

**Glenview Public Library
2003 Community Opinion Survey
Library Location**

Prepared for:
Glenview Public Library
Glenview, Illinois

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EXECUTIVE SUMMARY

The Glenview Public Library (GPL) Board of Trustees commissioned a market research study to provide community feedback to guide its pending decision regarding the building of a new Library. A survey of 399 residents residing in the incorporated Village of Glenview was conducted in mid-September 2003 to measure community preferences for two site location options and associated timing and cost variables.

RESEARCH HIGHLIGHTS:

Library Location Preferences

Respondents were read a proposal and options regarding the building of a new Glenview Public Library and asked which of the options offered was preferred under three scenarios: 1) costs being equal; 2) a time differential in terms of land availability with The Glen available immediately and a new downtown location in two to four years; and, 3) a cost differential using estimated costs of \$23 million to build a new Library at The Glen and an estimate of \$32 to \$36 million to build a new Library at a new downtown location.

The findings of the research reveal:

- While a new downtown Glenview location appears to be preferred all things being equal (60% prefer a downtown location versus 27% for The Glen), costs have a strong impact on respondents' preferences resulting in a shift to The Glen as a preferred site for a new Glenview Public Library. Nearly half (49%) prefer that a new Library be built at The Glen and 38% prefer a new Library at a new downtown location when costs are considered.

**PREFERENCES FOR A NEW LIBRARY LOCATION
BASED ON DIFFERENT SCENARIOS
(Summary Table)**

Preference: (Base)	Scenarios		
	<u>Costs Equal</u> (399)	<u>Time Differential</u> (399)	<u>Cost Differential</u> (399)
New downtown location	60%	52%	38%
The Glen	27	40	49
No preference	10	5	4
Neither/dislike both	1	2	6
Do not know/refused	3	1	3

- The impact of cost on shift in site preference from a new downtown location to The Glen is observed among both users and non-users of the GPL.
- Regardless of the site selected, there is strong interest in using a new Glenview Public Library and its facilities, with 90% of the respondents indicating they are likely to use a new Glenview Public Library if it were to be built at a new downtown Glenview site and 79% stating they would likely use a new GPL if it were to be built at The Glen.

IMPLICATIONS:

The research findings indicate The Glen may be the best location option for a new Glenview Public Library. While respondents voice a clear preference for a new downtown location, they are highly sensitive to cost considerations as evidenced in the shift in their preference to The Glen as a preferred site. Consideration of The Glen location is further supported by the fact that this preference shift is observed among users of the GPL who are assumingly more vested than non-users in the Library's location. Additionally, among all respondents, there is a fairly strong interest in using a new GPL at The Glen (79%) and among GPL users specifically, 81% state they are likely to use a new Library located at The Glen.

The significant impact of cost on location preference may be reflective of residents' concerns about pending tax increases tied to other potential Village of Glenview building initiatives. Should the new Library building initiative require a tax referendum, the lower cost option of The Glen site may be more acceptable to community residents than the higher cost option of a new downtown location.

INTRODUCTION

Background and Purpose

The Glenview Public Library (GPL) Board of Trustees commissioned a market research study to provide community feedback to guide its pending decision regarding the building of a new Library. A survey of 399 residents residing in the incorporated Village of Glenview was conducted in mid-September 2003 to measure community preferences for two site location options and associated timing and cost variables.

Research Objectives

The objectives of the research were to:

- Learn residents' experiences with the Glenview Public Library over the past year in terms of frequency of use;
- Develop a profile of current users and non-users of the Glenview Public Library;
- Determine a level of preference for options regarding the building of a new Glenview Public Library.

Study Design

Methodology

To address the research objectives, a quantitative research methodology was used. A total of 399 telephone interviews, averaging 7 minutes in length, were completed during mid-September 2003 among registered voters residing in the incorporated Village of 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 18 open-ended and closed-ended questions were included. A copy of the survey instrument is found in the Appendix.

Sample

The sample of those included in the survey was based on census tract groupings. Interviews were completed in direct proportion to the share of residents residing within each area as follows:

Area Reside In:	<u>Number of Interviews</u>	<u>Share of Total</u>
North/North West	91	23%
The Glen	13	3
North East	75	19
South Central	53	13
South East	80	20
South West	87	22
TOTAL	399	100%

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 is organized and how the data are presented.

