

EPIC ▪ MRA

4710 W. Saginaw Highway
Suite 2C
Lansing, MI 48917
517/886-0860
800/545-8249
Fax 517/886-9176
e-mail: info@epicmra.com
website: www.epicmra.com

Ann Arbor District Library

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

Executive Summary and Demographic Analysis

- Educational
- Political
- Industrial
- Consumer

- Market
- Research
- Analysis

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CONTENTS

METHODOLOGY	1
KEY FINDINGS	3
EXECUTIVE SUMMARY	3
QUESTION-BY-QUESTION OVERVIEW AND DEMOGRAPHIC ANALYSIS	10
Geographic Distribution	10
Just under 1-in-10 taking classes.....	10
Roads, education and the economy are top problems and issues.....	11
Just over one-quarter say taxes and fees for local government/school services too high	12
Most valued local government service in exchange for taxes paid.....	13
Increase in proportion of those who know AADL funded through its own tax assessment.....	14
Just under one-third report receiving a newsletter	16
Few able to cite specific newsletter topic.....	17
Only about 1-in-10 say AADL taxes “Too high”	17
Just under half aware of construction; most know it’s at Westgate	19
Downtown branch of AADL retains position as most used but not by as much	20
Internet cited as top reason(s) for not using libraries	21
About 3-in-4 households has someone use library a few times a month or more.....	21
Patrons find it “Very easy” to find what they’re after	24
On line search and reservation pick-up most common method for borrowing.....	25
Tiny number would not seek staff assistance.....	26
Books/DVD’s or videos continue to dominate preferred library offerings.....	26
Suggested facility amenities provide little influence on frequency of visitation.....	27
Few offer suggested additional offerings/services.....	29
Selected AADL Offerings: Awareness, Use and Satisfaction	29
Non-traditional items for loan	29
Increase in awareness.....	29
Increase in non-traditional item “use”	30
Increase to three-quarters “extremely” satisfied	30
oldnews.aadl.org.....	31
Over one-third aware	31
Of those aware, half “use” the service	31
Satisfaction with “oldnews” is high.....	32
pulp.aadl.org	32
Fewer than 1-in-5 aware of the arts and culture website	32
Majority use among those who are aware.....	33
Above average “satisfaction” among users.....	33
Downloads	33
Over 1-in-3 aware of download availability	33
Over 1-in-3 aware of download availability	34
“Use” of downloads at 45 percent	34
Well over half “extermely” satisfied.....	34
Summer Game	35
Just under 1-in-4 aware of Summer Game	35
Under half participate	35
Participants report highest satisfaction	36
Comparison of “awareness”, “use” and “satisfaction”.....	37
Nearly 9.5-in-10 respondents offer positive job rating AADL	38
Why the ten people who issued a negative rating had to say.....	39
Ann Arbor News/MLive and word-of-mouth top sources of information.....	39
E-mail the preferred communication means to learn about AADL	40

METHODOLOGY

EPIC ▪ MRA administered live telephone interviews with 500 adult residents of the Ann Arbor Public School District. The interviews included 30 percent among cell phone users, and were conducted from February 21st through February 28th, 2016.

Respondents for the interviews were selected utilizing an interval method of randomly selecting records of households of people who are residents of the Ann Arbor School District who have commercially listed land line or cell phone numbers. The sample was stratified so every area of the district is represented in the sample according to its contribution to the total adult population, age 18 and over, living in the Ann Arbor School District.

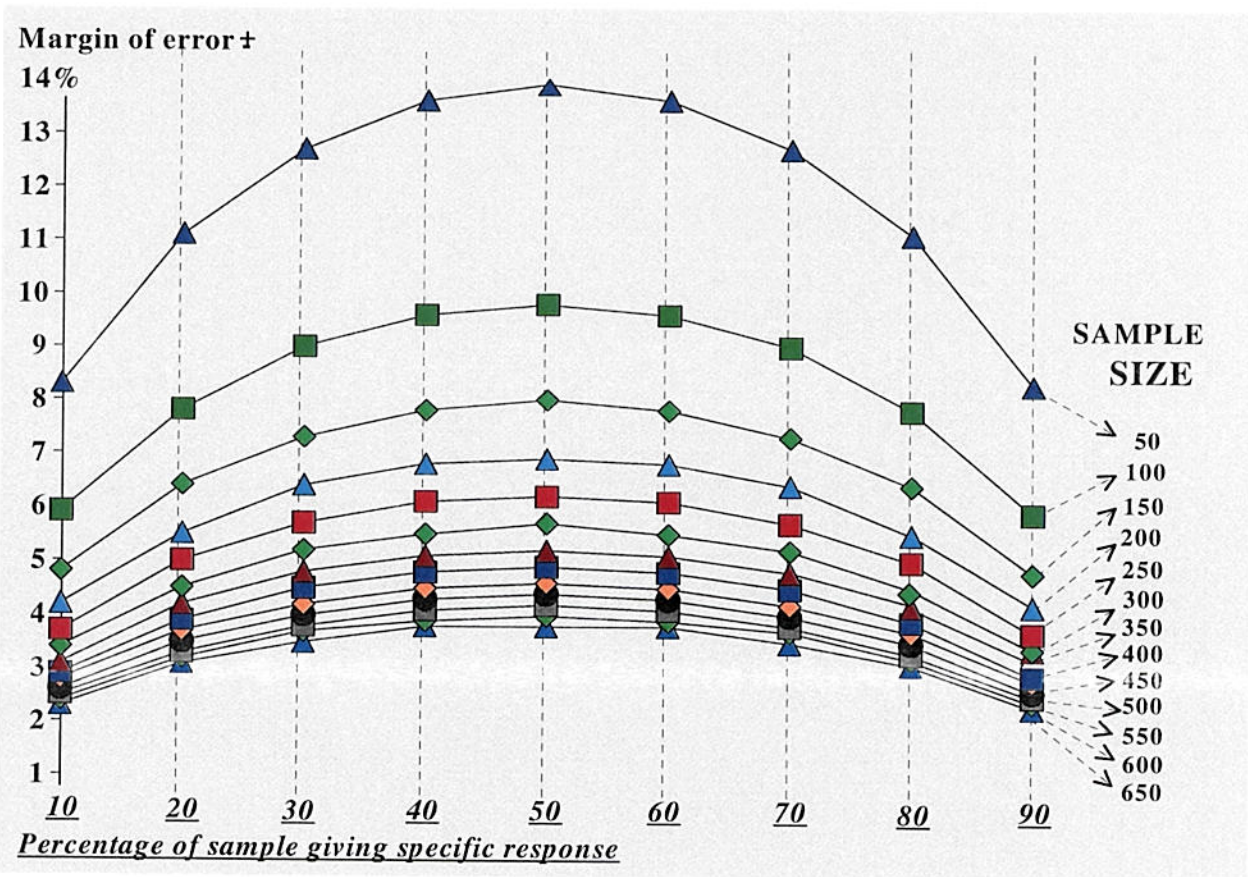
Generally, in interpreting survey results, all surveys are subject to error; that is, the results of the survey may differ from that which would have been obtained if the entire population was interviewed. The size of the sampling error depends on the total number of respondents asked a specific question.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

For example, respondents heard a listing of what might be considered non-traditional items available for lending at the library – such as artwork prints, telescopes and musical instruments – and were then asked if they were aware of the availability of such items. Fifty percent of all 500 respondents reported “Yes” in response to this awareness question (Question #26). As indicated in the chart below, this percentage would have 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 54.4 percent and 45.6 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 overarching take away from the 2016 survey is that AADL continues to improve on the already favorable numbers that were posted in the two previous biennial studies. Most notably, AADL received a 94 percent “Positive” rating for the quality of its offerings and services, which marks a 13 point jump from its 2012 rating and a 6 point increase from the same measurement taken in 2014. Perhaps even more impressive is the increase in the “Excellent” portion of the overall “positive” rating (as opposed to its positive category companion, “Pretty good”), which now represents 63 percent of the overall “Positive” proportion.

Data corroborating the increase in highly favorable sentiment toward AADL is found in the questions measuring overall sensitivity to local taxes generally, which has declined to 26 percent “Too high” from its 2012 mark at 33 percent and a similar decline in sensitivity to the AADL-specific dedicated property tax revenue which, at a mere 11 percent, is five points lower than was measured in 2014. In addition, the library is cited as a close second to local public schools in a top-of-mind open-ended question asking respondents to identify which local service provides the “most value” for taxes paid.

Part of respondents’ appreciation for AADL might be found in the fact that a significantly higher proportion of them in 2016 correctly identify a dedicated millage as the library’s main revenue source than in 2014. When presented with the option of selecting one of five plausible revenue sources, 37 percent correctly chose the dedicated millage statement, which is a seven point increase from the proportion recorded in the 2014 study. Combine the above indicators with the fact that, “*The quality of public information resources, such as libraries*”, remains in the very low single digits as an issue of local concern in the list of possible sources of local concern and a picture is completed showing AADL as being a valued community asset.

Reported visitation to an AADL facility remains quite high (84 percent of the sample in 2016) and the proportion of visitation at the several branches remains fairly constant, although a trend toward a slight decline in the proportion of respondents reporting regular visitation of the Downtown facility is noted. For those who report “*Very seldom/Never*” visiting a library, their belief that their ready access to the Internet from home continues to be cited as the primary reason for not visiting an AADL branch.

Among those who do report regularly visiting the library, about three-quarters do so at least “*A few times a month*”. The most common method for these visitors to obtain desired materials is to search on-line to reserve an item for later pick-up; with over half (54 percent) of patrons reporting this as their most common means. For the remainder of visitors, seeking staff assistance (22 percent) or browsing (16 percent) are the most common method of finding what they need. No matter which of these methods are employed, the overwhelming share of library visitors report great ease in ultimately retrieving what they are after.

The 2016 survey saw the introduction of a battery of questions designed to measure the extent to which the addition of certain physical features to the facilities might influence individuals to increase the frequency of visitation. Five features were described in separate presentations to respondents – study rooms; a computer lab; a café; play spaces for children; and, meeting rooms – followed by an inquiry into how much of an influence the presence of that feature would have on their behavior. Four of the five features produced majorities indicating that the presence of the described feature would influence more frequent visitation “*Only a little*” or, “*Not at all*”. Only the presence of Meeting Rooms found a bare 51 percent majority reporting an influence on their frequency of visitation and even then, just 27 percent responded “*Very much*”, with the remainder selecting the more tepid, “*Somewhat*”. In sum, the addition of the physical features tested would not appreciably alter the visitation behavior of AADL constituents.

