

2016 Mail Survey Results

Fox River Valley Public Library District

August 5, 2016



Fox River Valley Libraries
Dundee Library • Randall Oaks Library

Introduction, Purpose & Approach

This report addresses the methodology and findings derived from public opinion research conducted by George K. Baum & Company on behalf of Fox River Valley Public Library District.

A public opinion questionnaire was **mailed to 16,846 registered voter households** within Fox River Valley Public Library District on June 8, 2016. The mailing list included all registered voter households within the district, versus a subset of active or likely voter households and served as an invitation for public reaction to proposed library improvements.

The mail survey included a total of 13 questions, including three open-ended questions. Included with the mail survey questions was background information on the proposed library improvements.

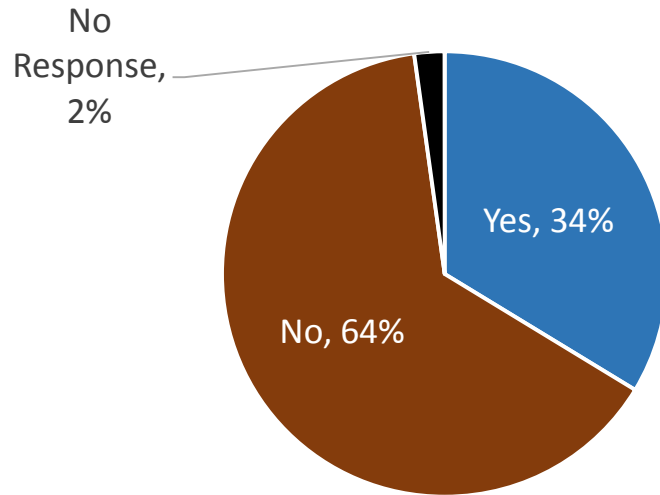
The mail questionnaire used for this research is not a scientific poll, but a tool for collecting public input and understanding the general tone of the public's receptiveness to the issues presented. The overall summaries and conclusions drawn in this report are therefore not presented as predictors of a proposal's likely success or failure at the polls. They are only presented to aid the library district with another means for collecting community input and initial reaction to the proposal.

George K. Baum & Company acknowledges that this particular questionnaire functions as an opportunity to disseminate information and as an information-gathering tool, and in no way represents a scientific survey, or one that estimates statistical margin of error. The chief distinction is that **this questionnaire was returned in lieu of people attending a public hearing (a non-representative sample of the *registered voter* population) as opposed to the returns representing a *scientific sub-sample* of the registered voter population. The results are subjective and limited in interpretation based on the *volume* of returns, not the *science* of returns.** Think of this document as a written collection of comments from people who would have stood up and participated in a public hearing, but instead preferred to express their feelings through written form.

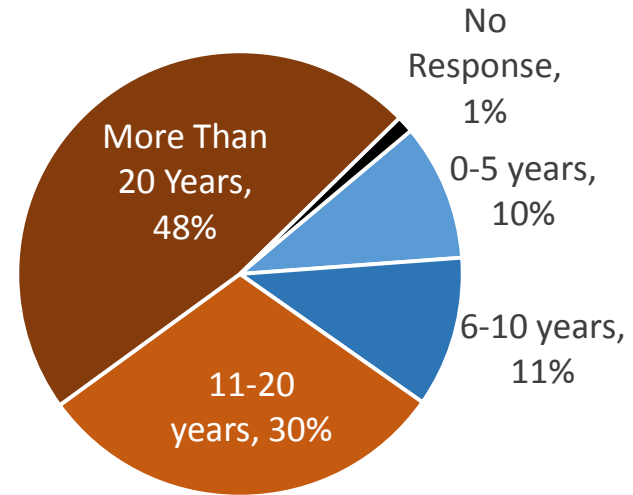
A total of **1,730 surveys were returned** and processed for responses as of July 29, 2016. **This represents a response rate of approximately 10.3 percent.** Previous mail surveys conducted by George K. Baum & Company have typically yielded response rates between 8 and 17 percent.