- 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.
- In order to determine whether any observed differences in responses from one group to another reflect actual population differences or merely variation, tests of statistical significance were conducted.
 - ◆ For purposes of analysis, the 13 interviews completed with respondents residing in The Glen have been combined with the North/Northwest respondents.
- The Glenview Public Library has been provided, under separate cover, a complete set of tabular results including frequencies and distributions by sub-samples and selected demographic parameters.

Respondent Profile

Demographic Profile

Demographic characteristics of those participating are found in Table 1 below. Overall, among all respondents:

- One-fourth (25%) of the respondents are 45 years of age or younger; 24% are ages 46-55 years; 19% are 56-65 years of age, and the remaining 32% are 66 years of age or older
- Three-fifths (62%) of the respondents are females and 38% are males.
- Over three-fifths (64%) of the households have no children under the age of 18 living at home; 36% do have one or more children age 17 or younger residing at home.

**Table 1:
DEMOGRAPHIC PROFILE**

	Geographic Area					
	Total	N/NW/ The Glen	NE	SC	SE	SW
(Base: Total Answering)	(393)	(100)	(74)	(53)	(80)	(84)
Respondent Age:						
18-25 years	1%	-%	-%	2%	-%	2%
26-35	5	4	3	8	4	8
36-45	19	17	16	30	18	16
46-55	24	30	16	28	25	22
56-65	19	21	22	8	20	21
66-75	21	19	30	17	21	19
76 or older	11	9	14	8	12	12
Mean (years)	56.5	56.4	60.2	51.7	57.7	55.6
(Base: Total Answering)	(399)	(104)	(75)	(53)	(80)	(87)
Gender:						
Female	62%	60%	64%	58%	72%	55%
Male	38	40	46	42	28	45
(Base: Total Answering)	(395)	(104)	(75)	(53)	(80)	(87)
Presence of children under age 18 at home:						
None	64%	62%	72%	51%	65%	65%
One	12	14	8	19	6	16
Two	13	15	11	13	15	12
Three	8	8	5	13	10	5
Four or more	3	2	4	4	4	2
Mean number of children	0.8	0.7	0.6	1.0	0.9	0.6

Source: Q.15-16 and 19: Q.15- How many children under the age of 18 live in your household? Q.16- I am going to read you a list of age categories, please stop me when I reach your age? Q.19-Gender.

Residency Profile

- Using census tract data for Glenview residents age 18 and older, the geographic areas were developed as defined below and interviews completed in direct proportion to the share of residents within each area.
 - ◆ North and Northwest (N/NW) area residents account for nearly one-fourth of the residents (23%). The South West (22%), South Central (20%) and North East (19%) areas each account for one-fifth of the residents; 13% are in the South Central area and The Glen accounts for 3% of the residents.
- Survey participants have lived in Glenview nearly 22 years on average, with 31% having lived in the town 10 or fewer years; 18% between 11 and 19 years; and 51% more than 20 years.
 - ◆ Residents in the South East and South West regions of Glenview, claim to have resided in Glenview longer than other residents, at 24.4 years and 25.0 years, on average, respectively.
- Nearly all respondents own their home (98%); only 2% rent their current residence.

**Table 2:
RESIDENCY PROFILE**

	<u>Geographic Area</u>					
	<u>Total</u>	<u>N/NW/ Glen</u>	<u>NE</u>	<u>SC</u>	<u>SE</u>	<u>SW</u>
(Base: Total Respondents)	(399)	(104)	(75)	(53)	(80)	(87)
Area Reside In:						
N/NW	23%	88%	-	-	-	-
The Glen	3	12	-	-	-	-
NE	19	-	100%	-	-	-
SC	13	-	-	100%	-	-
SE	20	-	-	-	100%	-
SW	22	-	-	-	-	100%
(Base: Total Answering)	(397)	(103)	(75)	(53)	(80)	(86)
Length of time Glenview Resident:						
Less than 6 years	20%	25 %	25%	15%	14%	19%
6-10	11	13	12	19	8	7
11-19	18	22	17	13	20	16
20 or more years	51	40	45	53	58	58
<i>Average no. of years</i>	<i>21.7</i>	<i>17.7</i>	<i>20.5</i>	<i>21.9</i>	<i>24.4</i>	<i>25.0</i>
(Base: Total Answering)	(396)	(102)	(75)	(53)	(80)	(86)
Own or Rent Current Residence						
Own	98%	99%	93%	98%	100%	98%
Rent	2	1	7	2	-	2

Source: Q.17-18: Q.17-How long have you been a Glenview resident? Q.18-Do you own or rent your current residence?

