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Ann Arbor District Library

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

and,

**Attitudes toward a non-specific request for
capital improvements**

Executive Summary

and

Demographic Analysis

- Educational
- Political
- Industrial
- Consumer

- Market
- Research
- Analysis

March 2018

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METHODOLOGY

EPIC ▪ MRA administered live telephone interviews with 500 adult residents of the Ann Arbor Public School District. The interviews were conducted from February 5th, 2018 through February 10th, 2018 and included 40 percent cell phone participation.

Respondents were selected utilizing an interval method of randomly selecting records of households of people who are residents of the Ann Arbor School District and who have commercially listed land line or cell phone numbers. The sample was stratified such that the representative cities and townships within the district were represented proportionately; and furthermore, according to their contribution to the total adult population by age and by gender.

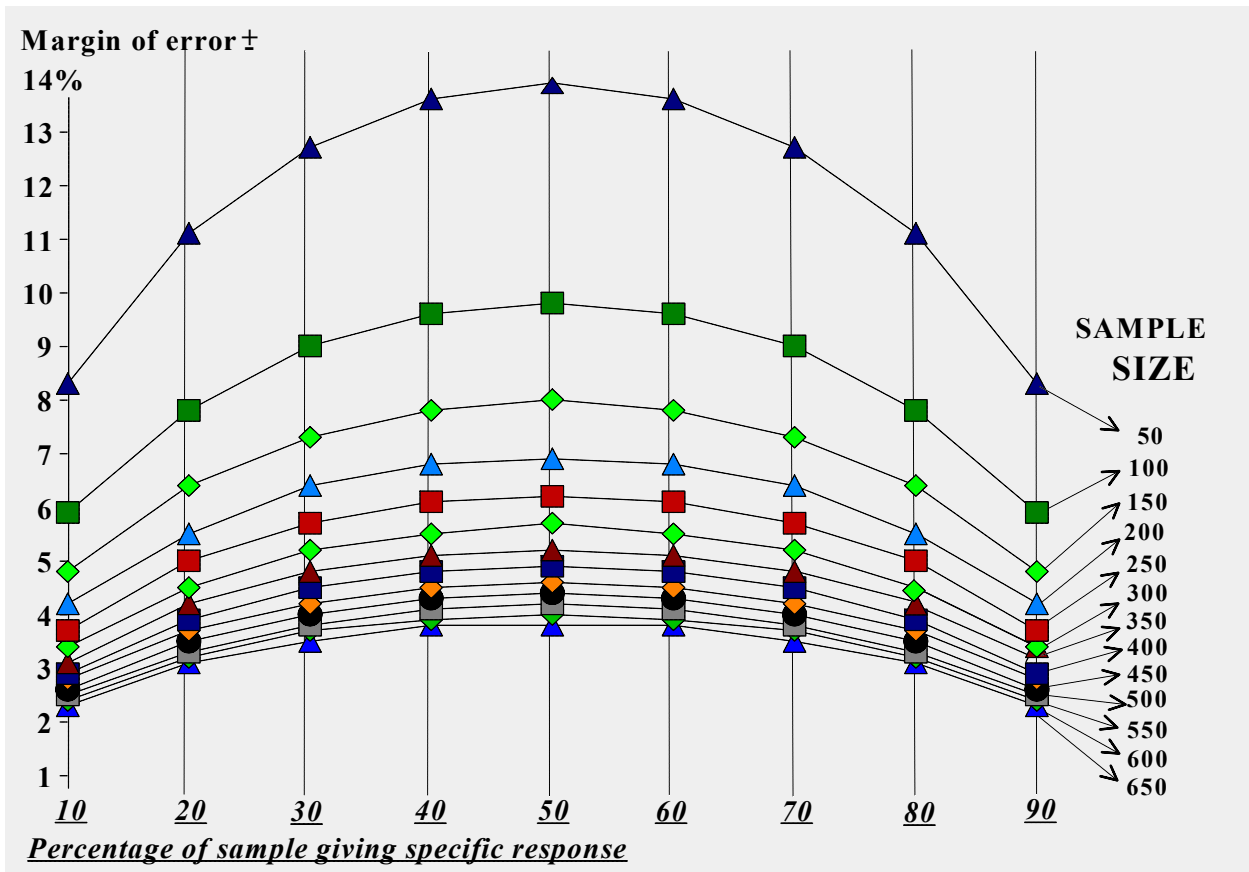
Generally, in interpreting survey results, all surveys are subject to error; that is, the results of the survey may differ from that which would have been obtained if the entire population was interviewed. The size of the sampling error depends on the total number of respondents asked a specific question. The table on the next page represents the estimated sampling error for different percentage distributions of responses based on sample size.

For example, respondents were asked: “Thinking about the quality of services you receive from the State of Michigan in return for the state taxes you pay to fund state government, do you think your taxes are too high, too low, or about right for what you get back?” Fifty-six percent of all 500 respondents reported “about right” in response to this question (Question #4). As indicated in the chart below, the survey had a sampling error of plus or minus 4.4 percent. That means that with repeated sampling, it is very likely (95 out of every 100 times), that the percentage for the entire population would fall between 60.4 percent and 51.6 percent, hence 50 percent \pm 4.4 percent.

EPIC MRA SAMPLING ERROR BY PERCENTAGE (AT 95 IN 100 CONFIDENCE LEVEL)

Percentage of sample giving specific response

SAMPLE SIZE	<u>10</u>	<u>20</u>	<u>30</u>	<u>40</u>	<u>50</u>	<u>60</u>	<u>70</u>	<u>80</u>	<u>90</u>
	% margin of error ±								
700	2.2	3.0	3.3	3.7	3.6	3.7	3.3	3.0	2.2
650	2.3	3.1	3.5	3.8	3.8	3.8	3.5	3.1	2.3
600	2.4	3.2	3.7	3.9	4	3.9	3.7	3.2	2.4
550	2.5	3.3	3.8	4.1	4.2	4.1	3.8	3.3	2.5
500	2.6	3.5	4	4.3	4.4	4.3	4	3.5	2.6
450	2.8	3.7	4.2	4.5	4.6	4.5	4.2	3.7	2.8
400	2.9	3.9	4.5	4.8	4.9	4.8	4.5	3.9	2.9
350	3.1	4.2	4.8	5.1	5.2	5.1	4.8	4.2	3.1
300	3.4	4.5	5.2	5.5	5.7	5.5	5.2	4.5	3.4
250	3.7	5	5.7	6.1	6.2	6.1	5.7	5	3.7
200	4.2	5.5	6.4	6.8	6.9	6.8	6.4	5.5	4.2
150	4.8	6.4	7.3	7.8	8	7.8	7.3	6.4	4.8
100	5.9	7.8	9	9.6	9.8	9.6	9	7.8	5.9
50	8.3	11.1	12.7	13.6	13.9	13.6	12.7	11.1	8.3



EXECUTIVE SUMMARY

The sample interviewed in 2018 reports attitudes and perceptions quite similar to those expressed by respondents in prior years' surveys. The 2018 survey records the proportion of district residents' self-reported use of the Ann Arbor District Library at 83 percent – a level consistent with measurements made in 2012 and 2016 surveys (2014 was an outlier at 72 percent), and much higher than reported use in other library surveys conducted by EPIC MRA over the years. Reported frequency of visitation is also consistent with prior years' measurements, although the 'Daily/Few times a week' proportion – at 23 percent – is the lowest recorded in the four surveys conducted beginning in 2012, falling four points off 2016's comparative proportion. Parenthetically, the 2018 survey sees the Westgate branch as the second most visited branch behind the Downtown library, overtaking for the first time, the Mallets Creek branch. Apart from the intramurally interesting jockeying of the most visited branch results, the overall similarities in audience library use characteristics provide a measure of confidence in making comparisons of the 2018 results with those recorded in prior surveys.

Independent access to the Internet and a professed lack of interest and/or time continue to dominate the reasons given for non-use of AADL's services. Among AADL customers, borrowing books continues to dominate as the most important purpose for visitation, with a dominant plurality of 37 percent offering this response in an open-ended inquiry. Over 20 other separate AADL service/offering categories were also reported, all in the single digits. Of these, Video media, Kids' programs, Computer access and Audio media were, as in the past, mentioned the most frequently.

In 2016, a battery of questions was introduced which described five different amenities that might be introduced or enhanced at AADL facilities and respondents were asked the extent to which the presence of the described amenity would influence them to either, decide to visit an AADL branch or, visit more frequently. As with the 2016 survey, 'Meeting Rooms' and, 'Children's Play Spaces' were cited as being the most influential, but in 2018, well-below a majority expressed this opinion – 43 percent and 42 percent respectively in 2018. The presence of a 'Café', a 'Computer Lab' garnered 35 percent each and 29 percent reported 'Study Rooms' as having a potential influence on their visitation behavior. In an open-ended follow-up question inviting respondents to suggest a feature to be added that would influence their visitation

behavior, two-thirds could not come up with a suggestion and the remaining portion of the sample offered over 25 suggestions with none of them receiving higher than three percent.

Replicating most of the 2016 survey, residents' awareness, use and satisfaction of five less visible AADL offerings were tested. For 2018, a non-specific, "Events" category was substituted for *oldnews.aadl.org*. Building on the increase of awareness of non-traditional lending found in the 2016 results, the 2018 survey records a five-point increase in awareness of this service to 55 percent; a four-point increase in awareness of The Summer Game to 43 percent; a ten-point jump for *pulp.org*; but, a five-point decline in awareness of Downloads, to thirty-two percent. Over two-thirds of respondents (68 percent) reported awareness of other AADL-sponsored "Events" (described as being things other than The Summer Game such as lectures, festivals, book signings, etc.).

Among those aware of the AADL offerings tested in this section of the survey, use of them increased, except for Downloads, which saw a statistically insignificant decline of two percent. Similarly, satisfaction among users of the offerings remained above 4 on a five-point scale (where 5 means "extremely satisfied").

Currently, 44 percent of respondents report receiving most of their information about AADL via "newspapers" such as *MLive*, *Ann Arbor News.com* and/or *Ann Arbor Observer*, with another 28 percent citing the presumably related categories of "Word-of-mouth" and "Social Media". This reliance on web-based news and electronic communication continues a trend observed from prior AADL surveys, as well as other surveys conducted over the years by EPIC MRA and is corroborated by a follow-up question asking respondents to identify how they would prefer to receive information about AADL. In this follow-up, 40 percent of respondents offered a preference for E-mail, with another 21 percent naming another Internet-dependent form of communication. Fewer than three-in-ten respondents (29 percent) cited a preference for more traditional, non-web-based communication modes.

Summing up the interview is a question asking respondents to report whether they have a "Positive" or "Negative" overall rating of AADL. The positive and negative categories contain two gradations each: "Excellent" and "Pretty Good" for positive; and, "Just Fair" and "Poor" for negative. This test in 2016 produced a total "Positive" of 94 percent but this may have been an outlier. In 2018, AADL's positive rating is at 89 percent, higher than but closer to the measurements taken in 2012 and 2014.

Bolstering the observation that the 2018 “Positive” rating gives reason to be pleased despite the drop from 2016, is the fact that the “excellent” portion of that rating makes up nearly two-thirds of the total positive rating—a level on a par with 2016 and considerably higher than was recorded in 2012 or 2014.

