

Public Opinion Poll

BRAND PERCEPTION, FRANKLIN BRANCH PROJECT

2010



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SECTION 1

Johnson County Public Libraries: An Assessment of Support

Summary of Methods and Findings

November 30, 2010

Submitted by
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The Survey Research Center at IUPUI, a unit of the IU School of Liberal Arts, is an interdisciplinary survey research center that provides services to a wide variety of private, non-profit and governmental organizations. The lab also serves the entire IUPUI campus by conducting research for faculty members, students and various university departments.

This report was prepared by Anne L. Mitchell, Project Manager, Data Analyst.



METHODOLOGY

The information presented in this section conforms to the best practices guidelines for full disclosure as promoted by the American Association of Public Opinion Research.¹

The surveys described in this report were conducted by the Survey Research Center at IUPUI. The work was conducted under contract with Johnson County Public Library. The purpose of the survey was to assess registered voters' attitudes towards the current libraries and their feelings about building a new library in Johnson County. The sample was ordered from six zip codes in Johnson County, Indiana (46131, 46142, 46143, 46106, 46181, and 46184). If respondents lived in the zip code 46142/46143 they were asked whether they lived in the library district of Franklin or Greenwood. If they lived in Greenwood's library district or they did not know, they were ineligible for the study. Respondents were also asked if they were registered voters in Johnson County, Indiana.

The target population for the survey was registered voters in the Franklin Library District in Johnson County, Indiana. The sample for this study was purchased from a company called Survey Sampling, Inc. using only the zip codes listed above. The sample was checked for disconnected numbers and duplicated numbers. Data collection began Monday, November 8 and ended Friday, November 12, 2010. All interviews were conducted in English by trained interviewers. The survey had a 20 percent response rate. It took 3642 calls to 2571 different numbers to achieve 300 completed phone interviews.

¹ For details on this and other professional standards visit their website: <http://www.aapor.org/disclosurestandards/>.



FINDINGS

Johnson County Public Library, in conjunction with J Owen Media, commissioned the Survey Research Center at IUPUI to conduct a random-digit-dial telephone survey of residents in Franklin, Indiana’s library district in order to better understand the extent to which individuals and their families use the current libraries within the district as well as to assess registered voters’ level of support for a new library in Franklin, Indiana. The following report details the findings from this research.

Respondents were first asked a series of questions to verify their eligibility for inclusion in the study. In order to be interviewed, respondents were required to verify that they were at least 18 years of age and a registered voter in one of the targeted areas of Johnson County, Indiana (Franklin, Indiana’s library district). The results in this report reflect the actual distribution of the respondents who participated in the survey. Because Census data reflects the population data for Johnson County rather than demographic data on registered voters, the results are weighted to account for bias in the age and gender distribution of survey sampling. Survey data from 300 respondents for this geographic region results in a 4.8 percent margin of error. The questionnaire used for this study is attached as Appendix A. Some questions warranted open-ended responses from respondents. These responses are attached in Appendix D; however, they were not systematically analyzed, given that they are not quantitative by nature.

DEMOGRAPHICS AND CHARACTERISTICS

Table 1 illustrates selected demographic characteristics of individuals in the sample (unweighted) as well as weighted frequencies. Just over 70 percent of all respondents were female. The majority of respondents were over 45 years old. Over 65 percent of the sample came from two of the six zip codes: 46131 and 46142. Over half of respondents have a college degree or post-graduate degree. The weighted data



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shows a more accurate representation of the population in Johnson County because it accounts for the overrepresentation of women and older registered voters in the sample. Once the data is weighted, female representation decreases to 48.4 percent and younger individuals account for a greater proportion of the population. All weighted frequencies are attached as Appendix B.

Table 1: Unweighted and Weighted Respondent Demographics

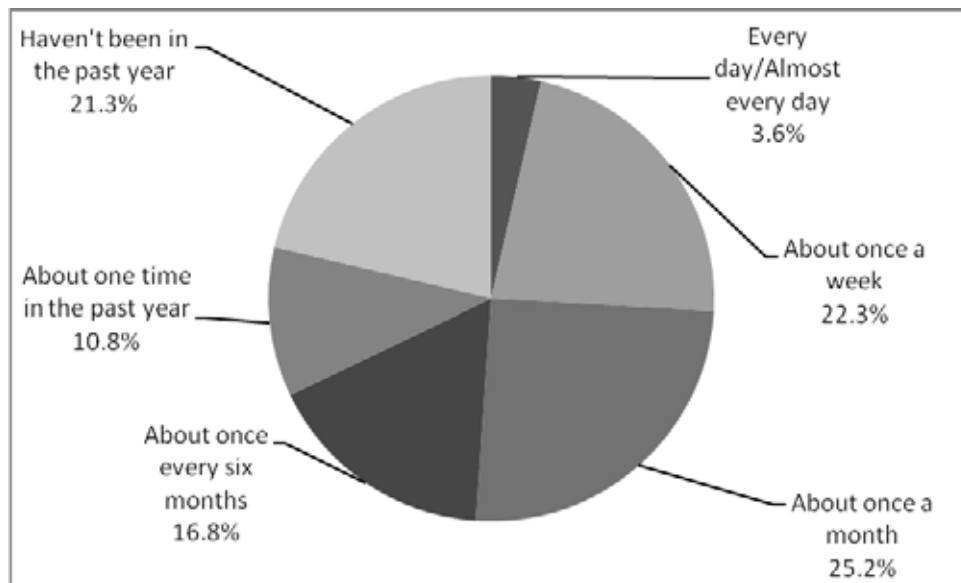
	% (unweighted)	% (weighted)
Gender		
Male	28.0%	51.6%
Female	72.0%	48.4%
Age		
18-44	24.3%	52.3%
45-64	44.0%	32.7%
65+	31.7%	15.0%
Zip Code		
46106	6.0%	6.6%
46131	28.3%	25.7%
46142	39.0%	39.7%
46143	10.0%	11.1%
46181	7.0%	7.9%
46184	9.7%	9.0%
Education		
Less than High School	2.7%	2.9%
High School Graduate/GED	23.1%	16.5%
Some College	23.1%	18.8%
College Graduate	34.1%	42.4%
Post-Graduate Degree	17.1%	19.4%
Sample Size	300	300



CURRENT LIBRARY USAGE

Figure 1 (*below*) shows how often Johnson County registered voters use the library system. Johnson County registered voters, on average, use the current library system. Just fewer than 80 percent of respondents reported using the library in the past year. Over 50 percent of respondents go to the library at least once a month. Less than five percent of registered voters report using the library daily. This level of library usage suggests that Johnson County residents have a need for something the library offers. Over 50 percent of respondents reported that they regularly use the White River Branch while 28 percent report regularly using the Franklin Branch. Other respondents either used the Clark Pleasant Branch or the Trafalgar Branch.

Figure 1: Johnson County Library Use



Respondents who had used the library in the past year were asked what resources they typically used (*Figure 2, below*). Over 70 percent of respondents who used the library in the past year used books or magazines. The library was used second

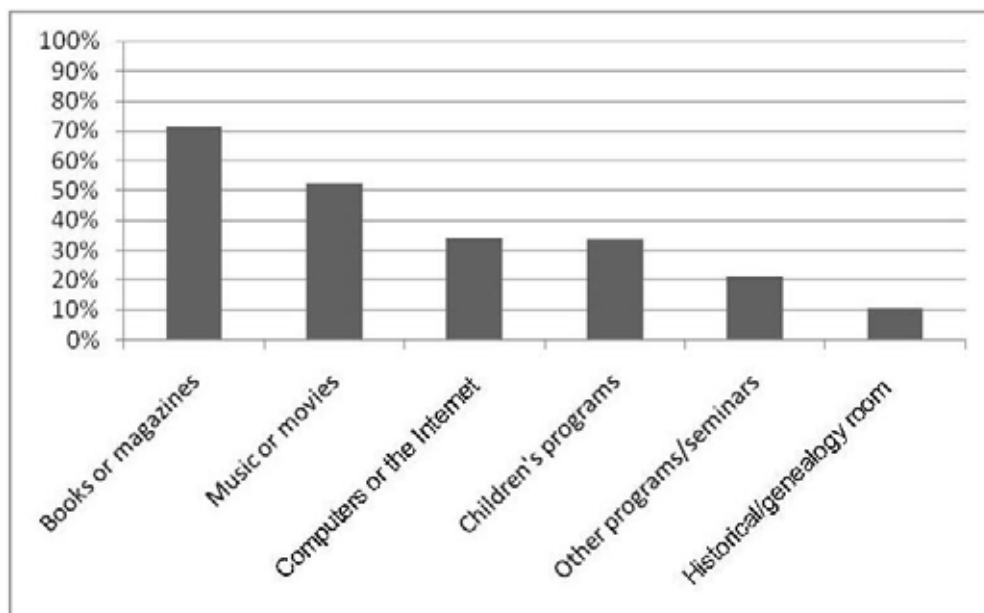


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most for music and movies followed by children’s programming, computers/Internet and other programs/seminars. The library’s least used resource is the historical/genealogy room – although over 10 percent of respondents said that they did use that resource.

Of those who used books/magazines, 64 percent said they find that resource extremely valuable while 35 percent find it somewhat valuable. Only 1 percent of respondents who used the books/magazines at the library said they were not at all valuable. All respondents who used movies/music said that they were at least somewhat valuable with about half saying “extremely valuable.” Less than 2 percent of those who used computers/Internet found them not at all valuable, with the majority of respondents saying that they were extremely valuable (67 percent). Almost $\frac{3}{4}$ (73 percent) of all respondents who used children’s programming said it was extremely valuable. Over half (56 percent) of respondents who used other programming or seminars and over half (59 percent) of respondents who used the historical/genealogy room found those resources to be extremely valuable. All in all, Johnson County registered voters use the library and find the library’s resources that they use valuable.

Figure 2: Resources Typically Used

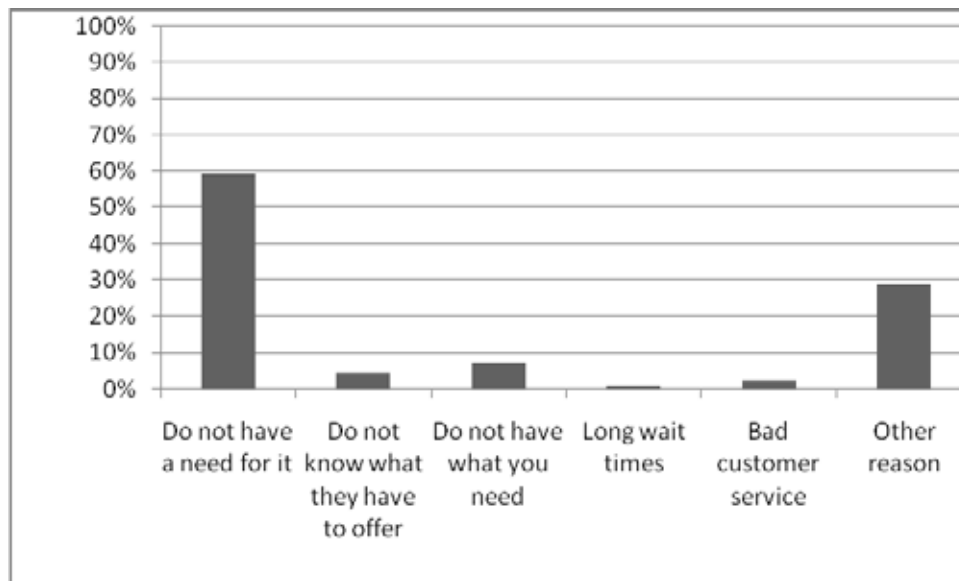




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Respondents who had not used the library in the past year were asked what best characterized why they did not use the library (*Figure 3, below*). The majority of respondents (59 percent) who do not regularly use the library system feel that they do not have a need for it. Overall, it is clear that of the individuals who do not regularly use the library, the vast majority of their non-use has nothing to do with the perceived quality of the library or its resources. Even of those who said “other” the responses given, when probed, seemed more to do with not having a reason to use it as opposed to something inherent about the library itself (bad service, lack of resources, etc.).

Figure 3: Reasons for Non-Use





ANTICIPATING A NEW LIBRARY BRANCH IN FRANKLIN, INDIANA

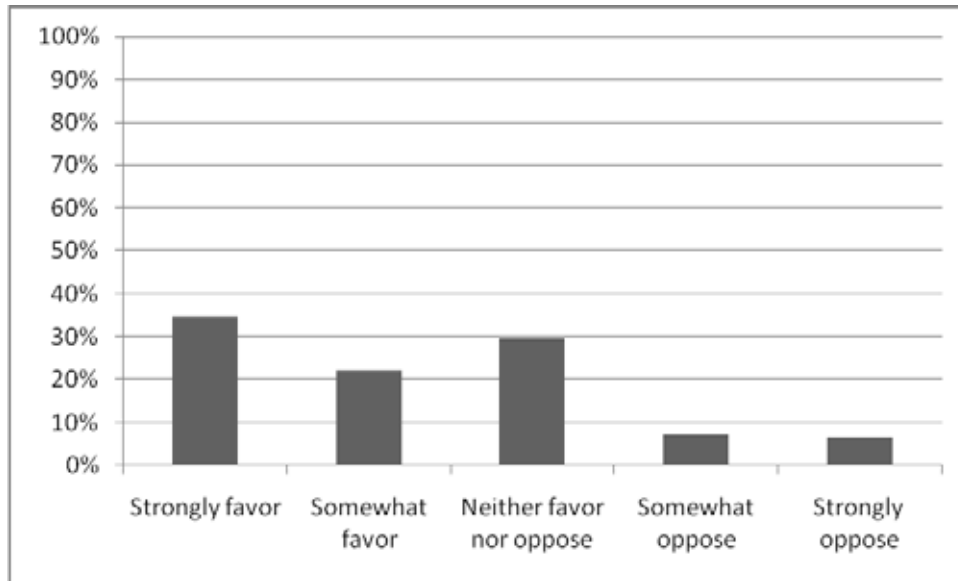
Respondents were asked to what extent they supported or opposed building a new library branch in Franklin. First, they were told hypothetically that it was paid for without raising taxes (*Figure 4, below*). About 14 percent of respondents opposed the building of a new library in Franklin, Indiana. Just less than one-third (30 percent) neither favor nor oppose building a new branch in Franklin. Respondents were then asked how much they would be willing to add to their property taxes if that were the only way to raise money to pay for a new library branch. Just under half (48 percent) of respondents said that they were not willing to pay any more dollars per year to build a new library branch in Franklin. One-fifth of respondents said they were willing to pay one to five dollars per year, about 17 percent of respondents said they were willing to pay 6 to 10 dollars per year and lastly, 14 percent of respondents said they would be willing to pay 11 to 15 dollars per year.

