



PREPARED FOR:
JACKSON COUNTY
Library Funding Survey

September 2013

PREPARED BY:
DHM RESEARCH
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1. | INTRODUCTION AND METHODOLOGY

Davis, Hibbitts & Midghall, Inc. (DHM Research) conducted a telephone survey of likely voters in Jackson County. The main objectives of the survey were to measure voter support to fund libraries in Jackson County by creating one or more library districts or through a temporary levy.

Research Design

- Scientific random sample survey of 500 “likely voters” in Jackson County, Oregon
- Conducted September 3 – September 5, 2013
- Contacted respondents using a list of registered voters in Jackson County who had voted in at least 2 of the last 4 elections
- 26% of interviews completed by cellphone
- 10-minute survey instrument
- Quotas for age, gender, political affiliation to ensure a representative sample
- Quality control measures including pre-testing, callbacks, and validations

In gathering responses, a variety of quality control measures were employed, including questionnaire pre-testing and validations. In the annotated questionnaire, results may add up to 99% or 101% due to rounding.

Statement of Limitations

Any sampling of opinions or attitudes is subject to a margin of error, which represents the difference between a sample of a given population and the total population (here, likely voters in Jackson County). For a sample size of 500, if the respondents answered 90% one way and 10% the other, the margin would be $\pm 4.4\%$. If they answered a particular question in the proportion of 50% each way the margin of error would be $\pm 2.6\%$.¹

About DHM Research

DHM Research has been providing opinion research and consultation throughout the Pacific Northwest and other regions of the United States for over three decades. The firm is non-partisan and independent and specializes in research projects to support public policy-making. www.dhmresearch.com

¹ The reason for the differences lies in the fact that when response categories are relatively even in size, each is numerically smaller and thus slightly less able-on a statistical basis- to approximate the larger population. These plus-minus error margins represent differences between the sample and total population at a confidence interval, or probability, calculated to be 95%. This means that there is a 95% probability that the sample taken for this study would fall within the stated margins of error if compared with the results achieved from surveying the entire population.

2. | SUMMARY & OBSERVATIONS

Voters in Jackson County are satisfied with their quality of life and have a favorable opinion of their local libraries.

- 79% of voters are satisfied with the quality of life in Jackson County.
- 76% have a favorable impression of their local libraries.
 - Ashland residents (88%) are more likely to have a favorable impression of their local libraries than those from other areas in the county (70%-75%).
- Top reasons for voters having a favorable impression of Jackson County libraries include selection of books and other materials, the importance of libraries in the county, and the helpful and friendly staff.

Slightly more than one-half of voters support creating a library district to fund and manage Jackson County libraries, and they are more likely to support creating a library district at a tax rate of 60-cents per \$1,000, which would keep all libraries open, than a district with tax rate of 20-cents per \$1,000 and only keeping open the Medford library.

- When asked generally, 53% support creating a library district to fund and manage Jackson County libraries.
- Knowing that it would be sufficient funding to keep all county libraries open, 52% support a library district with a tax rate of 60-cents per \$1,000 of assessed value.
 - Support for a library district at the 60-cent rate is higher among Ashland voters (75%) than those in other areas in the county (32%-54%).
- However, just 33% support a library district with a tax rate of 20-cents per \$1,000 of assessed value if it would only be enough funding to keep the Medford library open.

Support is higher for governing the library district with an independently elected board over county commissioners and a single library district slightly more than multiple local districts.

- When given the option, 62% would prefer governing the library district with an independently elected board, while 25% prefer governance of the district by county commissioners.
 - The majority of all demographic subgroups prefer an independently elected board, with the exception of residents 18-34 years old.
- Given the option, 55% of voters would rather create a single library district for the county, while 41% opt for multiple local districts.

About one-half of voters support a temporary property tax levy at 20-cents per \$1,000 assessed value as well as at 30-cents, with support dropping to one in three at 60-cents per \$1,000 assessed value.

- 51% support the tax at 20-cents per \$1,000 assessed value while 47% support the tax at 30-cents.
- 42% support the tax at 40-cents (42%) and at least three in ten voters support a tax at 50-cents (35%) and 60-cents (31%).
 - In general, younger voters and Democrats were more likely than Republicans and older voters to support a temporary tax of any amount. Not surprisingly,

those who use the library as well as those who had a favorable impression of their local library were more likely to support the tax at each amount.

The majority of voters believe it is critical that Jackson County find a new source of dedicated funding for the library system and they are willing to pay more in taxes to support it, while one in four would not, even if it means completely eliminating library services.

- 66% believe it is critical that Jackson County find a new source of dedicated funding for the library system and they are willing to pay more in taxes to support it.
- 27% would not support more funding, even if it means completely eliminating library services.
 - Residents who live in Ashland (89%) are more likely than other areas in the county (50%-67%) to support an increase in taxes to fund county libraries.

If Jackson County has to make cuts to library services, residents would prefer cuts are not made by putting a stop to updating technology and buying new books and material.

