

**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](mailto:info@epicmra.com)  
website: [www.epicmra.com](http://www.epicmra.com)

# **Ann Arbor District Library**

## **Community survey on awareness and use of library facilities and services, and Attitudes toward potential ideas for capital improvements**

### **Executive Summary and Demographic Analysis**

- Educational
- Political
- Industrial
- Consumer
  
- Market
- Research
- Analysis

**March 2023**

# CONTENTS

<b>METHODOLOGY.....</b>	<b>1</b>
<b>EXECUTIVE SUMMARY .....</b>	<b>3</b>
Overview .....	3
AADL “User” Information .....	3
Downtown Branch .....	5
Sources of Information About AADL .....	10
<b>QUESTION-BY-QUESTION OVERVIEW AND DEMOGRAPHIC ANALYSIS.....</b>	<b>11</b>
Jurisdictional Distribution – Q. 02 .....	11
Post-secondary School Status – Q. 03 .....	11
Years of Residence in the Ann Arbor Area – Q. 04 .....	12
Length of Residency Preference – Q. 05 .....	13
Perception of State Taxes – Q. 06.....	14
Perception of Local Taxes – Q. 07 .....	15
AADL Quality of Service Rating – Q. 08 .....	16
Reasons for “Negative” Rating – Q. 09 .....	16
Perception of AADL Tax Level – Q. 10.....	17
Frequency of Library Access – Q. 11.....	18
Pandemic’s Effect on Current Library Use Behavior – Q. 12.....	19
Current Mode of Accessing AADL offerings – Q. 13 .....	20
Primary Branch for Physical Visitation – Q. 14.....	21
Comfort Level for Physically Visiting an AADL Facility – Q. 15 .....	21
Most Important Services – Q. 16 A/B.....	22
Interest in Personal Item Lending – Q. 17 .....	23
Lend, Borrow, or Both? – Q. 18 .....	24
Downtown Library – Renovate or Replace? – Q.17 .....	26
0.5 Mill Increase for Bond Funding - Q. 20 .....	27
0.25 Mill Increase for Bond Funding - Q. 21 .....	29
Self-Reported Tax Increase Tolerance – Q. 22 .....	31
Support/Opposition to Co-location Partnership – Q. 23.....	32
Housing-Type Preference in a Co-location Site – Q. 24.....	33
Information Sources – Q. 25 .....	35
Self-reported Best Way for AADL to Communicate – Q. 26.....	36

## METHODOLOGY

**EPIC ▪ MRA** administered live telephone interviews with 400 adult residents of the Ann Arbor Public School District. The interviews were conducted from February 18<sup>th</sup> through February 24<sup>th</sup> 2023, and included 70 percent cell phone participation.

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

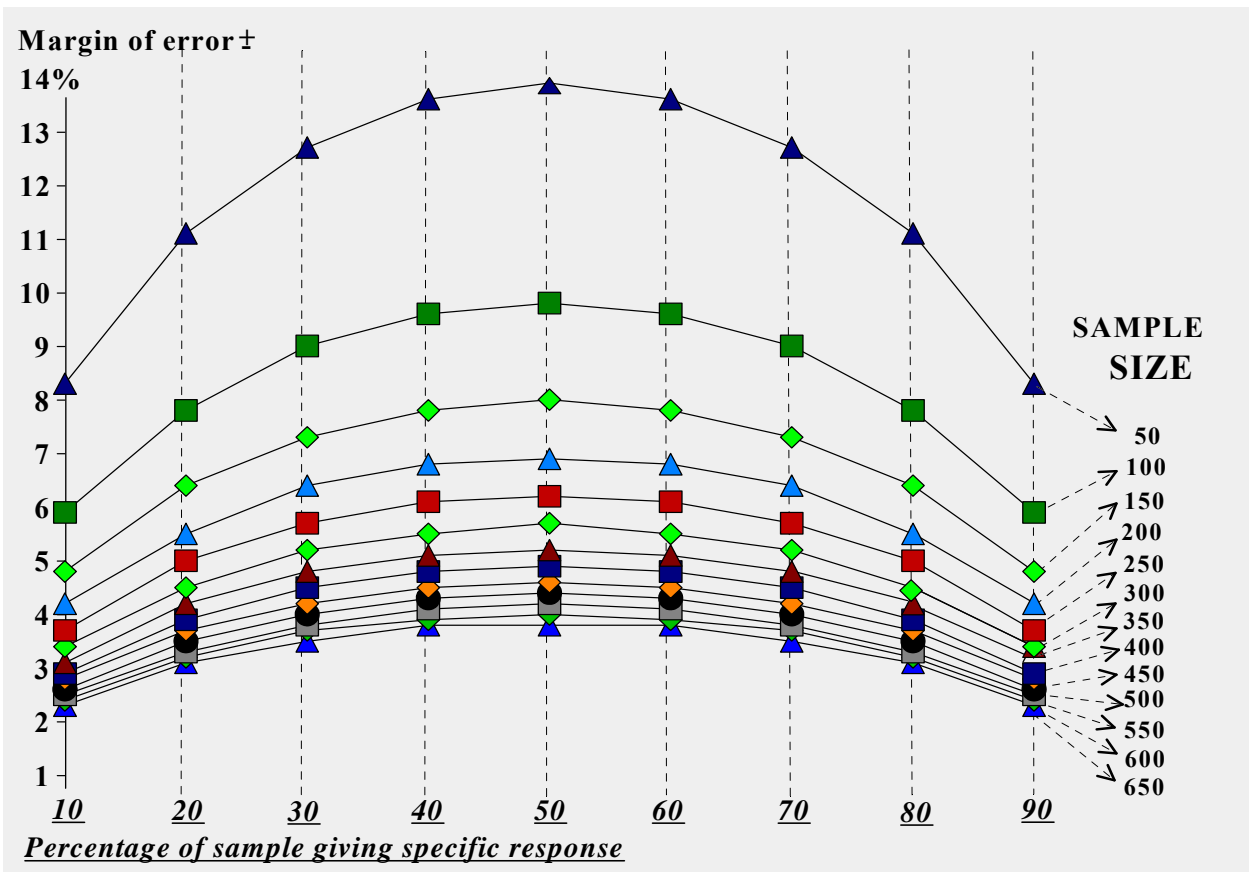
Generally, in interpreting survey results, all surveys are subject to error; that is, the results of the survey may differ from that which would have been obtained if the entire population was interviewed. The size of the sampling error depends on the total number of respondents asked a specific question.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

For example, respondents were asked which type of housing clientele should be focused upon if multi-housing units were included in a co-location partnership, 51 percent selected: *A mix of age and income residents*, from a recited list of five possible option choices (Q. 24). As indicated in the chart below, the survey had a sampling error of plus or minus 4.9 points. 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 55.9 percent and 46.1 percent, hence 50 percent  $\pm 4.9\%$ .

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

Percentage of sample giving specific response

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



## EXECUTIVE SUMMARY

### Overview

On some measurements, the respondents interviewed in this latest 2023 survey report attitudes and perceptions quite similar to those expressed by respondents in the four prior surveys dating back to 2012. For instance, AADL continues to receive a very high “Positive” rating for the quality of its services. In 2023, 82 percent of all respondents issue a “Positive” rating of *Excellent* or *Pretty good* versus only three percent issuing a “Negative” rating of *Just fair* or *Poor*. While not the highest Positive rating recorded, it does exhibit a tie for the highest *excellent* portion at 59 percent.

Similarly, at just 14 percent reporting *Too high*, the vast majority of area residents continue to perceive the taxes levied to support AADL as rendering value. This is especially noteworthy in light of the near doubling of that proportion of “too high” expressed when the perception of state taxes is considered and the higher yet result from the test of the perception regarding local tax levels. The 35 percent Total “Too high” (17 percent *Much* + 18 percent *Somewhat*) in the local tax perception question is the highest recorded in the five surveys conducted so far and one of the plausible reasons for the less-than-enthusiastic reception given the hypothetical millage election proposals tested later in the survey.

### AADL “User” Information

In the 2023 survey, 72 percent of all respondents reported accessing an AADL service *at least once or twice in the past few years*. Due to a change in both wording and placement of this question in the latest survey, direct comparisons to prior surveys’ measurements of respondent library “use” is necessarily imprecise. That difference notwithstanding, the 2023 result on this inquiry about accessing AADL services reveals a proportion notably lower than three of the last four surveys testing the issue.

Perhaps in anticipation of such an outcome, the frequency-of-use question is immediately followed by questions asked of those who reported even very infrequent “use” of AADL services about what effect, if any, pandemic-induced precautions about visiting public places had on their current behavior. While a strong 60 percent majority of these qualified respondents reported the pandemic . . . *had not affected* their current AADL service access behavior, two percent were Undecided on the topic and 3 percent reported *Increased use overall*. The 35 percent remainder reported one of three different permutations of altered use, including *Fewer physical visits* (17

percent), *More on-line use* (10 percent), and both, *Fewer physical visits AND more on-line use* (8 percent). Even though the results of this question do not lend themselves to a tight equivalency, the results clearly signal the pandemic had an impact on library user behavior which may help explain the drop in overall “use” measured in the preceding question.

Fleshing out the prior question’s inquiry into how the pandemic influenced respondents’ current access behavior, the next question directly quantifies how respondents currently access AADL services. The results of this inquiry reveal over six-in-ten (61 percent) access services at least mostly *In-person*, with another 22 percent reporting accessing services *Equally via On-line and Physical visits*. The remainder of respondents – 15 percent – reported accessing AADL services at least *Mostly on-line*.

Rounding out this line of questioning, respondents reporting use of AADL are asked how comfortable they are “today” about physically visiting one of the District’s library facilities. In response, 84 percent reported *Very* comfortable, with another 14 percent voicing a more reticent *Just Somewhat comfortable* response. Only 2 percent of these respondents selected the *Not Comfortable at All*, option. The 2023 survey also mirrored the results of prior surveys in showing the Downtown, Westgate, and Malletts Creek branches as the most visited facilities, in that order, capturing approximately three-quarters of all responses. Access to books continues to dominate as the most important service provided by AADL, being cited by a 54 percent majority out of the over 25 separate service categories coded for the responses to this open-ended question.

Two other questions new for the 2023 survey began by reminding library user respondents that AADL makes requesting pick-up of a collection item quite simple. It then asks the level of interest in expanding this pick-up service to include items from the personal collections of other residents. In response, an even two-thirds reported interest in this service if instituted, with just under one-third reporting no interest at all.

In a follow-up question among those expressing an interest in a private collection lending arrangement, qualified respondents (N=188) were asked if they were more likely to *Share* items, *Borrow* items, or *Both*. A strong 65 percent majority indicated they would be most likely to both share and borrow, just over one-quarter indicated they were most likely to borrow only, two percent share only, with the remainder being undecided or indicating a need to have greater detail.

**Downtown Branch**

Six questions specific to the AADL Downtown Branch physical plant were posed in the 2023 survey to all 400 survey respondents, each aimed at measuring respondent sentiment toward possible options to improve/replace the facility. This battery of questions began by telling respondents that like all taxpayer funded entities, AADL periodically conducts facility assessments, but there is currently no specific plan for Downtown Branch capital improvements.

As a prelude to the first question in the battery, respondents were informed the downtown facility opened in 1957 and was expanded in 1974 and again in 1991 but there is no longer any space available for expansion, leaving rearrangement and enhancement of space as the only options for the existing facility. Following this recitation and being requested to put aside any cost benefit consideration, respondents were asked which of two options – Replacement or Renovation – they would rather see happen on the downtown site. A 55 percent majority opted for the *Renovation of the original structure* option compared to 23 percent who opted for the *New Building on the same site* alternative, with 18 percent Undecided and 2 percent volunteering the response, *Depends*.

The interview then moved on to test support for specific new construction bond millages. Inquiry into the hypothetical proposals was preceded by informing respondents of AADL's current 1.8 mill levy and stressing that this assessment is used exclusively for the district's operations. Both the prelude to the millage amount questions and the explanation of the existing operational millage provided examples of what the respective millage rates translated into as a portion of an annual tax bill levied on a home with a market value of \$400,000.

In the first hypothetical millage test, respondents were presented with the idea of a 0.5 mill increase for 30 years to fund bonds to construct a new \$70-\$75 million downtown branch. They were then asked if they would *Support* or *Oppose* AADL pursuing such a ballot question request. The intensity of expressed support or opposition was measured by offering respondents the gradations of *Strongly* and *Just Somewhat*. Overall Total Support for the 0.5 mill question was 57 percent but less than half of this total (23 percent) was of the more ardent, *Strong* variety. Total opposition was recorded at 36 percent, with two-thirds of this sentiment (24 percent) being held *Strongly*.

