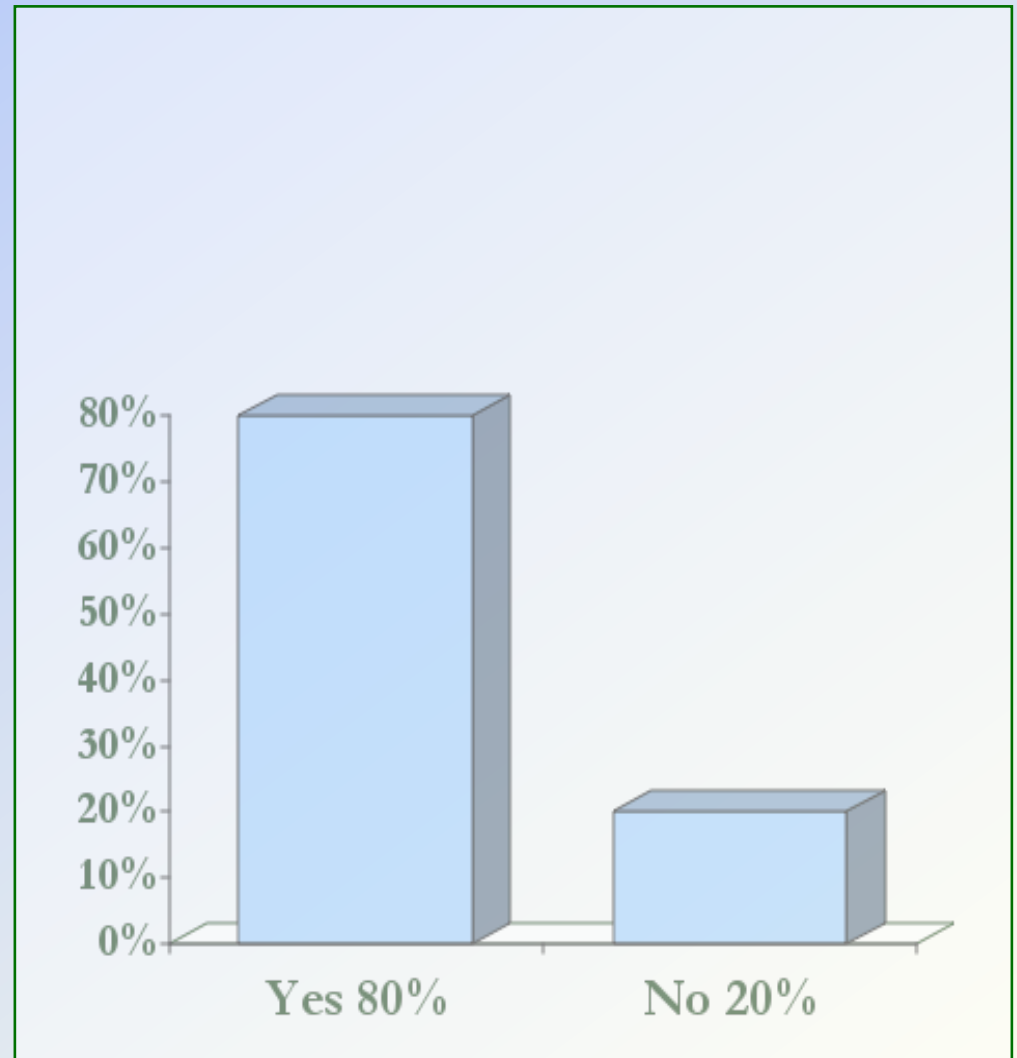


## Groups not aware non-print items loaned out by percentages > 62%

- **84%: Other or no libraries used; Age 50 and over without college**
- **82%: Pittsfield area; Said AADL part of Washtenaw ISD**
- **80%: Men without college**
  
- **79%: Taxes too high for AADL**
- **78%: Post HS technical education**
- **77%: Enrolled in college**
- **76%: All areas outside of Ann Arbor**
- **74%: Visits AADL a few times a year**
- **72%: HS education or less; Women without college**
- **71%: Direct mail best method to communicate; Incomes < \$50K**
- **70%: Age 18 to 49 without college**
  