This suggests overall that the majority of Johnson County residents are more likely than not to support a new library being built in Franklin, Indiana – even if they have to increase their property taxes to do so. These findings also suggest, however, that a significant number of Johnson County residents neither favor nor oppose a new branch. This finding suggests a need for increased education surrounding the library. Individuals who neither favor nor oppose a new library branch tend to be individuals who use the library less frequently but still use it, they tend to be younger, and they tend to have higher levels of education. Therefore, further education should target those specific groups. Furthermore, a greater proportion of women answered that they neither favored nor opposed a new library branch than did men. Further, men were more likely to strongly favor while women were more likely to somewhat favor the idea.



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Figure 4: Support/Opposition for a New Library Branch in Franklin, IN



Respondents were asked the extent to which they and/or their families would anticipate using a new branch in Franklin (*Figure 5, below*). Almost half (46 percent) of Johnson County registered voters who live in the Franklin library district said they would never use a new library branch. Almost 10 percent of respondents said they would use a new branch extensively, about 20 percent said they would use a new branch sometimes, and about 25 percent said they would use a new branch rarely. Therefore, less than 40 percent of respondents felt they would use a new branch at least sometimes. Respondents were further asked to consider which location in the area would be the best location to put a new library for their family's needs (*Figure 6, below*). Almost half of respondents (46 percent) said that along the north side of Franklin along US-31 would be the best location, while almost 20 percent of respondents said that they did not care or wouldn't use the library at any location.



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Figure 5: Anticipated Use of a New Library Branch

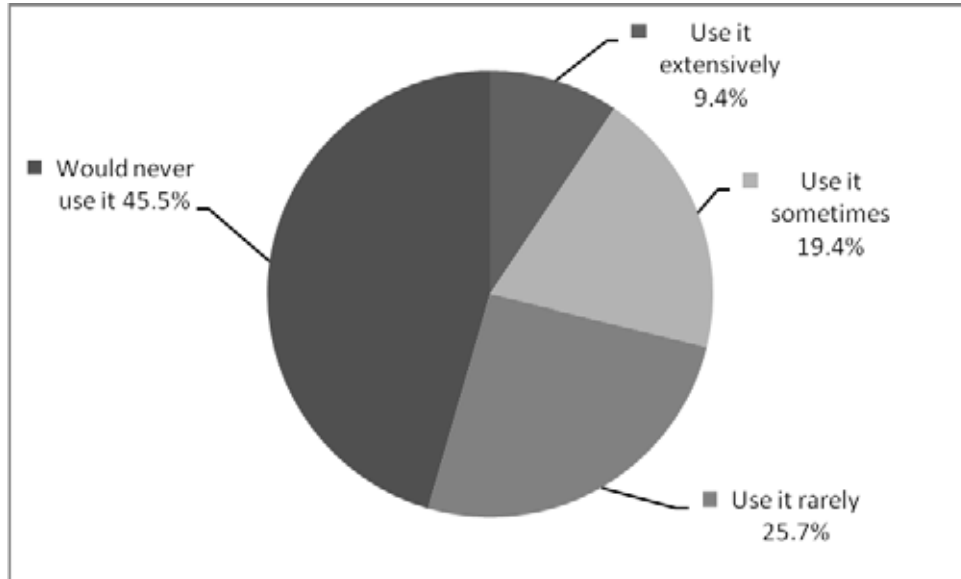
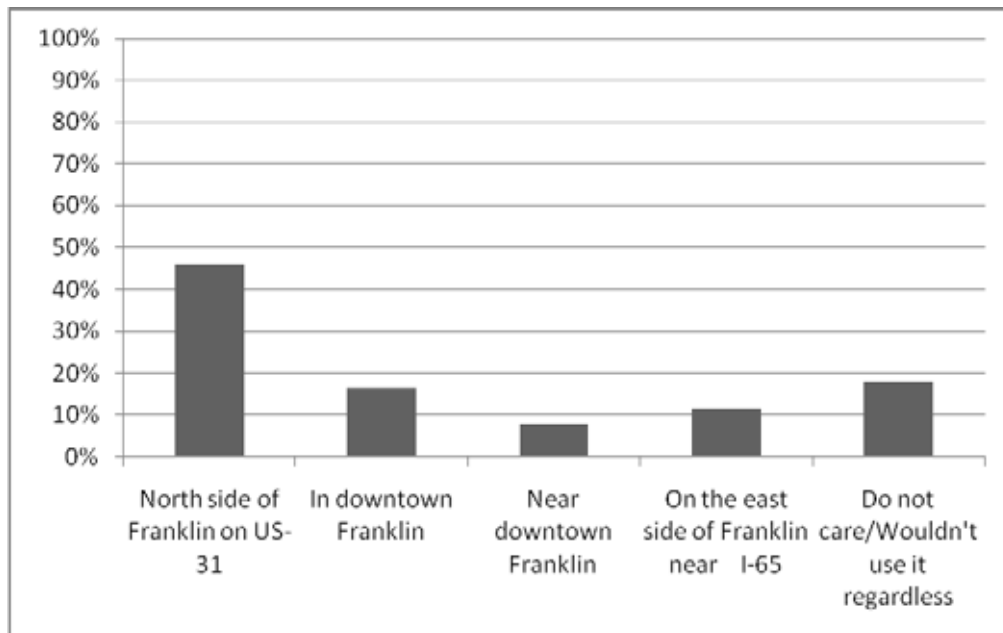


Figure 6: Best Locations for a New Library Branch





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SPECIAL CONSIDERATION: WHITE RIVER TOWNSHIP RESPONDENTS

Roughly half of all respondents for this study were individuals who most often use the White River Township branch of the Johnson County Public Library. Hence, it is important to look at them in comparison to the larger group to see if any noticeable differences could be changing the results overall². One striking difference is that White River Township respondents do use the library but not daily. Over 85 percent of all respondents who use the White River Township library have used it in the past year but not nearly every day. Fewer than 20 percent of these respondents have ever used the Franklin branch. Almost 38 percent of these respondents strongly favor building a library branch in Franklin if it was paid for without raising taxes and 40 percent of these respondents said they would not be willing to pay any more dollars per year on their property taxes to build a new library in Franklin. Over half of respondents said they would never use the new library in Franklin; however, they strongly (over 60 percent) want it to be built along the north side of Franklin on US-31. This suggests that this group of respondents is swaying the desire for the branch to be built closer to their library even though they would rarely or never use a new branch in Franklin. In fact, those respondents who tend to use the current Franklin library would rather a new library be built near or in downtown Franklin or near I-65, with preference for downtown Franklin.

² All frequencies for White River Township respondents are attached in Appendix C.



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CONCLUSION

Johnson County registered voters who live in the Franklin library district tend to use the library and use it for a number of resources – the most popular of which is books/magazines. They report positive feelings about the resources available at the library as well as the quality of those resources. On average, respondents support building a new library in Franklin; however, there is a significant proportion who neither favor nor oppose such a measure suggesting that there is a need for further education in this group. Nonetheless, more respondents reported a willingness to pay than not pay if that was the only way to build a new library in Franklin, Indiana. This suggests that this population values what the library, generally, brings to their community and their families.



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SECTION 2 Communication Strategies: Referendum Messages, Delivery

December 31, 2010

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OVERVIEW

The Johnson County Public Library Board and Director Beverly Martin hired J Owen Media LLC in late 2009 to assist to create and coordinate a communications and branding program for the library -- as part of the organizations High Energy Plan. Our services included developing and executing a brand marketing program and to collaborate with the Community Relations Team on other communication projects.

J Owen Media LLC also was contracted to assist with the initial assessment of public opinion on the proposed new Franklin Branch and to develop a message strategy. A Communication Plan was developed and implemented throughout 2010 -- including the launch of a website devoted specifically to the project, development of a Powerpoint presentation, hosting at least four community forums, speeches to various community groups, appearances before local government boards and creation and distribution of printed material.

After more than nine months of public education and engagement, J Owen Media LLC recommended conducting a baseline survey with two specific goals:

- Measuring and providing a baseline of public opinion on the brand value of the Johnson County Public Library.
- Measuring and providing a baseline of public opinion on key questions associated with the Franklin Branch project.

J Owen Media recommended hiring Indiana University's Institute for Research on Social Issues to conduct the polling. J Owen Media collaborated with Indiana University and the library's management team on criteria for the poll.



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ISSUE

The Johnson County Public Library suffers from limitations due to their current Franklin Branch. A Strategic Facilities Plan in 2000 and subsequent Community Advisory Committee in 2005 recommended a new Franklin facility. If the cost of the project exceeds \$12 million or is greater than 1 percent of the district's assessed property value, Indiana law requires public approval -- through majority of voters in a referendum -- to pay for the costs of a new building.

GOALS

As communications consultants, we have been asked to provide the following:

- Message strategies that would assist the Johnson County Public Library system in successfully passing a district-wide referendum on a proposed new branch location in Franklin.
- Identify which communication mediums would effectively persuade voters to approve a referendum on a new Franklin library facility.

These are only initial recommendations to be considered by the library board, executive staff and other project consultants as they move forward with the project process.



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HISTORY

In late 2009 the Johnson County Public Library board passed a \$2 million bond to help pay for architectural plans, an updated needs analysis and possible land purchase for a proposed new Franklin branch. Reasons cited by the board included overcrowding at the current branch, limited space for valuable resources such as computers and meeting rooms, and lack of space to shelve and store materials.

In 2009, patrons visited and used the branch nearly 170,714 times -- up from 138,130 in 2008.

Libraries are no longer just places to read and take out books. They provide a broader range of services, from access to research databases, to loaning videos and CDs, to providing Internet access, to offering space for lectures and public meetings.³

For many, libraries are the sole avenue of information, learning, recreation and access to the Internet. The current library's 16 computer stations are in high demand. On one recent Sunday, there was a waiting list of 50 patrons to use the computers. National statistics --which are applicable to the Franklin area -- indicate that 25 percent of adult users of library computers report they do not have home access to the Internet.

During these economic times, the library sees itself as more than a place to simply check out a book. Only 63 percent of American households have access to high speed Internet. Sixty-six percent of libraries rank job-seeking services as one of their most crucial services to patrons -- up from 44 percent two years ago.

³ Wayne Senville. 'Libraries at the Heart of our Communities,' *Planning Commissioners Journal*. No. 75: Summer 2009.



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Presently, architects are being hired and a needs assessments is being finished.

A consultant will update an assessment of space needs. The community will have input into the size and scope of the project through focus groups and public meetings.

The final decision on whether to construct a new branch ultimately rests with the public. The library board and other local officials have made initial actions to move forward. But a new building will require a public referendum.

J Owen Media LLC began assisting the library in the fall of 2009 to assess public questions about the proposed project and developing message and delivery strategies. Library officials agreed the communication plan needed to be sustainable for more than a year -- and possibly longer -- to properly educate the general public about the need for a new branch.

The messages developed for the initial communication effort included:

- Showing the limited space currently available -- compared to state and national standards for libraries in similar-sized communities.
- Providing detailed data about library usage -- which has increased with population growth.
- Providing detailed data about the library board's diligent efforts to keep taxes historically low -- with little increase.

J Owen Media recommended the library staff initially communicate these messages primarily in the Franklin area -- the location of the project. It was important to generate strong support for the project in that area before moving to other locations. And the messages needed to focus on need, location and costs.

The delivery system included:



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- A new website dedicated to educating the public (www.myfranklinbranch.com).
- A Powerpoint presentation delivered to more than a dozen community groups and local government boards.
- An annual report devoted to the project -- delivered to more than 17,000 homes throughout the county.
- Four public forums that allowed stakeholders and community members to ask questions and provide input.
- Other printed marketing materials that answered frequently asked questions.

We believe these efforts have generated a greater understanding by the community about the issues facing the current branch.

The polling information shows support for a new project, especially in the Franklin area. But it also indicates challenges to the referendum, especially amongst the undecided.

Also, two recent referendums in Johnson County failed -- one asking for an increase in property tax rate to help fund operations at the Center Grove Community School Corporation, and the other asking for a tax hike to pay for an expansion project at the Johnson County Jail.



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POLLING DATA

The proposed new Franklin branch is first and foremost a political campaign. As such, our approach to message development needs to be carefully constructed to ensure that a majority of voters in Johnson County understand the need for this new facility and vote favorably for it -- if and when the library board takes the matter to referendum.

Therefore, the JCPL agreed to engage the Institute for Research on Social Issues at Indiana University-Purdue University at Indianapolis to establish a baseline of community sentiment.



