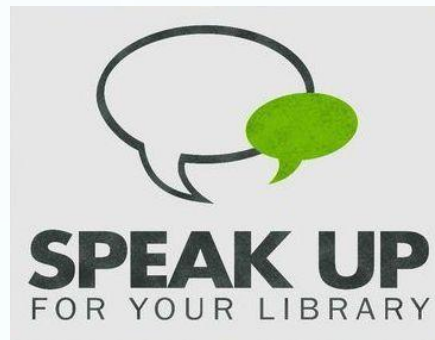


# Speak Up for Your Library

## A Community Input Campaign

### Part I: Telephone Survey



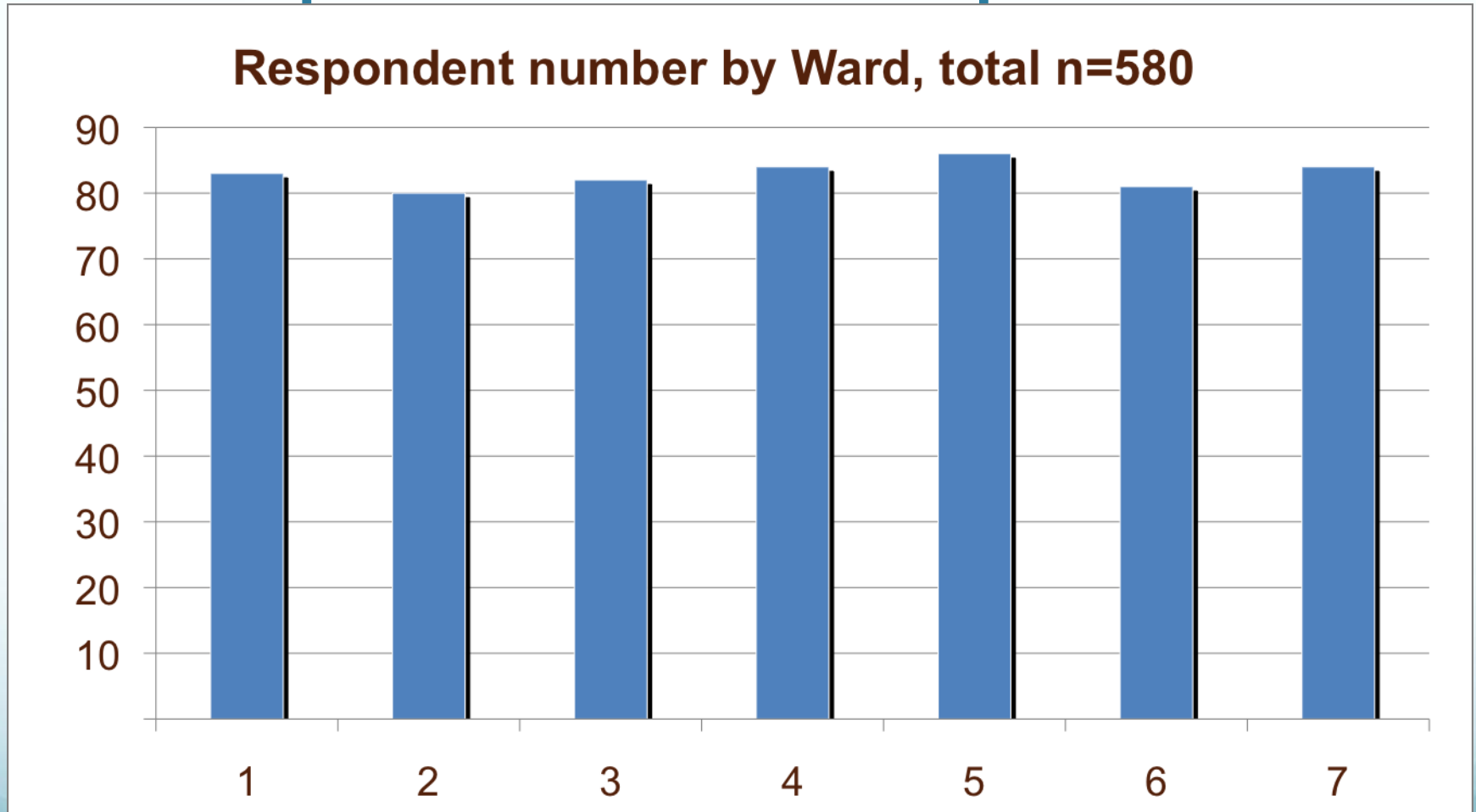
December 13, 2010  
Grand Forks, ND  
Donald Vangsnes, PhD  
DMD Consulting  
[www.dmdprojects.com](http://www.dmdprojects.com)

# Community Telephone Survey

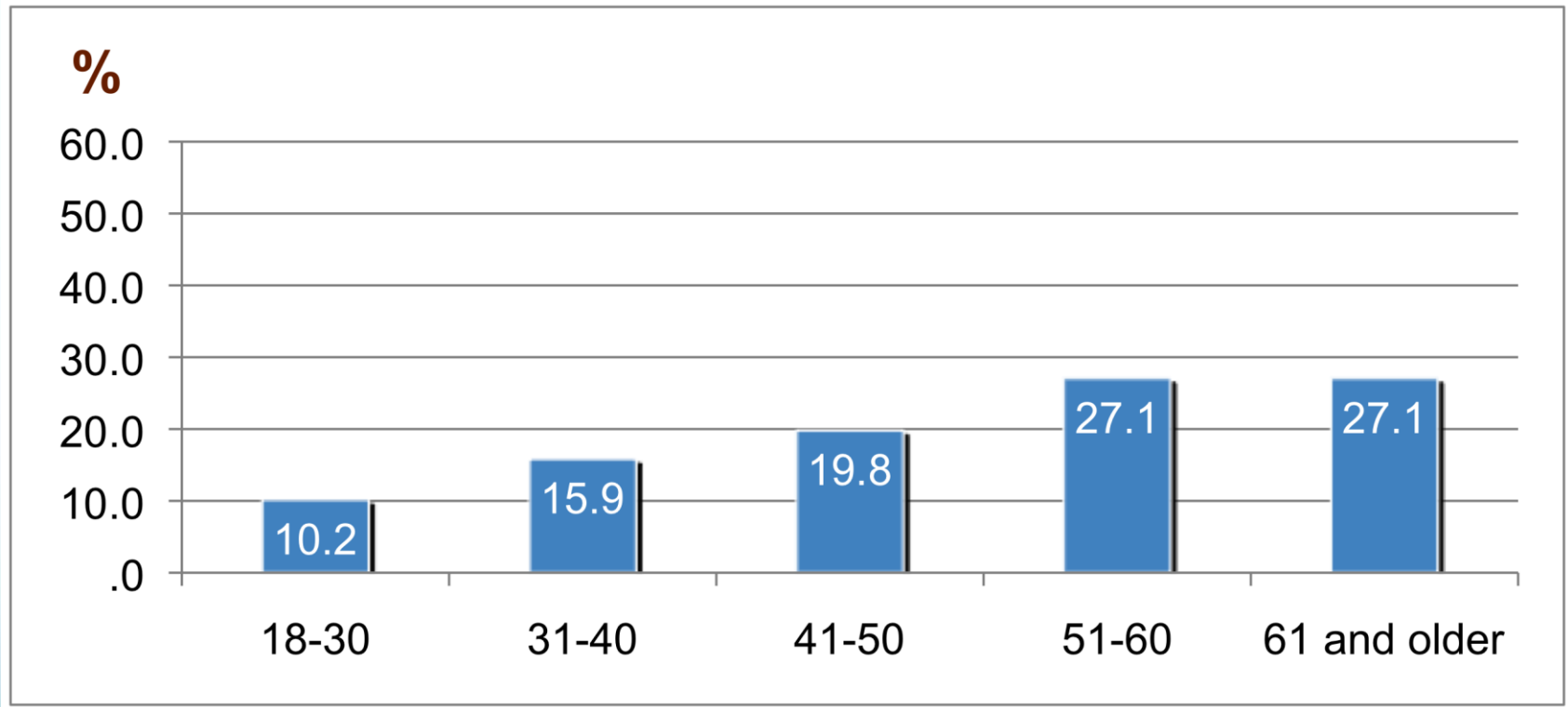
- Primary goal:
  - Measure level of community support for a new library
  - Determine community preference for location
  - Identify sales tax funding option preference for library
- Survey conducted after one week of community discussion.
- Random sample of 580 Grand Forks residents, stratified by Ward (sampling margin of error +/- 4.0%).