For those respondents who Opposed or were Undecided on the 0.05 mill hypothetical ballot question, a follow-up asked if they would support a 0.25 mill increase to help fund a new

downtown library. The results for this “scaled-back” request, when combined with the Supporters in the 0.5 mill test found a dramatic increase in Total Support, rising 19 points to 76 percent. However, this total contained just 28 percent of the *Strong* stripe, representing a smaller proportion of the total than in the 0.5 test.

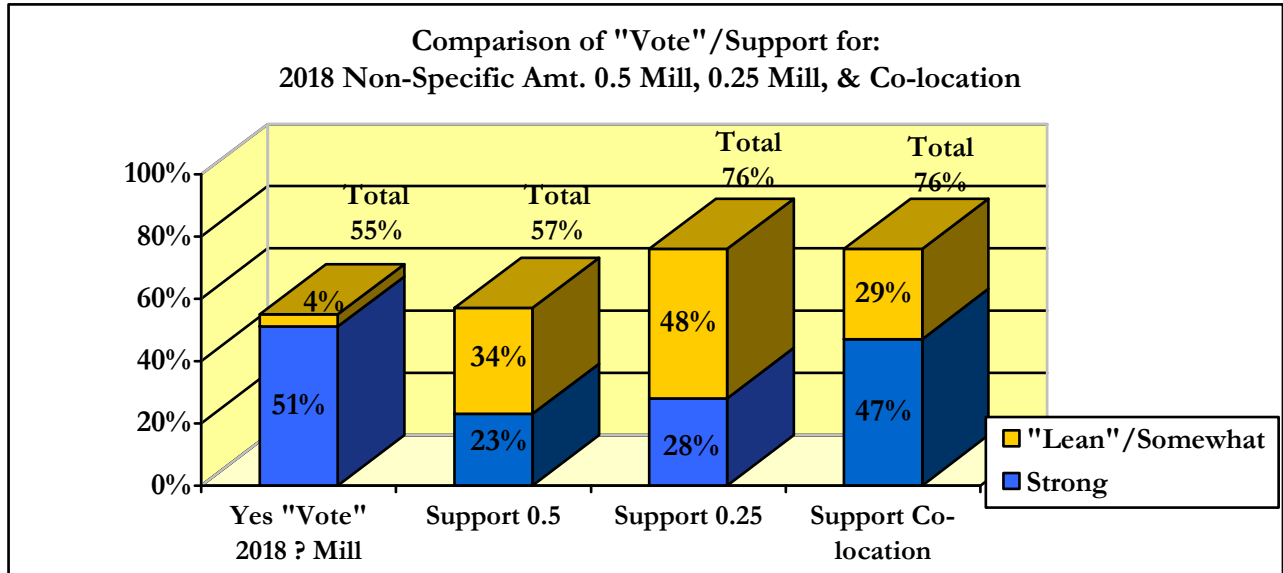
The 94 respondents who reported Oppose or were Undecided in the 0.25 test were asked what the highest annual library tax dollar increase amount they would support to fund improvements at the downtown branch. The open-ended responses ranged from *None* (63 percent) to \$100, with 30 percent Undecided. This resulted in a mean annual dollar amount of \$4.54 that the 0.25 mill opponents would support.

All respondents were next given a brief description of the concept of co-location which is used to offset and even eliminate the need for a tax increase to fund new library construction. The description noted that other U.S. cities have already used the concept and the typical “other” use was for multi-unit housing on the upper levels. Respondents were then asked if they would Support or Oppose AADL exploring the co-location concept to minimize cost to taxpayers for a new downtown library. In response, 76 percent Total Support was recorded, with well over half of that total (47 percent) coming in the form of *Strong* support.

In the final question on the topic, respondents were asked which of five recited clientele-types should be the focus of the housing developed if it were part of any co-location scenario used to fund construction of a new library. A 51 percent majority opted for the *Mix of age and income residents* possibility, 18 percent selected *Low income*, and 10 percent landed on *Seniors*. With 9 percent Undecided and 4 percent volunteering *Does not matter* on the question, the remaining two clientele-types captured the remaining 9 percent.

Throughout this description of the possible options tested in the survey, emphasis has been placed on what proportion of “Total Support” for any of them is represented by the more reliable expression of *Strongly* [support] reported by respondents. It is also worth noting that the most recent earlier survey conducted in 2018 tested a hypothetical millage increase of a non-specified amount for the purpose of *construction or improvements*. In that test five years ago, a 55 percent majority of Total Yes “vote” was recorded, nearly all of it, *Strong*. An efficient way to juxtapose the comparison is illustrated in the graph, below:





Based on the comparison of the strength of support among the proposals illustrated above, it would appear that community enthusiasm for approving a millage to fund a construction of new library has waned considerably since 2018. Evidence of this is found in the comparatively *Strong* Yes “vote” found in the 2018 test. It is also indicated in the considerably higher *Strong* support reported for pursuing a co-location option (described as eliminating or substantially reducing the need for a new tax) compared to the support expressed for the hypothetical increases of 0.5 mills and 0.25 mills tested in 2023. Based on the tax increase requests AADL district voters have experienced in the past several elections, this observation can be justified. The list below shows some of the issues that have recently been on the local ballot:

Year	Sponsor	Proposal	Result
2019	AA Public Schools	3.5 mill increase for \$1billion in bonds	Approved - 53%
2020	AA City	1 mill increase for Affordable Housing	Approved – 73%
		0.2 mills for Sidewalks	Approved – 63%
		2.125 mills for Streets and Bridges	Approved – 75%
2022	AA Transit Authority	1.7 mill increase for Public Transit	Approved – 61%
	AA City	1 mill increase for Climate Action	Approved – 71%

With a total of 9.525 additional mills from the provided examples having been approved since 2019, Ann Arbor City residents have seen taxes on an average taxable home value of \$200,000 increase by over \$1,900 annually. It is difficult to question why this circumstance would not be at least partially responsible for the lack of enthusiasm demonstrated by

respondents when presented with a question of supporting another millage request for a new library.

In nearly all other EPIC ▪ MRA surveys where the juxtaposition is made, state government far exceeds the local government in residents' perception of whether their taxes are "too high" in return for services received. The point is raised only because, as noted, local taxes are viewed as being more onerous by the 2023 survey respondents than state taxes or the AADL-specific operational levy when isolated for individual consideration; to the extent residents lump AADL's bond funding requests with perceptions of all other local government taxes, the association could well serve to erode support for the millage questions posed in the 2023 AADL survey.

One could also reasonably assert that the disparate margins of approval for the items listed above are a function of their perceived respective utility to individual voters. For instance, the lowest Yes vote margins in the recent local millage elections are for capital acquisitions by existing entities, such as school buildings and buses – which have lower widespread community use – whereas the larger margins of approval are for less tangible and/or more widely used capital expenditure purposes. To the extent new library construction would fit more closely with a request of the former-type example; this too, could explain the more tepid response measured in the survey. The foregoing observations notwithstanding, there are important differences concerning the comparisons of the 2018 and 2023 library millage results to be considered.

First of all, the demonstrably stronger results for the bond millage request tested in 2018 is, in part, because the question was intentionally amorphous. The question was designed as a broad measure of support for a possible millage request to, *renovat[e], replac[e] or . . . a combination . . . to improve the condition and expand the usable space*, of the downtown branch. Importantly, a specified millage rate increase was not provided for respondents to consider so they could not be given an example of what such a request would mean in an annual dollar amount tax increase. With this being the case, respondents' focus was on support for spending an unspecified amount on something involving the Downtown Branch. This lack of specificity also helps account for 9 percent volunteering a response of *Depends*, in addition to the 5 percent "Undecided" recorded in that question.

In contrast to the 2018 test, the 2023 survey tested two specific millage rate increase proposals, with consequent property tax dollar amount increases noted. These questions also

made it clear that the bond request would be designated to pay for construction of a new downtown facility rather than leave the precise disposition of any approved funding open to respondent interpretation. On this latter point, the 2023 survey millage questions are immediately preceded by a direct question about respondent preference between New Construction versus Renovation for the downtown facility.

As noted earlier, 55 percent of respondents selected the Renovation option over the 23 percent selecting the Replacement selection choice. It is possible the strength of the 2018 unspecified millage rate question results was due not only because a firm price reference was not provided, but also each Yes “voter” was free to presume their own preferred purpose to which the bond funds would be put – that is, for new construction, refurbishment or a combination of them. To this point, the following chart lists the 2023 respondent subsets selecting Renovation in proportions significantly above the norm, with those subsets proportion of Total Support for the respective millage tests. Those subsets falling below the overall Total Support in either or both of the millage increase questions are in **bold**.

<i>N-size</i>	<i>Renovate 55%</i>	<i>Prefer Renovation over Replacement by significantly higher than 55% - Q 19 Sorted Highest to Lowest</i>	<i>0.5 Total Support - 57%</i>	<i>0.25 Total Support - 76%</i>
75	73%	<b>0.25 Mill – Oppose</b>	<b>0%</b>	<b>0%</b>
144	72%	<b>0.5 Mill – Oppose</b>	<b>0%</b>	<b>45%</b>
55	70%	<b>AADL Taxes – Too high</b>	<b>17%</b>	<b>42%</b>
49	68%	<i>Q.4 Residency 0-3 Yrs.</i>	72%	88%
87	66%	<i>Q. 5 Plan to Move Next Couple Yrs.</i>	58%	80%
45		<b>Under \$50K h.h. income</b>	<b>47%</b>	<b>76%</b>
100	65%	<i>Age 18-34</i>	65%	90%
108	64%	<b>State Taxes – Too high</b>	<b>43%</b>	<b>63%</b>
50	63%	<i>Pvt. Lending Use – Borrow Only</i>	62%	83%
73		<b>Most Used Lib. – Downtown</b>	<b>52%</b>	<b>71%</b>
64	62%	<i>AA Ward 3</i>	75%	83%
142		<b>Local Taxes – Too high</b>	<b>39%</b>	<b>60%</b>
113		<i>Women 18-49</i>	63%	84%
89	61%	<b>Interest in Pvt. Lending – Not at all</b>	<b>51%</b>	<b>72%</b>
70		<i>Q. 30 Will Remain 1-4 Yrs.</i>	59%	81%
101	60%	<b>Library Use – 1 or 2 past few yrs.</b>	<b>54%</b>	<b>80%</b>
77		<i>Interest in Pvt. Lending – Very</i>	59%	84%
72		<b>Co-location – Oppose</b>	<b>42%</b>	<b>64%</b>
49		<b>Child’s Grade – 9<sup>th</sup>-12<sup>th</sup></b>	<b>53%</b>	<b>76%</b>
97	59%	<i>Info Source – AA Observer</i>	64%	82%
220		<i>Age 18-49</i>	65%	82%

In all the dissection of the data involving approval of more bond funding for the downtown facility, it is important not to lose sight of the fact that overall Total Support for the 0.5 mil hypothetical request stood at a majority 57 percent and an even more impressive 76 percent for the 0.25 mill proposition. While the strength of conviction in both the results is of concern, they still signal receptivity toward funding efforts to address the physical plant deficiencies of the Downtown Branch. Moreover, comparisons to the 2018 results, for the reasons outlined above, are not dispositive of the existence of a drastic decline in community support. What is clear is there is likely some fatigue among taxpayers for millage increase requests and, absent compelling demonstration of need, enthusiastic support for a library bond millage request may be difficult to generate. The latter point being validated in the comparison of strong support between the 0.25 request and that found in the question about AADL pursuing a co-location option with its attendant promise of lower taxpayer contribution.

