



The Cleveland Heights- University Heights Public Library: Public and Patron Perceptions

Report of a randomized landline phone survey and online and paper survey of residents of the Cleveland Heights-University Heights District and Heights Library patrons.

Baldwin Wallace University Community Research Institute
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Introduction

The Cleveland Heights-University Heights Public Library (CH-UHPL) asked the Baldwin Wallace University Community Research Institute to conduct a phone survey of residents of the CH-UHPL service district. The CH-UHPL board and staff leadership were interested in learning about the usage of the CH-UHPL services at each of the branch locations and by remote access. There was also interest in surveying patrons via the CH-UHPL website and distribution of hard copies of the survey at the branches.

The survey is the second phase of a community study conducted by CH-UHPL. The first phase was a detailed study of the demographics of the service district and the patterns of usage of services by patrons conducted by the Northern Ohio Data & Information Service of Cleveland State University.

The following highlights are drawn from the landline phone survey. Data from the online and paper surveys, as well as from non-residents who took the online or paper survey are presented in the body of the report to compare with the phone survey. The phone survey is the only randomized sampling of residents, and therefore is more accurate as a representation of the Cleveland Heights-University Heights community. The online and paper surveys offer data from a non-randomized group of patrons who visited the library website or completed the survey via the library website.

Highlights of the phone survey findings:

- 88% of phone survey respondents have a CH-UHPL library card. 58% of respondents have visited a CH-UHPL branch at least monthly; the frequency of visits to branches is 68% for Lee Road, 6% for Coventry Road, 17% for Noble Road, and 17% for University Heights;
- 46% of respondents have visited the Cuyahoga County Public Library; 43% have visited the Shaker Heights Library; 31% have visited the Cleveland Public Library, and 7% have visited the East Cleveland Public Library;
- The most common uses of CH-UHPL library services are browsing the collection (40%), and checking out items (50%); 21% of respondents either ‘always’ or ‘usually’ put items on hold;
- Remote access to library services indicates that respondents have at least once done the following: calling for information (40%); used the online database (29%); used the online catalogs (31%);

- 29% of respondents own an E-Reader; of these, 19% have borrowed E-books from CH-UHPL;
- The three most common sources of information for respondents are searching the Web (21%); print sources (20%); and talking to people (17%). The three most common sources of entertainment are similar, led by television (18%); print (16%), and talking to people (16%);
- The highest ranked facility components (percentage saying this is ‘excellent’ or ‘good’) are the library staff availability and helpfulness. Staff availability was ranked for the branches as follows: Lee Road (93%); Coventry Road (100%); Noble Road (100%); and University Heights (94%). Staff helpfulness was ranked at 98% for Lee Road, 100% for Coventry Road, 99% for Noble Road, and 95% for University Heights. Library staff should be lauded for these excellent results in respondent perception of availability and helpfulness;
- Branch conditions were also rated highly: cleanliness ratings ranged from 91% - 94%; décor rated from 73% - 92%; safety from 88% - 96%;
- The major concern of phone survey respondents is noise and behavior of patrons at the branches. Lee Road received a rating of ‘excellent’ or ‘good’ of 74% for noise and 78% for behavior; Coventry was rated at 73% for noise and 82% for behavior; Noble Road rated 78% for noise and 81% for behavior; University Heights rated 78% for noise and 71% for behavior. While these are positive ratings by approximately three quarters of respondents, they are the lowest overall of the ratings for any category;
- 94% of respondents are registered voters; 83% indicate they voted in favor of a past library levy; 94% indicate they will vote in favor of a future CH-UHPL levy. This level of support for levies is extremely high, and should be taken as a positive sign of support and affirmation of the quality of the services provided by CH-UHPL;
- The phone survey sample over-represents certain demographics, in particular women and older residents. The gender distribution of the survey is 71% women and 29% men, compared with the U.S. Census distribution for the community of 53% women and 47% men. 18-39 year old respondents constituted 12% of the survey sample, compared with census data showing 30% of residents in this age group. The middle age cohort represents the community, with 25% of the survey sample were 40-59, compared with Census data of 25% for this cohort. Respondents age 60 or older were 53% of the sample, compared with Census data showing 18% of the community in this age range;

- Higher levels of education and household income are also over-represented in the survey sample. Respondents with a Bachelor's degree or higher are 72% of the sample, compared to 39% according to the 2010 Census. Respondents with annual household incomes of at least \$80,000 were 32% of the sample, compared with Census data showing 25% of the community. Those with annual household incomes of \$40,000 - \$80,000 were 36% of the sample, compared to 31% of the Census. Annual household incomes below \$40,000 were 31% of the sample, compared with 43% for the Census. It should be noted that the survey data is self-identified by respondents, and that the response rate for these categories is considerably lower than the total sample size. Of the 538 respondents who completed the phone survey, 67% provided information about educational attainment, and 72% provided data concerning annual household income;
- The ethnic/racial demographics of the survey were fairly close to Census data. 29% of the sample identified as African-American, compared with 36% in the 2010 Census. 64% of the sample identified as Caucasian, compared with 57% from the 2010 Census, while 8% identified as Asian-American, Hispanic, or other/more than one ethnicity, compared with 10% for the 2010 Census.