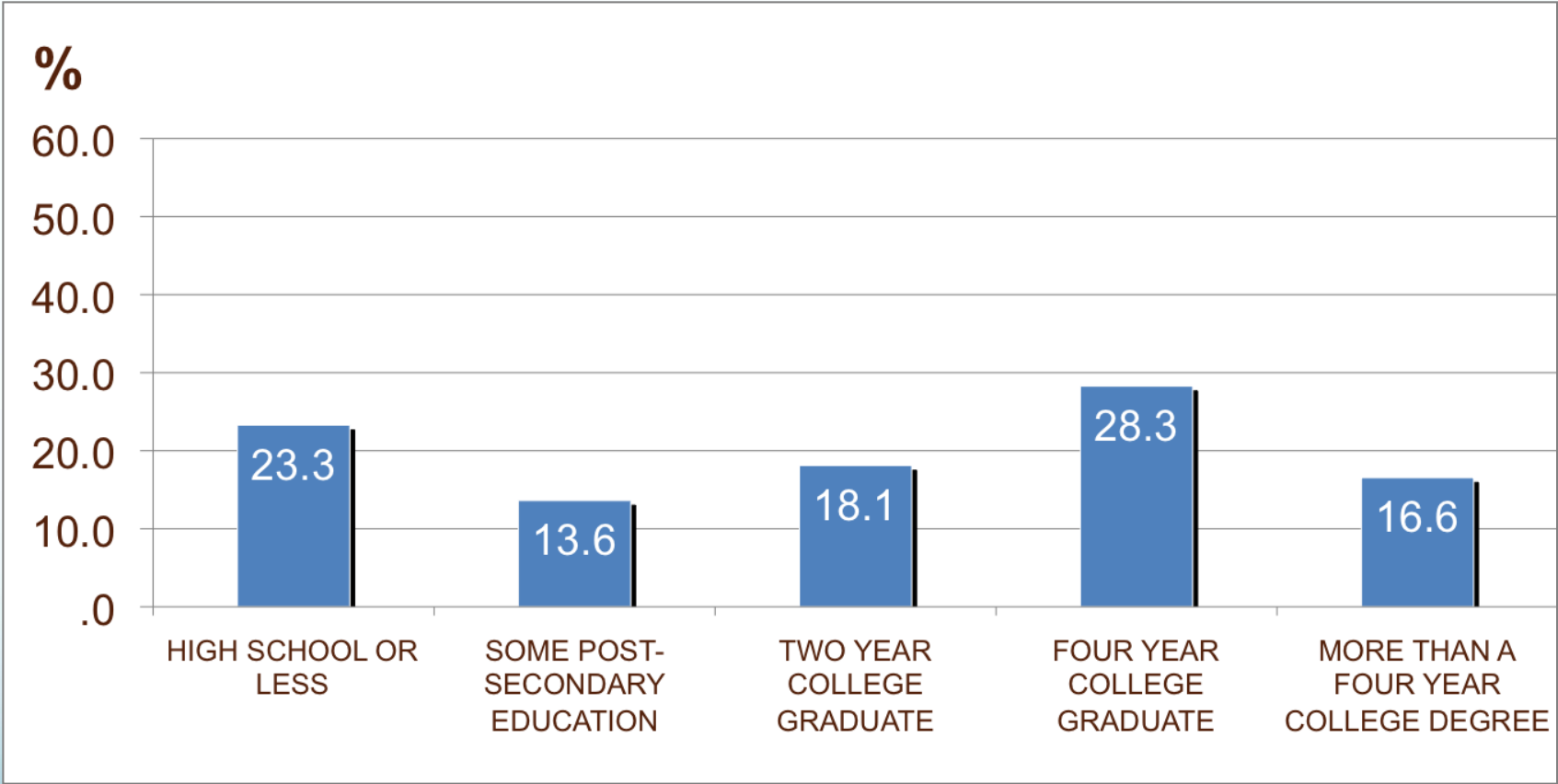
# Sample size 80-86 per Ward



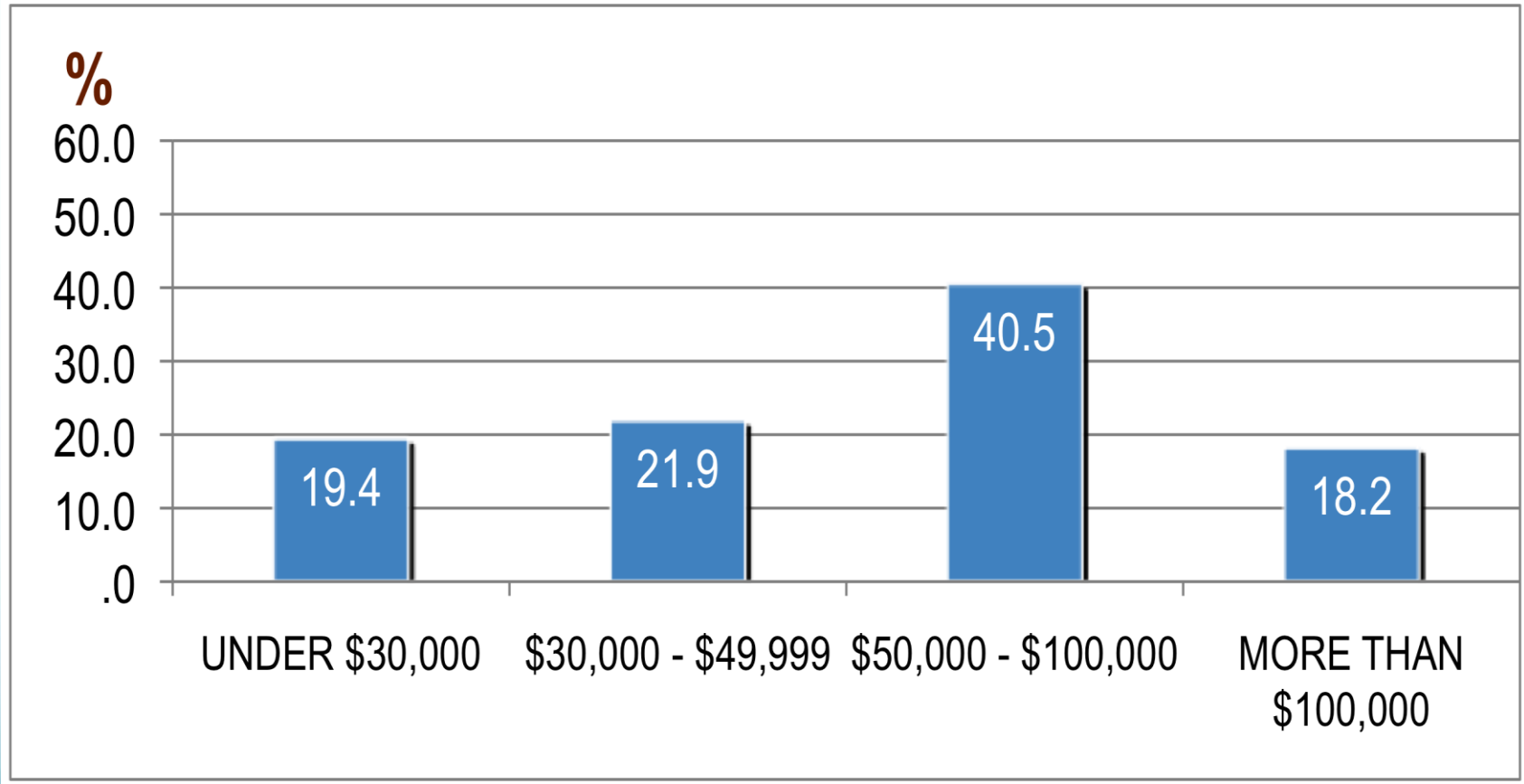
# Respondent age grouping



# Respondent level of education

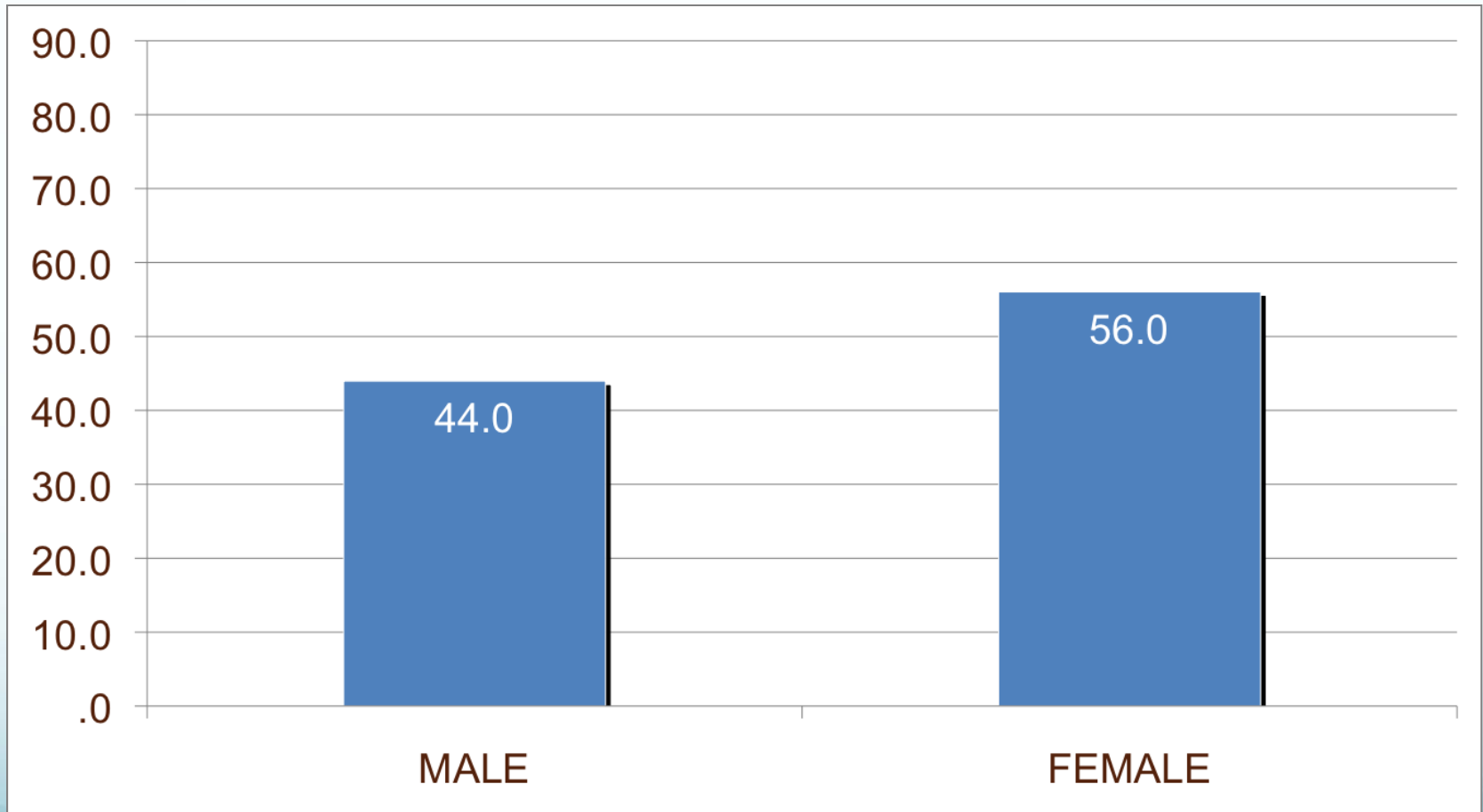


# Level of household income



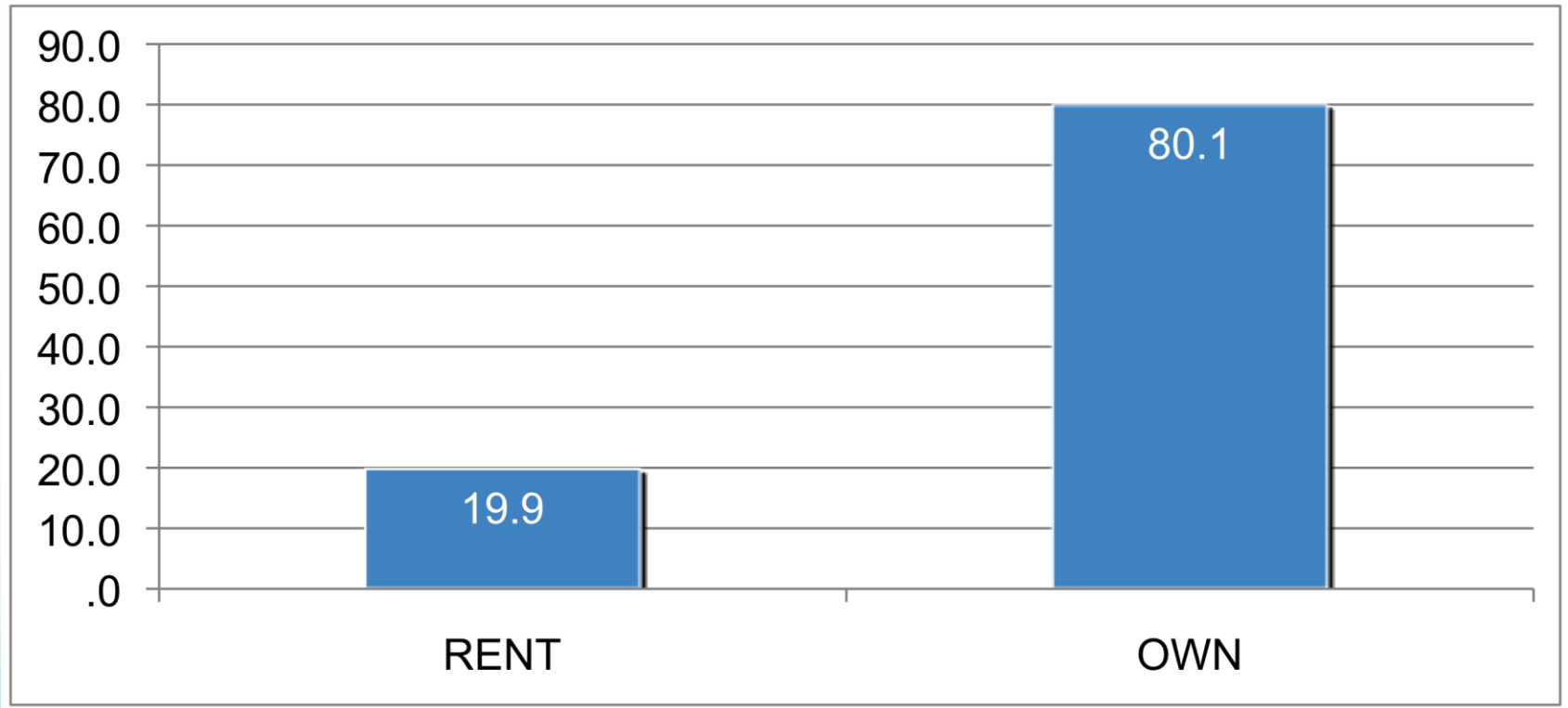
# Respondent gender

%



# Respondent home owners/renters

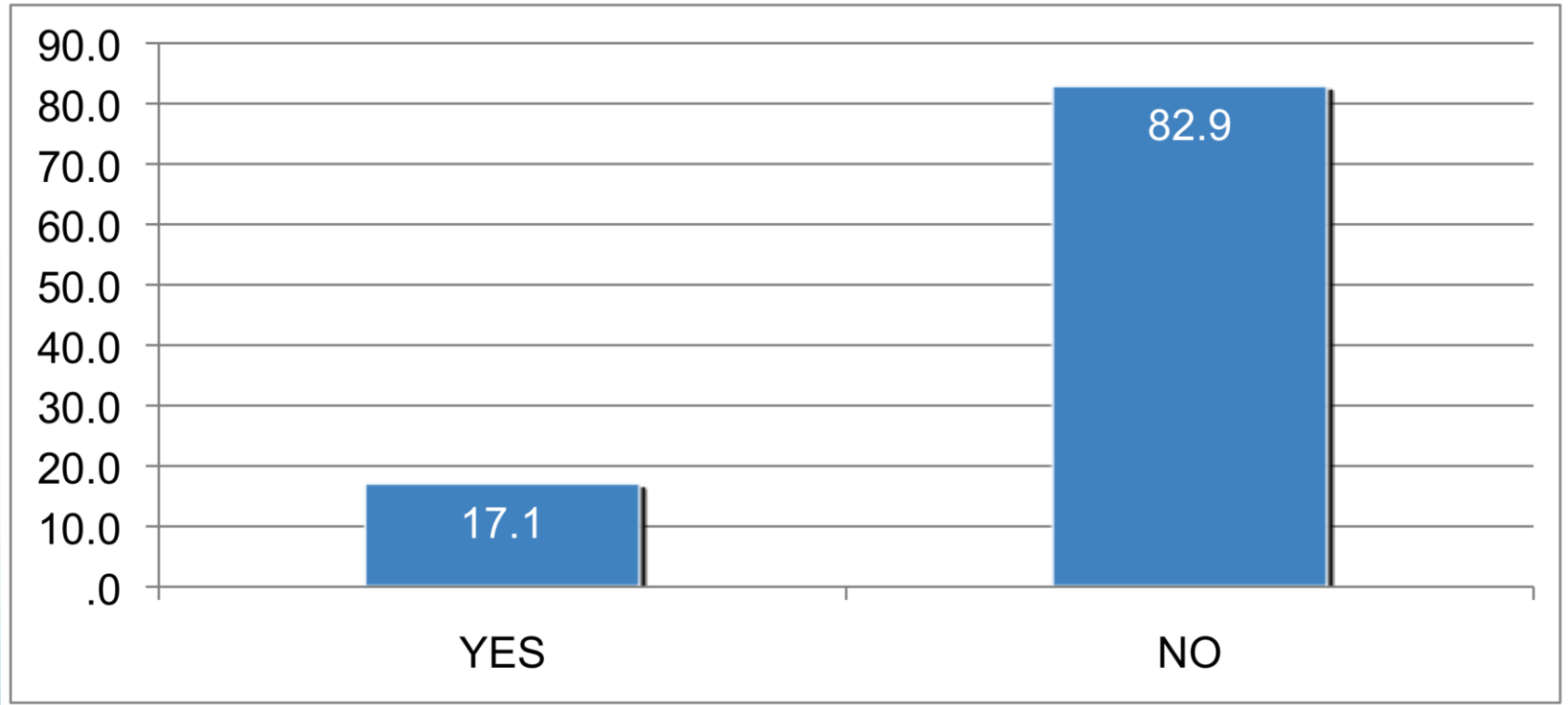
%