Demographics of Respondents

Child Under 19 in Home

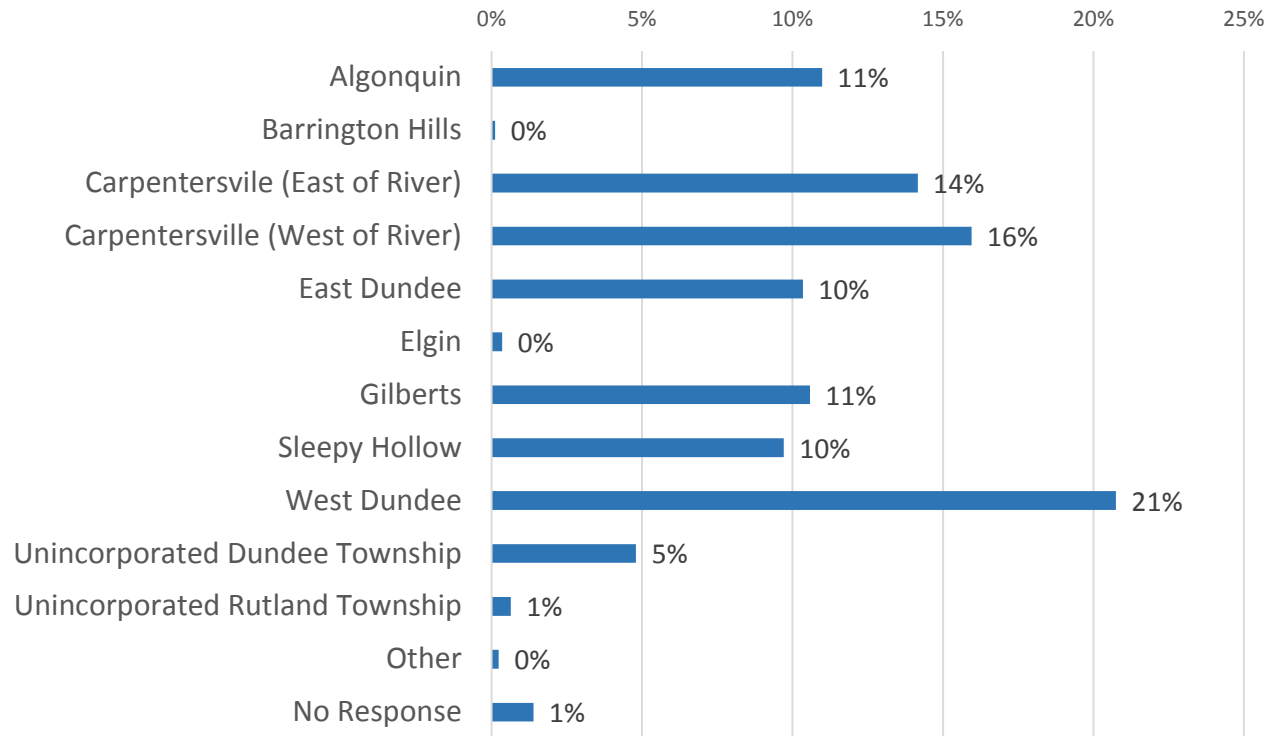


Length of Residency in Area



Demographics of Respondents

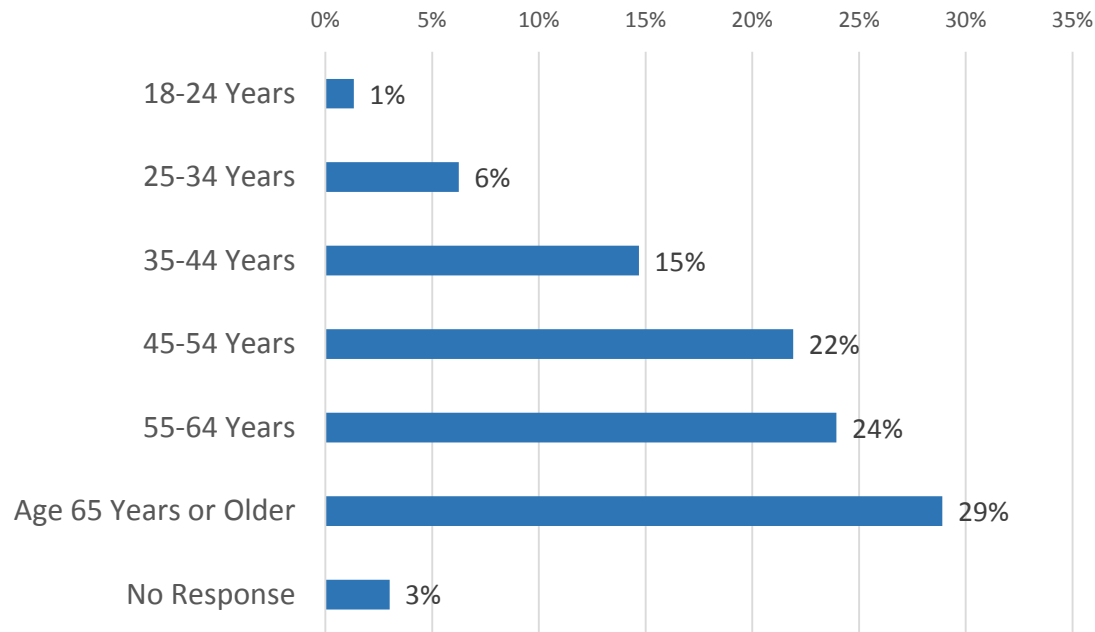
Where do you live?



NOTE: "Dundee" Address = 7%

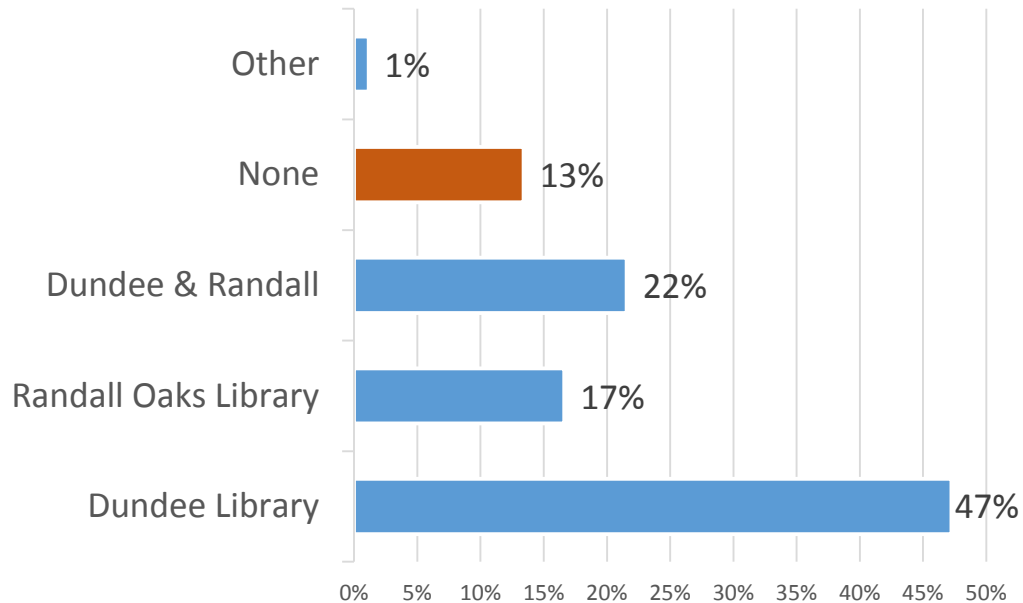
Demographics of Respondents

What is your age?



