

**GLENVIEW PUBLIC LIBRARY  
COMMUNITY SURVEY – LIBRARY LOCATION**

PREPARED FOR:  
GLENVIEW PUBLIC LIBRARY  
GLENVIEW, ILLINOIS

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## **RESEARCH HIGHLIGHTS AND IMPLICATIONS**

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The Glenview Public Library (GPL) is considering two building options to meet its need for additional facility space and parking. Community feedback is sought to guide the library Board of Trustees in its pending decision to introduce a tax increase referendum in April 2001 for support of a new or expanded library. Additionally, the GPL wishes to identify community preferences for library programs and services. The survey findings will provide input for overall facility planning and direction for determining which building option is most suitable for meeting the library needs of Glenview residents.

### **Use of Glenview Public Library in Past Year**

- In the past year, 85% of the respondents indicated they have either visited or used services offered by the Glenview Public Library; 15 % have neither visited nor used the Library's services.
- Among those who have not used the Glenview Public Library, the primary reason given is the lack of need (46%). Other reasons most often voiced include: distance/too far from home or work (13%), use Internet/online sources (8%), use another library (8%), purchase books/periodicals (6%), too busy (5%), and do not read/poor eye sight (5%)
- Three-fifths of those who visited or used the library in the past year, used it once a month (25%) or more often (36%). Among the other GPL users, 20% used it about 4-6 times and the same proportion (19%) used it about 1-3 times in the past year.
  - ◆ The majority (62%) of all of these GPL users feel their use of the GPL in the past year, in comparison to the previous year, was about the same. One-fifth (21%) indicated they had used the GPL more often this past year and 16% stated they had used it less often; the remaining 1% did not know. Both increased and decreased use of the GPL in the past year most often revolved around their children's use and need for the library's services.

### **Experiences Using the Glenview Public Library**

- Over nine-in-ten (93%) respondents drive to the Library; 7% state they walk.
  - ◆ Among those who drive to the Library, eight-in-ten feel parking availability is poor, either "somewhat" poor (42%) or "very" poor (38%).
- Use of special services offered through the Internet or telephone is limited. Over one-quarter (28%) of the respondents have used the telephone to renew books or to call for reference materials. Few of these Library users have accessed the GPL Internet site (9%) or direct dialed into the Library computer (4%).
- Nine-in-ten (92%) GPL users, utilize one or more of the listed adult section Library services.
  - ◆ Books and periodicals are by far the most often adult section services (84%) used.
  - ◆ Two-fifths checkout videos (43%) and access print reference materials (38%). And three-in-ten checkout CD's and cassettes (30%) and audiobooks (28%).
  - ◆ Services used less frequently include lectures, meeting rooms, Internet workstations and Internet and CD-ROM reference materials.

- Nearly half (48%) of the respondents use the children's services at the GPL; 52% do not use these services.
  - ◆ Among those who use the children's services, books and periodicals are used most often (93%) followed by videos (70%).
  - ◆ Approximately two-fifths of the GPL users access one or more of the following services: children's games (44%), children's and family programming/storytelling (40%), CD's and cassettes (36%), and print reference materials (36%).
  - ◆ Children's services used less often include audiobooks (25%), Internet and CD-ROM reference materials (14%), and Internet workstations (13%).

### **Reactions to Options Regarding the Expansion or Rebuilding of the Glenview Public Library**

Respondents were read the following proposal and options regarding the expansion or rebuilding of the Glenview Public Library and asked which of the options offered was preferred.

Option 1 is to remain in its current location and expand or rebuild on the land behind the Library where the Post Office is currently. This option would include more room for parking.

Option 2 is to relocate the Library to a new site on the former Glenview Naval Air Station, now called The Glen. This option would also include ample parking space.

#### ***Option Preference Assuming Costs are Equal***

- Assuming the costs of the two options offered for expanding or rebuilding the Library are equal, 60% of all respondents prefer that the GPL remain in its current location and expand or rebuild on land where the current Post Office is. One-fifth (22%) prefers that it be located at The Glen and the remainder either have no preference for either of the options offered (17%) or do not know (1%).
  - ◆ Preference for remaining at the current location and expanding or rebuilding is significantly stronger among those who have used or visited the Library in the past year. Two-thirds (66%) of Library users prefer the current location to The Glen (19% preference).
  - ◆ Among non-users of the Library, the option of relocating to The Glen was preferred by 41% versus a 28% level opting to have the Library remain at the current location and expanding or rebuilding on the land behind the Library where the Post Office is currently.
- Proximity and convenience are the primary reasons for preferring the current location, with 86% voicing this reason for preference. Other reasons for preferring the current location, each mentioned at significantly lower levels, center on the Library being an important element in defining the Glenview downtown area (12%) and a general discontent that everything is being moved to The Glen (5%).

- The primary reasons for preferring to relocate the Glenview Public Library to The Glen center on the proximity of the location to individuals' homes and the site itself which would hopefully be less congested and afford better parking than the current Library site does.

### ***Option Preference If Cost at Current Location Higher than Relocating to The Glen***

- If the cost for expanding the Library at the current location is higher than relocating the Library to The Glen, the strong preference voiced for staying at the present location if the costs are equal diminishes.
  - ◆ Among all respondents, two-fifths (40%) prefer that the Library remain at the current location, 34% prefer that it be relocated to The Glen and 23% have no preference for either of the options offered, if the cost for expanding the Library at the current location is higher than relocating the Library to The Glen.
  - ◆ Respondents, who used the Library in the past year, prefer the current location (44%) to a site at The Glen (34%). Whereas, non-Library users, most often have no preference (44%); those who do have a preference, more often prefer relocating the Library to The Glen (33%) rather than expanding or rebuilding it at the current location (20%).
- There is fairly strong interest in using the Library if it is relocated to The Glen. Nearly three-fourths of the respondents would be either "very" likely (43%) or "somewhat" likely (31%) to use the Library if it were to be moved to The Glen.

### ***Support for Tax Increases***

- Respondents are more inclined to support a tax increase to pay for construction and operating expenses associated with expanding the Library at its current location than they are for supporting a tax increase to pay for construction and operating expenses associated with relocating the Library to The Glen.
  - ◆ Among all respondents, 53% would support a tax increase to expand the Library at its current location; 42% would not support the increase. Support for a tax increase related to expanding the Library was stronger among those who have used the Library (57%) than among non-users (30%).
  - ◆ One-third (33%) of all of the respondents would support a tax increase to relocate the Library to The Glen; 63% would not support such a tax increase. Levels of support or lack of support were similar among both users and non-users of the Library, with only 33% of each group saying they would support a tax increase to pay for construction and operating expenses associated with relocating the Library to The Glen.
  - ◆ Among those who prefer keeping the Library in its present location, 62% would support a tax increase to expand the library; 35% of those who prefer relocating to The Glen would support a tax increase in order to expand the current facility.

