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# **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

**Report Draft #1**

**March 17, 2014**

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## METHODOLOGY

**EPIC ▪ MRA** administered live telephone interviews with 500 adult residents of the Ann Arbor Public School District. The interviews included 20 percent among cell phone users, and were conducted from February 9<sup>th</sup> to February 15<sup>th</sup>, 2014.

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.

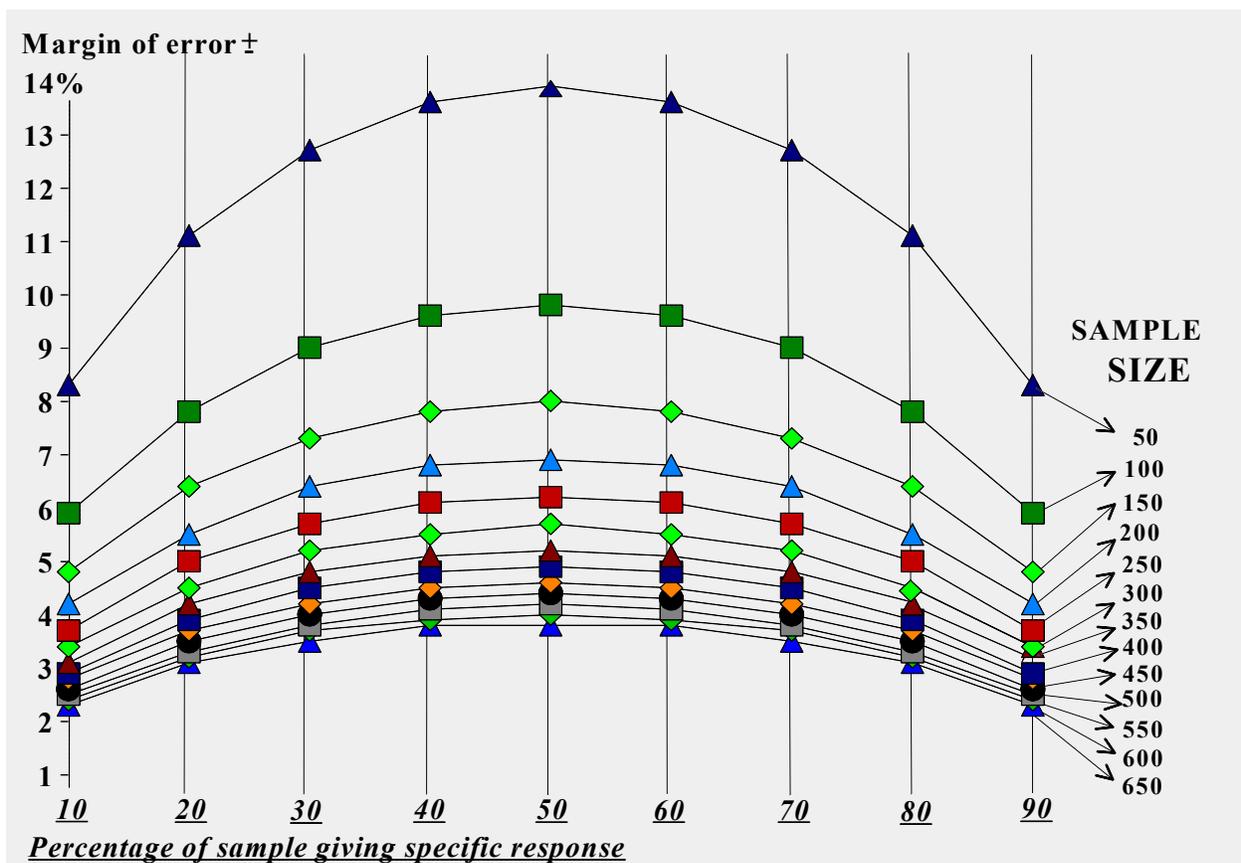
Generally, in interpreting survey results, all surveys are subject to error; that is, the results of the survey may differ from that which would have been obtained if the entire population was interviewed. The size of the sampling error depends on the total number of respondents asked a specific question.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

For example, respondents were asked, "with the development and growth of computers and the Internet, including access from the home, office and many retail and restaurant establishments, do you think local libraries are more important than ever to the community, less important, or about the same importance as they always have been?" A 52 percent majority of all 500 respondents said libraries are about the same importance as they have always been (Question #08). 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 47.6 percent and 56.4 percent, hence 52 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>Percentage of sample giving specific response</u>								
	<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



## KEY FINDINGS

- Since the 2012 survey, there has been a 7 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.
- There has been a 17 point increase in the percentage of households where one or more members use an Ann Arbor District Library facility, increasing from 61 percent of households in 2012 to 78 percent in 2014.
- Only 3-in-10 survey respondents accurately understand that the Ann Arbor District Library is “an independent governmental body that is funded by its own separate property tax assessment.”
- Only 2-in-10 households have no members who use the Ann Arbor District Library.
- Nearly half of those respondents who have no one in the household who uses the Ann Arbor District Library cited: “having the Internet” or, “getting everything online” as the top reasons why they do not use the library.
- The top services of the Ann Arbor District Library that households use were: “books” (35 percent); “DVD-video” (13 percent); and “Internet access” (6 percent).
- When asked what service or public resource the Ann Arbor District Library does not currently offer that it should offer, more than two-thirds of respondents said “none,” 1-in-4 were undecided and no specific response was cited by more than 2 percent.
- When asked if there was any service or public resource that was offered that should not be offered, nearly 8-in-10 said “none,” another 1-in-5 were undecided and no specific response was cited by more than 1 percent.
- Nearly 4-in-10 respondents (38 percent) 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.
- Of respondents who were aware of non-reading materials that were loaned out, nearly 4-in-10 said one or more members of their household checked out such items, and 6-in-10 offered the highest satisfaction rating of five (a mean score of 4.515).
- An 8-in-10 majority said they were aware that the Ann Arbor District Library provided meeting spaces, study rooms and public Internet access.
- A 6-in-10 majority of respondents who were aware said one or more members of their household used a computer, meeting room or study space, and 56 percent offered the highest satisfaction rating of five (a mean score of 4.460).
- Fewer than 3-in-10 (27 percent) said they knew that the Ann Arbor District Library subscribes to databases and online services such as Brainfuse Homework Help for all students, Ancestry.com, and Reference USA Business Databases.
- Among those who knew about these databases, nearly half said one or more members of their household accessed an on-line database, and 49 percent offered the highest satisfaction rating of five (a mean score of 4.333).
- More than 6-in-10 respondents said they were aware of the events, exhibits and classes that were described to them.

- Among those who were aware, 3-in-4 said that one or more household members attended such an event or activity, and of those attending, 58 percent offered the highest satisfaction rating of five (a mean score of 4.493).
- Just over 4-in-10 were aware that the Ann Arbor District Library is the Library for the Blind and Physically Handicapped for Washtenaw County.
- Just over 1-in-10 said one or more members of their household used the services for the Blind and Physically Handicapped, and 85 percent offered the highest rating of five (which provides a mean score of 4.778).
- Survey respondents said the top sources of information were the Ann Arbor News/Ann Arbor.com (cited by 30 percent), followed by general word-of-mouth (23 percent), the Ann Arbor Observer (11 percent), TV news (9 percent), radio news (8 percent) and MLive (7 percent).
- The best ways respondents said to communicate with them about the Ann Arbor District Library is with e-mail (38 percent), the AADL website (11 percent), direct mail (10 percent), and newspapers (7 percent).
- The largest percentage, 35 percent, said “maintaining local roads, bridges and other transportation infrastructure” was their top problem or issue concern, followed by “the quality of K-12 public schools in the area” (20 percent); and “the condition of the economy and jobs” (19 percent).
  - Only two percent said “the quality of public information resources, such as libraries,” was their top problem or issue concern. However, 12 percent said 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.
- “Schools-education” (cited by 20 percent), and “police-public safety” (13 percent) were local services that ranked higher than “library.”
- When asked “with the development and growth of computers and the Internet, including access from the home, office and many retail and restaurant establishments, do you think local libraries are more important than ever to the community, less important, or about the same importance as they have always been,” 35 percent said more important, 52 percent said about the same importance, and 13 percent said less important. This response is essentially unchanged from the 2012 survey.

## EXECUTIVE SUMMARY

A common claim often made by people who either do not use library services or do not support libraries, is that with a growing access to computers and the Internet, libraries are no longer as important as they once were, and maybe not even needed. That contention is clearly overwhelmingly rejected by survey respondents.

A 52 percent majority said that with the development and growth of computers and the Internet, local libraries are about the same importance as they have always been, with 35 percent saying they are more important than ever to the community, and 13 percent saying libraries are less important. The results on this question are essentially unchanged from the 2012 survey.

An important finding that supports the view that local libraries are more important now is the 17 point increase in the percentage of respondents who said one or more household members use one of the Ann Arbor District facilities every day, a few times a week or a few times a month. A 78 percent majority said that one or more household members use a facility of the Ann Arbor District Library at least a few times a month. This included 30 percent who said they use a facility every day or a few times a week, and 48 percent who reported a household member using a facility a few times a month. In 2012, a 61 percent majority reported one or more members of their household using a library facility at least a few times a month, including 26 percent who reported using a facility a few times a week or more, and 35 percent who used a facility a few times a month.

In an open-ended question that asked respondents if they could name a local government service that provides the MOST value in exchange for the amount of taxes paid to provide that service, the library was mentioned as the third highest government service providing the most value (cited by 12 percent), with schools and education cited by the highest percentage (20 percent) as the service providing the most value, and police and public safety mentioned second, but by only one point higher than the library (13 percent).

Not only did the library score just one point below police and public safety as a service that provided the most value, but in a follow-up open-ended question, only two percent said the library provided the least value for the taxes paid to provide the service, with roads earning the top response at 22 percent, followed by police and public safety at five percent, schools and education at four percent, and buses and public transportation cited by two percent as well.

Further evidence of the value district residents see in the Ann Arbor District Library over other services, is the response provided to two questions related to taxes. Twenty-nine percent said that the property taxes and fees they pay to fund services provided by their county, city, township, K-12 and other public education service providers was too high for what they get back in local services (14 percent much too high). Later in the survey, after hearing a description of the actual taxes paid to support the activities and services provided by the Ann Arbor District Library (1.55 mills or \$155 per year for a home with a market value of \$200,000), only 16 percent said that they thought that level of taxes was too high for what they get back in services from the Ann Arbor District Library (8 percent much too high). A 67 percent majority said taxes for AADL were about right and 11 percent said taxes are too low.

In an open-ended question, the services mentioned by respondents as the most important ones provided by the Ann Arbor District Library included: loaning books (cited by 35 percent); DVD-videos (13 percent); Internet access (6 percent); CD-music, kids programs-story time, research-reference (5 percent each); computer access, and inter-library sharing (4 percent each); with other responses cited by 3 percent each or less.

All respondents were asked if they were aware of several services that were described to them, and then, if one or more family members used each service and, on a 1 to 5 scale with 1 meaning they were not satisfied at all with the service and 5 meaning that they were extremely satisfied, how they would rate the service described.

The services respondents were most aware of was public access to the Internet, meeting rooms that are available to both non-profit and for-profit groups, and free study rooms with wired and WiFi Internet access. An 80 percent majority said they were aware of these services, with 60 percent of respondents who were aware saying that one or more household members used these services, and 56 percent offering a rating of five, and 32 percent offering a rating of four. The mean score for this rating was 4.460.

The services respondents were aware of by the second highest percentage (62 percent), was a number of year-round classes, events and exhibits such as library tours, exhibits of paintings and ceramic work, many classes such as cooking, crafts and computers, and a promotional tent at outdoor venues such as, "Fool Moon, Top-of-the-Park and Taste of Ann Arbor." Of those who were aware, 74 percent said one or more family members attended an

event or activity, 58 percent offered a rating of five, 33 percent offered a rating of four, and the mean satisfaction score was 4.493.

The service that respondents were aware of by the third highest percentage was the fact that AADL serves as the Library for the Blind and Physically Handicapped for Washtenaw County. Forty-two percent of respondents were aware of this role that AADL serves, and among those who were aware of it, 13 percent said they have one or more family member who used the services provided by the AADL for the Blind and Physically Handicapped, and then, among those respondents who used the service, 85 percent offered a rating of five, 11 percent offered a rating of four, which equaled a mean rating score of 4.778.

The service that had the fourth highest awareness (38 percent) was lending out artwork prints, scientific tools such as telescopes, musical instruments and other items not usually associated with printed material. Of those respondents who were aware, 37 percent said they used the services, and of those who used them, 62 percent offered a rating of five, 28 percent offered a rating of four, and the mean score was 4.515.