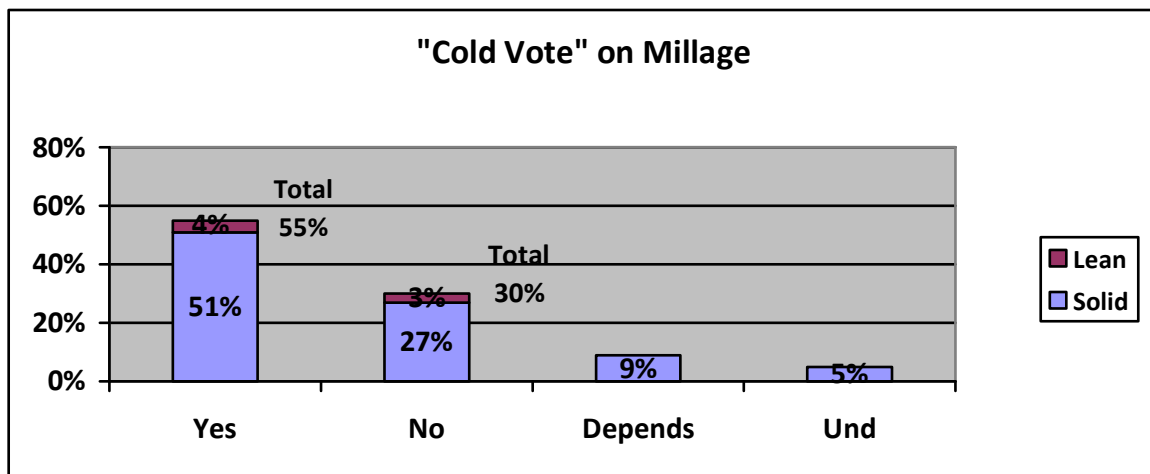
In addition to the foregoing, another important finding from the 2018 study is that while AADL continues to be viewed as a valuable community asset, it is also recognized as being well-worth the public funding used to maintain its presence in the community. Evidence of this sentiment is found directly in several spots throughout the interview and the best indicator of the point is found in comparing the results of questions asking respondents to indicate if they perceive their taxes are, “Too high”, “Too low” or, “About right”, when considering what is provided by: State government; Local government; and, AADL-specifically. Somewhat surprisingly, the entity receiving the highest “Too high” proportion was local government, posting a total “too high” proportion of 29 percent compared to a total too high for state government of 23 percent. In nearly all other EPIC MRA surveys where the juxtaposition is made, state government far exceeds the local government in residents’ perception of whether their taxes are too high in return for services received. In any event, when the question is presented regarding AADL specifically — the question recites the existing millage rate as well as what that rate translates into as an annual property tax bill — a mere 14 percent of respondents reported a belief that their AADL taxes are “Too high”. Also keeping with past results, AADL ranks second only to local public schools (14 percent vs. 23 percent, respectively) in respondents’ top-of-mind opinion as the local service delivering the most value for their tax dollar.

Worthy of note, however, is the proportion of respondents correctly identifying AADL as an independent body funded by a dedicated millage. This percentage dropped down to its 2014 survey level of 30 percent, slipping seven points from its 2016 level of 37 percent; the latter being a likely the result of deliberate education efforts made prior to the survey via the library’s newsletter. The point is raised only because, as noted, local taxes are viewed as being more onerous than state taxes or the AADL-specific levy and, to the extent residents conflate AADL’s funding with local government operational funding, the association could serve to erode AADL’s favorable public image. Happily, the seven-point decline in the proportion of respondents correctly identifying the library’s funding is not transferred to the definition depicting AADL as

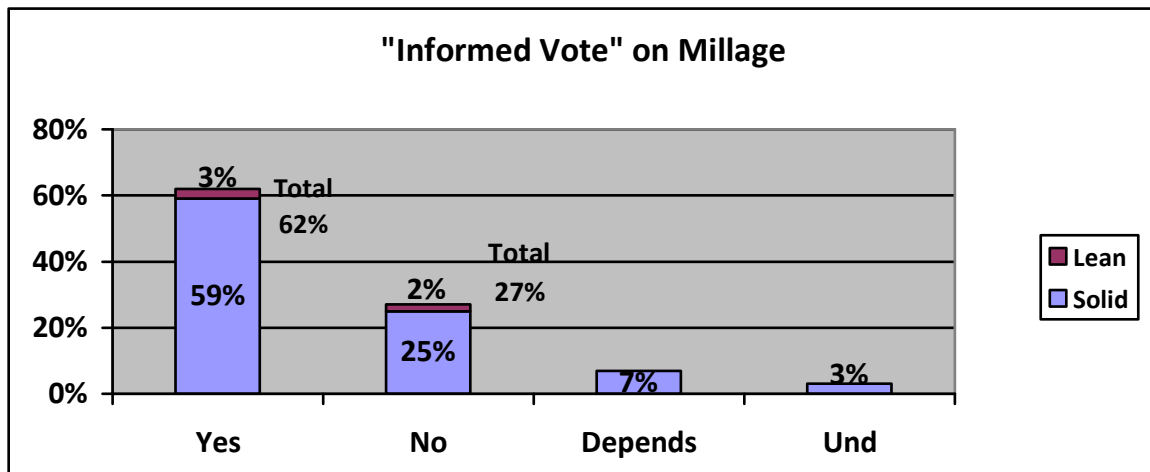
an organ of city government but rather, to the proportion of respondents who are undecided, about how AADL is organized and funded.

Relevant to the tax-related questions included in all recent surveys, the 2018 survey also included a test of respondent sentiment toward a possible AADL-sponsored bond proposal. Two pertinent questions were presented to respondents and came in the form of asking them how they would vote if a bond millage request were placed before them. If an immediate yes or no response was elicited, it was recorded as such and is referred to as a solid (yes/no) vote; if the respondent was undecided or said it depends, the interviewer probed further by asking if the respondent leaned in either direction and recorded it as a lean (yes/no) vote. If further probing still resulted in the respondent's equivocation, the response was recorded as either depends or undecided/refused. It is highlighted that in analyzing results of this type, leans are notoriously unreliable votes, particularly lean yes.

The first presentation of the vote briefly alluded to the possibility of a millage increase request to fund a bond for capital improvements at the Downtown branch, broadly described as expanding usable space. This initial vote produced a Total Yes of 55 percent, consisting of 51 percent solid yes and four percent lean yes. Thirty percent Total No came out of this first vote, consisting of 27 percent solid No, with an additional three percent lean No. Fourteen percent remained uncommitted (9 percent depends and 5 percent undecided). One percent of the sample offered they were not registered to vote in the AADL jurisdiction. The graph below illustrates the distribution of responses:



For those respondents who were not a "Solid" Yes in the first presentation of the question, a second question was presented. In this "vote", respondents heard a statement noting the Downtown branch opened in 1958 and described the few notable building improvements made to the facility in the past 27 years. Following this brief history of the Downtown branch, qualifying respondents were again asked how they would vote on a hypothetical ballot question asking for a millage increase to finance a construction bond. The results of this test of the issue are illustrated in the graph below, which combines the immediate results with the "Solid" Yes responses from the immediately preceding test:



As can be seen, support for a hypothetical millage increase to finance capital improvements at the Downtown branch rises considerably when initially reticent voters are provided with more information about the facility. However, the reader is strongly cautioned against putting too much stock in these results.

First, and as noted above, the "Total vote" figures can be misleading since they partake of soft support in the form of "leaners". Indeed, the 2012 survey taken as a prelude to the November general election bond request showed a Total Yes margin of 60 percent for a 0.69 mill request; 61 percent Total Yes for a scaled back 0.51 mill increase alternative and, 72 percent Total Yes for a .025 mill increase option. However, only in the final option did the "Solid" Yes portion breach the 50 percent threshold. This was accomplished only by combining all the yes votes from the prior two larger increase presentations; a calculation that presupposes yes voters for a 0.69 or a 0.51 mill increase would also support a 0.25 mill increase request.

Even though the 2018 survey "cold vote" results show 51 percent "Solid" yes, this result is well-within the survey's $\pm 4.4\%$ margin of error and statistically speaking, could just as easily

have been measured at 47 percent “solid” yes. As for the “informed vote”, the 59 percent “solid” results of this measurement again presuppose maintaining support from all “old vote” yes respondents and more important, presuppose the ability of a ballot question campaign to as effectively convey the rationale for a request to a district-wide likely voter population is was able to be done in a live operator telephone interview.

Most important in this cautionary tale is the fact that many critical details were not available to present to respondents about this possible ballot issue. Among the more pertinent are:

- The total price of the renovation/restoration/new construction;
- The length of indebtedness to be incurred;
- The millage increase required to pay for a bond and its practical effect on the property tax bills of homeowners; and perhaps most important given the demonstrated sensitivity to local taxes,
- The fact that the ballot language will likely require language noting that local tax increment finance authorities are entitled to capture a portion of any revenue that is generated.

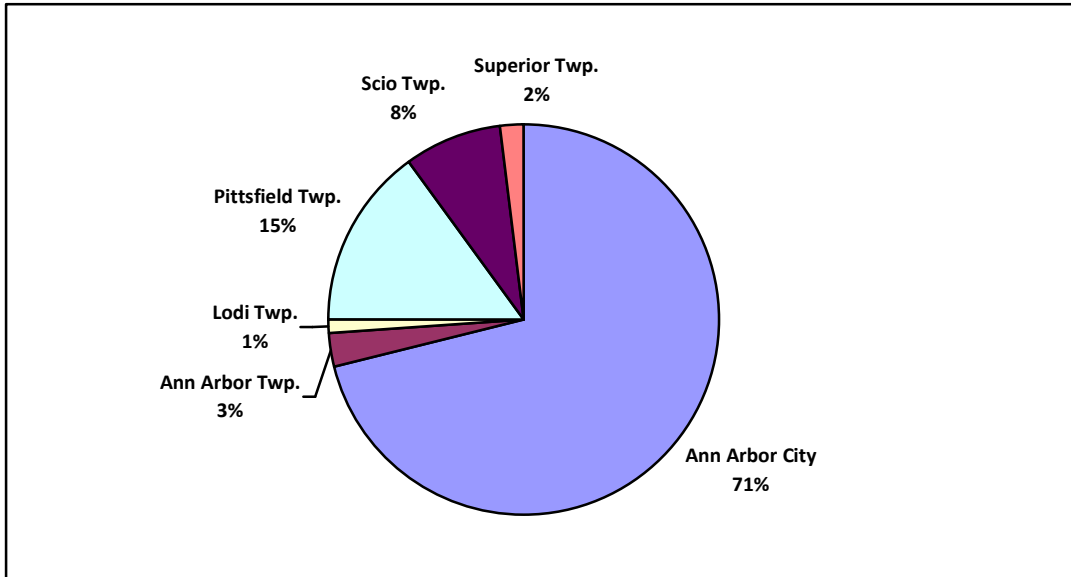
Each of the foregoing are very important factors for voters to weigh when deciding to reach into their wallets for the benefit of a governmental entity, the services of which they may or may not take advantage of with regularity.

Thus, the results of these tests of a hypothetical ballot question are not “by any stretch of the imagination” intended to forecast a likely ballot question outcome. What they do indicate, however, is an inclination on the part of area voters to be open to the possibility of an AADL request for capital improvements. That is, when viewed in conjunction with the overall favorable reaction residents have toward AADL and the job it does in providing services to the community, the results of the 2018 ballot issue survey questions reveal a predisposition among area voters to provide a fair hearing to AADL should it choose to go forward with a bond request.

QUESTION-BY-QUESTION OVERVIEW AND DEMOGRAPHIC ANALYSIS

Geographic Distribution

The following pie chart illustrates the geographical distribution of the sampling:



Just under 1-in-10 taking classes – Q.3

“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?”

The following results from the 2018 survey is nearly identical to the measurements taken in the 2106 and 2014 surveys, falling well within the 4.4 percent margin of error.