- ◆ Among those who prefer that the Library remain where it is presently, 75% would **not** support a tax increase to relocate the Library to The Glen; 56% of those who desire that the Library be relocated to The Glen would support a tax increase to pay for construction and operating expenses.
- The primary reason respondents will support a tax increase either for the current Library expansion and rebuilding or the relocation to The Glen is their feeling that libraries are needed and important parts of the community fabric.
- The primary reason respondents will not support a tax increase either for the current Library expansion and rebuilding or the relocation to The Glen revolves around a feeling that taxes are already too high.

## **Implications**

The research yields implications for the GPL Board of Trustees to consider as it evaluates location options and prepares to introduce a tax referendum to support Library building and operations expenses.

- The option to expand or rebuild the Library at its current location emerges as a clear preference. Overall, this option is preferred by 60% of surveyed residents and two-thirds of Library users. Of issue, however, is support of the planned tax referendum associated with this option. While residents are more inclined to support a tax increase associated with this option versus the option of relocating to The Glen, the research findings do not assure that the planned tax referendum will pass, as only 53% ( $\pm$  4.9% margin of error) indicate they would support the referendum. Thus, the GPL will need to persuade Glenview residents to support the referendum in order to assure its passage.
- A decision to relocate the GPL to The Glen will require an even greater effort to obtain resident support of the tax increase referendum, which is only supported by one-third of surveyed residents. Even among surveyed residents preferring The Glen location, the level of support for the referendum ( $56\% \pm 4.9\%$  margin of error) again, does not assure it will pass.
- Regardless of the Library location the Board decides upon, a marketing campaign is needed to raise awareness of the tax referendum and persuade residents to vote in favor of it. Based on the research findings, the following guidelines are offered for a public awareness campaign:
  - ◆ Communicate the need for an expanded or new Library building emphasizing community benefits
  - ◆ Create awareness of the pending referendum explaining its purpose and relevance to Glenview residents
  - ◆ Communicate messages that both reinforce residents' reasons for supporting a tax increase and address their reasons for not supporting an increase
    - Counter general concerns about tax increases by informing residents of the average household tax dollar increase and long term impact

- Communicate benefits such as ample space, improved parking and enhanced services and resources
- Deliver messages that appeal to the community's sense of civic responsibility and importance of the Library to the community
- ◆ Target the campaign at select audiences:
  - Residents who indicate no preference for a Library location to persuade them to vote in support of the referendum
  - Library users directing communications at users who match the profile of GPL users
  - Households with children
  - Specific geographies depending on site location

## **INTRODUCTION**

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### **BACKGROUND AND PURPOSE**

The Glenview Public Library (GPL) is considering two building options to meet its need for additional facility space and parking. Community feedback is sought to guide the library Board of Trustees in its pending decision to introduce a tax increase referendum in April 2001 for support of a new or expanded library. Additionally, the GPL wishes to identify community preferences for library programs and services. The survey findings will provide input for overall facility planning and direction for determining which building option is most suitable for meeting the library needs of Glenview residents.

### **RESEARCH OBJECTIVES**

The objectives of the research are to:

- Understand residents' experiences with the Glenview Public Library over the past year in terms of frequency of use and type of services used.
- Determine a level of preference for options regarding the expansion or rebuilding of the Glenview Public Library.
- Gain feedback with respect to the decision to introduce a tax increase referendum in April 2001.
- Develop a profile of current users and non-users of the Glenview Public Library.

### **STUDY DESIGN**

#### ***Methodology***

To address these objectives, a quantitative research methodology was used. A total of 401 telephone interviews, averaging 9 minutes in length, were completed the first week of December among heads of households residing in incorporated Glenview.

#### ***Questionnaire Development and Design***

The survey was developed based on the issues identified by the Glenview Public Library director, Board of Trustees and the consultant as most pertinent. In addition, background information was collected so that results could be analyzed by various demographic variables. A total of 25 open-ended and closed-ended questions was included. A copy of the survey instrument is found in the Appendix.

### **Validity of Survey Results**

At the 95% confidence level, the maximum expected margin of error for a sample of 400 is plus or minus 4.9 percentage points. Assuming if 100 different samples of 400 persons were each randomly drawn, 95 times out of 100 the total results would vary by no more than plus or minus 4.9 percentage points from the results that would be obtained if the entire population of the study were surveyed. For example, for a response of 50% the true answer will lie between 45.1% and 54.9% ( $50\% \pm 4.9\%$ ). The expected margin of error for a sample of 200 is approximately  $\pm 6.9\%$  and for a sample of 100  $\pm 9.8\%$ .

### **ORGANIZATION OF THIS REPORT**

Listed below is information on how this report was organized and how the data were prepared.

- The report is organized in questionnaire order for the most part.
- Responses to specific questions are presented in terms of percentages (proportions of responses). The base against which percentages are calculated is the number of respondents answering the question. Percentages read down when % signs are at the top of the column. Percentages totaling more than 100% are due either to multiple answers or rounding of the percentages to the nearest whole number. Where totals add to less than 100%, the differences are due to exclusion of don't knows or no answers or are due to rounding the percentages.
- Responses may also be presented in terms of means or average scores such as ratings of satisfaction or interest in specific issues. Means are arithmetic averages in which the responses have been weighted by the values shown in the questionnaire.

### **RESPONDENT PROFILE**

#### ***Demographic Profile***

Demographic characteristics of those participating are found in the Table on the following page. Overall, among all respondents:

- Three-in-ten (30%) respondents are 45 years of age or younger, one-fourth (24%) are ages 46-55 years; 17% are 56-65 years of age, and the remaining 27% are 66 years of age or older; 2% refused to give their age.
- Nearly seven-in-ten (69%) respondents are females and 21% are males.
- Three-fifths (61%) of the households have no children under the age of 18; 39% do have one or more children age 17 or younger.
- Among all households, 11% stated they have an annual household income under \$50,000; over one-fourth (28%) have incomes between \$50,000-\$99,999 or over \$100,000 (28%); the remaining 34% refused to give their household incomes.

**DEMOGRAPHIC PROFILE**

	<b>Total</b>	<b>Geographic Area</b>			
		<b>NW</b>	<b>NE</b>	<b>SE</b>	<b>SW</b>
(Base)	(401)	(132)	(121)	(60)	(79)
<b>Respondent Age:</b>					
18-25 years	1%	-%	1%	-%	1%
26-35	8	7	6	10	10
36-45	21	21	22	19	19
46-55	24	29	23	22	22
56-65	17	19	16	18	18
66-75	18	14	20	19	19
75 or older	9	8	10	11	11
Refused	2	2	3	-	-
<b>Gender of Respondent:</b>					
Female	69%	67%	70%	70%	68%
Male	31	33	30	30	32
<b>Number of children under age 18 at home:</b>					
None	61%	54%	64%	60%	66%
One	10	15	8	10	4
Two	18	21	15	13	19
Three-Four	10	6	7	15	9
Five or more	1	3	2	2	2
<b>Income:</b>					
Under \$25,000	2%	2%	2%	-%	2%
\$25,000-\$49,999	9	9	8	13	8
\$50,000-\$74,999	17	20	12	18	19
\$75,000-\$99,999	10	10	10	8	14
\$100,000 or more	28	30	30	25	25
No answer/refused	34	30	39	35	32

Source: Q.20-21, 25-26: Q.20- How many children under the age of 18 live in your household? Q.21- I am going to read you a list of age categories, please stop me when I reach your age? Q.25-Which of the following income categories best describes your total household income? Q.26-Gender.