The 2016 survey also tested the “Awareness”, “Use” and “Satisfaction” of five less visible AADL offerings. Only one of these offerings – the lending of non-traditional items such as artwork prints, scientific tools and musical instruments – was a reprise from the 2014 survey and the results show a marked increase not only in awareness of the offering (moving from 38 percent to 50 percent “aware”), but also in the level of “use” and a slight uptick in the already high score for “satisfaction”. The other less-visible offerings tested were: the Ann Arbor News archive; Downloads of books, music and podcasts; The Summer Game; and, the local arts and culture website – pulp.aadl.org.

Less than a majority of respondents were aware of any of four remaining offerings (ranging from pulp @ 18 percent to, The Summer Game @ 39 percent). However, among those who did report and awareness, a significant portion have “used” the offering. Most heartening of

all, of those who “use” these offerings, “Satisfaction” with the offering never dips below a mean score of 4.141 on a five point scale (where “5” means “extremely satisfied”).

The 2016 survey also attempted to assist AADL in refining the reach of its quarterly newsletter. That is, the newsletter is published in both hard-copy form for mailing and in electronic form for broadcast via e-mail and posting on the website. Inasmuch as printing and postage is a relatively expensive form of communication, a deeper analysis of the cross tabulation report was sought so that greater efficiency might be had in the mailing of newsletters by trying to identify demographic subsets most apt to notice this form of communication.

Some limited success was found in refining the analysis of responses to the survey question asking respondents to identify the means by which they would prefer to receive information about the library. “*Newsletter*” was reported by nine percent in response to the question asking for the preferred means of learning about AADL, while “*Direct mail*” was offered by 21 percent of respondents. Operating under the assumption that a newsletter delivered by direct mail would capture all of the individuals reporting either direct mail or newsletter to the question, a custom cross tabulation was processed which merged “direct mail/newsletter” into a single response for analysis.

What emerged from an analysis of the customized cross-tabulation was the identification of several demographic subsets that reported answering this “manufactured” response in proportions significantly higher than the 21 percent sum of the merged Newsletter (9 percent) and Direct Mail (12 percent) individual responses. Curiously, those who reported being currently enrolled in a college class had the highest proportion, at 36 percent, of any subset in the Newsletter/Direct Mail cross-tabulation; although it is cautioned that at N=43, the margin of error is quite high. Other noteworthy subsets were non-Ann Arbor city residents – particularly those in Pittsfield Township; residents reporting visiting a library, “*a few time a year*”; those age 65 and older; and, those with a household income of \$50,000 or less.

It may be a worthwhile communication experiment to alter the newsletter publication/distribution strategy from a district-wide approach to one more focused on households exhibiting the characteristics of the aforementioned subsets. That is, to the extent these addresses are identifiable; mailings might be concentrated on those in less affluent households, senior residents of the district and residents outside the city of Ann Arbor.

KEY FINDINGS

- The largest percentage of all respondents, 29 percent, said “*maintaining local roads, bridges and other transportation infrastructure*” was their top problem or issue concern, a proportion that is down six points from the 2014 measurement but still considerably higher than the 14 percent recorded in 2012. One-in-four cited “*the quality of K-12 public schools in the area*” (25 percent) as their top concern – a proportion in keeping with the 20-to-27 percent reported in 2014 and 2012 respectively. Perhaps predictably, “*the condition of the economy and jobs*” – at 16 percent – continued to show a decline from its 29 percent high recorded in 2012.
 - For the third straight time, only two percent said “*the quality of public information resources, such as libraries*” was their top problem or issue concern. This latter measurement is in keeping with the 15 percent who reported in an open-ended question that the “*library*” is a particular local government service that provides the most value in exchange for what is paid in taxes to fund that service.
- Just over one-quarter of all respondents (26 percent), reported a belief that their taxes were “*Too high*” in return for the quality of county, city, township, public K-12 and other local services they receive. This proportion is significantly lower than the 33 percent recorded in 2012 and three points lower than the 2014 measurement.
 - When asked specifically about the return value on their tax dollar for AADL services, only eleven percent professed a belief that their taxes were “*Too high*” – a drop of four points from an already-low level recorded in the 2014 survey.
- In 2014, only 3-in-10 survey respondents accurately understood that the Ann Arbor District Library is “*an independent governmental body that is funded by its own separate property tax assessment*”. The 2016 survey saw an increase of over 20 percent – to 37 percent – accurately selecting the AADL revenue source out of five possible selections offered.
- Visitation of an AADL facility is at 84 percent of households where one or more members of a surveyed household reported usage. This is an increase over the figures posted in survey years 2012 and 2014.
- Nearly three quarters of respondents report a member of their household visiting an AADL facility at least a few times a month (27 percent “*Everyday/A few times a week*”; 46 percent “*A few times a month*”). This proportion is only slightly lower than that reported in 2014 and continues the trend of being higher than the proportion recorded in the 2012 survey.

- As in the past, the Downtown library was named as the branch most frequently visited (22 percent), but the 2016 proportion was down somewhat from prior year's reported levels. The slight decline in the Downtown branch's proportion of visitation is made up for by slight increases in reported visitation to the remaining four facilities.
 - "Print books" (27 percent) and "DVDs/Movies" (9 percent) remain the top services of the Ann Arbor District Library cited by respondents when asked to name the two most important services to them, with the balance of the responses scattering in single digit proportions across 23 separate other categories.
 - Over half of the 50 respondents (ten percent of the total) who report no one in the household using the Ann Arbor District Library cited: "Have Internet at home" or, "Get everything online" as the top reasons for not visiting their local library; these responses also in the number one and two spots in the 2014 survey.
- Using a 1-to-5 scale, the vast majority of AADL patrons (87 percent) rate their average experience in finding what they are looking for as being "Easy", with no respondents offering an answer of 5, meaning "Very difficult".
 - On-line search and reservation for pick-up (54 percent) was the most commonly cited method respondents reported as using to find what they needed, followed by "Ask library staff for assistance" (22 percent) and "Browse" (16 percent) as the next most commonly selected methods.
 - Only five percent reported any reticence about asking staff for assistance if their usual method of finding something they needed proved fruitless.
- Since the 2012 survey, there has been a 13 point increase among district residents in the positive rating of the job done by the Ann Arbor District Library in providing library services, increasing from 81 percent in 2012 to 88 percent in 2014 and culminating with a 94 percent "positive" rating in 2016.
- Just under one-third (32 percent) reported having received an AADL newsletter
 - "Renovations/Construction" (15 percent); "Upcoming events" (7 percent); "Kids activities/programs" (6 percent); and, "Summer Reading" (5 percent), were the top specific items cited by respondents as being the topics they remembered from the newsletter.

- Nearly half of all respondents (47 percent) reported being aware of major construction activities at one of the five AADL facilities. Of this number, 72 percent identified the West Branch as the site of the construction activity.
- A new battery of questions was inserted for the 2016 survey which sought to quantify the influence some possible changes to the physical layout of the AADL facilities might have on respondents' frequency of visitation. "*Meeting Rooms*", "*Play Spaces for Children*" and "*Computer Lab*" were the described features which found more than one third of all respondents indicating they would be influenced to visit more often by virtue of their presence. "*Study Rooms*" and "*A Café*" saw a majority of respondents reporting that the presence of these features would "*Not at All*" influence the frequency of their visits.
- At three percent, "*Improved parking*" earned the top category spot when respondents were asked to cite a specific physical feature, service or resource that AADL does not currently make available that, if it were made available, would prompt greater visitation. The 2014 version of this question differed somewhat in that it asked only what AADL was not offering that it should be offering and it did not follow a battery of five specific AADL alteration possibilities asking respondents to assess how enticing that alteration might be in making visitation more frequent. Notwithstanding this amendment to the 2016 questionnaire, "*No/None*" and, "*Undecided*", took the lion's share of responses, combining to produce just under eighty percent of responses.
- An even one-half of respondents said they were aware that the Ann Arbor District Library lends out artwork prints, scientific tools like telescopes, musical instruments and other items not usually associated with printed material. This marks a 12 point increase over the 2014 awareness measurement. Of respondents who were aware of non-reading materials that were loaned out, over 4-in-10 (41 percent) said one or more members of their household checked out such items, and three-quarters of these offered the highest satisfaction rating of five (a mean score of 4.632).
- A little over one-third of respondents (35 percent) were aware of the newspaper archives available at AADL. Just under half of these respondents (49 percent) reported having used this archive resource and of those who reported using it, 47 percent offered a top rating of "5", on the satisfaction scale (mean score of 4.170).
- Eighteen percent of respondents reported being aware of the blog, "*pulp.aadl.org*" on the library's website, with a little over half of these respondents (54 percent) reporting having accessed the blog. A plurality of 40 percent of the 50 individuals rating blog issues a "5" on the satisfaction rating scale, with all responses combining for a mean score of 4.141.

- Awareness of downloadable items such as books, music, videos and podcasts was reported at 37 percent. Over four-in-ten of those respondents who were aware of the downloadable items (44 percent) reported having accessed the service and 57 percent of the resulting 83 individuals reported being “*extremely*” (rating of “5”) satisfied. In all, the download service received a mean score of 4.255 on the five point satisfaction scale.

- Thirty-nine percent of respondents reported being aware of “*The Summer Game*” and 43 percent of these professed to have participated in it. Greatest satisfaction was found with this AADL offering with 70 percent of the 84 respondents qualified to answer issuing a rating of “5” for “*extremely*” satisfied with the experience producing a mean score of 4.611; the highest mean score of all the offerings tested in the 216 survey.

- In keeping with the results from the 2012 and 2014 surveys, respondents in the 2016 survey said the top sources of information about AADL were the Ann Arbor News/Ann Arbor.com (cited by 26 percent), followed by general word-of-mouth (16 percent) and the Ann Arbor Observer (16 percent); although the proportions for each of these top three sources shows a declining trend. MLive, at 12 percent picked up in its proportional share, with radio news (8 percent) and TV news (7 percent) remaining relatively stable.