DETAILED FINDINGS

Use of The Glenview Public Library

Use of the Glenview Public Library in the Past Year

- In the past year, 88% of the respondents indicated they have either visited or used services offered by the Glenview Public Library; 12% 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 Southern census tracks (89% to 94% used or visited the GPL)
 - ◆ Respondents under 65 years of age
 - ◆ Females.

Table 3:
USE OF GLENVIEW PUBLIC LIBRARY IN PAST YEAR ^a

Demographics:	(Base)	Use of GPL in Past Year	
		<u>Used/Visited</u>	<u>Did Not Use/Visit</u>
TOTAL ^a	(399)	88%	12%
Area Reside In:			
N/NW/The Glen	(104)	83%	17
NE	(75)	84%	16
SC	(53)	89%	11
SE	(80)	91%	9
SW	(87)	94%	6
Age:			
Under age 46	(96)	90%	10
46-55	(96)	88%	12
56-65	(75)	89%	11
66 and older	(126)	86%	14
Gender:			
Male	(152)	86%	14
Female	(247)	89%	11

^a The Table should be read horizontally. Of the 399 respondents in total, 88% have used the Library; 12% 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 4 below.)

- **Area of residence.** Relative to non-GPL users, a higher proportion of GPL users are found in the South East and South West regions of Glenview (at 21% and 23%, respectively). Whereas, non-users are more highly concentrated in the North/North West and The Glen (38%) and the North East region (25%). Both users and non-users draw similarly from the South Central area.
- **Age:** Library users tend to be only slightly younger with a higher proportion of residents aged 18-45 years (25%) than observed among non-users (21%). At the other end of the age spectrum, non-Library users account for a slightly higher percentage of respondents age 66 and older, at 36% vs. 32% among Library users.
- **Gender:** A higher proportion of non-users are males (44%) than observed among GPL users (37%).

**Table 4:
DEMOGRAPHIC PROFILE OF GPL USERS AND NON-USERS**

Demographics	Total	Use of GPL in Past Year	
		Used/Visited	Did Not Use
(Base: Total Answering)	(399)	(351)	(48)
Area Reside In:			
N/NW/The Glen	26%	25%	38%
NE	19	18	25
SC	13	13	12
SE	20	21	15
SW	22	23	10
Avg. Number of Years a GV resident:	21.7	22.3	17.5
(Base: Total Answering)	(393)	(346)	(47)
Age:			
Under age 46	25%	25%	21%
46-55	24	24	26
56-65	19	19	17
66 and older	32	32	36
Mean (years)	56.5	56.5	57.0
(Base: Total Answering)	(399)	(351)	(48)
Gender:			
Male	38%	37%	44%
Female	62	63	56

Source: Q.16, 17 and 19: Q.17-How long have you been a Glenview resident? Q.16- I am going to read you a list of age categories, please stop me when I reach your age? Q.19-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 in the past year, the primary reasons given are as follows:
 - ◆ Lack of need/do not use libraries (17%)
 - ◆ Use another library (12%)
 - ◆ Purchase books/periodicals (10%)
 - ◆ Too busy (8%)
 - ◆ Inconvenient hours (6%)
 - ◆ Poor parking/lack of parking (6%)
 - ◆ Use Internet/online sources (6%)
 - ◆ Do not read/poor eye sight (4%)
 - ◆ Insufficient/inadequate resources (2%)
 - ◆ Distance: too far from home or work (2%)

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

Use of Other Libraries

- Among those respondents who have not used the GPL in the past year, one-in-ten (6 respondents) used another library. Libraries used by non-GPL users include the following:
 - ◆ Area Public Libraries: Northbrook Public Library (3 mentions); Niles Public Library (1)
 - ◆ School libraries: High School (1 mention); College (1)
- Similarly, one-in-ten past users of the GPL have also used another library.