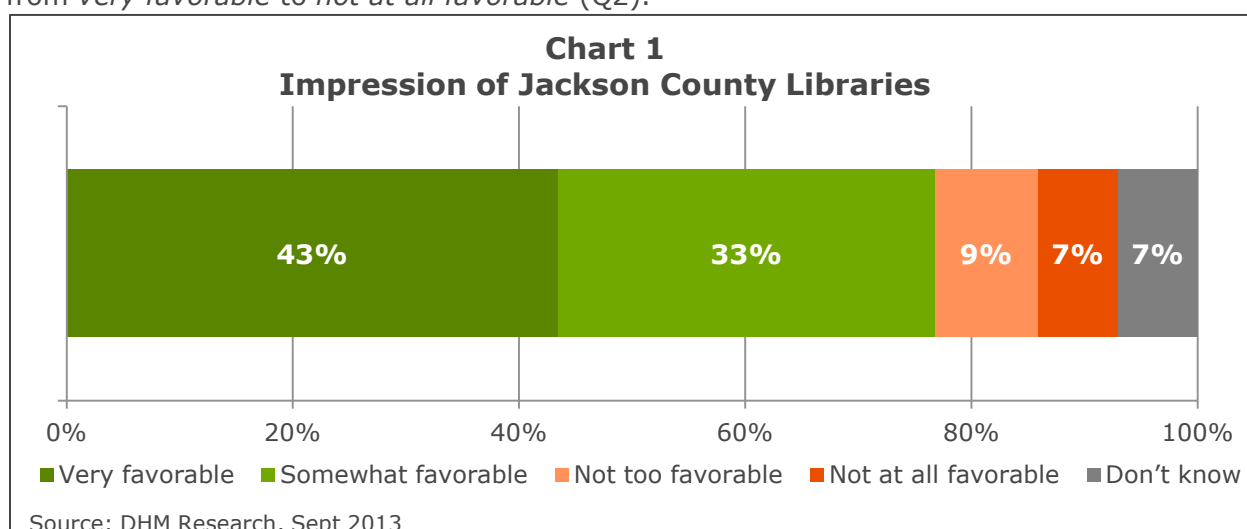
- 24% would support the county making cuts by putting a stop to updating technology and buying new books and material.
- 52% support closing the least used branches.
- 59% support reducing the number of hours that libraries are open.
- 60% support reducing the number of days that libraries are open.

3. | KEY FINDINGS

3.1 Quality of Life and Impression of Local Libraries

Eight in ten voters (79%) in Jackson County were satisfied with their quality of life (Q1). Feelings about the quality of life in the county were generally consistent across demographic groups and areas in the county. Democrats (81%) and Republicans (80%) were more likely (strongly or somewhat) to say that they were satisfied with their quality of life than were Independent voters (68%).

Voters were asked to rate their impression of their local libraries on a 4-point scale ranging from *very favorable* to *not at all favorable* (Q2).



When asked about their impression of local libraries in the county, three in four (76%) had a very favorable (43%) or somewhat favorable (33%) impression. Sixteen percent (16%) of voters had a less than favorable impression.

DHM Research asked this question to Jackson County voters in 2011. Since then, voters have become more favorable of county libraries. Two years ago, 31% had a very favorable impression and 43% had a somewhat favorable impression.

Demographic Differences:

Ashland residents (88%) were more likely to have a favorable impression (very or somewhat) of their local libraries than those from other areas in the county (Medford: 75%; Central Point: 70%; Other: 75%). Democrats (84%) were also more likely than Republicans (70%) to have a favorable impression. Not surprisingly, those who use the library a few times a year or more often were more likely to have a favorable impression of their local libraries than those who use the library less often.

Both those who had favorable impression or an unfavorable impression of their local library were asked why they felt that way (Q3).

Table 1

Why is your impression of the Jackson County libraries favorable?

Response Category	N=382
Good selection of books and materials	18%
It's a nice library/I like the library	14%
Libraries are needed/important/they're a good resource	14%
Don't like the limited hours ²	14%
Helpful friendly staff/service	13%
They are used often	10%
They have children programs/materials	9%
They are good for the community	7%
All other responses	6% or less
Don't know	1%

Source: DHM Research, September 2013

Top reasons for having a favorable impression of Jackson County libraries include selection of books and other materials, the importance of libraries in the county, and the helpful and friendly staff.

Table 2

Why is your impression of the Jackson County libraries unfavorable?

Response Category	N=81
Built too many libraries/wasted money	25%
Don't like the limited hours	17%
Libraries aren't needed with internet access available to all	14%
Lack of funding to run adequately/poorly managed	14%
Overpriced	12%
Buildings lacking books or resources	10%
All other responses	6% or less
Don't know	1%

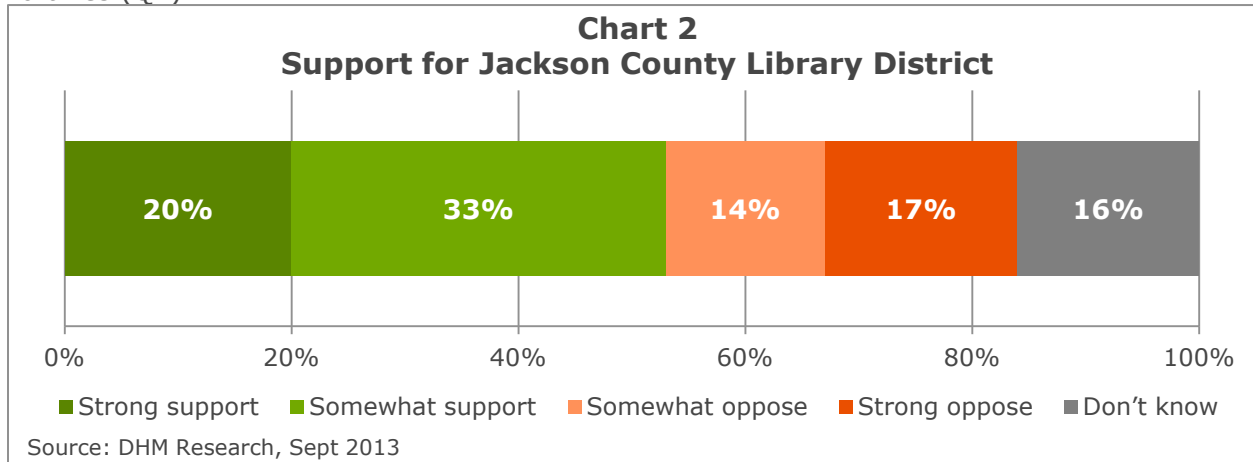
Source: DHM Research, September 2013

Reasons residents have a less than favorable impression include the county has built too many libraries and limited hours. Some voters also believed that libraries are no longer needed with widespread internet access.