**Residency Profile**

- Using the Glenview Public Library as the center point, one-third (34%) of the respondents reside in the North West quadrant of Glenview; 31% are in the North East quadrant; 15% are in the South East quadrant and 20% are in the South West quadrant.
- Based on respondents' own perceptions, 39% believe they reside within walking distance of the Library; 60% feel they are not within walking distance.
  - ◆ Reflecting the geography of Glenview, those residents in the North West quadrant are least likely to live within waking distance of the Library (27%).
  - ◆ One-half or more of the respondents residing south of the Library both to the east (57%) and west (49%) of Harlem feel they are within walking distance of the Library.
- Survey participants have lived in Glenview 21 years on average, with 31% having lived in the town 10 or fewer years; 25% between 11 and 20 years; and 44% more than 20 years.
  - ◆ Residents in the South West region of Glenview, claim to have resided in Glenview longer than others, 23.3 years on average.

**RESIDENCY PROFILE**

(Base)	Total (401)	Geographic Area			
		NW (132)	NE (121)	SE (60)	SW (79)
<b>Area Reside in:</b>					
NW (North of Glenview Rd/ West of Lehigh)	34%	100%	-%	- %	- %
NE (North of Glenview Rd/ East of Lehigh)	31%	-	100	-	-
SE (South of Glenview Rd/ East of Harlem)	15%	-	-	100	-
SW (South of Glenview Rd/ West of Harlem)	20%	-	-	-	100
<b>Reside within walking distance of current library:</b>					
Yes	39%	27%	37%	57%	49%
No	60	72	62	43	51
No answer/refused	1	1	1	-	-
<b>Length of time Glenview Resident:</b>					
Less than 5 years	14%	16%	13%	17%	9%
5-10 years	17	14	14	17	16
11-20 years	25	26	27	25	19
21-35 years	26	24	26	18	34
36 or more years	18	20	20	23	22
(Avg. years)	(21.0)	(20.1)	(20.0)	(21.5)	(23.3)

Source: Q.22-24: Q.22-How long have you been a Glenview resident? Q.23-What area of Glenview do you live in? North or south of Glenview Road? Do you live east or west of Harlem or Lehigh Avenue? Q.24-Do you live within walking distance of the current Glenview Library?

## **DETAILED RESEARCH FINDINGS**

### **USE OF THE GLENVIEW PUBLIC LIBRARY**

#### **Use of the Glenview Public Library in the Past Year**

- In the past year, 85% of the respondents indicated they have either visited or used services offered by the Glenview Public Library; 15% have neither visited nor used the Library's services.
- Within various demographic segments, those most likely to have visited or used the GPL services in the past year are:
  - ◆ Residents in the South East quadrant (97% used or visited the GPL)
  - ◆ Those within walking distance of the library (88%)
  - ◆ Respondents under 46 years of age (90%)
  - ◆ Those households with children under 18 years of age (91%)
  - ◆ Those households with incomes in the \$50,000-\$99,999 range (88%) or higher incomes (89%).

#### **USE OF GLENVIEW PUBLIC LIBRARY IN PAST YEAR <sup>a</sup>**

<b>Demographics</b>	<b>(Base)</b>	<b>Use of GPL in Past Year</b>	
		<b>Used/Visited</b>	<b>Did Not Use/Visit</b>
<b>TOTAL <sup>a</sup></b>	<b>(401)</b>	<b>85%</b>	<b>15%</b>
<b>Area Reside In:</b>			
NW	(132)	84%	16
NE	(121)	84%	16
SE	(60)	97%	3
SW	(79)	80%	20
<b>Live within walking distance of GPL:</b>			
Yes	(157)	88%	12
No	(240)	82%	18
<b>Age:</b>			
Under age 46	(118)	90%	10
46-55	(98)	86%	14
56-65	(68)	85%	15
66 and older	(108)	77%	23
<b>Gender:</b>			
Male	(126)	85%	15
Female	(275)	85%	15
<b>Presence of children under age 18:</b>			
None	(244)	81%	19
One or more	(153)	91%	9
<b>Income:</b>			
Under \$50,000	(43)	74%	26
\$50,000-\$99,999	(110)	88%	22
\$100,000 or more	(112)	89%	18

<sup>a</sup> The Table should be read horizontally. Of the 401 respondents in total, 85% have used the Library; 15% have not.

Source: Q.1: In the past year, have you visited or used any services offered by the GPL?

## **Comparison of Demographic Profiles of Users and Non-Users of The GPL**

Those respondents who have used or visited the GPL in the past year differ from those respondents who have not used the Library on the following demographic elements: (See Table on following page)

- **Area of residence:** Both users and non-users draw similarly from the northern quadrants of Glenview. A higher proportion of users are found in the South East quadrant of Glenview (17% vs. 3%); whereas, non-users are more highly represented in the South West than is observed for Library users (26% vs. 19%).
  - ◆ Library users more often live within walking distance of the Library (41%) than is observed for non-Library users (30%).
- **Age:** Library users tend to be younger with a higher proportion of residents aged 18-45 years (32%) than observed among non-users (20%). At the other end of the age spectrum, non-Library users account for a higher percentage of respondents age 66 and older, at 41% vs. 25% among Library users.
- **Presence of children in household:** Library users more often have children under age 18 (40%) than do those respondents who do not use the Library (23%).
- **Income:** Among those respondents who provided their household income, income levels for Library users are higher than those reported by non-users.

**DEMOGRAPHIC PROFILES OF GPL USERS AND NON-USERS**

Demographics	Total	Use of GPL in Past Year	
		Used/Visited	Did Not Use
(Base)	(401)	(340)	(61)
<b>Area Reside In:</b>			
NW	34%	33%	34%
NE	31	30	33
SE	15	<b>17</b>	3
SW	20	19	<b>26</b>
Average number of years lived in GV	21.0	20.5	23.4
<b>Live within walking distance of GPL:</b>			
Yes	40%	<b>41%</b>	30%
No	60	59	<b>70</b>
<b>Age:</b>			
Under age 46	30%	<b>32%</b>	20%
46-55	25	25	23
56-65	17	18	16
66 and older	28	25	<b>41</b>
<b>Gender:</b>			
Male	31%	32%	31%
Female	69	68	69
<b>Presence of children under age 18:</b>			
None	61%	60%	<b>77%</b>
One or more	39	40	23
<b>Income:</b>			
Under \$50,000	11%	9%	<b>18%</b>
\$50,000-\$99,999	27	28	21
\$100,000 or more	28	29	20
Refused	34	33	<b>41</b>

Source: Q.20-21, 23-26: Q.20- How many children under the age of 18 live in your household?  
 Q.21- I am going to read you a list of age categories, please stop me when I reach your age? Q.23-What area of Glenview do you live in? North or south of Glenview Road? Do you live east or west of Harlem or Lehigh Avenue? Q.24-Do you live within walking distance of the current Glenview Library? Q.25-Which of the following income categories best describes your total household income? Q.26-Gender.