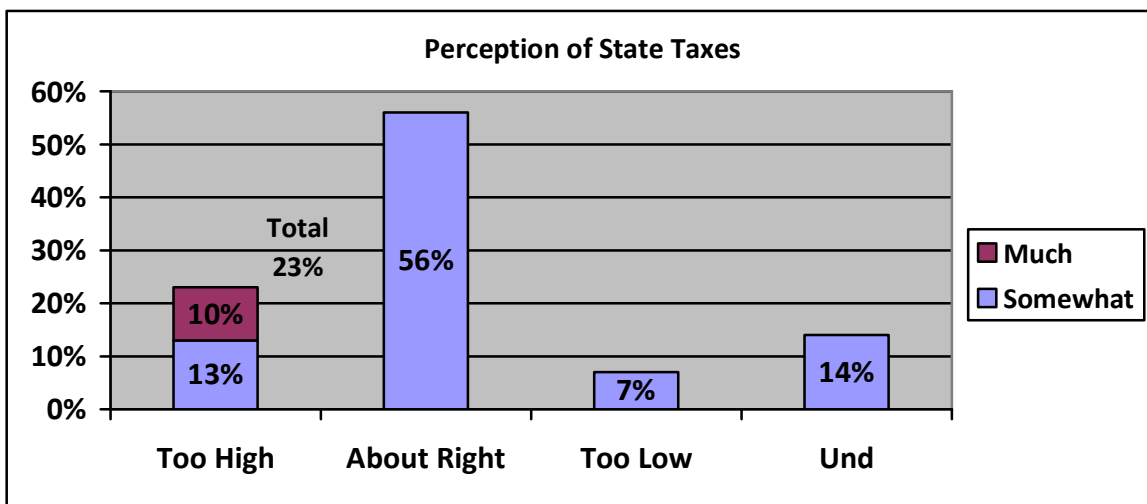
- 5% Classes at a university
- 3% Classes at a community college
- 8% Total taking college courses**
- 92% Not taking any college classes
- Undecided/Refused

A demographic breakdown of the 40 some individuals reporting being enrolled in a post-secondary institution would be unproductive.

Perception of state tax level – Q.4

Just under one quarter of residents find the level of state taxes to be “Too high”. As is demonstrated in results from similar subsequent questions asking about local tax level and about the level of taxes specifically associated with AADL operations, this measurement about state taxes falls in the middle. Compared to other measurements of state tax level taken of statewide samplings by EPIC MRA recently, these “too high” figures are quite low.

“Thinking about the quality of the programs and services you receive from the State of Michigan in return for the state taxes you pay to fund state government, do you think your taxes are too high, too low, or about right for what you get back?” **[IF TOO HIGH, ASK: “Would that be much or somewhat?”]**



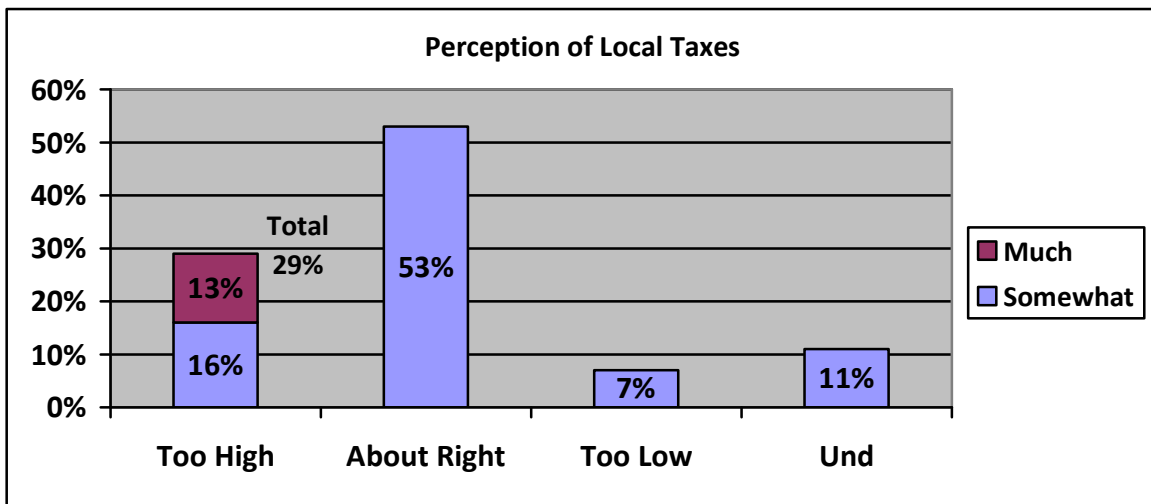
Subsets reporting “Too high” in proportions significantly higher than the norm of 26 percent included:

- 49% AADL taxes – Too high
- 42% Millage “info” – No
- 40% Millage “cold” – No
- 38% Pittsfield residents
- 35% H.S. or less
- 32% Post H.S.
- 31% Residency intent – 10-20 years
- 29% AA Ward 2
- 28% Info source – AA Observer
- 27% Preferred Info mode – Mail
- Info source – AA News
- Kids’ grades – K-6th
- Men 18-49

Perception of local tax level – Q.5

The proportion of respondents reporting their local taxes as being “Too high” had declined from 2012, when it registered at an even one-third of all respondents, through 2014’s level of 29 percent, to the 2016 measurement of 26 percent. The 2018 measurement sees a reverse of that trend, with the 2014 level of 29 percent “Too high”, once again being recorded with a proportional increase in the “much” portion, as well.

“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?”]”



Subsets reporting “Too high” in proportions significantly higher than the norm of 29 percent included: (subsets in **bold** also appeared in the 2016 survey demographic breakout.)

- 64% *State taxes – Too high*
- AADL taxes – Too high*
- 61% *Millage “info” – No*
- 57% *Millage “cold” – No*
- 38% *Preferred info mode – Mail*
- Residency intent – 10-20 years*
- 36% *Info source – AA News*
- 35% *Non-traditional lending – Not aware*
- Info source – TV*
- Residency intent – 1-4 years*
- Men 50+*
- 34% *Vote frequency – “Most of the time”*
- Events aware – No*
- Age 65+*
- 33% *AA Ward 3*
- AA Ward 5*
- State taxes – Undecided*
- Summer Game aware – No*

Most valued local government service in exchange for taxes paid – Q.6

In an open-ended question, respondents were asked to identify the local government service they believed offered the greatest value for their tax dollar. As has been the case in the prior surveys in 2014 and 2016, Library received the second most mentions behind Public Education

“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]**

2014	2016	2018	
20%	18%	23%	Public Schools-Education
12%	15%	14%	Library
31%	14%	11%	No; None
4%	5%	6%	Trash Removal
13%	8%	5%	Police
3%	2%	5%	Roads
3%	4%	4%	Parks and Recreation
5%	3%	3%	Public Transit
2%	2%	2%	Fire
1%	2%	2%	Recycling
1%	2%	1%	EMT-Ambulance
1%	1%	1%	Snow Removal
1%	1%	1%	Water-Sewer
---	---	1%	WCC
***	***	3%	Other (<i>less than 1% each</i>)
2%	20%	18%	Undecided/Refused

Subsets reporting “Library” in proportions significantly higher than the norm of 14 percent included: (subsets in **bold** also appeared in the 2016 survey demographic breakout.)

- 41% Kids’ grades – PreK
- 36% AADL taxes – Too low
- 34% Library visitation – Daily/Weekly
- 24% Non-traditional Use – Yes
- pulp.org – Aware
- Summer Game – Aware
- 23% Newsletter – Receive
- 21% Most visited – Westgate
- 20% Non-traditional lending – Aware
- Info source – Radio
- 19% AADL funding – Independent body
- Downloads – Aware
- Children? – Yes
- Age 50-64
- 18% AA Ward 1
- State taxes – About right
- Local taxes – About right
- Vote frequency – “Half the time”
- Events – Aware
- Preferred info mode – Email
- Info source – AA Observer
- Residency intent – 10-20 years

Subsets reporting “Library” in proportions significantly lower than the norm of 14 percent included:

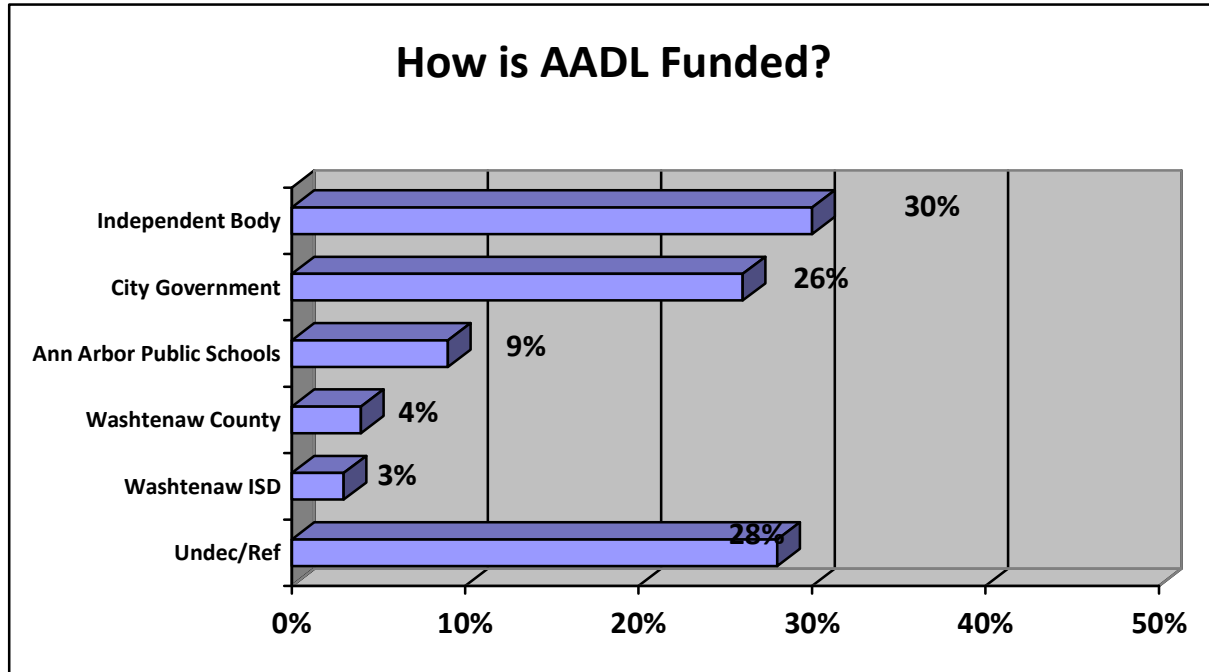
- 5% AADL Taxes – Too high
- 6% Summer Game – Unaware
Events – Unaware
- 7% Non-traditional lending – Not aware
Age 65+
- 8% State Taxes – Too high
Vote in local elections – Seldom/Never
Preferred communication mode – Mail
- 9% AA Ward 4
Local Taxes – Too high
Library visitation – Yearly
Millage “cold” – No
- 10% Newsletter – Don’t receive
pulp.org – Unaware
Preferred communication mode – Social media
Info source – Word-of-mouth
\$75K - \$100K hh income

How is AADL funded? – Q. 7

In 2014, fewer than one-in-three correctly selected a statement that AADL is an independent body funded through a dedicated property tax, out of five statements presented to them. The 2016 survey saw a seven-point increase in this proportion, to thirty-seven percent. The 2018 survey sees the proportion of respondents return to its 2014 level of thirty-percent, suggesting the efforts made in 2016 to inform residents of how AADL is funded seems to have been short-lived.