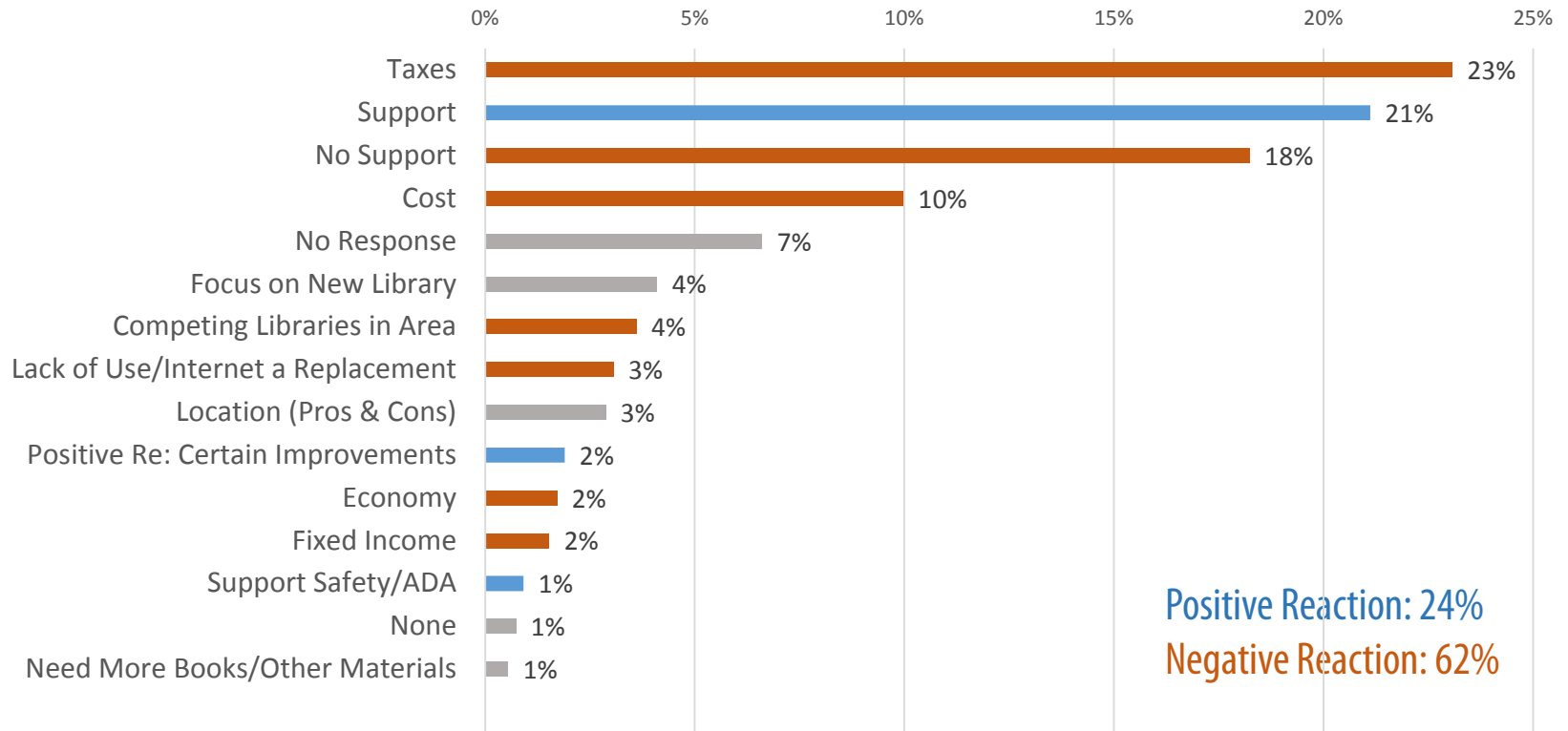
Demographics of Respondents

Which libraries do you, or other family members, currently use?



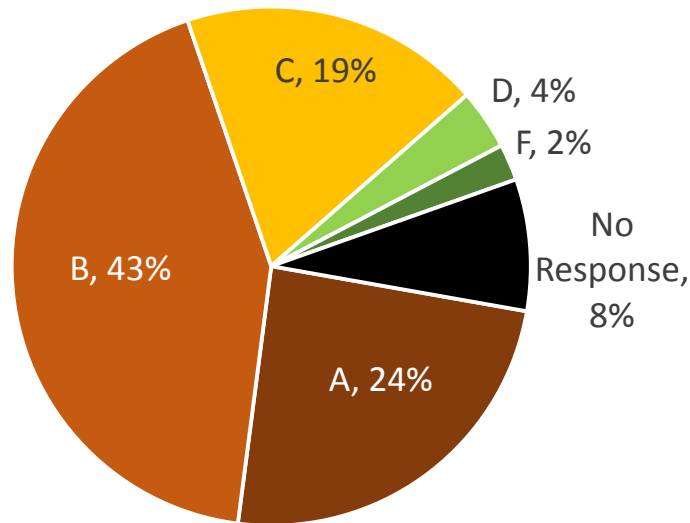
Initial Reaction

Describe your initial reaction, your first impression, to the Library District's proposal to make improvements to the Dundee Library and build a new, full-service library near Randall Road on the west side of the Library District?



Grade the District

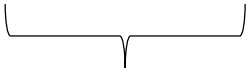
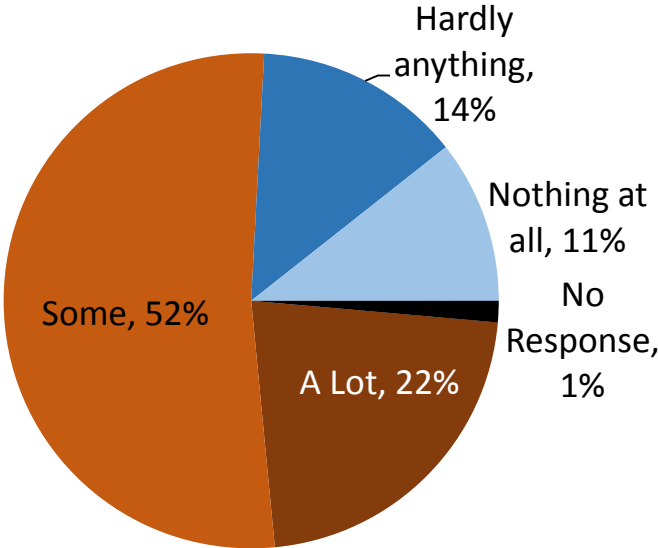
In thinking about your overall opinion of Fox River Valley Public Library District, what grade would you give the Library District?