#### **Sources of Information About AADL**

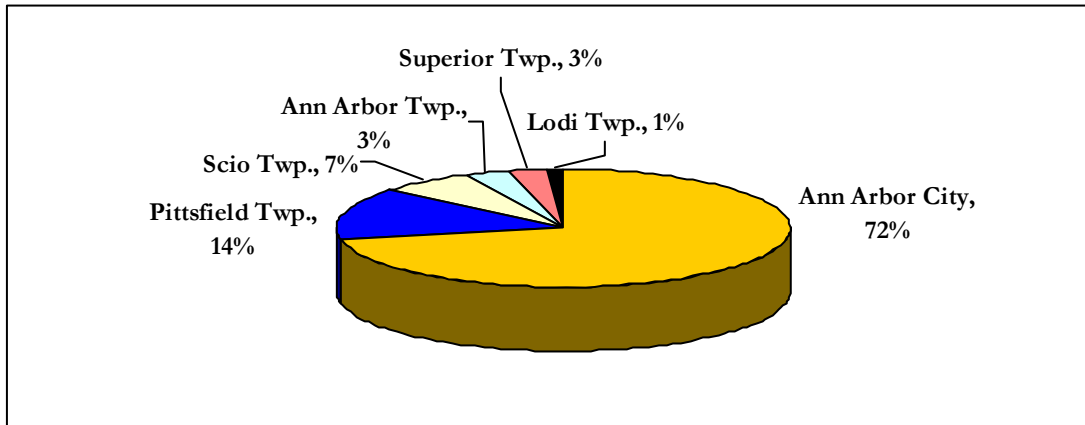
Currently, 39 percent plurality of respondents report receiving most of their information about AADL via “newspapers” such as *MLive/Ann Arbor News* and/or *Ann Arbor Observer*, with another 30 percent citing the arguably related categories of *Word-of-mouth* and *Social Media*. This reliance on web-based news and electronic communication continues a trend observed from prior AADL surveys. Other most often cited sources are *Television*, *Radio*, and *AADL/Library newsletters*, combining to capture another 17 percent of responses.

In a follow-up question asking respondents to identify the best way to communicate to them about AADL, a very strong plurality of 44 percent named *E mail*, with other Internet-based sources (e.g., AADL Website, Social Media, MLive, etc.) garnering 24 percent, and print material such as newsletters and flyers receiving 15 percent of responses.

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

**Jurisdictional Distribution – Q. 02**

The following pie chart illustrates the self-reported jurisdictional distribution of the sampling:



Due to the relatively small N-sizes of the non-Ann Arbor City jurisdictions, comparative individual jurisdictional subset analysis would be uninformative. Instead, reviews “Ann Arbor residents” and “Non-Ann Arbor residents” are usually the basis for analysis of subsequent questions.

**Post-secondary School Status – Q. 03**

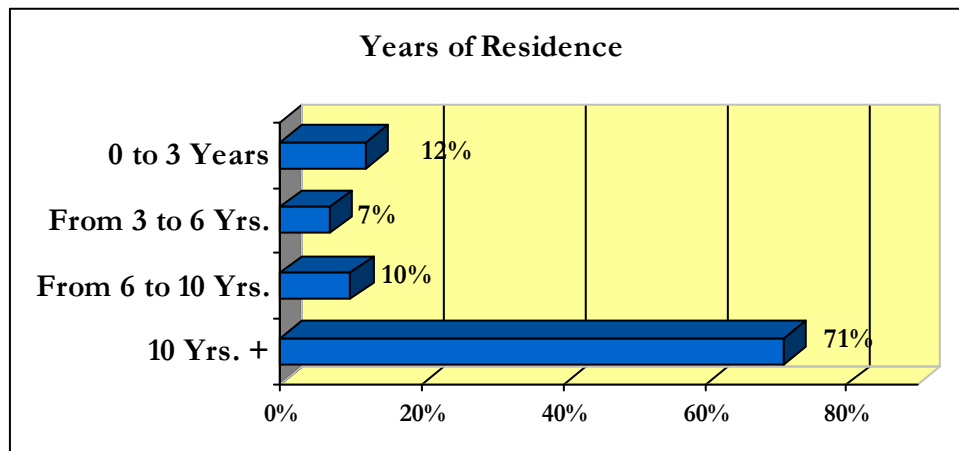
Respondents are asked if they are currently enrolled in either university or community college classes. The following results from the 2023 survey are very similar to those recorded in each of the biennial surveys taken since 2014.

6%	Classes at a university
1%	Classes at a community college
<b>7%</b>	<b>Total taking college courses</b>
93 %	Not taking any college classes
---	Undecided/Refused

*A demographic breakdown of the 28 individuals reporting being enrolled in a post-secondary institution would be unproductive.*

### Years of Residence in the Ann Arbor Area – Q. 04

Over eight-in-ten respondents report having lived in the area for 6 years or longer, with over seven-in-ten reporting living locally for over 10 years.

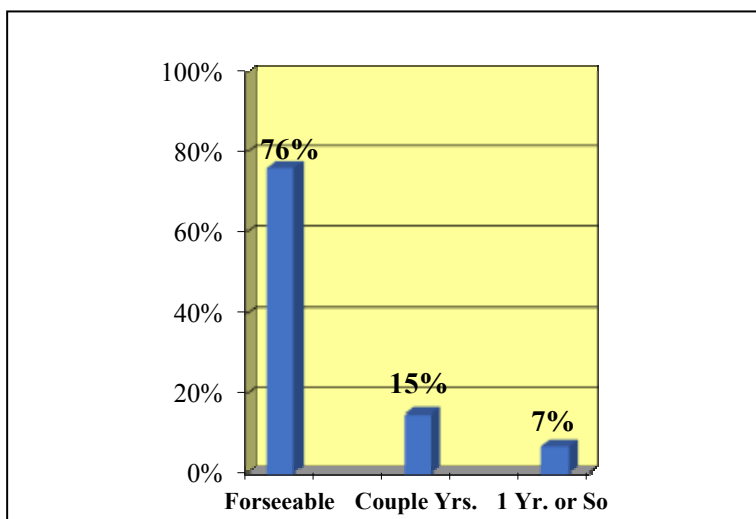


Subsets reporting “Ten Years or More” in proportions significantly higher than the norm of 71 percent included:

Percentage	Subset	N-size
93%	Age 65+	88
90%	Women 50+	99
86%	Age 50-64	92
84%	Lib. Visitation -- Weekly	79
	Child's grade 9-12 <sup>th</sup>	49
83%	Info source – Radio	48
82%	AADL Taxes – Too high	55
	Preference for Downtown – Replace	94
	0.25 Mill – Oppose	75
80%	Child's grade 7-8 <sup>th</sup>	42
79%	Pvt. Lending Interest – Somewhat	111
	Co-location – Oppose	72
78%	Current Lib. Use – On-line	42
	Most Used Lib. – Mallett Creek	59
	Most Used Lib. – Westgate	62
77%	AA Ward 1	51
	Local Taxes – Too high	142
	Pvt. Lending Use – Borrow Only	50
76%	MI Taxes – Too high	108

### Length of Residency Preference – Q. 05

Respondents were next asked how long they would prefer to remain in the Ann Arbor area and were presented with a recitation of three length-of-stay options. Just over three-quarters reported an interest in staying, *for the foreseeable future*, instead of the other two options that offered either, *next couple of years, but intend to move*, and . . . *leaving in the next year or so*. The following graph illustrates the distribution of responses:

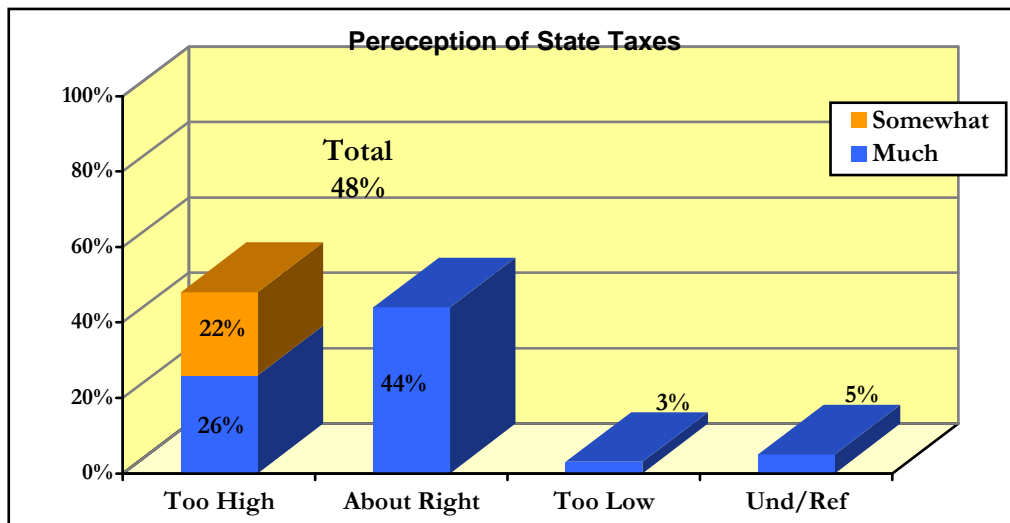


Subsets reporting “Foreseeable future” in proportions significantly higher than the norm of 76 percent included:

Percentage	Subset Description	N-size
95%	Q. 30 Intent to Stay in Area -- Indefinitely	241
90%	Info source – Radio	48
	Age 65+	88
88%	Pvt. Lending Interest – Somewhat	111
86%	\$100-\$150K h.h. income	69
85%	AA Ward 5	63
	Q.4 Residency 10 Yrs.+	283
84%	Men	188
	Age 35-49	120
83%	Current Lib. Use – In-person	177
	Preference for Downtown – Undecided	88
	Age 50+	180
82%	Lib. Visitation -- Monthly	109
	Pvt. Lending Use – Borrow Only	50
	Child’s grade 9-12 <sup>th</sup>	49
81%	Not Attending Post Secondary	372
	Lib. Visitation re: COVIC – Changed it	109
	Preference for Downtown – Replace	94
	Children at home? – Yes	149
80%	Local Taxes – About right	224
	Most Used Lib. – Malletts Creek	59
	Most Used Lib. – Traverwood	40

**Perception of State Taxes – Q. 06**

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



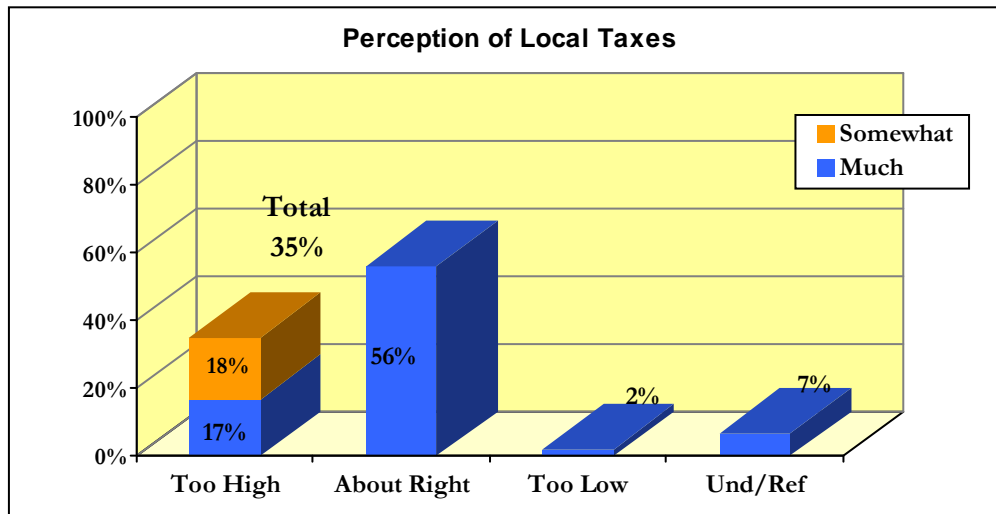
*Subsets reporting “Too high” in proportions significantly higher than the norm of 27 percent included:*

Percentage	Subset	N-size
50%	AADL Taxes – Too high	55
	0.25 Mill – Oppose	75
49%	Local Taxes – Too high	142
40%	0.5 Mill – Oppose	144
39%	Under \$50K h.h. income	45
36%	Co-location – Oppose	72
	Info Source – TV	55
35%	Lib. Visitation -- Never	111
33%	Info Source – Social Media	90
	Age 50-64	92
32%	AA Ward 1	51
	AA Ward 3	64
	Most Used Lib. – Downtown	73
	Preference for Downtown – Renovate	218
	Women 50+	99



**Perception of Local Taxes – Q. 07**

The proportion of respondents reporting their local taxes as being “Too high” had remained under 30 percent from its previous 2012 high of 33 percent through 2018’s level of 29 percent. The 2023 measurement marks a new high in the five-survey timeline, coming in at of 35 percent.