“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]

2014	2016	2018	
30%	37%	30%	An independent governmental body that is funded by its own separate property tax assessment
23%	27%	26%	A division of Ann Arbor city government and is paid for from tax revenue received by the city
12%	11%	9%	A part of the Ann Arbor public school district and is funded from the tax dollars allocated to the local school operating budget
8%	4%	4%	A department within Washtenaw County government, funded from the county budget
4%	3%	3%	A part of the Washtenaw Intermediate School District and is funded by county-wide school taxes
23%	18%	28%	Undecided/Refused



Subsets reporting “Independent Body” in proportions significantly higher than the norm of 30 percent included:

- 47% AADL taxes – Too low
- 42% Millage “cold” – Depends
- 41% Downloads – Aware
- 40% Age 50-64
- 39% Best communication means – Email
- \$50K - \$75K hh income
- 38% AA Ward 5
- Most visited – Westgate
- Library use – Daily/Weekly
- 37% Newsletter – Receive
- Non-traditional lending – Aware
- Info source – MLive
- 36% AA Ward 4
- Most visited – Downtown
- Vote frequency – All the time
- Summer Game – Aware
- Info source – Ann Arbor Observer
- Kids’ grade – 9-12
- 35% Library use – Monthly
- Non-traditional lending – Use
- pulp.org – Aware
- Events – Aware
- 34% Age 50+

Subsets reporting “Independent Body” in proportions significantly lower than the norm of 30 percent included:

- 16% Best communication means – Mail
- 18% Attending College
Events – Unaware
Info source – TV
- 20% Residency intent – 5-9 yrs.
- 21% Non-traditional lending – Unaware
- 22% Library use – Yearly
Voting frequency – Half the time
Residency intent – 1-4 yrs.
Post H.S.
- 21% Women 18-49
- 24% Non-Ann Arbor residents
Most visited – Mallet Creek
Most visited – Traverwood
Downloads – Unaware
Summer Game – Unaware
- 26% State taxes – Too high

Electronic Newsletter – Q.8

In a question introduced in 2016, 32 percent reported having received at least one of the four newsletters published and distributed by AADL in 2015. The 2018 version of this question informs respondents that AADL publishes and distributes a weekly e-newsletter. As the comparison table below illustrates, there is a three-point decline in the proportion of respondents reporting having received the newsletter, but a much more definitive “No” proportion, taking the eight-point increase from the 2016 survey “undecided” portion.

“In the past year, the Ann Arbor District Library has produced weekly and distributed weekly electronic newsletters to residents of the district. Have you received any of the AADL weekly e-mail newsletters?”

2016	2018	
32%	29%	Yes
59%	67%	No
9%	4%	Undecided/Refused

Subsets reporting “Yes” in proportions significantly higher than the norm of 29 percent included:

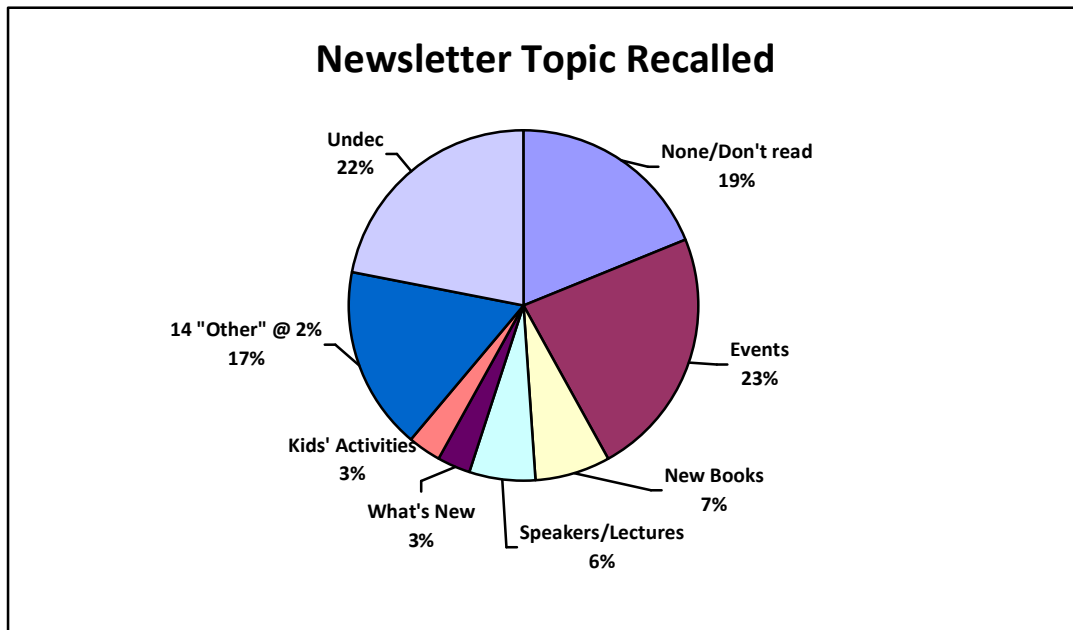
- 47% Library use – Daily
- 45% Non-traditional lending – Use
pulp.org – Aware
Best communication means – Website
- 41% Summer Game – Aware
- 40% Most visited – Mallet Creek
Non-traditional lending – Aware
Downloads – Aware
Best communication means – Email
Info source – MLive
- 39% AADL taxes – Too low

- Library use – Monthly
- 38% AA Ward 5
- 37% Events – Aware
- Women 18-49
- 36% AADL funding – Independent body
- Children at home – Yes
- Age 35-49
- \$75K - \$100K hh income
- 35% Local taxes – About right
- Info source – Radio
- Age 50-64
- 34% Most visited – Westgate

Newsletter topics – Q.9

A follow-up question for those who reported they had received the newsletter, asked if the respondent could identify a particular topic or two that were in the publication. As was the case in 2016, most of the responses fell into the, “None” or, “Undecided” category. For 2018, “Events” was clearly the top specific answer, with “New Books” and “Speakers/Lectures” following.

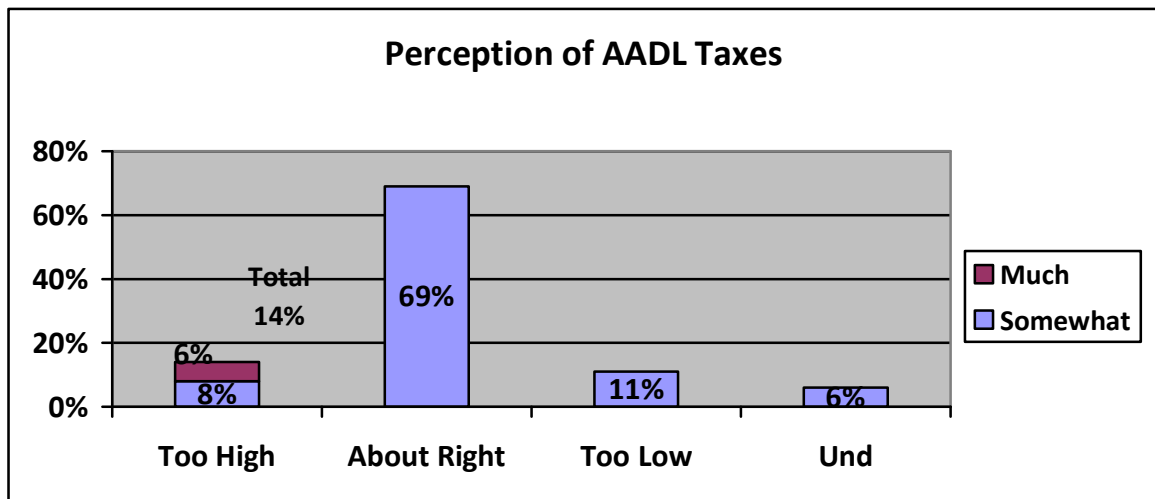
“Can you tell me what one or two topics or articles you found most useful from any of the e-mailed newsletters you read?” [WRITE COMMENTS AS STATED – PROBE FOR UP TO TWO RESPONSES]



Perception of AADL taxes – Q.10

As a companion to the questions regarding respondents' assessment of their state and local tax burden, the interview posed the same question regarding AADL taxes specifically. The question went into some detail about the rate and what the average homeowner would pay annually to support AADL activities. When asked about state taxes, 23 percent reported they were "Too high" and 29 percent expressed the same sentiment about their local taxes. In contrast, just 14 percent of respondents reported a perception that the taxes levied to support AADL were too high.

"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 just under 1.9 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 millage assessment translates into \$189 per year in property taxes, or \$15.75 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]



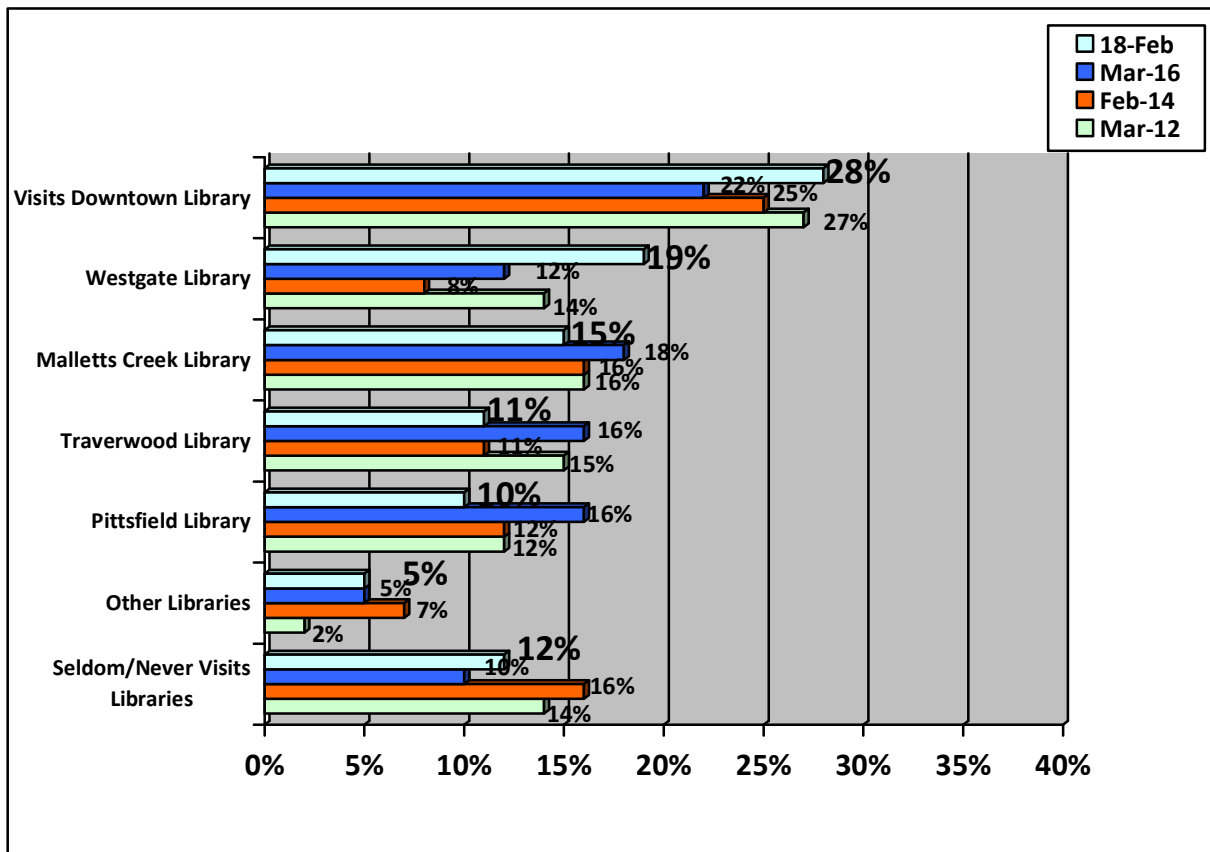
Subsets reporting "Too high" in proportions significantly higher than the norm of 14 percent included:

- 38% Millage "info" – No
- 37% Millage "cold" – No
- 31% **Local taxes – Too high**
- 30% State taxes – Too high
- 28% Vote frequency – Seldom/Never
- H.S. or less
- 20% Events – Unaware
- 19% **Best communication means – Mail**
- Age 35-49
- Residency intent – 10-20 yrs.
- 18% Summer Game – Unaware
- Men 50+

Branch visitation – Q.11

In past surveys, the Downtown branch has been cited as the most frequently visited of the AADL locations and the 2018 survey is no exception. What is new in 2018, however, is that the Westgate branch, for the first time, supplants the Malletts Creek branch for the number two spot.