Survey Methodology

The Baldwin Wallace University Community Research Institute (CRI) agreed to conduct a combined survey of residents of the Cleveland Heights-University Heights communities for the Cleveland Heights-University Heights Public Library (CH-UHPL). The surveys were conducted as a randomized landline and cell phone survey of residents, plus a survey posted on the CH-UHPL website and hard copies available at each of the library branches. A randomized list of landline and cell phone numbers was purchased from the CRI database vendor, GoLeads, Inc. The specific geographic region for the phone numbers were the area codes of 44118, 44121, 44112, and 44106. Cell numbers were screened with four separate factors to isolate numbers with billing addresses in these zip codes. Survey questions were drafted by the staff and board of CH-UHPL, and reviewed and revised by CRI and CH-UHPL staff in February 2013.

Landline survey calling occurred during the period of February 25th – March 20th, on Monday – Thursday evenings, 6:00 – 9:00 p.m. The survey was also made available on the CH-UHPL website and in paper format at the four library branches during the period of March 6 – 22nd. Cell phone calling responses were very low; the CRI switch to sending two text messages with an embedded survey link. This yielded 44 completed surveys by cell phone users.

The randomized landline phone survey concluded with 538 completed surveys. The combined website and paper surveys yielded an additional 220 completed responses, with a mix of CH-UH residents and non-residents.

The report presents the results of the survey in three groups of data: responses to the resident randomized phone survey (both landline and cell phones); the online and paper surveys; and the results from non-residents of the CH-UH community (collected from the online, paper, and cell phone surveys). The sampling margin of error for the randomized landline line survey is 4% at the 95% confidence level (note: a margin of error is not calculated for the non-resident and online/paper survey results, because these were not generated as non-randomized samples).

Survey Results

I. Library Visitation Patterns

The surveys demonstrate frequent usage of CH-UHPL by patrons, regardless of residency. Table 1 shows that respondents to the online/paper survey had the highest visiting frequency of 66% weekly visits, compared to 30% for the phone survey respondents and 33% for non-residents. Monthly visitation ranged from 17% for non-residents to 28% for phone survey respondents. A low percentage reported never or only once visiting a CH-UHPL branch: 11% of phone survey respondents, 2% for online/paper survey respondents, and 19% for non-residents. The phone survey respondent sample found that zip code is a statistically significant factor explaining differences in visitation, as indicated in Table 2. Respondents from the 44106 and 44118 zip codes had the most frequent weekly visits (33% and 32%), compared with 26% of 44121 zip code respondents and 11% of respondents living in the 44112 zip code.

Table 1: Frequency of CH-UHPL Visits

Frequency	Resident Phone Survey (550)	Resident Online/paper survey (255)	Non-residents (76)
Weekly	30%	63%	33%
Monthly	28%	22%	17%
A few times/year	25%	13%	32%
Once	6%	2%	11%
Never	11%	N/A	8%

Table 2: Frequency of Visits by Zip Code

Zip code	Weekly	Monthly	A few times/year	Once	Never
44106	33%	36%	22%	0%	8%
44112	11%	16%	58%	11%	5%
44118	32%	28%	23%	7%	10%
44121	26%	28%	28%	3%	15%

p=0.0240. Statistically significant at the 95% confidence level.

Table 3: Frequency of Visits by Income

Frequency	More than \$100,000	Between \$80,000 and \$100,000	Between \$60,000 and \$80,000	Between \$40,000 and \$60,000	Between \$20,000 and \$40,000	less than \$20,000
Weekly	23%	28%	39%	29%	32%	21%
Monthly	43%	44%	21%	33%	29%	11%
A few times/year	17%	15%	29%	24%	24%	37%
Once/year	7%	0%	4%	8%	5%	8%
Never	10%	13%	7%	6%	11%	24%

p=0.0098. Statistically significant at the 95% confidence level.

The Lee Road branch had the majority of visits across the three groups, ranging from 68% of phone survey respondents to 91% of non-residents (Table 4). The Noble Road and University Heights branches each reported 17% of phone survey respondents having visited, compared with 6% of online/paper survey and non-residents (Noble Road) and 5% of online/paper survey respondents (University Heights). The Coventry branch had the lowest overall visitation: 6% of phone survey respondents, and 7% of non-residents and online/paper survey respondents.