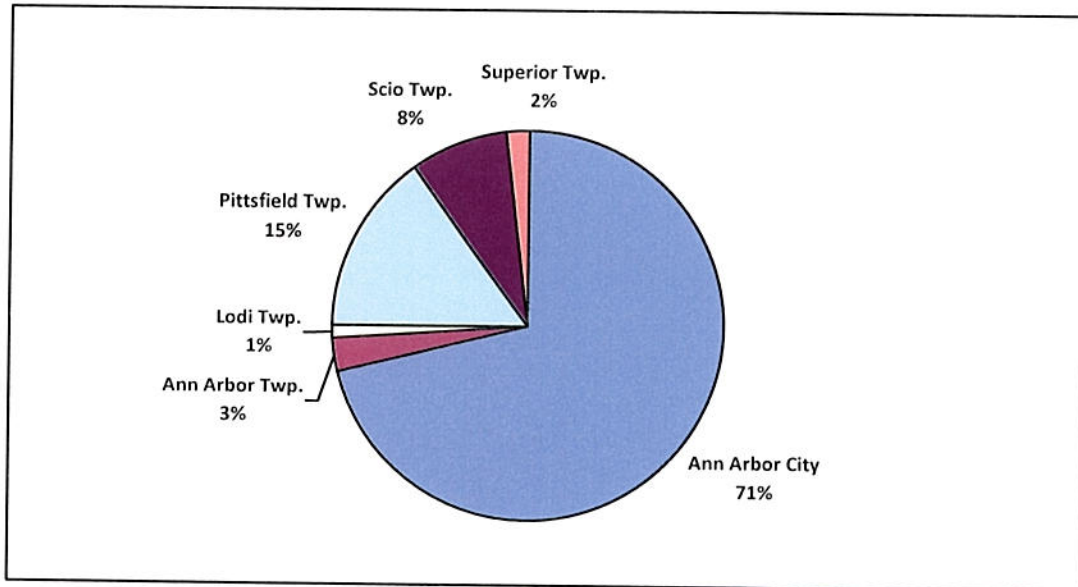
- As in 2014, the best ways 2016 respondents said to communicate with them about the Ann Arbor District Library is with e-mail (36 percent), direct mail (12 percent), the AADL website (11 percent), and newspapers (12 percent combined).

- A new demographic question was inserted for the 2016 survey which asked the respondent to identify any languages other than English that were spoken in the home. Seventy-eight percent of respondents answered “English-only”, with five percent reporting Spanish, Mandarin or another Chinese dialect at four percent and three percent reporting French. The balance of the 17 specified languages logged in at two percent or fewer.

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

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 2016 survey closely follow the 2014 results, which showed 89 percent “not taking any college classes.”

6%	Classes at a university
3%	Classes at a community college
9%	Total taking college courses
91%	Not taking any college classes
---	Undecided/Refused

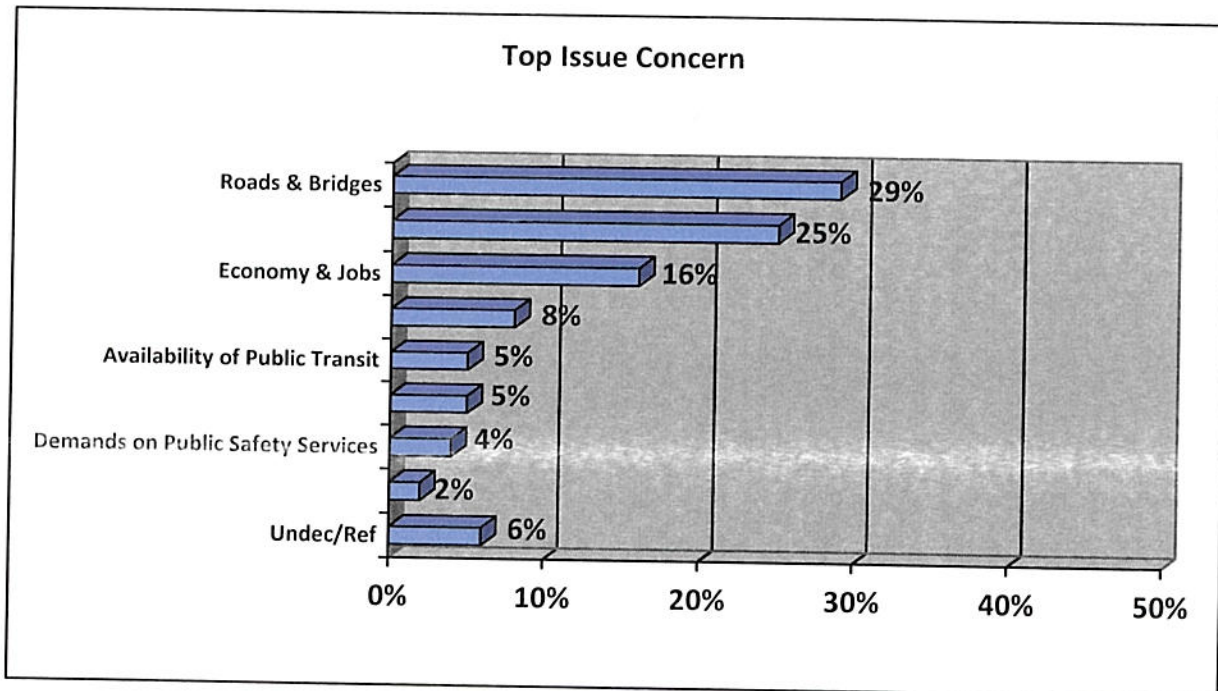
A demographic breakdown of the 43 individuals reporting being enrolled in a post-secondary institution would be unproductive.

Roads, education and the economy are top problems and issues

For the third time in three separate years (2012, 2014 and 2016), “The quality of public information resources such as libraries” has generated only two percent of respondents citing this statement as being their top concern from a list of eight local concerns presented for their consideration.

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

29%	Maintaining local roads, bridges and other transportation infrastructure
25%	The quality of K-12 public schools in the area
16%	The condition of the economy and jobs
8%	Balancing growth and development with quality of life concerns
5%	The availability of public transportation
5%	The level of local government taxation
4%	Growing demands on public safety employees, such as police and firefighters, to adequately meet area needs
2%	The quality of public information resources, such as libraries
---	More than one [ASK: "But which issue concerns you the most?" AND CODE BEST RESPONSE]
6%	Undecided/Refused

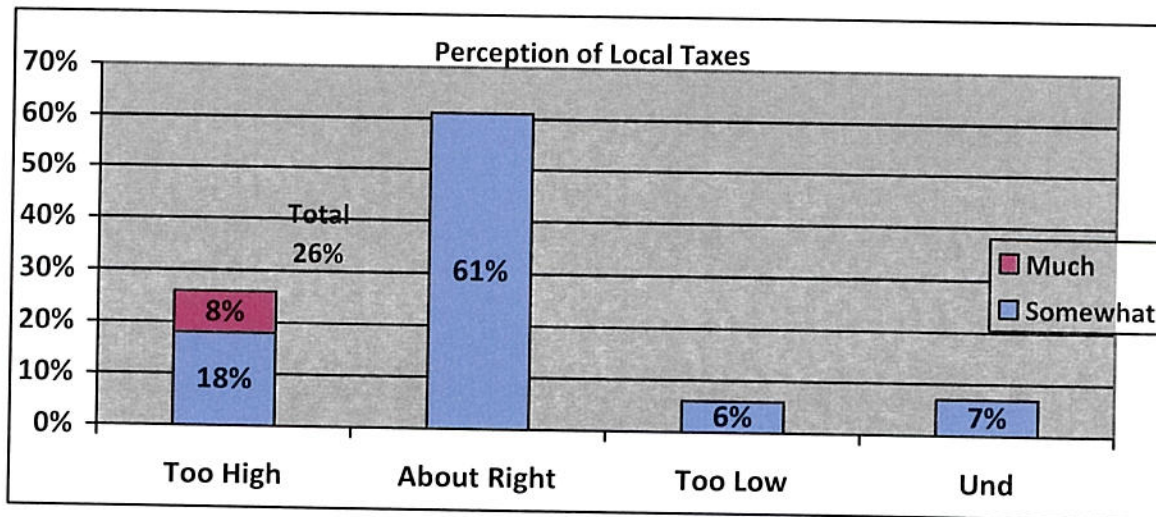


Just over one-quarter say taxes and fees for local government/school services too high

Undoubtedly linked to a slowly improving national and state economic outlook, the proportion of respondents reporting their local taxes as being “Too high” has declined steadily from 2012, when it registered at an even one-third of all respondents.

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?”]

- 8% | Much too high
- 18% | Somewhat too high
- 26% | TOTAL TOO HIGH**
- 61% | About right
- 6% | Too low
- 7% | Undecided/Refused



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

- 47% | Library use – Seldom/Never
- 39% | Best communication means – Newspaper
- 36% | Library use – Yearly
- 35% | AA Ward 5
- Info source – TV
- 33% | AADL funding via local K-12
- Kids in 9th – 12th
- Age 50-64
- 32% | Best communication means – Mail
- 31% | AA Ward 4

30% Men 50+
 AADL funding via City
 Most visited -- Traverwood

Most valued local government service in exchange for taxes paid

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 when it was asked in 2014, “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]

18%	Public Education
15%	AADL-Library
14%	No-None
8%	Police
5%	Trash Removal
4%	Parks-Recreation
3%	AA Public Transit
2%	EMT
2%	Fire Department
2%	Recycling
2%	Roads-Road Commission
1%	Senior Programs
1%	Snow Removal
1%	Utilities
1%	Water Services
1%	WIC-Food Programs
20%	Other (<i>at less than 1% each</i>)/Undecided/Refused

Subsets reporting “Library” in proportions significantly higher than the norm of 15 percent included:

31%	<i>pulp.org – Aware</i>
29%	<i>Library use – Daily/Weekly</i>
27%	<i>Taxes – Too low</i>
24%	<i>Newsletter – Received</i>
22%	<i>Non-traditional lending – Aware</i>
	<i>Best communication means – Website</i>
21%	<i>Construction – Aware</i>
	<i>Summer Game – Aware</i>
	<i>Info source – Mlive</i>
20%	<i>AA Ward 3</i>
	<i>Pittsfield residents</i>

Subsets reporting “Library” in proportions significantly lower than the norm of 15 percent included:

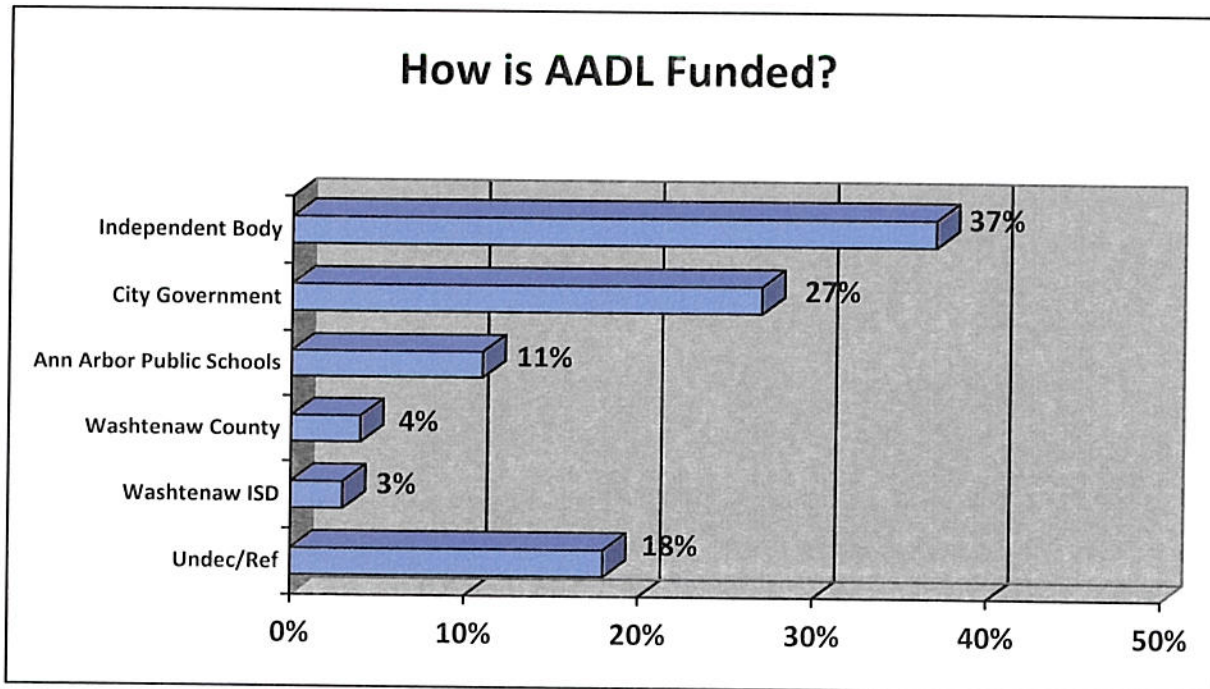
- 10% AA Ward 1
Summer Game – Unaware
- 9% AA Ward 5
Taxes – Too high
Newsletter – Did not receive
Kids in 9th – 12th
- 8% AADL funding via local K-12
Construction – Unaware
- 7% Non-traditional lending – Unaware
Post H.S.
- 6% Best communication means – Mail
- 5% AADL Taxes – Too high
Best communication means – Newspaper
- 4% Library use – Yearly

Increase in proportion of those who know AADL funded through its own tax assessment

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 sees a seven point increase in this proportion, to thirty-seven percent.

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]

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



Subsets reporting “Independent Body” in proportions significantly higher than the norm of 37 percent included:

- 53% Best communication means – Website
- 51% AADL Taxes – Too low
- Men 50+
- 49% Summer Game – Aware
- 48% Info source – Radio
- Age 50-64
- 47% Non-traditional lending – Aware
- 46% Library use – Daily/Weekly
- 45% Construction – Aware
- 44% Downloads – Aware
- Kids in 7th – 8th
- 43% Taxes – About right
- Over \$100K hh income
- 42% Most visited – Downtown
- News archives – Aware
- Men
- 41% AA Ward 2
- Newsletter – Received
- Most visited -- Traverwood
- Info source – Ann Arbor News
- Info source – Mlive
- Children at home

Efforts made since the last survey to inform residents of how AADL is funded seems to have penetrated, in that the proportions of the above subsets selecting the correct statement are higher than previously recorded, with three subsets breaching the majority mark.

Subsets reporting “Independent Body” in proportions significantly lower than the norm of 37 percent included:

- 33% Non-Ann Arbor residents
Newsletter – Did not receive
Downloads – Unaware
- 32% Taxes – Too high
Best communication means – Newspaper
Women 18-49
- 31% Construction – Unaware
- 30% Pittsfield residents
Most visited – Westgate
Summer Game – Unaware
Best communication means – Mail
- 29% Language – Not English
- 28% Age 18-34
- 27% Non-traditional lending – Unaware
- 24% AADL Taxes – Too high
- 22% Post H.S.
- 20% Info source – TV
- 17% Under \$50K hh income

Just under one-third report receiving a newsletter

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.

In the past year, the Ann Arbor District Library has published and distributed four newsletters to residents of the district. Have you received any of the AADL newsletters?

- 32% | Yes
- 59% | No
- 9% | Undecided/Refused

Subsets reporting “Independent Body” in proportions significantly higher than the norm of 59 percent included:

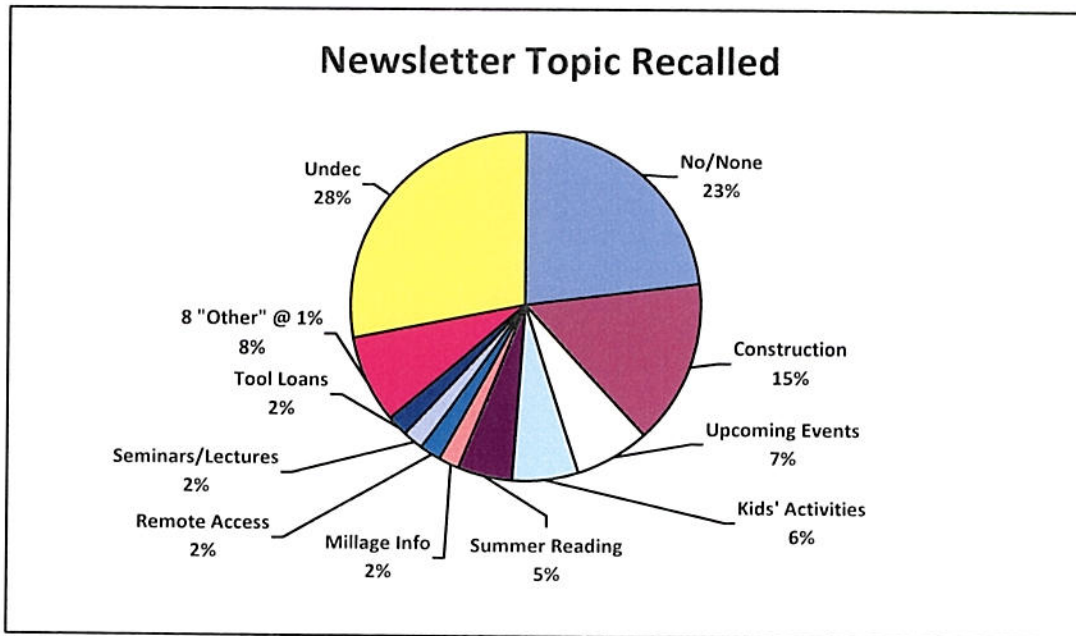
- 77% Library use – Seldom/Never
- 74% AADL funding via Ann Arbor Schools
- 71% AADL Taxes – Too high
- 69% Non-traditional lending – Unaware
Info source – Newspaper
- 68% Non-Ann Arbor residents
Summer Game – Unaware
Post H.S.
- 67% Attending college
- 66% Info source – Mail
- 65% Construction – Unaware
Downloads -- Unaware
- 64% Library use – Yearly
Children at home – No
- 63% AA Ward 4
Taxes – Too high

Age 65+
Under \$50K hh income

Few able to cite specific newsletter topic

A follow-up question for those who reported they had received a newsletter, asked if the respondent could identify a particular topic or two that were in the publication. As demonstrated the chart below, “Renovations/Construction” captured the largest proportion of responses from the 163 individuals qualified to answer the question.

Can you tell me what one or two topics or articles you remember most from any of the newsletters you read? [WRITE COMMENTS AS STATED – PROBE FOR UP TO TWO RESPONSES]

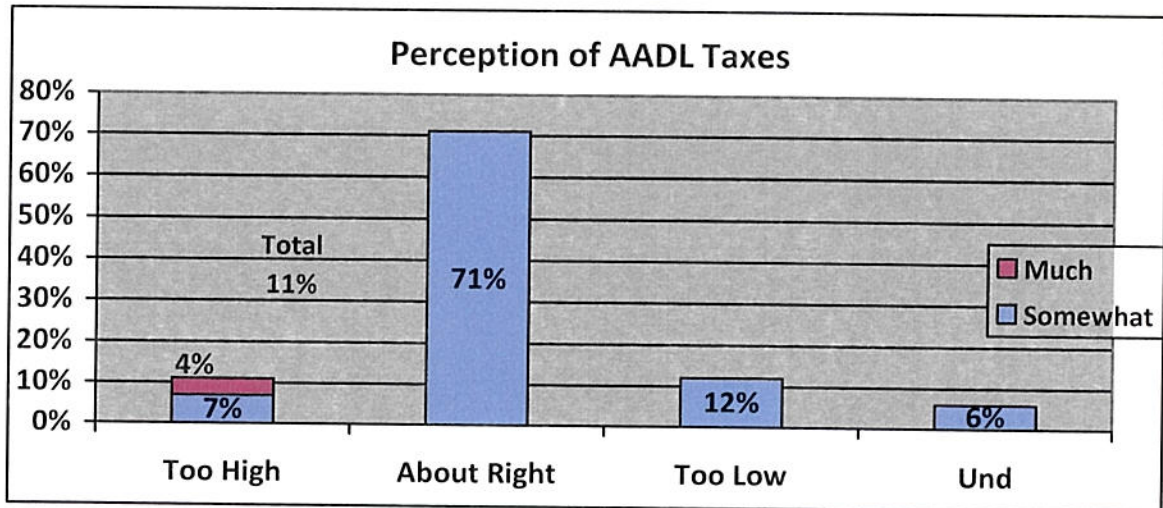


Only about 1-in-10 say AADL taxes “Too high”

As a companion to the question regarding respondents’ assessment of their local government tax burden, the interview posed the same question in regard to AADL taxes specifically. The question went into some detail about the rate and what the average homeowner would pay annually to support AADL activities. Where 26 percent of the respondents reported a perception that their local government taxes were too high, the proportion drops by 15 points when the question is aimed specifically to the tax value of AADL services. It is also notable that this proportion is four points lower than that measured on the same question in 2014.

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?”]