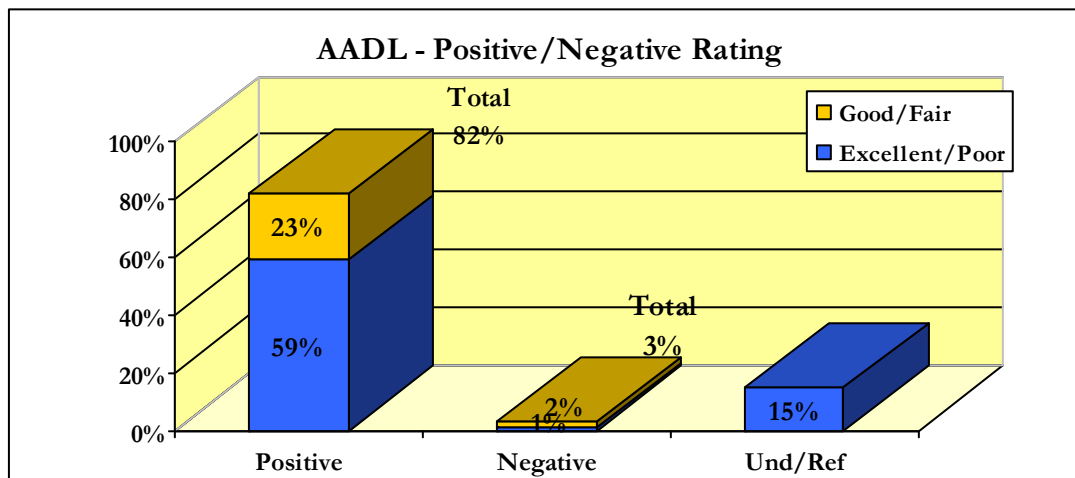


Subsets reporting “Too high” in proportions significantly higher than the norm of 29 percent included: (subsets in **bold** also appeared in the “Local taxes too high” survey demographic breakout.)

	N-size
66% <b>AADL Taxes – Too high</b>	55
64% <b>State taxes – Too high</b>	108
0.25 Mill – Oppose	75
52% <b>Age 50-64</b>	92
51% <b>0.5 Mill – Oppose</b>	144
48% <b>AA Ward 2</b>	46
45% <b>Women 50+</b>	99
43% <b>Info Source – TV</b>	55
<b>Child’s grade K-6<sup>th</sup></b>	67
42% <b>AA Ward 1</b>	51
<b>Lib. Visitation -- Never</b>	111
<b>Co-location – Oppose</b>	72
<b>Age 50+</b>	180
40% <b>Preference for Downtown – Renovate</b>	218

### AADL Quality of Service Rating – Q. 08

Respondents are asked to issue a “Positive” or “Negative” rating for the quality and quantity of services AADL provides. The ratings are further subdivided by asking the respondent to indicate the intensity of their rating by applying the terms *Excellent* or *Pretty good* for Positive, and *Just Fair* and *Poor* for “Negative”. A mere 3 percent issued a Negative rating on this question.



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

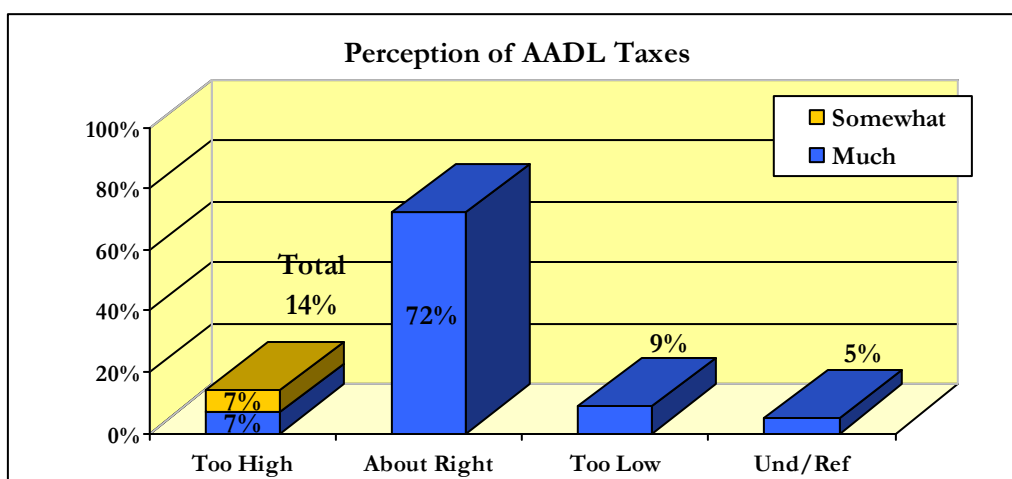
	N-size
46% Lib. Visitation – Never	111
40% Q.4 Residency 0-3 Yrs.	49
34% AADL Taxes – Too high	55
29% Age 18-34	100
Q. 30 Will Remain 1-4 Yrs.	70
28% Under \$50K h.h. income	45
25% Post H.S. Education	65
24% Non-Ann Arbor Residents	113
Men 18-49	107
23% Q. 5 Intend to Move after 1-2 Yrs.	87
21% 0.25 Mill – Oppose	75
Info Source – Social Media	90
20% AA Ward 2	46

### Reasons for “Negative” Rating – Q. 09

With a Total Negative rating of 3 percent, just 15 respondents qualified to be asked a follow-up question asking them to identify their rationale for issuing it. Six of these fifteen cited a perceived lack of selection and topics available, with the nine remaining respondents scattering across six other specific reasons.

**Perception of AADL Tax Level – Q. 10**

As with the questions about state and local taxes earlier in the interview, respondents were asked if they believed that AADL taxes are *Too high*, *Too low* or, *About right*, for what is delivered in services. Unlike the previous questions, the request for response followed a description of AADL’s governing structure, a recitation of the current millage assessment dedicated to the operations of all AADL branches, and an example of what the AADL millage levy translates into as an annual property tax on a home with a market value of \$200,000. As can be seen in the graph below, the proportion of respondents reporting the AADL as being “Too high”, is by far the lowest of the three taxing authorities tested in the survey.

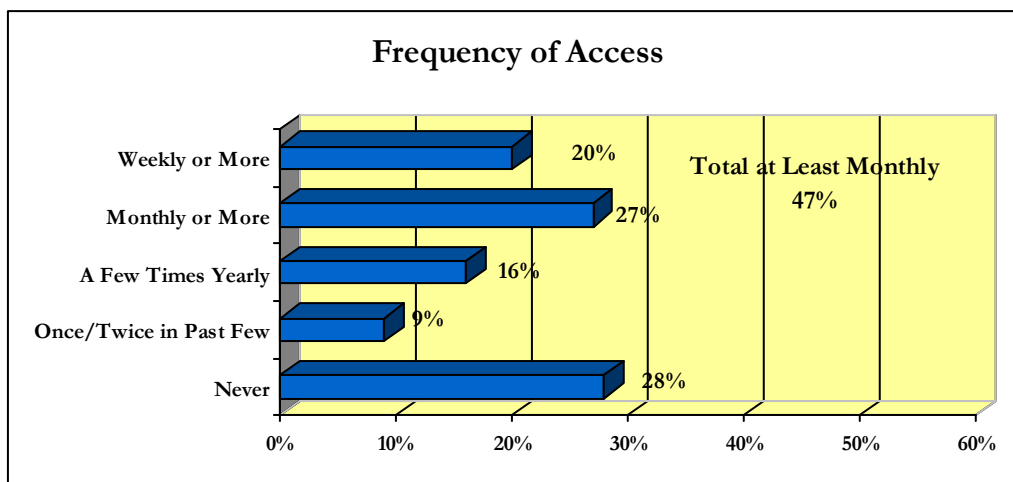


Subsets reporting “Too high” in proportions significantly higher than the norm of 14 percent included: (subsets in **bold** also appeared in the “State taxes too high” AND “Local taxes too high breakout.”)

Percentage	Subset	N-size
40%	0.25 Mill – Oppose	75
32%	AADL rating – Undecided	59
30%	0.5 Mill – Oppose	144
26%	State taxes – Too high	108
	Local taxes – Too high	142
25%	Lib. Visitation -- Never	111
24%	Co-location – Oppose	72
23%	AA Ward 4	63
21%	Age 50-64	92
20%	Non-Ann Arbor residents	113
	Post H.S.	65
19%	Info Source – TV	55

### Frequency of Library Access – Q. 11

Respondents were next asked to report how often they or member of their household accessed AADL services *over the past few years*, either by visiting in person or on-line. They were then offered the choices of; *At least once a week, About once a month or more, A few times a year, Once or twice in the past few years* or, *Would you say your household has never accessed AADL’s services in the past few years*. As the graph below demonstrates, a plurality of respondents (47 percent) reported accessing library services at least once a month, with 28 percent reporting *Never* having done so in the past few years.



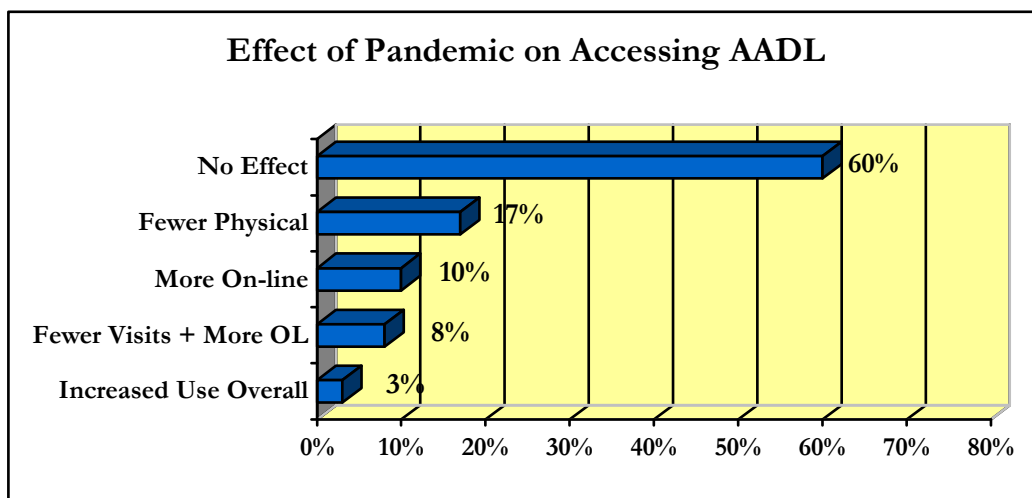
Subsets reporting “Never” in proportions significantly higher than the norm of 28 percent included:

Percentage	Subset	N-size
87%	AADL rating – Undecided	59
55%	Post H.S.	65
50%	AADL taxes – Too high	55
46%	Q.4 Residency 0-3 Yrs.	49
42%	Preference for Downtown – Undecided	88
	Age 18-34	100
	Under \$50K h.h. income	45
38%	Non-Ann Arbor Residents	113
	Co-location – Oppose	72
36%	State taxes – Too high	108
	Info source -- Television	55
	\$50-\$100K h.h. income	84
35%	Children at home? – No	251
34%	Q. 5 Plan to Move Next Couple Yrs.	87
	0.25 Mill – Oppose	75
	Info source – Social Media	90
	Will Remain 1-4 Yrs. Q. 30	70
	Men 18-49	107
33%	Local taxes – Too high	142

**Pandemic’s Effect on Current Library Use Behavior – Q. 12**

For those respondents reporting accessing library services at least once or twice in the last few years, a series of eight subsequent questions were presented. The first of these library “visitor” questions sought to determine what effect, if any, the COVID 19 pandemic has had on the way patrons currently access AADL offerings. After a brief re-cap of how, for many, the pandemic altered behavior about visiting public places, respondents were asked whether the public health concern altered the way their current behavior toward availing themselves of AADL services.

The 289 respondents qualifying to be asked the question were presented with the response options of: *Has not affected current behavior*, *Fewer physical visits*, *More on-line use*, *Both fewer physical and more on-line*, and *Increased overall use*. As the following graph shows, a total of one-quarter of library “visitors” (a combination of 17 percent straight fewer visits and 8 percent fewer visits/more on-line) report currently making fewer physical visits to a library due to the pandemic.