- **69%: Men age 18 to 49**
- **68%: All men**

**Were you aware that AADL offers public access to the Internet, meeting rooms, free study rooms with Wi-Fi Internet access?**

- **Yes 80%**
- **No 20%**
- **Of those aware, 60% of HH members used services/facilities**
- **Of those who used services, 56% extremely satisfied**

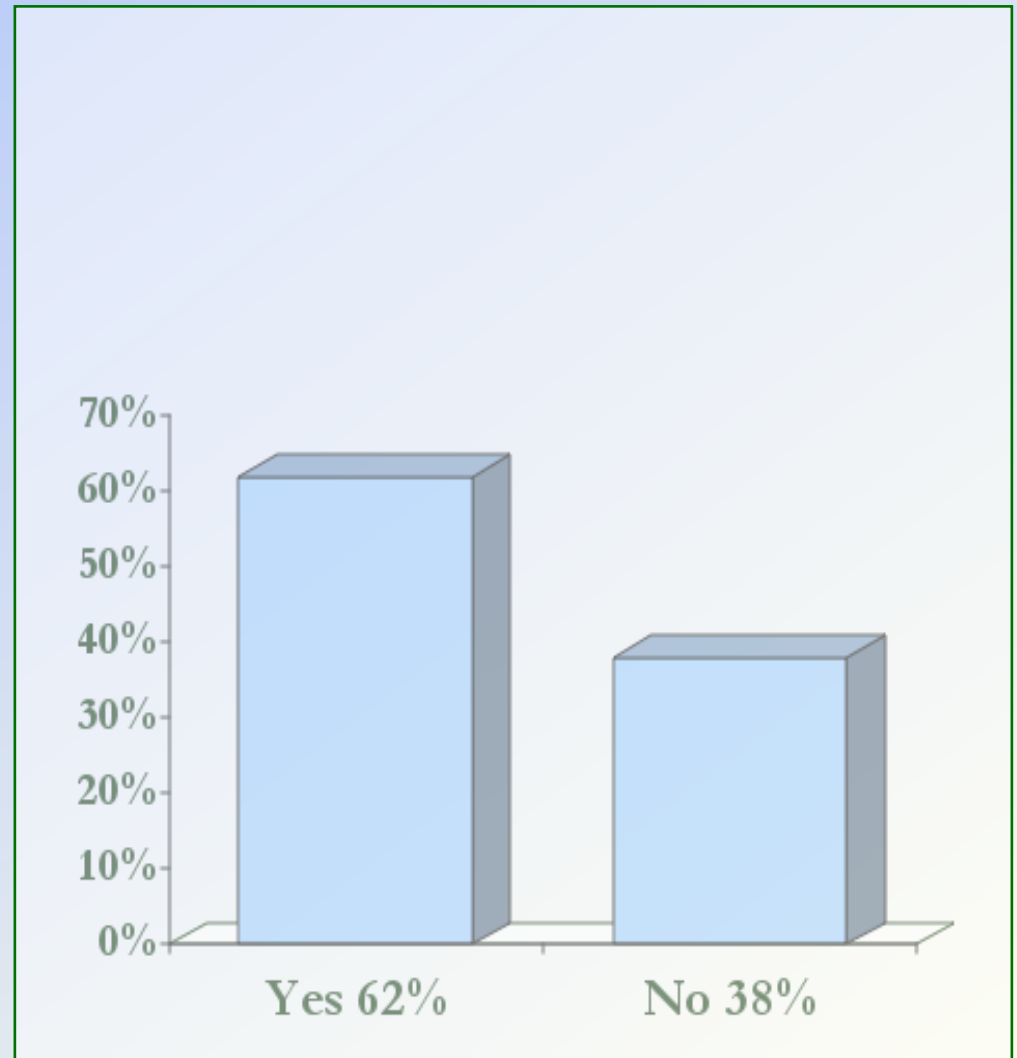


## Groups not aware of Internet access, meeting and study rooms and Wi-Fi service by percentages >20%

- **41%: Other or no libraries used**
- **40%: Seldom or never uses AADL**
- **36%: Age 50 and over without college**
- **33%: Taxes too high for AADL**
- **31%: Pittsfield area**
- **29%: Post HS technical education**
- **27%: Areas outside of Ann Arbor**
- **25%: Areas outside of Ann Arbor/Pittsfield; Direct mail best method to communicate; Age 50 to 64; Men age 50 & over**