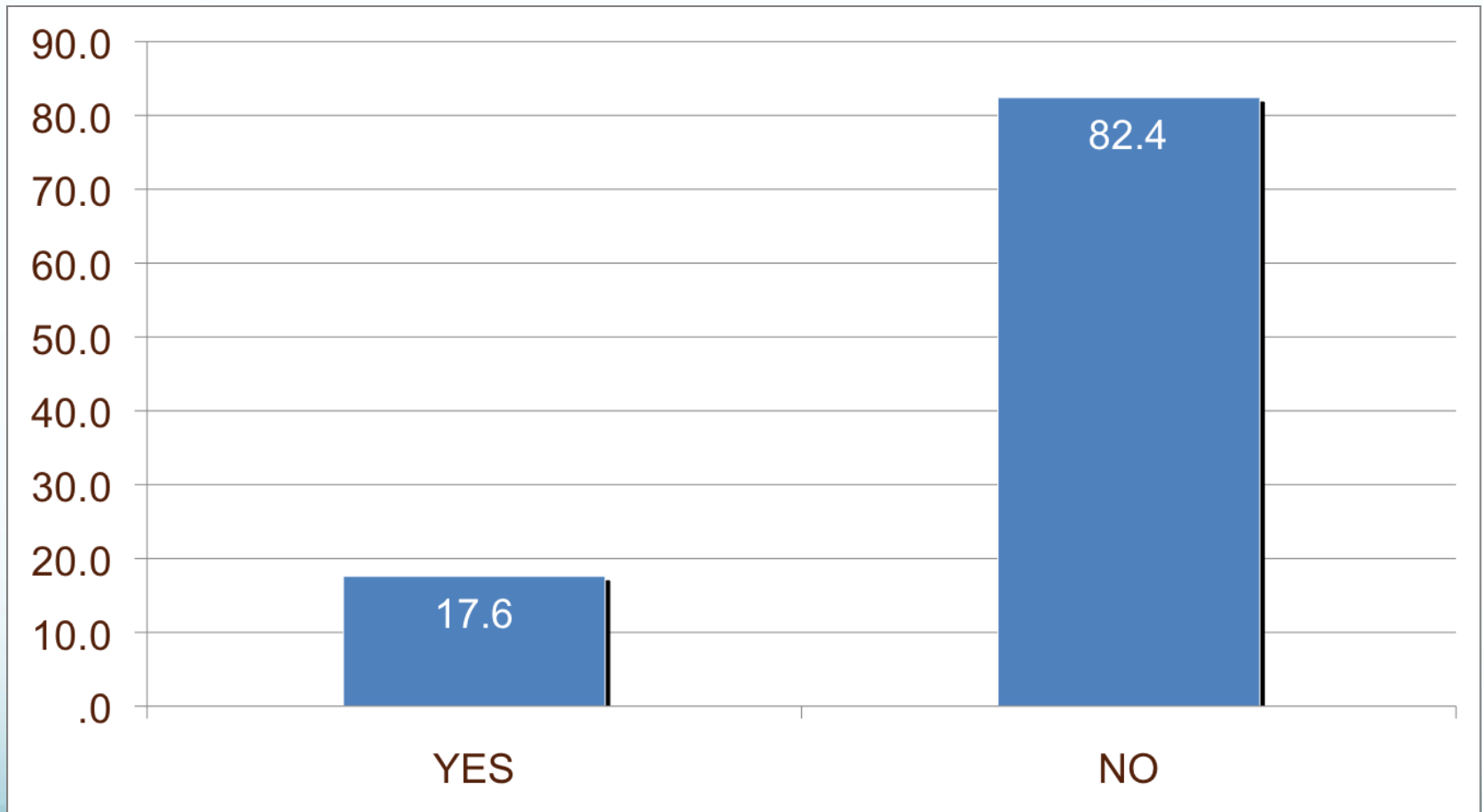


# Have children under 12 at home

%

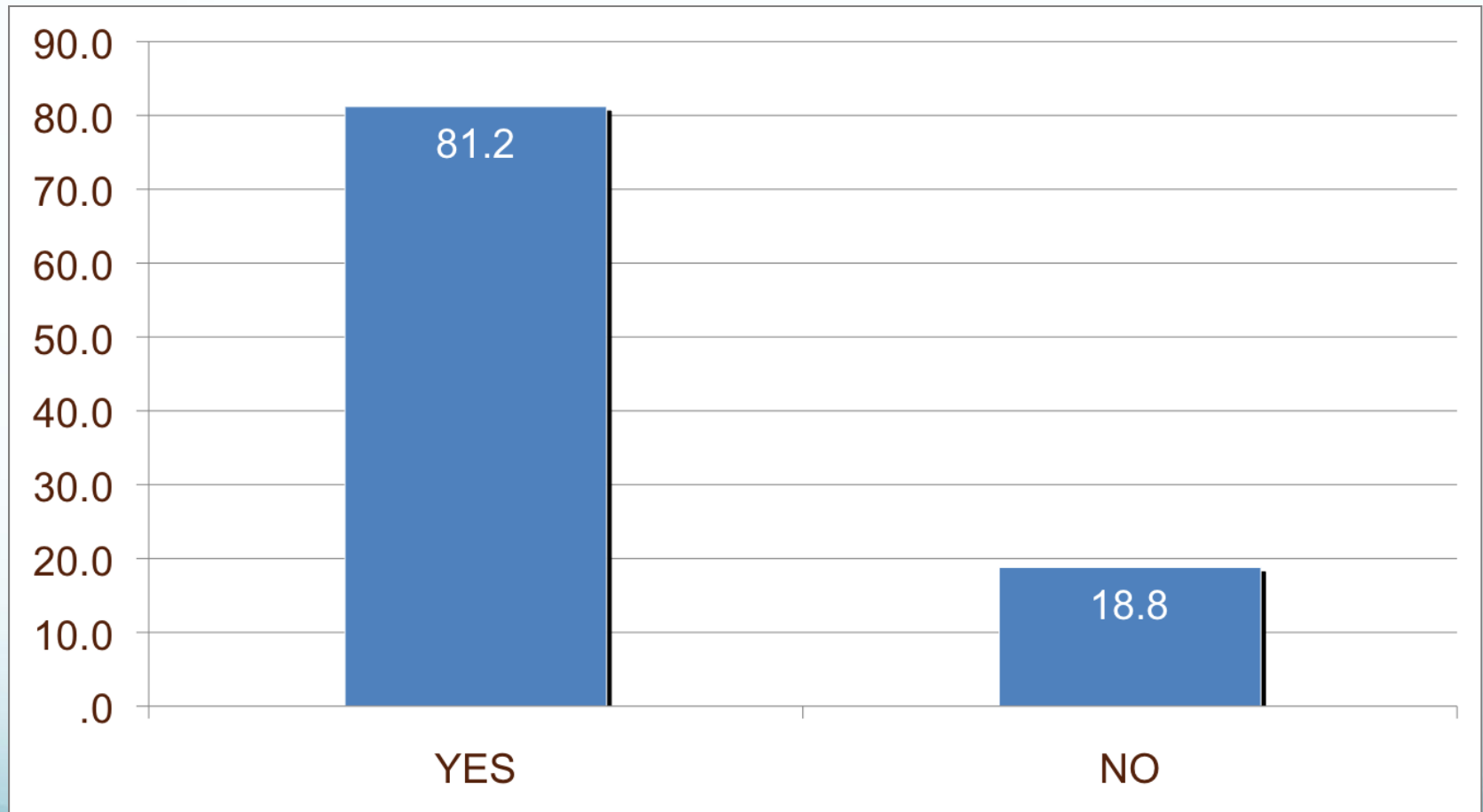


# Have children age 12-18 at home

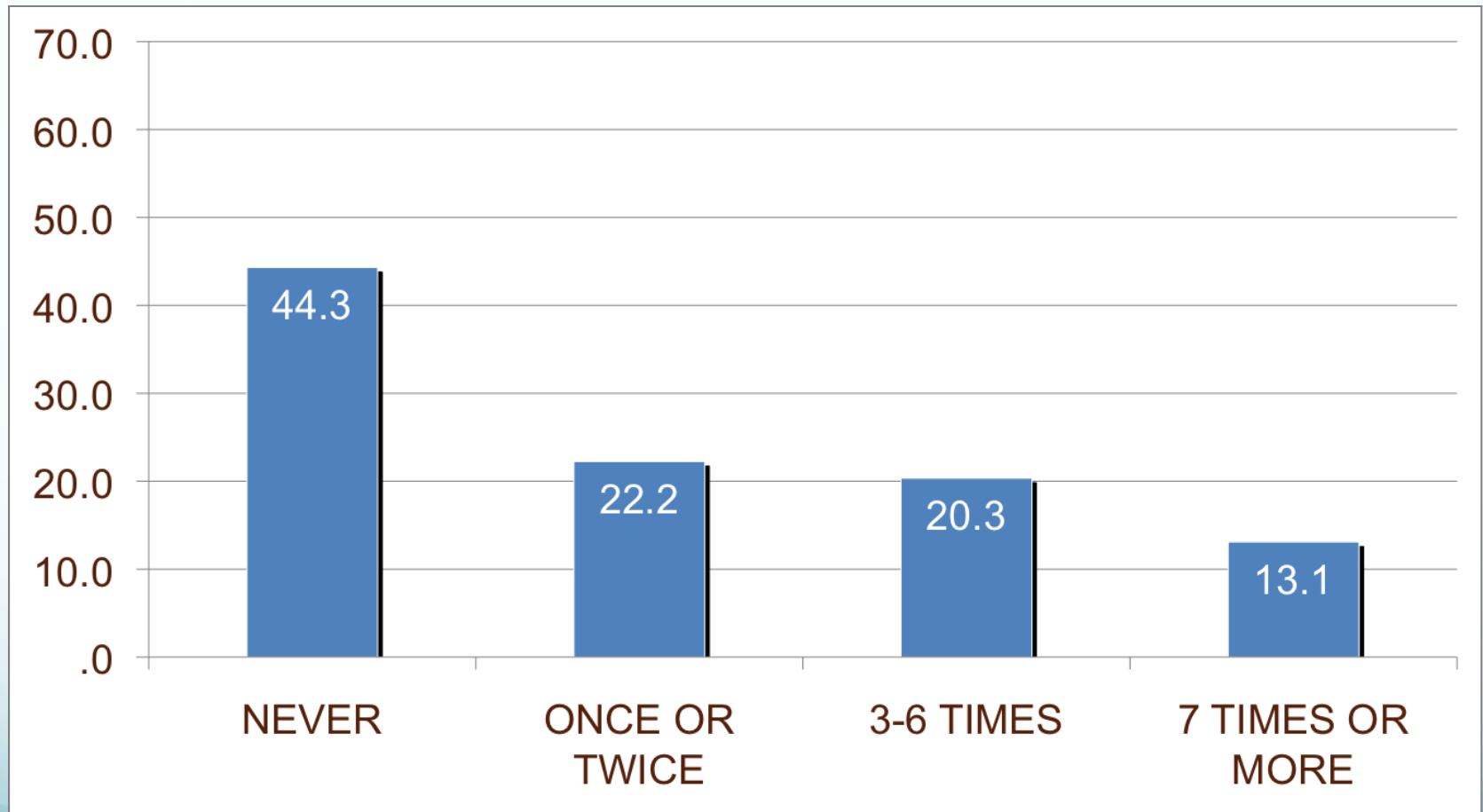


# Computer access at home

%

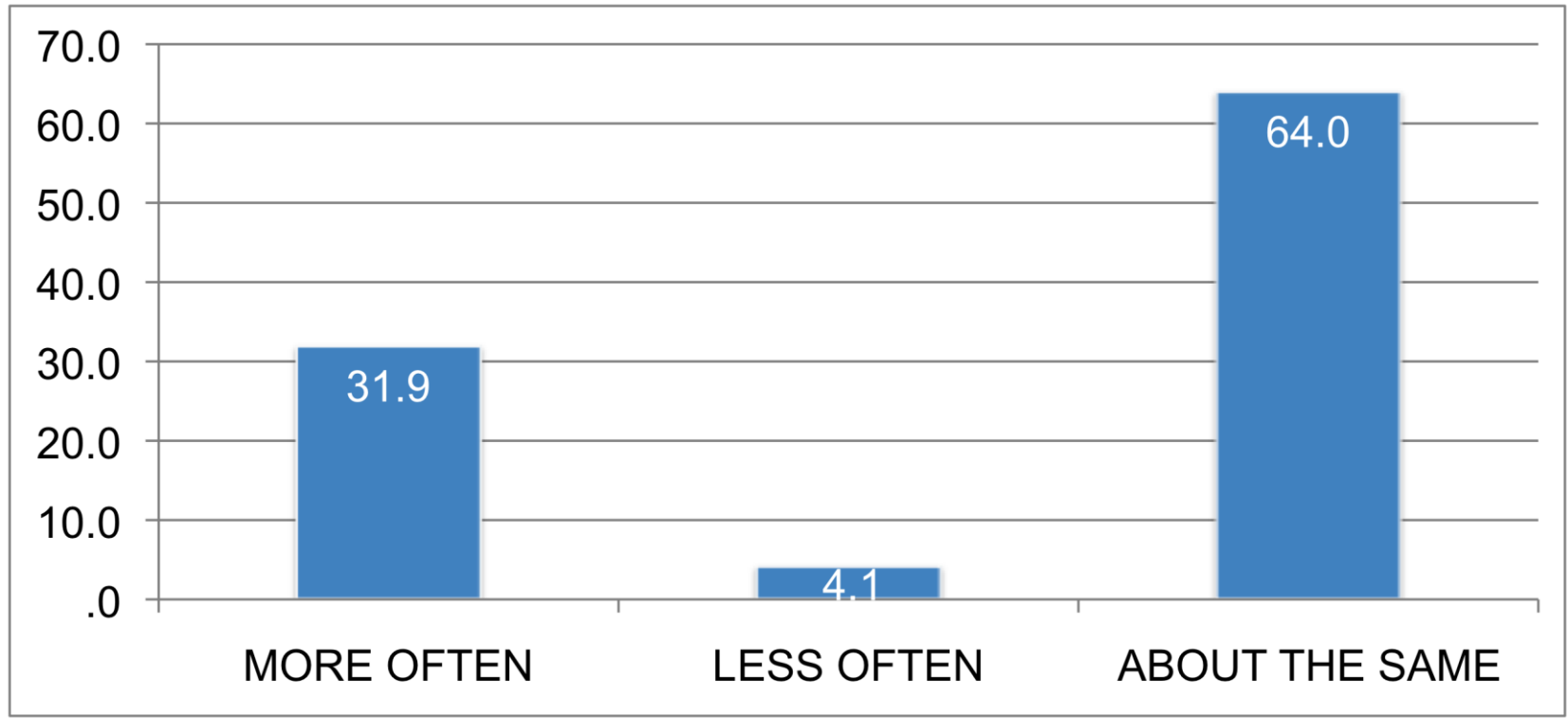


# % Visited library in past 3 months

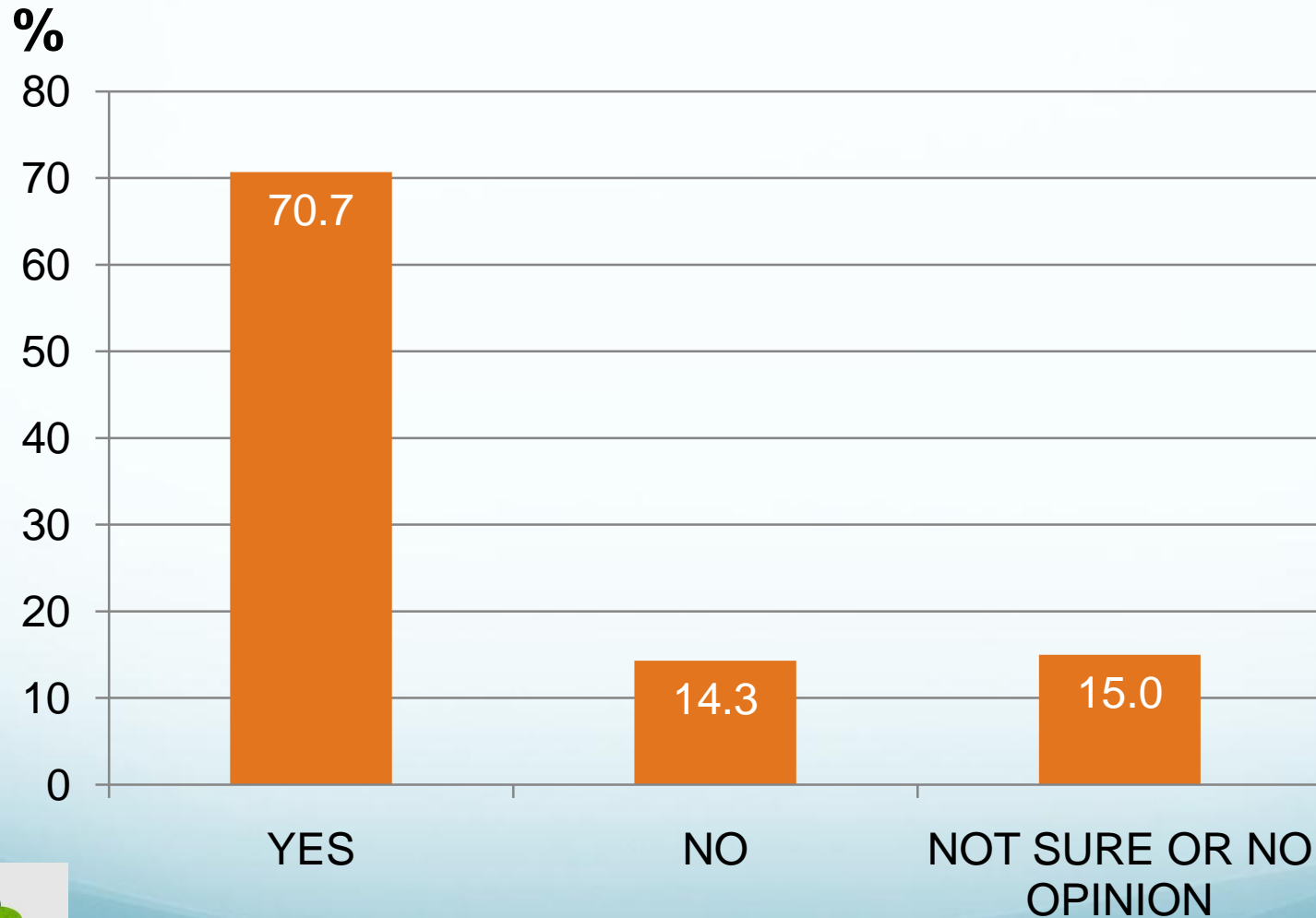


# Anticipated usage at new library

%