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

- Over three-fifths of those who visited or used the library in the past year used it once a month (26%) or more often (38%). Among the other GPL users, 20% used it about 4-6 times and 15% used it about 1-3 times in the past year.
- The majority (63%) 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 (20%) indicated they had used the GPL more often this past year and 17% stated they had used it less often.

**Table 5:
 FREQUENCY OF VISITING GPL
 IN PAST YEAR**

Frequency: (Base = GPL User)	Total (351)
In past year visited GPL:	
More than once a month	38%
Once a month	26
About 4-6 times	21
About 1-3 times	15
(Base = GPL User)	(345)
Use of GPL compared to a year ago:	
Used GPL more often this year	20%
About the same	63
Used less often this year	17

Source: Q.3 and 5: Q.3-In the past year, how often have you visited the Glenview Public Library building? Q.5-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?

Demographic Segments

- Looking at those who use the GPL most often (i.e., more than once a month), use is greatest among respondents residing in the South Central and South East census areas, with 43% of respondents in each area using GPL more than once a month and among those respondents 45 years of age and younger (48%) and females (42% used it more than once a month).
- The largest proportions of respondents who feel their use of the GPL compared to a year ago has increased are found among respondents who reside in the South Central (24%) section of Glenview and those 45 years of age or younger (40%).
- Respondents ages 46-55 years of age (23%) and 66 years or older (22%) more so than other age segments feel their use of the Library was less this year than the prior year.

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

- Among those respondents who stated they used the GPL more often in the past year, the most frequently mentioned reason for doing so revolved around their children being older (28%) and their having a greater need for the library's services (26%). Smaller proportions of respondents indicated their use has increased because they:
 - ◆ Are reading more (16%)
 - ◆ Have more time (9%)
 - ◆ Are doing more research and need the services offered (7%)
 - ◆ Are a new resident (4%).

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 indicated they used the GPL less often in the past year, the most frequently mentioned reasons reflected their children being older and a resultant decreased use and need for the library's services (28%) as well as being too busy/lacking time (24%). Mentioned by one in ten respondents were the following reasons for using the GPL less often in the past year:
 - ◆ No need/doing less research (12%)
 - ◆ Poor/no parking (10%)
 - ◆ Using other sources including the Internet (5%) or another library (3%).

Source: Q.8: Why did you say less than the previous year?

Transportation Used

- Nine-in-ten (90%) respondents drive to the Library; 9% state they walk.

Source: Q.4: What type of transportation do you usually use to visit the Library?

Reactions to New Glenview Public Library Options

Respondents were read the following proposal and options regarding the building of a new Glenview Public Library and asked which of the options offered was preferred under three different scenarios.

The Library is planning to build a new library facility to accommodate a need for additional library services, space and parking. The Library is considering two building options:

Option 1 is to build a new Library at The Glen.

Option 2 is to build a new Library at a new downtown Glenview site.

Option Preferred Assuming Costs are Equal

Overall Preference

- Assuming the costs of the two options offered for building a new Library are equal, 60% of all respondents prefer that the GPL be built at a new downtown Glenview location. Over one-fourth (27%) prefer that it be located at The Glen and the remainder have no preference for either of the options offered (10%), dislike both options (1%) or do not know/refused to answer (3%).

Past Use of the GPL

- Preference for a new downtown site is strong among both GPL users and non-users.
 - Three-fifths (61%) of Library users prefer a new downtown Glenview location to The Glen (26% preference level).
 - Among non-users of the Library, a new downtown Glenview location (50%) was preferred over a new Library in The Glen (33%).

**Table 6:
LIBRARY OPTION PREFERRED ASSUMING EQUAL COSTS**

Preference: (Base: Total Answering)	Total (399)	Use of GPL in Past Year	
		Used/ Visited (351)	Did Not Use/Visit (48)
New downtown location	60% ^a	61% ^{ab}	50% ^b
The Glen	27	26	33
No preference	10	9	15
Neither/dislike both	1	1	-
Do not know/refused	3	3	2

^a Statistically significantly higher than the proportion preferring The Glen.