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CRITICAL FINDINGS

We found that many common assumptions did not hold true in the responses, including:

- Contrary to opinions expressed in opposition to the library relocation, 70 percent of respondents used the library for books and magazines.
- 43 percent of respondents found the books and magazines in their library to be extremely valuable, while 26 percent found those resources to be somewhat valuable.
- 25 percent used the library for computers and Internet. 16 percent found this resource to be extremely valuable, while 9 percent stated this resources was somewhat valuable.
- 20 percent used the library for children's programming, and 18 percent used the library for other forms of programming.
- 34 percent of respondents used the library for films and audio resources. 15 percent found these resources to be extremely valuable. 19 percent found these resources to be somewhat valuable.

Respondents largely tended to be from White River Township -- a reflection of the county's population makeup. As a result, the two branches used most often were White River (39 percent) and Franklin (24 percent). However, 35 percent of respondents have used the Franklin branch within the past year.



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This information provides us with valuable insight into the usage of the Franklin branch, and what kinds of resources the respondents found most valuable in their library system. However, the poll also took the next step and attempted to gauge levels of support for constructing a new Franklin branch. Several scenarios were given to the respondents.

Respondents were first asked to what extent they would support building a new Franklin branch provided it did not raise property taxes. In total, 54 percent of respondents favored the construction of a new Franklin branch, with 29 percent strongly favoring and 24.7 percent somewhat favoring; 27 percent of respondents were neither favored nor opposed.

Interestingly, we isolated the White River Township data, and found that 37.2 percent of respondents still strongly favored the construction of a new branch, and 18.4 percent somewhat favored the construction of a branch in Franklin. This is despite the fact that the majority of these respondents mainly use the White River branch. Almost 40 percent of these respondents neither favored nor opposed the concept.

Similarly, when data for the city of Franklin respondents was isolated, we found 23 percent of respondents strongly favored a new Franklin branch, while 29 percent somewhat favored; 25 percent of Franklin voters neither favored nor opposed a new Franklin branch.

One-fifth of respondents said they were willing to pay 1 to 5 dollars per year, about 17 percent of respondents said they were willing to pay 6 to 10 dollars per year and lastly, 14 percent of respondents said they would be willing to pay 11 to 15 dollars per year.

This suggests that a majority of registered voters in Johnson County are willing to vote favorably on constructing a new Franklin branch, even if it means paying more taxes.



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One respondent, when asked to offer any opinions during the open-ended portion of the survey even stated: "They do a great job and I would be willing to increase my taxes to have better libraries."

Furthermore, the data also revealed that a large percentage of registered voters are essentially undecided when it comes to the issue of whether or not the JCPL should construct a new Franklin facility. This indicates two opportunities for the JCPL team:

- Further community education efforts are needed, and
- These education efforts must convince these individuals of the need for a new Franklin branch and "move" them from being undecided to being a proponent.



DATA STORIES

Walter Fisher writes that humans are storytellers at their very nature. Furthermore, Fisher asserts that we are “as much valuing as reasoning animals.”⁴ What stories are the respondents of the Indiana University survey trying to tell us? What messages pertaining to values can we find?

Turning to the open-ended responses, several narrative trends emerge that will help us identify the kinds of stories about the JCPL that may ring true for other voters.

- The staff is friendly and helpful
- The selection is good but could be expanded (books and electronic resources)
- Would love to see it moved downtown
- Libraries are a valuable resource for the community, particularly those who cannot afford the resources provided by them

Other stories found throughout the open-ended responses suggest that some are opposed to a new Franklin branch.

- Why do we need another branch?
- The current branch in Franklin is adequate.
- Moving it downtown is out of the question due to parking.
- The proposal is a waste of money.

It is important to keep in mind that these opinions are only indicators that further education efforts are needed. Also, as a sizable percentage of the population is still undecided, these misconceptions provide us with a direction for message.

⁴ Fisher, Walter R. (1987). *Human Communication as Narration: Toward a Philosophy of Reason, Value, and Action*. Columbia: University of South Carolina Press; p. 57.



MESSAGE DEVELOPMENT

In their discussion on public affairs communication, Jerry Hendrix and Darrell Hayes note that “government audiences may be the most knowledgeable and sophisticated of all audiences...for this reason, the use of catchy themes or slogans may not be helpful; at times they can even be counterproductive.”⁵ This is good advice to keep in mind as message development occurs for the library referendum.

Elected officials, community leaders and registered voters tend to pay more attention to details than other audiences. Therefore, the information gathered during the research phase will need to be able to address specific and detailed concerns. Careful planning is a priority.

Information gathered from the Survey Research Center poll can help us create effective message strategies for the proposed Franklin branch that will resonate with individuals who pay attention to issues of public policy and who vote.

Generally, the messages should resonate with the narratives listed above, and will need to:

- Describe the issue in enough detail to convince the public that there is a need.
- Illustrate to the audience how the community is at a disadvantage as a result of the problem.
- Compel the audience to action, in this case voting for a new Franklin branch.

⁵ Darrell Hayes and Jerry Hendrix. *Public Relations Cases* (7th ed.). New York:Wadsworth; p. 187.



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Define the problem (What is it?)

Strong messages define problems in such a way that only one solution is viable.

As noted, members of the polling group were undecided as to whether or not they would support a new Franklin branch. Many of them expressed confusion over why a new branch was needed. Therefore, the JCPL team needs to lay out a manageable, memorable list of issues (problems) associated with the current library branch.

Some respondents were able to note a few problems associated with the current branch. We can assume that these messages have already established something of a foothold within the community, and may provide us with a good starting point.

For instance, some respondents mentioned that they understood there were size and space limitations associated with the current Franklin branch.

Another problem that tends to strike a chord with individuals is the amount of books that must be disposed of due to inventory and storage limitations.

The community also seems to understand that the library struggles with meeting the technology expectations of today's library user. Several respondents to the poll noted that they had either experienced long wait lines to use computers, or noted that access to computers was a valuable community resource.

Other respondents noted that libraries provided a valuable community resource, particularly for those individuals who could not afford resources such as books and Internet access.

Therefore, two clear and memorable problems that can be communicated that address resources and spatial limitations:



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- The Franklin branch is undersized and cannot house the resources necessary to satisfy Franklin's population.
- The current facility is structurally unable to support a second floor, and too spatially restricted to expand on its current site.

Define the effects (What does it mean for me?)

Responses contained in the poll illustrate that there is a gap between what the community knows about the library and what the library knows about its own difficulties. In other words, the community does not realize it does not face a serious disadvantage as a result of the problems described above.

Building on the problems listed above, proponents of a new Franklin branch should clarify how these problems do harm to the community, namely:

- Due to the limitations of the Franklin branch, valuable resources are not being provided to those in the community who need them most.
- When individuals in a community are underserved, the community as a whole suffers.



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Define the solution (What can I do?)

There are essentially two ways to define a solution to a problem in political campaigns. The first is to focus on an individual's role in the problem and the solution, while the second defines the problem more as a matter of a public policy or systemic change.⁶ Ultimately, the message strategy for the proposed new Franklin branch will involve both individual and policy appeals.

- I want to take steps to ensure that myself, my family and others have access to as many resources as possible at the Franklin branch.
- I can provide resources to my community by voting 'Yes' for a better Franklin branch.

⁶ Janel M. Radtke. 1998. *Strategic Communications for Nonprofit Organizations: Seven Steps to Creating a Successful Plan*. New York: John Wiley & Sons, Inc., p. 61.



MESSAGE DELIVERY

Communication needs to remain absolute throughout this entire project. And communication efforts need to be funded and carried out by a political action committee made up of key community stakeholders, local government representatives and library supporters.

Yet, the communication efforts must be:

- Proactive to the audience at all levels (constant and repetitive push)
- Absolutely public in nature (including acknowledgement of criticism)
- Coordinated by communication professionals who are experienced in message development, knowledgeable of the community and experienced in political campaigns.

The effective dissemination of the messages can be accomplished by:

Community forums/presentations: We should continue modifying the messages in the Writing the Next Chapter presentation and proactively host community forums and give programs to local civic clubs. Appearances before strategic audiences must be well-coordinated, and feedback analyzed. We also should continue providing updates to local government entities.

Traditional media: Letters to the editor/advertisements/Daily Journal, Indianapolis Star, Indianapolis Business Journal or other community news publications. Public service announcements and paid advertising on local radio. Direct mail to targeted audiences.



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Digital updates: Develop a weekly e-mail update to database of targeted e-mail addresses -- including library patrons, businesses, local government and local media. The e-mail updates would have the ability of "pass along" subscription sign-ups and opt-outs.

Social media: In the world of social media, the information is both instant and interactive. For the purposes of the library referendum, Facebook and Twitter would be appropriate avenues for the JCPL.

During the recent winter storm that blanketed the east coast with snow, Newark Mayor Corey Booker took to the Twitter-waves to discuss the condition of roads and even to deliver diapers to a woman unable to leave her home.⁷

Twitter would prove to be a free and easy way to quickly interact with library patrons, notifying them of any new developments in the referendum process and announcements of public meetings.

In a recent article for *Time*, Lev Grossman writes that Facebook has "wired together a 12th of humanity into a single network, thereby creating a social entity almost twice as large as the U.S. If Facebook were a country it would be the third largest, behind only China and India."⁸

Indeed, Facebook reaches 56 percent of the active Internet universe, and – particularly relevant for our polling demographics – is the third most visited Internet site for users 65 and over.⁹

⁷ Michael D. Shear. 'Twitter is Newark Mayor's Friend as He Digs Residents Out.' *New York Times*. December 29, 2010. Retrieved from www.nytimes.com.

⁸ Lev Grossman. '2010 Person of the Year: Mark Zuckerberg.' *TIME*. December 27, 2010; p. 50.

⁹ *Nielsen 2010 Media Industry Fact Sheet*. Retrieved from www.nielsen.com.



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Blogs: A unique form of social media would be to begin a blog where supporters of the library project can vocalize their opinions. Blogging is a critical tool. As Borchers (2005) notes, “blogging is a new form of persuasive communication that is significant for several reasons. First, blogging gives considerable power to single individuals. Bloggers are able to easily write about their experiences while commanding an international audience of readers.”¹⁰

The creation of an interactive blog that allows people to discuss their fondness for the library and their support of a new Franklin facility.

Special Consideration: White River Township

The northern section of the library's district -- most specifically White River Township -- presents particular communication challenges, among them:

The proposed new branch would primarily serve the Franklin area, yet White River Township library taxpayers would be assisting in expenses through their property taxes.

Taxpayers in that area recently voted down by a 2-to-1 margin a referendum proposal to increase taxes for the Center Grove Community School Corporation.

Despite these challenges, poll results indicate general support for a new Franklin Branch. To secure those voters who are undecided, we recommend additional communication tactics, including:

¹⁰ Timothy A. Borchers. *Persuasion in the Media Age* (2nd ed.). 2004. New York: McGraw-Hill, p. 4.



OPINION POLL 2010

Messages

- Share the broad picture of the library's long-range master plan, that includes addressing the White River Branch facility next on the library board's priority list.
- Once the proposed project costs are determined, provide historical perspective of the tax rate and the actual costs to homeowners. Show how much the voter would pay for the library compared to other educational or lifestyle costs (movie at a theater, gallon of milk at grocery store, etc.)
- Appeal to the greater community good, and the responsibility to our next generation.

Engagement and delivery

- Engage support of key organizational stakeholders -- specifically the Center Grove School Corporation, the Greater Greenwood Chamber of Commerce, Leadership Johnson County Alumni and the White River Rotary Club.
- Secure and involve key community members in the Political Action Committee for leadership and financial support.
- Leverage the support of the significant number of White River Branch patrons and engage them in the Political Action Committee for leadership and financial support.
- Host high-profile community forums at churches -- especially those with large congregations that have become the center of many WRT residents' social circles.



OPINION POLL 2010

FINAL THOUGHTS

Jeffrey Owen, Communications Consultant

Based on the survey results, we believe the current communication strategies have helped define the issues and educate the community -- with some favorable results. However, the effort requires resources (professional and volunteer) to continue a conversation with the community.

To generate support, the library board members, staff, project contractors, consultants and supporters must develop and maintain:

A Culture of Communication

Quite simply, the library must constantly tell its story, and listen.

It has been our pleasure to coordinate this baseline poll and to provide our thoughts to the board and the staff. I also have been pleased to have Zachary Burton, a Master's Degree student at IUPUI, assisting with the project and providing valuable assessment.

I look forward to continue assisting the library and the community in this important endeavor.