The service that earned the fifth and final highest awareness percentage (27 percent) was the fact that AADL subscribes to databases and online services such as Brainfuse Homework Help for all students, Ancestry.com and Reference USA Business Databases. Of those respondents who were aware, nearly half, or 46 percent, said one or more members of their family used the services, and among those who used them, 49 percent offered a satisfaction rating of five, 32 percent offered a rating of four, with a mean satisfaction rating of 4.333.

When respondents were asked to rate the overall quality of the services of the Ann Arbor District Library, including the collection of books and periodicals and other resource materials that are available, as well as the equipment, computers and other non-traditional services it offers, nearly 9-in-10, or 88 percent, offered a positive rating for the quality of services, including 49 percent offering an "excellent" rating, 39 percent offering a "pretty good" rating, only 2 percent offering a negative rating and 10 percent unsure of what rating to offer. This represents a seven point improvement in the rating since 2012, when 81 percent offered a positive rating.

The Downtown Library branch gets the most use by one or family members (25 percent), followed by Malletts Creek Library (16 percent), Pittsfield Library (12 percent), Traverwood Library (11 percent), with the West Library earning the lowest percentage use (8 percent).

Another 16 percent said they seldom or never use a library, with seven percent saying they use some other library which is not a part of AADL.

The reason why respondents said they do not use or visit a library in the community is because they "get everything online" (cited by 25 percent); "have Internet at home" (23 percent); have "no need-no desire" (13 percent); it's "too far or the location is inconvenient" (6 percent); they "buy books" (5 percent); have "eReader" (5 percent); with other reasons cited by four percent or less.

When asked if there was any service or public resource that AADL does not currently offer that respondents felt should be offered, 67 percent said "none," another 26 percent were undecided or cited responses by less one percent, with two percent saying "more computers should be available" and two percent saying "more eBooks selection."

When asked if there was anything currently offered which should not be offered, 77 percent said "none," another 19 percent were unsure or cited other items by less than one percent each, and one percent each cited things that should not be provided include: "access to pornography," "DVD movie rentals," "free Internet access," and "special events."

While this is clearly a good news survey of residents of the AADL district, there is one area of concern that could and should be addressed. There is a great deal of confusion about how AADL is organized and funded.

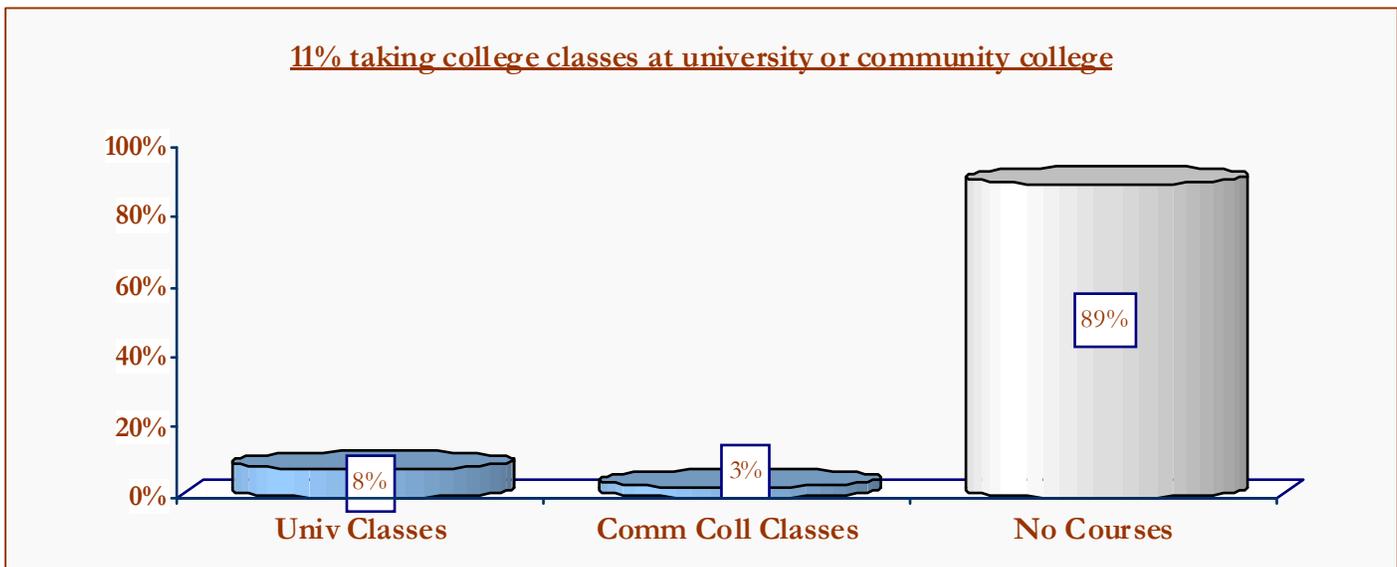
When all survey respondents were read five descriptions of the Ann Arbor District Library, only 30 percent accurately chose the description of AADL as "an independent governmental body that is funded by its own separate property tax assessment." Another 23 percent incorrectly chose the description of AADL as "a division of Ann Arbor city government and is paid for from tax revenue received by the city." Another 12 percent also incorrectly said that AADL was "a part of the Ann Arbor public school district and is funded from the tax dollars allocated to the local school operating budget." Another eight percent wrongly said AADL was "a department within Washtenaw County government, funded from the county budget." Four percent wrongly stated that AADL is "a part of the Washtenaw Intermediate School District and is funded by county-wide school taxes. Finally, 23 percent were unsure about how AADL is funded and organized. Residents of the AADL should be informed that it is an independent body funded with its own separate tax assessment.

**QUESTION-BY-QUESTION OVERVIEW AND DEMOGRAPHIC ANALYSIS**

**Just over 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?*

- 8% Classes at a university
- 3% Classes at a community college
- 11% Total taking college courses**
- 89% Not taking any college classes
- Undecided/Refused



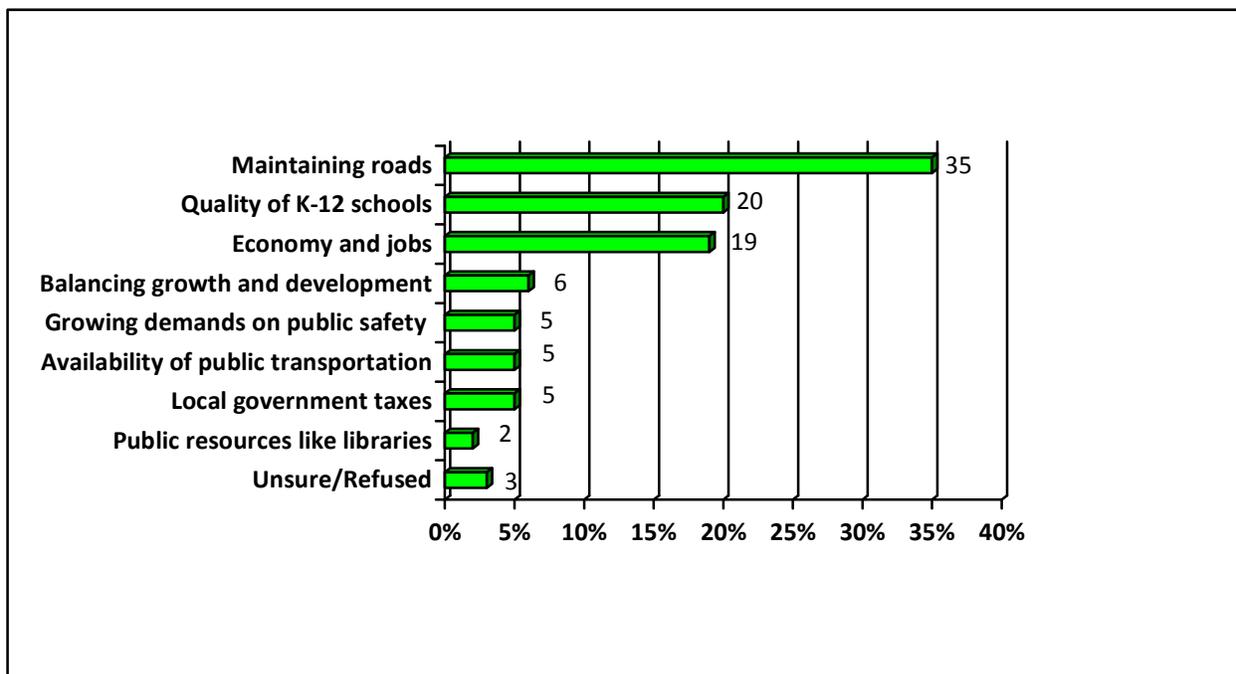
Demographic groups that have someone in their family taking college courses by percentages significantly more than the district-wide total of 11 percent included:

- 36 percent: Age 18 to 49 without college
- 34 percent: Age 18 to 34
- 29 percent: Post HS technical education
- 24 percent: Men without college
- 23 percent: Men age 18 to 49
- 19 percent: Women without college
- 17 percent: Ann Arbor Ward 3
- 16 percent: Not aware of library events  
Parents of 9<sup>th</sup> to 12<sup>th</sup> graders  
Age 18 to 49

## Roads, education and the economy are top problems and issues

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

35%	Maintaining local roads, bridges and other transportation infrastructure
20%	The quality of K-12 public schools in the area
19%	The condition of the economy and jobs
6%	Balancing growth and development with quality of life concerns
5%	Growing demands on public safety employees, such as police and firefighters, to adequately meet area needs
5%	The availability of public transportation
5%	The level of local government taxation
2%	The quality of public information resources, such as libraries
---	More than one [ASK: "But which issue concerns you the most?" <b>CODE BEST RESPONSE]</b>
3%	Undecided/Refused



Key demographic groups that said by percentages significantly higher than the district-wide total of 35 percent that "maintaining local roads, bridges and other transportation infrastructure" was their top issue concern included:

- 48 percent: Age 50 and older without college
- 45 percent: Unsure if taxes for local government is too high
- 44 percent: Ann Arbor Ward 5  
Said AADL part of county government  
Goes to other libraries/no libraries  
Website best communication method  
Age 65 and older  
HS or less education
- 43 percent: Said AADL part of public schools
- 42 percent: Pittsfield  
Gets info from Ann Arbor News  
Men age 50 and over  
Men without college
- 41 percent: Region outside of Ann Arbor City  
Age 50 and over
- 40 percent: Other areas  
Western/Pittsfield area  
Incomes under \$50K  
Incomes of \$50K to \$75K

Key demographic groups that said by percentages significantly higher than the district-wide total of 20 percent that "the quality of K-12 public schools in the area" was their top issue concern included:

- 52 percent: Children in PreK grade
- 40 percent: Taxes too low for local governments/schools
- 37 percent: Children in 9<sup>th</sup> through 12<sup>th</sup> grades
- 34 percent: Children in 7<sup>th</sup> and 8<sup>th</sup> grades
- 33 percent: Households with children
- 32 percent: Children in kindergarten through 6<sup>th</sup> grades
- 31 percent: Age 35 to 49
- 29 percent: Ann Arbor Ward 2  
Women age 18 to 49
- 28 percent: Ann Arbor Ward 1
- 27 percent: Ann Arbor Ward 3  
Taxes for the library too low
- 26 percent: Incomes of more than \$100K  
College educated women
- 25 percent: Uses library a few times a month  
Incomes of \$75K to \$100K  
College educated age 18 to 49