# Are you in favor of a new library?



# Cross tabulation results for key question:

“Are you in favor of a new library in  
Grand Forks?”

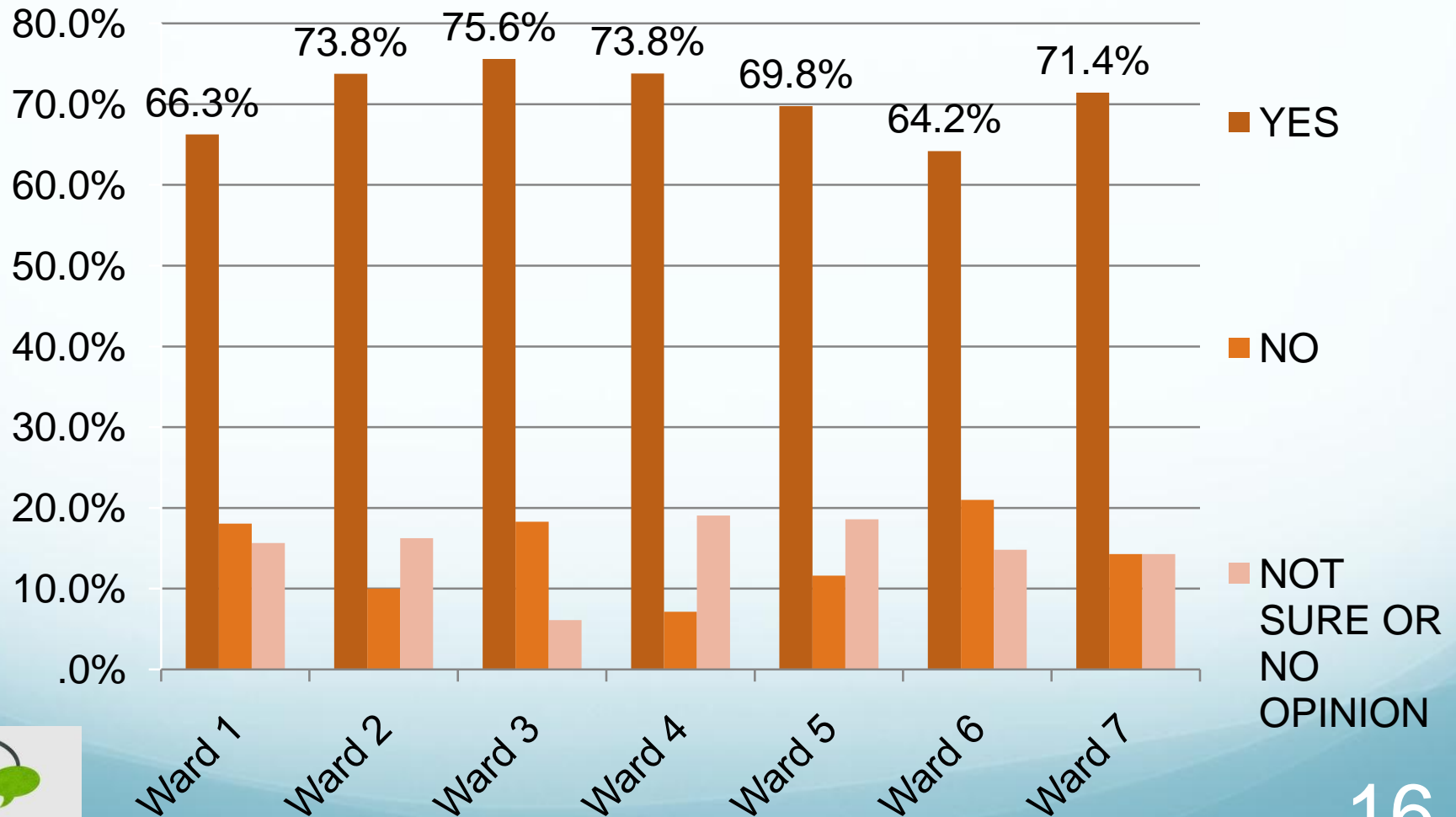
## Demographic variables:

- Ward
- Age
- Education
- Household income
- Gender



# Are you in favor of a new library?

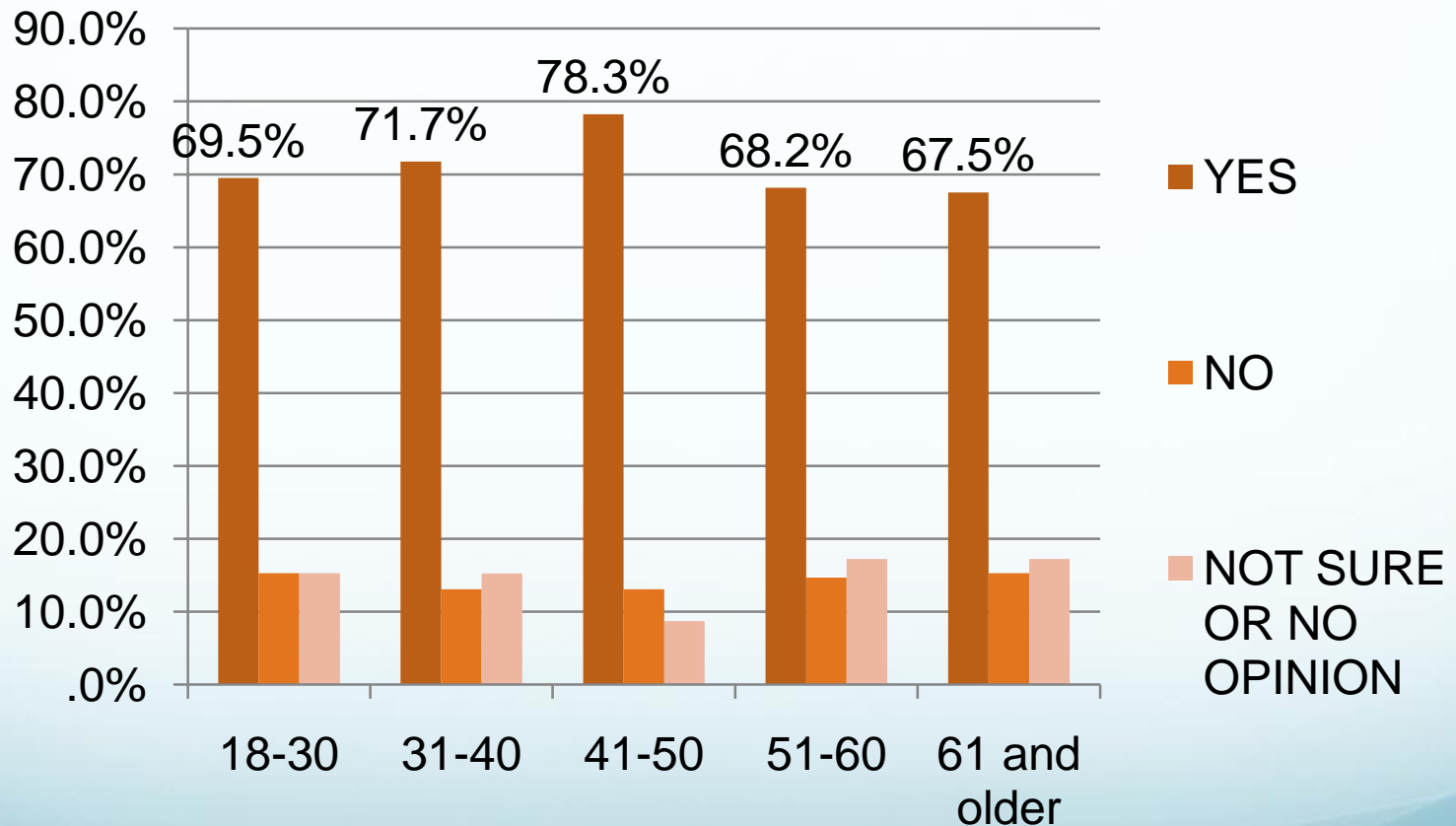
By Ward





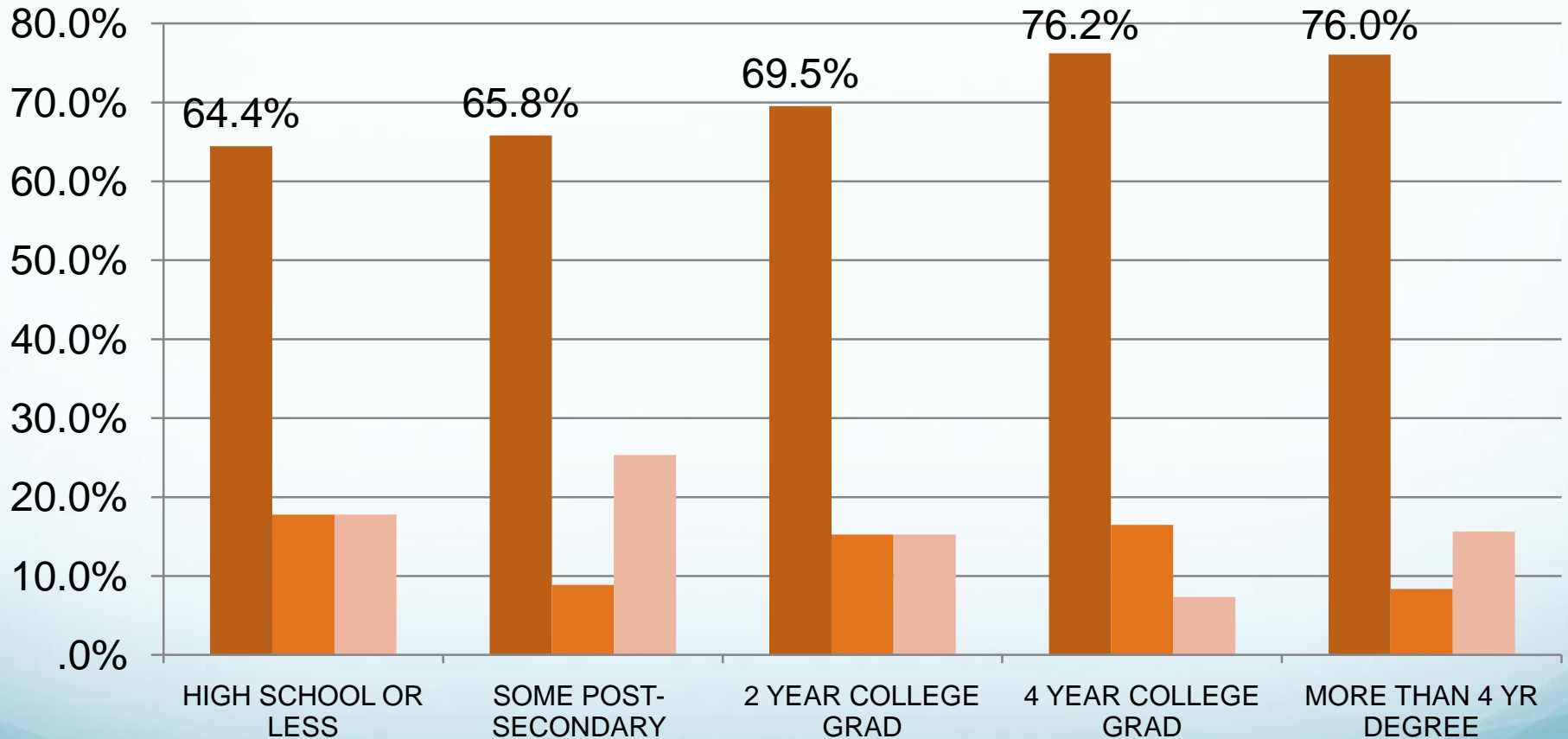
# Are you in favor of a new library?