OPINION POLL 2010

SECTION 3

Survey Results -- All Respondents

November 30, 2010

Conducted by
Survey Research Center at IUPUI
Institute for Research on Social Issues
Indiana University - Purdue University, Indianapolis

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RESPONDENTS QUALIFICATIONS

Are you a registered voter in Johnson County, Indiana?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1 Yes	300	100.0	100.0	100.0

We are interested in people from a specific geographic region. What is your zip code?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 46106	18	6.0	6.0	6.0
46131	85	28.3	28.3	34.3
46142	117	39.0	39.0	73.3
46143	30	10.0	10.0	83.3
46181	21	7.0	7.0	90.3
46184	29	9.7	9.7	100.0
Total	300	100.0	100.0	

Do you live in the library district of Franklin or Greenwood?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1 Franklin	147	49.0	100.0	100.0
Other	153	51.0		
Total	300	100.0		



ABOUT LIBRARY RESOURCES

Q 1. First, when thinking about the past year, would you say you have gone to a public library in Franklin, Trafalgar, New Whiteland or White River Township:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Every day or almost every day	11	3.7	3.7	3.7
	About once a week	55	18.3	18.3	22.0
	About once a month	79	26.3	26.3	48.3
	About once every six months	49	16.3	16.3	64.7
	About one time in the past year	37	12.3	12.3	77.0
	Haven't been in the past year	69	23.0	23.0	100.0
	Total	300	100.0	100.0	

Q 2 a. When you did use that public library in Johnson County, which of the following resources did you use? Books or magazines

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Yes	210	70.0	90.9	90.9
	2 No	21	7.0	9.1	100.0
	Total	231	77.0	100.0	
	System	69	23.0		
Total		300	100.0		



OPINION POLL 2010

Q2 b. When you did use that public library in Johnson County, which of the following resources did you use? Music or movies

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Yes	102	34.0	44.2	44.2
	2 No	129	43.0	55.8	100.0
	Total	231	77.0	100.0	
Missing	System	69	23.0		
Total		300	100.0		

Q2 c. When you did use that public library in Johnson County, which of the following resources did you use? Computers or the Internet

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Yes	77	25.7	33.3	33.3
	2 No	154	51.3	66.7	100.0
	Total	231	77.0	100.0	
Missing	System	69	23.0		
Total		300	100.0		

Q2 d. When you did use that public library in Johnson County, which of the following resources did you use? Children's programs

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Yes	58	19.3	25.1	25.1
	2 No	173	57.7	74.9	100.0
	Total	231	77.0	100.0	
Missing	System	69	23.0		
Total		300	100.0		



OPINION POLL 2010

Q2 e. When you did use that public library in Johnson County, which of the following resources did you use? Other programs or seminars

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Yes	53	17.7	23.0	23.0
	2 No	177	59.0	77.0	100.0
	Total	230	76.7	100.0	
Missing	9 REF	1	.3		
	System	69	23.0		
	Total	70	23.3		
Total		300	100.0		

Q2 f. When you did use that public library in Johnson County, which of the following resources did you use? Historical or genealogy room

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Yes	23	7.7	10.0	10.0
	2 No	208	69.3	90.0	100.0
	Total	231	77.0	100.0	
Missing	System	69	23.0		
Total		300	100.0		



ABOUT THE LIBRARY'S VALUE

Q3 a. How valuable have you found using the Johnson County public library's books and magazines?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Extremely valuable	128	42.7	61.0	61.0
	2 Somewhat valuable	79	26.3	37.6	98.6
	3 Not at all valuable	3	1.0	1.4	100.0
Total		210	70.0	100.0	
Missing	System	90	30.0		
Total		300	100.0		

Q3 b. How valuable have you found using the Johnson County public library's music or movies?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Extremely valuable	44	14.7	43.1	43.1
	2 Somewhat valuable	58	19.3	56.9	100.0
Total		102	34.0	100.0	
Missing	System	198	66.0		
Total		300	100.0		

Q3 c. How valuable have you found using the Johnson County public library's computers or Internet?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Extremely valuable	48	16.0	62.3	62.3
	2 Somewhat valuable	28	9.3	36.4	98.7
	3 Not at all valuable	1	.3	1.3	100.0
Total		77	25.7	100.0	
Missing	System	223	74.3		
Total		300	100.0		



OPINION POLL 2010

Q3 d. How valuable have you found using the Johnson County public library's children's programming?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Extremely valuable	42	14.0	72.4	72.4
	2 Somewhat valuable	15	5.0	25.9	98.3
	3 Not at all valuable	1	.3	1.7	100.0
	Total	58	19.3	100.0	
Missing	System	242	80.7		
Total		300	100.0		

Q3 e. How valuable have you found using the Johnson County public library's other programming or seminars?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Extremely valuable	22	7.3	42.3	42.3
	2 Somewhat valuable	28	9.3	53.8	96.2
	3 Not at all valuable	2	.7	3.8	100.0
	Total	52	17.3	100.0	
Missing	9 REF	1	.3		
	System	247	82.3		
	Total	248	82.7		
Total		300	100.0		

Q3 f. How valuable have you found using the Johnson County public library's historical or genealogy room?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Extremely valuable	9	3.0	39.1	39.1
	2 Somewhat valuable	13	4.3	56.5	95.7
	3 Not at all valuable	1	.3	4.3	100.0
	Total	23	7.7	100.0	
Missing	System	277	92.3		
Total		300	100.0		



ABOUT LIBRARY USAGE

Q4. What branch do you most regularly use?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Clark Pleasant Branch	18	6.0	8.1	8.1
	2 Franklin Branch	72	24.0	32.3	40.4
	3 Trafalgar Branch	16	5.3	7.2	47.5
	4 White River Branch	117	39.0	52.5	100.0
	Total	223	74.3	100.0	
Missing	9 REF	8	2.7		
	System	69	23.0		
	Total	77	25.7		
Total		300	100.0		

Q5. What is your favorite aspect of using the library? (See responses)

Q6. In what areas do you feel your library could improve? (See responses)

Q7 a. Which of the following best describes why you have not used your library in the past year? Do not have a need for it

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	33	11.0	47.8	47.8
	Yes	36	12.0	52.2	100.0
	Total	69	23.0	100.0	
Missing	System	231	77.0		
Total		300	100.0		



OPINION POLL 2010

Q7 b. Which of the following best describes why you have not used your library in the past year? Do not know what they have to offer

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	65	21.7	94.2	94.2
	Yes	4	1.3	5.8	100.0
	Total	69	23.0	100.0	
Missing	System	231	77.0		
Total		300	100.0		

Q7 c. Which of the following best describes why you have not used your library in the past year? Do not have what you need (books, music, movies, programming)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	67	22.3	97.1	97.1
	Yes	2	.7	2.9	100.0
	Total	69	23.0	100.0	
Missing	System	231	77.0		
Total		300	100.0		

Q7 d. Which of the following best describes why you have not used your library in the past year? Long wait times (books, music, movies)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	68	22.7	98.6	98.6
	Yes	1	.3	1.4	100.0
	Total	69	23.0	100.0	
Missing	System	231	77.0		
Total		300	100.0		



OPINION POLL 2010

Q7 e. Which of the following best describes why you have not used your library in the past year? Bad customer service

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	68	22.7	98.6	98.6
	Yes	1	.3	1.4	100.0
	Total	69	23.0	100.0	
Missing	System	231	77.0		
Total		300	100.0		

Q7 f. Which of the following best describes why you have not used your library in the past year? Other (Please list)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	42	14.0	60.9	60.9
	Yes	27	9.0	39.1	100.0
	Total	69	23.0	100.0	
Missing	System	231	77.0		
Total		300	100.0		

Q8. In the past year, have you ever used the Franklin branch of the Johnson County Public Library?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Yes	105	35.0	45.5	45.5
	2 No	126	42.0	54.5	100.0
	Total	231	77.0	100.0	
Missing	System	69	23.0		
Total		300	100.0		



ABOUT THE FRANKLIN BRANCH PROJECT

Q9. To what extent would you support or oppose building a new library branch in Franklin if it was paid for without raising taxes. Would you say you would...

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Strongly favor	87	29.0	29.7	29.7
	2 Somewhat favor	74	24.7	25.3	54.9
	3 Neither favor nor oppose	82	27.3	28.0	82.9
	4 Somewhat oppose	24	8.0	8.2	91.1
	5 Strongly oppose	26	8.7	8.9	100.0
	Total	293	97.7	100.0	
Missing	8 DK	4	1.3		
	9 REF	3	1.0		
	Total	7	2.3		
Total		300	100.0		



OPINION POLL 2010

Q10. If the only way to pay for a new library branch in Franklin was by raising property taxes, how much more per year would you be willing to pay?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 1 dollar to 5 dollars per year	60	20.0	20.8	20.8
	2 6 dollars to 10 dollars per year	44	14.7	15.2	36.0
	3 11 dollars to 15 dollars per year	37	12.3	12.8	48.8
	4 Not willing to pay any more dollars per year	148	49.3	51.2	100.0
	Total	289	96.3	100.0	
Missing	8 DK	10	3.3		
	9 REF	1	.3		
	Total	11	3.7		
Total		300	100.0		

Q11. To what extent do you think you and your family would use a new branch in Franklin?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 We would use a new branch extensively	24	8.0	8.1	8.1
	2 We would use a new branch sometimes	59	19.7	20.0	28.1
	3 We would use a new branch rarely	78	26.0	26.4	54.6
	4 We would never use a new library branch	134	44.7	45.4	100.0
	Total	295	98.3	100.0	
Missing	8 DK	5	1.7		
Total		300	100.0		



OPINION POLL 2010

Q12. If the Johnson County Public Library board replaces the library branch in Franklin, which of the following locations would be the best location for you and your family?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Along the north side of Franklin on US-31	137	45.7	47.1	47.1
	2 In downtown Franklin	45	15.0	15.5	62.5
	3 Near downtown Franklin	23	7.7	7.9	70.4
	4 On the east side of Franklin near Interstate-65	29	9.7	10.0	80.4
	7 Do not care/Wouldn't use it at any location (DO NOT READ)	57	19.0	19.6	100.0
	Total	291	97.0	100.0	
Missing	8 DK	5	1.7		
	9 REF	4	1.3		
	Total	9	3.0		
Total		300	100.0		



RESPONDENTS DEMOGRAPHICS

Q13. How old are you?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 18-29	11	3.7	3.7	3.7
30-39	26	8.7	8.7	8.7
40-49	65	21.7	21.7	21.7
50-59	65	21.7	21.7	21.7
60-69	57	19.0	19.0	19.0
70+	69	23.0	23.0	23.0
DNA	7	2.2	2.2	2.2
Total	300	100.0	100.0	

Q14. What is the last level of school you completed?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1 Some high school or lower	8	2.7	2.7	2.7
2 High school diploma/GED	69	23.0	23.1	25.8
3 Some college	69	23.0	23.1	48.8
4 College degree (Associate, Bachelors)	102	34.0	34.1	82.9
5 Graduate-level degree (Masters, PhD, other graduate work)	51	17.0	17.1	100.0
Total	299	99.7	100.0	
Missing 9 REF	1	.3		
Total	300	100.0		



OPINION POLL 2010

GENDER. RECORD GENDER BY VOICE. If necessary: Are you female or male?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Female	216	72.0	72.0	72.0
Male	84	28.0	28.0	100.0
Total	300	100.0	100.0	

Q 15. Do you have any brief comments you wish to share with the Johnson County Public Library board? (See responses)



PARTICIPANT RESPONSES

Q5. What is your favorite aspect of using the library?

I like it because they have a lot of old movies and tons of books.

Just books, reading books. The school program learning stuff for the children, like children's programs like making paper and Christmas stuff or ice cream is nice. And reading classes.

Music and history. I like history.

The convenience of it. It's nearby and a nice library

Just convenient

Using the online system to place holds on materials.

My husband enjoys getting movies and music to borrow. It's a nice resource when your home computer goes down so you don't miss out on the world of the Internet.

The books

Probably I can check out a book for free, it doesn't cost me anything. it got stuff for my kids and stuff for me.

I like the size of the location. It has friendly staff. Easy to use.

They're friendly and that's the extent.

It's availability, overall. Their book discussion group.

Access to info. close to home and easy to get to

Location is best.

That I can check out books to read. The one on 135 is very close to where I live so that's where I go. I used to home school my two grandsons so we'd go every day.

I like research and check items out

The books. I read so quick I would go broke if I paid its computer and books because I do a lot of research.

because of the convenience and to save money instead of buying books

That there is no cost involved besides paying for it in taxes.

I like all of it.

It's available and close to me. The availability of books and selection.

I am usually getting books/novels so it is nice to be able to get recent books. The Trafalgar library is very nice also.

It's a very well lighted cheery place, and I see people very pleased with what they get. It's quiet. I just overall like the library.

It's easy to use get your book and get out availability they have everything I'm looking for

I have a 3 and 7 year old, so they have everything available to them as an experience. I have lots of videos and music out from the library. My husband loves the non-fiction there. He uses it quite frequently.



OPINION POLL 2010

It's convenient.

The location is close to the house

the books

research

They have a large print section. It is a lot easier for me to read. I am 71 and with my vision, it helps me. They have a good selection.

Easy to get in and out of.

convenient

It's close to where I live.

They use the Blue River library in Johnson library. Refused.

to be able to get any book I want from the state or any state (inter library loan) is the program that I use

go in and get new books that are recently out on the market, the library is usually helpful when looking for a specific item. customer service.

Children's programming.

It's nostalgic. Everything from the parking to the resources is great.

I was able to get the tax forms that you needed. We're readers but we just get so much in the mail and by other means so we don't go to the library much. It takes extra effort to get there.

the variety of resources of books and electronic media

I generally take my children there and they like to check out books and movies.

the availability of books

my daughters use it they like to read

The cleanliness and orderliness, very gracious when you go in

It's very handy to get to, good parking and easy to get around in the library. It's closest one to us.

the audio books and books

It's convenient and selection.

I like finding things are interesting

Using the computers for online resources.

It's convenient it has easy parking and it's clean and they are courteous.

the conveniences

They have newer books. The selection of the newer books is better. It's a neat little library. It's not huge it's just the right size. Very pleasant and the librarians are nice.

They have a wide variety of things to offer.

It's like a couple feet away from my house, it's close.

I like the proximity to my house. The movie selection for the kids is very nice.

Just books for pleasure for reading.

to rent books.

Books are available to me since I can't buy them so it's nice to be able to use them.



OPINION POLL 2010

likes inner library loans also likes there reserve list

saving money by taking books out for 3weeks at a time vs buying one

It's normally not that crowded when I go. I can take cardboard boxes to use. As far as looking something up it is helpful too. The kids enjoy it.

The convenient location.

they have lots of resources there for work and school

I loved in the past about the book club because I got a lot out of it

Just everything. To be able to check out books for free is really great.

It's very nice and convenient and the people are helpful.

the children's books and programs

They were very helpful to me while dealing with grieving the loss of my son. It is also very convenient to get to.

the atmosphere is nice it's easy to find books that I need

Its closer or easier to get to

I like to just go and look at the different titles that they have and you aren't pressured to buy anything. There is also a wide variety available and if they don't have it there at the time they can usually get it for you quickly.

I think it's easy to find your way around and its stays updated

It's convenient.