67%: "A or B" Grade

Level of Awareness

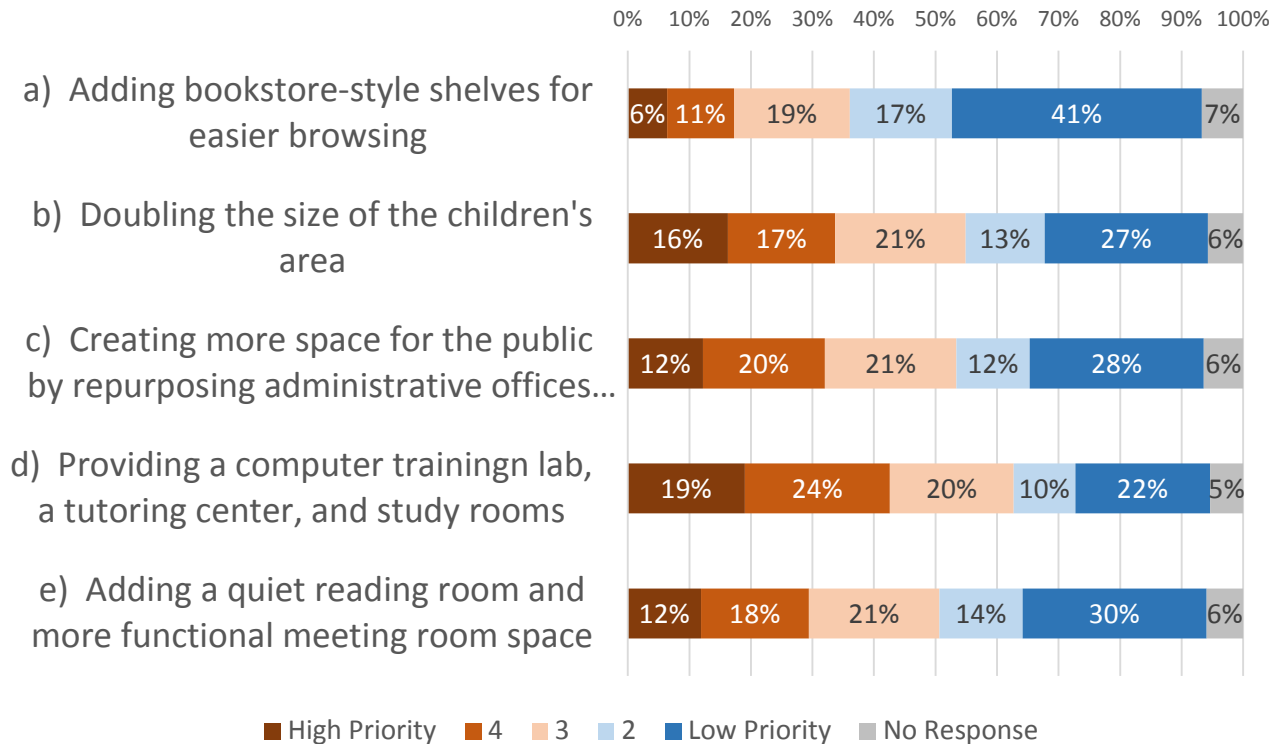
Before receiving the enclosed information, how much had you read, seen or heard about Fox River Valley Public Library District's proposal to make improvements to the Dundee Library and build a new, full-service library near Randall Road on the west side of the Library District?



74%: A Lot or Some

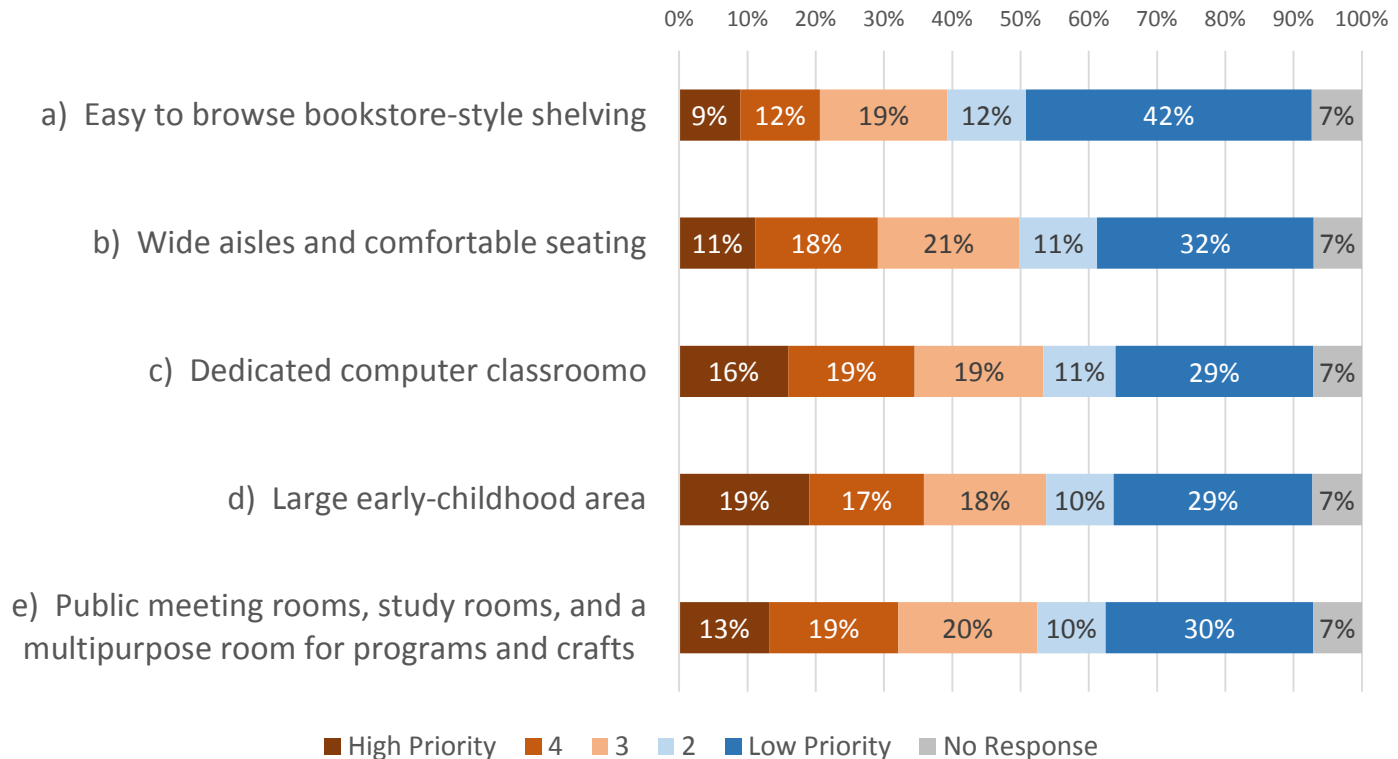
Priority Placed on Proposed Improvements to Dundee Library

There are a number of improvements proposed for the existing Dundee Library. On a scale of 1 to 5, what priority, if any, should be placed on funding each of the following Improvements?