² It is not uncommon for survey respondents give favorable ratings, but have negative comments. For example, a respondent may say that they have a somewhat favorable impression of the county libraries, but in the follow-up question explain that they would like the libraries to extend their hours.

3.2 Library District

Voters were read a brief background on how Jackson County funds its libraries and were then asked if they support creating a library district to fund and manage Jackson County libraries (Q4).

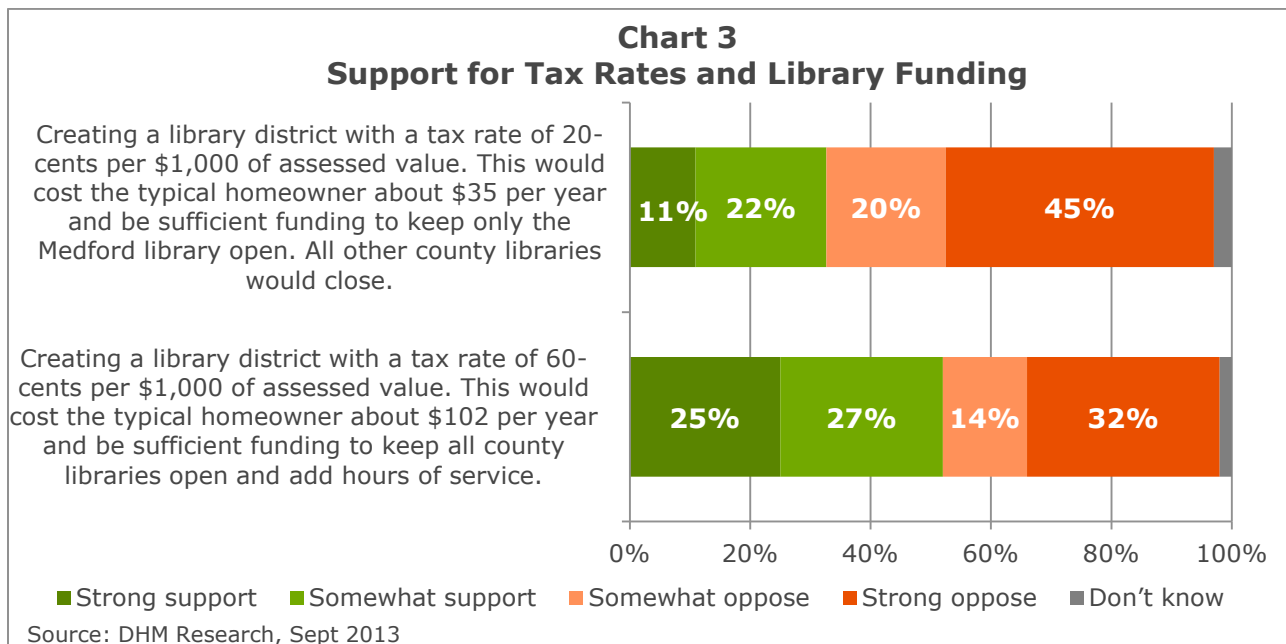


Overall, one-half of voters strongly supported (20%) or somewhat supported (33%) creating a library district to fund and manage Jackson County libraries. Three in ten (31%) opposed creating the library district. Sixteen percent (16%) did not have an opinion on the matter.

Demographic Differences:

Democrats (69%) were more likely than Republicans (37%) to support creating a library district. Voters with a favorable impression of their local libraries (58%) were also more likely than those with a less than favorable impression (28%) to support creating a district.

If a district is created, voters must approve its maximum taxing authority, or its permanent rate. Voters were read two statements about different rates and their impacts on library funding and were asked to indicate their support (Q5-Q6)³.



Overall, support was higher for creating a library district with a tax rate of 60-cents per \$1,000 of assessed value, which would keep all county libraries open (52%), than a district with tax rate of 20-cents per \$1,000 and only keeping open the Medford library (33%). More than four in ten (45%) of all voters *strongly opposed* creating a district with tax rate of 20-cents per \$1,000 and only keeping open the Medford library.

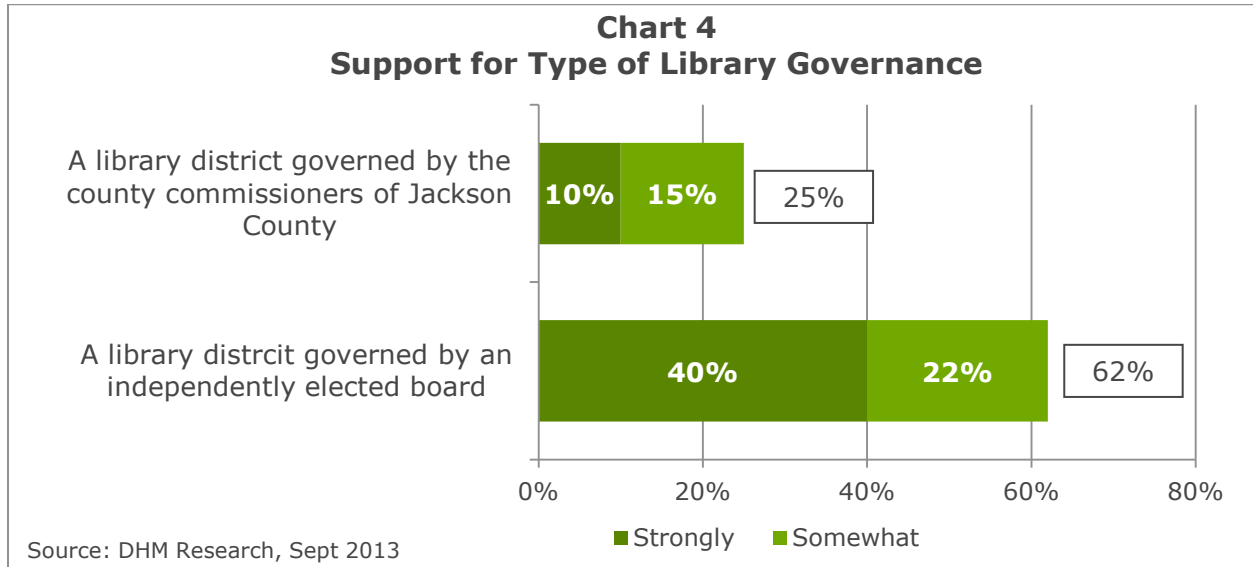
Demographic Differences:

20-cents per \$1,000 of assessed value: Support was fairly consistent across demographic subgroups and area of the county with the exception of younger residents, ages 18-34 (47%), who were more likely than those age 55 and older (30%) to support this district.

60-cents per \$1,000 of assessed value: Support for a library district at the 60-cent rate was higher among Ashland voters (75%) than those in other areas in the county (Medford: 44%; Central Point: 32%; Other: 54%). Younger residents, ages 18-34 (71%), were more likely than those older (50%) to support a temporary tax at this level. Democrats (70%) were also more likely than Republicans (36%) to support.

³ Question 6 was originally asked stating that the cost to a typical homeowner would be \$57 per year. This question was asked again to a similar sample of 500 Jackson County voters at an adjusted cost of \$102 per year for the average homeowner. Reported figures represent results for the \$102 per year test.

Voters were presented with two different options for how the library district could be governed, by county commissioners or by an independently elected board, and asked which they would most prefer (Q7).

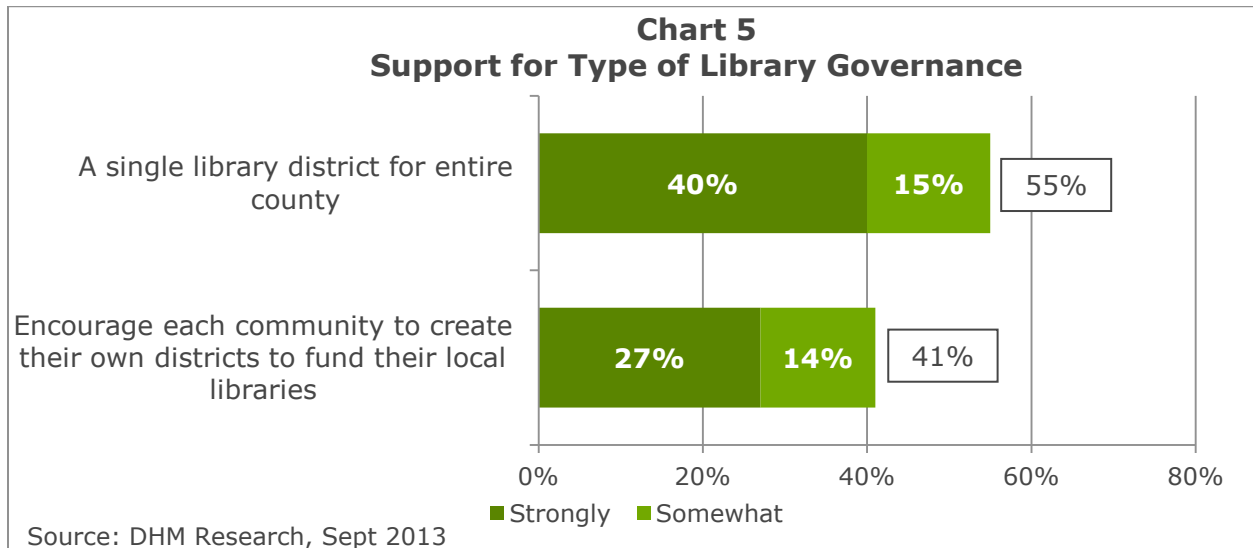


Support was higher for governing the library district with an independently elected board (62%) over county commissioners (25%).

Demographic Differences:

The majority of all demographic subgroups support an independently elected board, with the exception of younger voters, ages 18-34 (48%). Younger voters (39%) were more likely than those age 55 and older (21%) to support a district governed by county commissioners while those age 55 and older (65%) were more likely than voters ages 18-34 (48%) to support an independently elected board. Democrats (68%) were also more likely than Republicans (56%) to support an independently elected board.

Voters were presented with two different options for how the library district could be designed, a single district for the entire county or multiple community districts, and asked which they would most prefer (Q8).