It's near me and I can use it. It's convenient. The kids use it after school after basketball practice. It is like a community place.

I LIKE TO READ FICTION AND CHECK OUT BOOKS.

It's close to me. They usually have what we need.

Convenience, and the fact that I can put books on to reserve, and the people that work there are all lovely.

the mystery section

Free books plus the books on tape

That is has current and new released books we don't have to buy from the book store.
refused

They do a lot of things right. It's very helpful for families who could go and use the books for free.

reference books and information books and children's books and the variety

It's closest to me. Convenience.

its friendly its convenient clean it's a very nice library

Getting recent books to read

I enjoy that I can check out books for personal use.

research

THE SUMMER READING PROGRAMS

When my kids were little, I'd take them to the reading programs and activities. They have good programs.



OPINION POLL 2010

Just the children's programs, and the children's books available and keeping my children interested in reading especially over the summer months.

A LOT OF MY INQUIRIES INVOLVE AGRICULTURE.

The Internet catalogue easy to use and ability to put things on hold.

It's a convenient location. Nice library with good resources.

It's close

it's easy to use and to find things

The convenience and the helpfulness of the people there.

The accessibility and the fact that I go look at a wide range of books.

I like their music selection and their book transfer program

It's convenient to get to.

It's convenient.

getting new books and music

We have not gone as often this year, but I usually take all my grandkids over there to do their homework. I used to get books all the time. My eyes are a lot worse now.

I know the people there and where to find things. They are very friendly

the convenience of the books and enjoy the research aspect

I like the people. They are very helpful and very pleasant to be around. They will pleasantly converse with people when not busy.

The wi-fi. It's convenient to my house.

HAVING BOOKS AVAILABLE THAT I WANT TO READ

Its friendly and clean atmosphere

I can get information that I need rather its history or gardening

It's close by and it's big, nice, and clean, with nice people.

It's handy. They give good service. There's never a problem.

THE CHILDRENS DEPARTMENT AND THE USED BOOK SALES.

It's closest

its closeness and availability

It's small and I know the location of everything.

I really like their children's family programs

the convenience of getting there

The books are free, you don't have to buy books, is basically why.

The availability of books.

More of the books on DVD is really nice. The music and movie selection is really good. I like the fact that my children are able to use the library with their children. I liked the children programs too.

BOOKS

books

It has everything you need.

the use of requesting a book or resource from the library



OPINION POLL 2010

Tremendously convenient and they have books on tape

It's very neat, clean, I like that. I like the people, they're friendly and professional, and professional attitude. They know answers to the questions every time I ask, they've been very helpful.

I like that I don't have to purchase the books. I read more because I can just borrow them. It's a convenience and I don't have to do the research. I can just call and they'll help me.

We are retired and do not use it anymore

I think it's nice and convenient and they have a lot of resources or seem to have a lot there. My kids like it.

It's close to the places the other places I regularly visit

I like checking out books to read. I am an avid reader. I love the novel selection.

I like the layout. And the personnel, employees are courteous and knowledgeable. The other programs, they had a special event they did periodically, those whatever they are called are extremely helpful.

Easy to find things in the location.

The convenience that it is there and you can use it when you want.

the convenience

It's nice, easy to understand. I've only been there once though.

It is easy to use. The computers are available. It is cheap to do printing. Go in for five minutes and get out and be done.

It's close. The staff is always nice and friendly and helpful.

The book clubs, I just think they're interesting, and nice people. The leader is very good.

The resources are good. The books and other resources are really quite nice. They have stuff there I don't have at home.

The variety books

It's just nice and the people there are helpful and friendly.

Convenience

It's nearby, and the people are helpful and friendly.

like the atmosphere and doesn't have room for books

movies--just that it's free for my kids to rent a different movie

The resources and the numbered books are very helpful. It's a fabulous facility. I may even go for the used book sale, I appreciate them offering it. I like to read the magazines that I don't subscribe to.

the books I enjoy the books and the best sellers

Just browsing books, I just enjoy being there.

the people are nice and I find what I want

relax and look at the paper

Its peaceful, you can go and sit and read magazines and books.

They're very helpful there and I haven't had any problems there, I haven't used them much in the last year.



OPINION POLL 2010

It's close to where I live.

refused

The kid's books, and we do the movies as well.

get books to read and I help with the income taxes

It's convenient. It's such a pretty library, makes you want to nestle down in the chairs and read.

Just getting the books that give me the information that I need. We do a collectible business and I like to find out about certain glasses, collectibles and antiques.

checking out children's books and get books for my teen daughter

convenience-it's really close to where I live.

I like being able to leisurely read my books and not have to buy them. I like the fact that the facility has resources of a good range.

The availability of everything. I like their email modifications to reserve things. That is really nice. We just love everything about the library. My daughter loves the library too. the convenience

I love to read and learn

I'm getting older and I enjoy touching real books instead of using the computer.

It's very convenient to the area, and has a wide source of programs and activities and different things throughout the year, it has a good children's program, it's very convenient for the college kids by the college. Location is one very good thing about it and the resources is another good thing about it.

It has books that I like or enjoy reading that I don't have to purchase, same thing with our kids.

Convenient.

It's handy and close. I know my way around it.

Well it used to be the place you could go read a book and sit and enjoy it until they went and built this new library. When they built it they put it out of by the Franklin college, it just seems not as available to senior citizens.

the people are friendly and helpful. Things are organized and they have a good selection the wealth of free knowledge

My first job was at a library. I have always liked them. They always have what I want or can help me find what I am looking for. They don't make me drive to other branches. If it's something they can't get, they try to resolve it. It's very rare I walk out with what I wanted.

The computers and the books. Probe used.

teaching my children about libraries; don't have to buy them anything

it's close to home and I can take my grandkids there

I believe they close at 8pm but they've been very good to us by letting us stay til 9pm so we can use the room for our meetings. It's nice and clean and good library.

The closeness to home

It's close



OPINION POLL 2010

Checking out books for pleasure reading and travel.

Access to resources that I normally don't have.

likes the children programs

I think it's nice it's kind of small and intimate, which is a bit strange. I'm looking forward to using the kid's section more when my son grows up.

I love the computers that I can use.

close to home.

I like to look at the cook books that they have.

I like the accessibility to the broad selection of literature that I am able to take my time and browse.

it's for information resources and its close to home and there always willing to help and there very friendly

the children's section

Selection of the books and friendliness of the staff, location doesn't hurt.

Renting the movies and books on tape.

The book selection is great and I really enjoy books. It's organized well. The library is beyond value.

I liked the books there, I'm very interesting in biography and I like the stories there.

I really like being able to go and pick up books. I go to the Tuesday evening book club as well. I take my son over there to get kid's books.

Not really.

I like the convenience of the location.

the selection of books

I've been in love with libraries as long as I can remember, I like the books, the quiet, the atmosphere, Trafalgar is beautiful.

I like that the staff is really helpful. It's a good atmosphere.

It was the closest location to host our meeting

just having access to many types of information

The Trafalgar one is pretty new but it's kind of hard to find things I want in. They're both convenient.

The accessibility and the staff willing to help you get what you need willing to order it in if need be.

I enjoy being able to read the books without buying them. As a taxpayer I am willing to support the library. I like to do research there. They carry books that people want to read.

I guess I read a lot, but I buy a lot of books, so I really don't use the library. I'm an avid reader and when my kids were smaller I saw to it that my kids went to the library, I've got book cases full of books and I read about anything,

the resources books, movies and research

The convenience of the location where we live.

Its close



OPINION POLL 2010

Wide selection of books, staff is helpful, summer reading for the children is good. The wi-fi is great with my own computer. The computer usage is helpful.

Refuse

its handy its pleasant and the people seem nice

the openness and good feeling there

I can read a book without buying it

convenience

the great selection of books I can get and the ability to request them online,

I like the fact that you can put books on hold online and pick them up.

a lot of books I like to read at low cost, people are very nice and very helpful, when our kids were younger we would spend a lot of time there at least 3 or 4 times a week, now they are older we don't use it as much

the research and books for reference

to check out books that I don't want to buy, and rent movies

it's the closer library to our home, we just love the library

convenient and its helpful

I like that I can get online and sign up for a class and look at books and movies and etc

we just get books to read

it's convenient and free able to read books without having to buy them and its conveniently close

The books that are available.

it's free

convenience I just thinks it very handy and they usually have what I want to read its very nice



OPINION POLL 2010

Q6. In what areas do you feel your library could improve?

A bigger facility.

It's pretty nice. I can't think of anything.

Probably more middle age resources. Most middle age people seem to be reading the paper. There are lots of kids experiences there too.

Not sure.

It's fine.

More resources, more stuff.

Possibly being able to listen a little more. We rented some movies and they kept telling us we didn't bring it back. They were all over us about not bringing them back. So please listen more.

None

More adult programs; more of the craft programs.

It seems like I miss stuff because I didn't see it. If they could email weekly happenings to their users, that would be helpful. I pick up "The Wire" while I am there. But they do have a nice website.

Parking, disabled parking needs to be closer.

It's been a while since I've gotten any music or movies out. I would say that they quite often don't have what I am looking for. They could have a wider selection. I am glad there are public libraries I can go to.

I don't think there is one

The logistics of the library such as the entrance, parking lot, and location of book return. It isn't very convenient to return a book.

I'm so satisfied with them I don't think they need to do anything.

Right now I am happy with my location.

The availability of books, I would like to see more books on business, specially human resources and the laws about them.

They should be opened longer hours and longer hours on the weekend

When the library purchases new books, the selection is too limited.

Better information about what's going on there -- like a newsletter, email, or a paper about what's going on.

I think its fine

It could be bigger more resources

More resources; make it bigger

More books in large print.

Longer hours on the weekends

I am happy with the location.



OPINION POLL 2010

Edinburgh library. I would say that it needs to be improved somewhat based on what I hear from others.

Later hours

I would be interested in E-Books.

I haven't experienced it enough as I just moved here.

Having a bigger library. The children's area seems really congested when we go.

I've heard they could use a larger building.

Longer hours.

Perhaps more diverse music selection.

The building is too small and functionally obsolete. It does not lend to expansion. It needs more computers and should be more centrally located. It would be nice to have amenities like a coffee room.

I have no issues right now.

They need more computers. They need more Internet accessible computers

I don't have a negative opinion.

I have no issues with the White River location.

They could do more outreach programs -- going to Girls Inc or the schools.

Never had any problems.

I want to see more senior citizen-specific programming.

The size of the library and fill more books.

Get more books; but good job so far.

They could have more resource books available.

More structured story times for the children and more for the older kids.

The only thing is it's hard for me to see the books on the bottom row. Some of the things I was looking for were on the bottom row.

It moved farther away from me.

More DVD selections which is in great demand.

It could be a bigger location.

Well, they could let us be members of the other libraries around us. Because, some of them are close too. But they tried to charge us a fee.

I like it just the way it is.

Better and more extensive selection in fiction at the young adult level and at the adult level.

I don't have any complaints.

Hours could be longer.

I'm quite happy with it, so nothing.

Having extended hours for the computer use because we have gone on Sunday before and they were not available for use.

More computers and technology

More options as a smaller library. Maybe a little bit bigger. More volume.

It is fine the way it is.



OPINION POLL 2010

I think the library could improve but nothing in particular.

More books.

It seems a little small. It could be expanded.

Needs to be larger.

I used to live close to Greenwood library and they had a catalog of their movies. The Franklin one does not seem to have that. I am always looking for mystery movies. It takes forever to find what I'm looking for.

One thing that upset when I first went there was I had to pay to rent movies like at a video store, because we can get movies for 2 for a buck at family video. And I only get one at library for that. I understand why they do it but that's what a library card is for. Someone once got a card in my wife's name and she couldn't check anything out, they didn't resolve that. They should have looked into it.

No need for improvement.

More information.

They just improved last year, with better computer system now.

I'd like to see longer hours.

I love the way it is.

Their adult programs could be better.

It serves my needs.

All I do is get books, so I think it's fine.

The hours.

Use to have the honor books; should bring it back.

Not really a good idea; haven't visited it often enough.

Should have the latest releases.

I don't like their catalogue search engine.

Textbooks, because I notice they don't have many. Even old ones would be helpful. Maybe more movies. I used to go to borrow DVDs but they're very old, they need to update them.

It's in pretty good shape.

They're not open on Sundays for one, I wish they were open anytime. The weekend is when most people have time. As a teacher, that's when I have free time to grab books for the upcoming week, and it's just very inconvenient.

More genealogy, locally, usually the branches will just have a little bit then you have to go to the bigger one to see the rest of them. If you could access that information, I don't know that you can but, it would be helpful. Don't cut the library hours! Some people go on the weekend, I wouldn't want to work the weekends either but people need it and it's really beneficial.

I've not had any problems. Anytime I want something they've had it.

Far as I'm concerned, I have no suggestions, they're good.

Wider selection of teen books

I'd love them to have a book drop off right next to the parking lot.

More Indiana newspapers.

I don't know of anything that they need improvement in.



OPINION POLL 2010

None really we love it there!

I wish they would categorize their selections of books better because it is harder to find.

I don't think I have been there often enough in the past few years to make a statement on that. Be like the greenwood library and have a food bar or a coffee bar.

Some of their movies are a little outdated. They don't have a lot of real new released movies. They are getting better, but we'd like to see more teen programs.

The books on tape needs to be rated because there is a lot of bad language in the book tapes that does not need to be in there.

I am happy with my library.

I'm really happy with their hours, and I can't really think of any one thing wrong with it that they should improve upon; they're really very good.

I guess the thing that my daughter is in need of is more learning CDs for foreign languages for kids and for teenagers.

The part I didn't like is when you were looking by author, and the alphabet changed. You really had to search to find where it picked back up again when it gets at the end of a row to find them.

The building itself. Before, it had the leather chairs. The children's section used to be totally separate so you were totally separated from them.