## Were you aware that AADL offers classes, events and exhibits?

- **Yes 62%**
- **No 38%**
- **Of those aware, 74% of HH members attended an event or activity**
- **Of those who attended, 58% extremely satisfied**



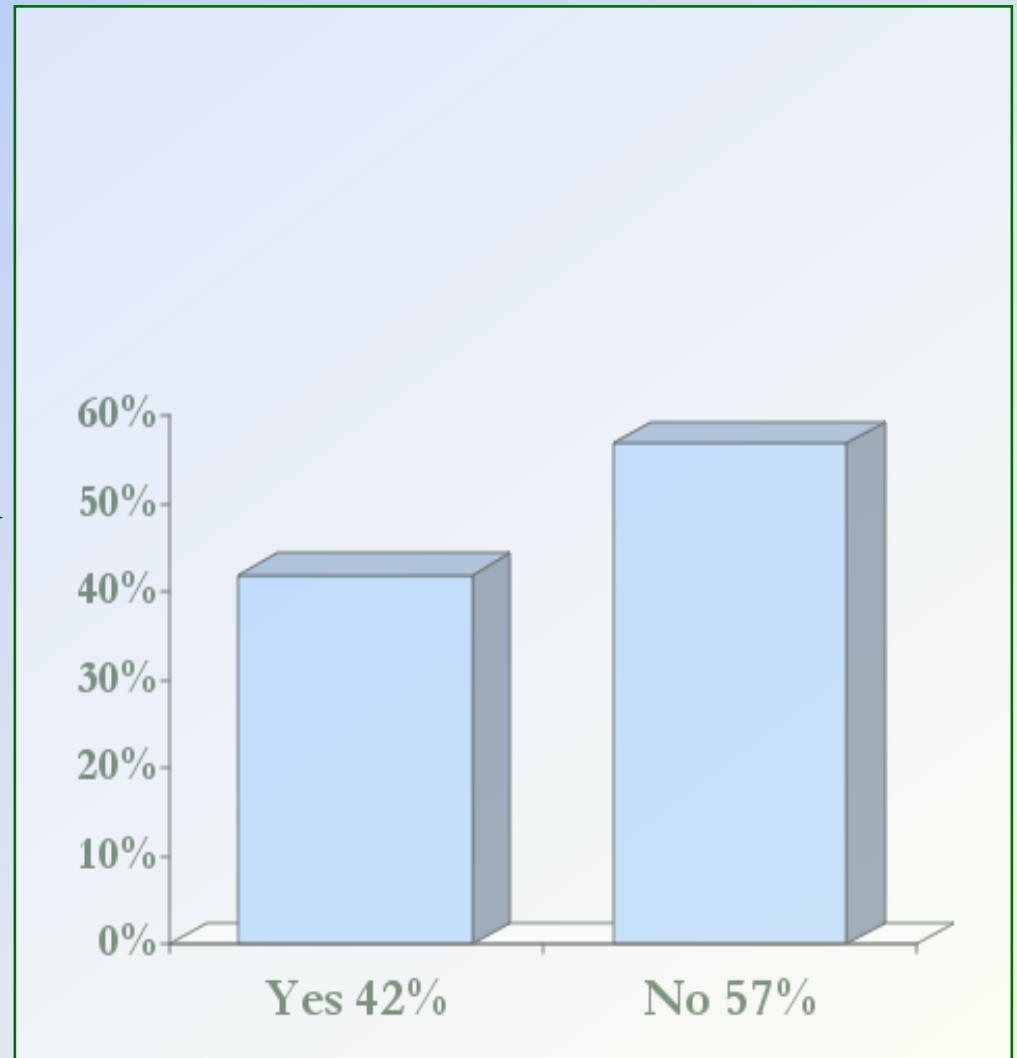
**Groups not aware that AADL offers events, classes, exhibits and activities by percentages > 38%**