## **Non-Users of the Glenview Public Library**

### ***Reasons Have Not Used/Visited GPL in Past Year***

- Among those who have not used the Glenview Public Library, the primary reason given is the lack of need (46%). Other reasons most often voiced include:
  - ◆ Distance: too far from home or work (13%)
  - ◆ Use Internet/online sources (8%)
  - ◆ Use another library (8%)
  - ◆ Purchase books/periodicals (6%)
  - ◆ Too busy (5%)
  - ◆ Do not read/poor eye sight (5%)

Source: Q.2a: What is the main reason you do not use the Glenview Public Library?

### ***Use of Other Libraries among GPL Non-Users***

- Nearly one-fifth (16% or 10 respondents) of those who do not use the Glenview Public Library use another library. Libraries used include the following:
  - ◆ Area Public Libraries: Northbrook Public Library (2 mentions); Niles Public Library (1)
  - ◆ School libraries: Glenbrook South High School (1 mention); Christian Heritage Academy (1); Oakton Community College(1)
  - ◆ Booth Library (1)
  - ◆ Northshore Libraries (1)
  - ◆ Daley Center Law Library (1)
  - ◆ Glenview Base Library (1)

Source: Q.2b: Do you use any libraries other than the Glenview Public Library? Which library do you most often use?

## Users of the Glenview Public Library

### Frequency of Visiting GPL in Past Year

- Three-fifths of those who visited or used the library in the past year, used it once a month (25%) or more often (36%). Among the other GPL users, 20% used it about 4-6 times and the same proportion (19%) used it about 1-3 times in the past year.
  - ◆ Looking at those who use it most often (i.e., more than once a month), use is greatest among respondents residing in the South East quadrant and among those respondents 45 years of age and younger (40%) or those age 66 and older (42% used it more than once a month).
- The majority (62%) of all of these GPL users feel their use of the GPL in the past year, in comparison to the previous year, was about the same. One-fifth (21%) indicated they had used the GPL more often this past year and 16% stated they had used it less often; the remaining 1% did not know.
  - ◆ The highest proportions of respondents who feel their use of the GPL compared to a year ago has increased are: respondents who reside in either the North East (28%) or South East (31%) sections of Glenview and are 45 years of age or younger (31%).
  - ◆ Respondents ages 46-55 years (33%) more so than other age segments feel their use of the Library was less this year than the prior year.

**Table 6:  
 FREQUENCY OF VISITING GPL IN PAST YEAR**

Frequency: (Base = GPL User)	Total (340)	Geographic Area				Age			
		NW (111)	NE (101)	SE (58)	SW (63)	18-45 (106)	46-55 (84)	56-65 (58)	66+ (83)
<b>In past year visited GPL:</b>									
More than once a month	36%	35%	31%	45%	35%	40%	30%	27%	42%
Once a month	25	29	22	21	30	26	30	26	20
About 4-6 times	20	17	25	22	13	15	25	21	19
About 1-3 times	19	19	22	12	22	19	15	26	19
<b>Use of GPL compared to a year ago:</b>									
Used more often this year	21%	9%	28%	31%	21%	31%	16%	10%	19%
About the same	62	71	53	55	67	57	51	74	71
Used less often this year	16	18	18	12	13	9	33	10	10
No opinion/do not know	1	2	2	2	-	3	-	5	-

Source: Q.3 and 7: Q.3-In the past year, how often have you visited the Glenview Public Library building? Q.7- Thinking about how often you used the Glenview Public Library in the last year, would you say you have used the Library more, about the same or less often than you did in the previous year?

**Reasons Used GPL More Often in Past Year Compared to Previous Year**

- Among those respondents who used the GPL more often in the past year, the most frequently mentioned reason revolved around their children's increased use and need for the library's services (36%).
- Smaller proportions of respondents indicate their use has increased because they are reading more (14%), are doing more research and need the services offered (13%), they have more time (13%) or are a new resident (7%).

**REASONS USED GPL MORE OFTEN THIS PAST YEAR**

Reasons:	Total	Geographic Area				Age			
		NW	NE	SE	SW	18-45	46-55	56-65	66±
(Base = Used GPL More)	(70)	(10)*	(28)*	(18)*	(13)*	(33)	(13)*	(6)*	(16)*
<b>In past year visited GPL more often because:</b>									
Children use more often	36%	30%	39%	33%	38%	54%	54%	-%	-%
Started reading more	14	-	14	22	15	9	8	17	25
Doing more research	13	10	11	11	23	6	15	67	6
Have more time	13	30	4	22	8	6	15	-	31
New resident	7	10	4	6	15	15	-	-	-
Book selection/started reserving books/no longer buy books	4	10	4	6	-	-	-	17	12
Attended many events/programs	3	-	7	-	-	15	-	-	12
Free Internet	3	-	4	6	-	3	-	-	6
Children older	1	-	4	-	-	3	-	-	-
Other	3	-	7	-	-	6	8	-	-
Do not know/no reason	9	-	14	11	-	3	-	17	19

\* Caution: Percentages may be unstable due to small sample base.  
 Source: Q.8: Why did you say more than the previous year?

**Reasons Used GPL Less Often in Past Year Compared to Previous Year**

- Among those respondents who used the GPL less often in the past year, the most frequently mentioned reasons reflected their children's decreased use and need for the library's services (22%) and their use of other libraries (15%) rather than the GPL.
- Mentioned by one in ten respondents were the following reasons for using the GPL less often in the past year: too busy/lack of time (13%), no need and doing less research (13%), the hassle of parking (11%), and a decrease in the amount of reading done (9%).

**REASONS USED GPL LESS OFTEN THIS PAST YEAR**

Frequency: (Base=Used GPL Less) <b>In past year visited GPL less often because:</b>	Total (54)	<u>Geographic Area</u>				<u>Age</u>			
		NW (20)*	NE (18)*	SE (7)*	SW (9)*	18-45 (10)*	46-55 (28)*	56-65 (6)*	66+ (9)*
Children older/ use less often	22%	25%	17%	29%	22%	30%	25%	17%	11%
Use another library	15	20	17	14	-	20	14	-	11
Too busy/lack of time	13	15	11	14	11	10	14	-	22
No need/doing less research	13	20	11	14	-	-	18	33	-
Parking is a hassle/poor/ no parking	11	5	6	29	22	10	11	33	11
Buy own books/given materials to read	8	-	17	-	11	13	11	-	-
Do not read as much/ poor eyesight	9	5	6	14	22	-	7	-	33
Internet a better source	4	-	11	-	-	20	-	-	-
Other	11	15	-	28	11	-	4	50	22

\* Caution: Percentages may be unstable due to small sample base.  
 Source: Q.8: Why did you say less than the previous year?

**Transportation Used and Parking Availability**

- Over nine-in-ten (93%) respondents drive to the Library; 7% state they walk.
- Among those who drive to the Library, eight-in-ten feel parking availability is poor, either “somewhat” poor (42%) or “very” poor (38%).