Table 4: CH-UHPL Branches Visited

Branch	Resident Phone Survey	Resident Online/paper survey	Non-residents
Lee Road	68%	89%	91%
Coventry	6%	7%	7%
Noble	17%	6%	6%
University Heights	17%	5%	0%

Totals do not equal 100% due to inclusion of multiple branch responses

CH-UHPL Cardholder data

As a randomized sample, the phone survey results offer the opportunity to conduct cross-tabulations of results against demographic factors to determine if there are any statistically significant effects on user behavior based on factors such as gender or educational attainment (see Section VII for demographic data). The likelihood that someone has an active CH-UHPL borrowing card is affected by gender and educational attainment. For gender, 85% of males surveyed have library cards, compared with 90% of females. At p=0.0357, this is a statistically significant difference according to a chi-square test. The other factor affecting cardholder

likelihood is educational attainment. As might be expected, the percentage of cardholders increases with level of educational attainment, as indicated in Table 5:

Table 5: Cardholder by Educational Attainment (phone survey)

Has a CH-UHPL library card	Less than a high school diploma	High School diploma	Some college	Bachelor's degree	Graduate or professional degree
Yes	60%	80%	88%	89%	93%

p=0.0357. Statistically significant at the 95% confidence level.

Regional library usage by respondents is significant (Table 6). The Cuyahoga County Public Library was visited by 46% of phone survey respondents, 56% of online/paper survey respondents, and 67% of non-residents. The Shaker Heights Public Library follows with 43% of phone survey respondents, 15% of online/paper survey respondents, and 9% of non-residents. The Cleveland Public Library did well among phone survey respondents with 31% reporting visits, while 7% visited the East Cleveland Public Library.

Table 6: Other Regional Libraries Visited

Library	Resident Phone Survey	Resident Online/paper survey	Non-residents
Cuyahoga County	46%	56%	67%
Cleveland	31%	15%	7%
Shaker Heights	43%	15%	9%
East Cleveland	7%	2%	1%
Other	72%	12%	16%

Totals do not equal 100% due to inclusion of multiple responses

II. Types of Library Usage

I think the CH library does a terrific job. They're trying to meet a lot of different kinds of peoples' needs and they're doing a great job at it.

Need more computers connected to printers, better printers, more software available; need more databases; there can always be improvements.

Patterns of library usage are detailed in Tables 7-10. The number of respondents for each type of survey for this section was as follows: 555 for the phone survey; 251 for the online/paper survey; and 83 non-residents. As might be expected, heaviest usage of most services was reported by respondents to the online/paper survey, as these had the heaviest concentration of regular library patrons compared with the phone survey and data about non-residents. According to Table 7, 52% of online/paper survey respondents checked out items 'mostly weekly,' while 42% reported this frequency for browsing library collections. There is strong usage of library collections by phone survey respondents: 40% reported browsing collections weekly or every 2-3 weeks, and 50% had checked out items with similar frequency. Non-residents had a similar pattern, with 49% reporting these levels of browsing, and 44% reporting checking out items with this frequency. Branch computer usage was less frequent: 13% of phone survey respondents reported using library computers mostly weekly or every 2-3 weeks, compared to 28% of online/paper survey respondents and 21% of non-resident respondents.

Table 7: Library Usage – Browsing, Item Check Outs, Computer Use

Type of Usage	Mostly Weekly	Every 2-3 Weeks	3-4 times/last month	Never
<i>Browse Collection</i>				
Phone Survey Respondents	21%	19%	34%	26%
Online/Paper Respondents	42%	23%	26%	9%
Non-resident Respondents	29%	20%	30%	21%
<i>Check Out Items</i>				
Phone Survey Respondents	23%	27%	30%	20%
Online/Paper Respondents	52%	27%	15%	6%
Non-resident Respondents	28%	16%	23%	32%
<i>Use Computers</i>				
Phone Survey Respondents	7%	6%	18%	69%
Online/Paper Respondents	19%	9%	19%	52%
Non-resident Respondents	16%	5%	17%	62%

Percentages may not equal 100 due to rounding.

According to Table 8, use of Wi-Fi, study rooms, reading and doing homework in branch locations is much less frequent. Wi-Fi service was used by 37% of non-residents, 34% of online/paper survey respondents, and 16% of phone survey respondents. Between 12% (phone survey) and 22% (online/paper survey) of respondents have used study rooms, which largely reflects the concentration of older respondents in the surveys (presumably, study rooms are primarily used by students). A similar pattern is found for use of the library for homework, with 28% of online/paper survey respondents, 27% of non-residents, and 11% of phone survey respondents having used the library for this purpose. Quiet reading was more common among respondents, ranging from 28% of phone survey respondents to 49% of non-residents.