“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]



Subsets reporting “Downtown” in proportions significantly higher than the norm of 28 percent included:

- 49% Millage vote “cold” – Depends
- 43% AA Ward 5
- 39% AA Ward 1
- Attends college
- 37% Millage vote “info” – Depends
- 35% Residency intent – 1-4 yrs.
- 33% AA Ward 4
- Vote frequency – All the time
- Under \$50K hh income
- 32% Library use – Monthly
- Info source – AA Observer

Reason(s) for not using libraries – Q.12

Once again, respondents who report “never/seldom” visiting a library indicate they have no need to do so, with most of this total specifically identifying access to the Internet as their reason for not visiting. As can be seen in the chart below, the 2018 proportions for the several categories remain quite similar to the prior studies’ results.

“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]

2012	2014	2016	<u>2018</u>	
			N=61	
24%	48%*	52%*	39%	Have Internet-Get Online at Home
19%	13%	14%	15%	No Interest
6%	4%	3%	14%	Busy-No Time
12%	5%	4%	12%	Prefer Buy Books
7%	2%	---	9%	Too Old
---	---	---	3%	Lazy
1%**	4%**	6%**	3%	Work at U of M
4%	1%	6%	2%	Disabled
4%	3%	5%	1%	Have No Kids
6%	6%	---	1%	Too Far
***	***	***	1%	Other (<i>less than 1% each</i>)
4%	1%	---	---	Undecided/Refused

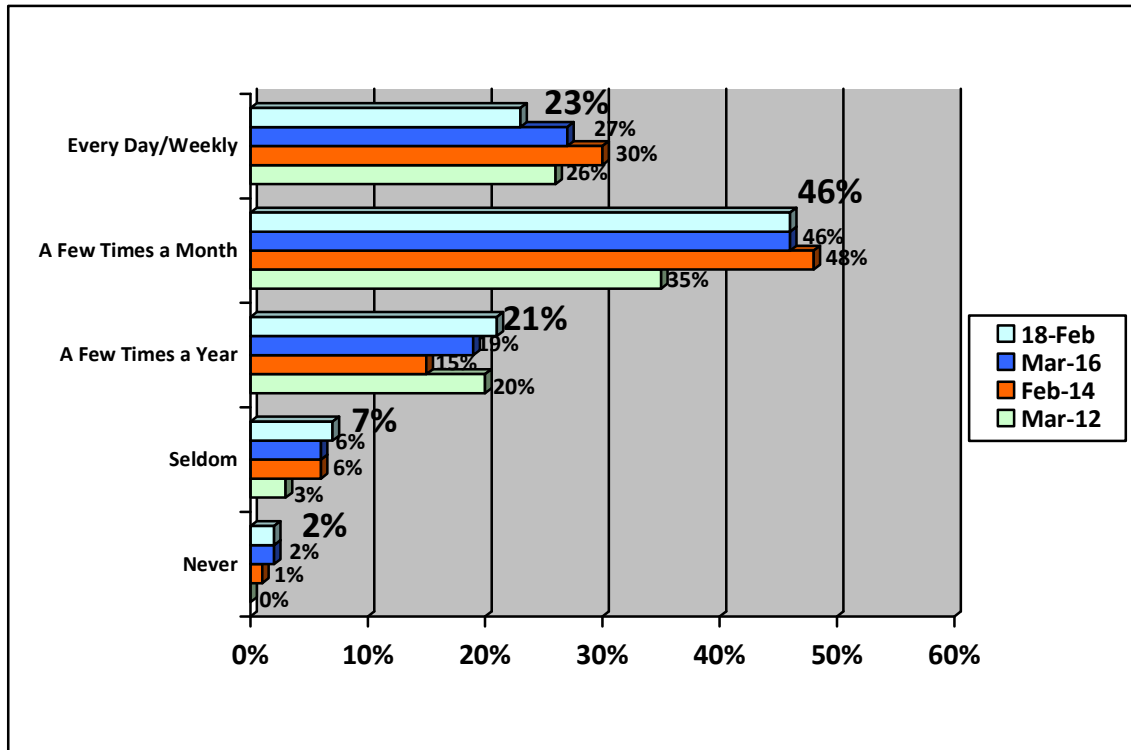
* Combines “Have Internet” and “Get everything on-line/Have own computer” response categories

** “Use other (work, school, college) library”

Frequency of visitation – Q.13

In the 2012 study, only 61 percent reported a frequency of library visitation at once a month or more. The subsequent surveys in 2014 and 2016 reported a considerable uptick in that proportion, with 78 percent and 73 percent being reported in the respective years. For 2018, 69 percent of library-visiting respondents report a frequency of visitation that is at least, “a few times a month”.

“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?”



Subsets reporting “Yearly” in proportions significantly higher than the norm of 21 percent included:

- 42% Most visited – Mallets Creek
- 41% Pittsfield residents
- 35% Events – Unaware
- Best communication means – Mail**
- 33% Residency intent – 1-4 yrs.
- 31% Millage vote “info” – No
- 30% **Non-traditional lending – Unaware**
- 29% **Summer Game – Unaware**
- 28% Age 18-34
- 27% Millage vote “cold” – No
- Info source – TV**
- 26% AADL funding – City gov’t
- Newsletter – Do not receive
- AADL taxes – Too high**
- \$50K - \$75K hh income

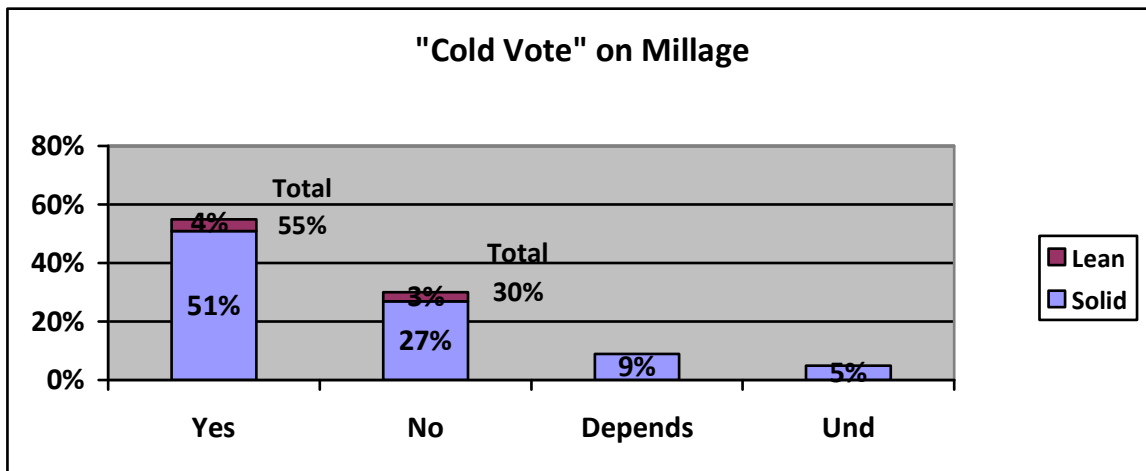
Most used services – Q.14

As has been the case since 2014 when the question was introduced, when 2018 respondents were asked to name up to two most important services offered by AADL to them and their families, the lending of Books, DVDs and Movies, grabbed a clear 46 percent plurality of the over 22 reported categories offered by respondents. The next highest mentioned categories were: Kids Programs/Activities (8 percent); Computers/Printers/Wi-Fi (7 percent); and, Music CDs (5 percent).

“Cold Vote” on a millage proposal – Q.15

Respondents were next presented with a statement informing them that there has been discussion about making improvements to AADL’s downtown facility and that to finance such improvements, the voters might be asked to approve a millage rate increase for that purpose. They were then asked if presented with such a proposal, would they vote Yes, in support a millage increase request to fund downtown facility improvements or, would they vote No to oppose it. In this initial vote for which very little information was provided to the respondents, a bare 51 percent majority gave an outright Yes response. For respondents who initially reported being undecided, the interviewer attempted to coax a definitive answer, which follow-up led to an additional four percent reporting they would lean toward a yes vote. A total of 30 percent said they would vote No, nine percent volunteered, Depends as a response, one percent volunteered they weren’t registered and five percent were Undecided. The graph below, illustrates the distribution of responses:

“For several years, there has been discussion in the Ann Arbor community about renovating, replacing or a using a combination of upgrades and new construction to improve the condition and expand the usable space of the Ann Arbor District Library’s main downtown facility at Fifth Avenue and William Street. While there are currently no specific plans for any construction or improvements to the downtown library, if a request were placed before the voters in an upcoming election to increase the millage to pay for the bonds that would fund such construction activity would you vote Yes to support such a millage request or would you vote No to oppose it?” [IF UNDECIDED or DEPENDS, ASK: “Well, if you had to decide right now, would you lean toward voting Yes to support a millage increase for that purpose or lean toward voting No to oppose that millage increase?” AND CODE BEST RESPONSE]



Subsets reporting “No” in proportions significantly higher than the norm of 30 percent included:

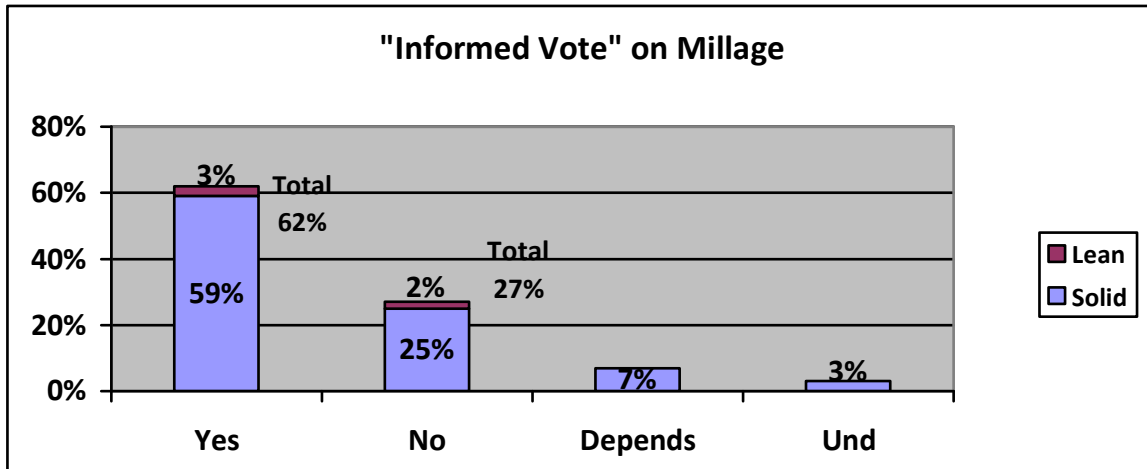
95%	Millage vote “info” – No
80%	AADL taxes – Too high
59%	Local taxes – Too high
54%	State taxes – Too high
46%	Vote frequency – Seldom/Never
44%	Library use – Seldom/Never
42%	Info source – TV
41%	Pittsfield residents
	Most visited – Pittsfield
39%	Men 50+
38%	Best communication means – Mail
37%	Events – Unaware
36%	Info source – AA News
35%	Residency intent – 10-20 yrs.
34%	Summer Game – Unaware
	Age 50+

“Informed Vote” on a millage proposal – Q.16

Respondents who were not solidly Yes in the cold vote question or, those who did not volunteer they were not registered to vote, were asked follow-up question on a hypothetical millage proposal. These respondents were informed of some of the renovation history of the downtown branch and were again asked how they would vote on a millage dedicated to capital improvements to that facility. As is seen in the graph below, the Total Yes rises seven points to 62 percent, Total No drops by two points as do the Depends and Undecided categories.