**TRANSPORTATION USED TO VISIT GPL  
 AND PARKING AVAILABILITY**

Situation:	Total	Geographic Area				Age			
		NW	NE	SE	SW	18-45	46-45	46-65	66+
(Base=GPL User)	(340)	(111)	(101)	(58)	(63)	(106)	(84)	(58)	(83)
<b>Transportation usually used to visit GPL:</b>									
Car/get a ride	93%	96%	94%	90%	90%	88%	98%	91%	96%
Walk	7	4	6	9	10	11	2	9	4
Bike	*	-	-	1	-	1	-	-	-
(Base=Use car)	(317)	(106)	(95)	(52)	(57)	(93)	(82)	(53)	(80)
<b>Availability of parking at GPL is:</b>									
Very good	3%	4%	4%	-%	2%	3%	2%	2%	4%
Somewhat good	17	12	18	23	16	13	10	17	29
Somewhat poor	42	48	41	42	31	44	45	43	31
Very poor	37	35	35	35	51	40	42	34	36
No opinion/do not know	1	1	2	-	-	-	1	4	-

\*Less than 0.5%.

Source: Q.4 and 5: Q.4-What type of transportation do you usually use to visit the Library? Q.5- Thinking about the last few times you drove to the Library, would you say the availability of parking at the Glenview Public Library is:

**Services Used at the Glenview Public Library**

**Special Internet/Telephone Services**

Use of special services offered through the Internet or telephone is limited.

- Over one-quarter (28%) of the users have used the telephone to renew books or to call for reference materials.
  - ◆ Use of this telephone service is limited to 2 to 3 times a year or less frequently.
- Few Library users have accessed the GPL Internet site (9%) or direct dialed into the Library computer (4%). Use among those who have used each of these services varies.

**USE OF ELECTRONIC SERVICES**

Situation:	Total	Geographic Area				Age			
		NW	NE	SE	SW	18-45	46-55	56-65	66+
(Base=GPL User)	(340)	(111)	(101)	(58)	(63)	(106)	(84)	(58)	(83)
<b>Telephone to renew books/ call for reference materials:</b>									
Never used	72%	69%	69%	76%	73%	71%	70%	69%	75%
Used	28	31	31	24	27	29	30	31	25
More than 1 time per month		1	2	-	-	3	2	-	2
Once a month	4	4	5	2	5	3	5	7	4
7-10 times per year	1	2	-	-	2	-	10	2	-
4-6 times per year	3	4	3	2	3	6	1	3	1
2-3 times per year	10	10	12	9	11	10	12	10	10
1 time per year	3	5	3	2	2	4	2	3	2
1-2 times ever	2	2	3	3	-	1	4	2	2
Seldom/never	4	2	5	7	2	4	3	2	5
<b>GPL Internet site: (www.glenview.lib.il.us)</b>									
Never used	91%	91%	91%	95%	89%	93%	94%	83%	93%
Used	9	9	9	5	11	7	6	17	7
More than 1 time per month		1	-	2	2	3	2	-	5
Once a month	1	2	-	-	2	1	-	2	1
4-6 times per year	1	1	2	-	2	1	1	2	1
2-3 times per year	3	4	2	-	5	1	2	7	2
1-2 times ever	1	2	1	-	-	-	2	1	-
Seldom/never	1	1	2	3	-	3	-	-	2
<b>Direct dial into library Computer (729.7568):</b>									
Never used	96%	97%	97%	95%	94%	92%	98%	97%	99%
Used	4	3	3	5	6	8	2	3	1
More than 1 time per month		1	1	-	-	2	-	-	1
Once a month	*	-	-	-	2	-	-	-	-
10 times per year	1	-	-	-	3	-	-	-	-
4-6 times per year	1	-	2	-	-	-	-	-	1
1-2 times per year	1	1	-	2	-	1	1	-	-
1-2 times ever/seldom	1	1	1	3	-	1	1	2	-

\* Less than 0.5%.

Source: Q.6a and 6b: Q6a- Have you ever used the Glenview Public Library's services offered through? Q.6b- For each service used, ask: How often do you use?

**Adult Section Services**

Nine-in-ten (92%) GPL users, utilize one or more of the listed Library services.

- Books and periodicals are by far the most often adult section services (84%) used.
- Two-fifths checkout videos (43%) and access print reference materials (38%). And three-in-ten checkout CD's and cassettes (30%) and audiobooks (28%).
- Services used less frequently include lectures, meeting rooms, Internet workstations and Internet and CD-ROM reference materials.

**USE OF ADULT SECTION SERVICES**

	<b>Total</b>	<b>Geographic Area</b>				<b>Age</b>			
		<b>NW</b>	<b>NE</b>	<b>SE</b>	<b>SW</b>	<b>18-45</b>	<b>46-45</b>	<b>46-65</b>	<b>66±</b>
(Base=GPL User)	(340)	(111)	(101)	(58)	(63)	(106)	(84)	(58)	(83)
<b>Services used in past year:</b>									
Books and periodicals	84%	81%	84%	88%	87%	83%	86%	88%	80%
Videos	43	40	37	45	54	49	39	41	37
Print reference materials	38	43	36	41	35	39	45	38	31
CD's and cassettes	30	29	21	41	35	38	29	34	18
Audiobooks	28	29	22	28	36	27	36	36	16
Attend lectures on film, travel, or other topics	24	15	24	26	35	13	14	36	39
Meeting rooms	15	10	19	17	13	8	10	17	24
Internet workstations	14	11	17	19	11	20	11	16	10
Internet and CD-ROM reference materials	14	11	13	21	11	18	12	14	10
None of the above	8	13	7	3	6	9	8	5	10

Source: Q.9: Now I am going to read you a list of services offered in the adult section of the Glenview Public Library. As I read them, let me know if you have used them in the past year.

**Children's Section Services**

Nearly half (48%) of the respondents use the Children's section services at the GPL; 52% do not use these services.

- Among those who use the Children's services, books and periodicals are used most often (93%) followed by videos (70%).
- Approximately two-fifths of the GPL users access one or more of the following services: children's games (44%), children's and family programming/storytelling (40%), CD's and cassettes (36%), and print reference materials (36%).
- Children's services used less often include audiobooks (25%), Internet and CD-ROM reference materials (14%), and Internet workstations (13%).

**USE OF CHILDREN'S SECTION SERVICES**

	Total	Geographic Area				Age			
		NW	NE	SE	SW	18-45	46-45	46-65	66±
(Base=GPL User)	(340)	(111)	(101)	(58)	(63)	(106)	(84)	(58)	(83)
<b>Use of Children's section:</b>									
Do not use	52%	50%	60%	52%	46%	20%	54%	67%	81%
Use children's section	48	50	40	48	54	80	46	33	19
(Base=Use Child. Section)		(162)	(56)	(40)	(28)	(34)		(85)	(39)
(19)*	(16)*								
<b>Services used in past year:</b>									
Books and periodicals	93%	93%	92%	96%	94%	98%	92%	90%	81%
Videos	70	71	70	68	71	80	67	58	38
Children's games	44	41	42	50	53	53	38	42	19
Child/family programs/ Storytelling	40	43	42	39	38	45	38	42	19
CD's and cassettes	36	29	40	57	32	49	26	21	6
Print reference materials	36	34	28	36	50	40	26	47	25
Audiobooks	25	21	32	29	21	34	18	5	6
Internet and CD-ROM Reference materials	14	12	15	11	18	19	8	-	6
Internet workstations	13	9	15	14	18	20	8	5	-
None of the above	3	5	2	-	-	1	3	5	6

\*Caution: Percentages may be unstable due to small sample bases.