Table 8: Library Usage – Wi-Fi, Study Rooms, Reading, Homework

Type of Usage	Mostly Weekly	Every 2-3 Weeks	3-4 times/last month	Never
<i>Use Wi-Fi</i>				
Phone Survey Respondents	4%	3%	9%	84%
Online/Paper Respondents	11%	8%	15%	66%
Non-resident Respondents	9%	5%	23%	63%
<i>Use Study Rooms</i>				
Phone Survey Respondents	2%	2%	8%	88%
Online/Paper Respondents	5%	4%	12%	78%
Non-resident Respondents	4%	4%	12%	79%
<i>Read Quietly</i>				
Phone Survey Respondents	4%	8%	16%	72%
Online/Paper Respondents	12%	11%	22%	54%
Non-resident Respondents	19%	9%	21%	51%
<i>Homework/Study</i>				
Phone Survey Respondents	2%	3%	6%	89%
Online/Paper Respondents	6%	7%	15%	72%
Non-resident Respondents	5%	9%	13%	73%

Percentages may not equal 100 due to rounding.

Table 9 provides data concerning frequency of visits to CH-UHPL branches for programs and community meetings. The visitation frequency for this kind of activity was good, with 27% of phone survey respondents, 51% of online/paper respondents, and 42% of non-residents reporting visits to a branch for a program. Community meeting attendance was very similar across the surveys, with 22% of both phone and online/paper survey respondents and 20% of non-residents reporting such a visit.

Table 9: Library Usage – Attend Programs, Community Meetings

Type of Usage	Mostly Weekly	Every 2-3 Weeks	3-4 times/last month	Never
<i>Attend a Library Program</i>				
Phone Survey Respondents	2%	5%	20%	72%
Online/Paper Respondents	12%	5%	34%	50%
Non-resident Respondents	8%	8%	26%	58%
<i>Attend a Community Meeting</i>				
Phone Survey Respondents	1%	1%	20%	78%
Online/Paper Respondents	1%	2%	19%	79%
Non-resident Respondents	3%	3%	14%	80%

Regular users of CH-UHPL report the highest frequency of putting times on hold, with 38% reporting doing this ‘always’ or ‘usually,’ compared to 21% of phone survey respondents and 20% of non-residents (Table 10). The difference is to be expected, given parallel differences in frequency of library visits reported earlier. The online/paper survey respondents are regular library users who may be more selective in their searches for items, and therefore are more likely to place high demand items on hold than phone survey and non-resident respondents.

Table 10: Frequency of Putting Items on Hold

How often have you put an item on hold because you cannot find it?	Always	Usually	Sometimes	Rarely
Phone Survey Respondents	8%	13%	26%	53%
Online/Paper Respondents	14%	22%	38%	26%
Non-resident Respondents	5%	15%	33%	47%

III. Remote Access of CH-UHPL Resources

*Use online resources such as Ohiolink more frequently;
Wish there were more audiobooks;*

The next section details responses concerning remote access of CH-UHPL resources. A small percentage of respondents called three times or more to get information from one of the library branches (Table 11): 17% of non-residents, 13% of online/paper respondents, and 11% of phone survey respondents. Similar patterns are found for use of the CH-UHPL online database: 19% of non-residents, 17% of online/paper survey respondents, and 9% of phone survey respondents used this resource three times or more over the past six months. Use of the online catalog was higher, with 36% of online/paper survey respondents, 21% of non-residents, and 14% of phone survey respondents reporting usage ‘three times or more.’

Table 11: Frequency of Calls and Use of Online Database and Catalog

Type of Resource	Three times or more	Once or Twice	Never
<i>Calling to Get Information</i>			
Phone Survey Respondents	11%	29%	60%
Online/Paper Respondents	13%	35%	52%
Non-resident Respondents	17%	31%	52%
<i>Use of Online Database</i>			
Phone Survey Respondents	9%	20%	71%
Online/Paper Respondents	17%	22%	61%
Non-resident Respondents	19%	25%	56%
<i>Use of Online Catalog</i>			
Phone Survey Respondents	14%	17%	69%
Online/Paper Respondents	36%	21%	43%
Non-resident Respondents	21%	22%	57%

CH-UHPL blogs, downloads, and the ‘Know-It-All’ resource had low usage across all surveys (Table 12). Between 6% and 19% of respondents had used the blogs at least once or twice; between 2% and 12% have used the ‘Know-It-All’ resource. There was higher usage of downloads: 29% of online/paper survey respondents, 22% of non-residents, and 11% of phone survey respondents used downloads at least once or twice.

Table 12: Frequency of Use of CH-UHPL Blogs, Downloads, ‘Know-It-All’

Type of Resource	Three times or more	Once or Twice	Never
<i>Use of CH-UHPL Blogs</i>			
Phone Survey Respondents	2%	4%	94%
Online/Paper Respondents	2%	8%	90%
Non-resident Respondents	7%	12%	81%
<i>Use of CH-UHPL Downloads</i>			
Phone Survey Respondents	5%	6%	89%
Online/Paper Respondents	12%	17%	72%
Non-resident Respondents	8%	14%	77%
<i>Use of CH-UHPL Know-It-Now</i>			
Phone Survey Respondents	0%	2%	98%
Online/Paper Respondents	1%	9%	90%
Non-resident Respondents	0%	12%	88%

E-Reader usage accounts for about a quarter of respondents (Table 13). Of those who indicated that they own an E-Reader, 45% of non-residents, 39% of online/paper survey respondents, and 19% of phone survey respondents report that they have borrowed E-Books from CH-UHPL. This appears to be a resource worth developing, particularly in comparison to the low usage of the blog and ‘Know-It-All’ services. Tables 14-16 show the distribution of E-reader usage by phone survey respondent zip code, age, and annual household income, each of which has a statistically significant effect on the likelihood of a respondent to own an E-reader.