By Age



# Are you in favor of a new library?

## By Education

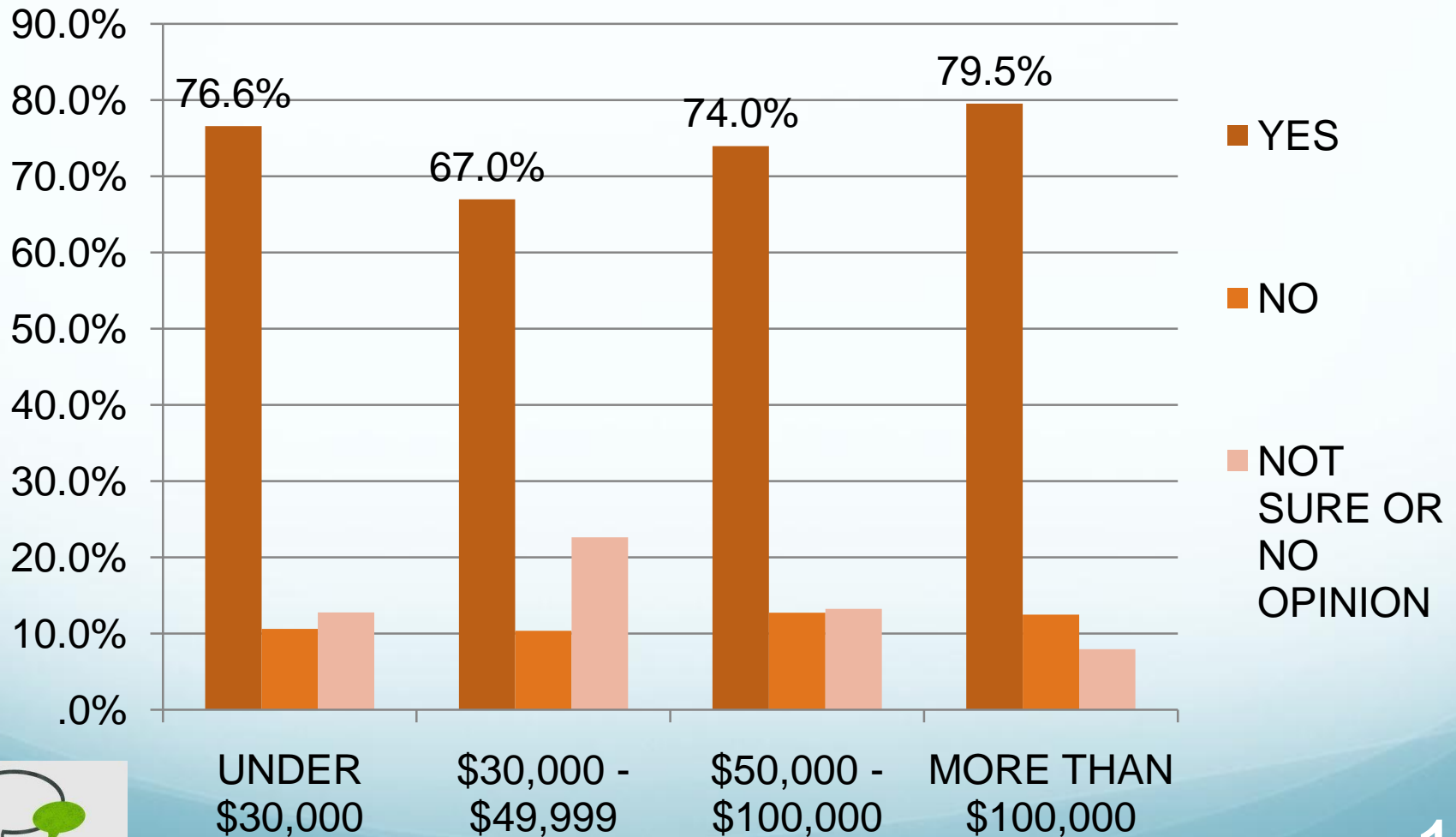


■ YES ■ NO ■ NOT SURE OR NO OPINION



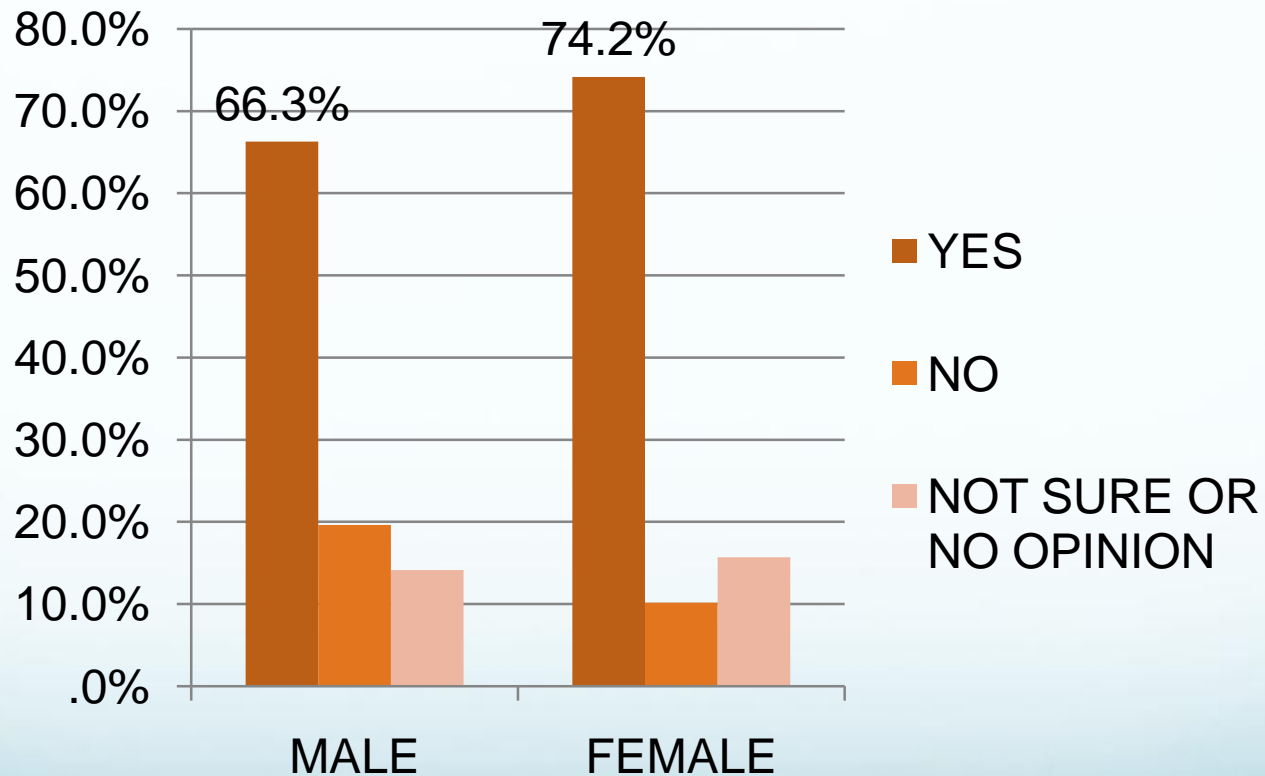
# Are you in favor of a new library?

## By Household Income



# Are you in favor of a new library?

By Gender

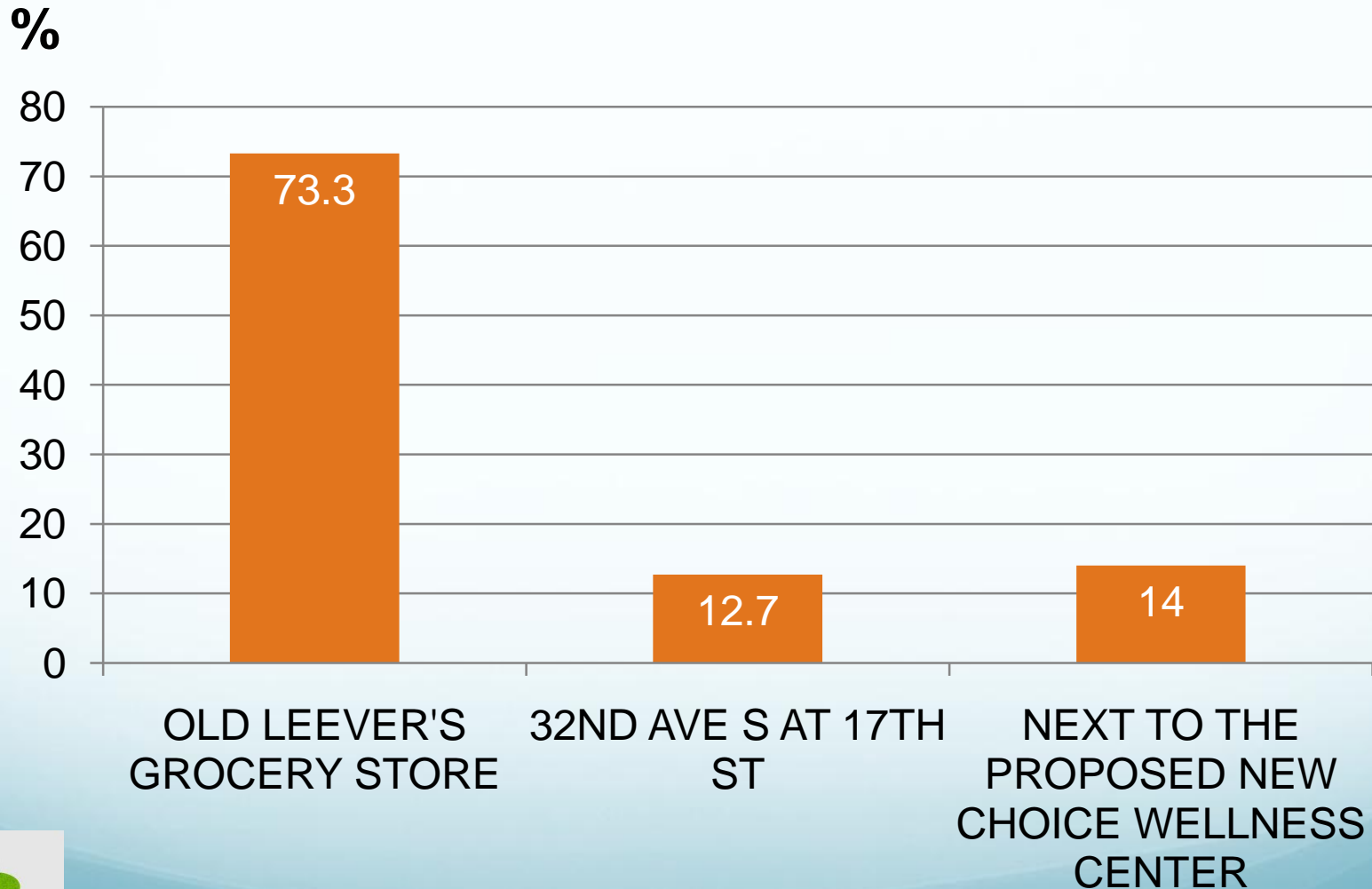


# Key Question:

“Which of the three proposed library sites do you prefer?”



# Location preference for library?



# Cross tabulation results for key question:

“Which of the three proposed library sites do you prefer?”