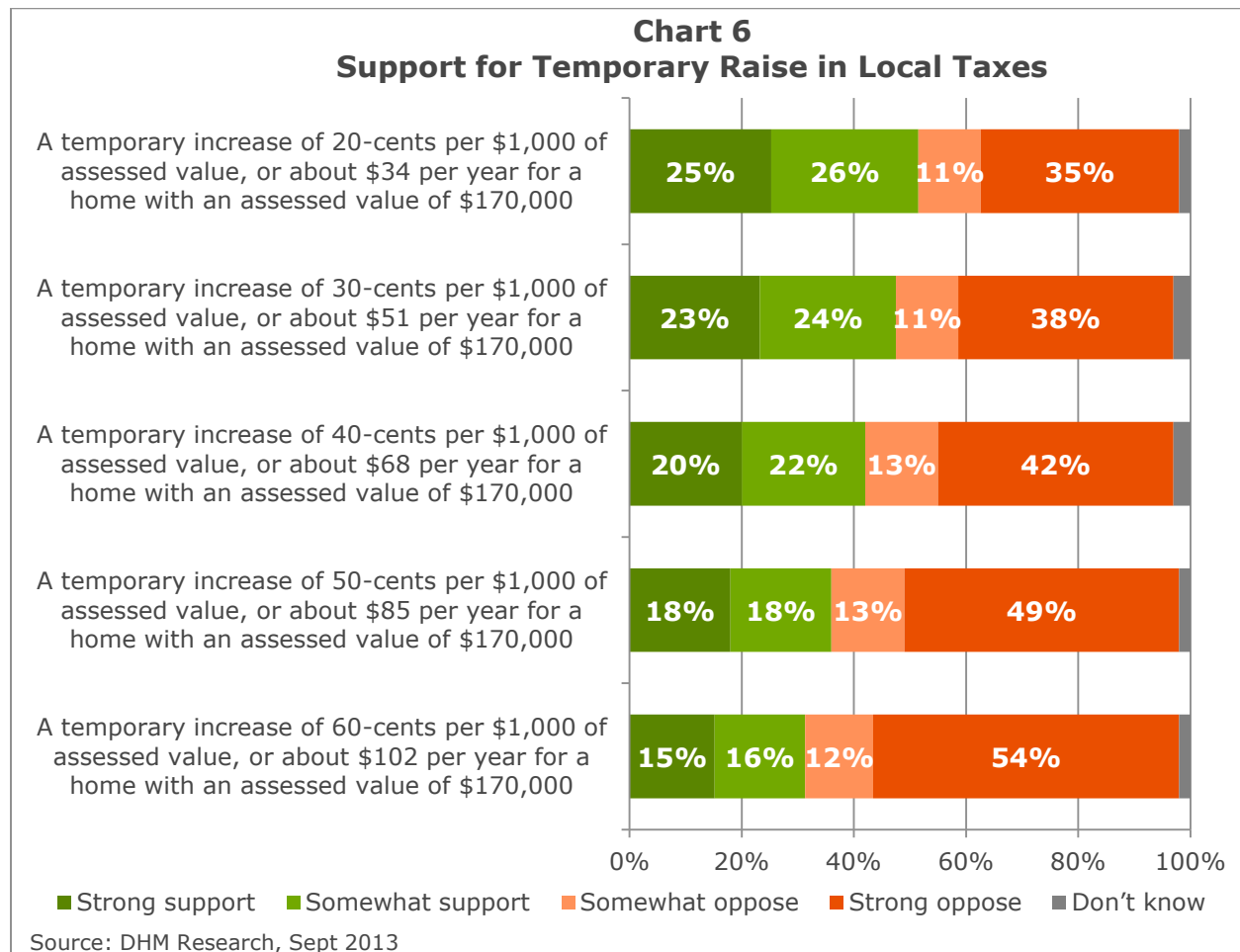


Overall, residents supported a single library district (55%) slightly more than multiple local districts (41%).

Demographic Differences:

Democrats (63%) were more likely than Republicans (46%) to support a county wide-district while Republicans (49%) are more likely than Democrats (32%) to support multiple local districts. Voters with a favorable impression of their local libraries (58%) were also more likely than those with a less than favorable impression (46%) to support creating a single library district, while voters with a less than favorable impression of their local libraries (51%) were more likely than those with a favorable impression (37%) to encourage each community to create their own districts.

It was explained to voters living outside of Ashland that over the last several years voters in Jackson County have opposed increasing county-wide taxes to fund county-wide services. However, some communities have been willing to raise their local taxes to fund local services. Estimating that 20-cents per \$1,000 of assessed value would keep a local library open, but with significantly fewer hours and service levels than are available today, and 60-cents per \$1,000 of assessed value would allow a local library to be open for more hours and increase their service levels beyond what is available today. Voters were then asked to rate their support on a variety of temporary tax amounts (Q9-Q13).



Support decreased and opposition increased as the temporary tax amount increases in cost. One-half supported (strongly or somewhat) the tax at 20-cents per \$1,000 assessed value (51%) as well as at 30-cents (47%). Four in ten supported the tax at 40-cents (42%). At least three in ten voters supported a tax at 50-cents (35%) and 60-cents (31%).

Demographic Differences:

In general, younger voters and Democrats were more likely than Republicans and older voters to support a temporary tax of any amount. Not surprisingly, those who use the library as well as those who had a favorable impression of their local library were more likely to support the tax at each amount.

20-cents per \$1,000 of assessed value (51% support): Voters under the age of 55 were more likely than older residents to support a temporary tax at 20-cents per \$1,000 of

assessed value; support decreased with age (18-34: 72%; 35-54: 58%; 55+: 47%). Democrats (60%) were also more likely than Republicans (46%) to support the tax at this amount.

30-cents per \$1,000 of assessed value (47% support): Again, younger residents were more likely than older residents to support the tax at 30-cents per \$1,000 of assessed value (18-34: 69%; 35-54: 49%; 55+: 44%). Democrats (58%) remained more likely than Republicans (38%) to support the tax at this amount.