Subsets reporting “Fewer Physical Visits” in proportions significantly higher than the norm of 17 percent included:

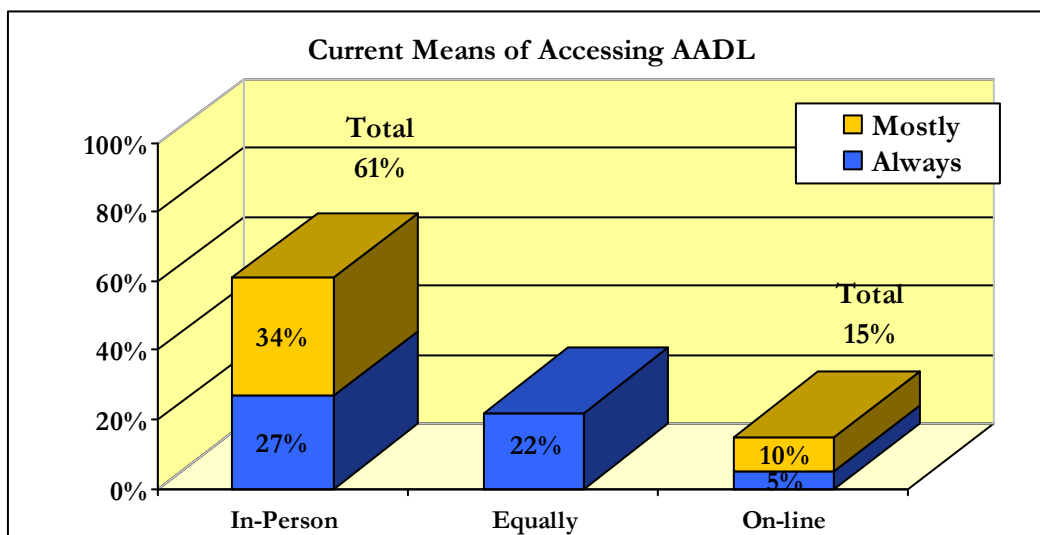
Percentage	Subset Description	N-size
44%	Q. 12 Changed vs. No-effect – Changed	109
26%	Info Source – AA Observer	74
23%	AA Ward 1	38
	Co-location – Oppose	45
22%	Non-Ann Arbor Residents	71
	Most Used Lib. – Traverwood	40
	\$100 - \$150K h.h. income	58

Subsets reporting “Fewer Visits Plus More On-line” in proportions significantly higher than the norm of 8 percent included:

	N-size
22% AA Ward 4	45
Q. 12 Changed vs. No-effect – Changed	109
Q. 13 Current Practice – On-line	42
17% Preference for Downtown – Replace	74
16% Info Source – Social media	60
15% Q. 13 Current Practice – Both equally	65
13% Q. 30 Will Remain 5-20 Yrs	61
12% Pvt. Lending Interest – Somewhat	111
Most Used Lib. – Westgate	62
Co-location – Oppose	45
\$50-\$100K h.h. income	54

### Current Mode of Accessing AADL offerings – Q. 13

As a companion to the preceding question about how the pandemic may have altered respondents’ current means of accessing AADL, this question asks respondents to report – irrespective of their answer to the prior question – how they currently access library services and offerings. The response options were, *In Person* – either *Always* or *Mostly*, *On-line* – either *Always* or *Mostly*, and *About Equally*. The graph below illustrates the distribution of responses:



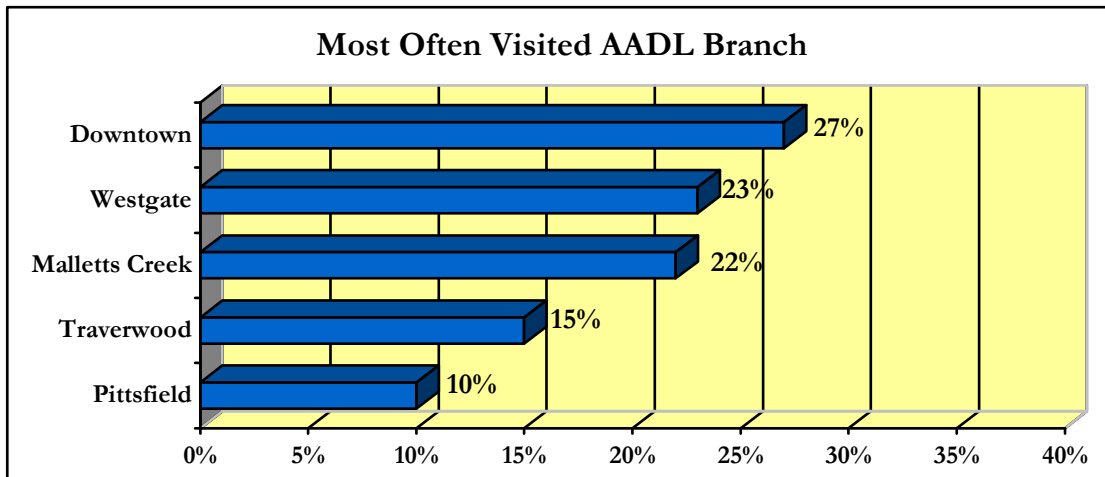
Subsets reporting “On-line” in proportions significantly higher than the norm of 15 percent included:

	N-size
28% Q. 30 Will Remain 1-4 Yrs.	46
24% Pvt. Lending Interest – None	89
\$50-\$100K h.h. income	54
23% Q. 5 Plan to Move Next Couple Yrs.	58
21% Non-Ann Arbor Residents	71
20% Library Use – Annually/Less	101

<i>Q. 12 Changed vs. No-effect – Changed</i>	109
<i>Preference for Downtown – Undecided</i>	51
<i>Children at home? – No</i>	163

**Primary Branch for Physical Visitation – Q. 14**

In past surveys, the Downtown branch has been cited as the most frequently visited of the AADL locations and in the 2018 survey, the Westgate branch overtook Malletts Creek for the number two spot. That last reshuffling is maintained in the results of the 2023 study.



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

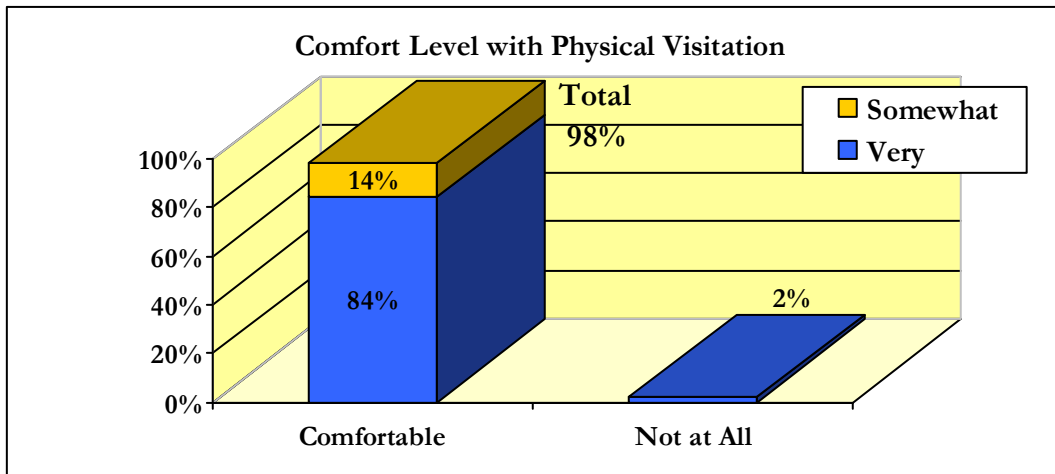
	N-size
54% <i>Q.4 Residency 0-3 Yrs.</i>	25*
51% <i>Info Source -- Television</i>	32*
48% <i>Child’s Grade – PreK</i>	18*
45% <i>Attends Post-secondary</i>	17*
43% <i>AADL Taxes – Too high</i>	27*
42% <i>Under \$50K h.h. income</i>	25*
39% <i>Age 18-34</i>	54
38% <i>AADL Taxes – Too low</i>	31*
37% <i>Q. 5 Plan to Move Next Couple Yrs.</i>	50
36% <i>Q. 30 Will Remain 1-4 Yrs</i>	39*
<i>\$100-\$150K h.h. income</i>	55
35% <i>AA Ward 5</i>	48
<i>State Taxes – Too high</i>	66
34% <i>0.25 Mill – Oppose</i>	46
33% <i>AA Ward 4</i>	45
<i>Info Source – Social media</i>	58
32% <i>0.5 Mill – Oppose</i>	97

\* Small N-size

**Comfort Level for Physically Visiting an AADL Facility – Q. 15**

Continuing the line of questions directed at users of AADL services, the 285 remaining respondents who earlier reported doing so were asked how comfortable they feel about

physically visiting an AADL facility. As the graph below shows, just 2 percent of these respondents reported, *Not at Comfortable All*.



Subsets reporting “Somewhat” in proportions significantly higher than the norm of 14 percent included:

	N-size
26% Age 65+	62
25% Under \$50K h.h. income	26*
Women 50+	66
22% 0.5 Mill – Oppose	101
Age 50+	127
21% Current Use – On-line	42
Info Source -- Television	33*
20% Local Taxes – Too high	93
AADL Taxes – Too high	27*
Library Use – Annually/Less	98
Pvt. Lending Interest – Somewhat	111
19% 0.25 Mill – Oppose	49
Children at Home? – No	159
18% AA Ward 5	48

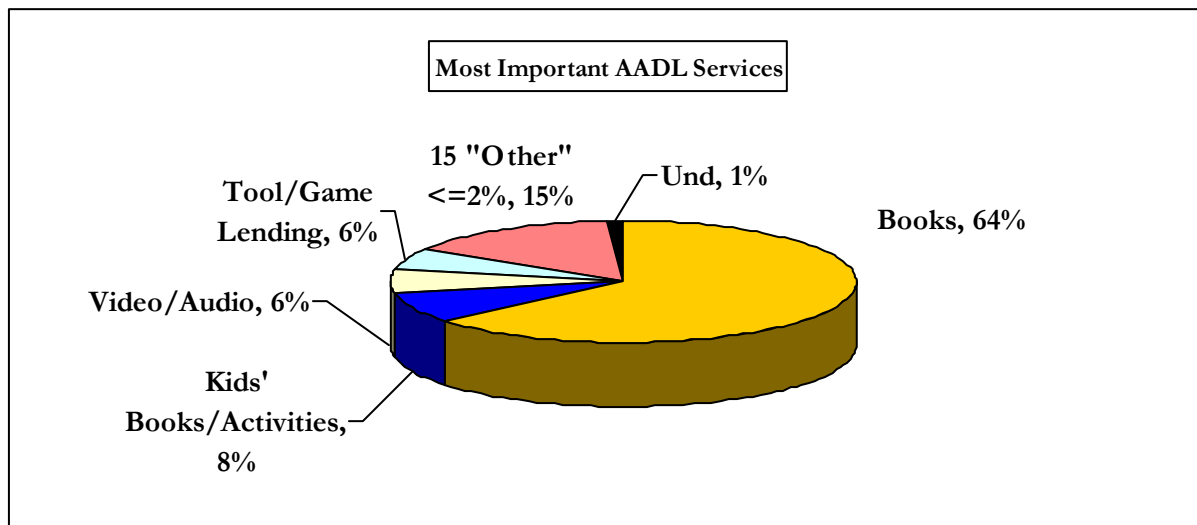
\* Small N-size

**Most Important Services – Q. 16 A/B**

“User” Respondents are next asked to identify which one or two AADL services are most important to them and their families. As demonstrated in the pie chart below, *Books* – in their physical form or their audio and/or virtual incarnations – claim the clear majority of all responses (61 percent), and when *Periodicals* (3 percent) are added, represent 64 percent of all responses. The consolidated categories of, *Children’s Activities* (4 percent)/*Children’s Books* (2 percent)/*Story Time* (2 percent), received 8 percent of responses. *Movies-DVDs-Videos* (4 percent) and *Music-CDs* (2 percent), form 6 percent of reported most important services, as does the *Tool/Instrument/Game*



lending categories. The remaining 16 percent of all responses scatter across 15 separate other categories.



Because of the reduced qualified respondent pool and the consolidation of several low N-size categories, demographic subset breakout beyond “Physical Books” and “On-line/E-books” is uninformative.