“Now I would like to give a little more information about the downtown library. The facility opened in 1958 and since then, it has had additions built onto it in 1974 and again, in 1990. Except for an update to the front porch, installation of new elevators and the refurbishment of the lobby level restrooms, the downtown facility has not seen any building expansion, major interior renovations, or mechanical system improvements for 27 years. After hearing a little bit more about the history of the downtown library, let me ask you again, if the Ann Arbor District Library Board placed a request before the voters in an upcoming election to increase the millage to pay for the bonds that would fund major improvements

and/or expansion of their main downtown facility, would you vote Yes to support such a millage request, or would you vote No to oppose it?" **[IF UNDECIDED or DEPENDS, ASK: "Well, if you had to decide right now, would you lean toward voting Yes to support a millage increase for that purpose or lean toward voting No to oppose that millage increase?" AND CODE BEST RESPONSE]**



Subsets reporting "No" in proportions significantly higher than the norm of 27 percent included:

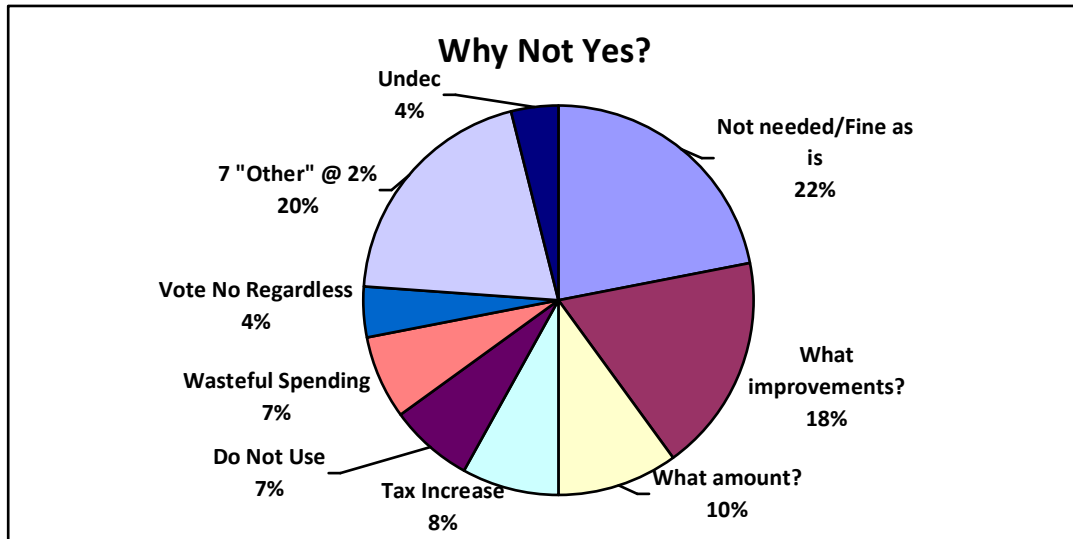
- 84% Millage "cold" – No
- 74% AADL taxes – Too high
- 56% Local taxes – Too high
- 50% State taxes – Too high
- 39% Best communication means – Mail
- 36% Vote frequency – Seldom/Never
- H.S. or less
- 34% Events – Unaware
- 33% Pittsfield residents
- Men 50+
- 32% Most visited – Pittsfield
- Library use – Yearly
- Info source – TV
- Residency intent – 1-4 yrs.
- 31% AA Ward 1
- Info source – AA News
- Age 50-64
- Residency intent – 10-20 yrs.

Why not "Yes"? – Q.17

The 198 respondents who did not respond "Yes" in either of the two "votes" were asked what their primary reason was for not supporting the hypothetical millage request. Some respondents were prompted by being presented answer options going to need for more specifics about the amount of the bond request, the term of its repayment, the improvements to be funded or, if there was another reason. The chart below illustrates the distribution of the responses:

"What is the primary reason you would not vote Yes on this proposal?" [If respondent says something similar to: "Need more specifics", PROBE BY ASKING: "Would that be more specifics about the

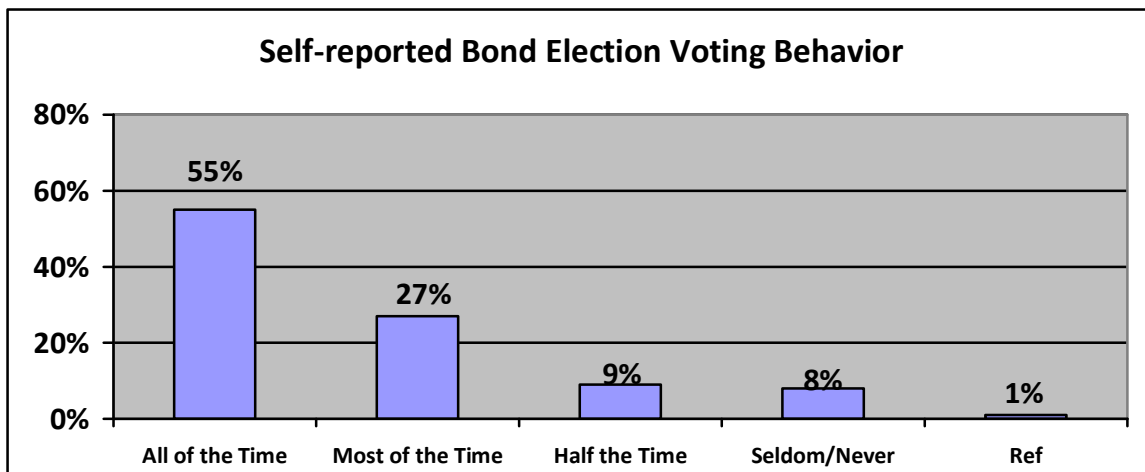
amount of the millage increase, the number of years it would take to repay the bonds, the particular improvements that would be made with the bond funds, or, something else?"]



Incidence of voting - Q.18

In the prior two questions, seven respondents reported they are not registered to vote in the AADL jurisdiction. The remaining 493 respondents were presented with a question asking how frequently they voted in local elections such as the hypothetical millage proposal.

“Thinking about elections when local, tax-related issues are on the ballot, such as proposals like the one I just described, or other similar proposals, such as bond or millage proposals for the Ann Arbor Public School district, or other local tax-related issues for your city or township, how often do you vote on such proposals when they are on the ballot? Would you say you vote on them ... “ [READ 1 THROUGH 5 BELOW]



Subsets reporting “All the time” in proportions significantly higher than the norm of 55 percent included:

- 69% AA Ward 5
- 67% AADL funding – Independent body
Age 50+
- 66% AA Ward 4
Info source – Radio
- 64% Most visited – Downtown
- 63% Newsletter – Received
Downloads – Aware
- 62% Non-traditional lending – Don’t use
Kids’ grades – K-6th
- 61% AA Ward 2
AADL taxes – Too low
Info source – MLive
Residency intent – Indefinite
- 60% AADL taxes – Too high
pulp.org – Aware
Info source – TV
- 59% State taxes – Too high
Library use – Monthly
Millage “cold” – Depends
Non-traditional lending – Aware
Summer Game – Aware
Children at home – No
Residency intent – 10-20 yrs,

Influence of amenities on visitation – Q.19-Q.23

In a question battery introduced in the 2016 survey, a description of five different facility amenities were presented to respondents who were then asked if AADL incorporated that amenity, how much of an influence would it have on increasing the respondent’s frequency of visiting their local library. The gradations of influence on increased visitation provided the options of: “Very much”; “Somewhat”; “Only a little”; and, “Not at all”.

In ranking the described amenities’ influence, the “Very much” and “Somewhat” categories are combined for a Total Influence “score”. Even using this broad metric of influence, none of the features presented produced a majority of respondents purporting to be influenced to increase their visitation due to its presence. Indeed, when segregated into their four gradations of influence, “Not at all” again captured the plurality of responses for each amenity described.

“Next I’m going to read a list of library facility features present in many libraries including some of the facilities operated by the Ann Arbor District Library. For each feature that I describe, please tell me if for you or for members of your family, that feature would influence you Very Much, Somewhat, Only a Little or, Not at All, to start visiting a local library if you do not already do so, or to increase the number of times you visit if that feature were present or improved. The first one is . . . “

[ROTATE Q.19 THROUGH Q.23] Sorted Highest to Lowest TOTAL Influence	Very Much	Some	TOT INFL	Only Little	Not at All	Und Ref
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__23.	MEETING ROOMS made available to the general public for business or academic presentations and conferences.	22%	23%	43%	18%	39%	---
2016 ó Rank: 1		27%	24%	51%	13%	35%	1%
__22.	A separate supervised area designated as a PLAY SPACE FOR CHILDREN specifically designed to minimize noise in other portions of the library.	22%	20%	42%	12%	45%	1%
2016 ó Rank: 2		27%	17%	44%	9%	46%	1%
__20.	A CAFÉ, adjacent to the main portion of the library where patrons can purchase snacks, sandwiches and beverages.	16%	19%	35%	15%	49%	1%
2016 ó Rank: 5		12%	19%	31%	17%	51%	1%
__21.	A COMPUTER LAB with audio and video production capabilities.	12%	23%	35%	17%	48%	---
2016 ó Rank: 3		16%	21%	37%	15%	47%	1%
__19.	STUDY ROOMS, which are spaces separate from the main portion of the library equipped with desks and Internet access, where individuals can work in a private workspace.	12%	17%	29%	16%	55%	---
2016 ó Rank: 4		17%	14%	31%	17%	51%	1%

Suggested additional offerings/services – Q.24

Echoing the results of prior years' surveys, very few respondents were able to cite anything AADL should be offering that is not currently being offered. Also, as in previous years, respondents mentioned about two dozen separate categories, but none in proportions higher than two percent.

“Is there any other physical library feature, service, resource or other offering the Ann Arbor District Library does not currently make available that, if it were available, would prompt you to visit an AADL library if you do not already do so, or would make it more likely that you would visit the library more frequently? [WRITE COMMENTS AS STATED – PROBE FOR UP TO THREE RESPONSES]”

2014 Wording: *“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?”*

<u>2014</u>	<u>2016</u>	<u>2018</u>	
67%	51%	54%	No-none
---	3%	3%	Improved-More Parking
6%	18%	31%	Categories at 2% or less
26%	28%	12%	Other (<i>less than 1% each</i>)/Undecided/Refused

Selected AADL Offerings: Awareness, Use and Satisfaction

Non-traditional items for loan – Q.25-Q.27

Increase in awareness - again.

The 2016 study saw a 12-point jump in those reporting an awareness of non-traditional item availability. The 2018 data shows this trend continuing, albeit less dramatically.

“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?”