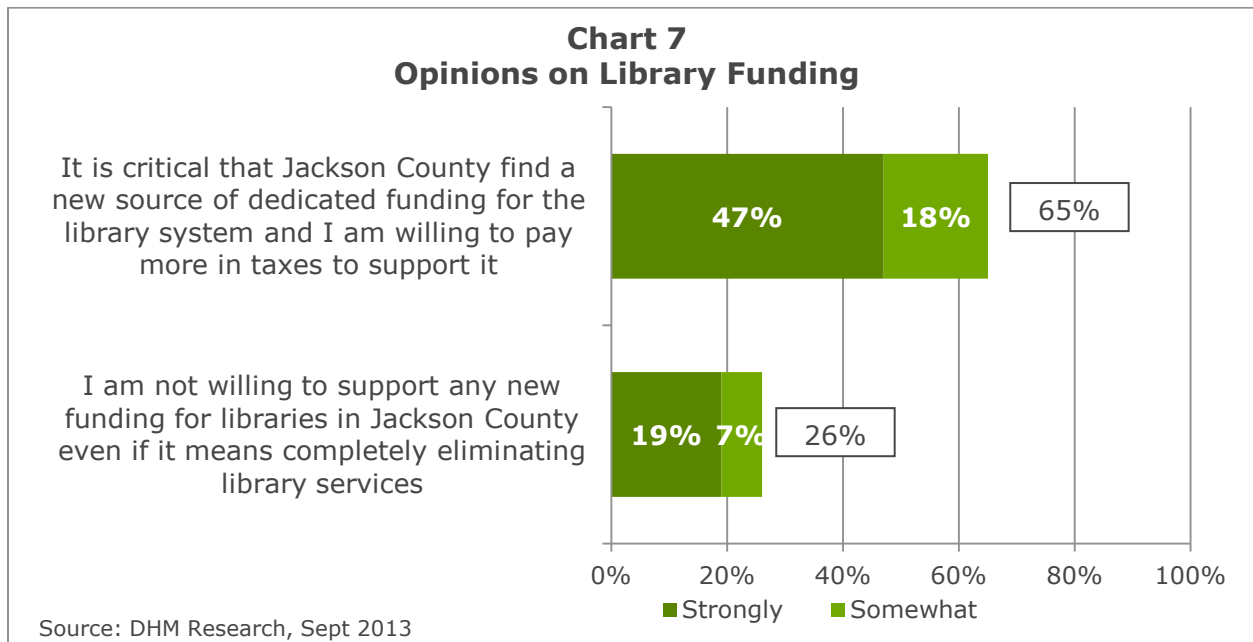
40-cents per \$1,000 of assessed value (42% support): Younger residents were more likely than older residents to support the tax at 40-cents per \$1,000 assessed value (18-34: 64%; 35-54: 45%; 55+: 39%). Democrats (54%) also remained more likely than Republicans (32%) to support the tax at this amount.

50-cents per \$1,000 of assessed value (35% support): Again, younger residents were more likely than older residents to support the tax at 50-cents per \$1,000 of assessed value (18-34: 50%; 35-54: 36%; 55+: 34%). Democrats (45%) were also more likely than Republicans (26%) to support the tax at this amount.

60-cents per \$1,000 of assessed value (31% support): Younger residents were more likely than older residents to support the tax at 60-cents per \$1,000 of assessed value (18-34: 44%; 35-54: 32%; 55+: 29%). Democrats (42%) remained more likely than Republicans (19%) to support the tax.

3.3 Bottom Line

Voters were presented with two different statements about funding Jackson County libraries and asked which came closer to their opinion (Q14).



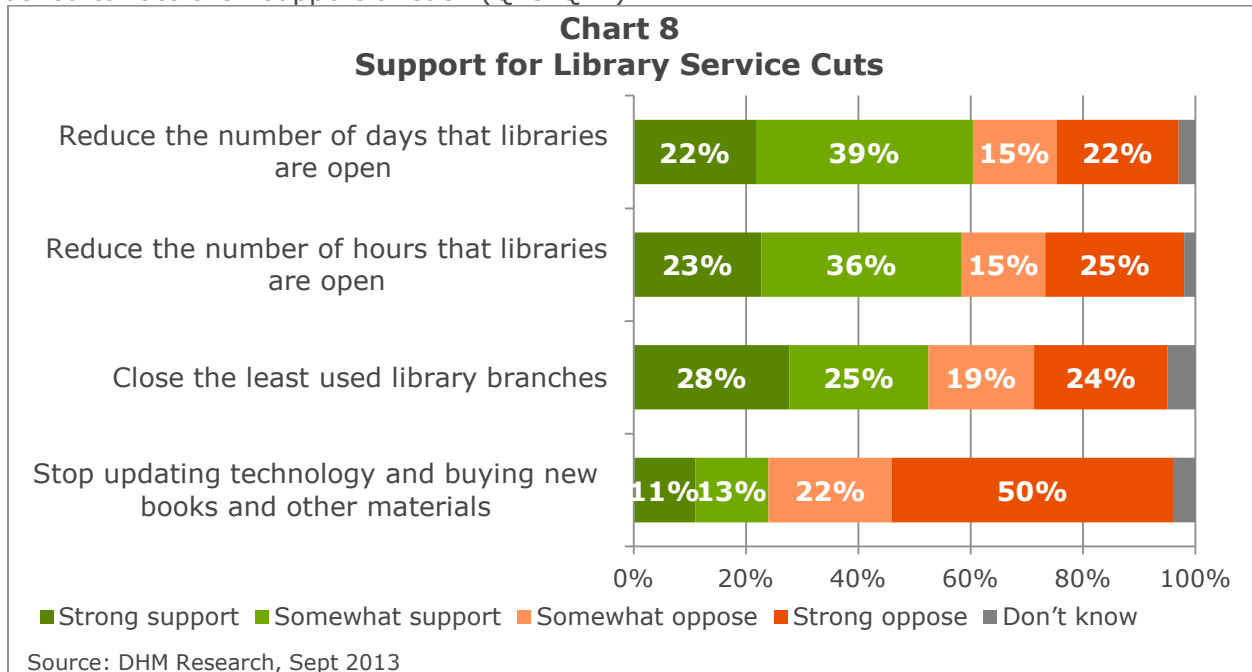
Two in three voters (65%) believed it is critical that Jackson County find a new source of dedicated funding for the library system and they are willing to pay more in taxes to support it, while one in four (26%) would not, even if it means completely eliminating library services.

Demographic Differences:

Residents who live in Ashland (89%) were more likely than other areas in the county to support finding a new source of funding (Medford: 67%; Central Point: 50%; Other: 61%). Democrats (84%) were also more likely than Republicans (49%) to support a new source of funding. Those who use the library at least a few times a year and those who have a favorable impression of their local library were more likely than those who use the library less often and voters with a less than favorable impression of their local library to support a new funding source.