Subsets reporting “Physical Books” in proportions significantly higher than the norm of 43 percent included:

Percentage	Subset	N-size
56%	AA Ward 2	35*
50%	Preference for Downtown – Undecided	49
49%	Local Taxes – Too high	93
	Men 18-49	70
48%	State Taxes – Too high	69
	Info Source – AA Observer	73
	Child’s Grade – 7 <sup>th</sup> -8 <sup>th</sup>	36*

\* Small N-size

Subsets reporting “On-line/E-books” in proportions significantly higher than the norm of 11 percent included:

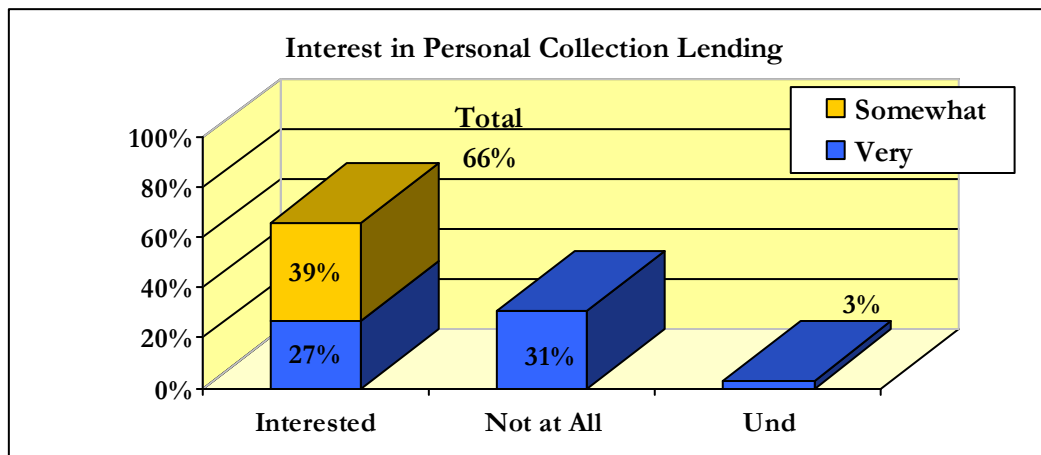
Percentage	Subset	N-size
19%	Current Use – On-line	42
	Child’s Grade – 9 <sup>th</sup> -12 <sup>th</sup>	40
17%	Info Source -- Radio	42
16%	Co-location – Oppose	45
15%	AA Ward 3	50
	Library Use – Weekly	78

\* Small N-size

### Interest in Personal Item Lending – Q. 17

The two hundred eighty-five respondents qualified for the question were next presented with a statement informing them that AADL currently makes it easy to request items from its collection for pick-up. Respondents were then asked if they would be interested in having this

service expanded to include items from the personal collections of district residents. The following graph illustrates the level of interest expressed as well as its intensity:



Subsets reporting “Very Interested” in proportions significantly higher than the norm of 27 percent included:

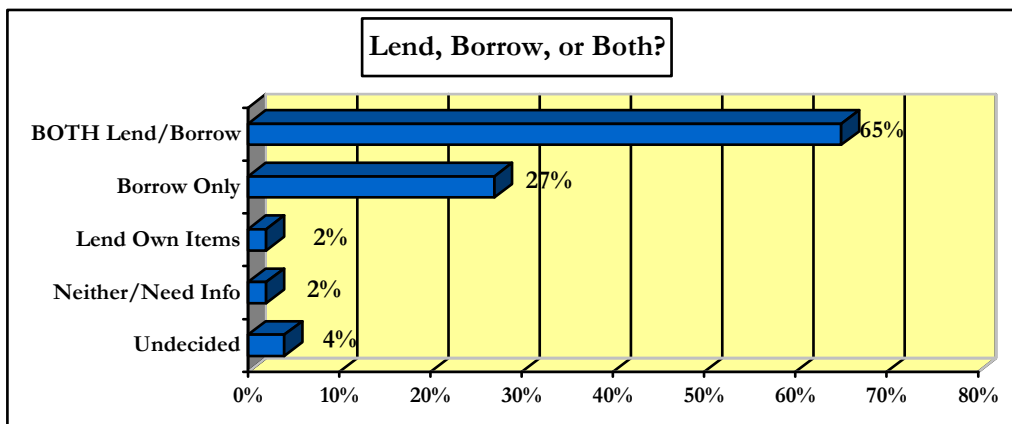
Percentage	Category	N-size
63%	Local Taxes -- Undecided	18*
51%	Q. 5 Plan to Move Next Couple Yrs.	57
50%	Attends Post-Secondary	19*
47%	Borrow or Lend? – Both	122
44%	State Taxes – Undecided	21*
	Q. 30 Will Remain 1-4 Yrs	45
43%	Age 18-34	58
39%	Women 18-49	88
38%	Child’s Grade -- PreK	20*
37%	Q.4 Residency 3-10 Yrs.	49
36%	Info Source – Social Media	58
34%	AADL Taxes – Too low	31*
	Women	154
33%	AA Ward 2	35*
	Post H.S.	28*
	\$50-\$100K h.h. income	53
32%	AA Ward 1	38*
	Library Use – Weekly	78
	Current Use – On-line	42
	Preference for Downtown – Replace	74

\* Small N-size

### Lend, Borrow, or Both? – Q. 18

Of the 188 respondents expressing an interest in private collection lending in the previous question, just under two-thirds indicated they would be most likely to, *both share [your] items and borrow items shared by others*. Just over one-quarter indicated they would most likely be

borrowers only. Six percent were either *Undecided* (4 percent) or volunteered a response of, *Neither/Need to know more about it* (2 percent).



Subsets reporting “BOTH” in proportions significantly higher than the norm of 65 percent included:

Percentage	Subset	N-size
85%	AADL Taxes – Too low	19*
80%	Most Used Lib. – Traverwood	25*
79%	Q.4 Residency 3-10 Yrs.	32*
77%	AA Ward 2	23*
76%	Info Source – Word-of-Mouth	74
75%	Interest in Pvt. Lending – Very	77
74%	Info Source – Social Media	44
73%	Children at Home? – Yes	81
	\$100-\$150K h.h. income	40
72%	Attends Post-Secondary	13*
	Child’s Grade – 9 <sup>th</sup> -12 <sup>th</sup>	26*
	Q. 30 Will Remain 1-4 Yrs	27*
71%	Non-Ann Arbor Residents	36*
	Women 18-49	66
70%	State Taxes – Too high	44
	Most Used Lib. – Downtown	48
	Preference for Downtown – Replace	54
	Child’s Grade – 7 <sup>th</sup> -8 <sup>th</sup>	23*
	Age 18-49	106

\* Small N-size

Subsets reporting “Borrow ONLY” in proportions significantly higher than the norm of 27 percent included:

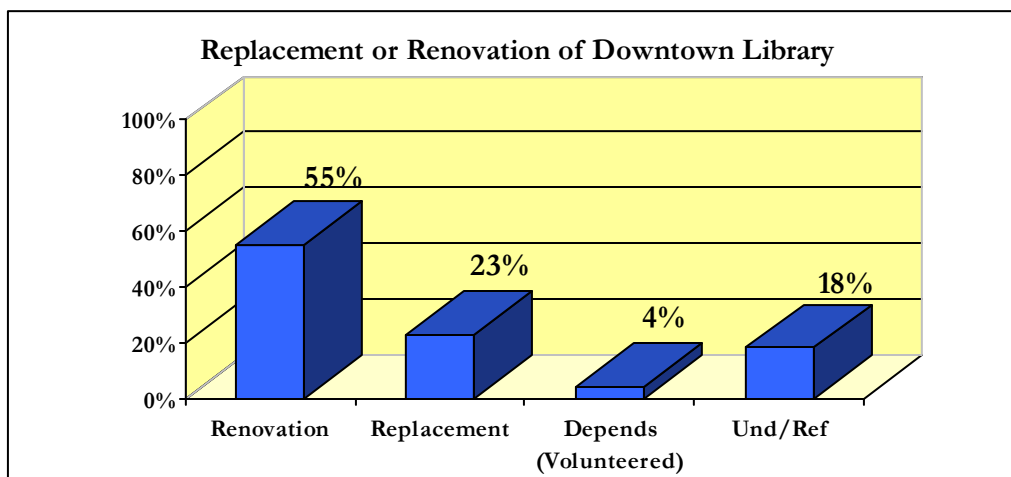
Percentage	Subset	N-size
42%	Info Source -- Radio	29*
39%	Most Used Lib. – Westgate	39*
	Co-location – Oppose	25*
37%	Current Use – Equal Phys/Online	46
34%	Most Used Lib. – Malletts Creek	39*
33%	AA Ward 4	36*
32%	Interest in Pvt. Lending – Somewhat	111

\* Small N-size

**Downtown Library – Renovate or Replace? – Q.17**

As an introduction to the first in a series of questions involving capital expenditures for the Downtown Library, All 400 respondents were told that like other publicly funded institutions, AADL does a periodic review of all its facilities and while there no current plans for capital improvements, AADL was seeking input from the public on possible scenarios involving the Downtown Library.

The interview then briefly described the history of the downtown facility, including when it opened and when major upgrades had been made to it between that time and the present. The final statement in the question noted that there is no room for expanding the downtown branch, leaving only renovation of the existing space as the only option. Respondents were then asked if, bearing the preceding information in mind, they would rather see the Downtown Library replaced with a new building on the existing site, or continue the past practice of renovations and refurbishment. In response, a solid 55 percent majority selected the renovation/refurbishment option.



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

Percentage	Subset Description	N-size
76%	Attends Post-secondary	28*
73%	0.25 Mill – Oppose	75
72%	0.5 Mill – Oppose	144
70%	AADL Taxes – Too high	55
68%	Q.4 Residency 0-3 Yrs.	49
67%	Local Taxes – Undecided	26*
66%	Q. 5 Plan to Move Next Couple Yrs.	87
	State Taxes – Undecided	29*
	Under \$50K h.h. income	45
65%	Age 18-34	100
64%	State Taxes – Too high	108

63%	<i>Pvt. Lending Use – Borrow Only</i>	50
	<i>Most Used Lib. – Downtown</i>	73
62%	<i>AA Ward 3</i>	64
	<i>Local Taxes – Too high</i>	142
	<i>Women 18-49</i>	113
61%	<i>Interest in Pvt. Lending – Not at all</i>	89
	<i>Q. 30 Will Remain 1-4 Yrs</i>	70
60%	<i>Library Use – 1 or 2 past few yrs.</i>	101
	<i>Interest in Pvt. Lending – Very</i>	77
	<i>Co-location – Oppose</i>	72
	<i>Child’s Grade – 9<sup>th</sup>-12<sup>th</sup></i>	49
59%	<i>Info Source – AA Observer</i>	97
	<i>Age 18-49</i>	220
	<i>* Small N-size</i>	

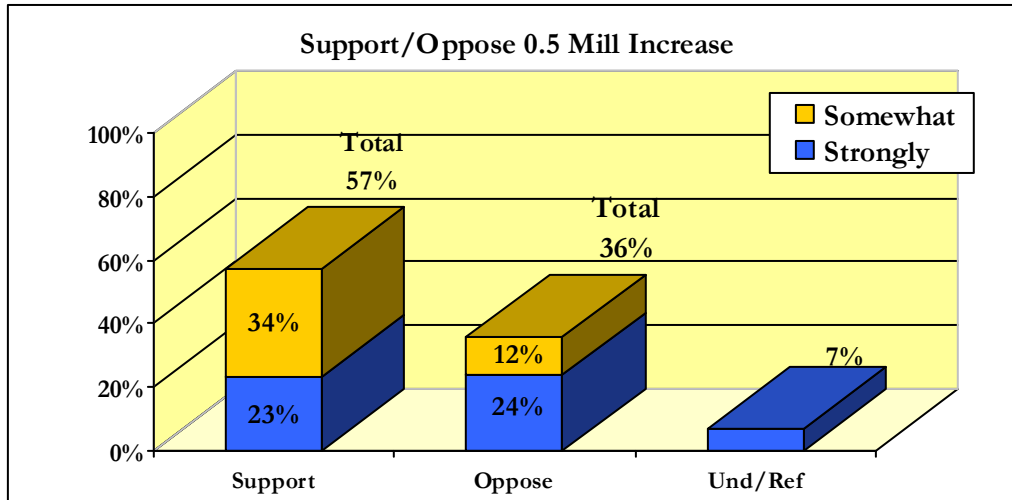
Subsets reporting “Replace” in proportions significantly higher than the norm of 23 percent included:

		<i>N-size</i>
43%	<i>AADL Taxes – Too low</i>	34*
39%	<i>Info Source – Radio</i>	48
37%	<i>Child’s Grade – 7<sup>th</sup>-8<sup>th</sup></i>	42
35%	<i>0.5 Mill – Support</i>	226
31%	<i>Interest in Pvt. Lending – Very</i>	77
	<i>Pvt. Lending Use – Both</i>	122
	<i>Co-location – Undecided</i>	24*
30%	<i>AA Ward 3</i>	63
	<i>Library Use – Weekly</i>	79
	<i>Q. 12 Changed vs. No-effect – Changed</i>	109
	<i>Most Used Lib. – Malletts Creek</i>	59
	<i>Most Used Lib. – Traverwood</i>	40
	<i>Info Source – Social media</i>	90
	<i>Age 35-49</i>	120
29%	<i>State Taxes – About right</i>	249
28%	<i>0.25 Mill – Support</i>	306
	<i>Over \$150K h.h. income</i>	137
	<i>* Small N-size</i>	

### **0.5 Mill Increase for Bond Funding - Q. 20**

As an introduction to a question about support for a hypothetical millage request, a brief description of the existing 1.8 mill levy dedicated to the operations of AADL branches, and an example of what that represents in an annual tax liability for the owner of a home with a market value of \$400,000 was given. The question went on to again note that although there were no current plans for the Downtown Library that first opened in 1957, AADL would require funding over the current assessment to pay for a replacement facility. The script then went on to posit the option of asking for voters to approve a 0.5 mill property tax increase to raise \$70-\$75 million to fund new construction. Again, an example of the annual tax increase represented by that

increased rate on a home value of \$400,000 was provided. Respondents were then asked if, after hearing the foregoing, they would *Support* or *Oppose* AADL pursuing a tax increase option of 0.5 Mill to fund construction of a new Downtown Library. If a respondent reported support or opposition, they were asked to indicate if the sentiment was held *Strongly* or *Just Somewhat*. As the following graph illustrates, strong Total Support is exhibited, although the intensity of that support is weak – unlike the ratio of strong vs. somewhat among those opposed.