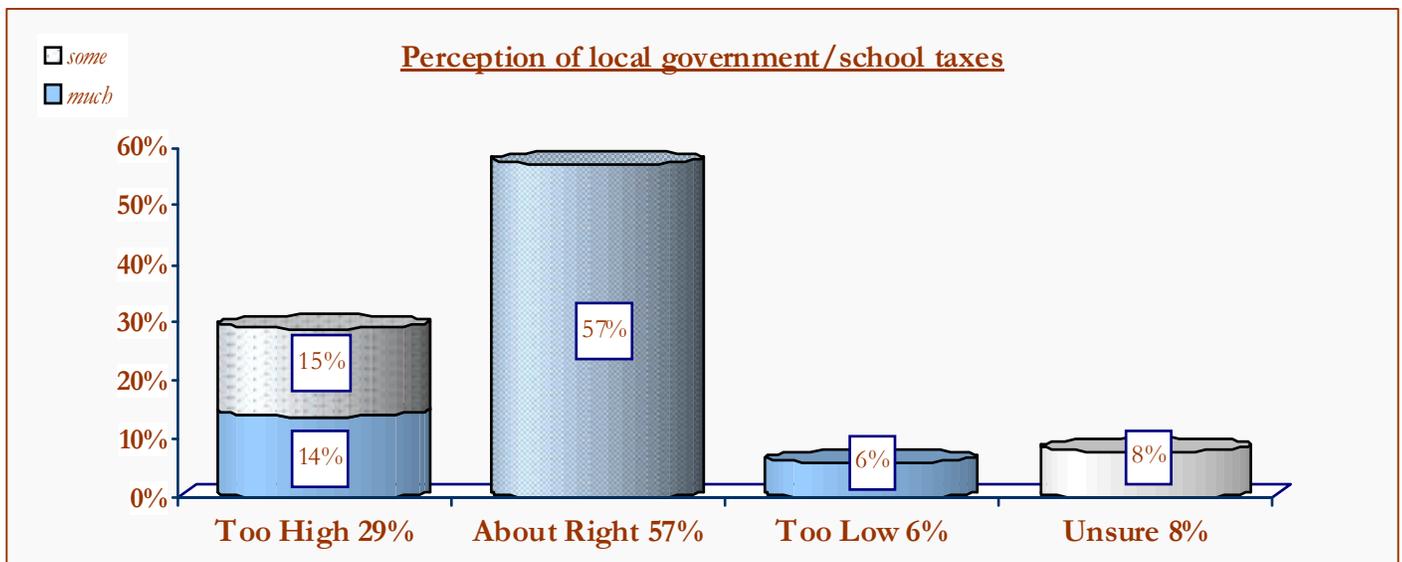
Finally, key demographic groups that said by percentages significantly above the district-wide total of 19 percent that the condition of the economy and jobs was their top issue concern included:

- 28 percent: Pittsfield
- 26 percent: Enrolled in college
- 25 percent: Areas outside of Ann Arbor City
  - Age 18 to 34
  - Women without college
  - Age 18 to 49 without college
- 25 percent: Areas outside of Ann Arbor City
- 24 percent: Taxes for AADL too high
  - Uses library a few times a year
  - Uses libraries seldom/never
  - Post HS technical education

### 3-in-10 say taxes and fees for local government/school services too high

*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?"]*

- 14% Much too high
- 15% Somewhat too high
- 29% TOTAL TOO HIGH**
- 57% About right
- 6% Too low
- 8% Undecided/Refused



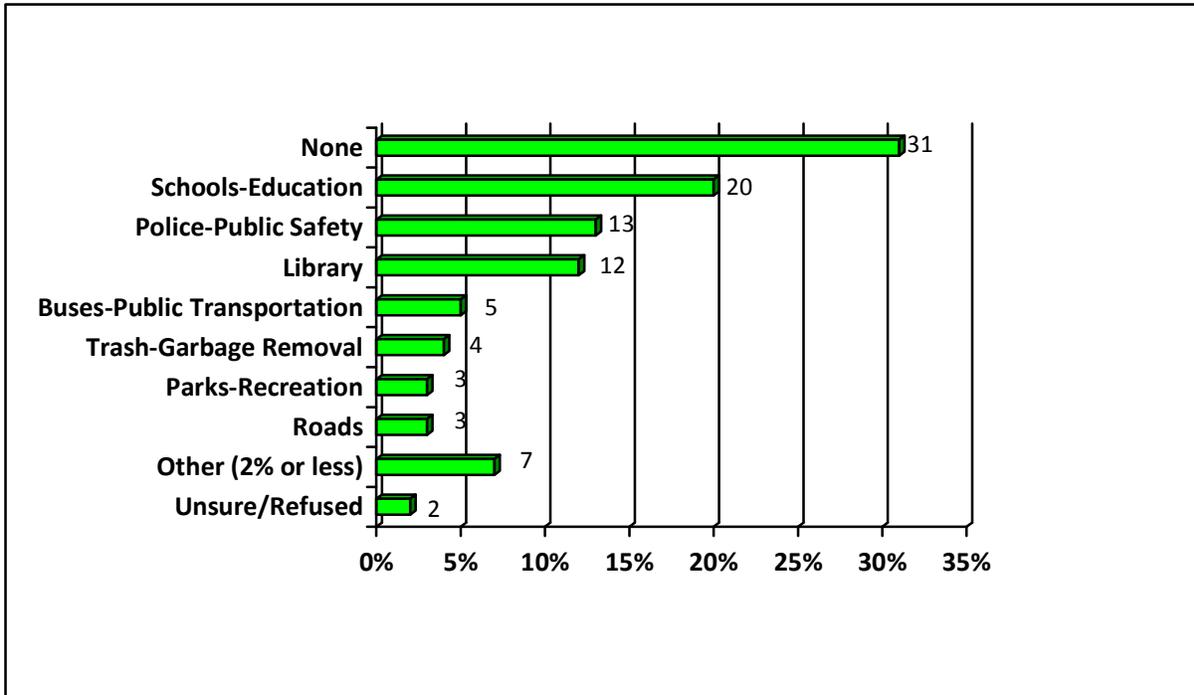
Key demographic groups that said by percentages significantly above the district-wide total of 29 percent that taxes were too high for local government/school services included:

- 66 percent: Taxes too high for AADL
- 49 percent: Children in 7<sup>th</sup> and 8<sup>th</sup> grades
- 41 percent: E-mail best method to communicate
- 39 percent: Children in 9<sup>th</sup> to 12<sup>th</sup> grades
- 38 percent: Households with children  
Children in Kindergarten through 6<sup>th</sup> grades  
Age 50 and over without college
- 37 percent: Ann Arbor Ward 4  
Post HS technical education
- 36 percent: Uses other libraries/no libraries  
Age 50 to 64
- 35 percent: West/Pittsfield area  
Women without college
- 34 percent: Children in PreK grades
- 33 percent: Other areas of the district  
Uses the library a few times a year  
Men age 50 and over  
Men without college
- 32 percent: Uses the library a few times a day/week  
Other ways best methods of communicating  
Age 35 to 49

### **Most valued local government service in exchange for taxes paid**

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

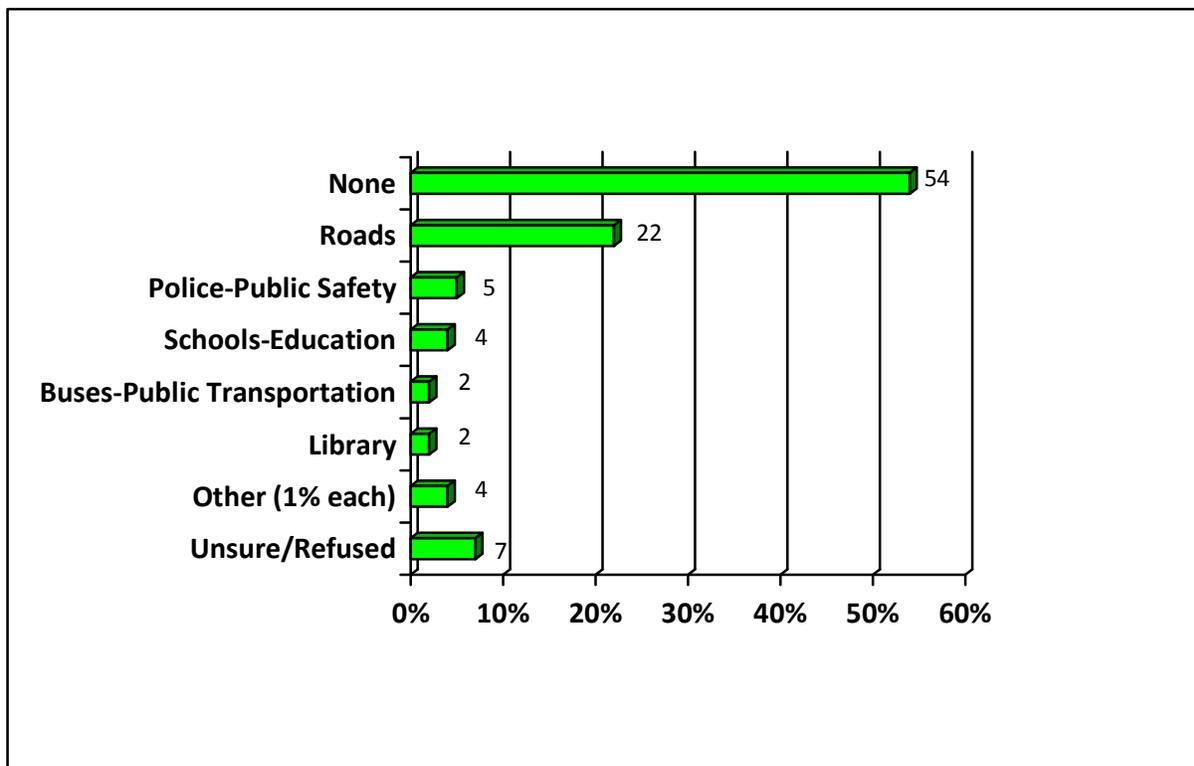
- 31% None
- 20% Schools-Education
- 13% Police-Public Safety
- 12% Library**
- 5% Buses-Public Transportation
- 4% Trash-Garbage Removal
- 3% Parks-Recreation
- 3% Roads
- 2% Firefighters
- 1% EMS-First Responder
- 1% Health Department
- 1% Recycling
- 1% Snow Removal
- 1% Water Department
- 2% Other/Undecided/Refused



## **Least valued local government service in exchange for taxes paid**

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

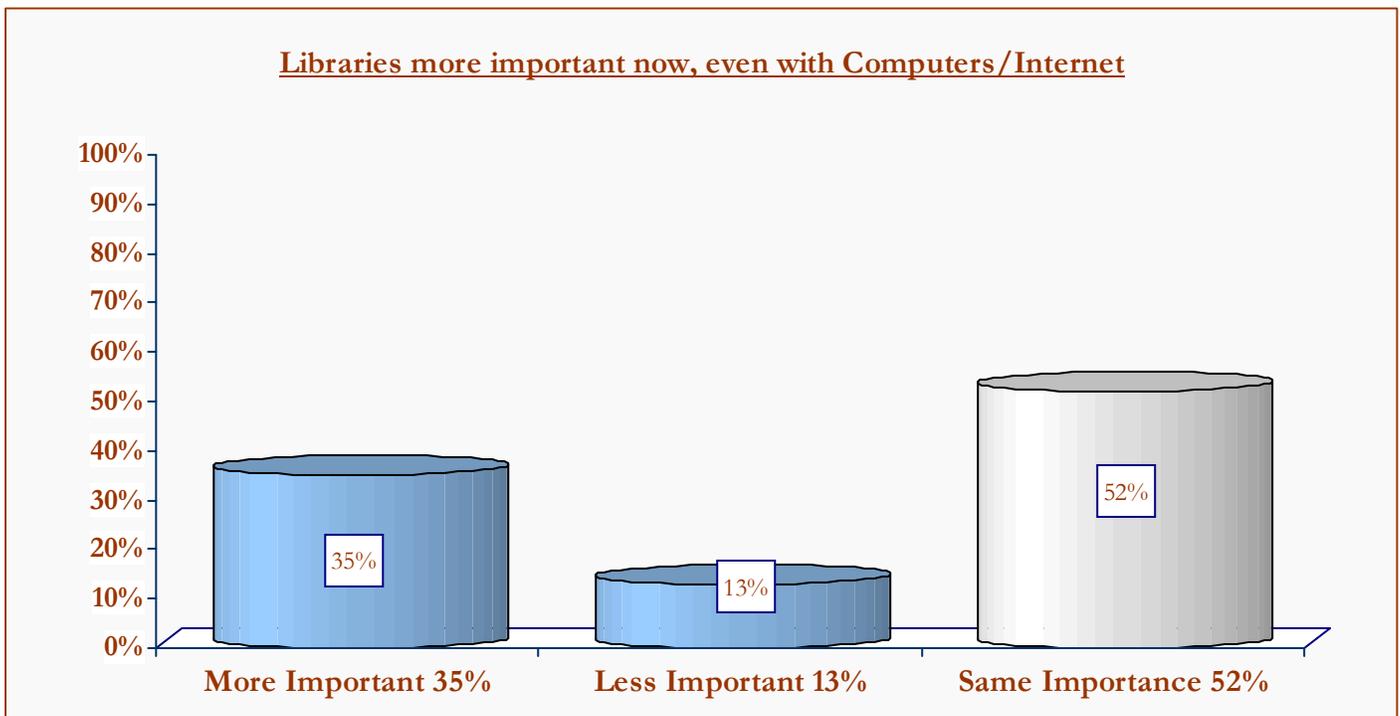
- 54% None
- 22% Roads
- 5% Police-Public Safety
- 4% Schools-Education
- 2% Buses-Public Transportation
- 2% Library**
- 1% City Administration
- 1% Infrastructure
- 1% Public Art
- 1% Snow Removal
- 7% Other/Undecided/Refused