- **60%: Other libraries or no libraries used**
- **56%: Libraries seldom/never used**
- **54%: Pittsfield branch; Age 50 and over without college**
- **49%: Areas outside of Ann Arbor; Taxes for AADL too high**
- **48%: Post HS technical education; Men without college**
- **47%: Said AADL part of local public schools**
- **46%: Other areas outside of Ann Arbor and Pittsfield**
- **44%: Men age 18 to 49; Women without college**
- **43%: Gets info from word-of-mouth; Direct mail best method of communication; All men**



## Were you aware that AADL is the Library for the Blind and Physically Disabled for Washtenaw County?

- **Yes 42%**
- **No 57%**
- **Of those aware, 13% said they or a family member used these services**
- **Of those who used services, 85% were extremely satisfied**



**Groups not aware that AADL is the Library for the  
Blind and Disabled by percentages > 57%**

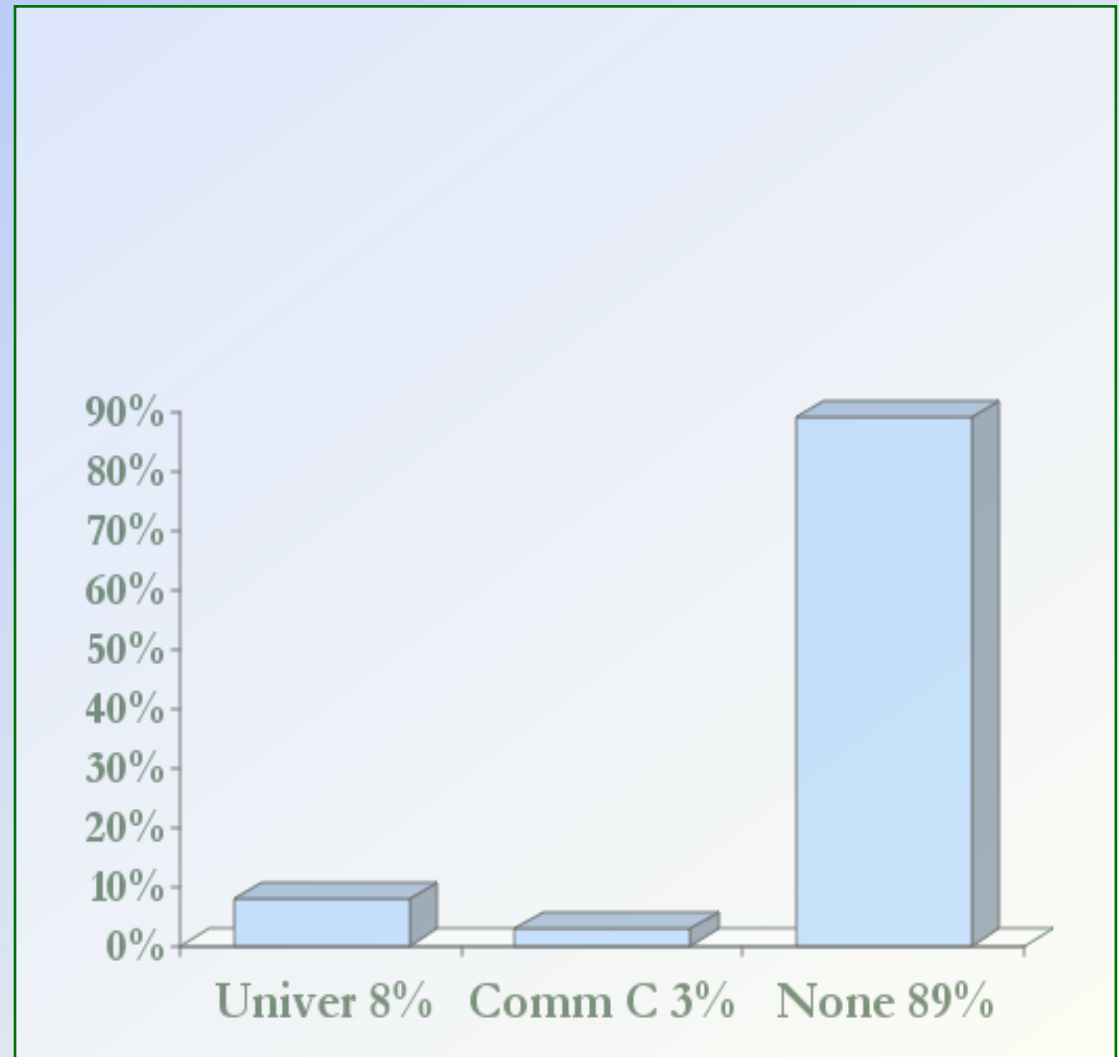
- **71%: Age 18 to 34**
- **70%: Children attend 9<sup>th</sup> to 12<sup>th</sup> grades**
- **68%: Pittsfield branch; Uses AADL seldom/never**
- **66%: Children in PreK; Post HS tech education; Men age 18-49**
- **65%: Uses AADL a few times a year; Age 18-49 w/o college**
- **64%: Households without children; Men without college**
- **63%: Children in kindergarten to 6<sup>th</sup> grades; children in 7<sup>th</sup> or 8<sup>th</sup> grades; Age 18 to 49; College educated age 18 to 49**
- **62%: Said AADL part of city government; Email best method of communication**