It could be a little bigger and configured so you don't have to walk as far to get in the door. Videos and books on disk.

No, I am very happy with my library.

I can't really think of anything I enjoy it as it is. They're very helpful. The workers are very helpful.

Their inability to drop a book by the door; they need a drop box.

More updated movies.

Nothing really. It's pretty nice.

They could use more choices for TV programs.

I think it's pretty good. Obviously everything could use more funds, more resources. I guess that would mean more taxpayer money. They're currently doing a good job on their own. [

I'd like it to be open longer during the weekends because I can't get there during the weekdays as much. It's in a location where you don't necessarily drive by there. There are houses near but they always have different ads out. I wish they'd do more to advertise if they're having a book sell or special event. They didn't have as many books as I was looking for either. So staying stocked up on current books that are out.

They don't have enough computers.

Their selection could be more broad. I think they are a little restricted by public view.

More activities as far as more classes.

Their website could use work; a book drop that is more convenient.

The only thing I can think of would be size, if it was a little bit bigger.

More diversity of titles available.



OPINION POLL 2010

My complaint used to be the hours but they are getting better now. Sometimes you may need to use the library at a not so convenient time.

I think it's great as it is.

The only thing I don't like about the book club is that they couldn't provide the books anymore so we have to get them on our own. We used to be able to get them for 3 dollars.

Programs geared towards adults like arts and crafts.

Nothing, but we're always looking for an expanded collection BBC shows.

No. Everything is great.

Didn't know that they had a historical area -- they should promote that.

Selection of reading materials, maybe newer and timelier schedule of not making us wait 6 months for releases on books, etc.

Possibly expand it, enlarge their selections, and if the community becomes big enough with colleges and not have to wait for items from other branches.

No. I am okay with my library.

I have no idea. I know they have children's programs; their parking's not great -- they could use a little more parking.

They used to have the AR Reading program that went away or not being used. I used to struggle finding books on that list. Anything to help kids improve reading, they could increase, it'd be wonderful if they had more programs like year round, sort of like the summer program. More opportunities to have the kids join to increase and improve reading. Testing reading comprehension to test their skills. That would be very useful, anything to improve literacy up to 8th grade.

More selection.

It's pretty good the way it is.

Having some e-books available for children.

The size just a little bit bigger for books.

More books for like the science fiction books.

Everything's okay.

Children programming, toddlers for ex reading or story time.

I think the Franklin one is very nice.



OPINION POLL 2010

Q7. Which of the following best describes why you have not used your library in the past year?

Purchased a Kindle and they do research on their computer; so doesn't need to go there anymore.

I visit Greenwood.

Don't know where it is.

Do not have the time to go.

I read a lot but I buy my books for my collection.

12 years of education and has own supply of books and looks everything on the Internet.

It's hard for me to get in and out of places by myself.

Hip and knee replacement so hard to get out on her own.

I read books but I just never think about it.

Physical inability to get there.

No library card.

I don't drive much anymore.

Haven't had the time.

Haven't been in the area in the past yr and just too busy.

Just no time to go. I like the library though! If I'm off, I have to do things at home, but I'd like to take the kids in if I could.

I use the Greenwood library.

I am too old to go out anymore. I am 75.

Don't go to the library if I need books then I go online.

I usually just go to half price book store to buy my books.

I usually just go online to get the resources I need.

Forgot to return a book, and got a big fee about forgetting to return it and took it personal.

We're both retired and I just didn't have a reason for going over there.

Just timing is bad; haven't had the time, too busy.

Using Internet more often.

My wife had a stroke in October. We used to go to the library 2-3 times a week. We enjoyed it greatly. But since she got sick, I am able to go.

Just myself.

I go to the Greenwood library.

I stay at home doing woodworking and hobbies.

Just don't read that much.



OPINION POLL 2010

Q 15. Do you have any brief comments you wish to share with the Johnson County Public Library board?

A bigger library would be great.

They do a great job and I would be willing to increase my taxes to have better library's.

A need for a new building.

Try not to take away services.

They're going to do what they want to do regardless so I don't think we have any say so.

We depend a lot of the elementary school libraries. I work at IUPUI so I have a library available to me so I don't need to go elsewhere to look since I have that access easily to me.

I am happy with the location nearest to me. The White River one.

I hope you don't change the library at all. There is nothing wrong with the building or location and it would be a waste of money.

Keep up the good work.

I think you went overboard on the new library in Trafalgar.

Be wise. Don't do something if it's not needed. If we don't need one, not a want but a need, we may not need a new library.

I always appreciate library's and going to them. I am very glad that we have them.

I like the fact that we have the libraries and I think they're convenient, I just love the library.

Keep up the good work just longer hours on the weekends.

Keep up the good work.

They need to be open to everyone not just people in particular areas.

I would like to see more books with larger print please.

If there was one located more towards the Greenwood area I would use it.

Keep up the good work.

I don't think at this time they should build another Franklin library. They should put into their schools.

I really like the library.

The general consensus is not right now they need to be building. What more can they take?

They need to think about that. People aren't looking to let their money, whether taxpayer or not, into this.

I think it's important to teach kids to read. It is important to get kids to get there because reading is important and its important in their education and to watch less TV.

I really think libraries serve a need for the public. They need to be financed. I do not use them because I can afford to buy books. But there are a lot of people who really need the library.

I've called them about E-Books and I'd really like to see them implemented.

Quit raising taxes.

It's important to have a library for the information and other resources.



OPINION POLL 2010

They're doing a good job!

Good work and keep it up. We use the library frequently.

I would encourage them to rebuild the library instead if it would mean removing parking.

I think they do a good job with their programs for my grandchildren.

I think it would be ridiculous to build a new library when we have a perfectly good one.

I think you should just expand the current library.

I enjoy going there and I love it very much!

I think a good library system is essential to a community so I hope they continue to grow

I love my library and we have used it for 30 years. I have nothing bad to say about it. I would also be willing to pay more taxes to improve my library.

I appreciate having a nice facility that is pleasant to go to. Nice people work there.

I'm glad they are working at keeping it updated for all of us

We used the library when our kids were younger but not anymore. With the current economy and in this recession I would not favor raising taxes.

My grandkids love the library and they go often.

I'm satisfied with the way it is. Time will tell.

We enjoy the library a lot and would love to see it moved downtown.

I support it. Libraries are awesome! Downtown would be a great place for a new library.

I am very pleased with the library and the employees and the programs they have for kids.

Keep growing!

Thank you for helping and for keeping it clean.

I love my library and I am there all the time.

If they're going to spend any money, improve the one that's right here. I think it's dumb to even think of moving it because if they go downtown where can people park, or if they spend money spend it on parking right here on the east side. It doesn't make sense it's close to the college and convenient for the kids to study. I think it's for dumb to move it away from here.

I appreciate the genealogy research area the library offers. It's my greatest field of interest.

Thanks for all the good movies and music.

I support a new facility but I'd prefer not to pay higher taxes for it.

I really wish they wouldn't replace the building. If they need to upgrade, but the building isn't that old and it's beautiful. it's quiet, a great location, can walk to it easily, it's convenient to the college kids, they're looking for ways to knock their budget off, and taxes are high enough.

I think the public library is important to the community and am glad that they are available.

I use it often and enjoy it.

I agree Franklin needs a new branch.

I really enjoy all the children's programs. I take my kids to most of them.

I like being able to access materials online and I'm glad you have that service.

Don't go spending my money.



OPINION POLL 2010

I'm disappointed with the caliber and expertise a business minded individuals on that board. I strongly feel that the library board overall lacks good business perspective. The boards lack of vision when they built at the existing location is an example of my disappointment the current board members also lack proper vision. The current board is unrealistic and what it takes to build a new Franklin branch a good example is the way the Trafalgar branch was built. It is wasted space Historically its beautiful but it lacks functionality bottom line get public input on what is practical in these tight economic times. Just hurry up and get it done!

It is adequate what we have right now. With the current situation, they should table their plans to a later time.

It was really good to get books for GED course.

I hope you keep the library open for the kids that really need it in school and college

Very nice, clean; and very nice people; plenty of parking and very convenient. We moved here 22 years ago and it's nice.

I'm not happy about the cutback in hours.

I don't believe they need at new library. That building is not very old and it has plenty of space but they just don't utilize it.

Don't change hours of business.

We really enjoy the White River branch we love the children's programs and enjoy the staff

Your computers are always busy but everyone is playing games on the computers. The home school students are taking over and I do not want to pay my tax dollars for another one.

I think it is extremely important to not forget that all families are blessed with two parents or the ability to use a computer at home. It is crucial that young children today have a library to visit.

Just glad they're there.

I appreciate the access to their materials.

Using computers since it's obviously a public library, so everyone no matter the age can use a computer. I'm concerned about cleanliness there. I've never specifically seen someone cleaning and the special sprays for keyboards, etc. to wipe them off since everyone is using that.

Open up on Sunday at all locations for some point during the day!

I think they're doing a great job.

Love the library!

Put paperback books back in the library. This is why I stopped going.

I would rather see the Franklin library expanded on its current location rather than relocating it. I think the present facility is very attractive and well kept.

I enjoy the library and encourage my kids to go.

I don't see why you need to build a new library if you are not going to raise taxes? Where are you going to get the money from and how much is it cost and are your going to let people go?



OPINION POLL 2010

I think that it's futile to even think about another library in town. The library we have is very adequate; they've got conference rooms.

I used to work at the library in high school. I'm very familiar with the old library and the new ones. I think what we have is amazing and I don't think there's any need for anything to be replaced or to be moved.

I don't think we need a new library. We need to educate our kids and stop wasting funds. It's important that the libraries stay open.

I think it's a wonderful idea to build a new one. And it would be good for all the kids at school for research a lot of people can't afford the Internet and the libraries supply it.

I think the one they have in Franklin is very nice and I don't know why they would need another one.

I really enjoy the library and the staff.

Good job keep it up but look at the low income areas before they build one in Franklin If they are going to build a new location, please look at Trafalgar area.

My wife and family use the Trafalgar library and they help out my with my wife's company

I think they need to restructure it for the children and the elderly. There used to be a lot of elderly that would use it and walk to it and where it's located they just can't do it.

When I go there to use the computers there's a lot of young kids that use the games, I don't think they should use so many games, limit them on that. I went to the library and saw a man next to me looking up girls to meet.

I think libraries promote literacy and they are important.

Since we moved here and kids grown up, haven't really went much ourselves.

I feel they do an excellent job and I feel they have a great inner library system. (As in you don't have to drive to Trafalgar to get a book they don't have, they will get it to your location.)

Thank you for your service to our community and keep up the good up the good work.

I'd like to see the library going back to being open more hours on Sunday.

I'm pretty pleased.

I believe the major reason to expand the library is accessibility to the Internet. A lot of people can't afford Internet in their residence. It puts people in a position where they can also enjoy the written materials available on the Internet and inside the library.

I'm opposed to raising taxes for anything.

I would take into account the population and where it is best needed for the location. It is important for it to be convenient for the population like near colleges where it will be used and appreciated. I would like to see more printers.

They have a lot of plans, they say it isn't feasible to use but there was a two story house with a big family, I don't understand why it isn't usable. It is a lovely library.

I think intentions are always good not to raise taxes, but that never holds true.

I enjoy going to the library but I would like to see it grow more.



OPINION POLL 2010

They do a great job. We lived in the area for 20 years and used the community room and library, it's an excellent resource, and good community partner.

If they need a new library, then I hope they can get it done.

Doing a great job. I really in enjoy my library.

I think they do a wonderful job, their staff is delightful and extremely helpful, I especially love their children's librarians, I could even put out a shout out for Shawn and Angela who are the librarians for the children's programs.

I do not particularly feel Franklin needs a new library. The one we have is adequate.

I think obviously this one here does a wonderful job and it's busy all the time, and it is a necessary thing to have, but you can see by my age I'm not going to be a frequent user.

I like their rental system because if the place I go to does not have a book they will send it to my location so I can check it out. I am not favored or opposed because I would not use that location.

I know that they use the library for meetings and other things but I think they need to look into how much people are going to the library for research and checking out books before they build a new one.

I don't think we need to build new libraries if they already have one. We don't always have to have new and better places

Reduce the price of PLAC.

I think they have done a superb job in the past. We used to spend a lot of time there. I think it's an asset

The expansion needs to be as inexpensive as possible.

Keep the libraries open. They are vital to our young people and everybody who wants to use them.

I never think you can overdo a library and they could always help

It seems there is more room to expand. Why not just build more or up? The parking is compacted downtown and that would be a problem. There would be no room for other companies downtown and that's what we need.

I use the library more than anybody I know. I am happy with the materials and the people who work there.

I'm supportive of the library. I know they have good services and would like to see them continue.

I teach at Franklin Community High School and I know my students use the Franklin Library because they do not have Internet access at their homes.



OPINION POLL 2010

SECTION 4 Appendix A Questionnaire

November 30, 2010

Conducted by
Survey Research Center at IUPUI
Institute for Research on Social Issues
Indiana University - Purdue University, Indianapolis

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OPINION POLL 2010

Appendix A. Survey Questionnaire

INTRO1

Hello, my name is _____. I am calling from the Survey Research Center at IUPUI on behalf of researchers from the Johnson County Public Library. We are trying to understand the public's feelings towards your public library. You were randomly selected to participate in this study. The interview is voluntary, anonymous, and completely confidential. This should only take about 10 minutes, and I promise I am not trying to sell anything. May I please speak to someone who is at least 18 years old?

- 1 Continue
- 2 Respondent refuses
- 3 Respondent asks for callback

SCR1. Are you a registered voter in Johnson County?

- 1 Yes
- 2 No
- 9 REF

IF SCR1>1 SKIP OUT

SCR2. We are interested in people from a specific geographic region. What is your zip code?