Subsets reporting “Too high” in proportions significantly higher than the norm of 11 percent included:

- 30% Taxes (local) – “Too high”
- 26% Info source – TV
- 22% Library use – Seldom/Never
- 21% Best communication means – Newspaper
- 19% Pittsfield residents
- Attend college
- Most visited – Mallets Creek
- 18% Library use – Yearly
- 17% Kids 9th – 12th
- Language – Not-English
- 16% Non-Ann Arbor residents
- Best communication means – Newsletter
- 15% AA Ward 5
- Best communication means – Mail

Just under half aware of construction; most know it's at Westgate

Another question unique to the 2016 survey made inquiry about respondents' awareness of major construction activity at the Westgate branch. Forty-seven percent of all respondents reported being aware of major construction activity and, of these 235 individuals, about three-quarters or, 72 percent, accurately named the Westgate branch as the locus.

The Ann Arbor District Library operates five facilities: The main downtown library along with four branches throughout the greater Ann Arbor area. Are you aware of any major construction activities currently underway to expand any of the five AADL facilities?

47%	Yes
53%	No
---	Undecided/Refused

Which of the five Ann Arbor District Library facilities is currently undergoing construction to expand its space? [DO NOT READ – CODE BEST RESPONSE]

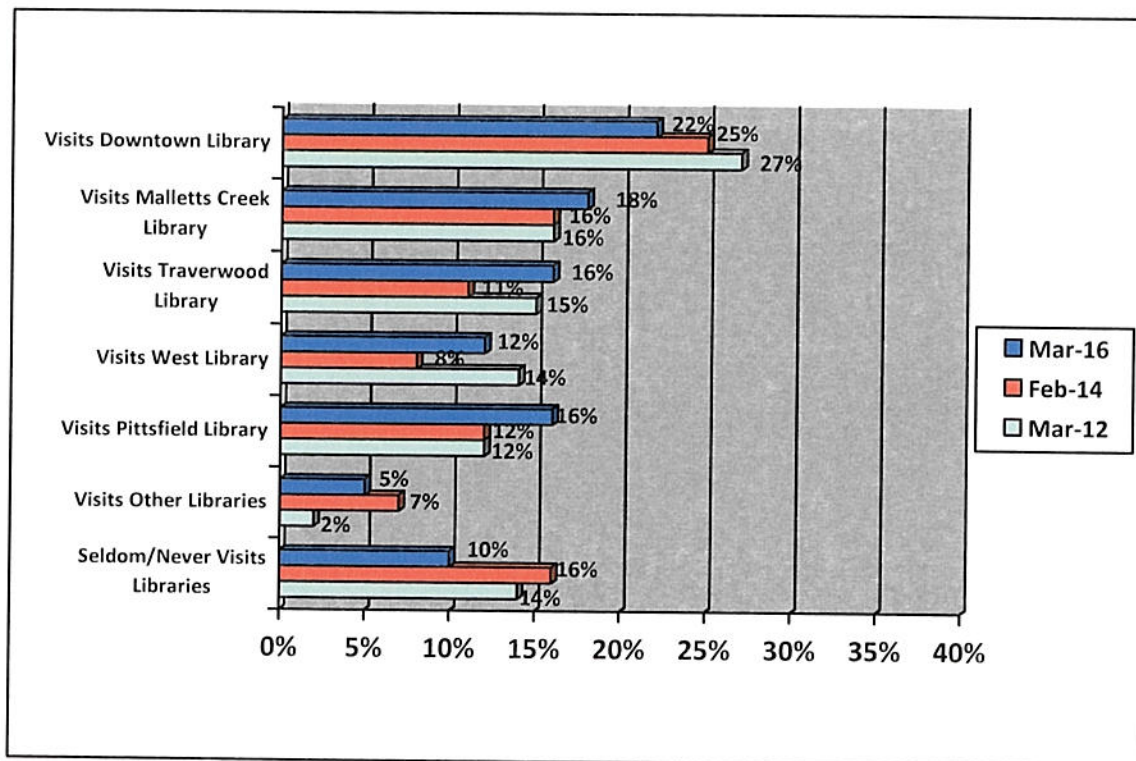
N=235

72%	The WEST aka WESTGATE Branch
18%	The DOWNTOWN Library
3%	The MALLETT'S CREEK Branch
2%	The TRAVERWOOD Branch
1%	The PITTSFIELD Branch
---	Some other library that is NOT part of AADL
4%	Undecided/Refused

Downtown branch of AADL retains position as most used but not by as much

In all three biennial surveys, the Downtown branch has been cited as the most frequently visited. However, the proportion has steadily declined from the 27 percent measurement recorded in 2012, to its current proportion of twenty-two percent.

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 "Seldom/Never" in proportions significantly higher than the norm of 10 percent included:

- 19% AADL Taxes – Too high
- 18% Age 65+
- 17% Pittsfield residents
- Men 50+
- 16% Construction – Unaware
- Info source – TV
- Under \$50K hh income
- 15% AA Ward 5
- Non-traditional lending – Unaware
- Summer Game – Unaware

Internet cited as top reason(s) for not using libraries

Two-thirds of 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. The 2016 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 – THEN GO TO Q.19]

N=51

2016

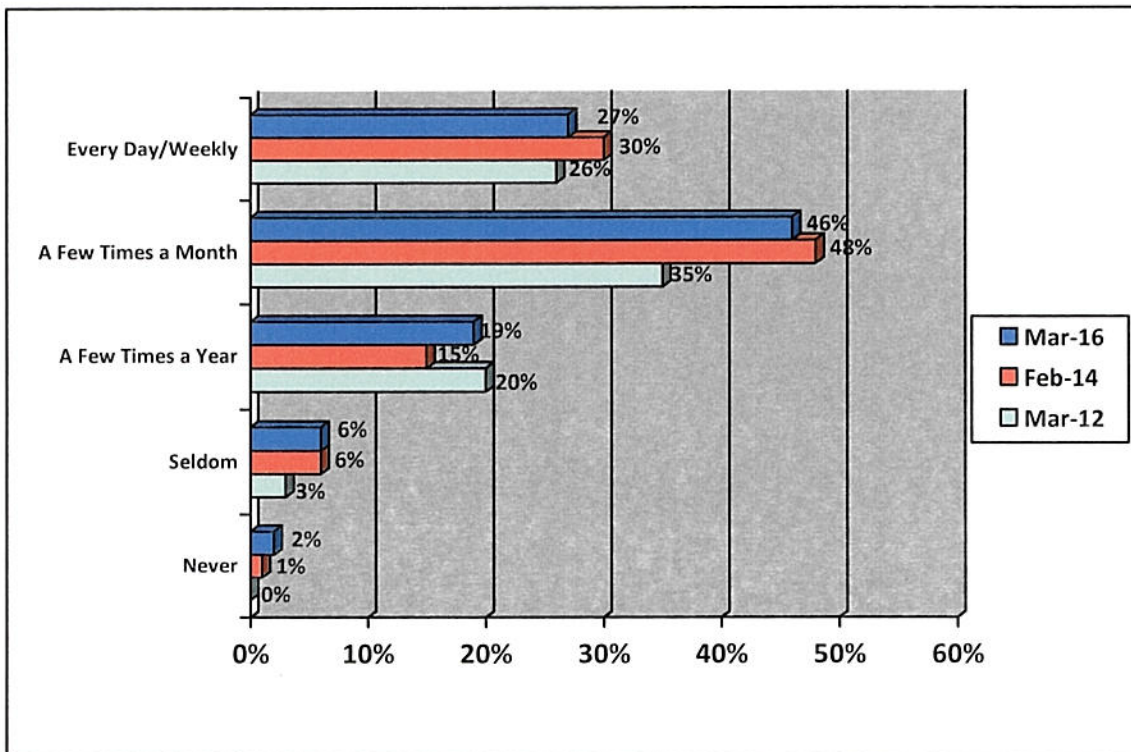
27%	Have Internet at Home
25%	Get Everything Online – Have own Computer/Tablet
14%	No Need-No Desire
6%	Handicap-Disabled-Health Reasons
6%	Have No Transportation
6%	Use “Other” (Work-College-School) Library
5%	Have No Kids to Go
4%	Buy Books
3%	No Time-Too Busy
1%	None – No Reason
1%	Selection Outdated
---	Get Audio Books Mailed
---	Have eReader
---	I am Blind
---	Meet Friends at Other Library
---	New to Area
---	Parking Inconvenient
---	Too Far – Location Inconvenient
---	Too Old
---	Other (<i>at less than 1% each</i>)/Undecided/Refused

About 3-in-4 households has someone use library a few times a month or more

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 measure a considerable uptick in that proportion, with 78 percent and 73 percent being reported in the respective years. This recorded increase is very likely due to the incorporation of cell phone users in the two most recent surveys.

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=409		
2012	2014	2016
26%	30%	27%
35%	48%	46%
73% Total uses library few times a month or more often		
20%	15%	19%
3%	6%	6%
---	1%	2%
GO TO Q.20		
16%	---	27%
Total uses library only few times a year/seldom/never		



Subsets reporting “Daily/Weekly” in proportions significantly higher than the norm of 27 percent included:

- 46% Attends college
- 43% pulp.org – Aware
- 42% Most visited – Westgate
- 40% AA Ward 1
- Best communication means – Website
- 37% Summer Game – Aware
- 36% Construction – Aware
- Downloads – Aware
- 35% Info source – TV

- 34% Non-traditional lending – Aware
\$75K - \$100K hh income
- 32% Best communication means – Email
Post H.S.
- 31% AA Ward 2
Newsletter – Received
News archives – Aware
Info source – Radio
Kids in K – 6th
Age 65+
\$50K - \$75K hh income
Men 50+

Subsets reporting “Monthly” in proportions significantly higher than the norm of 46 percent included:

- 56% Most visited – Malletts Creek
- 55% Women 18-49
- 53% Newsletter – Received
Most visited – Westgate
- 52% Kids in K – 6th
Age 35-49
- 51% Best communication means – Website
Age 18-49
Children at home
Kids in 7th & 8th
- 50% Non Ann Arbor or Pittsfield residents
Taxes – About right
AADL taxes – About right
Best communication means – Email

Subsets reporting “Yearly” in proportions significantly higher than the norm of 19 percent included:

- 34% Best communication means – Mail
- 31% Best communication means – Newsletter
- 30% Info source – Radio
- 28% Non-traditional lending – Unaware
- 27% Pittsfield residents
Construction – Unaware
- 26% Taxes – Too high
Downloads – Unaware
Info source – TV
Men 50+
- 25% Summer Game – Unaware
Language – Not English
- 24% Most visited – Downtown
- 23% AADL Taxes – Too high

Subsets reporting “Seldom/Never” in proportions significantly higher than the norm of 8 percent included:

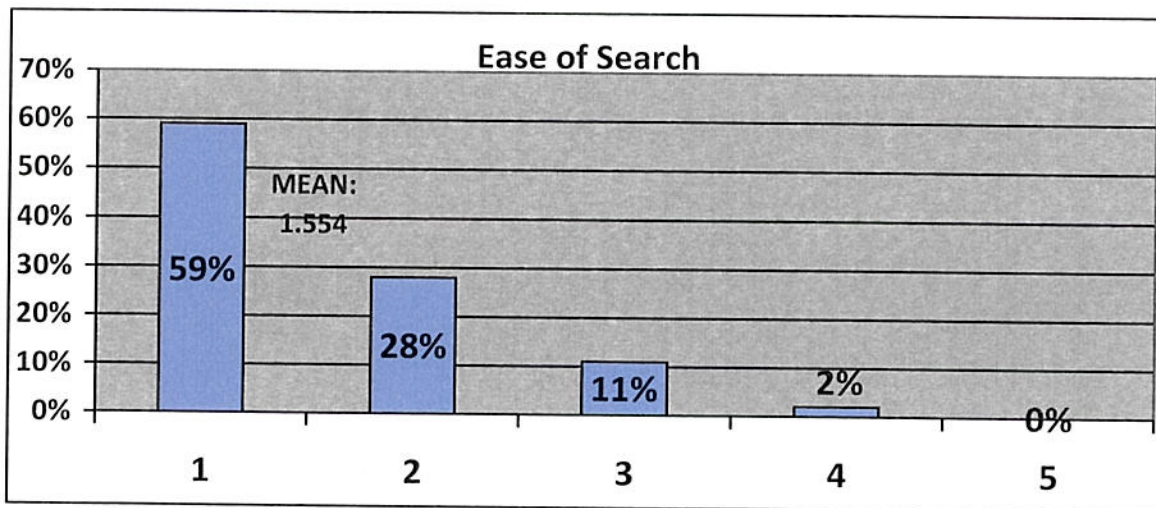
- 19% Best communication means – Mail
- 14% AADL Taxes – Too high
Info source – TV
- 13% Taxes – Too high
Most visited -- Downtown
- 12% AA Ward 2

AA Ward 4
 Non-traditional lending – Unaware
 Post H.S.

Patrons find it “Very easy” to find what they’re after

In a new question for 2016, respondents were asked to assess the ease with which they were able to find what they were looking for, based on their experience during a normal visit. The rating used a 1-to-5 scale where one meant “Very easy” and five meant “Very difficult”. Nearly 6-in-10 issued a “1” rating of very easy and none of the respondents issued a “5”.

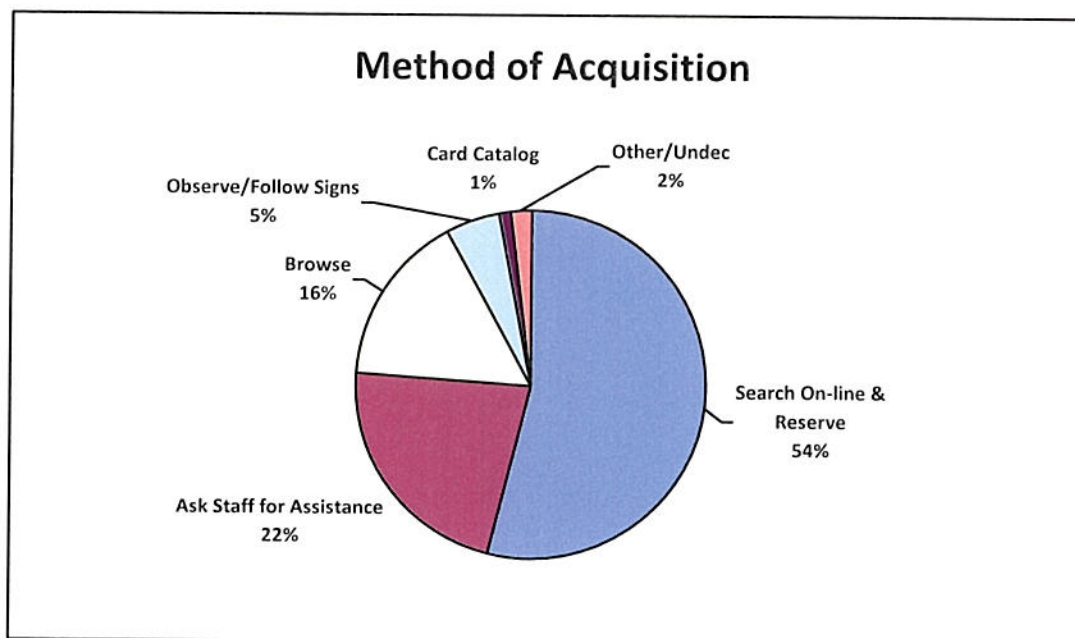
Thinking about a normal visit to the library made by you or another family member, how would you rate your average library experience in terms of being able to find what you were looking for, using a scale of 1-to-5, with 1 meaning Very Easy, 5 meaning Very Difficult and 3 meaning Neither particularly easy nor particularly difficult?



On line search and reservation pick-up most common method for borrowing

Another new question for 2016 asked respondents to pick one of five recited options as the most common way they acquire library materials. The most common means, by far, was searching on-line and reserving the item for later pick-up, with a 54 percent majority opting for this method out of the five pre-coded options offered.

Again, thinking about a normal library visit, which of the following methods do you *most often* use to find what you need? Do you . . . [READ 1 THROUGH 5 – ROTATE 1 THROUGH 4]



Subsets reporting "Ask Staff" in proportions significantly higher than the norm of 22 percent included:

- 40% Attends college
- Age 65+
- Under \$50K hh income
- 39% AADL funding via Ann Arbor Schools
- Post H.S.
- 35% AADL funding – Undecided
- 34% AADL Taxes – Too high
- Best communication means – Mail
- 36% AA Ward 1
- 32% Library use – Yearly
- 31% AA Ward 4
- Age 50+
- 29% Info source – TV
- Best communication means – Newspaper
- 28% Most visited – Westgate
- Non-traditional lending – Unaware

Tiny number would not seek staff assistance

For those respondents who had not already selected “staff assistance” as the primary means by which they found material they were looking for, a follow-up asked the remaining respondents how likely they are to seek staff assistance if their normal method of finding an item failed. Nearly 9-in-10 reported being “Very likely” to seek out staff and only one percent reported they would “definitely not” seek the assistance of library staff.

If your normal method of finding what you need fails, how likely is it that you would seek out a member of the library staff for assistance? Would you be . . .

[READ 1 THROUGH 4]

N=318

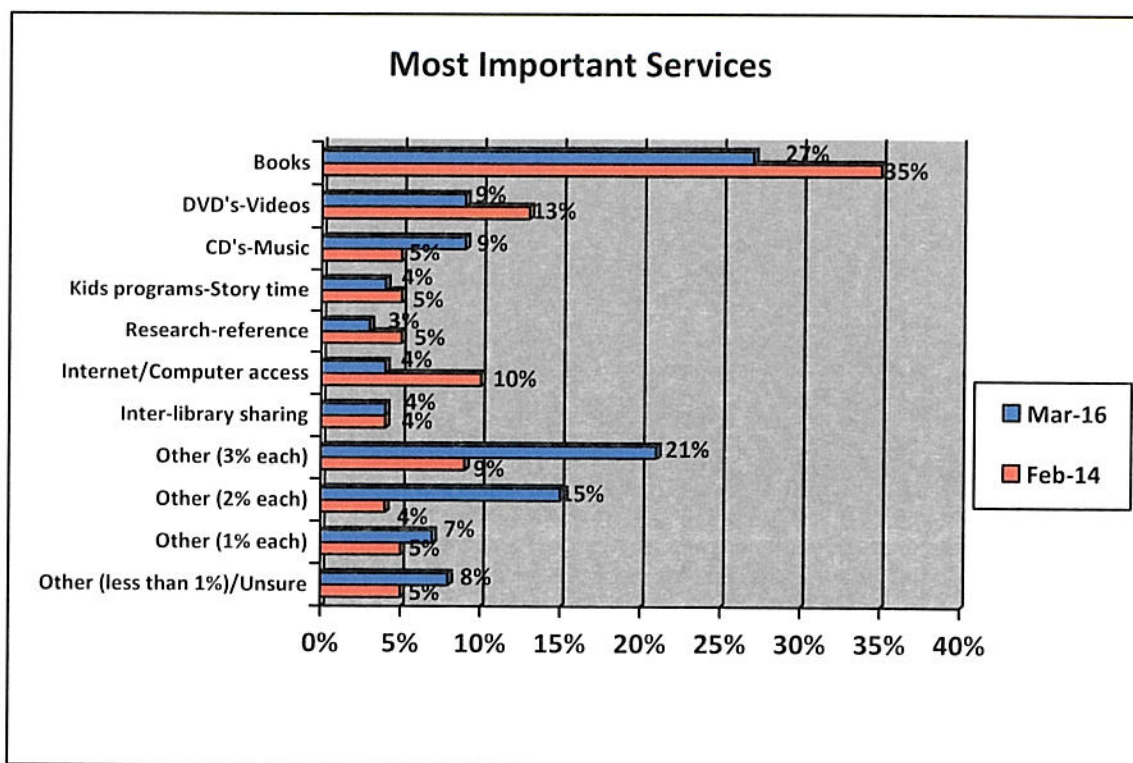
88%	Very likely to ask a library staff member for assistance;
6%	Only reluctantly ask for staff help;
4%	Ask for staff assistance only as a last resort; or,
1%	Would you definitely <u>not</u> seek the assistance of the library staff.
1%	Undecided/Refused

Books/DVD's or videos continue to dominate preferred library offerings

As was the case in 2014, when 2016 respondents were asked to name up to two most important services offered by AADL to them and their families, lending generally and the lending of Books, DVDs and Movies, grabbed the clear plurality of the over 28 reported categories offered by respondents.