^b Statistically significantly higher than the proportion of non-GPL users preferring the downtown location.

Source: Q.7: Assuming the costs of these two options were equal, which location do you most prefer for a new Library? Do you prefer The Glen location, or a new downtown Glenview location or do you have no preference?

Demographic Segments

- With the exception of those respondents who reside in the combined North/North West/Glen census area, the majority of respondents (48% to 94%) voiced a preference for a new Library in a new downtown Glenview location.
 - ◆ Among respondents residing in the North/North West/Glen area, The Glen is preferred two to one over a new downtown site, with 58% preferring The Glen and 26% preferring a new downtown location.
- Preference for a new downtown Glenview site was strong across various age segments and gender.

**Table 7:
LOCATION PREFERENCE FOR NEW GPL
ASSUMING COSTS OF TWO OPTIONS ARE EQUAL
(Among Demographic Segments)**

		GPL Location Preferred Assuming Costs Equal				
Demographics	(Base)	Prefer New Downtown Location	Prefer The Glen	No Preference	Dislike Both	Do Not Know
TOTAL^a	(399)	60%	27	10	1	3
Area Reside In:						
N/NW/The Glen	(104)	26%	58	13	1	2
NE	(75)	48%	31	13	1	7
SC	(53)	77%	9	8	-	6
SE	(80)	94%	3	1	1	1
SW	(87)	68%	18	12	2	-
Age:						
18-45	(96)	61%	26	10	-	3
46-55	(96)	66%	24	5	2	3
56-65	(75)	56%	29	11	1	3
66 and older	(126)	58%	27	11	2	2
Gender:						
Male	(152)	53%	32	12	2	1
Female	(247)	64%	24	8	1	3

^a The Table should be read horizontally. Of the 399 respondents in total, 60% prefer a new downtown Glenview location; 27% prefer The Glen.

Source: Q.7: Assuming the costs of these two options were equal, which location do you most prefer for a new Library? Do you prefer The Glen location, or a new downtown Glenview location or do you have no preference?

Reasons Prefer New Downtown Glenview Location

- Proximity and convenience are the primary reasons for preferring a new Library in a new downtown location, with 60% voicing this reason for preference.
- Other reasons mentioned at significantly lower levels center on the following:
 - ◆ The Library being an important element in revitalizing and defining the Glenview downtown area (25%)
 - ◆ A general discontent that everything is being moved to The Glen (20%).
 - ◆ Less traffic/congestion downtown (13%)
 - ◆ Would bring people to the downtown area (7%)
 - ◆ Public transportation available (2%).

Source: Q.8: Why do you feel that way?

Reasons Prefer The Glen for the New 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 (74%)
 - ◆ More and/or better parking (32%)
 - ◆ More land available (12%)
 - ◆ Less congestion/traffic (8%)
 - ◆ A new development (6%)
 - ◆ Would attract more people to the area (2%).

Source: Q.8: Why do you feel that way?

Option Preferred Considering Time Differential in Land Availability

Respondents were read the following options regarding the land availability and asked which of the options offered was preferred.

The land upon which the Library would be built would be available as follows:

Option 1: Land at the Glen would be available immediately.

Option 2: Land at the new downtown Glenview location would be available within two to four years.

Overall Preference

Considering the time difference in the availability of land for the two Library options, the strong preference voiced for a new downtown location if the costs are equal diminishes but still is in favor of a downtown location.

- Among all respondents, over half (52%) prefer that a new Library be built at a new downtown location even though the land would not be available for two to four years; 40% prefer that it be built at The Glen if the land is available immediately. The remaining respondents have no preference for either of the options offered (5%), dislike both locations (2%) or do not know/refused to answer (1%).

Past Use of the GPL

- Support for a new downtown Glenview location is strongest among past GPL users. Respondents, who used the GPL in the past year, more often prefer a new Library in a new downtown Glenview location (54%) to a site at The Glen (38%). Whereas, non-Glenview Public Library users, express a stronger preference for building a new Library at The Glen (50%) over a new location in the downtown area (38%).