Zip Code:

IF SCR2 ^= 46131 SKIP OUT

INTRO2

In this interview, I will be asking some questions about your opinions about the Johnson County Public Library system.

Q1. First, when thinking about the past year, would you say you have gone to a public library in Franklin, Trafalgar, New Whiteland and White River Township...

- 1 Every day or almost every day
- 2 About once a week
- 3 About once a month
- 4 About once every six months
- 5 About one time in the past year
- 6 Haven't been in the past year
- 9 REF

IF Q1=6 SKIP TO Q7

IF Q1=9 SKIP TO Q8



OPINION POLL 2010

Q2. When you did use that public library in Johnson County, which of the following resources did you use? (Yes/No for each)

- a Books or magazines
- b Music or movies
- c Computers or the Internet
- d Children's programs
- e Other programs or seminars
- f Historical or genealogy room

IF "books or magazines" = checked

Q3a. How valuable have you found using the Johnson County public library's books and magazines?

- 1 Extremely valuable
- 2 Somewhat valuable
- 3 Not at all valuable
- 9 REF

IF "music or movies" = checked

Q3b. How valuable have you found using the Johnson County public library's music or movies?

- 1 Extremely valuable
- 2 Somewhat valuable
- 3 Not at all valuable
- 9 REF

IF "computers or Internet" = checked

Q3c. How valuable have you found using the Johnson County public library's computers or Internet?

- 1 Extremely valuable
- 2 Somewhat valuable
- 3 Not at all valuable
- 9 REF

IF "children's programming" = checked

Q3d. How valuable have you found using the Johnson County public library's children's programming?

- 1 Extremely valuable
- 2 Somewhat valuable
- 3 Not at all valuable
- 9 REF

IF "historical or genealogy room" = checked

Q3e. How valuable have you found using the Johnson County public library's children's programming?

- 1 Extremely valuable
- 2 Somewhat valuable
- 3 Not at all valuable
- 9 REF



OPINION POLL 2010

IF "other programming or seminars" = checked

Q3f. How valuable have you found using the Johnson County public library's other programming or seminars?

- 1 Extremely valuable
- 2 Somewhat valuable
- 3 Not at all valuable
- 9 REF

Q4. What branch do you most regularly use?

- 1 Clark Pleasant Branch
- 2 Franklin Branch
- 3 Trafalgar Branch
- 4 White River Branch
- 8 DK
- 9 REF

Q5. What is your favorite aspect of using your library?

Q6. In what area do you feel your library could improve?

Q7. Which of the following best describes why you have not used your library in the past year? (check all that apply)

- 1 Do not have a need for it
- 2 Do not know what they have to offer
- 3 Do not have what you need (books, music, movies, programming)
- 4 Long wait times (books, music, movies)
- 5 Bad customer service
- 6 Other (Please list)
- 9 REF

Q8. In the past year, have you ever used the Franklin branch of the Johnson County Public Library?

- 1 Yes
- 2 No
- 9 REF



OPINION POLL 2010

Q9. The Johnson County Public Library board is considering replacing the current library branch in Franklin, Indiana. To what extent would you support or oppose building a new library branch in Franklin if it was paid for without raising taxes. Would you say you would...

- 1 Strongly favor
- 2 Somewhat favor
- 3 Neither favor nor oppose
- 4 Somewhat oppose
- 5 Strongly oppose
- 8 DK
- 9 REF

Q10. To what extent would you support or oppose replacing the current library branch in Franklin if the only way to pay for it was by raising property taxes by? How much more per year would you be willing to pay?

- 1 1 dollar to 5 dollars per year
- 2 6 dollars to 10 dollars per year
- 3 11 dollars to 15 dollars per year
- 4 Not willing to pay any more dollars per year
- 8 DK
- 9 REF

Q11. To what extent do you think you and your family would use a new branch in Franklin?

- 1 We would use a new branch extensively
- 2 We would use a new branch sometimes
- 3 We would use a new branch rarely
- 4 We would never use a new library branch
- 8 DK
- 9 REF

Q12. If the Johnson County Public Library board replaces the library branch in Franklin, which of the following locations would be best location for you and your family?

- 1 Along the north side of Franklin on US-31
- 2 In downtown Franklin
- 3 Near downtown Franklin
- 3 On the east side of Franklin near Interstate-65
- 7 Do not care/Wouldn't use it at any location (DO NOT READ)
- 8 DK
- 9 REF



OPINION POLL 2010

INTROS

We have just a few more questions to make sure we are talking with a wide range of Johnson County residents.

Q13. How old you are?

Age: _____ 998=DK; 999=REF

Q14. What is the last level of school you completed?

- 1 Some high school or lower
- 2 High school diploma/GED
- 3 Some college
- 4 College degree (Associate, Bachelors)
- 5 Graduate-level degree (Masters, PhD, other professional graduate work)
- 9 REF

GENDER. RECORD BY VOICE. If needed: Are you female or male?

- 1 Female
- 2 Male

Q 15. Do you have any brief comments you wish to share with the Johnson County Public Library board?

THANK YOU

We have completed the survey. We appreciate your time. The results will be posted in about a month on our website, www.myfranklinlibrary.com. Have a great night.



OPINION POLL 2010

SECTION 5 Appendix B Weighted Frequencies

November 30, 2010

Conducted by
Survey Research Center at IUPUI
Institute for Research on Social Issues
Indiana University - Purdue University, Indianapolis

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Appendix B. Weighted Frequencies

RESPONDENTS QUALIFICATIONS

SCR1. Are you a registered voter in Johnson County, Indiana?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1 Yes	300	100.0	100.0	100.0

SCR2. We are interested in people from a specific geographic region. What is your zip code?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 46106	20	6.6	6.6	6.6
46131	77	25.7	25.7	32.3
46142	119	39.7	39.7	71.9
46143	33	11.1	11.1	83.1
46181	24	7.9	7.9	91.0
46184	27	9.0	9.0	100.0
Total	300	100.0	100.0	

SCR2B. Do you live in the library district of Franklin or Greenwood?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1 Franklin	152	50.8	100.0	100.0
Missing System	148	49.2		
Total	300	100.0		



ABOUT LIBRARY RESOURCES

Q1. First, when thinking about the past year, would you say you have gone to a public library in Franklin, Trafalgar, New Whiteland or White River Township:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Every day or almost every day	11	3.6	3.6	3.6
	2 About once a week	67	22.3	22.3	25.9
	3 About once a month	76	25.2	25.2	51.1
	4 About once every six months	50	16.8	16.8	67.9
	5 About one time in the past year	33	10.8	10.8	78.7
	6 Haven't been in the past year	64	21.3	21.3	100.0
	Total	300	100.0	100.0	

Q2 a. When you did use that public library in Johnson County, which of the following resources did you use? Books or magazines

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Yes	214	71.4	90.7	90.7
	2 No	22	7.3	9.3	100.0
	Total	236	78.7	100.0	
Missing	System	64	21.3		
Total		300	100.0		



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Q2 b. When you did use that public library in Johnson County, which of the following resources did you use? Music or movies

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Yes	124	41.3	52.5	52.5
	2 No	112	37.4	47.5	100.0
	Total	236	78.7	100.0	
Missing	System	64	21.3		
Total		300	100.0		

Q2 c. When you did use that public library in Johnson County, which of the following resources did you use? Computers or the Internet

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Yes	81	26.9	34.2	34.2
	2 No	155	51.8	65.8	100.0
	Total	236	78.7	100.0	
Missing	System	64	21.3		
Total		300	100.0		

Q2 d. When you did use that public library in Johnson County, which of the following resources did you use? Children's programs

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Yes	80	26.6	33.8	33.8
	2 No	156	52.1	66.2	100.0
	Total	236	78.7	100.0	
Missing	System	64	21.3		
Total		300	100.0		



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Q2 e. When you did use that public library in Johnson County, which of the following resources did you use? Other programs or seminars

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Yes	50	16.8	21.4	21.4
	2 No	185	61.7	78.6	100.0
	Total	236	78.5	100.0	
Missing	9 REF	1	.2		
	System	64	21.3		
	Total	64	21.5		
Total		300	100.0		

Q2 f. When you did use that public library in Johnson County, which of the following resources did you use? Historical or genealogy room

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Yes	24	8.1	10.3	10.3
	2 No	212	70.6	89.7	100.0
	Total	236	78.7	100.0	
Missing	System	64	21.3		
Total		300	100.0		



ABOUT LIBRARY VALUE

Q3 a. How valuable have you found using the Johnson County public library's books and magazines?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Extremely valuable	137	45.8	64.2	64.2
	2 Somewhat valuable	75	24.9	34.8	99.0
	3 Not at all valuable	2	.7	1.0	100.0
	Total	214	71.4	100.0	
Missing	System	86	28.6		
Total		300	100.0		

Q3 b. How valuable have you found using the Johnson County public library's music or movies?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Extremely valuable	61	20.2	48.9	48.9
	2 Somewhat valuable	63	21.1	51.1	100.0
	Total	124	41.3	100.0	
Missing	System	176	58.7		
Total		300	100.0		

Q3 c. How valuable have you found using the Johnson County public library's computers or Internet?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Extremely valuable	54	18.0	67.0	67.0
	2 Somewhat valuable	26	8.5	31.6	98.5
	3 Not at all valuable	1	.4	1.5	100.0
	Total	81	26.9	100.0	
Missing	System	219	73.1		
Total		300	100.0		



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Q3 d. How valuable have you found using the Johnson County public library's children's programming?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Extremely valuable	58	19.3	72.7	72.7
	2 Somewhat valuable	21	7.1	26.7	99.3
	3 Not at all valuable	1	.2	.7	100.0
	Total	80	26.6	100.0	
Missing	System	220	73.4		
Total		300	100.0		

Q3 e. How valuable have you found using the Johnson County public library's other programming or seminars?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Extremely valuable	28	9.2	56.0	56.0
	2 Somewhat valuable	21	6.9	41.7	97.8
	3 Not at all valuable	1	.4	2.2	100.0
	Total	49	16.4	100.0	
Missing	9 REF	1	.4		
	System	250	83.2		
	Total	251	83.6		
Total		300	100.0		

Q3 f. How valuable have you found using the Johnson County public library's historical or genealogy room?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Extremely valuable	14	4.8	58.7	58.7
	2 Somewhat valuable	10	3.2	39.8	98.5
	3 Not at all valuable	0	.1	1.5	100.0
	Total	24	8.1	100.0	
Missing	System	276	91.9		
Total		300	100.0		



ABOUT LIBRARY USAGE

Q4. What branch do you most regularly use?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Clark Pleasant Branch	23	7.7	10.2	10.2
	2 Franklin Branch	63	21.1	27.9	38.1
	3 Trafalgar Branch	15	5.1	6.8	44.9
	4 White River Branch	125	41.7	55.1	100.0
	Total	227	75.6	100.0	
Missing	9 REF	9	3.1		
	System	64	21.3		
	Total	73	24.4		
Total		300	100.0		

Q7 a. Which of the following best describes why you have not used your library in the past year? Do not have a need for it

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	26	8.7	40.9	40.9
	Yes	38	12.6	59.1	100.0
	Total	64	21.3	100.0	
Missing	System	236	78.7		
Total		300	100.0		

Q7 b. Which of the following best describes why you have not used your library in the past year? Do not know what they have to offer

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	61	20.4	95.6	95.6
	Yes	3	.9	4.4	100.0
	Total	64	21.3	100.0	
Missing	System	236	78.7		
Total		300	100.0		



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Q7 c. Which of the following best describes why you have not used your library in the past year? Do not have what you need (books, music, movies, programming)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	59	19.7	92.6	92.6
	Yes	5	1.6	7.4	100.0
	Total	64	21.3	100.0	
Missing	System	236	78.7		
Total		300	100.0		

Q7 d. Which of the following best describes why you have not used your library in the past year? Long wait times (books, music, movies)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	63	21.1	99.1	99.1
	Yes	1	.2	.9	100.0
	Total	64	21.3	100.0	
Missing	System	236	78.7		
Total		300	100.0		

Q7 e. Which of the following best describes why you have not used your library in the past year? Bad customer service

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	62	20.8	97.7	97.7
	Yes	1	.5	2.3	100.0
	Total	64	21.3	100.0	
Missing	System	236	78.7		
Total		300	100.0		



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Q7 f. Which of the following best describes why you have not used your library in the past year? Other (Please list)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	45	15.2	71.2	71.2
	Yes	18	6.1	28.8	100.0
	Total	64	21.3	100.0	
Missing	System	236	78.7		
Total		300	100.0		



ABOUT FRANKLIN BRANCH PROJECT

Q8. In the past year, have you ever used the Franklin branch of the Johnson County Public Library?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Yes	95	31.8	40.4	40.4
	2 No	141	46.9	59.6	100.0
	Total	236	78.7	100.0	
Missing	System	64	21.3		
Total		300	100.0		

Q9. To what extent would you support or oppose building a new library branch in Franklin if it was paid for without raising taxes. Would you say you would...