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

2014	2016	
N=389	N=425	
35%	27%	Print Books-Lending
13%	9%	DVDs-Movies
---	6%	Online Reservations-Online Catalog
5%	4%	Children's Programs-Story Time
10%	4%	Internet-Computer Access
4%	4%	MeLCat-Inter Library Loans
2%	3%	Audio Books
---	3%	Book Rental
---	3%	Children's Books
3%	3%	Events-Programs
3%	3%	Quiet Study Areas
1%	3%	Staff Help-Staff Knowledge
19%	20%	16 additional categories @ 2% or fewer
3%	2%	eBooks
5%	8%	Other (at less than 1% each)/Undecided/Refused



Suggested facility amenities provide little influence on frequency of visitation

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 on reported increase in visitation, the "Very much" and "Somewhat" categories were combined for a total percentage "score". Even using this broad metric of influence, only "Meeting Rooms" produced a bare majority of 51 percent 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" captured the plurality of responses for each of the five amenities 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 a if that feature were present or improved. The first one is . . .

---SORTED FROM MOST TO LEAST INFLUENTIAL---

	Very Much	Some What	TOTAL INFL	Only a Little	Not at All	Und Ref
MEETING ROOMS made available to the general public for business or academic presentations and conferences.	27%	24%	51%	13%	35%	1%
A separate supervised area designated as a PLAY SPACE FOR CHILDREN specifically designed to minimize noise in other portions of the library.	27%	17%	44%	9%	46%	1%
A COMPUTER LAB with audio and video production capabilities.	16%	21%	37%	15%	47%	1%
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.	17%	14%	31%	12%	55%	1%
A CAFÉ, adjacent to the main portion of the library where patrons can purchase snacks, sandwiches and beverages.	12%	19%	31%	17%	51%	1%

Subsets reporting "Very much" in proportions significantly higher than the norm of 27 percent for Meeting Rooms included:

- 37% Language – Not English
- 36% Pittsfield residents
- Age 18-34
- 35% Post H.S.
- \$75K - \$100K hh income
- 34% Library use – Daily/Weekly
- pulp.org – Aware
- Info source – TV
- Women
- 33% Attend college
- 32% AADL funding via City
- Newsletter – Received
- Best communication means – Website
- 31% AA Ward 1
- Non-Ann Arbor residents

Subsets reporting "Very much" in proportions significantly higher than the norm of 27 percent for Play Areas included:

- 43% Age 18-34
- \$75K - \$100K hh income
- 38% Library use – Daily/Weekly
- 37% pulp.org – Aware
- 36% AA Ward 2

- 34% Attend college
- AA Ward 1
- Info source – TV
- Info source – Mlive
- Women 50+
- 33% AADL funding via Ann Arbor Schools
- 32% Newsletter – Received
- Most visited – Westgate
- Post H.S.

Few offer suggested additional offerings/services

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. This is noteworthy particularly in 2016 since this open-ended question followed the new battery of questions asking respondents to specifically focus on whether or not a described amenity would influence their frequency of visitation.

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

Selected AADL Offerings: Awareness, Use and Satisfaction

Non-traditional items for loan

Increase in awareness.

The 2016 study sees a 12 point jump in those reporting an awareness of non-traditional item availability.

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>	
38%	50%	Yes
62%	50%	No
0%	0%	Undecided/Refused

Subsets reporting “No” in proportions significantly higher than the norm of 50 percent included:

70%	Info source – TV
69%	AADL funding via Ann Arbor Schools
68%	Post H.S.
65%	Attends college
64%	Library use – Yearly
61%	Best communication means – Mail Age 65+
60%	Construction – Unaware Downloads – Unaware Summer Game – Unaware Best communication means – Newsletter Under \$50K hh income
59%	Newsletter – Did not receive
58%	Best communication means – Newspaper
57%	AADL Taxes – Too high
56%	Not Ann Arbor/Pittsfield residents Taxes – Too high Women 50+
55%	Age 18-34

Increase in non-traditional item “use”

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?

<u>2014</u>	<u>2016</u>	
N=188	N=252	
37%	41%	Yes
63%	59%	No
---	---	Undecided/Refused

Increase to three-quarters “extremely” satisfied

The non-traditional items for lending continue to be the most recognized and most used of the AADL services and offerings tested. The 2016 test shows increases in the three aspects tested – Awareness, Use and Satisfaction – with each of these areas climbing significantly.

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 SCORE:
		<i>NOT AT ALL</i>		<i>EXTREMELY</i>				
2016	N=102	1%	2%	6%	16%	75%	---	4.632
2014	N=69	---	3%	6%	28%	62%	1%	4.515

oldnews.aadl.org

Over one-third aware

Thirty-five percent of respondents reported having heard of the Ann Arbor News archive maintained by AADL.

The Ann Arbor District Library maintains archives of the Ann Arbor News and offers assistance to those who need to find relevant historical material and offers online reference assistance at, “oldnews.aadl.org”. Prior to me just describing the old news website, were you aware that the Ann Arbor District Library maintains this resource and provides assistance in making use of it?

35%	Yes
65%	No
---	Undecided/Refused

Subsets reporting “No” in proportions significantly higher than the norm of 65 percent included:

- 81% *H.S. or less*
- 78% *Women 18-49*
- 75% *AA Ward 1*
- 72% *Construction – Unaware*
- 71% *Pittsfield residents*
- Children at home*
- Under \$50K hh income*
- 70% *AA Ward 5*
- Non-traditional lending – Unaware*
- Downloads – Unaware*
- Info source – Radio*
- Age 18-49*

Of those aware, half “use” the service

Have you or a member of your family ever used the AADL News archives at the library?

N=175	
49%	Yes
50%	No
1%	Undecided/Refused

Satisfaction with “oldnews” is 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 quality of the Newspaper archive resources provided by the library?

SATISFIED						MEAN SCORE:
N=86	<i>NOT AT ALL</i>		<i>EXTREMELY</i>		Undec/Ref	
		---	3%	24%		23%

pulp.aadl.org

Fewer than 1-in-5 aware of the arts and culture website

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?

18%	Yes
82%	No
---	Undecided/Refused

Subsets reporting “No” in proportions significantly higher than the norm of 82 percent included:

- 93% Best communication means – Mail
- 91% Library use – Yearly
- 90% Non-traditional lending – Unaware
- 89% AADL funding via Ann Arbor Schools
- Downloads – Unaware
- 87% News archives – Unaware
- Summer Game – Unaware
- Info source – Word of mouth
- Men 50+

Majority use among those who are aware

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

N=92	
54%	Yes
46%	No
---	Undecided/Refused

Above average “satisfaction” among users

Using a rating scale of one to five, where five means “Extremely Satisfied” and one means “Not Satisfied At All,” how satisfied with the quality and content of “Pulp”?

SATISFIED						MEAN SCORE:
	<i>NOT AT ALL</i>		<i>EXTREMELY</i>		Undec/Ref	
N=50	2%	---	21%	37%	40%	---
						4.141

Downloads

Over 1-in-3 aware of download availability

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?

37%	Yes
63%	No
---	Undecided/Refused

Over 1-in-3 aware of download availability

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
1%	Undecided/Refused

Subsets reporting “No” in proportions significantly higher than the norm of 39 percent included:

- 80% *Library use – Yearly*
- 79% *Under \$50K hh income*
- 76% *Non-traditional lending – Unaware*
- Summer Game – Unaware*
- Post H.S.*
- 74% *Info source – TV*
- 72% *Best communication means – Newspaper*
- 70% *Attends college*
- Construction – Unaware*
- Best communication means – Mail*
- Language – Not English*
- 69% *AA Ward 3*
- Newsletter – Did not receive*
- Pulp.org – Unaware*
- 68% *AA Ward 5*
- Men 50+*
- 67% *Most visited – Downtown*
- News archives – Unaware*
- Info source – Radio*
- Age 65+*

“Use” of downloads at 45 percent

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

N=187

44%	Yes
55%	No
1%	Undecided/Refused

Well over half “extermely” satisfied

SATISFIED						MEAN SCORE:
N=83	<i>NOT AT ALL</i>		<i>EXTREMELY</i>		Undec/Ref	
		4%	4%	11%		18%
						4.255

Summer Game

Just under 1-in-4 aware of Summer Game

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?

39%	Yes
61%	No
---	Undecided/Refused

Subsets reporting “No” in proportions significantly higher than the norm of 39 percent included:

81%	<i>Library use – Seldom/Never</i>
76%	<i>Info source – Newspaper Under \$50K hh income</i>
74%	<i>Non-traditional lending – Unaware</i>
73%	<i>Library use – Yearly Construction – Unaware</i>
72%	<i>Taxes – Too high Best communication means – Newsletter Age 18-34 Men</i>
71%	<i>Downloads – Unaware Best communication means – Newspaper Best communication means – Mail Post H.S.</i>
70%	<i>Newsletter – Did not receive</i>
69%	<i>Attends college Children at home – No Age 65+</i>
68%	<i>AA Ward 3</i>
67%	<i>AA Ward 5 AADL funding via Ann Arbor Schools</i>