**Table 8:
OPTION PREFERRED CONSIDERING
TIME DIFFERENCE IN LAND AVAILABILITY**

Preference: (Base)	Total (399)	Use of GPL in Past Year	
		Used/ Visited (351)	Did Not Use/Visit (48)
New downtown location	52% ^a	54% ^{ab}	38%
The Glen	40	38	50 ^c
No preference	5	5	8
Dislike both	2	2	-
Do not know	1	1	4

^a Statistically significantly higher than the proportion of all respondents preferring The Glen.

^b Statistically significantly higher than the proportion of non-GPL users preferring the downtown location.

^c Statistically significantly higher than the proportion of GPL users preferring The Glen.

Source: Q.9: Considering the time difference in the availability of land for the two Library building options, which location do you most prefer for a new Library? Do you prefer that The Glen location or a new downtown location or do you have no preference?

Reasons Prefer New Downtown Glenview Location

- The key reason for preferring a downtown location is the proximity and convenience (49%). For one-third (33%) the time difference is not important as they are willing to wait. Other reasons mentioned at significantly lower levels center on:
 - ◆ Feelings that a downtown location will help revitalize the downtown area (18%)
 - ◆ A general dislike for the emphasis on The Glen development (12%)
 - ◆ Less traffic (7%)
 - ◆ Would attract individuals to the downtown area (5%).

Source: Q.10: Why do you feel that way?

Reasons Prefer The Glen for the New Glenview Public Library

- The primary reasons for preferring to relocate the Glenview Public Library to The Glen center on:
 - ◆ Immediate availability of the land (77%)
 - ◆ More and/or better parking and land (27%)
 - ◆ Location/accessibility to individuals' homes (23%).

Source: Q.10: Why do you feel that way?

Option Preferred Considering the Cost Differential

Respondents were read the following options regarding the costs of the two options and asked which was preferred.

The costs of the two Library building options are estimated as follows:

Option 1: \$23 million to build a new Library at The Glen. For a person with a property tax bill of \$5,000.00 annually, this option would cost the taxpayer an additional \$80.00 per year.

Option 2: \$32 to \$36 million to build a new Library at a new downtown location. For a person with a property tax bill of \$5,000.00 annually, this option would cost the taxpayer an additional \$110.00 to \$130.00 per year.

Overall

Considering the cost difference of the two Library options, site preferences for building a new Glenview Public Library shift to The Glen.

- Among all respondents, nearly half (49%) prefer that a new Library be built at The Glen; 38% prefer a new Library at a new downtown location and the remainder have no preference (4%), dislike both (6%), or did not know/refused (3%) to answer when the cost differential is considered.

Past Use of GPL

- When the costs are factored into the decision, nearly half (47%) of those respondents who used the GPL in the past year prefer The Glen and 40% prefer a new downtown Glenview location for a new Library.
- Non-Library users strongly prefer relocating the Library to The Glen (67%) rather than finding a new location in the downtown area (25%) when the cost differential is considered.

**Table 9:
OPTION PREFERRED
CONSIDERING THE COST DIFFERENCE**

Preference: (Base)	Total (399)	Use of GPL in Past Year	
		Used/ Visited (351)	Did Not Use/Visit (48)
New downtown location	38%	40% ^b	25%
The Glen	49 ^a	47	67 ^c
No preference	4	4	2
Dislike both	6	6	2
Do not know	3	3	4

^a Statistically significantly higher than the proportion of all respondents preferring a new downtown Glenview location.

^b Statistically significantly higher than the proportion of non-GPL users preferring the downtown location.

^c Statistically significantly higher than the proportion of GPL users preferring The Glen.

Source: Q.11: Considering the cost difference of the two Library building options, which location do you most prefer for a new Library. Do you prefer The Glen location or a new downtown Glenview location or do you have no preference?

Among Various Demographic Segments

- The proportion of respondents preferring a new downtown Glenview location for a new Glenview Public Library is strongest among respondents residing in the South East area, with 61% preferring a new downtown area. (See Table 10 below.)
- The proportion of respondents preferring The Glen to a new downtown Glenview location is strongest among the following demographic segments:
 - ◆ Respondents residing in the North/North West/Glen area (74% prefer The Glen) and the North East area (55% preference level for The Glen).
 - ◆ Older respondents including individuals ages 56-65 years (55% prefer The Glen) and those age 66 and older (50% preference for The Glen)
 - ◆ Males, with 53% preferring The Glen.
- The proportion of respondents preferring The Glen to a new downtown Glenview location is split among residents of the South Central and South West regions.