## Sources of information that influences respondents the most?

<u>2014</u>	<u>2012</u>
■ 30%: Ann Arbor News	43%
■ 23%: General word-of-mouth	14%
■ 11%: The Ann Arbor Observer	18%
■ 9%: TV news reports	6%
■ 8%: Radio news reports	9%
■ 7%: Mlive	1%
■ 4%: Branch/district/building newsletter	1%
■ 1%: AADL website; Ann Arbor Chronicle; At the Library; Detroit Free Press; Facebook/Social media (5% total)	2%
■ 3%: Other (less than 1% each)/Unsure	4%

**Is respondent enrolled at U of M, another four-year university, at Washtenaw Community College or another community college?**

- **At university 8%**
- **Community college 3%**
- **Not taking classes 89%**



**What problem/issue from a rotated list read was the one respondents were most concerned about?**

<b><u>2014</u></b>	<b><u>2012</u></b>
■ <b>35%: Maintaining local roads, bridges and other transportation infrastructure</b>	<b>43%</b>
■ <b>20%: The quality of K-12 public schools in the area</b>	<b>27%</b>
■ <b>19%: The condition of the economy and jobs</b>	<b>29%</b>
■ <b>6%: Balancing growth and development with quality of life concerns</b>	<b>4%</b>
■ <b>5%: Growing demands on public safety employees, such as police and firefighters, to adequately meet area needs</b>	<b>6%</b>
■ <b>5%: The availability of public transportation</b>	<b>----</b>
■ <b>2%: The quality of public information resources, such as libraries</b>	<b>2%</b>
■ <b>3%: Other (less than 1% each)/Unsure</b>	<b>4%</b>

**What local government service provides the least value in exchange for what is paid in taxes to fund that service?**

- **54%: None/nothing**
- **22%: Roads**
- **5%: Police—Public safety**
- **4%: Schools--Education**
- **2%: Buses--Public transportation; Library**
- **1%: City Administration; Infrastructure; Public art; Snow removal**
- **7%: Other (less than 1% each)/Unsure /Refused**

**What local government service provides the most value in exchange for what is paid in taxes to fund that service?**

- **31%: None/nothing**
- **20%: Schools-Education**
- **13%: Police—Public safety**
- **12%: Library**
- **5%: Buses-- Public transportation**
- **4%: Trash– Garbage removal**
- **3%: Parks—Recreation; Roads**
- **2%: Firefighters**
- **1%: EMS—First responders; Health department; Recycling; Snow removal; Water department**
- **2%: Other (less than 1% each)/Unsure /Refused**



## What is the best way for AADL to communicate with you about the library?

- **38%: Email**
- **11%: AADL website**
- **10%: Direct mail**
- **7%: Newspaper**
- **4%: Flyers**
- **3%: Ann Arbor Observer; Newsletters—Print; Social media**
- **2%: Ann Arbor News; Mlive; Posts at the library; TV**
- **1%: Ann Arbor.com; None; Online in general; Radio; Schools**
- **8%: Other (less than 1% each)/Unsure /Refused**