Table 13: Use of E-Reader

E Reader Usage	Phone Survey Respondents (543)	Online/Paper Respondents (229)	Non-resident Respondents (66)
Owns an E-Reader	29%	24%	27%
Borrows E-Books from CH-UHPL	19%	39%	45%

Table 14: E-Reader Usage by Zip Code

Use an E-Reader	44106	44112	44118	44121
Yes	33%	56%	26%	31%

p=0.0415. Statistically significant at the 95% confidence level.

Table 15: E-Reader Usage by Age

Use an E-Reader	18-29	30-39	40-49	50-59	60-69	70+
Yes	52%	29%	35%	35%	25%	21%

p=0.0147. Statistically significant at the 95% confidence level.

Table 16: E-Reader Usage by Annual Household Income

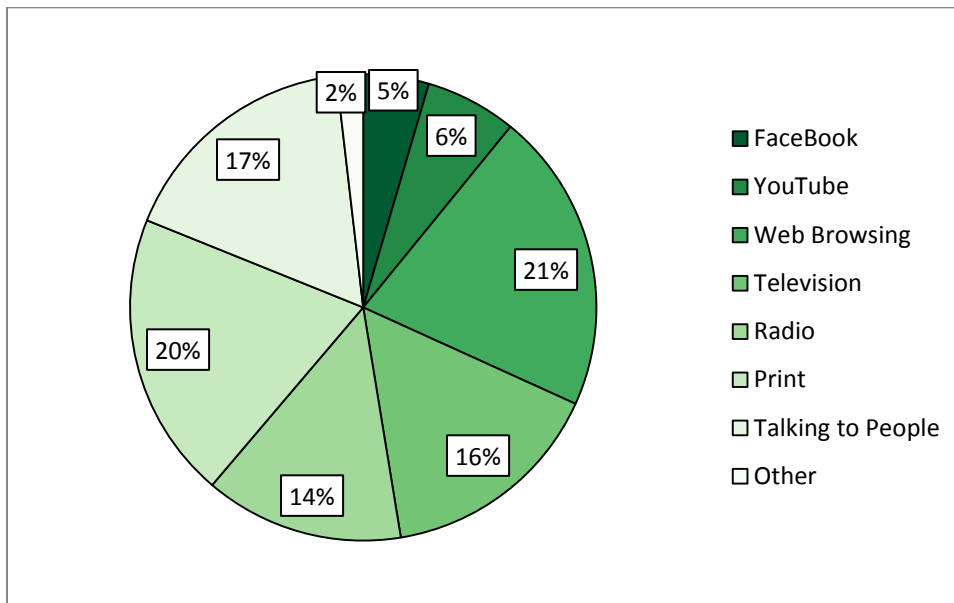
Use an E-Reader	\$20,000 or less	\$20,000 - \$40,000	\$40,000 - \$60,000	\$60,000 - \$80,000	\$80,000 - \$100,000	\$100,000 or more
Yes	11%	26%	22%	29%	49%	45%

p=0.0003. Statistically significant at the 95% confidence level.