## Libraries more important by nearly a 3-to-1 margin over less important

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

- 35% More important
- 13% Less important
- 52% About the same importance
- Undecided/Refused



Key demographic groups that said by percentages significantly above the district-wide total of 35 percent that libraries are “more important” included:

- 70 percent: Taxes for government/school services too low
- 59 percent: Taxes for AADL too low
- 45 percent: Women age 50 and over
- 43 percent: Uses library a few times a day or a few times week
- 42 percent: All women  
College educated women
- 41 percent: Ann Arbor Ward 1  
Uses library a few times a month  
Children in PreK
- 40 percent: Enrolled in college classes  
Visits Downtown branch  
Uses library seldom/Never  
Incomes under \$50K
- 39 percent: Age 65 and over
- 38 percent: Ann Arbor Ward 3  
Ann Arbor Ward 4  
Visits Malletts Creek or Traverwood Library  
Visits West or Pittsfield Library  
E-mail best method of communication  
College educated age 50 and over

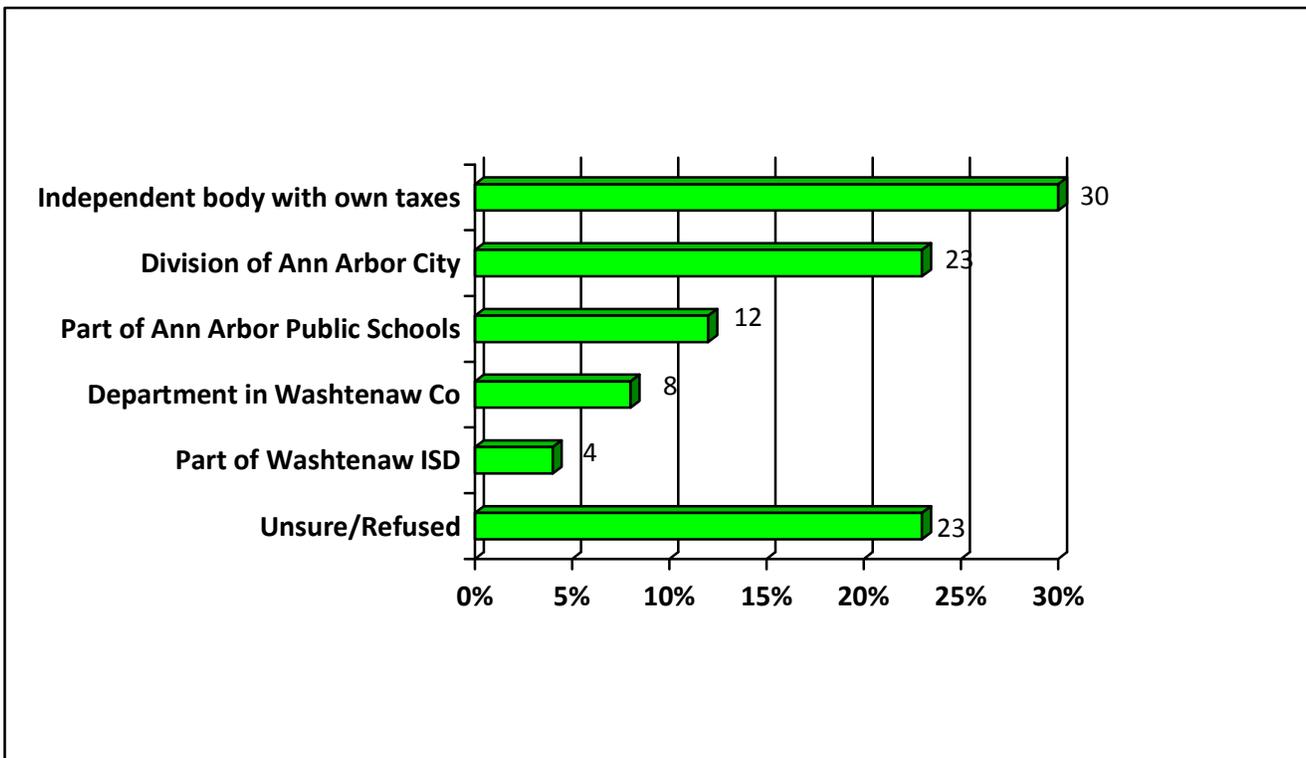
Key demographic groups that said by percentages significantly above the district-wide total of 13 percent that libraries are “less important” included:

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

### Only 3-in-10 know AADL an independent body with its own tax assessment

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

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



Key demographic groups that said by percentages significantly above the district-wide total of 30 percent that AADL is an independent governmental body with its own separate property tax assessment included:

- 45 percent: Ann Arbor Ward 1
- 42 percent: Incomes of \$75K to \$100K
- 41 percent: Ann Arbor Ward 2
- 40 percent: Age 50 to 64
- 40 percent: Taxes for local government/school services too low
- 40 percent: Gets info from Ann Arbor Observer
- 40 percent: College educated age 50 or over
- 38 percent: Women age 50 or over
- 37 percent: Downtown branch most used
- 37 percent: AADL website best method of communication
- 37 percent: Children in 9<sup>th</sup> to 12<sup>th</sup> grades
- 36 percent: Age 50 and over
- 35 percent: Uses library a few times a month
- 35 percent: Uses library a few times a year
- 35 percent: Gets info from Ann Arbor News
- 35 percent: Children in 7<sup>th</sup> or 8<sup>th</sup> grades
- 35 percent: College educated men
- 34 percent: Households with children
- 34 percent: Children in PreK
- 34 percent: Incomes of more than \$100K
- 33 percent: Other areas outside of Ann Arbor and Pittsfield
- 33 percent: Taxes for AADL about right
- 33 percent: West or Pittsfield branches most used
- 33 percent: Gets info from all other sources
- 33 percent: College educated
- 33 percent: Men age 50 or over

While the demographic groups listed above are more aware of the fact that AADL is an independent governmental body with its own separate tax assessment than other groups, no group reached a majority in recognizing that fact. Therefore, it will be important to inform residents of the AADL district with broad based communications efforts that AADL is independent and funded with its own separate tax assessment.

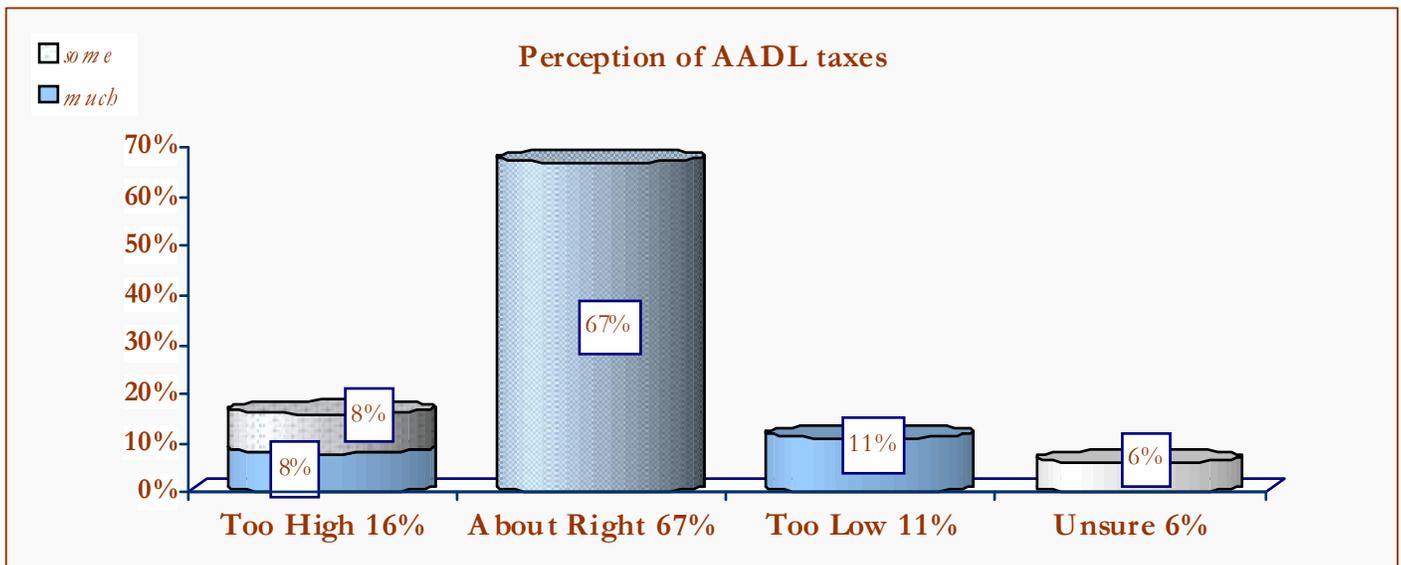
Key demographic groups that said by percentages significantly below the district-wide total of 30 percent that AADL is an independent body with its own separate property tax assessment, and therefore may need a more targeted communications effort included:

- 26 percent: Ann Arbor Ward 5  
Children in kindergarten to 6<sup>th</sup> grades  
Women age 18 to 49
- 25 percent: Age 18 to 34  
Post HS technical education  
Incomes under \$50K  
Women without college
- 24 percent: Best method of communication direct mail
- 22 percent: Ann Arbor Ward 3
- 20 percent: Seldom/Never uses the library  
Incomes of \$50K to \$75K
- 18 percent: Enrolled in college classes  
Men without college
- 15 percent: Pittsfield
- 11 percent: HS or less education

### 8-in-10 said AADL taxes “about right” or “too low”– 16 percent “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 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?”]***

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



After hearing a description of AADL as an independent body with an elected board and a separate tax assessment of 1.55 mills, only 16 percent of respondents said taxes are too high for what they get back in library services, which is 13 points lower than the 29 percent who said taxes are too high for local government/school services. Clearly, respondents feel AADL provides much higher value for their tax dollars than other governmental or school entities.

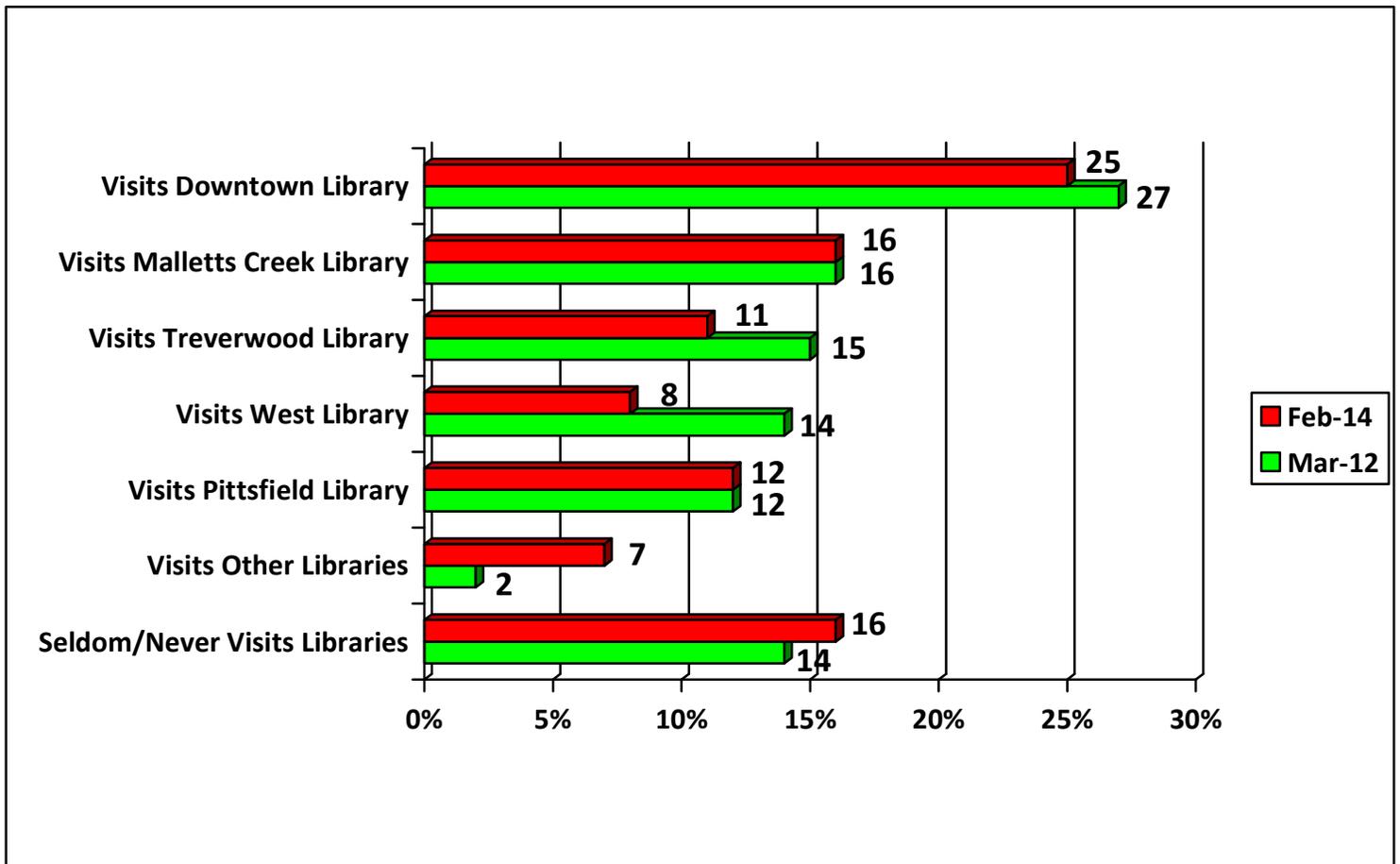
Key demographic groups that said by percentages significantly above the district-wide total of 16 percent that taxes for AADL are too high included:

- 37 percent: Taxes too high for local government and school services
- 35 percent: Uses libraries other than AADL, or uses no libraries
- 26 percent: Age 50 and over without college
- 25 percent: Pittsfield area  
Direct mail best way to communicate
- 23 percent: Respondents who said AADL part of Washtenaw ISD  
Men without college
- 22 percent: Respondents who said AADL part of city government  
Uses libraries a few times a year  
Incomes over \$100K
- 21 percent: All areas outside of Ann Arbor  
Post HS technical education
- 20 percent: Uses libraries seldom or never  
All men
- 19 percent: Other areas outside of Ann Arbor and Pittsfield  
HS or less education

### Downtown branch of AADL used much more than other branches

*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?"]*

- 25% Primarily visits the DOWNTOWN Library
- 16% Primarily visits the MALLETT'S CREEK Library
- 11% Primarily visits the TRAVERWOOD Library
- 8% Primarily visits the WEST Library
- 12% Primarily visits the PITTSFIELD Library
- 7% Most often visits some other library that is NOT part of AADL
- 16% Very Seldom/Never visits a library at all
- 5% Undecided/Refused



Key demographic groups that visit the downtown branch of AADL by significantly more than 25 percent included:

- 48 percent: Ann Arbor Ward 1
- 42 percent: Ann Arbor Ward 5
- 40 percent: Taxes for local government/school services too low  
Uses library seldom/never
- 39 percent: Uses library a few times a year
- 36 percent: Taxes for AADL too low  
Uses library a few times a day or a week
- 35 percent: AADL website best method to communicate  
Incomes under \$50K
- 34 percent: All of Ann Arbor City  
Children attend PreK
- 32 percent: Uses library a few times a month
- 30 percent: Gets info from word-of-mouth
- 29 percent: Ann Arbor Ward 2  
Age 18 to 34  
Men age 18 to 49  
College educated age 18 to 49
- 28 percent: College educated men
- 27 percent: Ann Arbor Ward 4
- 

Key demographic groups that visit Malletts Creek branch of AADL by significantly more than 16 percent included:

- 47 percent: Ann Arbor Ward 3
- 28 percent: Pittsfield
- 25 percent: Uses library a few times a day or a week
- 24 percent: Children attend kindergarten to 6<sup>th</sup> grades  
Children attend 9<sup>th</sup> to 12<sup>th</sup> grades
- 23 percent: Ann Arbor Ward 4
- 22 percent: Uses library a few times a year  
E-mail best method to communicate  
Households with children  
Children attend 7<sup>th</sup> or 8<sup>th</sup> grades
- 21 percent: Uses library a few times a month  
Age 35 to 49
- 20 percent: Uses library seldom/never
- 19 percent: Taxes “about right” for AADL  
Gets info from all other sources  
Incomes of \$75K to \$100K  
College educated age 18 to 49

Key demographic groups that visit the Pittsfield branch of AADL by significantly more than 12 percent included:

- 30 percent: Ann Arbor Ward 4
- 28 percent: Uses library seldom/never
- 25 percent: Pittsfield
- 20 percent: Uses library a few times a year
- 18 percent: Uses library a few times a month  
E-mail best method to communicate
- 17 percent: Children in 7<sup>th</sup> and 8<sup>th</sup> grades
- 16 percent: Areas outside of Ann Arbor  
Taxes for local government/school services too high
- 15 percent: Children in 9<sup>th</sup> to 12<sup>th</sup> grades  
Incomes of \$75K to \$100K

Key demographic groups that visit the Traverwood branch of AADL by significantly more than 11 percent included:

- 32 percent: Ann Arbor Ward 2
- 29 percent: Ann Arbor Ward 1
- 21 percent: Uses library daily or a few times a week
- 20 percent: Taxes for local government/school services too low
- 17 percent: Children attend PreK  
College educated women
- 16 percent: Uses library a few times a month  
AADL website best method to communicate  
Women age 18 to 49
- 15 percent: Incomes over \$100K
- 14 percent: Enrolled in college  
Taxes for AADL too low  
Children attend 9<sup>th</sup> to 12<sup>th</sup> grades  
All women  
College educated age 50 and over

Key demographic groups that visit the West branch of AADL by significantly more than 8 percent included:

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

Finally, demographic groups that said they very seldom or never visit a library by significantly more than the overall results of 16 percent included:

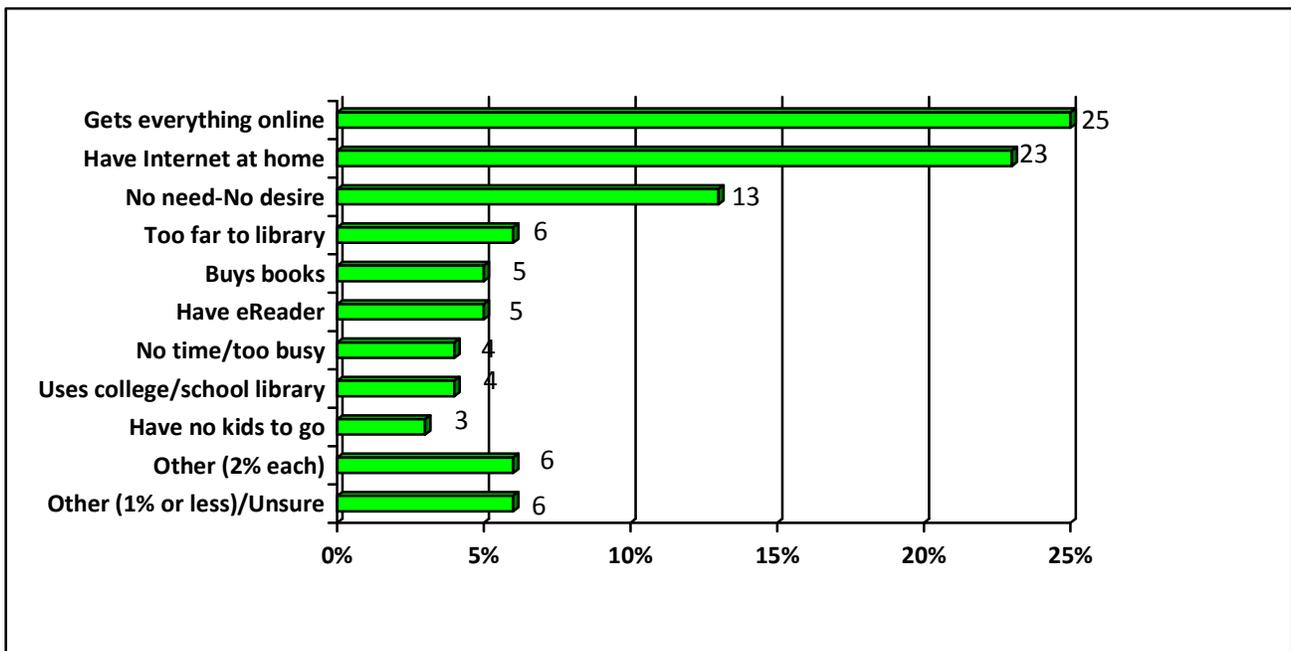
- 44 percent: Age 50 and over without college
- 41 percent: Taxes too high for AADL
- 38 percent: Unsure about tax level for AADL  
Men without college
- 32 percent: Post HS technical education
- 29 percent: Direct mail best method to communicate
- 26 percent: Said AADL is part of Ann Arbor School District  
Incomes of \$50K to \$75K  
Men age 50 and over
- 23 percent: Other areas outside of Ann Arbor and Pittsfield  
Areas outside of Ann Arbor  
Unsure of funding source for AADL  
Age 65 and over  
Incomes under \$50K
- 22 percent: Pittsfield  
Taxes too high for local government/school services  
All men  
Other means best method to communicate  
HS or less education
- 21 percent: Households without children  
Age 50 and over
- 20 percent: Age 18 to 49
- 19 percent: AADL part of city government  
Gets info from all other sources  
Age 50 to 64  
Women without college

## Gets everything online/has Internet access top reasons for not using libraries

*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 2 RESPONSES]*

**N=81**

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



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

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

**N=357**

30% Every day/ A few times a week

48% A few times a month

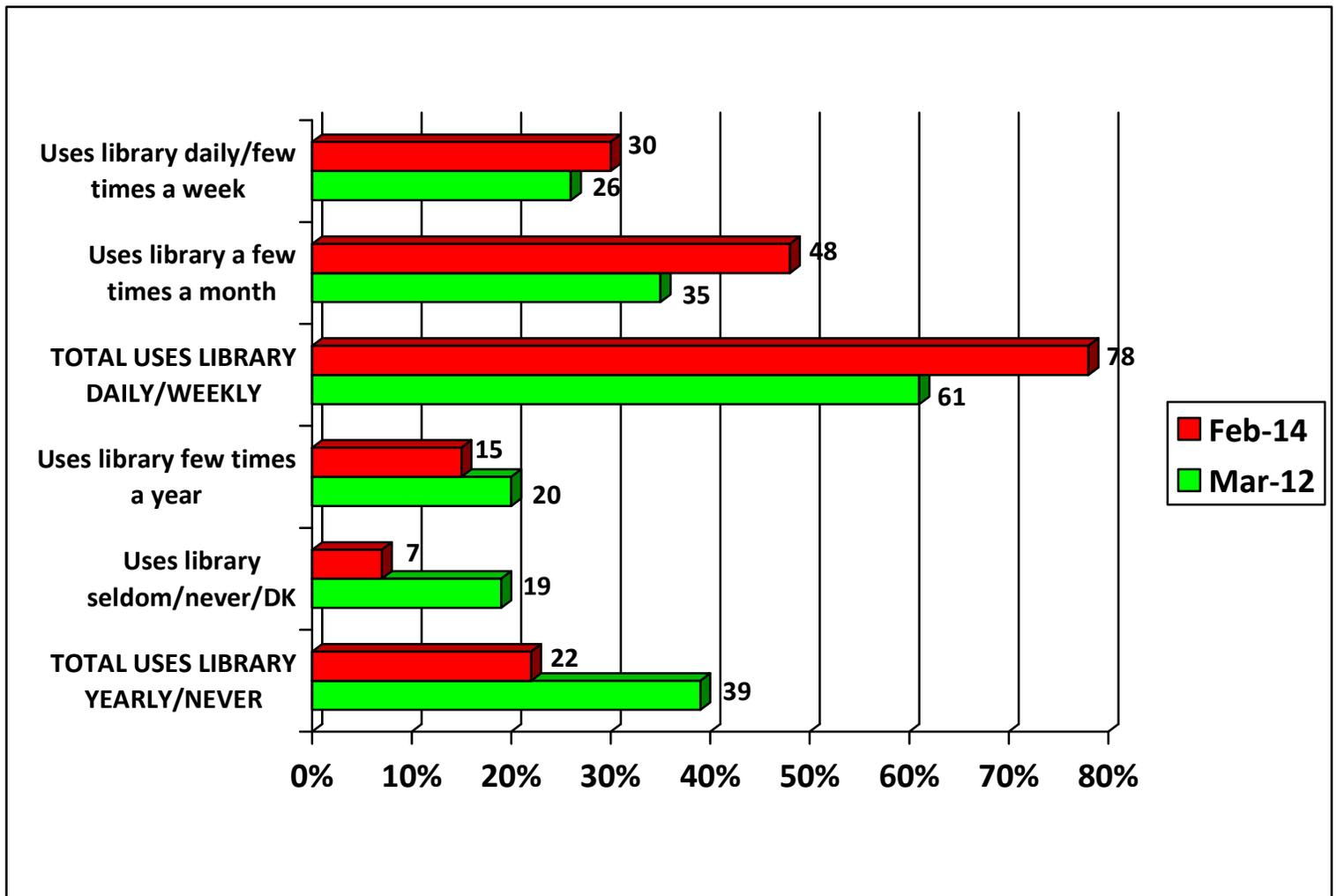
**78% Total uses library few times a month or more often**