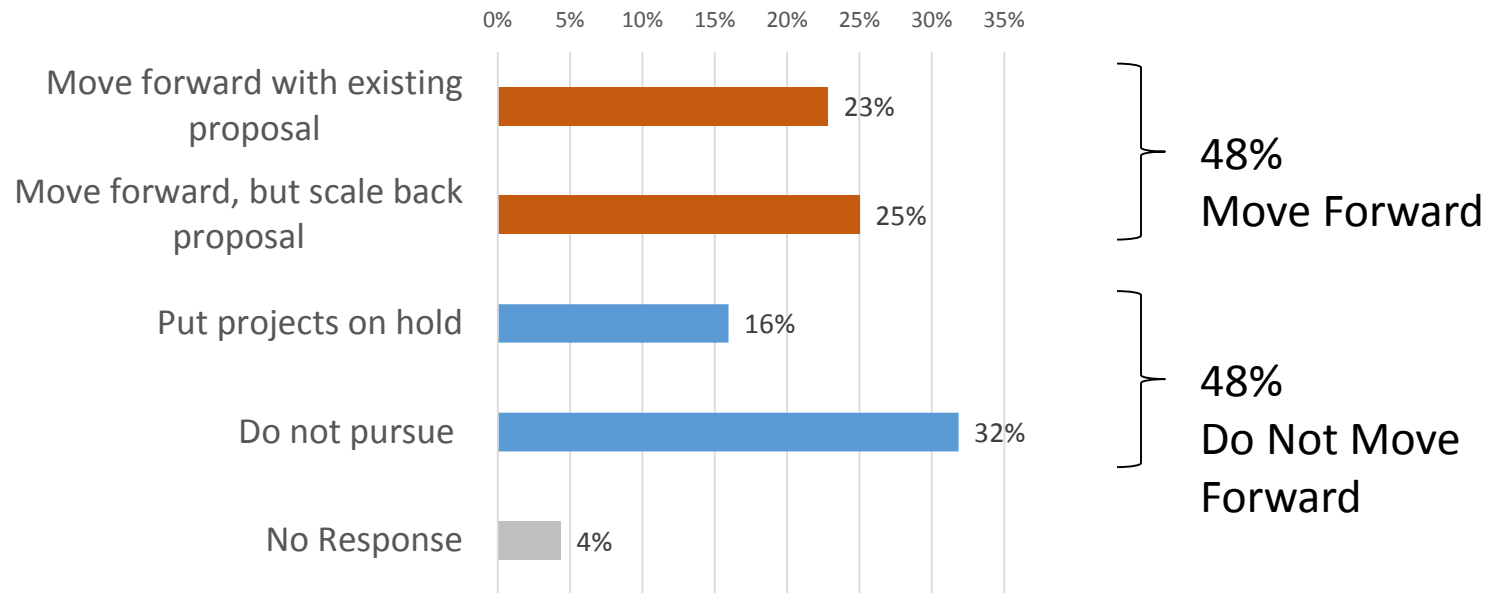
Priority Placed on Proposed Amenities of New West Side Library

There are a number of amenities being considered for a new, full-service library on the west side of the Library District. On a scale of 1 to 5, what priority, if any, should be placed on funding each of the following Improvements?