Under half participate

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

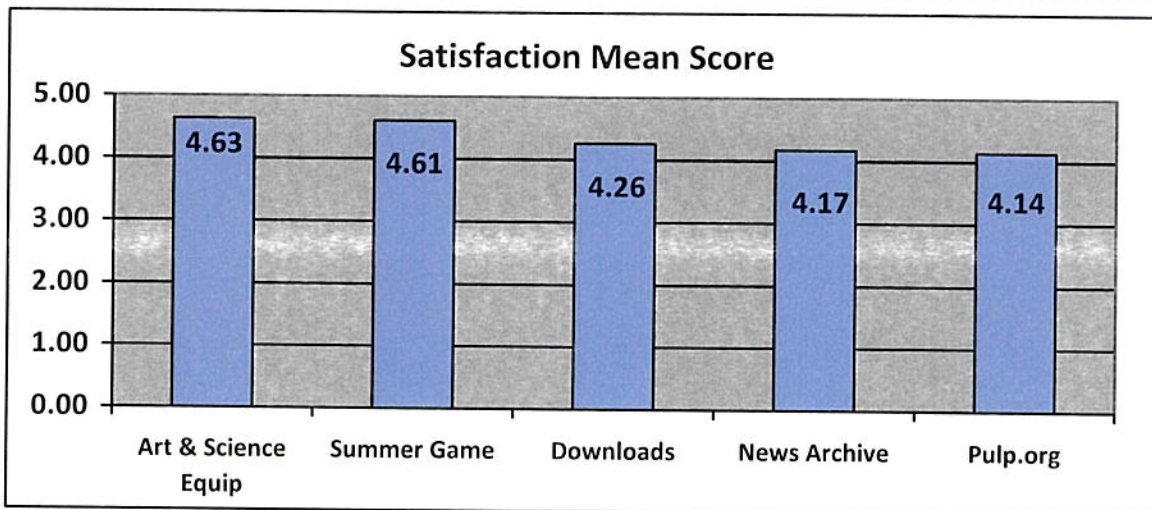
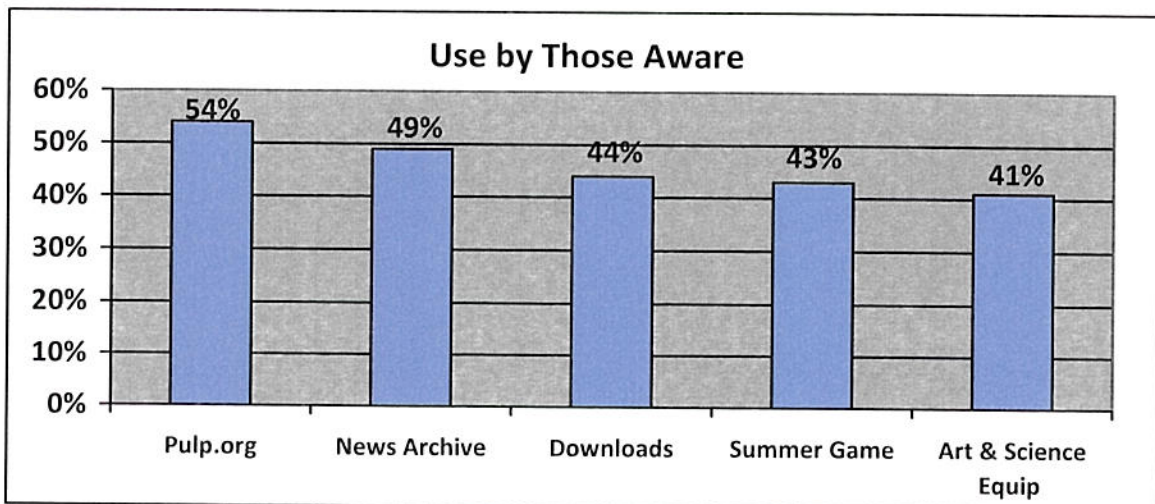
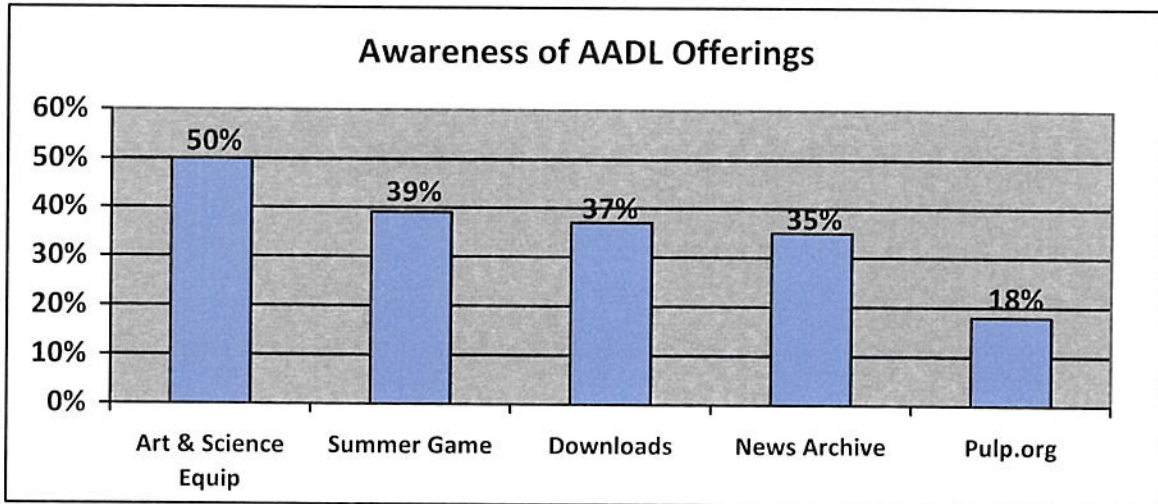
N=197	
43%	Yes
57%	No
---	Undecided/Refused

Participants report highest satisfaction

SATISFIED							MEAN SCORE:
N=84	<i>NOT AT ALL</i>			<i>EXTREMELY</i>	Undec/Ref		
	---	2%	7%	16%	70%	---	4.611

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

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

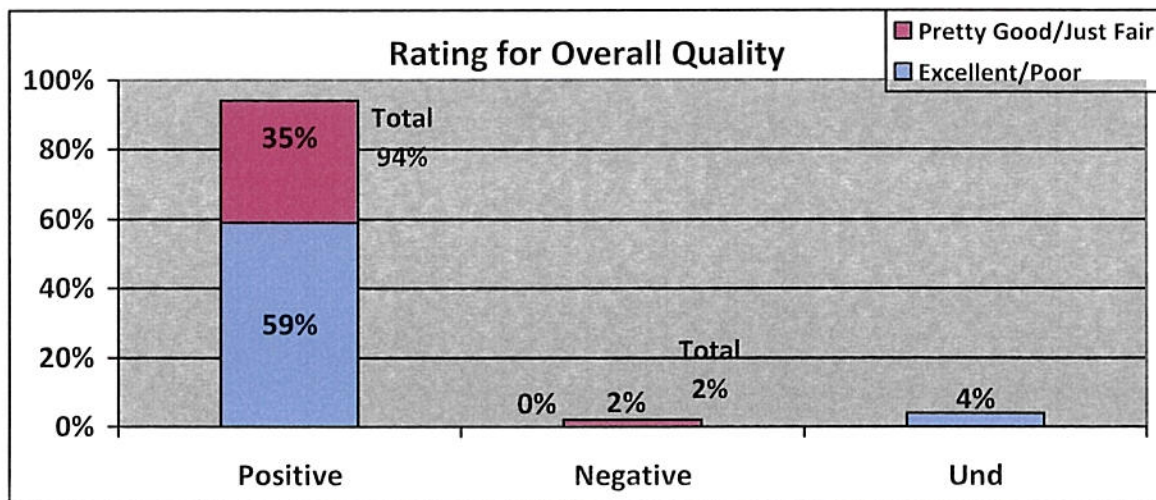


Nearly 9.5-in-10 respondents offer positive job rating AADL

The positive/negative rating has been posed in all three biennial surveys. As can be readily seen from the comparison of results below, AADL has consistently seen an increase in the proportion of respondents issuing a “positive” rating. Moreover, the more intense “excellent” portion of that overall rating has increased disproportionately, with the 2016 excellent portion representing nearly two-thirds of all “positive” responses.

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>	
44%	49%	59%	Excellent
37%	39%	35%	Pretty Good
81%	88%	94%	TOTAL POSITIVE
1%	2%	2%	TOTAL NEGATIVE
1%	1%	2%	Just Fair
---	1%	---	Poor
18%	10%	4%	Undecided/Refused



What the ten people who issued a negative rating had to say

A two percent negative rating translates into ten 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>		
30%	23%	Limited Availability-Selection	N=2
---	15%	Communication Poor	N=2
14%	10%	Damaged Materials	N=1
---	10%	Rude Staff	N=1
14%	9%	Too Few Copies	N=1
---	8%	Lack Foreign Language Books	N=1
14%	---	Books Out of Date	
14%	---	Need More Computers	
---	25%	Other (at less than 1% each)/Undecided/Refused	N=2

Ann Arbor News/MLive and word-of-mouth top sources of information

Local print/web-based publications and word-of-mouth continue to dominate the means by which most respondents obtain information they say influences them.

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]

<u>2012</u>	<u>2014</u>	<u>2016</u>	
44%	37%	38%	Ann Arbor News/Ann Arbor.com/MLive
14%	23%	16%	General word-of-mouth
18%	11%	16%	The Ann Arbor Observer
9%	8%	8%	Radio news reports
6%	9%	7%	Television news reports
---	1%	3%	Facebook-Social Media
1%	---	3%	Internet-Searches
1%	4%	2%	The <u>district</u> or building newsletters
3%	4%	2%	All Other Outlets
4%	3%	5%	Undecided/Refused

E-mail the preferred communication means to learn about AADL

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, with direct mail, the library website and the AADL newsletter being mentioned the next most frequently.

However, since the AADL newsletter is published both on-line and in a hard copy mailer – and printing and posting newsletters is comparatively costly – there was interest in 2016 to combine these categories and analyze what insights, if any, such a consolidation produced. Broadly speaking, direct mail is favored more heavily by Pittsfield residents, “yearly” users of the library, Downtown branch patrons, those who receive most of their information from TV, parents of pre-K children, women age 50 and older and those age 65 and older.

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]

<u>2014</u>	<u>2016</u>		<u>2014</u>	<u>2016</u>	
38%	36%	Email	51%	57%	<i>E-mail/Direct Mail/Newsletter consolidation</i>
10%	12%	Direct Mail	48%	48%	<i>E-mail/Direct Mail consolidation</i>
3%	9%	Newsletters	41%	45%	<i>E-mail/Newsletter consolidation</i>
			13%	21%	<i>Direct Mail/Newsletter consolidation</i>
11%	11%	AADL.com			
3%	4%	Ann Arbor News/Ann Arbor.com			
3%	4%	Ann Arbor Observer			
7%	4%	Newspaper in General			
3%	3%	Facebook-Social Media			
2%	3%	Postings at Library			
4%	2%	Flyers			
2%	2%	MLive			
1%	2%	None			
1%	2%	Radio			
---	1%	Phone Calls			
2%	1%	TV			
1%	---	Online in general			
1%	---	Schools			
8%	4%	Other (<i>at less than 1% each</i>)/Undecided/Refused			

The following matrix provides an illustration of the interrelationship between and among the several preferred methods of learning about AADL:

	E-mail	Direct Mail	Newsletter	E-mail /Newsletter	Direct Mail/ Newsletter	E-mail/ Direct Mail /Newsletter	TOTALS
Overall Pct.	36%	12%	9%	45%	21%	57%	
Pittsfield Residents	47%	17%		58%	29%	76%	5
Not-AA Residents	41%			51%	24%	65%	4
Attends College			25%	60%	36%	72%	4
Library use - Yearly		20%	14%		34%	62%	4
Children at home	46%			55%		65%	3
Kids in K-6th	55%			65%		69%	3
Kids in 9 th – 12 th	44%		12%			63%	3
Age 35-49	50%			55%			2
Age 65+		18%			25%		2
Language – Not English			12%	55%		67%	3
Under \$50K hh income			13%		28%		2
\$75K - \$100K hh income			13%	62%		66%	3
Women 18-49	49%			60%			2
Women 50+		18%					1
TOTALS	7	4	6	9	6	9	

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