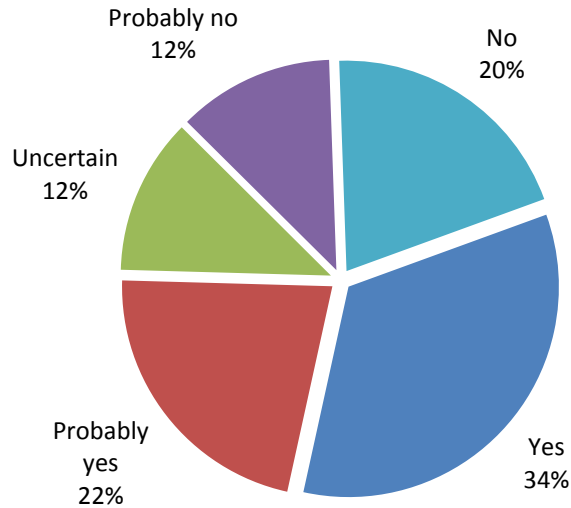


Voter Disposition Module Overview

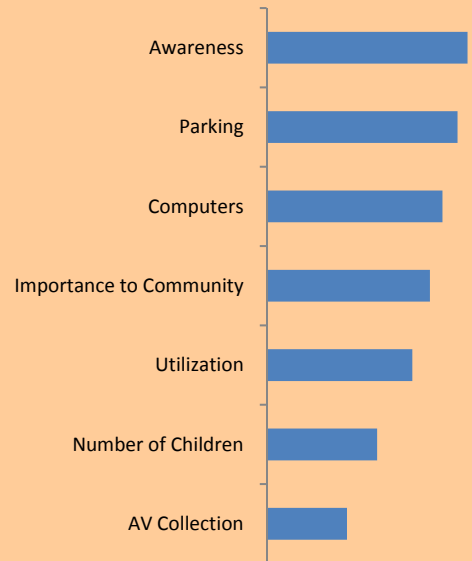
Voter Disposition

This is how respondents indicated they would vote if the election were held today.



Drivers of Voter Disposition

These are the factors that are having the biggest impact on how people indicate they would vote.



Responses to Vote-Related Questions

These are the responses to questions in the voter-disposition module of your profile.

How do you think persons closest to you in the community would vote on this ballot issue:

No	Probably no	Probably yes	Yes	Don't know
22%	34%	33%	5%	6%

In your opinion, how important is the library to our community?

Not important	Somewhat important	Moderately important	Very important
3%	23%	39%	35%

I can think of changes the library could make that would make it more valuable to me.

Strongly disagree	Disagree	Tend to disagree	Tend to agree	Agree	Strongly agree
27%	33%	26%	8%	5%	1%

How aware are you of the services that the library offers to the community?

Unaware	Somewhat aware	Moderately aware	Very aware
10%	15%	67%	8%

Voter Disposition Module Supporter Profile

Priorities for Increased Utilization

Persons who said they would vote “yes” or “probably yes” for the ballot initiative indicated these were their top five priorities for increasing their utilization:

1. Increase the audio-visual collection.
2. Improve publicity regarding library resources, services, and programs.
3. Increase the print material collection.
4. Provide more programs for adults.
5. Increase training for patrons using library equipment (including computers) at the point of use.

These two priorities were unusually high for this group of respondents:

1. Increase the audio-visual collection.
2. Strengthen library outreach programs to those unable to physically come to the library.

Demographic Information

Below is demographic and usage information for those who indicated they would vote “yes” or “probably yes” on the ballot issue.

Average age	44.5 years
Average distance from library	4.4 miles
Average Tenure in Community	18.4 years
Children	
Children under 5	.3
Children 5-12	1.2
Children 13-18	2.4
% Non-users	18%

Responses to Vote-Related Questions

These are the responses to questions in the voter-disposition module of your profile.

How do you think persons closest to you in the community would vote on this ballot issue:

No	Probably no	Probably yes	Yes	Don't know
1%	20%	49%	30%	5%

In your opinion, how important is the library to our community?

Not important	Somewhat important	Moderately important	Very important
0%	6%	14%	80%

I can think of changes the library could make that would make it more valuable to me.

Strongly disagree	Disagree	Tend to disagree	Tend to agree	Agree	Strongly agree
0%	28%	12%	34%	22%	4%

How aware are you of the services that the library offers to the community?

Unaware	Somewhat aware	Moderately aware	Very aware
0%	15%	45%	40%

Voter Disposition Module Uncertain Profile

Priorities for Increased Utilization

Persons who said they were uncertain how they would vote on the ballot initiative indicated these were their top five priorities for increasing their utilization:

1. Increase the audio-visual collection.
2. Improve publicity regarding library resources, services, and programs.
3. Increase the print material collection.
4. Provide more programs for adults.
5. Increase training for patrons using library equipment (including computers) at the point of use.

These two priorities were unusually high for this group of respondents:

1. Increase programs for children.
2. Improve publicity regarding library resources, services, and programs.

Demographic Information

Below is demographic and usage information for those who indicated they were uncertain how they would vote on the ballot issue.

Average age	34.5 years
Average distance from library	3.4 miles
Average Tenure in Community	12.4 years
Children	
Children under 5	.3
Children 5-12	1.2
Children 13-18	2.4
% Non-users	34%

Responses to Vote-Related Questions

These are the responses to questions in the voter-disposition module of your profile.

How do you think persons closest to you in the community would vote on this ballot issue:

No	Probably no	Probably yes	Yes	Don't know
27%	39%	28%	1%	5%

In your opinion, how important is the library to our community?

Not important	Somewhat important	Moderately important	Very important
8%	28%	34%	30%

I can think of changes the library could make that would make it more valuable to me.

Strongly disagree	Disagree	Tend to disagree	Tend to agree	Agree	Strongly agree
32%	38%	16%	4%	9%	1%

How aware are you of the services that the library offers to the community?

Unaware	Somewhat aware	Moderately aware	Very aware
25%	15%	55%	5%

Voter Disposition Module Opposition Profile

Priorities for Increased Utilization

Persons who said they would vote “no” or “probably no” for the ballot initiative indicated these were their top five priorities for increasing their utilization:

1. Increase the audio-visual collection.
2. Improve publicity regarding library resources, services, and programs.
3. Increase the print material collection.
4. Provide more programs for adults.
5. Increase training for patrons using library equipment (including computers) at the point of use.

These two priorities were unusually high for this group of respondents:

1. Increase the audio-visual collection.
2. Improve and expand staff services for patrons.

Demographic Information

Below is demographic and usage information for those who indicated they would vote “no” or “probably no” on the ballot issue.

Average age	59.2 years
Average distance from library	2.3 miles
Average Tenure in Community	21.0 years
Children	
Children under 5	.1
Children 5-12	.2
Children 13-18	.9
% Non-users	54%

Responses to Vote-Related Questions

These are the responses to questions in the voter-disposition module of your profile.

How do you think persons closest to you in the community would vote on this ballot issue:

No	Probably no	Probably yes	Yes	Don't know
32%	36%	17%	5%	10%

In your opinion, how important is the library to our community?

Not important	Somewhat important	Moderately important	Very important
9%	33%	45%	13%

I can think of changes the library could make that would make it more valuable to me.

Strongly disagree	Disagree	Tend to disagree	Tend to agree	Agree	Strongly agree
30%	46%	12%	8%	4%	0%

How aware are you of the services that the library offers to the community?

Unaware	Somewhat aware	Moderately aware	Very aware
15%	25%	57%	3%