Subsets reporting in proportions significantly higher than the **Total** Support norm of 57 percent included:

Percentage	Description	N-size
85%	Preference for Downtown – Replace	94
75%	AA Ward 1	64
74%	0.25 Mill – Support	306
73%	AADL Taxes – Too low	34*
72%	Q.4 Residency 0-3 Yrs.	49
71%	Info Source – Radio	48
69%	Most Used Lib. – Pittsfield	27*
68%	Local Taxes – About right	224
67%	Child’s Grade – 7 <sup>th</sup> –8 <sup>th</sup>	42
66%	Attends Post-secondary	28*
	AADL Taxes -- Undecided	22*
	Child’s Grade – PreK	23*
	Post H.S.	65
65%	Over \$150K h.h. income	137
	Age 18-34	44
	Age 18-49	220
64%	State Taxes – About right	249
	Interest in Pvt. Lending – Somewhat	111
	Pvt. Lending Use – Both	122
	Info Source – AA Observer	97
	Info Source – Social media	90
63%	Most Used Lib. – Malletts Creek	59
	Q. 30 Will Remain 5-20 Yrs	79

62%	<i>Pvt. Lending Use – Borrow Only</i>	50
	<i>Co-location – Support</i>	303
	<i>\$50-\$100K h.h. income</i>	84
61%	<i>AADL Taxes – About right</i>	289
	<i>Info Source – AA News</i>	225
* <i>Small N-size</i>		

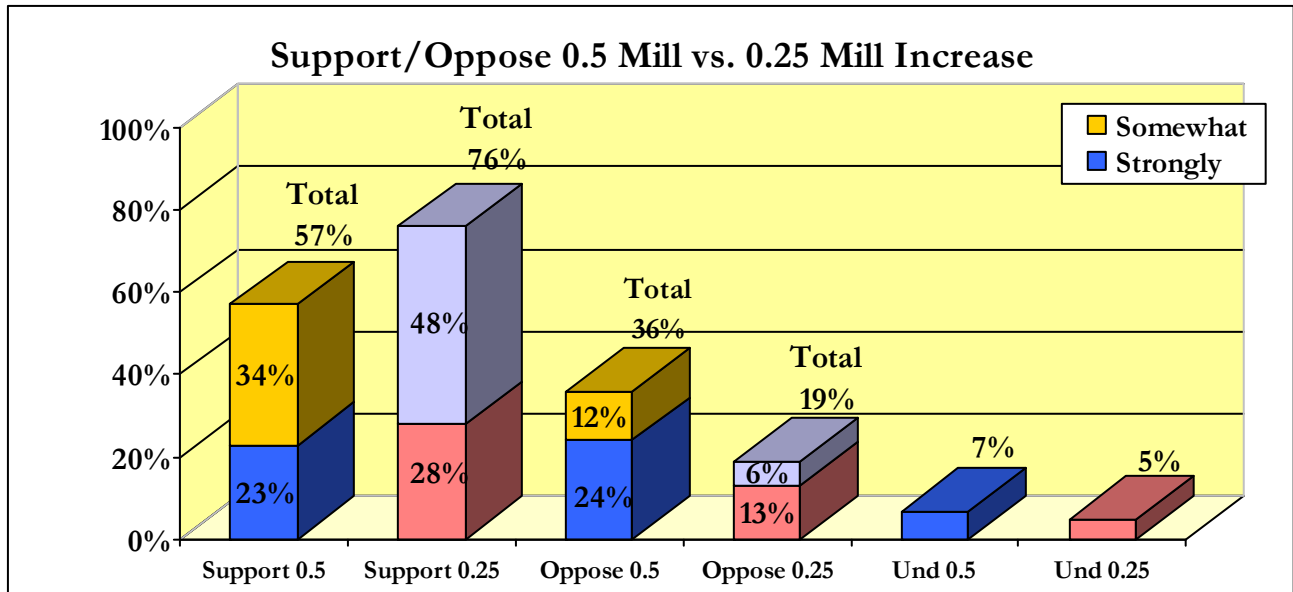
Subsets reporting in proportions significantly higher than the **Total Oppose** norm of 36 percent included:

	<i>N-size</i>	
78%	<i>AADL Taxes – Too high</i>	55
54%	<i>State Taxes – Too high</i>	108
53%	<i>Local Taxes – Too high</i>	142
52%	<i>Co-location – Oppose</i>	72
48%	<i>Preference for Downtown – Renovate</i>	218
46%	<i>Age 50-64</i>	92
44%	<i>AA Ward 5</i>	63
	<i>Child’s Grade 9<sup>th</sup> – 12<sup>th</sup></i>	49
43%	<i>Most Used Lib. – Downtown</i>	73
	<i>Info Source – Television</i>	55
	<i>Age 50+</i>	180
42%	<i>AA Ward 2</i>	46
41%	<i>AA Ward 4</i>	63
	<i>Rate AADL – Undecided</i>	59
	<i>Interest in Pvt. Lending – Not at all</i>	89
	<i>\$100-\$150K h.h. income</i>	69

### **0.25 Mill Increase for Bond Funding - Q. 21**

Respondents were next presented with a hypothetical 0.25 Mill increase to generate \$35 million for Downtown Branch new construction improvements. *If AADL finds there is insufficient support for a one-half-mill increase request.* Again, the resulting annual tax increase on a home with a taxable value of \$200,000 was recited to interviewees. Respondents were then asked if, after hearing the foregoing, they would *Support* or *Oppose* AADL pursuing a tax increase option of 0.25 Mill to fund new construction improvements to the Downtown Library.

As can be seen in the following graph, Total Support for a hypothetical 0.25 Mill increase rises to 76 percent – 19 percentage points higher than that recorded for the 0.5 Mill hypothetical proposal posed in the immediately preceding question. However, the intensity of sentiment, as measured by the *Strongly Support* portion of the total rises by just five percentage points. At 28 percent “strong”, the intensity of support for the 0.25 Mill increase represents a smaller proportion of the total than that expressed for the 0.5 Mill proposal. The following graph juxtaposes the results from the tests of the two hypothetical millage request proposals:



Subsets reporting in proportions significantly higher than the **Total Support** norm of 76 percent included:  
 (Subsets **NOT** appearing in the 0.5 analysis in **bold**)

0.25		N-size	0.5
92%	<i>Preference for Downtown – Replace</i>	94	85%
90%	<i>Attends Post-secondary</i>	28*	66%
	<i>Age 18-34</i>	100	65%
89%	<i>AADL Taxes – Too low</i>	34*	73%
88%	<i>Q.4 Residency 0-3 Yrs.</i>	49	72%
87%	<i>Local Taxes – About right</i>	224	68%
	<i>Child's Grade – PreK</i>	23*	66%
	<i>Child's Grade – 7<sup>th</sup>-8<sup>th</sup></i>	42	67%
<b>86%</b>	<b><i>Most Used Lib. – Traverwood</i></b>	<b>40</b>	<b>58%</b>
	<i>Info Source – Radio</i>	48	72%
<b>84%</b>	<b><i>Interest in Pvt. Lending – Very</i></b>	<b>77</b>	<b>59%</b>
	<i>\$50-\$100K h.h. income</i>	84	62%
83%	<i>State Taxes – About right</i>	249	64%
	<b><i>Q. 12 Changed vs. No-effect – Changed</i></b>	<b>109</b>	<b>60%</b>
	<i>Pvt. Lending Use – Borrow Only</i>	50	62%
	<b><i>Current Use – On-line</i></b>	<b>42</b>	<b>56%</b>
	<i>Info Source – Social media</i>	90	64%
	<i>Q. 30 Will Remain 5-20 Yrs.</i>	79	63%
82%	<i>AA Ward 3</i>	64	75%
	<b><i>Q.4 Residency 3-10 Yrs.</i></b>	<b>68</b>	<b>55%</b>
	<i>AADL Taxes – About right</i>	289	61%
	<i>Info Source – AA Observer</i>	97	64%
	<i>Over \$150K h.h. income</i>	137	65%
	<i>Age 18-49</i>	220	65%
81%	<i>Pvt. Lending Use – Both</i>	122	64%
	<i>Most Used Lib. – Malletts Creek</i>	59	63%
80%	<i>Co-location – Support</i>	303	62%

\* Small N-size



The following subsets appeared in the 0.5 Mill Support analysis but DID NOT significantly deviate from the norm of 76% for Support of the 0.25 proposal.

0.25		N-size	0.5
100%	0.25 Mill – Support	306	74%
79%	Info Source – AA News	225	61%
	Interest in Pvt. Lending – Somewhat	111	64%
78%	Post H.S.	65	66%
75%	Most Used Lib. – Pittsfield	27*	69%
73%	AADL Taxes -- Undecided	22*	66%

\* Small N-size

Subsets reporting in proportions significantly higher than the **Total Oppose** norm of 19 percent included:

0.25		N-size	0.5
53%	AADL Taxes – Too high	55	78%
52%	0.5 Mill Oppose	144	100%
35%	Co-location – Oppose	72	52%
34%	State Taxes – Too high	108	54%
	Local Taxes – Too high	142	53%
28%	Age 50-64	92	46%
27%	Rate AADL – Undecided	59	41%
25%	Preference for Downtown – Renovate	218	48%
24%	Info Source – Television	55	43%
	Age 50+	180	43%

The following subsets appeared in the 0.5 Mill Oppose analysis but DID NOT significantly deviate from the norm of 76% for Opposition of the 0.25 proposal.

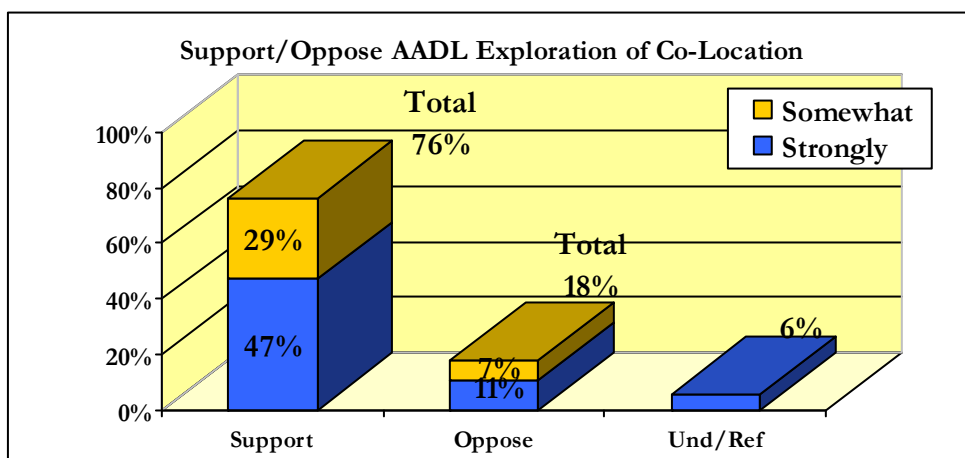
0.25		N-size	0.5
22%	AA Ward 5	63	44%
	Child's Grade 9 <sup>th</sup> – 12 <sup>th</sup>	49	44%
	Most Used Lib. – Downtown	73	43%
	AA Ward 4	63	41%
	Interest in Pvt. Lending – Not at all	89	41%
17%	\$100-\$150K h.h. income	69	41%
16%	AA Ward 2	46	42%

### Self-Reported Tax Increase Tolerance – Q. 22

For respondents reporting Oppose and Undecided on the 0.25 Mill question, an open-ended follow-up asked, *What is the highest annual library tax increase amount [they] would support to fund improvements to the AADL downtown branch.* Of the 94 individuals qualified for the question, 59 of them (63 percent) reported *None*, with another 28 being “Undecided”. The remaining respondents offered amounts ranging from \$5 to \$100, with the mean dollar amount coming in at \$4.54

### Support/Opposition to Co-location Partnership – Q. 23

Following the tests of the two hypothetical millage increase proposals, respondents were presented with a description of co-location partnerships, whereby a public entity (e.g., a public library) joins with another entity (either governmental or commercial) to construct a new facility that would serve more than one purpose. The description indicated libraries in other U.S. cities have employed the concept, noting the most common “other use” is for multi-unit housing, located on the upper floors of the newly constructed facility. After hearing this brief background about co-location, respondents were asked if they *Support* or *Oppose* AADL exploring this possibility to minimize the cost of constructing a new Downtown Library. As demonstrated in the graph below, just over three-quarters of respondents support AADL’s exploration of the co-location concept, with well over half of that total *Strongly* supporting it.