IV. Respondent Sources of Information and Entertainment

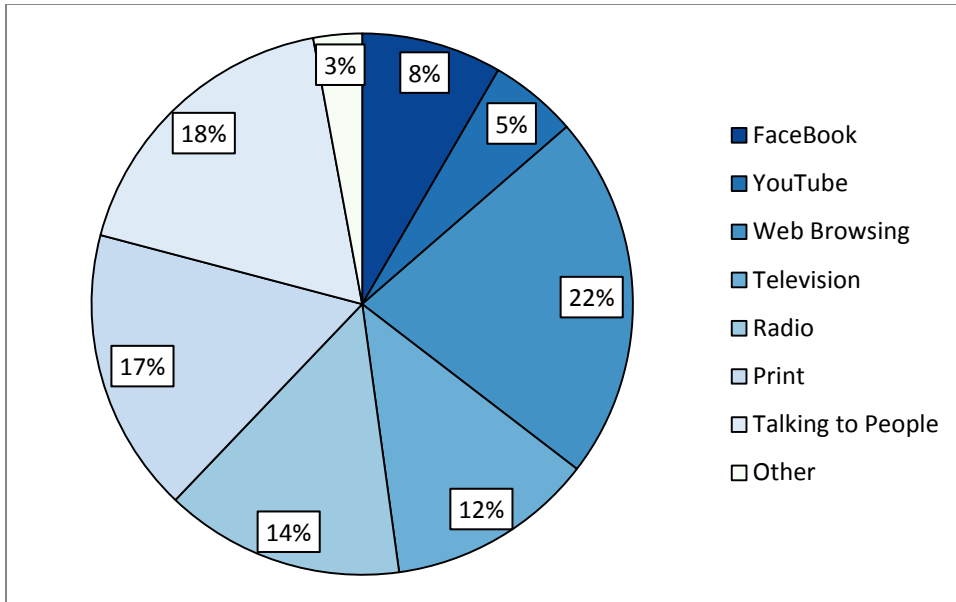
Figures 1 – 6 show the sources that respondents use for information and entertainment. In Figures 1 -3, there are parallel patterns of frequency of usage of sources for information among the online/paper and non-resident survey respondents. Web browsing was most common at 22% for both groups (and also the highest usage among phone survey respondents at 21%). Each of the succeeding choices was very similar: talking to people (18% online/paper; 17% non-residents); print (17% online/paper; 16% non-residents); radio (14% online/paper; 15% non-residents); and TV (12% online/paper; 14% non-residents). The same items were chosen by phone survey respondents, but in slightly different ordering of frequency. Print was the second highest frequency at 20%, followed by ‘talking to people’ at 17%; TV at 16%; and radio at 14%.

Figure 1: Information Sources of Phone Survey Respondents



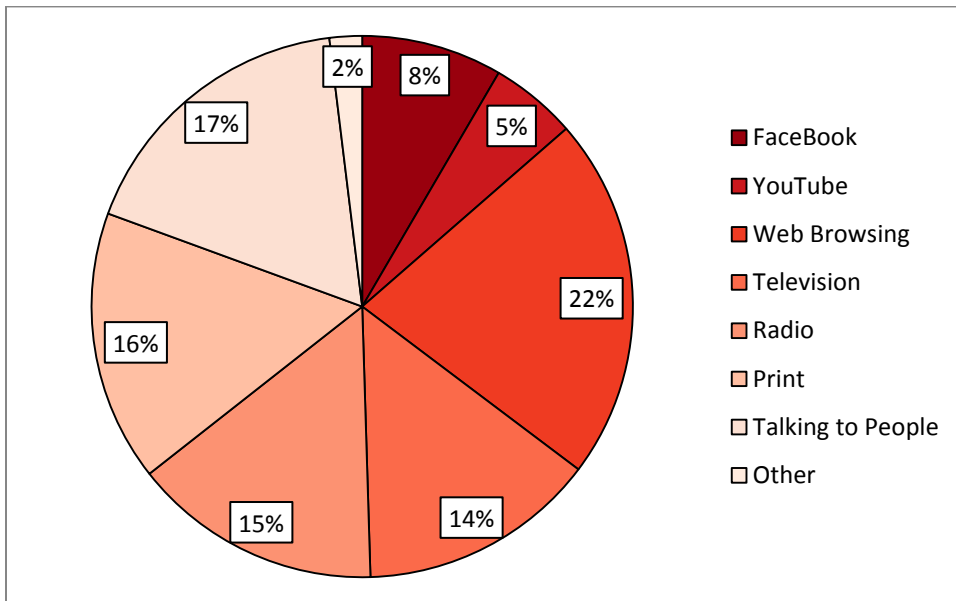
Totals greater than 100% due to multiple respondent answers.

Figure 2: Information Sources of Online/Paper Survey Respondents



Totals greater than 100% due to multiple respondent answers.

Figure 3: Information Sources of Non-Resident Survey Respondents



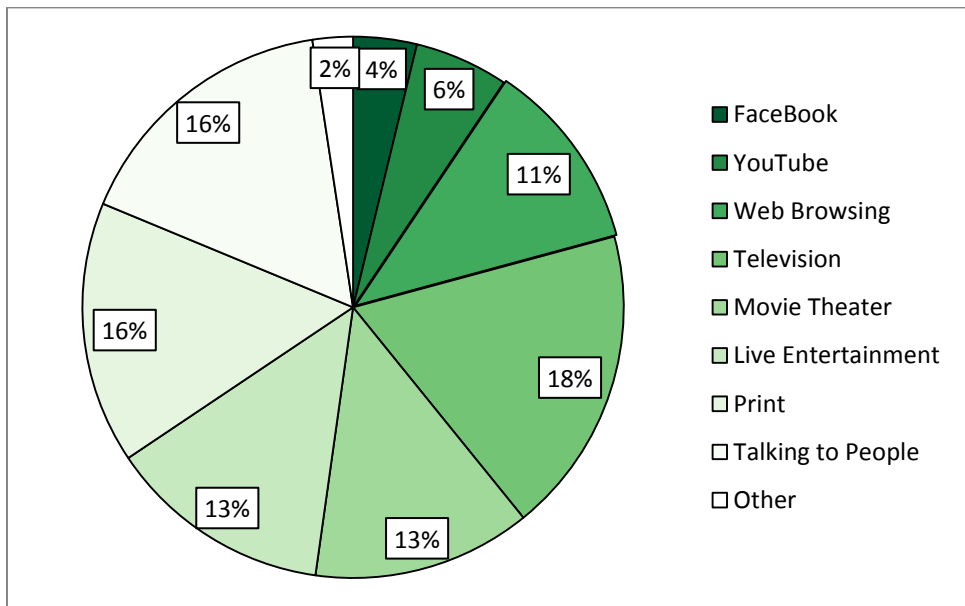
Totals greater than 100% due to multiple respondent answers.