Source: Q.10 and 11: Q.10-Do you use the children's section? Q.11- Which of the following children's services have you used at the Glenview Public Library in the past year?

## REACTIONS TO GLENVIEW PUBLIC LIBRARY EXPANSION/REBUILDING OPTIONS

Respondents were read the following proposal and options regarding the expansion or rebuilding of the Glenview Public Library and asked which of the options offered was preferred.

Now I would like to get your opinion on an issue facing the Glenview Public Library. The Library is planning to expand or rebuild its current building to accommodate a need for additional library space and parking. The Library is considering two options:

Option 1 is to remain in its current location and expand or rebuild on the land behind the Library where the Post Office is currently. This option would include more room for parking.

Option 2 is to relocate the Library to a new site on the former Glenview Naval Air Station, now called The Glen. This option would also include ample parking space.

### Option Preferred Assuming Costs are Equal

#### Overall

- Assuming the costs of the two options offered for expanding or rebuilding the Library are equal, 60% of all respondents prefer that the GPL remain in its current location and expand or rebuild on land where the current Post Office is. One-fifth (22%) prefers that it be located at The Glen and the remainder either have no preference for either of the options offered (17%) or do not know (1%).
- Preference for remaining at the current location and expanding or rebuilding is significantly stronger among those who have used or visited the Library in the past year.
  - ◆ Two-thirds (66%) of Library users prefer the current location to The Glen (19% preference).
  - ◆ Among non-users of the Library, the option of relocating to The Glen was preferred by 41% versus a 28% level opting to have the Library remain at the current location and expanding or rebuilding on the land behind the Library where the Post Office is currently.

#### LIBRARY OPTION PREFERRED ASSUMING OPTION COSTS EQUAL

Preference	Total	Use of GPL in Past Year	
		Used/ Visited	Did Not Use/Visit
(Base)	(401)	(340)	(61)
Current location	60%	66%	28%
The Glen	22	19	41
No preference	17	14	28
Do not know	1	1	3

Source: Q.12: Assuming the costs of these two options are equal, which library location do you most prefer for the library? Do you prefer the current library location on Glenview Road, the new Glen location or do you have no preference?

**Among Demographic Segments**

- With the exception of those respondents who reside in the North West quadrant of Glenview, preference for the current location over The Glen is at least three to one across various demographic segments.
  - ◆ Among respondents residing in the North West quadrant, preference is split, with 41% preferring the current Library location and 37% preferring The Glen.

**PREFERENCE FOR EXPANSION OR REBUILDING OF GPL  
 ASSUMING COSTS OF TWO OPTIONS ARE EQUAL<sup>a</sup>  
 (Among Demographic Segments)**

Demographics	(Base)	<u>GPL Location Preferred Assuming Costs Equal</u>			
		Prefer Current Location	Prefer The Glen	No Preference	Do Not Know
<b>TOTAL<sup>a</sup></b>	<b>(401)</b>	<b>60%</b>	<b>22</b>	<b>17</b>	<b>1</b>
<b>Area Reside In:</b>					
NW	(132)	41%	37	22	-
NE	(121)	65%	18	16	1
SE	(60)	72%	15	13	-
SW	(79)	73%	9	14	4
<b>Age:</b>					
18-45	(118)	62%	22	15	1
46-55	(98)	55%	21	22	2
56-65	(68)	56%	26	18	-
66 and older	(108)	63%	21	15	1
<b>Gender:</b>					
Male	(126)	57%	25	16	2
Female	(275)	61%	21	17	1
<b>Presence of children under age 18:</b>					
None	(244)	60%	23	17	*
One or more	(153)	60%	22	16	2
<b>Income:</b>					
Under \$50,000	(43)	58%	16	26	-
\$50,000-\$99,999	(110)	59%	21	19	1
\$100,000 or more	(112)	66%	21	12	1
Refused to give income level	136)	57%	26	16	1

\* Less than 0..5%.

<sup>a</sup>The Table should be read horizontally. Of the 401 respondents in total, 60% prefer the current location; 22% prefer The Glen; 17% have no preference and 1% do not know.

Source: Q.12: Assuming the costs of these two options are equal, which library location do you most prefer for the library? Do you prefer the current library location on Glenview Road, the new Glen location or do you have no preference?

## Reasons Prefer Current Location for the Glenview Public Library

Proximity and convenience are the primary reasons for preferring the current location, with 86% voicing this reason for preference.

- Other reasons mentioned at significantly lower levels center on the Library being an important element in defining the Glenview downtown area (12%) and a general discontent that everything is being moved to The Glen (5%).

### REASONS PREFER CURRENT LOCATION FOR GPL

Reason: (Base = Prefer Current Location)	Geographic Area					Age			
	Total	NW	NE	SE	SW	18-45	46-55	56-65	66+
	(241)	(54)	(79)	(43)	(58)	(73)	(54)	(38)	(68)
<b>Convenient Location (Net)</b>	<b>86%</b>	<b>78%</b>	<b>86%</b>	<b>93%</b>	<b>90%</b>	<b>81%</b>	<b>85%</b>	<b>92%</b>	<b>88%</b>
Closer/more convenient easy to get to	86	78	86	91	90	81	85	92	87
Close to schools	1	2	-	2	-	1	-	-	2
<b>Downtown Area (Net)</b>	<b>12</b>	<b>13</b>	<b>10</b>	<b>9</b>	<b>17</b>	<b>16</b>	<b>15</b>	<b>8</b>	<b>9</b>
Near other village amenities	6	4	4	7	12	8	7	3	6
Heart of the town/ identifies the town	5	7	5	2	3	7	6	5	2
If the library moves, there will be nothing downtown	12	1	-	2	1	-	2	-	2
It should not move	1	-	-	-	2	-	-	-	-
Don't like everything being moved to The Glen	5	6	5	5	5	7	4	4	-
Costs; other more costly	3	4	2	-	5	4	2	-	4
Location: Like area/charming/ peaceful/pretty	2	4	4	-	-	3	2	5	2
Familiarity	2	2	4	-	2	4	-	-	3
Less congested area	2	2	4	-	3	3	4	3	2
All other reasons	1	2	1	-	2	-	-	-	4

Source: Q.14: Why do you prefer the current location?

## Reasons Prefer The Glen for the Glenview Public Library

The primary reasons for preferring to relocate the Glenview Public Library to The Glen center on the proximity of the location to individuals' homes and the site itself which would hopefully be less congested and afford better parking than the current Library site does.

- Convenience and proximity of The Glen (at 70%) are the primary reasons individuals prefer this site for the construction of a new Glenview Public Library.
- Three-in-ten (29%) feel The Glen site would be less congested and afford better parking than the current location.