Subsets reporting in proportions significantly higher than the **Total Support** norm of 76 percent included: Subset percentages in ( ), did not appear in the respective 0.5 and 0.25 analyses.

Co-Location		N-size	0.25 Total	0.5 Total
Total			76%	57%
87%	Attends Post-secondary	28*	90%	66%
	Child’s Grade 9 <sup>th</sup> – 12 <sup>th</sup>	49	76%	53%
	Age 18-34	100	90%	65%
86%	Most Used Lib. – Pittsfield	27*	(75%)	69%
85%	Q.4 Residency 0-3 Yrs.	49	88%	72%
84%	Q. 5 Plan to Move Next Couple Yrs.	87	80%	58%
	Pvt. Lending Use – Both	122	81%	64%
	Most Used Lib. – Traverwood	40	86%	(58%)
83%	AA Ward 5	63	72%	49%
	Q.4 Residency 3-10 Yrs.	68	82%	(55%)
	0.5 Mill – Support	226	100%	100%
	Q. 30 Will Remain 1-4 Yrs.	70	81%	(59%)
	\$100-\$150K h.h. income	69	77%	54%
82%	Q. 30 Will Remain 5-20 Yrs.	79	83%	63%

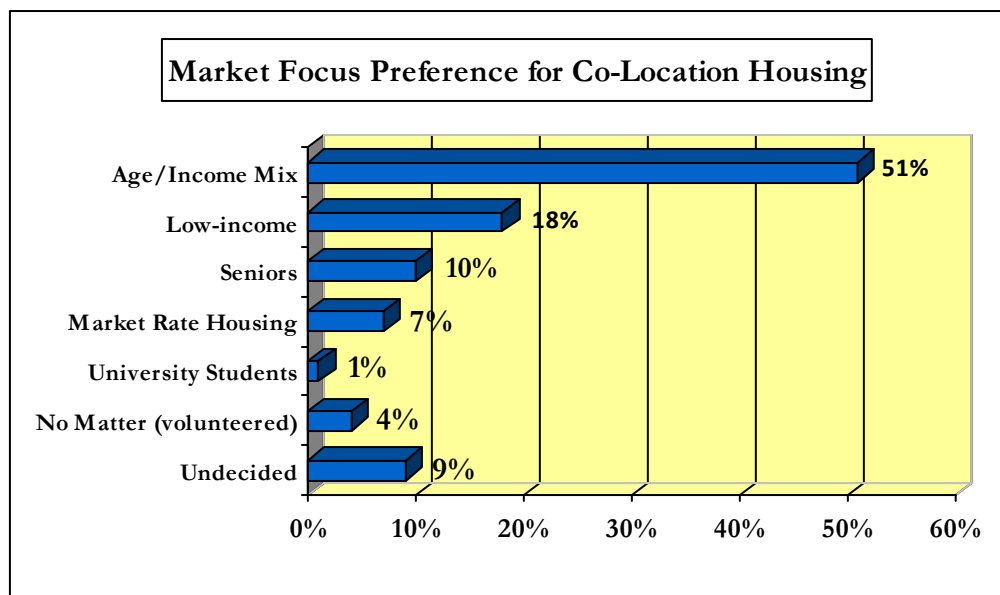
	<i>Men 18-49</i>	113	84%	63%
81%	<i>Interest in Pvt. Lending – Somewhat</i>	111	(79%)	64%
* Small N-size				

Subsets reporting in proportions significantly higher than the **Total Oppose** norm of 18 percent included: (Subsets **NOT** appearing in either the 0.5 or 0.25 analysis are in **bold**; Subset percentages in ( ), did not appear in the respective 0.5 and 0.25 analyses.

Co-Location			0.25	0.5
Total		N-size	Total	Total
18%			19%	36%
36%	<i>H.S. or Less</i>	23*	21%	36%
34%	<i>0.25 Mill – Oppose</i>	75	100%	100%
32%	<i>AADL Taxes – Too high</i>	55	53%	78%
<b>31%</b>	<b><i>Age 65+</i></b>	<b>88</b>	<b>20%</b>	<b>40%</b>
<b>29%</b>	<b><i>Non-Ann Arbor Residents</i></b>	<b>113</b>	<b>20%</b>	<b>39%</b>
26%	<i>0.5 Mill – Oppose</i>	144	52%	100%
25%	<i>Men 50+</i>	81	26%	43%
24%	<i>State Taxes – Too high</i>	108	34%	54%
<b>23%</b>	<b><i>Under \$50K h.h. income</i></b>	<b>45</b>	<b>16%</b>	<b>38%</b>
* Small N-size				

### Housing-Type Preference in a Co-location Site – Q. 24

All respondents were asked to select which of five presented housing market clientele types they would prefer to see to be the focus of a multi-housing unit co-location facility if it were built on the Downtown Library site. The graph below shows the distribution of respondent preference:



Subsets reporting in proportions significantly higher for the Age/Income Mix norm of 51 percent included:

	N-Size
64% Q.4 Residency 0-3 Yrs.	49
63% Current Use – On-line	42
Most Used Lib. – Westgate	62
62% Preference for Downtown – Undecided	88
61% \$100 - \$150K h.h. income	69
60% Over \$150K h.h. income	137
58% Pvt. Lending Use – Borrow Only	50
59% AA Ward 5	63
AADL Taxes – Too low	34*
Interest in Pvt. Lending – Somewhat	111
Child's Grade – 9 <sup>th</sup> – 12 <sup>th</sup>	49
Men 18-49	107
58% Co-location – Support	303
57% Info Source – AA Observer	97

\* Small N-size

Subsets reporting in proportions significantly higher for the Low Income norm of 18 percent included:

	N-Size
31% Interest in Pvt. Lending – Very	77
30% Q. 5 Plan to Move Next Couple Yrs.	87
Child's Grade – 7 <sup>th</sup> – 8 <sup>th</sup>	42
29% Q.4 Residency 3-10 Yrs.	68
Most Used Lib. – Downtown	73
28% Attends Post-secondary	28*
Q. 30 Will Remain 1-4 Yrs.	70
Women 18-49	113
27% Info Source - Television	55
26% AA Ward 5	63
Current Use – Both	65
25% AA Ward 4	63
24% Age 35-49	120
23% AADL Taxes – Too low	34*
Q. 12 Changed vs. No-effect – No Effect	174
Pvt. Lending Use – Both	122
Age 18-49	220

\* Small N-size

Subsets reporting in proportions significantly higher for the Seniors norm of 10 percent included:

	N-Size
18% Under \$50K h.h. incme	45
17% Most Used Lib. – Malletts Creek	59
16% Non-Ann Arbor Residents	113
15% Rate AADL – Undecided	59
Library Use – Never	111
\$50-\$100K h.h. income	69
Men 50+	

\* Small N-size

**Information Sources – Q. 25**

Since 2012, local print/web-based publications and word-of-mouth – taken together – have dominated the means by which most respondents obtain information they say influences their opinions most about their local community. Beginning in 2018, it was observed from that year’s survey that reliance on the *Ann Arbor Observer* and general “General Word-of-Mouth” had remained relatively constant over the years while reliance on the *Ann Arbor News/Ann Arbor.com* had steadily decreased; with increased reliance on *MLive* and Social Media filling the breach.

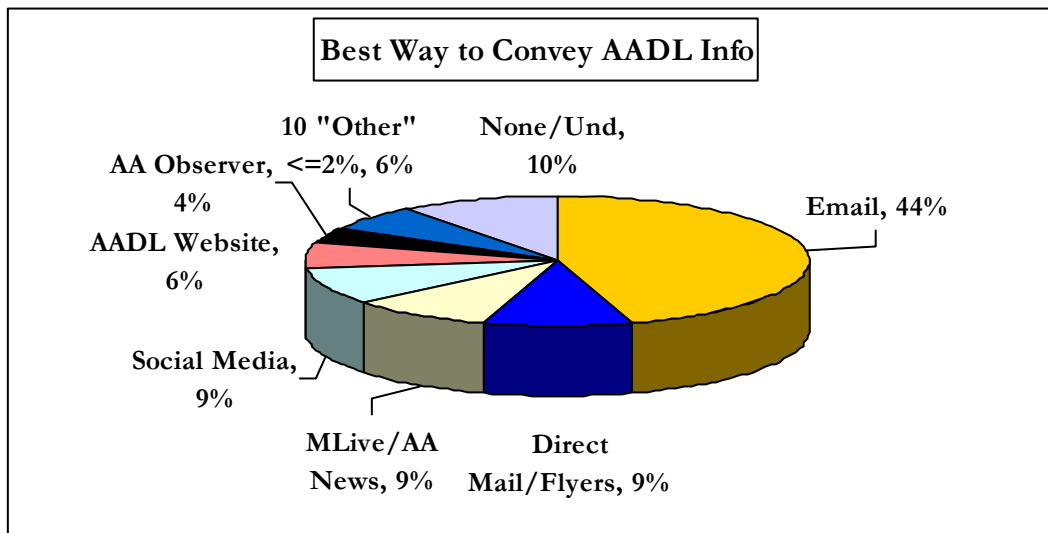
For the 2023, *MLive* and *Ann Arbor News* were treated as a single entity and continue to capture a plurality of responses when combined, with General Word-of-Mouth and *The Ann Arbor Observer* continuing to jockey between the second and third positions and Social Media not far behind. Taken together, these four sources of community news account for just under seven-in-ten of all of the up-to-five responses offered by respondents.

*“People get information about their local community from many sources, but where do you get the information that influences your opinions the most?” [DO NOT READ -- RECORD RESPONSES OR WRITE IN UNDER ‘OTHER’ – PROBE WITH: ‘Is there anywhere else?’ UNTIL 5 RESPONSES MENTIONED OR UNPRODUCTIVE]*

2012	2014	2016	2018	2023	
44%	37%	38%	28%	27%	MLive/Ann Arbor News
14%	23%	16%	14%	19%	General word-of-mouth
18%	11%	16%	16%	12%	The Ann Arbor Observer
---	1%	3%	12%	11%	Social media such as Facebook and Twitter
6%	9%	7%	7%	7%	Television news reports
9%	8%	8%	8%	6%	Radio news reports
1%	5%	2%	4%	4%	The <u>district</u> or building newsletters
---	---	---	---	3%	Next Door
---	---	---	---	2%	Online – Internet searches
---	---	---	---	1%	AADL Newsletter/Brochures
---	---	---	---	1%	Bridge Magazine
---	---	---	---	1%	Detroit Free Press
---	---	---	---	1%	Local Government meetings
---	---	---	---	1%	Michigan Daily
---	---	---	---	1%	Reddit
---	---	---	---	0%	All About Ann Arbor
---	---	---	1%	0%	Direct mail – Flyers
---	---	---	1%	0%	Email
---	---	---	---	0%	Local Government newsletters
---	---	---	---	0%	Tax bill
4%	3%	5%	3%	1%	Other ( <i>less than 1% each</i> )
			2%	2%	Undecided/Refused

**Self-reported Best Way for AADL to Communicate – Q. 26**

As a follow-up to the preceding “current source of information” question, respondents are asked to offer the **Best** way for AADL to *communicate [with you] about new features, exhibits, events and other services available . . .* As is demonstrated in the chart below, Email takes the clear plurality of responses to this “Best Way” question, with social media and other print forms combining with it to capture 75 percent of all responses.



Subsets reporting MLive/AA News & AA Observer in proportions significantly higher than their combined total of 13% included:

Percentage	Subset	N-size
24%	Info Source – AA Observer	97
20%	Women 50+	99
19%	Non Ann Arbor or Pittsfield Residents	58
	State Taxes – Undecided	29*
	0.5 Mill – Oppose	144
	\$50 - \$100K h.h. income	84
18%	AADL Taxes – Too high	55
	Age 50+	180
17%	AA Ward 4	63
	Rate AADL – Undecided	59
	Current Use – On-line	42
	0.25 Mill – Undecided	20*
	Age 50-64	92

#####