Entertainment sources for respondents in the three groups were also very similar. TV and ‘talking to people’ were the top two choices across the groups, with TV at 18% of phone survey respondents, 17% of non-residents, and 15% of online/paper respondents. ‘Talking to people’ was chosen by 16% of phone survey respondents, 15% of online/paper survey respondents, and 14% of non-residents.

The remaining sources of entertainment were very close in frequency across the three categories. Four choices (movie theaters, live entertainment, print, and the Web) ranged from 11% - 16% in frequency. Print was chosen by 16% of phone survey respondents, 14% of online/paper survey respondents, and 13% of non-residents. Movie theaters were chosen by 14% of online/paper survey respondents and by 13% of phone survey and non-resident respondents. Live entertainment was chosen by 14% of online/paper survey respondents and 13% of phone survey and non-resident respondents. The Web was chosen by 13% of online/paper survey and non-resident respondents and 11% of phone survey respondents.

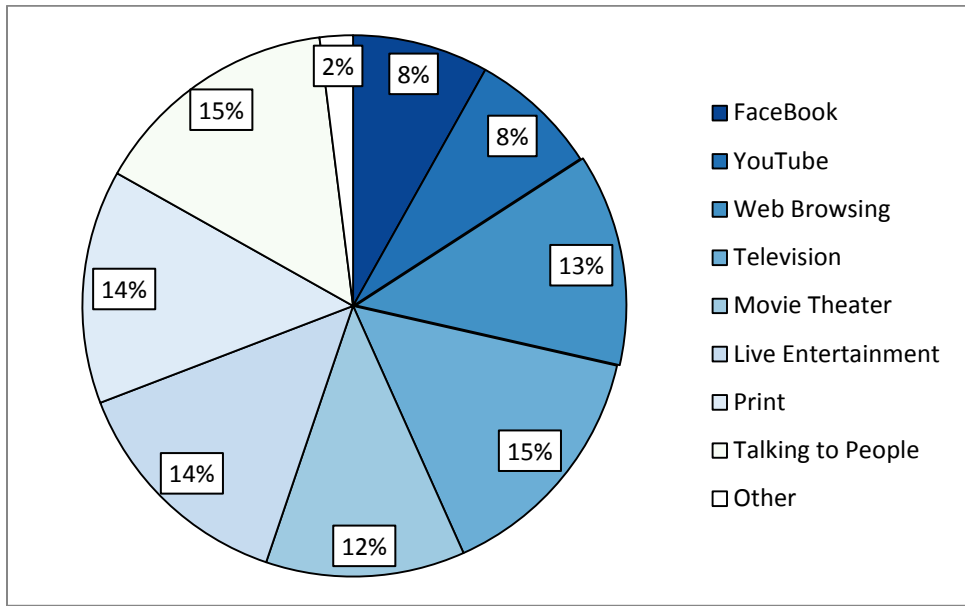
The lowest frequency across the groups was Facebook and YouTube. Both were chosen by 8% of online/paper respondents and by 7% of non-residents. 6% of phone survey respondents chose Facebook, while 4% chose YouTube.