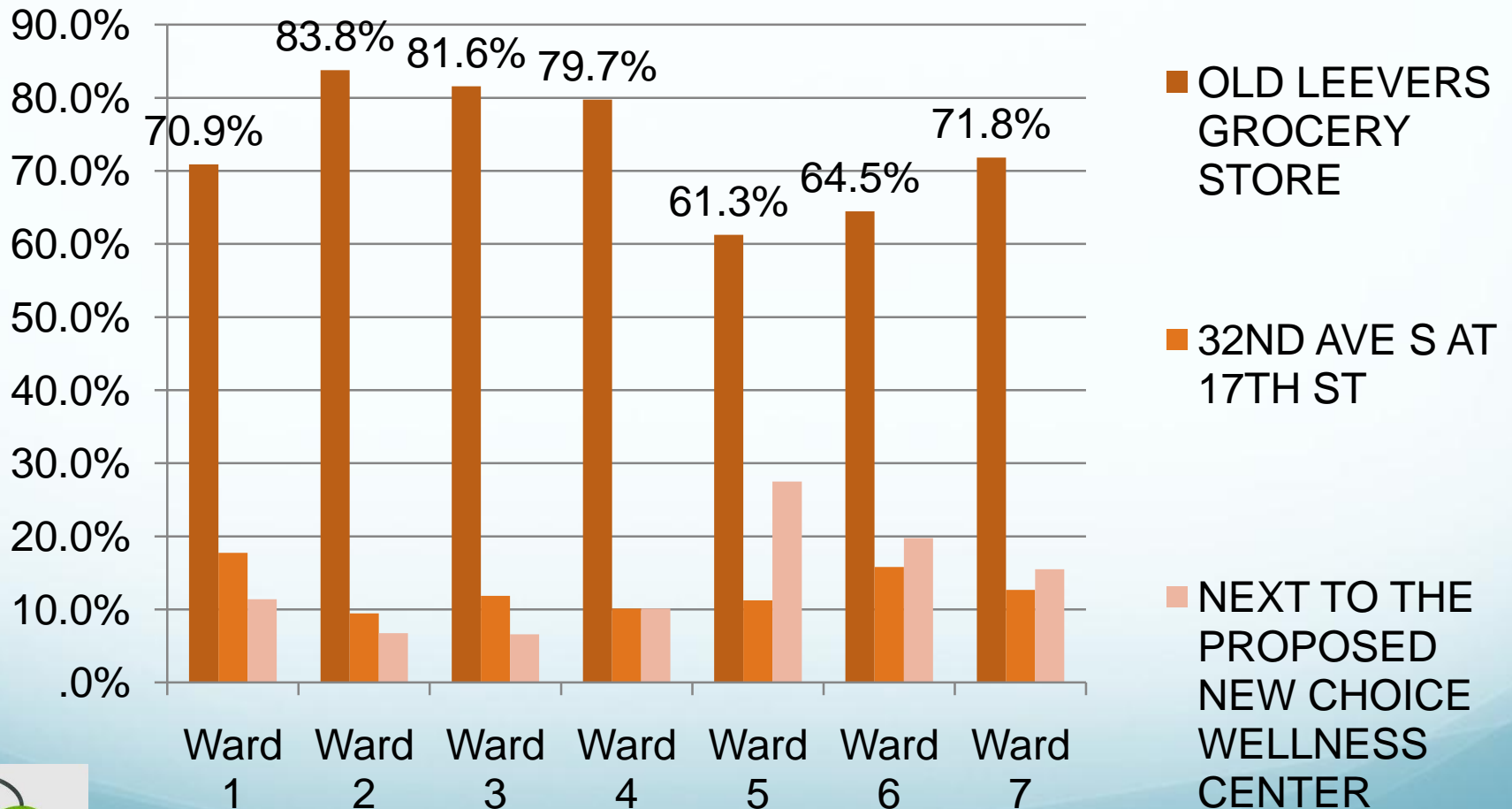
Demographic variables:

- Ward
- Age
- Education
- Household income
- Gender



# Location preference for library?

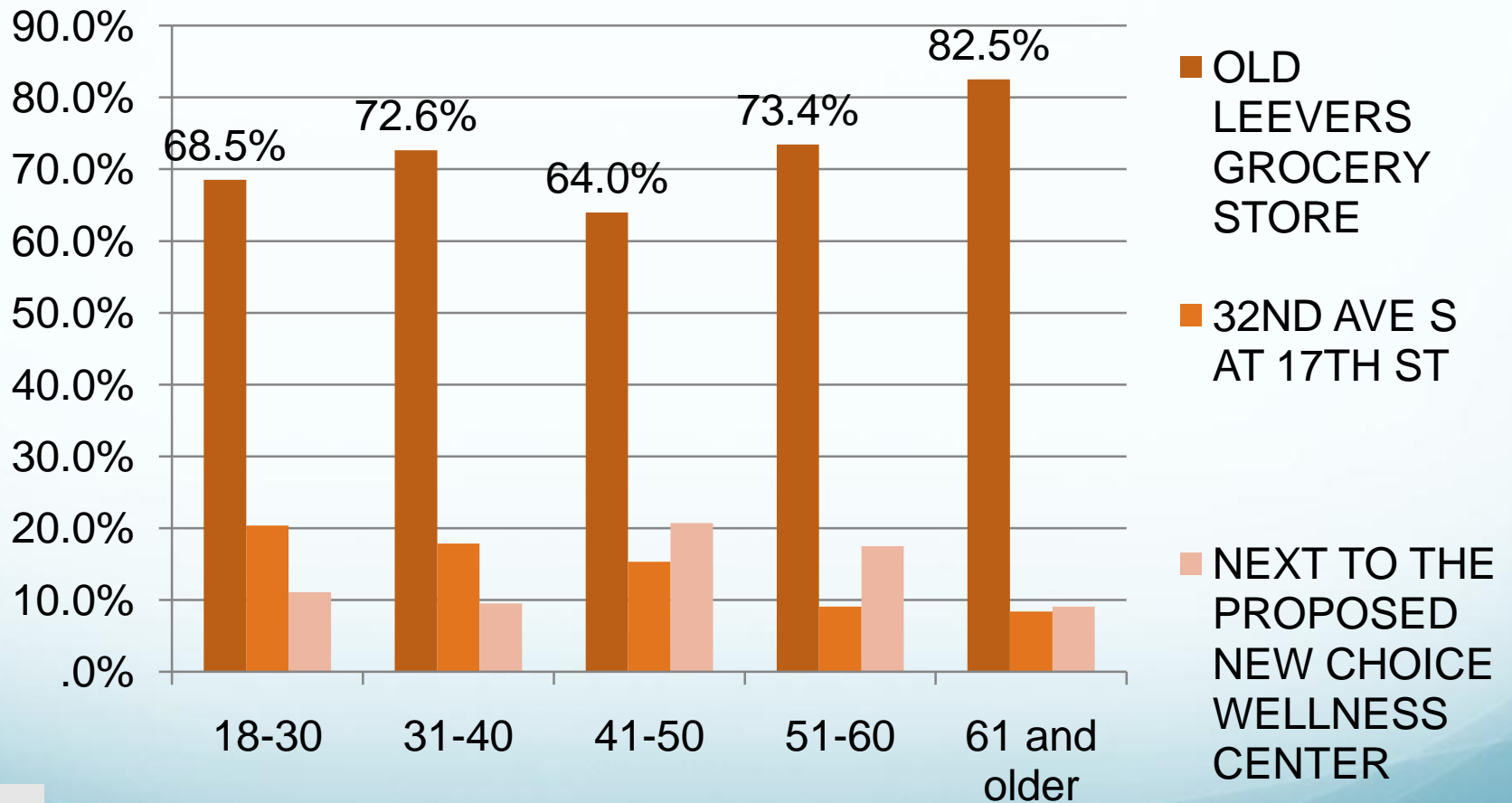
By Ward





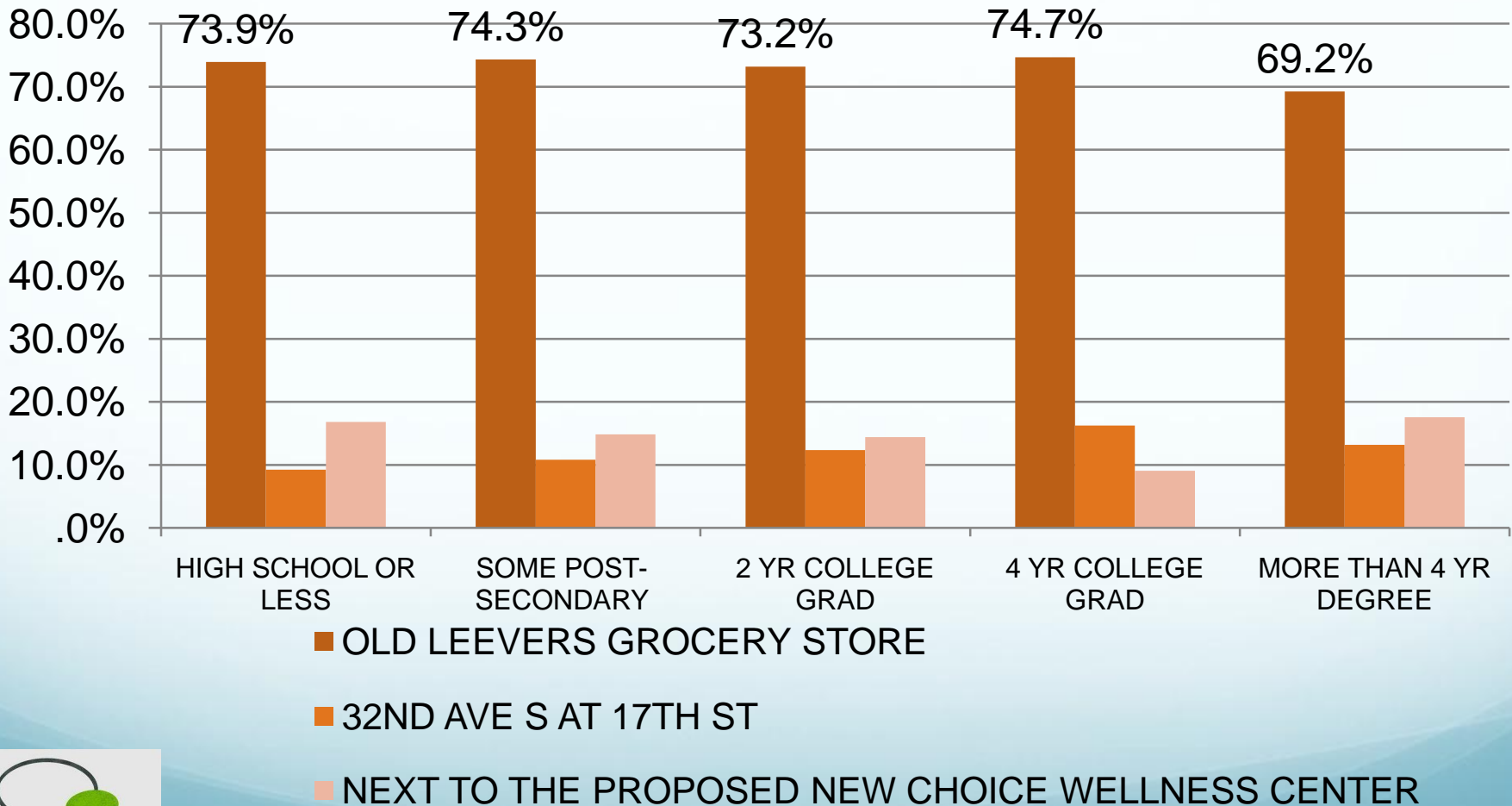
# Location preference for library?

By Age



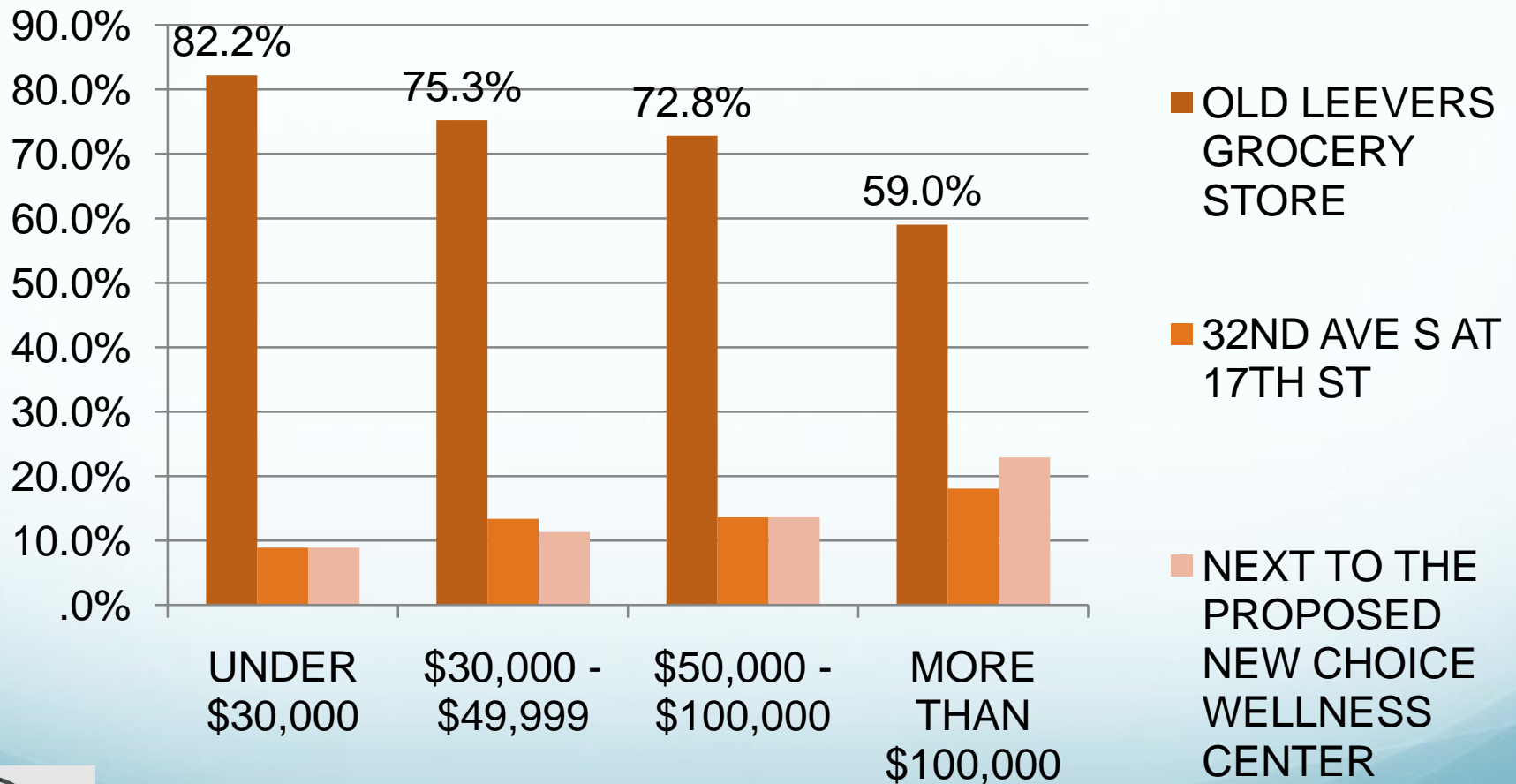
# Location preference for library?