15% A few times a year

6% Seldom

1% Never

**22% Total uses library only few times a year/seldom/never**



Key demographic groups that uses the library daily or a few times a week by significantly more than the 30 percent overall results included:

- 44 percent: Children attend 7<sup>th</sup> or 8<sup>th</sup> grades
- 42 percent: Children attend kindergarten to 6<sup>th</sup> grades  
Children attend 9<sup>th</sup> to 12<sup>th</sup> grades
- 40 percent: Incomes of \$50K to \$75K
- 39 percent: Ann Arbor Ward 5  
Households with children
- 36 percent: Ann Arbor Ward 2  
Taxes for local government/school services too high  
Age 35 to 49  
Women age 18 to 49  
College educated women
- 35 percent: Ann Arbor Ward 1  
AADL website best method to communicate  
Children attend PreK
- 34 percent: E-mail best method to communicate  
College educated age 18 to 49
- 33 percent: Enrolled in college  
Taxes for local government/school services too low  
Taxes for AADL too low  
Incomes under \$50K  
Age 18 to 49

Key demographic groups that uses the library a few times a month by significantly more than the 48 percent overall results included:

- 68 percent: Direct mail best method to communicate
- 57 percent: Ann Arbor Ward 3
- 56 percent: Gets info from Ann Arbor Observer
- 54 percent: West or Pittsfield branch  
Children in PreK  
Incomes of more than \$100K
- 53 percent: Taxes for AADL too low  
Women without college
- 52 percent: Taxes for local government/school services about right  
Gets info from word-of-mouth  
Age 50 to 64  
Post HS technical education

Key demographic groups that seldom or never uses the library by significantly more than the 7 percent overall results included:

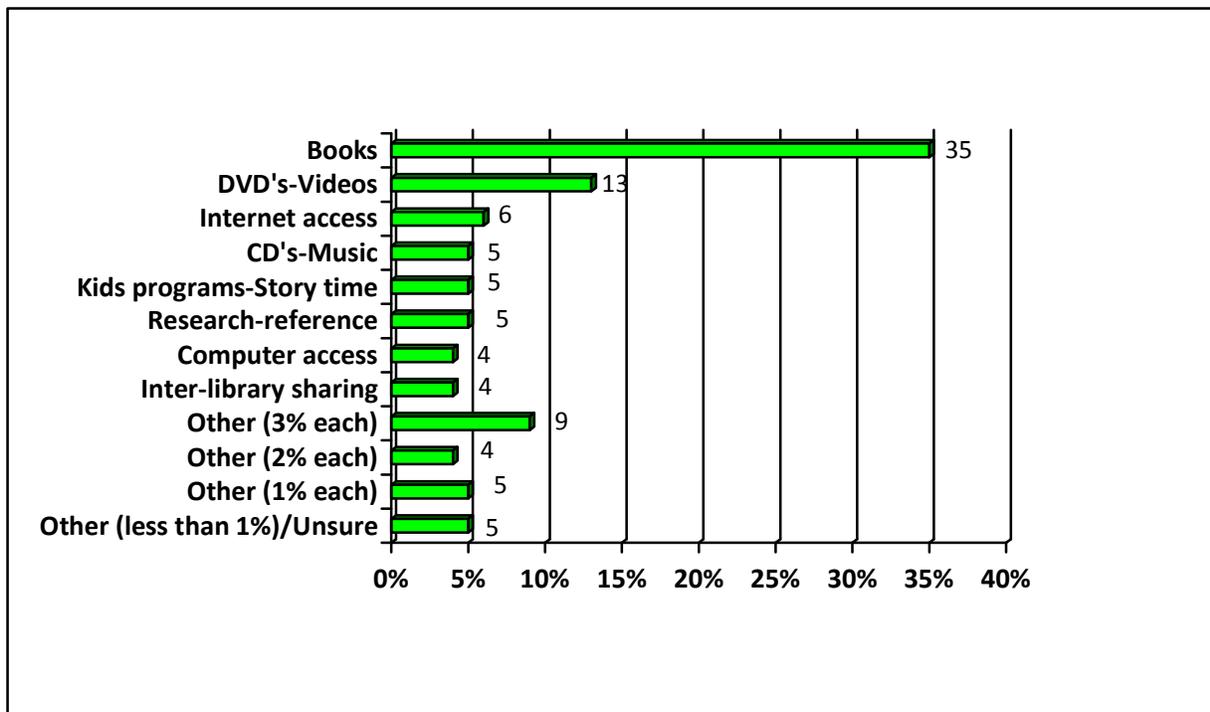
- 17 percent: Age 65 and over
- 13 percent: Said AADL is part of city government
- 12 percent: Other areas outside of Ann Arbor or Pittsfield  
College educated men
- 11 percent: Age 50 and over  
Women age 50 and over  
Women without college
- 10 percent: Areas outside of Ann Arbor  
West/Pittsfield branches most used  
No children in household  
All men

**Books/DVD's or videos are services AADL provides that are most important**

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

**N=389**

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

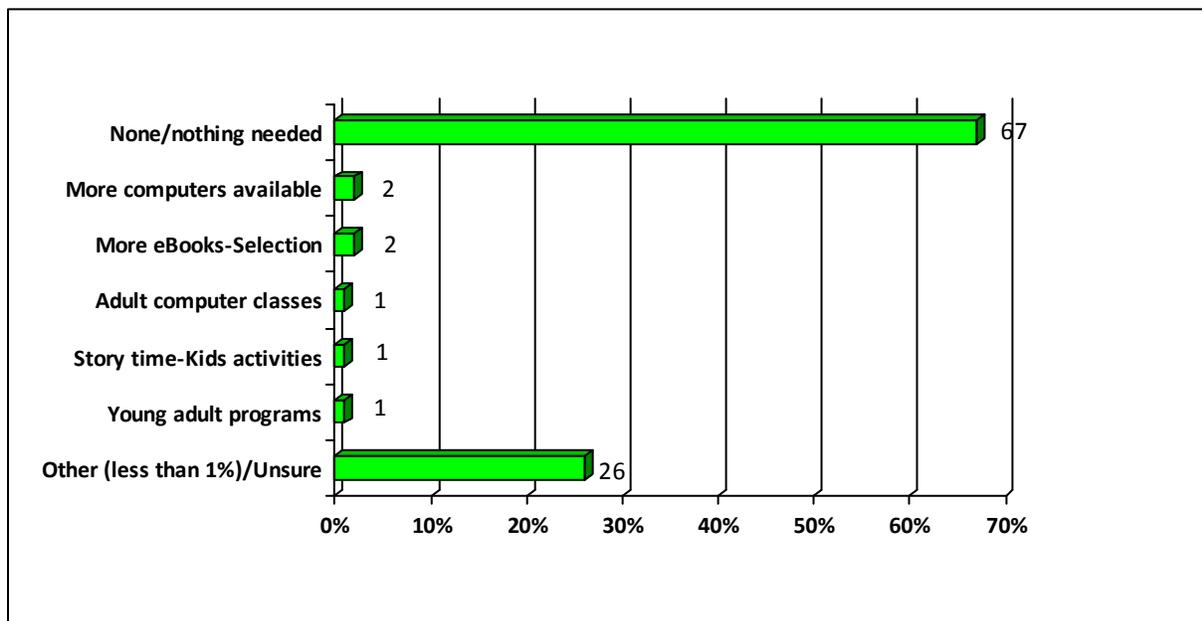


**Only 7 percent named any service/resource not offered that should be offered**

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

**N=389**

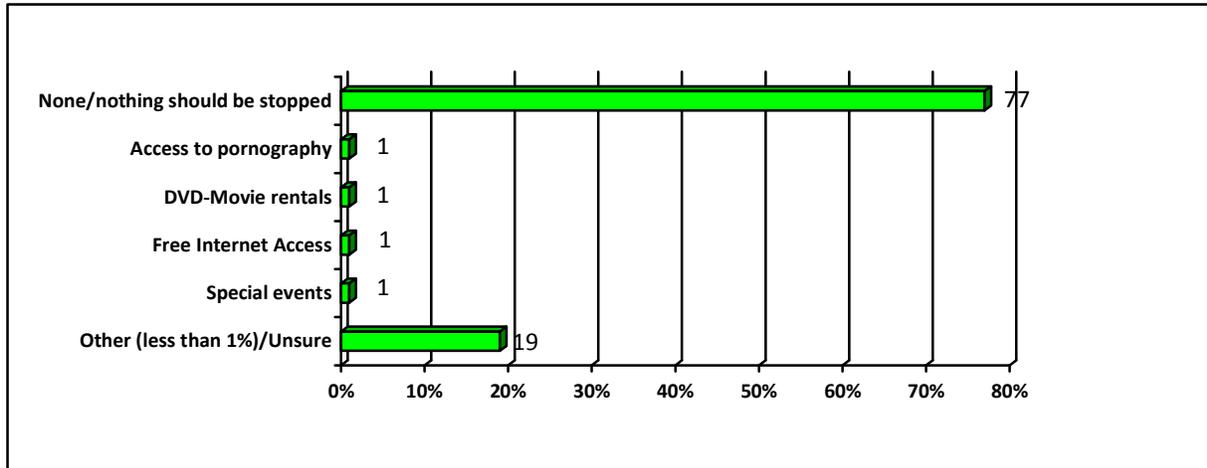
- 67% None
- 2% More Computers Available
- 2% More eBooks-Selection
- 1% Adult Computer Classes
- 1% Story Time-Kids Activities
- 1% Young Adult Programs
- 26% Other/Undecided/Refused



**Only 4 percent named service/resource offered now that should not be offered**

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

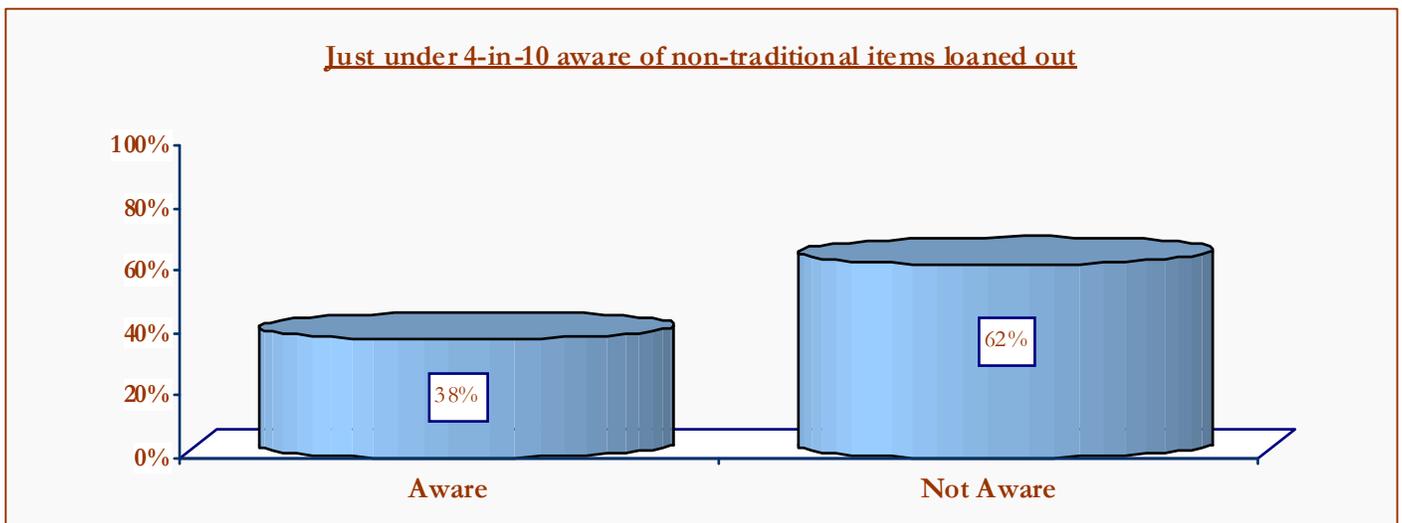
- 77% ..... None
- 1% ..... Access to Pornography
- 1% ..... DVD-Movie Rentals
- 1% ..... Free Internet Access
- 1% ..... Special Events
- 19% ..... Other/Undecided/Refused



**Just under 4-in-10 aware of non-traditional items that are loaned out**

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

38% Yes  
 62% No  
 0% Undecided/Refused



To increase awareness of the non-traditional items loaned out by AADL, instead of focusing on demographic groups that are aware, it is more important to focus on demographic groups are NOT aware.