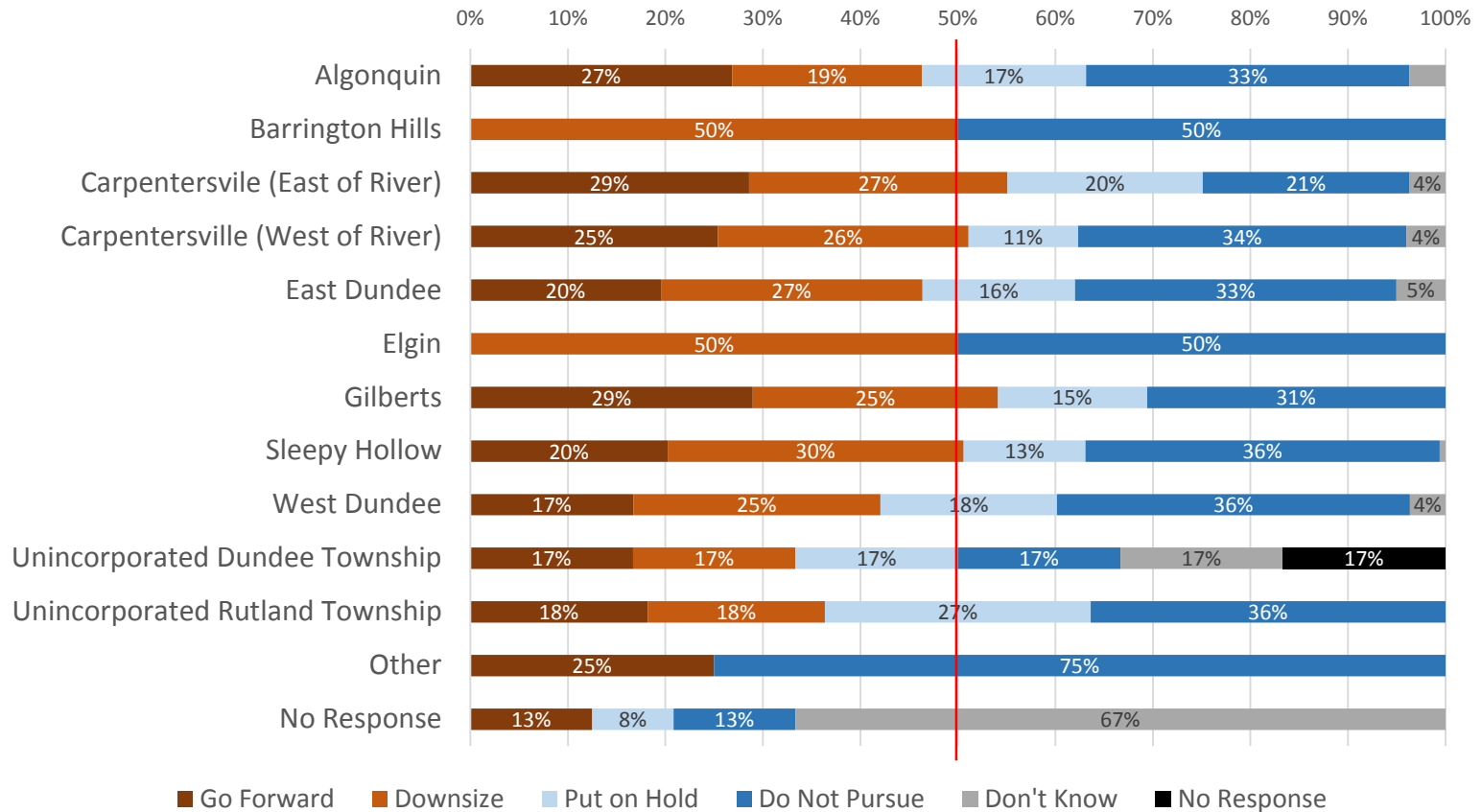


Advice Regarding District's Next Action Steps

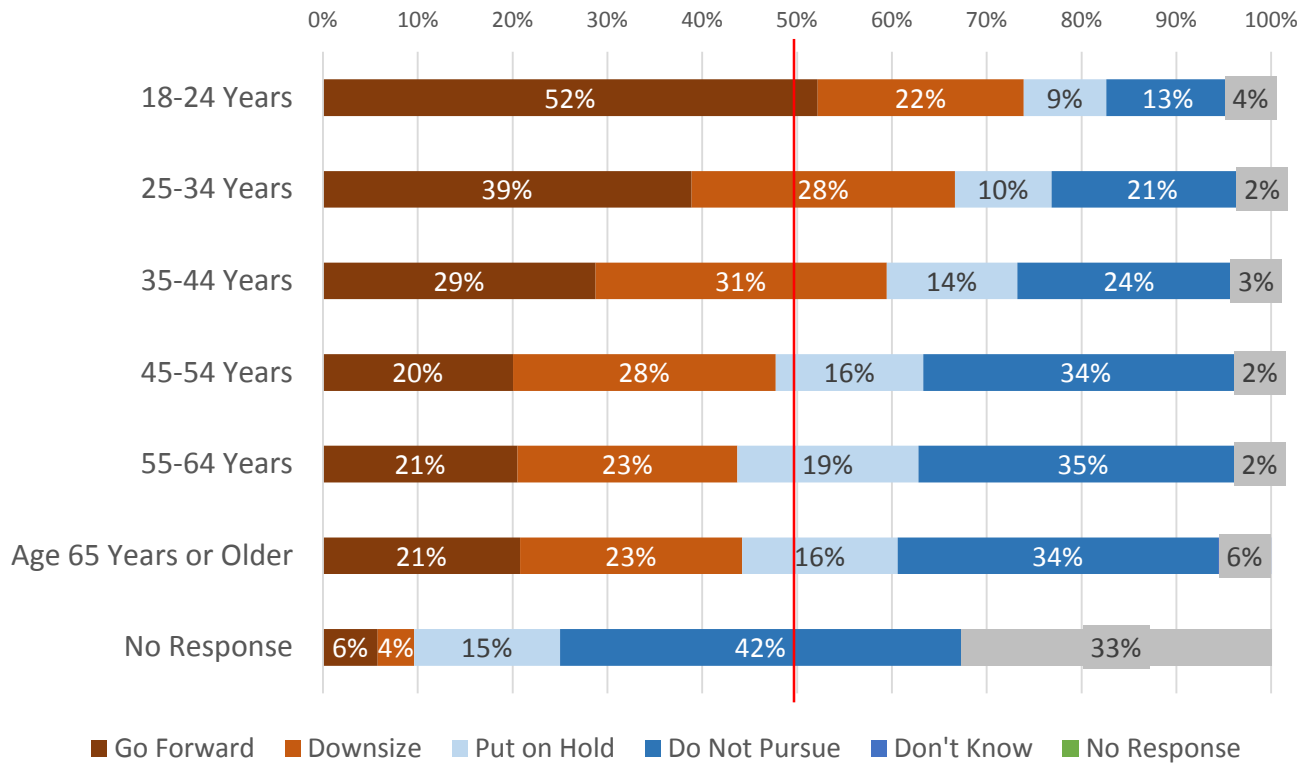
Based on what you have read, seen, or heard about FRVPLD's proposal, which answer best describes your own advice to the District's Board of Trustees?