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Strongly favor	103	34.2	34.7	34.7
	2 Somewhat favor	65	21.7	22.0	56.7
	3 Neither favor nor oppose	88	29.3	29.6	86.3
	4 Somewhat oppose	21	7.1	7.2	93.5
	5 Strongly oppose	19	6.4	6.5	100.0
	Total	296	98.7	100.0	
Missing	8 DK	2	.7		
	9 REF	2	.6		
	Total	4	1.3		
Total		300	100.0		



OPINION POLL 2010

Q10. If the only way to pay for a new library branch in Franklin was by raising property taxes, how much more per year would you be willing to pay?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 1 dollar to 5 dollars per year	60	20.2	20.8	20.8
	2 6 dollars to 10 dollars per year	50	16.8	17.3	38.1
	3 11 dollars to 15 dollars per year	40	13.4	13.8	51.9
	4 Not willing to pay any more dollars per year	140	46.6	48.1	100.0
	Total	291	96.8	100.0	
Missing	8 DK	9	2.9		
	9 REF	1	.3		
	Total	9	3.2		
Total		300	100.0		

Q11. To what extent do you think you and your family would use a new branch in Franklin?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 We would use a new branch extensively	28	9.2	9.4	9.4
	2 We would use a new branch sometimes	58	19.2	19.4	28.8
	3 We would use a new branch rarely	76	25.4	25.7	54.5
	4 We would never use a new library branch	134	44.8	45.5	100.0
	Total	296	98.6	100.0	
Missing	8 DK	4	1.4		
Total		300	100.0		



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Q12. If the Johnson County Public Library board replaces the library branch in Franklin, which of the following locations would be the best location for you and your family?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Along the north side of Franklin on US-31	136	45.3	46.0	46.0
	2 In downtown Franklin	49	16.4	16.6	62.6
	3 Near downtown Franklin	23	7.7	7.9	70.5
	4 On the east side of Franklin near Interstate-65	34	11.3	11.5	82.0
	7 Do not care/Wouldn't use it at any location (DO NOT READ)	53	17.7	18.0	100.0
	Total	295	98.4	100.0	
Missing	8 DK	2	.8		
	9 REF	2	.8		
	Total	5	1.6		
Total		300	100.0		



RESPONDENTS DEMOGRAPHICS

Q13. How old are you?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18	4	1.5	1.5	1.5
	21	5	1.8	1.8	3.3
	25	5	1.8	1.8	5.1
	26	5	1.8	1.8	6.9
	28	1	.5	.5	7.4
	29	1	.5	.5	7.9
	30	4	1.3	1.3	9.2
	31	5	1.8	1.8	11.0
	32	7	2.5	2.5	13.4
	33	3	1.0	1.0	14.4
	34	1	.5	.5	14.9
	35	1	.5	.5	15.4
	36	10	3.3	3.3	18.7
	37	1	.5	.5	19.2
	38	15	4.9	4.9	24.1
	39	7	2.3	2.3	26.4
	40	14	4.8	4.8	31.1
	41	12	3.9	3.9	35.0
	42	22	7.4	7.4	42.4
	43	19	6.4	6.4	48.8
	44	10	3.5	3.5	52.3
	45	2	.8	.8	53.0
	46	4	1.5	1.5	54.5
	47	4	1.5	1.5	56.0
	48	4	1.3	1.3	57.3
	49	3	1.1	1.1	58.4
	50	7	2.3	2.3	60.7
	51	1	.2	.2	60.9
	52	6	2.1	2.1	62.9



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53	6	2.1	2.1	65.0
54	8	2.5	2.5	67.5
55	8	2.7	2.7	70.2
56	1	.4	.4	70.6
57	5	1.7	1.7	72.3
58	6	1.9	1.9	74.2
59	4	1.3	1.3	75.5
60	3	.9	.9	76.5
61	6	1.9	1.9	78.4
62	4	1.5	1.5	79.9
63	8	2.7	2.7	82.5
64	2	.8	.8	83.3
65	4	1.3	1.3	84.6
66	1	.5	.5	85.0
67	2	.6	.6	85.7
68	2	.7	.7	86.4
69	2	.5	.5	86.9
70	5	1.5	1.5	88.5
71	2	.8	.8	89.2
72	1	.2	.2	89.5
73	3	.9	.9	90.4
74	1	.5	.5	90.9
75	2	.8	.8	91.6
76	2	.8	.8	92.4
77	2	.6	.6	93.1
78	2	.8	.8	93.8
79	1	.4	.4	94.2
80	2	.8	.8	95.0
81	3	.9	.9	95.9
82	2	.6	.6	96.5
83	1	.4	.4	96.9
84	2	.5	.5	97.4
87	1	.3	.3	97.7



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88	1	.4	.4	98.1
89	0	.1	.1	98.2
92	0	.1	.1	98.3
999	5	1.7	1.7	100.0
Total	300	100.0	100.0	

Q14. What is the last level of school you completed?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Some high school or lower	9	2.9	2.9	2.9
	2 High school diploma/GED	49	16.4	16.5	19.4
	3 Some college	56	18.8	18.8	38.2
	4 College degree (Associate, Bachelors)	127	42.4	42.4	80.6
	5 Graduate-level degree (Masters, PhD, other graduate work)	58	19.3	19.4	100.0
	Total	299	99.8	100.0	
Missing	9 REF	1	.2		
Total		300	100.0		

GENDER. RECORD GENDER BY VOICE. If necessary: Are you female or male?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	155	51.6	51.6	51.6
	Male	145	48.4	48.4	100.0
Total		300	100.0	100.0	



OPINION POLL 2010

SECTION 6
Appendix C
White River Township Respondents Only

November 30, 2010

Conducted by
Survey Research Center at IUPUI
Institute for Research on Social Issues
Indiana University - Purdue University, Indianapolis

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Appendix C. White River Township Patrons Only

RESPONDENTS QUALIFICATIONS

SCR1. Are you a registered voter in Johnson County, Indiana?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1 Yes	125	100.0	100.0	100.0

SCR2. We are interested in people from a specific geographic region. What is your zip code?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 46106	8	6.6	6.6	6.6
46142	76	60.9	60.9	67.5
46143	30	23.9	23.9	91.4
46181	1	1.2	1.2	92.6
46184	9	7.4	7.4	100.0
Total	125	100.0	100.0	

SCR2B. Do you live in the library district of Franklin or Greenwood?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1 Franklin	106	84.8	100.0	100.0
Missing System	19	15.2		
Total	125	100.0		



ABOUT LIBRARY RESOURCES

Q1. First, when thinking about the past year, would you say you have gone to a public library in Franklin, Trafalgar, New Whiteland or White River Township:

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1 Every day or almost every day	3	2.5	2.5	2.5
2 About once a week	39	31.2	31.2	33.7
3 About once a month	43	34.2	34.2	67.9
4 About once every six months	27	21.9	21.9	89.8
5 About one time in the past year	13	10.2	10.2	100.0
Total	125	100.0	100.0	

Q2 a. When you did use that public library in Johnson County, which of the following resources did you use? Books or magazines

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1 Yes	116	93.1	93.1	93.1
2 No	9	6.9	6.9	100.0
Total	125	100.0	100.0	

Q2 b. When you did use that public library in Johnson County, which of the following resources did you use? Music or movies

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1 Yes	70	56.4	56.4	56.4
2 No	55	43.6	43.6	100.0
Total	125	100.0	100.0	



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Q2 c. When you did use that public library in Johnson County, which of the following resources did you use? Computers or the Internet

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1 Yes	39	30.9	30.9	30.9
2 No	86	69.1	69.1	100.0
Total	125	100.0	100.0	

Q2 d. When you did use that public library in Johnson County, which of the following resources did you use? Children's programs

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1 Yes	42	33.3	33.3	33.3
2 No	83	66.7	66.7	100.0
Total	125	100.0	100.0	

Q2 e. When you did use that public library in Johnson County, which of the following resources did you use? Other programs or seminars

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1 Yes	29	23.0	23.0	23.0
2 No	96	77.0	77.0	100.0
Total	125	100.0	100.0	

Q2 f. When you did use that public library in Johnson County, which of the following resources did you use? Historical or genealogy room

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1 Yes	4	3.1	3.1	3.1
2 No	121	96.9	96.9	100.0
Total	125	100.0	100.0	



ABOUT LIBRARY VALUE

Q3 a. How valuable have you found using the Johnson County public library's books and magazines?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Extremely valuable	72	57.9	62.2	62.2
	2 Somewhat valuable	42	33.9	36.5	98.7
	3 Not at all valuable	2	1.2	1.3	100.0
	Total	116	93.1	100.0	
Missing	System	9	6.9		
Total		125	100.0		

Q3 b. How valuable have you found using the Johnson County public library's music or movies?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Extremely valuable	35	28.4	50.3	50.3
	2 Somewhat valuable	35	28.0	49.7	100.0
	Total	70	56.4	100.0	
Missing	System	55	43.6		
Total		125	100.0		

Q3 c. How valuable have you found using the Johnson County public library's computers or Internet?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Extremely valuable	29	23.4	75.6	75.6
	2 Somewhat valuable	8	6.6	21.3	96.9
	3 Not at all valuable	1	.9	3.1	100.0
	Total	39	30.9	100.0	
Missing	System	86	69.1		
Total		125	100.0		



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Q3 d. How valuable have you found using the Johnson County public library's children's programming?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Extremely valuable	26	20.6	61.8	61.8
	2 Somewhat valuable	16	12.7	38.2	100.0
	Total	42	33.3	100.0	
Missing	System	83	66.7		
Total		125	100.0		

Q3 e. How valuable have you found using the Johnson County public library's other programming or seminars?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Extremely valuable	13	10.6	48.2	48.2
	2 Somewhat valuable	14	11.0	49.8	98.0
	3 Not at all valuable	1	.4	2.0	100.0
	Total	28	22.1	100.0	
Missing	9 REF	1	.9		
	System	96	77.0		
	Total	97	77.9		
Total		125	100.0		

Q3 f. How valuable have you found using the Johnson County public library's historical or genealogy room?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Extremely valuable	1	.9	30.6	30.6
	2 Somewhat valuable	3	2.1	69.4	100.0
	Total	4	3.1	100.0	
Missing	System	121	96.9		
Total		125	100.0		



ABOUT LIBRARY USAGE

Q4. What branch do you most regularly use?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 4 White River Branch	125	100.0	100.0	100.0

Q7 a. Which of the following best describes why you have not used your library in the past year? Do not have a need for it

	Frequency	Percent
Missing System	125	100.0

Q7 b. Which of the following best describes why you have not used your library in the past year? Do not know what they have to offer

	Frequency	Percent
Missing System	125	100.0

Q7 c. Which of the following best describes why you have not used your library in the past year? Do not have what you need (books, music, movies, programming)

	Frequency	Percent
Missing System	125	100.0

Q7 d. Which of the following best describes why you have not used your library in the past year? Long wait times (books, music, movies)

	Frequency	Percent
Missing System	125	100.0



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Q7 f. Which of the following best describes why you have not used your library in the past year? Bad customer service

	Frequency	Percent
Missing System	125	100.0

Q7 g. Which of the following best describes why you have not used your library in the past year? Other (Please list)

	Frequency	Percent
Missing System	125	100.0



ABOUT THE FRANKLIN BRANCH PROJECT

Q8. In the past year, have you ever used the Franklin branch of the Johnson County Public Library?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1 Yes	21	17.1	17.1	17.1
2 No	104	82.9	82.9	100.0
Total	125	100.0	100.0	

Q9. To what extent would you support or oppose building a new library branch in Franklin if it was paid for without raising taxes. Would you say you would...

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1 Strongly favor	46	37.2	37.5	37.5
2 Somewhat favor	23	18.4	18.5	56.0
3 Neither favor nor oppose	38	30.7	30.9	86.9
4 Somewhat oppose	9	7.4	7.5	94.4
5 Strongly oppose	7	5.6	5.6	100.0
Total	124	99.3	100.0	
Missing 8 DK	1	.4		
9 REF	0	.3		
Total	1	.7		
Total	125	100.0		



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Q10. If the only way to pay for a new library branch in Franklin was by raising property taxes, how much more per year would you be willing to pay?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 1 dollar to 5 dollars per year	30	24.3	25.4	25.4
	2 6 dollars to 10 dollars per year	22	17.7	18.5	44.0
	3 11 dollars to 15 dollars per year	19	15.0	15.7	59.6
	4 Not willing to pay any more dollars per year	48	38.6	40.4	100.0
	Total	120	95.7	100.0	
Missing	8 DK	5	4.3		
Total		125	100.0		

Q11. To what extent do you think you and your family would use a new branch in Franklin?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 We would use a new branch extensively	2	1.7	1.7	1.7
	2 We would use a new branch sometimes	16	12.9	12.9	14.6
	3 We would use a new branch rarely	43	34.6	34.6	49.2
	4 We would never use a new library branch	64	50.8	50.8	100.0
Total		125	100.0	100.0	



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Q12. If the Johnson County Public Library board replaces the library branch in Franklin, which of the following locations would be the best location for you and your family?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Along the north side of Franklin on US-31	77	61.3	61.7	61.7
	2 In downtown Franklin	8	6.8	6.8	68.5
	3 Near downtown Franklin	3	2.5	2.5	71.0
	4 On the east side of Franklin near Interstate-65	13	10.5	10.6	81.6
	7 Do not care/Wouldn't use it at any location (DO NOT READ)	23	18.3	18.4	100.0
	Total	124	99.3	100.0	
Missing	8 DK	1	.7		
Total		125	100.0		



RESPONDENTS DEMOGRAPHICS

Q13. How old are you?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 18-29	10	0.8	0.8	8.0
30-39	24	19.2	19.2	28.0
40-49	44	35.2	35.2	63.2
50-59	20	16.0	16.0	78.2
60-69	17	13.6	13.5	92.7
70+	9	7.2	7.2	99.9
999	1	.9	.9	100.0
Total	125	100.0	100.0	

Q14. What is the last level of school you completed?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1 Some high school or lower	6	4.8	4.8	4.8
2 High school diploma/GED	16	12.4	12.4	17.2
3 Some college	21	17.0	17.0	34.2
4 College degree (Associate, Bachelors)	53	42.5	42.5	76.7
5 Graduate-level degree (Masters, PhD, other graduate work)	29	23.3	23.3	100.0
Total	125	100.0	100.0	



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GENDER. RECORD GENDER BY VOICE. If necessary: Are you female or male?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	68	54.4	54.4	54.4
	Male	57	45.6	45.6	100.0
	Total	125	100.0	100.0	