3.3 Library Service Preferences

Voters were presented possible ways that libraries could cut services if needed and were asked to rate their support of each (Q15-Q17).



If Jackson County has to make cuts to library services, residents preferred cuts are not made by putting a stop to the updating technology and buying new books and material (24% support, 72% oppose). Support for other cuts was fairly consistent.

- Reduce the number of days that libraries are open: 60% in support and 37% oppose.
- Reduce the number of hours that libraries are open: 59% in support and 39% oppose.
- Close the least used branches: 52% in support and 42% oppose.

Demographic Differences:

Reduce the number of days that libraries are open: Voters living outside of Ashland (Medford: 61%; Central Point: 70%; Other: 62%) were more likely than those who reside in Ashland (46%) to support reducing the number of days that libraries are open. Republicans (70%) are also more likely than Democrats (47%) to support this. Voters who use the library once per year (77%) or less often (74%) were more likely than those who use the library at least a few times a year (few times per year: 50%; once per month: 54%; more than once per month: 47%) to support this reduction.

Reduce the number of hours that libraries are open: Support and opposition were fairly consistent across subgroups with the exception of Republicans (67%) who were more likely than Democrats (49%) to support reducing the number of hours that libraries are open.

Close the least used branches: Voters living outside of Ashland (Medford: 61%; Central Point: 68%; Other: 50%) were more likely than those who reside in Ashland (32%) to support closing the least used library branches. Republicans (64%) were also more likely than Democrats (38%) to support the reduction of branches.

Stop updating technology and buying new books and material: Republicans (30%) were more likely than Democrats (19%) to support stopping the updating of technology and buying new books. Voters from household making less than \$25K per year (37%) were also more likely than those who are from households making more (\$25K-\$50K: 22%; \$50K-\$75K: 20%; \$75K+: 17%) to support this.

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Jackson County Library Levy Survey
N=500, Jackson County Voters (2, 3, and 4 of 4)
10 minutes; margin of error ±4.4%
September 2013

Hello, I'm _____ from DHM Research, a non-partisan and independent public opinion research company based in Portland. I am not trying to sell you anything. We're conducting a survey about issues concerning Jackson County. May I speak to _____? **[SPEAK TO NAME ON LIST. IF UNAVAILABLE, SCHEDULE CALL BACK]**

WARM UP

1. All things considered, how satisfied are you with the quality of life in Jackson County: very dissatisfied, somewhat dissatisfied, somewhat satisfied, or very satisfied?

Response Category	N=500
Very satisfied	44%
Somewhat satisfied	34%
Somewhat dissatisfied	10%
Very dissatisfied	10%
Don't know	2%

Over the next several years, the Jackson County will be facing many difficult issues and competing demands. With limited resources, they won't be able to do everything and must establish priorities. One area in particular they would like your feedback is county library system. Before we start, I'd first like to ask...

2. All in all, is your impression of local libraries in Jackson County very favorable, somewhat favorable, not too favorable, or not at all favorable?

Response Category	N=500
Very favorable	43%
Somewhat favorable	33%
Not too favorable	9%
Not at all favorable	7%
Don't know	7%

3. Why is your impression of the Jackson County libraries (**answer from Q2**)?

Response Category	N=382
Good selection of books and materials i.e. tapes, videos	18%
It's a nice library/I like the library	14%
Libraries are needed/important/they're a good resource	14%
Don't like the limited hours	14%
Helpful friendly staff/service	13%
They are used often	10%
They have children programs/materials	9%
They are good for the community	7%
All other responses	6% or less
Don't know	1%

BACKGROUND

Currently libraries in Jackson County are primarily funded through the general fund and the "rainy day" funds, and they do not have a dedicated funding source. Without a change, the county's rainy day fund will be soon be depleted and Jackson County will no longer be to fund the library system and meet its other obligations.

Jackson County would like your opinion about different options to help fund the library system and ways to reduce services. I would now like to ask you about some of these options.

LIBRARY DISTRICT

4. The first option I would like to ask you about is the creation of one or more library districts. A library district would be an independent body that would take over control of some or all of the responsibility for funding and managing the county's libraries and have the same property tax authority as other local governments.

In general, would you strongly oppose, somewhat oppose, somewhat support, or strongly support creating a library district to fund and manage Jackson County libraries?

Response Category	N=500
Strong support	20%
Somewhat support	33%
Somewhat oppose	14%
Strong oppose	17%
Don't know	16%

If a district is created, voters must approve its maximum taxing authority. I would like to ask you about a couple different rates and their impacts on library funding. For each please tell me if you would strongly support, somewhat support, somewhat oppose, or strongly oppose it. **(Rotate Q5 & Q6)**

Response Category	Strong Support	Smwt Support	Smwt Oppose	Strong Oppose	Don't know
5. Creating a library district with a tax rate of 20-cents per \$1,000 of assessed value. This would cost the typical homeowner about \$35 per year and be sufficient funding to keep only the Medford library open. All other county libraries would close.	11%	22%	20%	45%	3%
6. Creating a library district with a tax rate of 60-cents per \$1,000 of assessed value. This would cost the typical homeowner about \$102 per year and be sufficient funding to keep all county libraries open and add hours of service.	25%	27%	14%	32%	2%

7. There are different options for how a library district could be governed. Regardless, of your opinion about creating a district, please tell me which of these two options you would most prefer (**Rotate options. Wait and ask “strongly or somewhat”**)

Response Category	N=500
a. A library district governed by the county commissioners of Jackson County— Strongly	10%
b. A library district governed by the county commissioners of Jackson County— Somewhat	15%
c. A library district governed by an independently elected board— Strongly	40%
d. A library district governed by an independently elected board— Somewhat	22%
e. Either, it doesn't matter	1%
f. Neither	4%
g. Don't know	9%

8. Another option to consider is whether to create a single library district for the entire county or to encourage each community to create their own districts to fund their local libraries. Again, regardless of your opinion about creating a district, please tell me which of these two options you would most prefer.