<u>2014</u>	<u>2016</u>	<u>2018</u>	
38%	50%	55%	Yes
62%	50%	45%	No
---	---	---	Undecided/Refused

Subsets reporting “No” in proportions significantly higher than the norm of 45 percent included:

- 63% *Events – Unaware*
- 61% *Pittsfield residents*
Age 65+
- 58% *Summer Game – Unaware*
- 57% *Residency intent – 1-4 yrs.*
- 56% *Library use – Yearly*
\$50K - \$75K hh income
- 55% *Newsletter – Don’t receive*
Vote frequency – Half time
- 54% *Local taxes – Too high*
Info source – TV
Post H.S.
- 53% *Most visited – Malletts Creek*
Downloads – Unaware
Men
- 52% *AA Ward 3*
State taxes – Too high

- 51% *Best communication means – Mail*
- Age 50+
- 50% *Millage “cold” – No*
- Info source – AA News*
- 49% *Vote frequency – Most times*
- pulp.org – Unaware*
- Children – No*
- Residency intent – 10-20 yrs,*

Increase in non-traditional item “use” - again

“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	N=252	N=274	
2014	2016	2018	
37%	41%	50%	Yes
63%	59%	49%	No
---	---	1%	Undecided/Refused

Increase in satisfaction – again.

As with Awareness and Use, the 2018 test shows an increase, albeit slight, in user satisfaction.

“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?”

		SATISFIED					Undec/Ref	MEAN
		NOT AT ALL		EXTREMELY				
2018	N=138	2%	---	3%	20%	74%	1%	4.643
2016	N=102	1%	2%	6%	16%	75%	---	4.632
2014	N=69	---	3%	6%	28%	62%	1%	4.515

pulp.aadl.org – Q.28-Q.30

Increase in awareness

The 2018 survey saw a 10-point increase in awareness of this arts and culture blog, moving from 18 percent in the 2016 measurement to 28 percent in 2018.

“The Ann Arbor District Library website includes a blog at “pulp.aadl.org” dedicated to comprehensive coverage of the Ann Arbor area’s arts & culture scene. The site provides event previews, critiques and reviews of performances and exhibitions, as well as opinions, observations and commentary from professional journalists, community contributors, and library staff. Prior to me just describing the “Pulp” blog on the AADL website, were you aware of this community arts and culture information resource?”

2016	2018	
18%	28%	Yes

82%	72%	No
---	---	Undecided/Refused

Subsets reporting “No” in proportions significantly higher than the norm of 72 percent included:

- 82% Attend college
Men 18-49
- 81% Library use – Yearly
Best communication means – Mail
- 79% Voting frequency – Most times
Over \$100K hh income
- 78% AA Ward 1
Pittsfield residents
Newsletter – Don’t receive
Most visited – Traverwood
Non-traditional lending – Unaware
- 77% Info source – TV
- 76% AADL taxes – Too high
Age 18-49
Kids’ grades – 9-12

Increase in “use”

“Have you or a member of your family ever accessed this on-line resource on the Ann Arbor District Library website?”

N=92	N=139	
<u>2016</u>	<u>2018</u>	
54%	60%	Yes
46%	39%	No
---	1%	Undecided/Refused

Subsets reporting “Yes” in proportions significantly higher than the norm of 60 percent included:

- 74% Info source – Social media
- 71% Children – Yes
- 70% Most visited – Downtown
- 69% Age 18-49
- 68% Newsletter – Received
- 66% AADL funding – Independent body
- 65% Ann Arbor residents
Info source – MLive

Slight decrease in satisfaction.

With N-sizes of 83 and 50 for the 2018 and 2016 studies respectively, the variation in the mean score of 0.056 is insignificant.

SATISFIED

	<i>NOT AT ALL</i>			<i>EXTREMELY</i>		<u>Undec/REF</u>	<u>MEAN</u>
2018 N=83	2%	2%	18%	33%	37%	8%	4.085
2016 N=50	2%	---	21%	37%	40%	---	4.141

Downloads – Q.31-Q.33

Awareness shows a slight decline

“In addition to traditional and non-traditional items that can be checked out of Ann Arbor District Library facilities, AADL offers a wide variety of items including books, music, podcasts, specialty information and videos that can be downloaded to your phone, tablet or computer from their website. Before I just told you about the downloads available from AADL, were you aware of their availability?”

<u>2016</u>	<u>2018</u>	
37%	32%	Yes
63%	68%	No
---	---	Undecided/Refused

Subsets reporting “No” in proportions significantly higher than the norm of 68 percent included:

86%	<i>Attend college</i>
	<i>Events – Unaware</i>
82%	<i>Best communication means – Mail</i>
80%	<i>Voting frequency – Seldom/Never</i>
	<i>Non-traditional lending – Unaware</i>
78%	<i>Voting frequency – Half the time</i>
	<i>Post H.S.</i>
	<i>Men 18-49</i>
77%	<i>Kids’ grades – 7th/8th</i>
76%	<i>AA Ward 1</i>
75%	<i>Non-Ann Arbor or Pittsfield residents</i>
	<i>pulp.org – Unaware</i>
	<i>Under \$50K hh income</i>
74%	<i>Newsletter – Don’t receive</i>
	<i>Library use – Yearly</i>
	<i>Residency intent – 10-20 yrs.</i>
73%	<i>AADL funding – City gov’t</i>
	<i>Millage “info” – No</i>
	<i>Residency intent – 1-4 yrs.</i>
	<i>Men</i>
72%	<i>Most visited – Westgate</i>
	<i>Age 18-49</i>

Marginal decrease in “use”

“Have you or a member of your family ever downloaded a book, podcast, music or other item available through the AADL website?”

N=187	N=158	
2016	2018	
44%	42%	Yes
55%	56%	No
1%	2%	Undecided/Refused

Subsets reporting “Yes” in proportions significantly higher than the norm of 42 percent included:

- 61% Children – Yes
- 56% Over \$100K hh income
- 55% Newsletter – Received
- Women 18-49
- 54% Library use – Daily/Weekly
- Non-traditional lending – Use
- 50% Millage “cold” – Yes
- Age 18-49
- 49% Millage “info” – Yes
- 48% Info source – MLive
- Age 35-49
- 46% Non-traditional lending – Unaware

Eight-of-Ten highly satisfied

“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 items you downloaded?”

	SATISFIED					Undec/REF	MEAN
	NOT AT ALL		EXTREMELY				
2018 N=66	5%	2%	12%	23%	57%	1%	4.267
2016 N=83	4%	4%	11%	18%	57%	6%	4.255

The Summer Game – Q.34-Q.36

Increase in awareness

“The Ann Arbor District Library sponsors what they call, “The Summer Game”, which is something like a treasure hunt. Participants of all ages use clues to search for particular items or destinations in and around or pertaining to the library and they accumulate points and are awarded badges for completing various challenges. Prior to me just telling you about “The Summer Game”, were you aware that Ann Arbor District Library sponsored this annual event?”

<u>2016</u>	<u>2018</u>	
39%	43%	Yes
61%	57%	No
---	---	Undecided/Refused

Subsets reporting “No” in proportions significantly higher than the norm of 57 percent included:

88%	<i>Events – Unaware</i>
77%	<i>Info source -- TV</i>
75%	Best communication means – Mail <i>Men 50+</i>
74%	Non-traditional lending – Unaware
73%	<i>AADL taxes – Too high</i>
70%	Men
69%	Library use – Yearly <i>Voting frequency – Seldom/Never</i> Age 65+
68%	Children – No
67%	Attends college
66%	Local taxes – Too high Downloads -- Unaware
65%	Newsletter – Did not receive <i>Millage “info” – No</i> <i>pulp.org – Unaware</i>
64%	<i>AA Ward 1</i> <i>AA Ward 2</i> <i>Millage “cold” – No</i> Post H.S.
63%	<i>AADL funding – City gov’t.</i> <i>Age 50+</i>
62%	<i>Millage “cold” – Depends</i> Age 18-34
61%	<i>Voting frequency – Most times</i>

Increased participation

“Have you or a member of your family ever participated in “The Summer Game”?”

N=197	N=214	
<u>2016</u>	<u>2018</u>	
43%	49%	Yes
57%	50%	No
---	1%	Undecided/Refused

Subsets reporting “Yes” in proportions significantly higher than the norm of 49 percent included:

- 74% Library use – Daily/Weekly
- 70% Non-traditional lending – Use
- 67% Children – Yes
- 65% Age 18-34
- 59% Men 18-49
- 58% AA Ward 5
- Most visited – Westgate
- 57% Non-traditional lending – Aware
- Women 18-49
- 56% Info source – Radio
- 55% Info source – MLive
- 53% Newsletter – Received

Satisfaction remains high

	<u>SATISFIED</u>					<u>Undec/REF</u>	<u>MEAN</u>
	<i>NOT AT ALL</i>			<i>EXTREMELY</i>			
<u>2018</u> N=105	---	4%	9%	26%	59%	2%	4.442
2016 N=84	---	2%	7%	16%	70%	5%	4.611

Other Events – Q.37-Q.39

A new question on the 2018 survey asks respondents about AADL-sponsored events *other than* The Summer Game.

Nearly 7-of-10 aware

“In addition to “The Summer Game”, the District Library sponsors over 75 separate events, festivals and workshops whose topics range from Films and Performances to Health and Wellness and include such events such as book signings, cooking demonstrations, concerts, Lego contests and dozens more. Prior to me just telling you about some of the scores of events taking place, were you aware that Ann Arbor District Library sponsored these activities?”

68%	Yes
32%	No
---	Undecided/Refused

Subsets reporting “No” in proportions significantly higher than the norm of 32 percent included:

- 58% *Best communication means – Mail*
- 49% *Summer Game – Unaware*
- 47% *AADL taxes – Too high*
Men 18-49
- 46% *Voting frequency – Half the time*
- 45% *Library use – Yearly*
Non-traditional lending – Unaware
- 44% *Voting frequency – Seldom/Never*
Residency intent – 1-4 yrs.
- 42% *Age 18-34*
Age 65+
- 41% *AA Ward 2*
Downloads – Unaware
Info source – TV
- 40% *Non-Ann Arbor/Pittsfield residents*
Millage “info” – No
Men
- 39% *Pittsfield residents*
Newsletter – Didn’t receive
Millage “cold” – No
pulp.org – Unaware
- 38% *Attends college*
Local taxes – Too high
- 37% *AA Ward 1*
Most visited – Traverwood
Children – No
- 36% *State taxes – Too high*

Event participation

“Have you or a member of your family ever participated in any events sponsored by the Ann Arbor District Library?”