**Table 10:
OPTION PREFERRED ASSUMING COSTS AT NEW DOWNTOWN LOCATION
ARE HIGHER THAN RELOCATING TO THE GLEN
(Among Demographic Segments)**

Demographics	(Base)	Preference Based On Cost Differential				
		Prefer New Downtown Location	Prefer The Glen	No Preference	Dislike Both	Do Not Know
TOTAL	(399)	38%	49	4	6	3
Area Reside In:						
N/NW/The Glen	(104)	14%	74	3	7	2
NE	(75)	33%	55	4	5	3
SC	(53)	49%	40	4	4	4
SE	(80)	61%	22	5	8	4
SW	(87)	44%	46	3	3	3
Age:						
18-45	(96)	46%	46	-	6	2
46-55	(96)	41%	47	2	6	4
56-65	(75)	39%	55	4	1	1
66 and older	(126)	32%	50	7	7	4
Gender:						
Male	(152)	33%	53	6	6	2
Female	(247)	42%	47	2	5	4

Source: Q.11: Considering the cost difference of the two Library building options, which location do you most prefer for a new Library. Do you prefer The Glen location or a new downtown Glenview location or do you have no preference?

Reasons Prefer New Downtown Glenview Location

- The key reasons for preferring a new downtown location, despite the higher costs, center on:
 - ◆ Location and easier accessibility (44%)
 - ◆ A lack of concern about the projected higher costs (41%)
 - ◆ Hope that the new Library would revitalize the downtown area (22%)
 - ◆ Dislike of the Glen (12%).

Source: Q.12: Why do you feel that way?

Reasons Prefer The Glen for the New Glenview Public Library

- Reasons for preferring The Glen related to the cost, with 88% noting the lower construction costs and lower tax implications as the reason for preference.

Source: Q.12: Why do you feel that way?

Likelihood of Using Glenview Public Library Based on Location

Regardless of where a new Glenview Public Library is located, there is fairly strong interest in using a new GPL and its facilities.

- Nine-in-ten (90%) respondents indicate they are either “very” (64%) or “somewhat” (26%) likely to use a new Glenview Public Library if it were to be built at a new downtown Glenview site.
- Eight-in-ten (79%) respondents are either “very” (50%) or “somewhat” (29%) likely to use a new Glenview Public Library if it were to be built at The Glen.
 - ◆ In particular, GPL users have a strong interest in using a new GPL at both locations with 94% indicating they would be either “very” or “somewhat” likely to use a new GPL at a new downtown Glenview site and 81% at The Glen.

Table 11:
LIKELIHOOD OF USING NEW GPL

Likelihood of using GPL:	If New GPL Is Located at:					
	New Downtown Location			The Glen		
	<u>Total</u>	<u>GPL User</u>	<u>GPL Non-User</u>	<u>Total</u>	<u>GPL User</u>	<u>GPL Non-User</u>
(Base: Total Answering)	(389)	(343)	(46)	(392)	(345)	(47)
<u>Likely to use, total</u>	<u>90%</u>	<u>94%</u>	<u>61%</u>	<u>79%</u>	<u>81%</u>	<u>64%</u>
Very likely to use	64	70	20	50	54	21
Somewhat likely	26	24	41	29	27	43
<u>Not Likely to Use, total</u>	<u>10</u>	<u>6</u>	<u>39</u>	<u>21</u>	<u>19</u>	<u>36</u>
Somewhat unlikely	8	5	26	13	12	17
Very unlikely	2	1	13	8	7	19

Source: Q.13 & 14: Q.13- If a new Glenview Public Library were to be built at The Glen, how likely would you be to use the Library and its facilities? Q.14-If a new Glenview Public Library were to be built at a new downtown Glenview site, how likely would you be to use the Library and its facilities?

**APPENDIX:
QUESTIONNAIRE**