Response Category	N=500
a. A single library district for entire county— Strongly	40%
b. A single library district for entire county— Somewhat	15%
c. Encourage each community to create their own districts to fund their local libraries— Strongly	27%
d. Encourage each community to create their own districts to fund their local libraries— Somewhat	14%
e. Either, it doesn't matter	1%
f. Neither	2%
g. Don't know	2%

Now I would like to ask you about a different approach to funding local libraries.

In community surveys and at the ballot box, over the last several years voters in Jackson County have opposed increasing county-wide taxes to fund county-wide services. However, some communities have been willing to raise their local taxes to fund local services. For example, voters in Ashland passed a temporary property tax levy to support the Ashland’s public library.

It would be different in each local community, but to give you some examples, a temporary property tax increase of 20-cents per \$1,000 of assessed value would keep a local library open, but with significantly fewer hours and service levels than are available today. At the other end of the spectrum, a temporary property tax increase of 60-cents per \$1,000 of assessed value would allow a local library to be open for more hours and increase their service levels beyond what is available today. Knowing this, please tell me if you would strongly oppose, somewhat oppose, somewhat support, or strongly support a local the following local property tax increases to support your local library.

Response Category	Strong Support	Smwt Support	Smwt Oppose	Strong Oppose	Don't know
9. A temporary increase of 20-cents per \$1,000 of assessed value, or about \$34 per year for a home with an assessed value of \$170,000	25%	26%	11%	35%	2%
10. A temporary increase of 30-cents per \$1,000 of asses value, or about \$51 per year for a home with an assessed value of \$170,000	23%	24%	11%	38%	3%
11. A temporary increase of 40-cents per \$1,000 of asses value, or about \$68 per year for a home with an assessed value of \$170,000	20%	22%	13%	42%	3%
12. A temporary increase of 50-cents per \$1,000 of asses value, or about \$85 per year for a home with an assessed value of \$170,000	18%	18%	13%	49%	2%
13. A temporary increase of 60-cents per \$1,000 of asses value, or about \$102 per year for a home with an assessed value of \$170,000	15%	16%	12%	54%	2%

BOTTOM LINE

14. Now that you've thought more about the libraries in Jackson County, I would like to step back and ask a more general question. Of the following options about library funding in Jackson County which is closer to your opinion?

Response Category	N=500
a. It is critical that Jackson County find a new source of dedicated funding for the library system and I am willing to pay more in taxes to support it— Strongly	47%
b. It is critical that Jackson County find a new source of dedicated funding for the library system and I am willing to pay more in taxes to support it— Somewhat	18%
c. I am not willing to support any new funding for libraries in Jackson County even if it means completely eliminating library services— Strongly	19%
d. I am not willing to support any new funding for libraries in Jackson County even if it means completely eliminating library services-- Somewhat	7%
e. Neither	6%
f. Don't know	2%

LIBRARY SERVICE PREFERENCES

Finally, if Jackson County has to make cuts to library services, we would like your opinion about the where to best make those cuts. For each would you strongly oppose, somewhat oppose, somewhat support, or strongly support each of the following options?

Response Category	Strong Support	Smwt Support	Smwt Oppose	Strong Oppose	Don't know
15. Close the least used library branches	28%	25%	19%	24%	5%
16. Reduce the number of hours that libraries are open	23%	36%	15%	25%	2%
17. Reduce the number of days that libraries are open	22%	39%	15%	22%	3%
18. Stop updating technology and buying new books and other materials	11%	13%	22%	50%	4%

FINAL ADVICE

19. Do you have any final comments for your local elected officials about library services in Jackson County?

Response Category	N=382
Libraries are important-keep them open	19%
Find other funding sources	7%
Manage the money better/live within your budget	6%
Against tax increase	5%
Make sure funds go to the library	4%

They're good for the community	4%
Libraries are vital for kids/children and future generations	4%
Cut salaries to pay for the library	4%
All other responses	3% or less
Don't know	1%

DEMOGRAPHICS

These last few questions are for statistical purposes and to ensure we have a representative sample.

20. Gender (record by observation)

Response Category	N=500
Male	46%
Female	54%

21. Age (record from sample)

Response Category	N=500
18-24	3%
25-34	6%
35-54	25%
55-64	22%
65+	45%

22. Area (record from sample)

Response Category	N=500
City of Ashland	13%
City of Medford	32%
City of Central Point	8%
Other	47%

23. Political party (record from sample)

Response Category	N=500
Democrat	39%
Republican	46%
Independent/other	16%
Don't know/Refused	0%

24. Did we reach you on a cell phone today?

Response Category	N=500
Yes	26%
No	74%

25. Are there any children 18 or under who live in your household?

Response Category	N=500
Yes	19%
No	81%
Refused	0%

26. What was your total household income 2012? Your best estimate is fine.

Response Category	N=500
Less than \$24,999	13%
\$25,000-\$49,999	22%
\$50,000-\$74,999	18%
\$75,000-\$99,999	14%
\$100,000-\$149,999	7%
\$150,000+	4%
Refused	22%

27. What is the highest level of education you have had the opportunity to achieve?

Response Category	N=500
Less than high school	1%
High school diploma	16%
Some college	30%
College degree	26%
Graduate/professional school	24%
Refused	2%

28. How frequently do you use library services? (never, once a year or less, a few times a year, about once a month, more than once a month)?

Response Category	N=500
Never	27%
Once a year or less	14%
A few times a year	22%
About once a month	10%
More than once a month	26%
Don't know	1%