### REASONS PREFER THE GLEN FOR GPL

Reason: (Base = Prefer The Glen)	Geographic Area					Age			
	Total (89)	NW (49)	NE (22)*	SE (9)*	SW (7)*	18-45 (26)*	46-55 (21)*	56-65 (18)*	66+ (23)*
<b>Convenient Location (Net)</b>	<b>70%</b>	<b>78%</b>	<b>64%</b>	<b>33%</b>	<b>71%</b>	<b>69%</b>	<b>71%</b>	<b>72%</b>	<b>65%</b>
Closer/more convenient easy to get to	67	78	59	33	57	69	67	72	61
Current location terrible	2	-	4	-	14	-	5	-	4
<b>Access/space (Net)</b>	<b>29</b>	<b>20</b>	<b>46</b>	<b>33</b>	<b>43</b>	<b>27</b>	<b>33</b>	<b>39</b>	<b>22</b>
Less traffic and congestion	12	8	14	33	29	12	14	11	22
Better parking/poor parking at current location	10	6	9	33		8	9	-	9
More room	9	8	14	-	14	8	10	17	4
Need a new library/start over	9	10	4	22	-	8	10	11	9
Better site/area	3	4	4	-	-	-	5	-	9
Easier to move the library than rebuild	2	2	-	-	14	4	-	-	4
All other	4	2	4	-	14	4	5	-	9

\* Caution: Percentages may be unstable due to small sample bases.  
 Source: Q.12: Why do you prefer The Glen?

## Option Preferred Assuming Costs Of Expanding the GPL at the Current Location are Higher than Relocating to The Glen

### Overall and Past Use of GPL

If the cost for expanding the Library at the current location is higher than relocating the Library to The Glen, the strong preference voiced for staying at the present location if the costs are equal diminishes.

- Among all respondents, two-fifths (40%) prefer that the Library remain at the current location, 34% prefer that it be relocated to The Glen and 23% have no preference for either of the options offered, if the cost for expanding the Library at the current location is higher than relocating the Library to The Glen.
- Respondents, who used the Library in the past year, prefer the current location (44%) to a site at The Glen (34%). Whereas, non-Library users, most often have no preference (44%); those who do have a preference, more often prefer relocating the Library to The Glen (33%) rather than expanding or rebuilding it at the current location (20%).

### OPTION PREFERRED ASSUMING COSTS AT CURRENT LOCATION ARE HIGHER THAN RELOCATING TO THE GLEN

Preference: (Base)	Total (401)	Use of GPL in Past Year	
		Used/ Visited (340)	Did Not Use/Visit (61)
Current location	40%	44%	20%
The Glen	34	34	33
No preference	23	19	44
Do not know	3	3	3

Source: Q.15: If the costs of expanding the Library at its present Glenview Road location are estimated to be higher than the costs of relocating to The Glen, do you prefer that the library remain in its current location, relocate to The Glen or do you have no preference?

### Option Preferred Among Various Demographic Segments

- The proportion of respondents preferring the current location to The Glen is stronger among the following demographic segments: (See Table on following page.)
  - ◆ Respondents residing in the South West quadrant: (50% prefer current location vs. 25% preferring The Glen).
  - ◆ Older respondents (66+): (44% prefer current location vs. 25% preferring The Glen).
  - ◆ Households with no children under age 18: (43% prefer current location vs. 29% preferring The Glen).
  - ◆ Households with incomes less than \$50,000 and those who would not divulge their incomes expressed a higher level of preference for the current location relative to The Glen.

- The proportion of respondents preferring The Glen to the current location is strongest among the following demographic segments: (See Table below).
  - ◆ Respondents residing in the North West quadrant (44% prefer The Glen vs. 30% prefer the current location).
  - ◆ Respondent ages 46-55 years (40% prefer The Glen vs. 33% prefer the current location)
  - ◆ Households with children under age 18: (43% prefer The Glen vs. 35% prefer the current location).

**OPTION PREFERRED ASSUMING COSTS AT CURRENT LOCATION  
 ARE HIGHER THAN RELOCATING TO THE GLEN  
 (Among Demographic Segments)**

Demographics	(Base)	<u>Preference If Current Location Costs Higher</u>			
		Prefer Current Location	Prefer The Glen	No Preference	Do Not Know
<b>TOTAL</b>	<b>(401)</b>	<b>40%</b>	<b>34%</b>	<b>23%</b>	<b>3%</b>
<b>Area Reside In:</b>					
NW	(132)	30	<b>44</b>	23	3
NE	(121)	41	31	25	3
SE	(60)	45	33	15	7
SW	(79)	<b>50</b>	25	24	1
<b>Age:</b>					
18-45	(118)	40	40	19	1
46-55	(98)	33	<b>40</b>	24	3
56-65	(68)	43	34	19	4
66 and older	(108)	<b>44</b>	25	28	4
<b>Gender:</b>					
Male	(126)	39	36	21	4
Female	(275)	41	34	23	3
<b>Presence of children under age 18:</b>					
None	(244)	<b>43</b>	29	25	3
One or more	(153)	35	<b>43</b>	18	4
<b>Income:</b>					
Under \$50,000	(43)	<b>39</b>	21	37	3
\$50,000-\$99,999	(110)	39	36	22	3
\$100,000 or more	(112)	41	37	19	3
Refused income level	(136)	<b>41</b>	34	21	4

Source: Q.15: If the costs of expanding the Library at its present Glenview Road location are estimated to be **higher** than the costs of relocating to The Glen, do you prefer that the library remain in its current location, relocate to The Glen or do you have no preference?

### Likelihood of Using Glenview Public Library if Located at The Glen

There is fairly strong interest in using the Library if it is relocated to The Glen.

- Nearly three-fourths of the respondents would be either “very” likely (43%) or “somewhat” likely (31%) to use the Library if it were to be moved to The Glen.
- Likelihood of using the Library if moved to The Glen is strong regardless of which site is preferred for the expansion or rebuilding of the Library.
  - ◆ Among those who prefer that the Library remain at the current location, two-thirds are either “very” (31%) or “somewhat” (34%) likely to use the Library if it is moved to The Glen.
  - ◆ Nine-in-ten respondents who prefer that the Library be relocated to The Glen are likely to use the Library if it is located there; 66% are “very” likely and 26% are somewhat likely to use the Library if it is moved to The Glen.
  - ◆ Over three-fourths of those respondents who voiced no preference for the Library location, are either “very” likely (54%) or “somewhat” likely (24%) to use the Library if it is relocated to The Glen.

#### LIKELIHOOD OF USING GPL AND FACILITIES IF LOCATED AT THE GLEN

Likelihood of using GPL if at The Glen: (Base)	Total	GPL Location Preference Assuming Costs Equal		
		Prefer Current Location	Prefer The Glen	No Preference
Very likely to use	43%	31%	66%	54%
Somewhat likely	31	35	26	24
Somewhat unlikely	10	15	1	-
Very unlikely	13	16	6	15
Do not know	3	3	1	7

Source: Q.14: If the Library were to be located at The Glen (The former Glenview Naval Air Station), how likely would you be to use the Library and its facilities?