Key demographic groups NOT aware by percentages significantly higher than 62 percent included:

- 84 percent: Other libraries used the most or no libraries used  
Age 50 and over without college
- 82 percent: Pittsfield area  
Said AADL part of Washtenaw ISD
- 80 percent: Men without college
- 79 percent: Taxes too high for AADL
- 78 percent: Post HS technical education
- 77 percent: Enrolled in college
- 76 percent: All areas outside of Ann Arbor
- 74 percent: Visits AADL a few times a year
- 72 percent: Other area outside of Ann Arbor and Pittsfield  
Said AADL part of county government  
HS education or less  
Women without college
- 71 percent: Direct mail best method to communicate  
Incomes under \$50K
- 70 percent: Unsure of how AADL is funded  
Age 18 to 49 without college
- 69 percent: Taxes too high for local government/school services  
Men age 18 to 49
- 68 percent: All men
- 67 percent: Age 18 to 34
- 66 percent: Other methods best methods to communicate  
No children in household  
Age 65 and over  
Men age 50 and over

**Among those aware of non-traditional items, less than 4-in-10 check them out**

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

**N=188**

37% Yes

63% No

--- Undecided/Refused

**Of those who check out non-traditional items, over 6-in-10 extremely 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 non-traditional item that was checked out?*

**N=69**

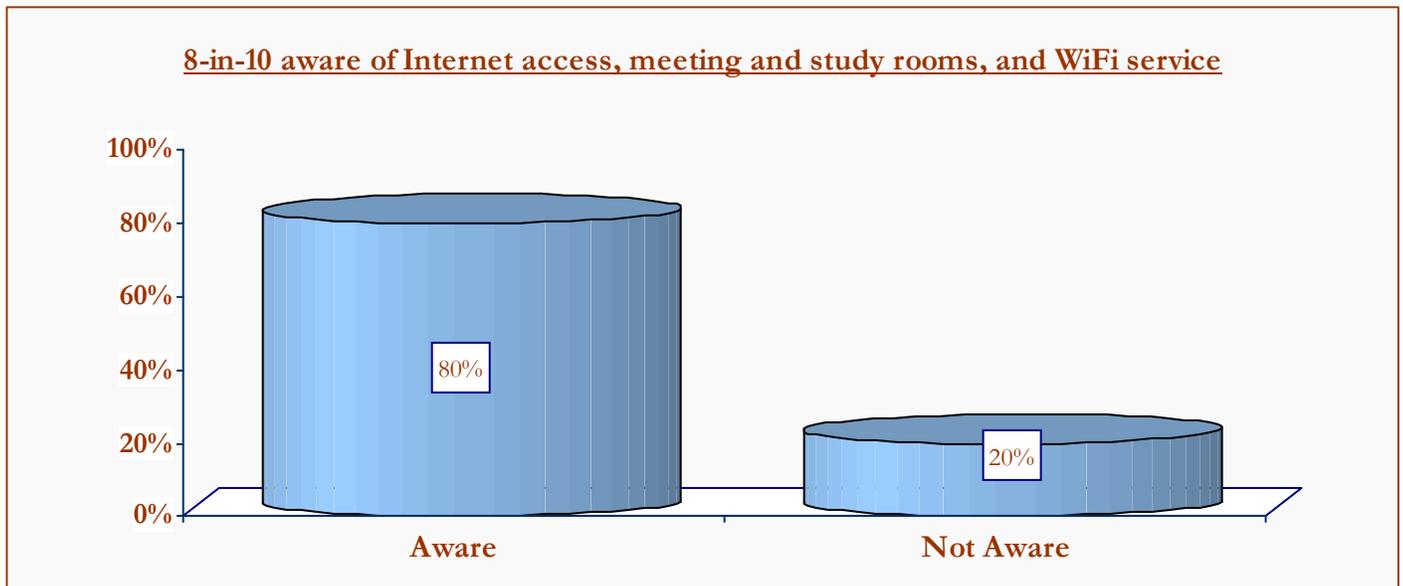
<b>SATISFIED</b>				
<i>NOT AT ALL</i>			<i>EXTREMELY</i>	<u>Undec/REF</u>
---	3%	6%	28%	62%
				1%

**MEAN SCORE: 4.515**

**8-in-10 aware of Internet access, meeting and study rooms, and Wi-Fi**

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

80% Yes  
 20% No  
 --- Undecided/Refused



Demographic groups NOT aware of Internet access, meeting and study rooms and Wi-Fi service by percentages significantly higher than 20 percent included:

- 41 percent: Other libraries or no libraries most used
- 40 percent: Seldom or never uses AADL
- 36 percent: Age 50 and over without college
- 33 percent: Taxes too high for AADL
- 31 percent: Pittsfield area
- 30 percent: Women without college
- 29 percent: Post HS technical education
- 27 percent: All areas outside of Ann Arbor  
Said AADL part of Washtenaw ISD
- 25 percent: Other areas outside of Pittsfield and Ann Arbor  
Unsure about how AADL is funded  
Direct mail best method of communicating  
Other forms best method of communication  
Age 50 to 64  
Men age 50 and over
- 24 percent: Age 65 and over  
Age 50 and over  
Women age 50 and over  
Men without college
- 23 percent: Enrolled in college  
No children in household  
Incomes under \$50K  
All men

**Of those aware, 6-in-10 used computers, meeting spaces or study rooms**

*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

**Of those who used computers/other services, over half extremely 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 space or Internet access provided by the library?*

**N=241**

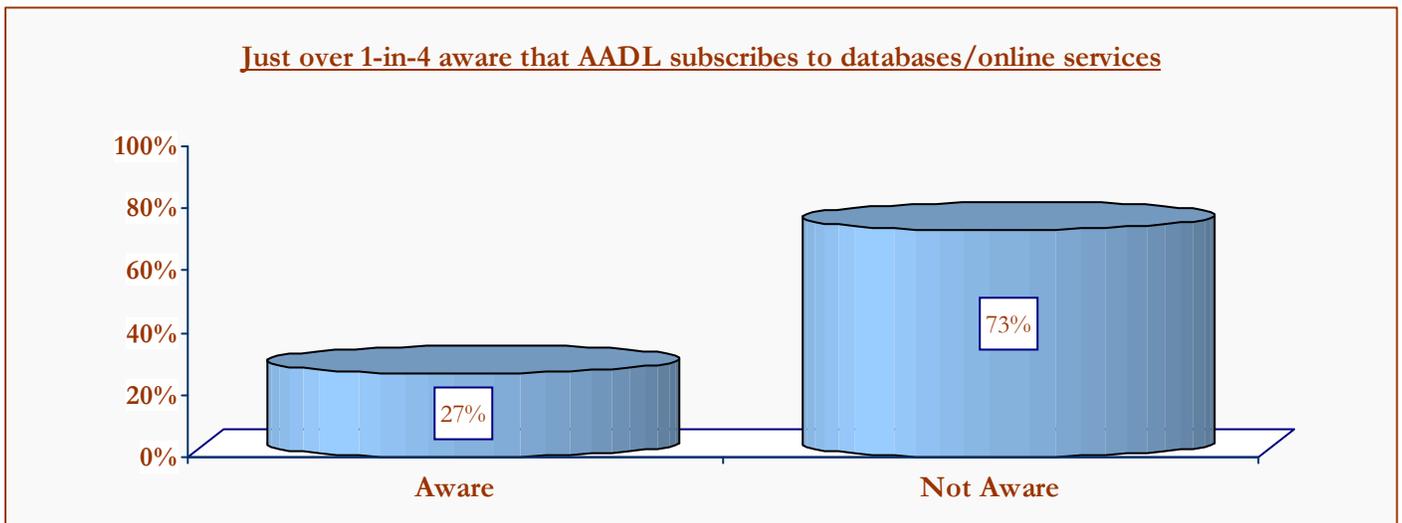
<b>SATISFIED</b>					
<i>NOT AT ALL</i>				<i>EXTREMELY</i>	<u>Undec/REF</u>
---	1%	9%	32%	56%	2%

**MEAN: 4.460**

**Just over 1-in-4 aware that AADL subscribes to databases and online services**

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

- 27% Yes
- 73% No
- Undecided/Refused



Key demographic groups that are NOT aware that AADL subscribes to databases and on-line services by percentages significantly higher than 73 percent included:

- 85 percent: Men without college
- 84 percent: Age 50 and older without college
- 83 percent: Pittsfield area  
Other libraries or no libraries most used
- 82 percent: Said AADL part of Washtenaw ISD  
Incomes of \$50K to \$75K
- 81 percent: West and Pittsfield branches most used
- 79 percent: AADL part of county government  
Incomes under \$50K  
Men age 50 and over
- 78 percent: All other areas outside of Ann Arbor  
Taxes too high for local government/school services
- 77 percent: Taxes too high for AADL
- 76 percent: Unsure about funding for AADL  
Seldom/never uses the library  
Gets info from word-of-mouth  
Other forms best methods of communication  
No children in household  
All men

### Nearly half of households aware have accessed databases and on-line services

*Have you or a member of your family ever accessed an on-line database through the Ann Arbor District Library; AADL.org?*

**N=135**

46% Yes

53% No

1% Undecided/Refused

### Nearly half of households that use databases extremely satisfied

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

**N=62**

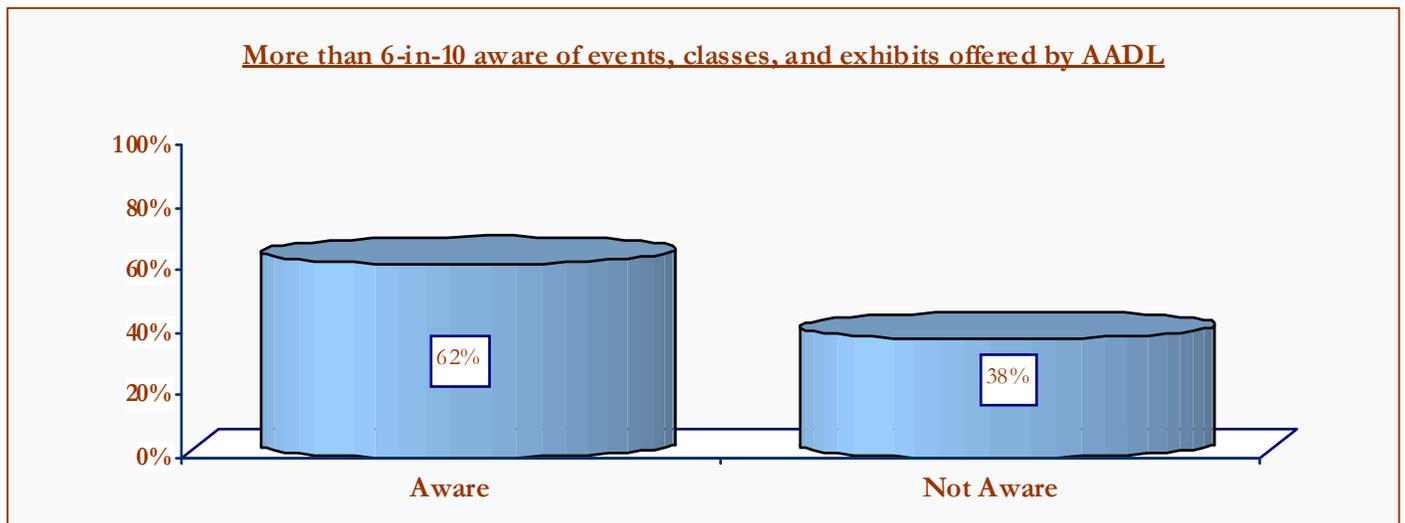
<b>SATISFIED</b>			
<i>NOT AT ALL</i>		<i>EXTREMELY</i>	<u>Undec/REF</u>
---	---	16%	32%
		49%	3%

**MEAN: 4.333**

## More than 6-in-10 aware of events, classes and exhibits at AADL

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

62% ..... Yes  
38% ..... No  
--- ..... Undecided/Refused



Key demographic groups that are NOT aware of the events, classes, exhibits and activities that AADL holds by percentages significantly higher than 38 percent included:

- 60 percent: Other libraries or no libraries the most used
- 56 percent: Libraries seldom/never used
- 54 percent: Pittsfield branch  
Age 50 and over without college
- 52 percent: Unsure about how AADL is funded
- 49 percent: Other areas outside of Ann Arbor  
Taxes for AADL too high
- 48 percent: Post HS technical education  
Men without college
- 47 percent: Says AADL part of local public schools
- 46 percent: Other areas outside of Ann Arbor and Pittsfield
- 45 percent: Unsure about taxes for local government/school services
- 44 percent: Men age 18 to 49  
Women without college
- 43 percent: Gets info from word-of-mouth  
Direct mail best method of communication  
All men
- 42 percent: HS or less education
- 41 percent: No children in household  
Age 18 to 49 without college

### **Nearly 3-in-4 family members attended events, classes and exhibits at AADL**

*Have you or a member of your family ever attended an event or activity offered by the Ann Arbor District Library?*

**N=311**

74% Yes

25% No

1% Undecided/Refused

**Of those attending events and activities, nearly 6-in-10 extremely 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 event or class you attended?*

**N=230**

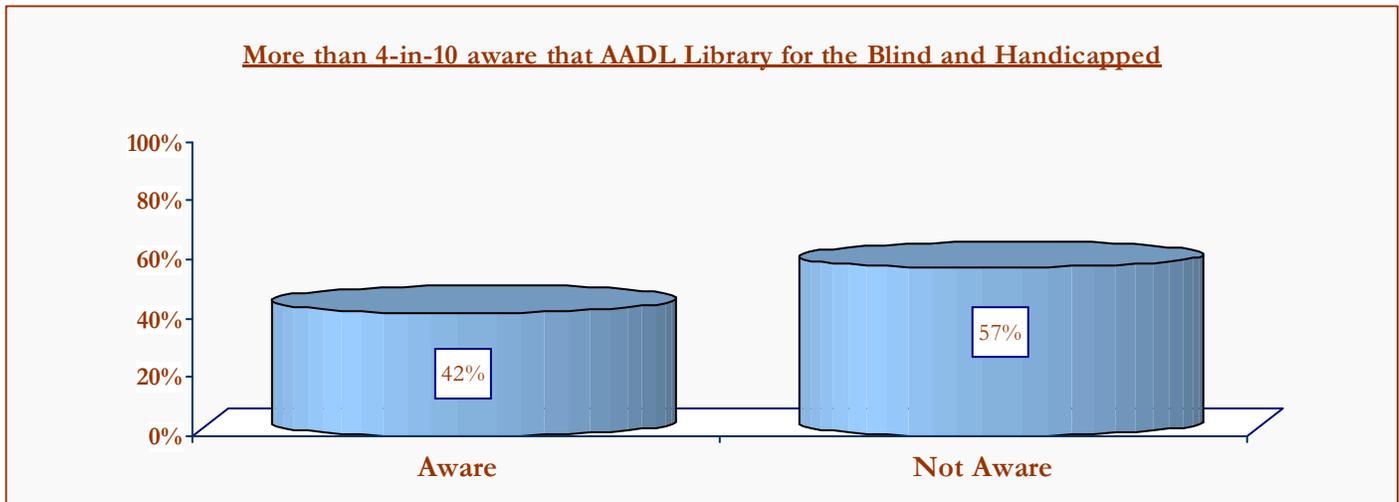
<b>SATISFIED</b>						
<i>NOT AT ALL</i>					<i>EXTREMELY</i>	<u>Undec/REF</u>
1%	1%	5%	33%	58%	2%	

**MEAN: 4.493**

**More than 4-in-10 aware that AADL is the Library for the Blind/Handicapped**

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

42% | Yes  
 57% | No  
 1% | Undecided/Refused



Key demographic groups NOT aware that AADL is the Library for the Blind and Handicapped by percentages significantly higher than 42 percent included:

- 71 percent: Age 18 to 34
- 70 percent: Children in 9<sup>th</sup> to 12<sup>th</sup> grades
- 68 percent: Pittsfield branch  
Uses AADL seldom/never
- 66 percent: Children in PreK  
Post HS technical education  
Men age 18 to 49
- 65 percent: Uses AADL a few times a year  
Age 18 to 49 without college
- 64 percent: Households with children  
Men without college
- 63 percent: Children in kindergarten to 6<sup>th</sup> grades  
Children in 7<sup>th</sup> or 8<sup>th</sup> grades  
Age 18 to 49  
College educated age 18 to 49
- 62 percent: Said AADL part of city government  
E-mail best method of communication
- 61 percent: Unsure of AADL funding source  
Taxes for AADL too high  
Other libraries or no libraries most used  
Incomes over \$100K

### **Just over 1-in-10 family members use Library for the Blind and Handicapped**

*Have you or a member of your family ever used the services provided by the Ann Arbor District Library for the Blind and Physically Handicapped?*

**N=212**

13% Yes

87% No

--- Undecided/Refused

## Over 8-in-10 users of the Library for the Blind and Handicapped are extremely 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 services provided by the Ann Arbor District Library for the Blind and Physically Handicapped?

N=27

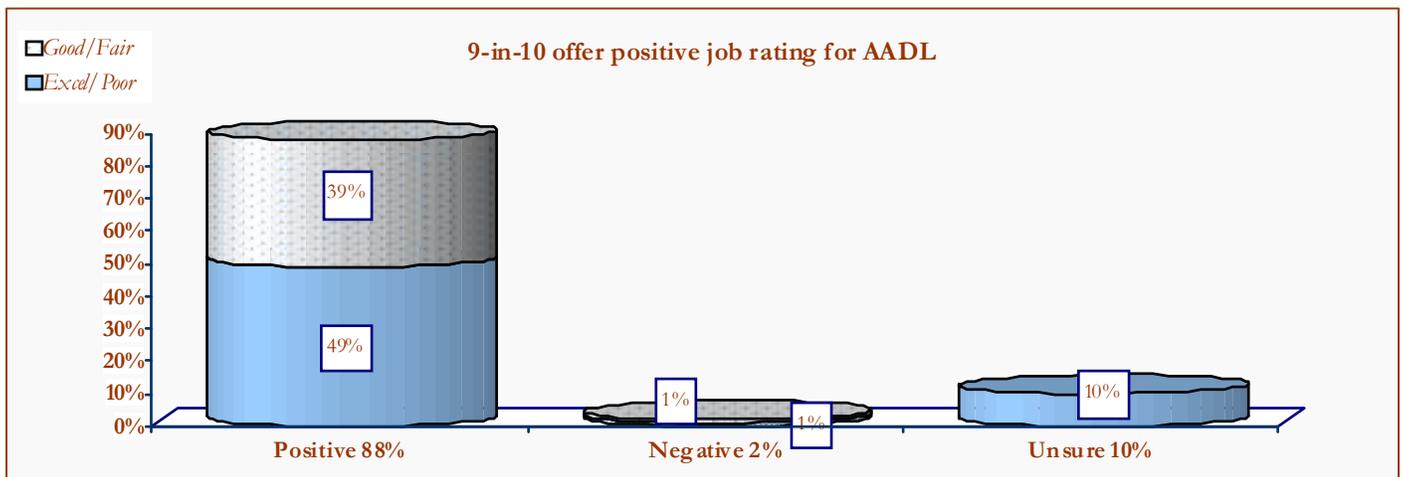
SATISFIED				
NOT AT ALL			EXTREMELY	Undec/REF
---	4%	---	11%	85%
				---

MEAN: 4.778

## Nearly 9-in-10 respondents offer positive job rating AADL

Thinking about the quality of the Ann Arbor District Library services, the collection of books, periodicals and other resource materials that are available, as well as the equipment, computers and other non-traditional services it offers, how would you rate the quality of the services and collection of books, materials and other offerings provided by the Ann Arbor District Library – would you give them a positive rating of excellent or pretty good, or a negative rating of only fair or poor?

- 49% Excellent
- 39% Pretty Good
- 88% TOTAL POSITIVE**
- 2% TOTAL NEGATIVE**
- 1% Just Fair
- 1% Poor
- 10% Undecided/Refused



## Why a handful of respondents offered negative rating

*Why did you offer a negative rating of (Just Fair/Poor) for the quality of the Ann Arbor District Library services and collection of books and other library materials? [WRITE COMMENT AS STATED]*

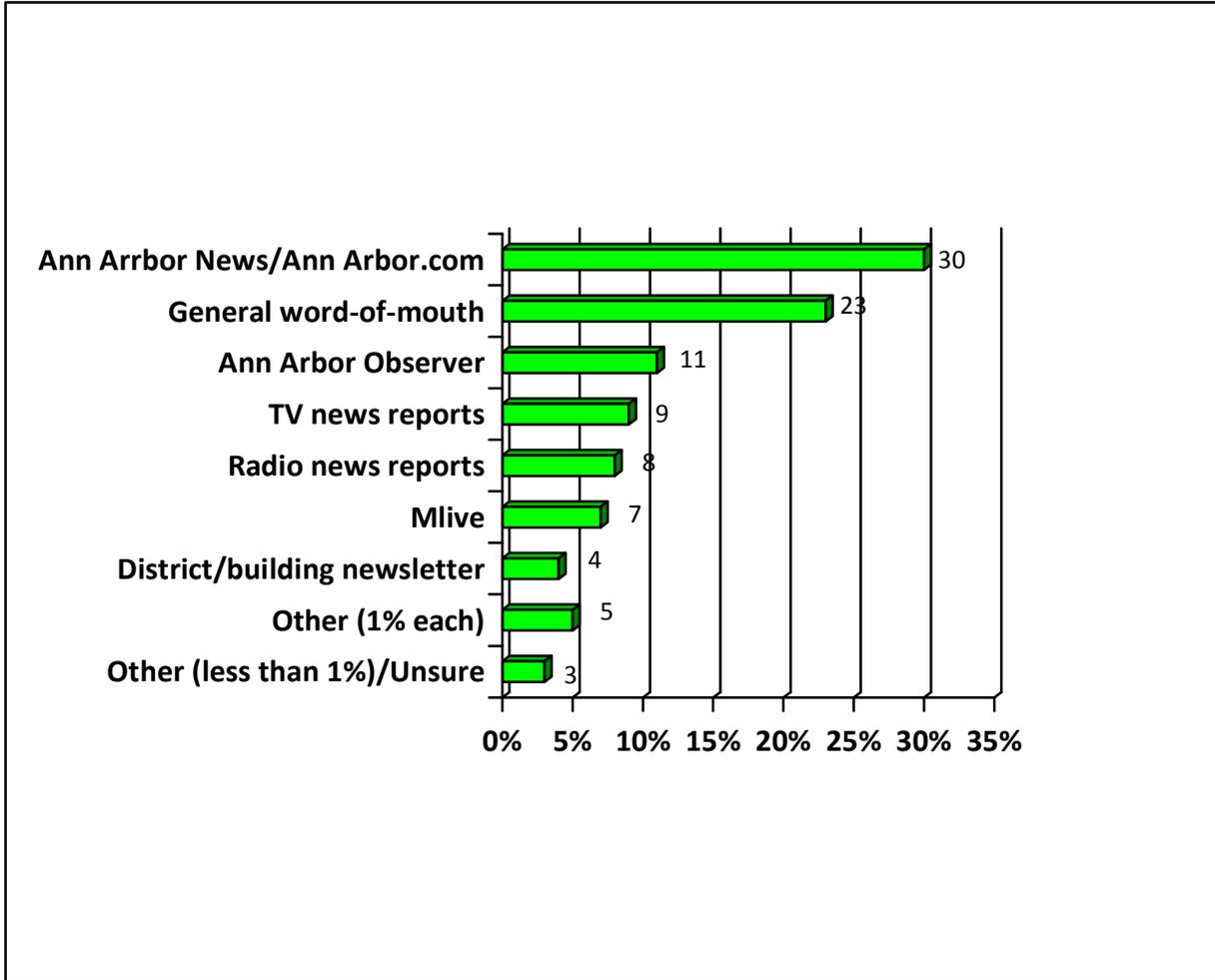
N=7

30%	Limited Book Selection
14%	Books Have Only One Copy Available
14%	Books Out of Date
14%	DVDs Damaged
14%	Need More Computers-Downtown
14%	Try to Do Too Much

## Ann Arbor News and word-of-mouth top sources of information

*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 OR WRITE IN UNDER 'OTHER' – PROBE WITH: 'Is there anywhere else?']*

30%	Ann Arbor News/Ann Arbor.com
23%	General word-of-mouth
11%	The Ann Arbor Observer
9%	Television news reports
8%	Radio news reports
7%	Mlive
4%	The <u>district</u> or building newsletters
1%	AADL Website
1%	Ann Arbor Chronicle
1%	At the Library
1%	Detroit Free Press
1%	Facebook / Social Media
3%	Other/Undecided/Refused



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