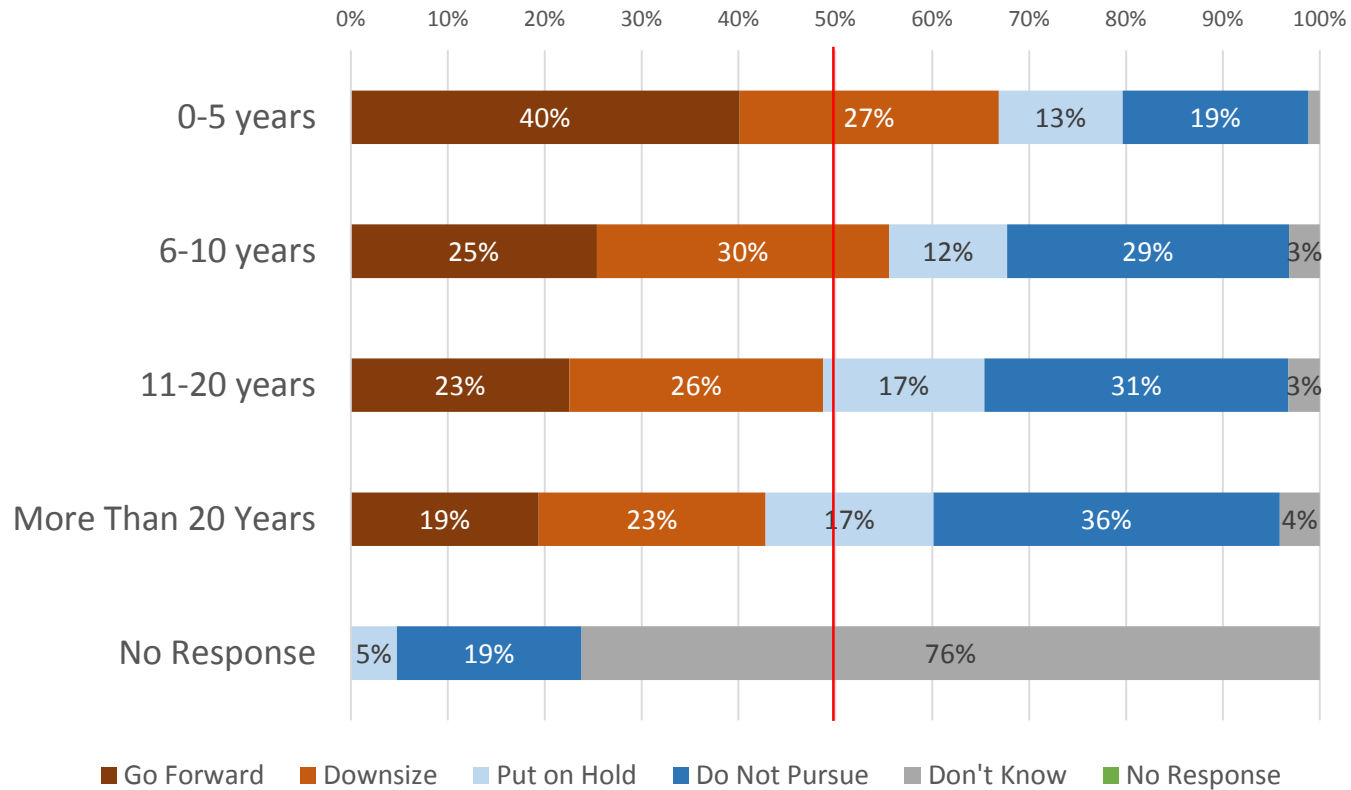
Recommendations to Library District by Location