## By Education



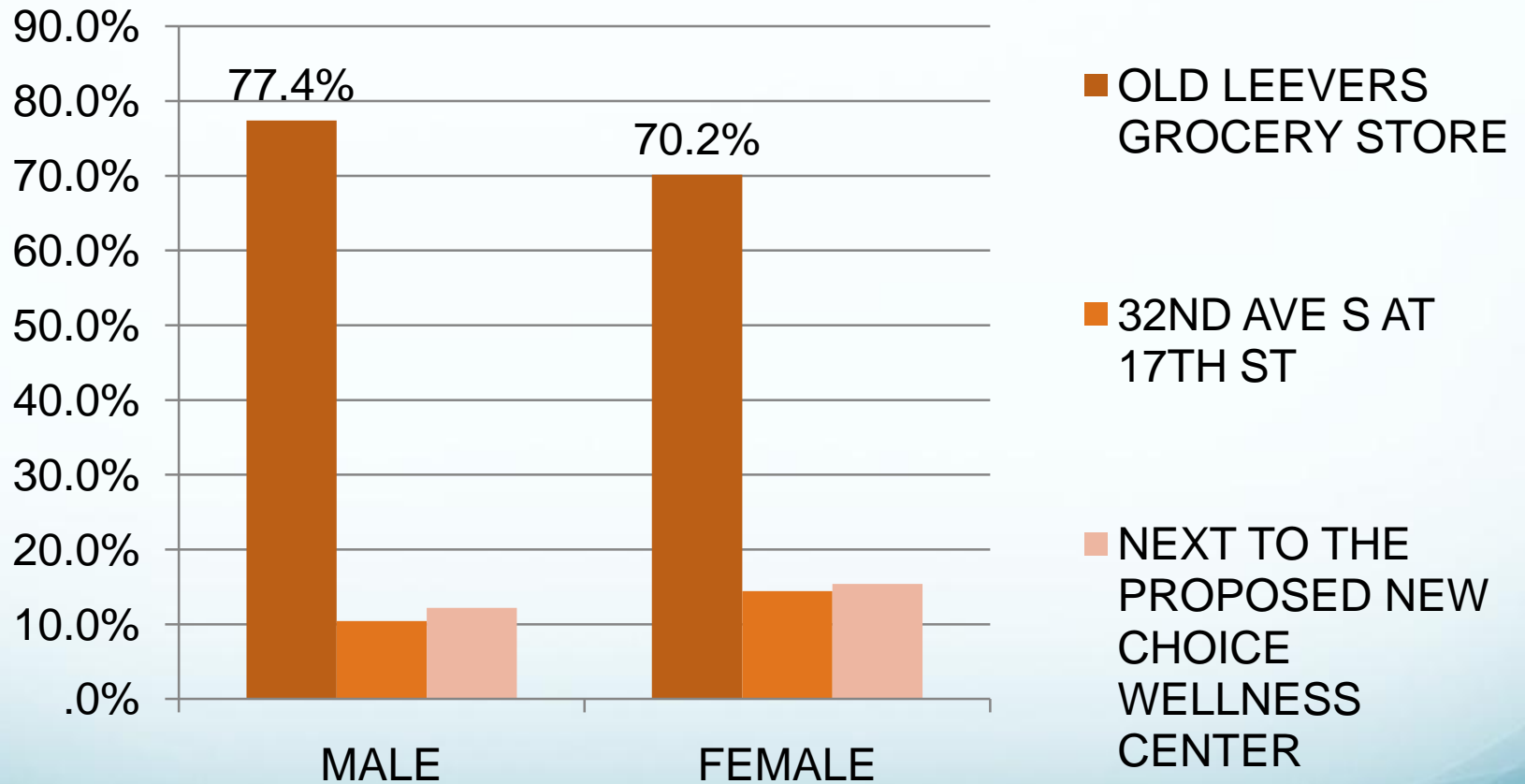
# Location preference for library?

By Income



# Location preference for library?

## By Gender

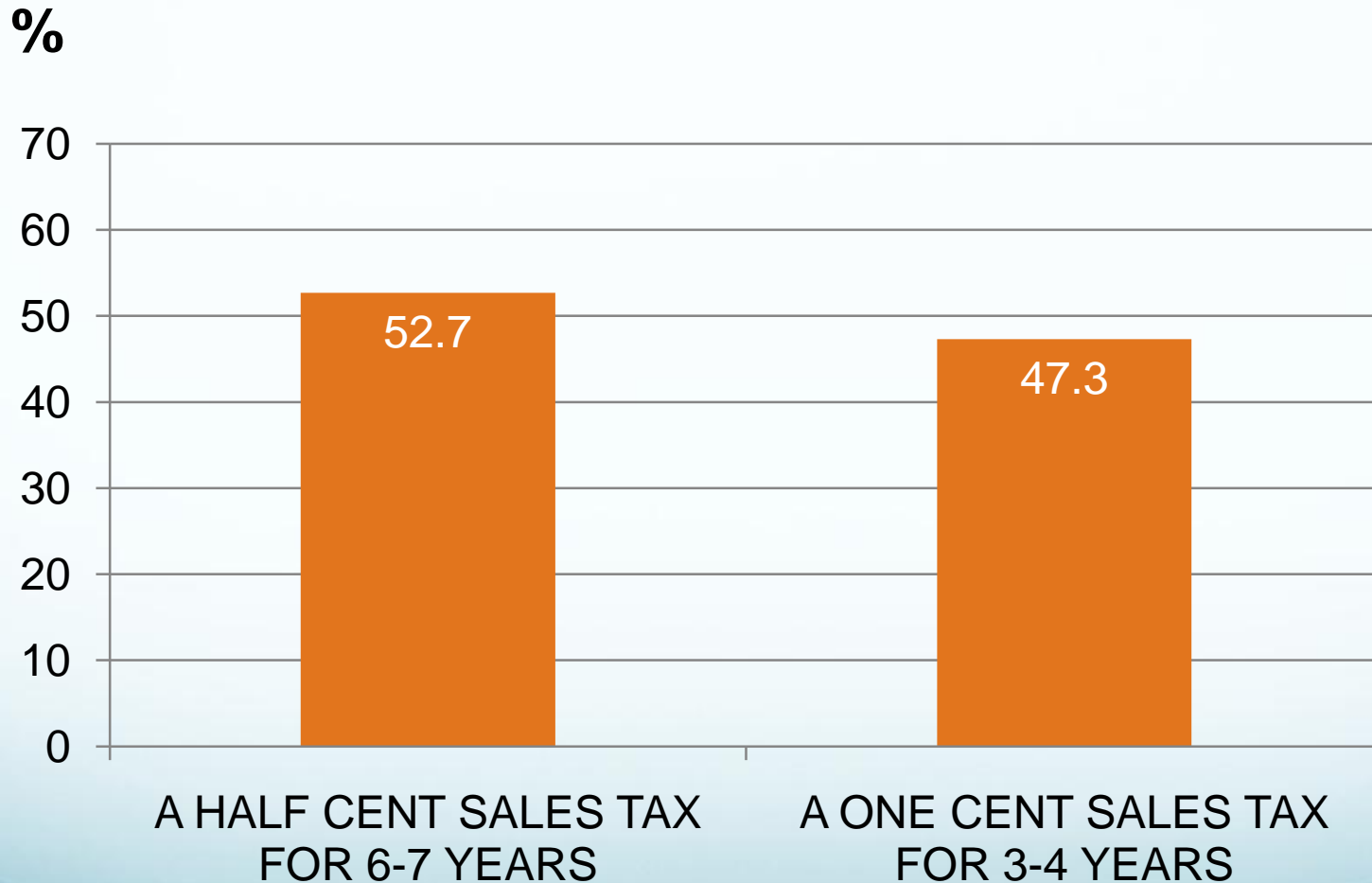


# Key Question:

“If the library were to be funded by sales tax proceeds, which do you prefer?”



# Library tax funding preference?



# Cross tabulation results for key question:

“If the library were to be funded by sales tax proceeds, which do you prefer?”

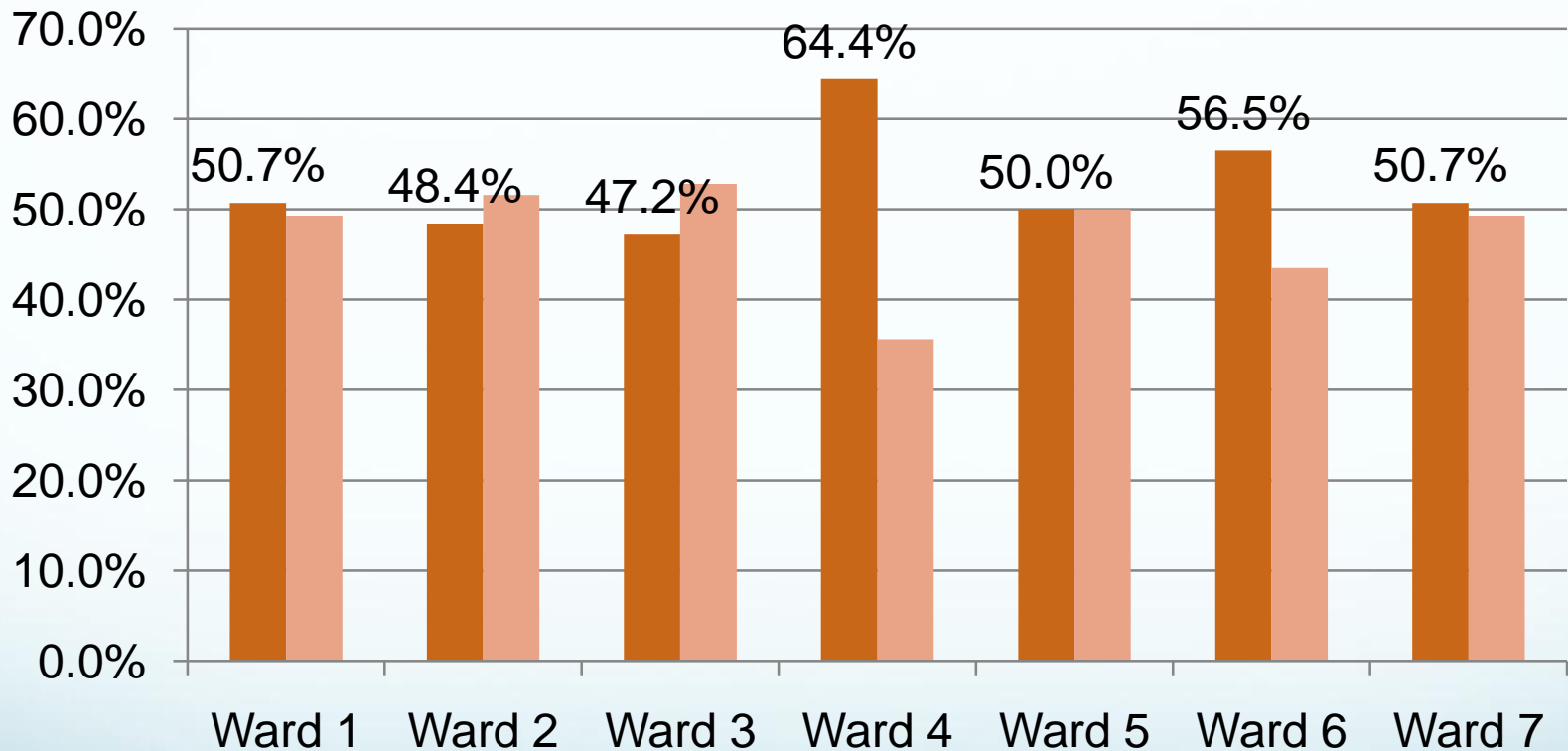
## Demographic variables:

- Ward
- Age
- Education
- Household income
- Gender



# Library tax funding preference?

## By Ward

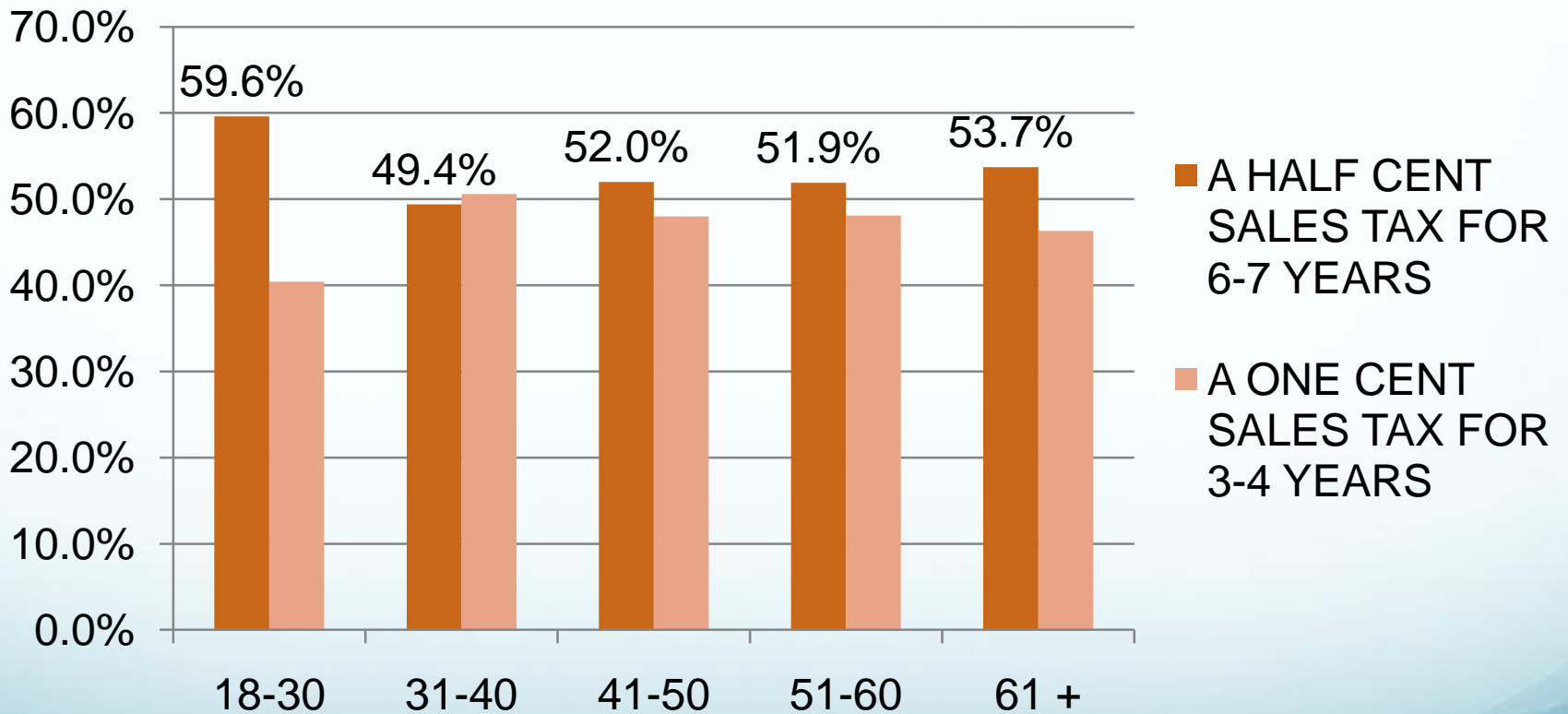


- A HALF CENT SALES TAX FOR 6-7 YEARS
- A ONE CENT SALES TAX FOR 3-4 YEARS



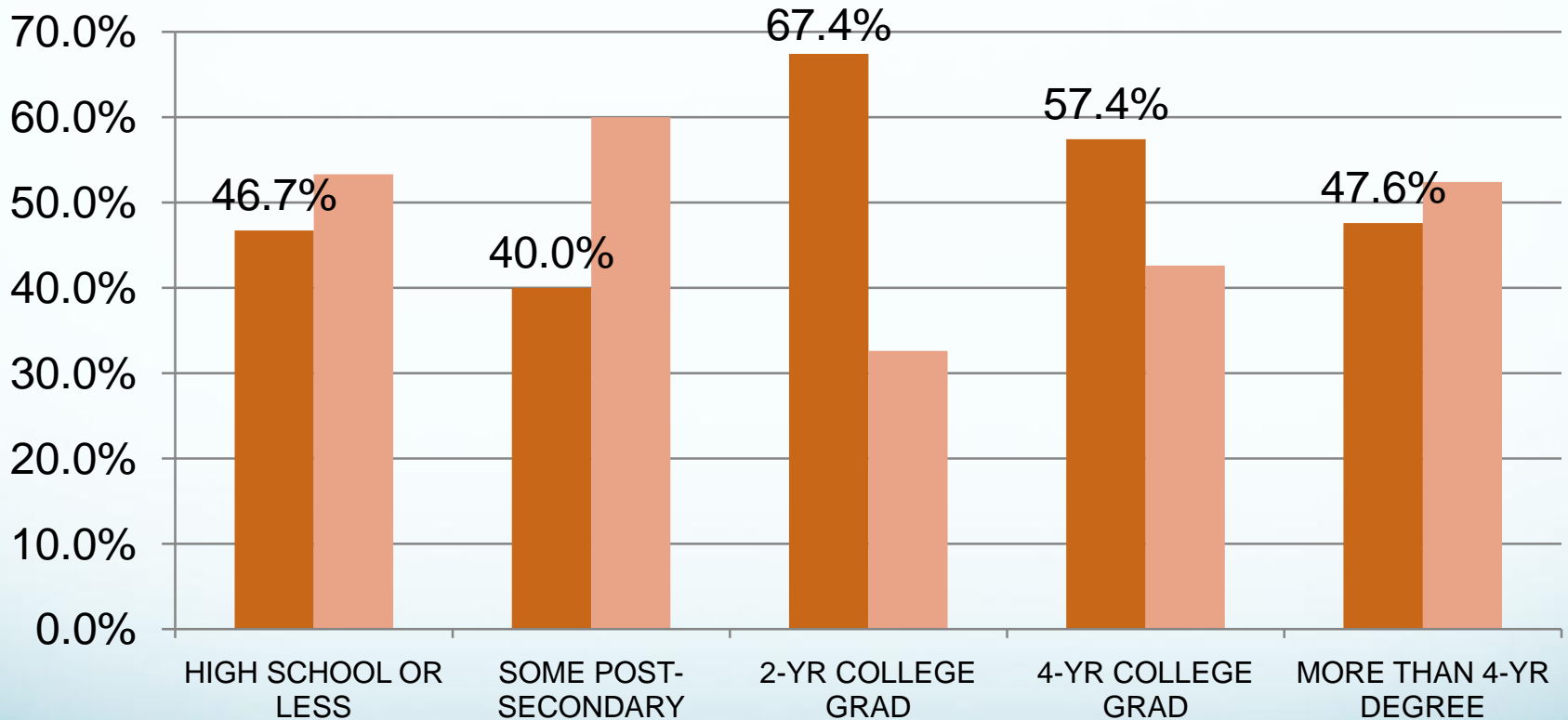
# Library tax funding preference?

## By Age



# Library tax funding preference?

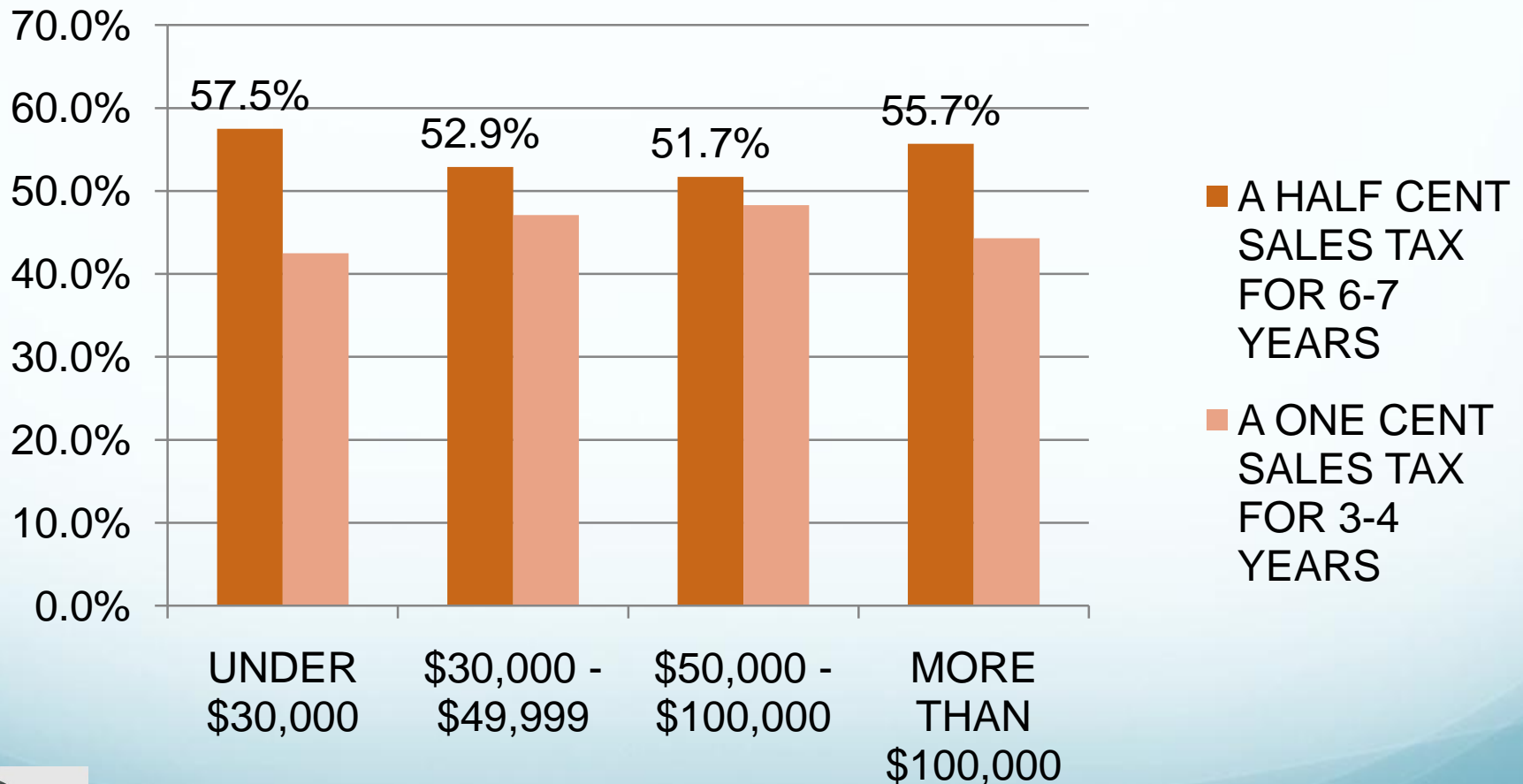
## By Education



- A HALF CENT SALES TAX FOR 6-7 YEARS
- A ONE CENT SALES TAX FOR 3-4 YEARS

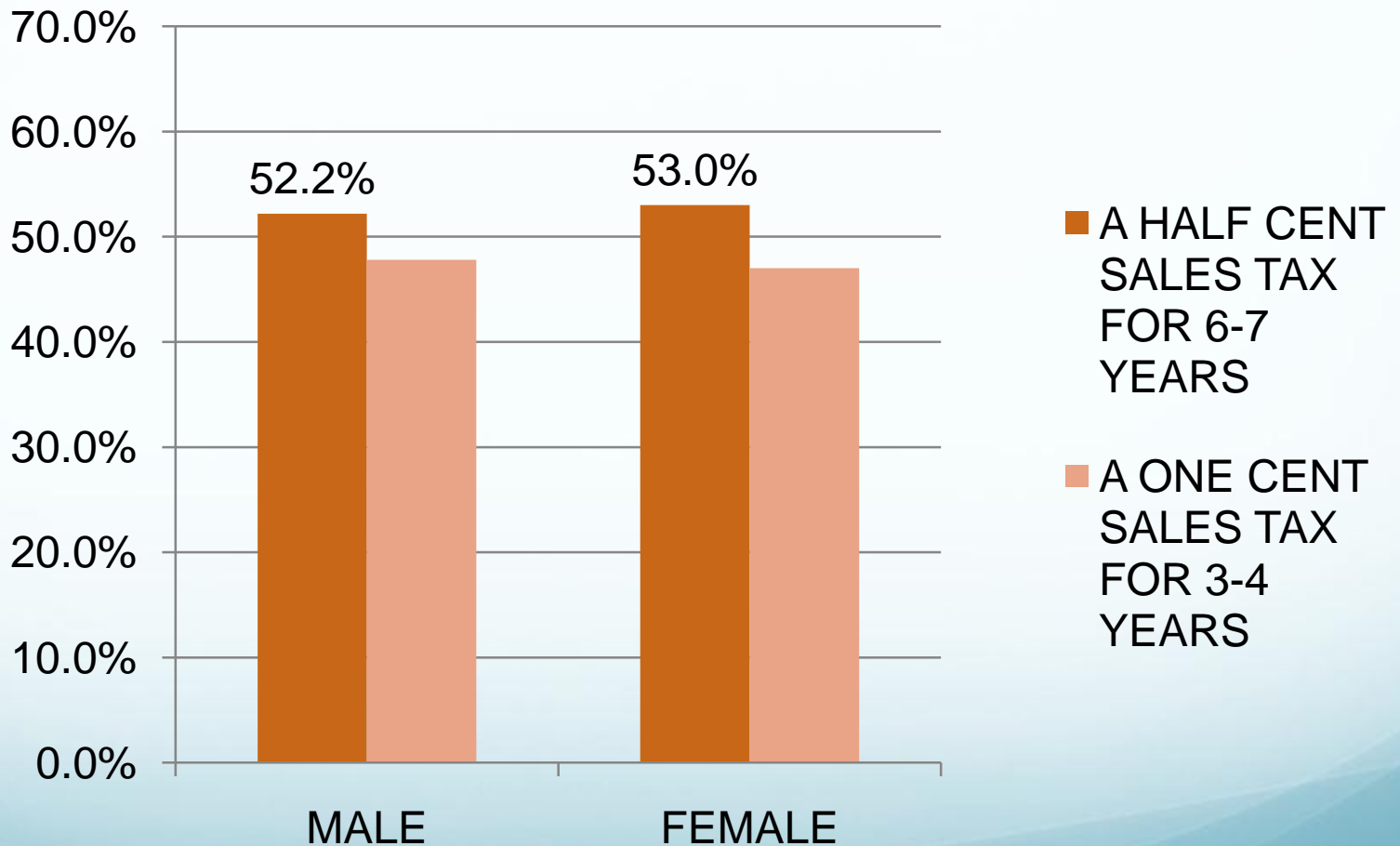
# Library tax funding preference?

## By Income



# Library tax funding preference?

## By Gender



# Telephone Survey Summary Points

- Strong support for new library.
  - Strong support across every demographic, i.e., ward, age, education, household income and gender.
- Strong support for Leever's location.
  - Strong support across every demographic.
- Preference for funding option is half-cent sales tax spread over 6-7 years.
  - Preference is relatively small, but cuts across almost all demographics.



# For More Information Contact:

- Susan Mickelson            740-0525  
President, GF Library Board
- Wendy Wendt            772-8116  
Director, GF Public Library
- Donald Vangsnes            746-8535  
DMD Consulting
- Dean Schieve            746-8535  
DMD Consulting