N=338

67% Yes
 33% No
 --- Undecided/Refused

Subsets reporting “Yes” in proportions significantly higher than the norm of 67 percent included:

- 87% Library use – Daily/Weekly
- 82% Kids’ grade – 9-12
- 81% AA Ward 1
 Most visited – Downtown
 Non-traditional lending – Use
- 78% Children – Yes
- 75% AA Ward 3
 Most visited – Traverwood
 The Summer Game – Aware
 Info source -- Radio
- 74% Attends college
 Newsletter – Received
 Non-traditional lending – Aware
 Info source – AA Observer
 Over \$100K hh income
- 73% Voting frequency – All the time
 Age 50-64
- 72% Women 18-49
- 71% Library use – Monthly
 Residency intent – 10-20 yrs.
- 70% Millage “cold” – Yes

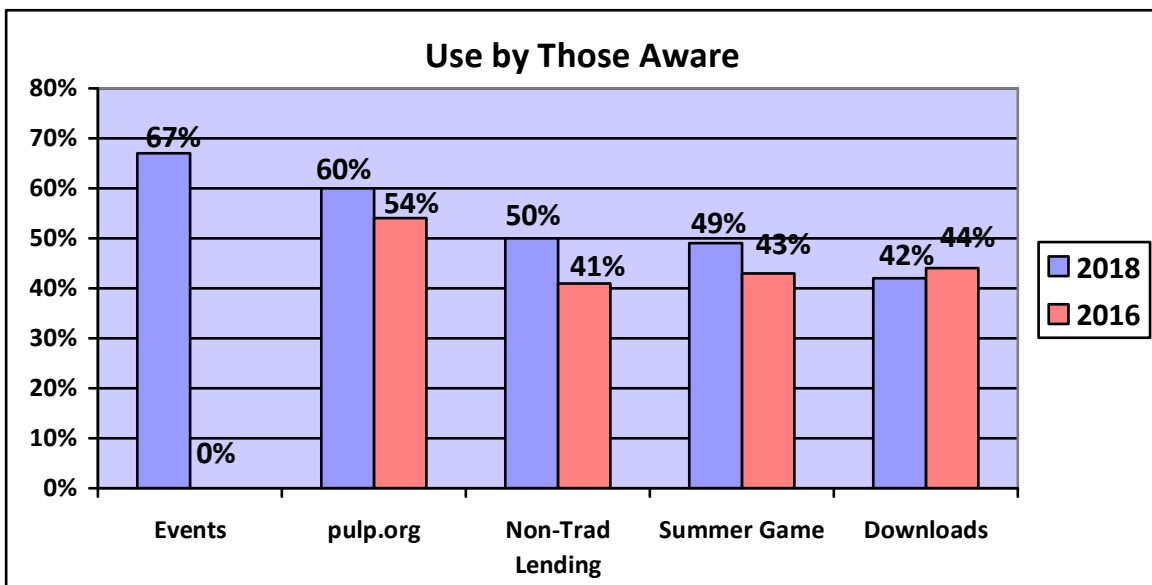
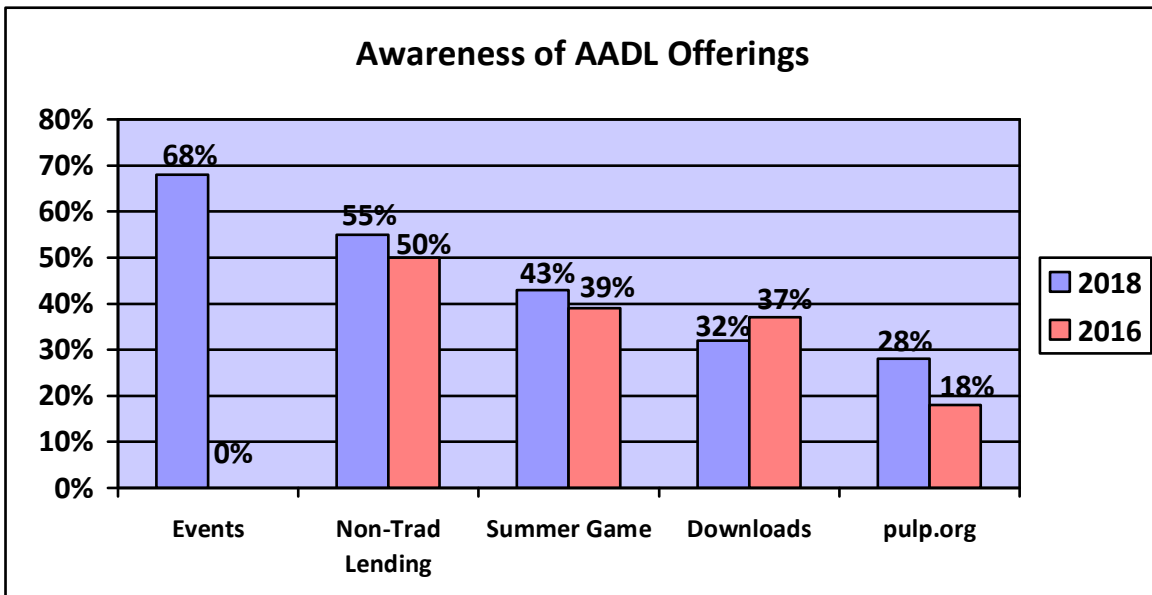
Event satisfaction high

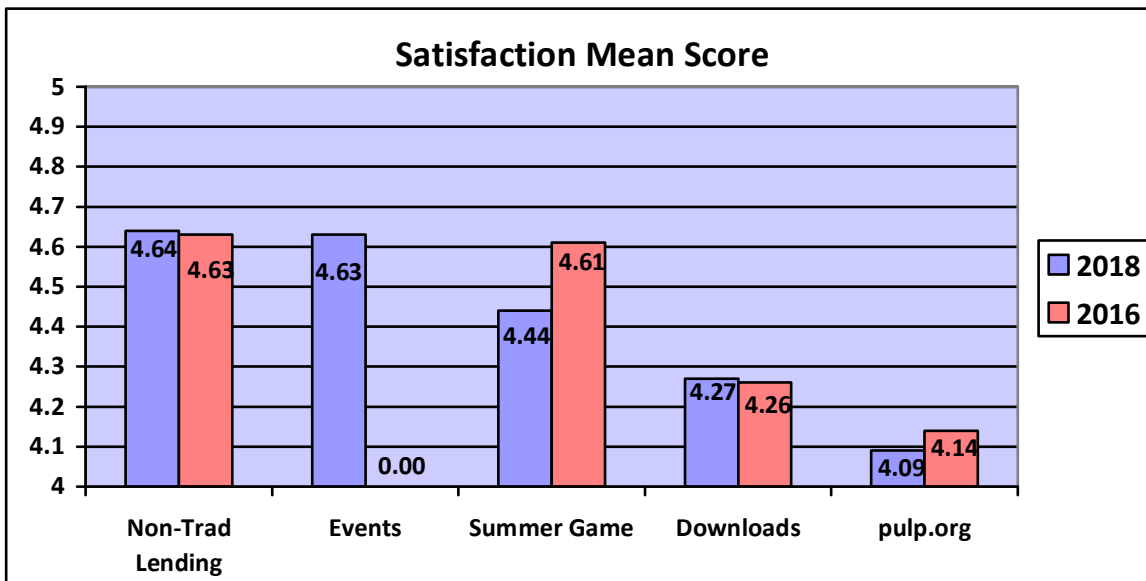
“Using a rating scale of one to five, where five means “Extremely Satisfied” and one means “Not Satisfied At All,” how satisfied were you with the events you attended?”

	<u>SATISFIED</u>					<u>Undec/REF</u>	<u>MEAN</u>
	<i>NOT AT ALL</i>		<i>EXTREMELY</i>				
<u>2018</u> N=225	---	1%	2%	30%	66%	1%	4.631

Comparison of “awareness”, “use” and “satisfaction”

The following charts illustrate the respective awareness, use and satisfaction for the AADL offerings tested in the 2016 and 2018 surveys:





Job rating – Q.40 & Q.41

The positive/negative rating has been posed in all four biennial surveys. As can be seen from the comparison of results below, AADL had seen an increase in the proportion of respondents issuing a “positive” rating from 2012 through 2016. The 2018 survey shows a slight reversal of this trend, with the “Total Positive” rating slipping five points to just above its 2014 level. It is noted, however, that the more intense “excellent” portion of that overall rating dropped only, a-within-the-margin-of-error, three points from its 2016 level. Equally important is the five-point drop in the total positive rating is only partially found in a slight two-point increase in the “Total Negative” rating, with all of that falling in the less intense gradation of “Just Fair”. The balance of the difference is reflected in a three-point increase in “Undecided”.

“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?”

<u>2012</u>	<u>2014</u>	<u>2016</u>	<u>2018</u>	
44%	49%	59%	56%	Excellent
37%	39%	35%	33%	Pretty Good
81%	88%	94%	89%	TOTAL POSITIVE
1%	2%	2%	4%	TOTAL NEGATIVE
1%	1%	2%	3%	Just Fair
---	1%	---	1%	Poor
18%	10%	4%	7%	Undecided/Refused

Why “Negative”?

A four percent negative rating translates into just eighteen respondents who were asked a follow-up question asking why they issued the rating they did.

“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>N=7</u> <u>2014</u>	<u>N=10</u> <u>2016</u>	<u>N=18</u> <u>2018</u>	
30%	23%	34%	Books Limited-Unavailable
---	---	15%	No Interest to Me
---	---	11%	Could Improve-General
---	---	10%	Research Materials Lacking
---	---	6%	Quality Varies by Branch
---	15%	5%	No Outreach-Unaware of Offerings
---	---	5%	U of M Library is Better
---	---	5%	Wasteful Spending
---	---	---	Other (<i>less than 1% each</i>)
---	25%	9%	Undecided/Refused

Information Sources – Q.42

As a general proposition, local print/web-based publications and word-of-mouth ó taken together ó continue to dominate the means by which most respondents obtain information they say influences their opinions most. It is interesting to note, however, that reliance on the òAnn Arbor Observerö and general word-of-mouth has remained relative constant over the years while reliance on the òAnn Arbor News/Ann Arbor.comö has steadily decreased. Supplanting the latter is the increased reliance on òMLiveö and Social Media.

“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 MENTIONED OR UNPRODUCTIVE]

2012	2014	2016	2018	
18%	11%	16%	16%	The Ann Arbor Observer
43%	30%	26%	15%	Ann Arbor News/Ann Arbor.com
14%	23%	16%	14%	General word-of-mouth
1%	7%	12%	13%	MLive
---	1%	3%	12%	Social media such as Facebook and Twitter
9%	8%	8%	8%	Radio news reports
6%	9%	7%	7%	Television news reports
1%	---	3%	3%	Internet-General
1%	4%	2%	3%	The <u>district</u> or building newsletters
---	---	---	1%	Email
---	1%	---	1%	Library
---	---	---	1%	Mail-Flyers
1%	---	---	1%	None; have <u>no source</u> of information
4%	3%	5%	3%	Other (<i>less than 1% each</i>)
			2%	Undecided/Refused

Preferred modes of communication to learn about AADL – Q.43

In both the 2014 and 2016 surveys, e-mail was cited by over one-third of respondents as their preferred means to learn more about AADL and its offerings, and the results of the 2018 survey move that proportion up to four-in-ten; with direct mail, the library website, social media and the AADL newsletter being mentioned the next most frequently.

“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]

2014	2016	2018	
38%	36%	40%	Email
10%	12%	13%	Mail-Flyers
11%	11%	8%	AADL Website
3%	3%	6%	Social media such as Facebook and Twitter
3%	9%	4%	Newsletters
2%	3%	3%	Library
7%	4%	3%	Newspaper-General
3%	4%	3%	The Ann Arbor Observer
3%	4%	2%	Ann Arbor News/Ann Arbor.com
2%	2%	2%	MLive
1%	2%	2%	None; Want NO communication from AADL
1%	2%	2%	Radio news reports
---	---	1%	Blogs
1%	---	1%	Internet-General
---	---	1%	Local Events
---	1%	1%	Phone Call
---	---	1%	Text Message
8%	4%	1%	Other (<i>less than 1% each</i>)
		6%	Undecided/Refused

Subsets reporting “Email” in proportions significantly higher than the norm of 40 percent included:

56%	Newsletter – Receive
54%	Most visited – Traverwood
53%	AADL funding – Independent body
	Most visited – Pittsfield
52%	Library use – Daily/Weekly
51%	Children – Yes
50%	AA Ward 4
	Voting frequency – Seldom/Never
	Summer Game – Aware
	Women 18-49
48%	Residency intent – 1-4 yrs.
46%	Local taxes – About right
	Downloads – Aware
	Info source – Radio
	Residency intent – 5-9 yrs.

Post H.S.
Over \$100K hh income
45% Most visited – Westgate
Non-traditional lending – Aware
Events – Aware
Info source – Social media
Age 18-49
44% Info source – MLive

Subsets reporting “Mail/Flyers” in proportions significantly higher than the norm of 13 percent included:

24% Events – Unaware
Post H.S.
\$75K - \$100K hh income
21% Under \$50K hh income
20% Library use – Yearly
Millage info – No
Age 18-34
18% AADL taxes – Too high
Age 65+
17% Local taxes – Too high
Newsletter – Don’t receive
Millage “cold” – No
Voting frequency – Seldom/Never
Summer Game – Unaware

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