Recommendations to Library District by Age

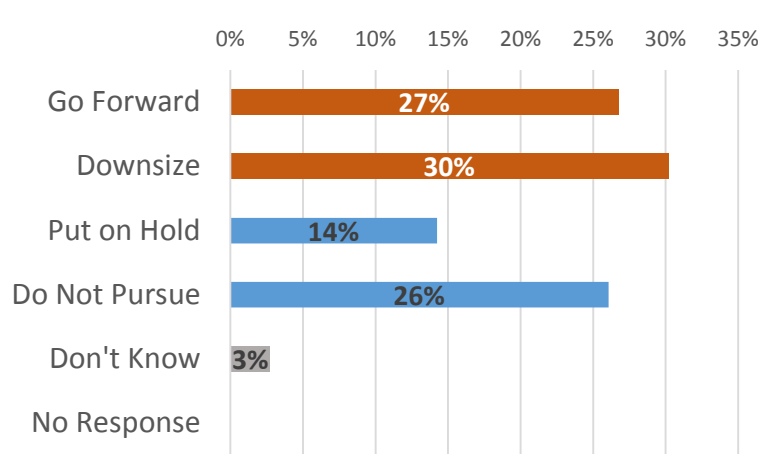


Recommendations to Library District by Length of Residency



Recommendations to Library District: Parent With Child Under 19 Versus Other

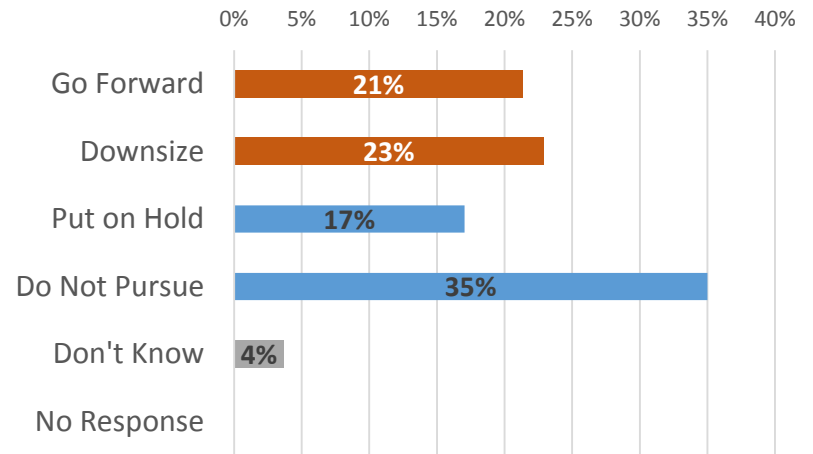
Child Under 19 in Home



Yes: 57%

No: 40%

No Child Under 19 in Home

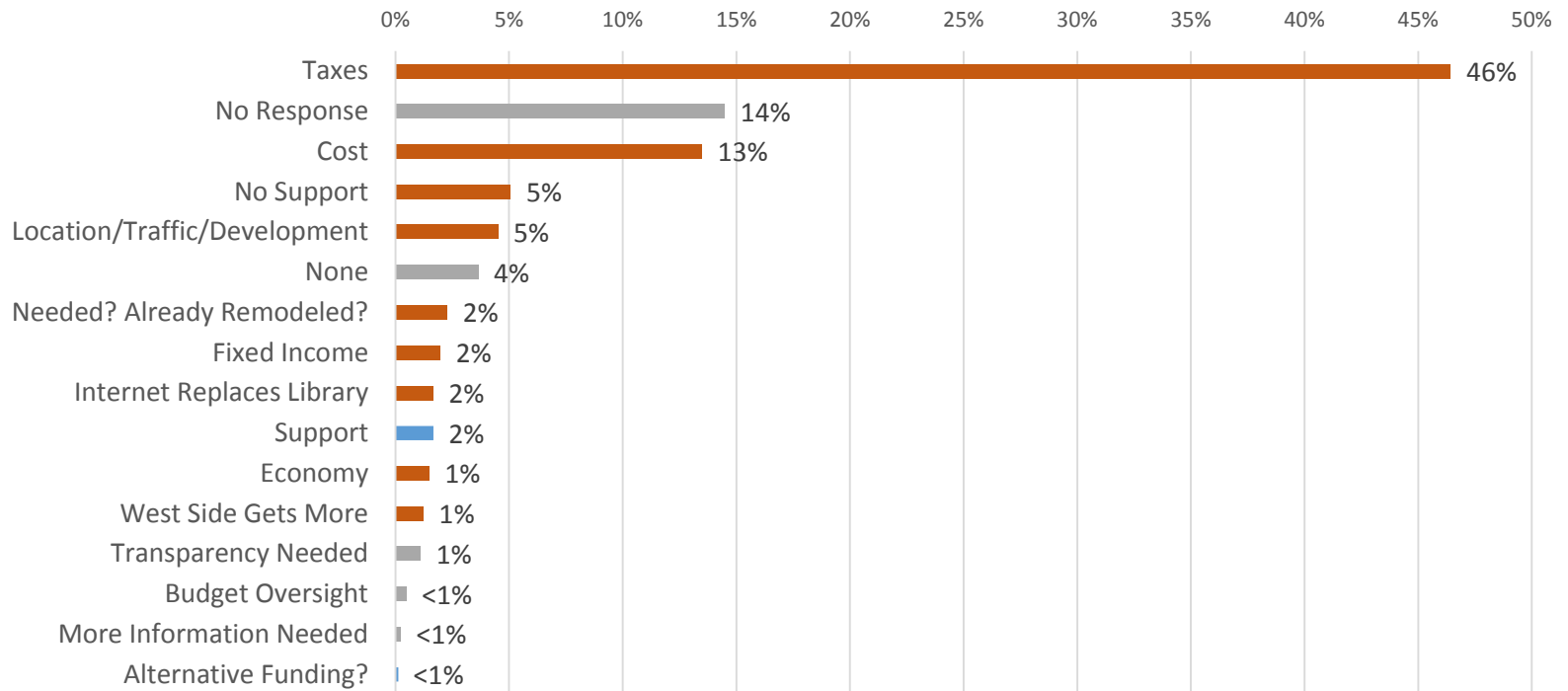


Yes: 44%

No: 52%

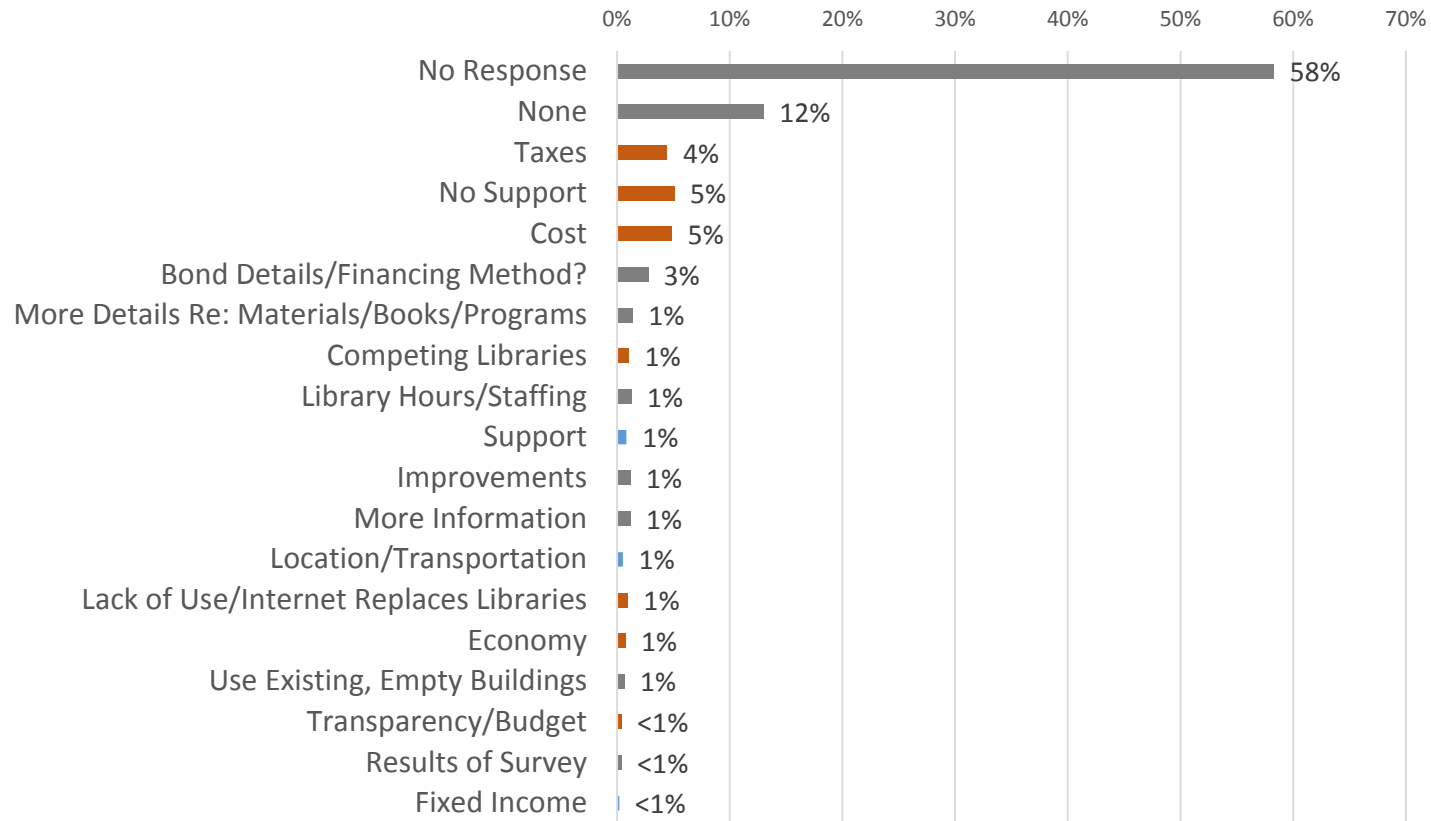
Main Concern

What is your main concern, if any, regarding the proposed library projects and funding proposals?



Additional Information Needs

What more would you like to know, or what questions would you like answered, about the proposed library projects and funding proposal?



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