- Among GPL users, three-fourths are either “very” likely (47%) or “somewhat” likely (29%) to use the Glenview Public Library if it is relocated to The Glen; 20% are not likely to use it and 3% do not know. Among current non-users of the Library, well over half expressed an interest in using the Library if it is relocated to The Glen, with 18% stating they are “very” likely and 38% saying they are “somewhat” likely to use the GPL if it is at The Glen. Two-fifths (39%) are not likely to use it and 5% do not know if they will use it or not.

## SUPPORT FOR TAX INCREASES

### Overall

Respondents are more inclined to support a tax increase to pay for construction and operating expenses associated with expanding the Library at its current location than they are for supporting a tax increase to pay for construction and operating expenses associated with relocating the Library to The Glen.

- Among all respondents, 53% would support a tax increase to expand the Library at its current location; 42% would not support the increase. Support for a tax increase related to expanding the Library was stronger among those who have used the Library (57%) than among non-users (30%).
- One-third (33%) of all of the respondents would support a tax increase to relocate the Library to The Glen; 63% would not support such a tax increase. Levels of support or lack of support were similar among both users and non-users of the Library, with only 33% of each group saying they would support a tax increase to pay for construction and operating expenses associated with relocating the Library to The Glen.

### SUPPORT FOR TAX INCREASES ASSOCIATED WITH EXPANDING OR RELOCATING THE GPL (Among Users and Non-Users of the Library)

Situation: (Base)	Total (401)	Use of GPL in Past Year	
		Used/ Visited (340)	Did Not Use/Visit (61)
<b>Support tax increase if GPL remains at current location:</b>			
Yes	53%	57%	29%
No	42	37	69
Do not know	5	6	2
<b>Support tax increase if GPL relocated to The Glen:</b>			
Yes	33%	33%	33%
No	63	62	66
Do not know	4	5	1

Source: Q.16 and 18: Q.16- Would you support a tax increase to pay for construction and operating expenses associated with expanding the Library at its current location? Q.19- Would you support a tax increase to pay for construction and operating expenses associated with relocating the Library to The Glen?

**Support for Tax Increase by Library Location Preferred**

- Support for a tax increase related to expanding the Library was stronger among those who prefer keeping the Library in its present location (62%); whereas, 35% of those who prefer relocating to The Glen would support a tax increase in order to expand the current facility. Those who did not indicate a preference for the Library location were more divided in their support for a tax increase related to expanding/rebuilding the Library at its current location, with 42% saying they would support an increase and 51% saying they would not support a tax increase.
- Among those who prefer that the Library remain where it is presently, 75% would not support a tax increase to relocate the Library to The Glen. Among those who desire that the Library be relocated to The Glen, 56% would support a tax increase to pay for construction and operating expenses; 40% would not support a tax increase. As observed above, those who did not indicate a preference for the Library location were more divided in their support for a tax increase, with 43% saying they would support an increase and 51% saying they would not support an increase to relocate the Library to The Glen.

**SUPPORT FOR TAX INCREASES ASSOCIATED WITH  
 EXPANDING OR RELOCATING THE GPL**

Situation: (Base)	Total (401)	GPL Location Prefer Assuming Costs Equal		
		Prefer Current Location (241)	Prefer The Glen (89)	No Preference (67)
<b>Support tax increase if GPL remains at current location:</b>				
Yes	53%	62%	35%	42%
No	42	33	61	51
Do not know	5	5	4	7
<b>Support tax increase if GPL relocated to The Glen:</b>				
Yes	33%	22%	56%	43%
No	63	75	41	51
Do not know	4	3	3	6

Source: Q.16 and 18: Q.16-Would you support a tax increase to pay for construction and operating expenses associated with expanding the Library at ~~its current location~~? Q.19- Would you support a tax increase to pay for construction and operating expenses associated with relocating the Library to ~~The Glen~~?

**Reasons Do Not Support Tax Increases**

The primary reason respondents will not support a tax increase either for the current Library expansion and rebuilding or the relocation to The Glen revolves around a feeling that taxes are already too high.

- Three-fourths (76%) of those who will not support a tax increase for expansion at the current location and 49% of those who will not support a tax increase for relocation to The Glen, state they feel their taxes are already too high or do not want any additional taxes.
- Half (49%) of those who do not support a tax increase related to relocating the Library to The Glen, feel their taxes are already too high and 43% prefer the current Library location or feel The Glen is too far away.

**KEY REASONS DO NOT SUPPORT TAX INCREASES  
 ASSOCIATED WITH EXPANDING OR RELOCATING THE GPL**

	<b>Do Not Support Tax Increase if GPL Located at:</b>	
	<b>Current Location</b>	<b>The Glen</b>
<b>Reasons Do Not Support Tax Increase:</b>		
(Base = Do Not Support Tax Increase)	(168)	(252)
<b>Financial Impact/Taxes (Net)</b>	<b><u>76%</u></b>	<b><u>49%</u></b>
Taxes too high as is/prefer not to pay more taxes	67	43
Budget should cover it	5	3
Cannot afford/would raise my rent	5	3
Need to know how much it will cost	2	1
All other financial impact reasons	3	1
Do not use Library	10	7
<b>Location (Net)</b>	<b>10</b>	<b>43</b>
Dislike current location: Too crowded/congested/need more parking	8	-
Like current location/where it is	2	22
Not convenient/too far away	2	13
Ruining Glenview by moving everything to The Glen	-	6
Glen getting too many services/would serve fewer if at The Glen	-	2
Library is fine the way it is	4	1
If you are going to spend the money, start over	3	-

Source: Q.17 and 19: Why do you feel that way?

**Reasons Support Tax Increases**

The primary reason respondents will support a tax increase either for the current Library expansion and rebuilding or the relocation to The Glen is their feeling that Libraries are needed and important parts of the community fabric.

- Over one-third (36%) of those who will support a tax increase for expansion at the current location feel there is an obligation to provide a Library and 31% support the increase because they like the present location.
- Similarly, 36% of those who support a tax increase related to relocating the Library feel there is a need and duty to have a Library; 28% feel the current Library needs to be improved because it is too small and crowded.

**KEY REASONS SUPPORT TAX INCREASES  
 ASSOCIATED WITH EXPANDING OR RELOCATING THE GPL**

<b>Reasons Support Tax Increase:</b> (Base = Support Tax Increase)	<b>Support Tax Increase if GPL Located at:</b>	
	<b>Current Location</b> (211)	<b>The Glen</b> (252)
Overall need /Important/Great service/Part of the Community Location (Net)	36%	36%
Like current location/where it is	31	9
Convenient/center of town/close to home	21	-
Dislike the Glen	16	9
Overall need to improve: Current library too small/crowded/ more space available	1	-
Duty to support /if use need to support	13	28
Need more/better parking	12	3
If you are going to spend the money, start over/better long- term investment	10	10
	-	2

Source: Q.17 and 19: Why do you feel that way?

**APPENDIX:  
QUESTIONNAIRE**