Figure 4: Entertainment Sources of Phone Survey Respondents



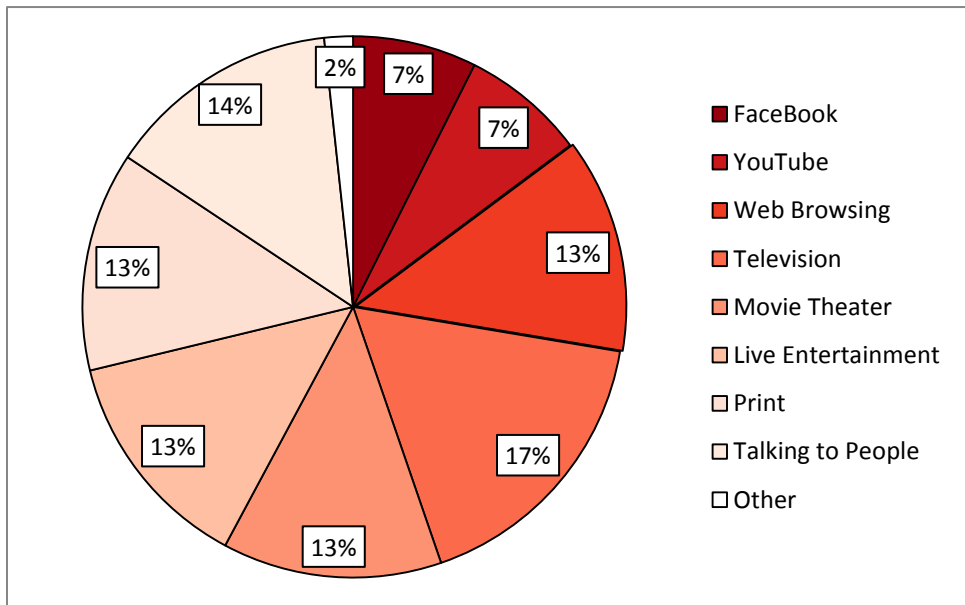
Totals greater than 100% due to multiple respondent answers.

Figure 5: Entertainment Sources of Online/Paper Survey Respondents



Totals greater than 100% due to multiple respondent answers.

Figure 6: Entertainment Sources of Non-Resident Survey Respondents



Totals greater than 100% due to multiple respondent answers.

V. Respondent Perceptions of CH-UHPL Library Branch Conditions

Lee Road renovation is beautiful;

Like the cozy feel of Coventry Road branch;

Parking is often a problem; lot too small;

Figures 7 – 42 detail respondent perceptions of the conditions and services at each of the four CH-UHPL branch locations. Three sets of data are provided about each branch: accessibility (hours, location, parking, accessibility, and safety); cleanliness and environment (cleanliness, décor, furniture, noise, behavior); and ease of navigation and staff assistance (ease of finding things, availability of technology, staff availability, staff helpfulness). Green bar charts are the responses of phone survey respondents; blue bar charts provide data for respondents to the online and paper surveys.¹ The Lee Road branch is first, followed by the Coventry, Noble Road, and University Heights branches.

The branch rating response totals varied, and need to be taken into consideration in reviewing the findings. Table 17 shows the total number of respondents for the phone and online/paper surveys who rated each of the branch locations.

Table 17: Branch Evaluation Respondent Tallies

Type of survey	Lee Road branch	Coventry branch	Noble Road branch	University Heights branch
Phone survey	290	24	68	69
Online/paper survey	114	50	11	14

The data analysis is presented comparing the results for the four library branches for each of the three sets of categories: accessibility, cleanliness and environment; ease of navigation and staff assistance. While all results are found in the bar charts, the analysis will compare the combined ‘Excellent’ and ‘Good’ ratings for each category.

Accessibility of CH-UHPL Branches

Respondents were asked their perceptions of the level of quality of each of five factors related to library accessibility: hours of operation, location, parking, access to library branch, and safety.

The rankings of ‘excellent’ or ‘good’ for hours of operation were as follows (first percentage is for phone survey, second is for online/paper survey): Lee Road got 96% and 98%; Coventry

¹ The non-resident survey respondent evaluations of each of the branches were very low in number: 26 evaluated the Lee Road branch, 11 for the Coventry Road branch, 3 for the Noble Road branch, and 2 for the University Heights branch. The responses paralleled responses by the phone survey and online/paper survey respondents. Due to the low response rate of non-residents, these results are not being reported.

Road branch received 78% and 65%; Noble Road branch received 87% and 66%; and University Heights branch received 72% and 81%.

Location had very positive ratings for all four branches. The Lee Road branch got 97% and 98%. The Coventry Road branch received 96% and 100%. The Noble Road branch received 97% and 100%. The University Heights branch received 93% and 94%. Residents and patrons are clearly very happy with the locations of the four CH-UHPL branches.

Parking had mixed responses, generally lower than ratings for location and hours of operation. The Lee Road branch got 77% and 85%. The Coventry Road branch received 66% and 67%. The Noble Road branch received 80% and 75%. The University Heights branch received 72% from both surveys. Heavy usage of the branches combined with smaller parking lots and heavy usage of street parking are likely reasons for these findings.

Accessibility of the branches (a measure of ease of getting to and from a branch, and its accessibility for disabled patrons) received good ratings from respondents. The Lee Road branch got 95% from both surveys. The Coventry Road branch received 90% and 87%. The Noble Road branch received 80% and 75%. The University Heights branch received 72% from both surveys.

Safety ratings for the branches were also good. The Lee Road branch got 95% and 92%. The Coventry Road branch received 96% and 98%. The Noble Road branch received 96% and 80%. The University Heights branch received 88% and 80%.

Figure 7: Accessibility of Lee Road Branch (Phone Survey Respondents)

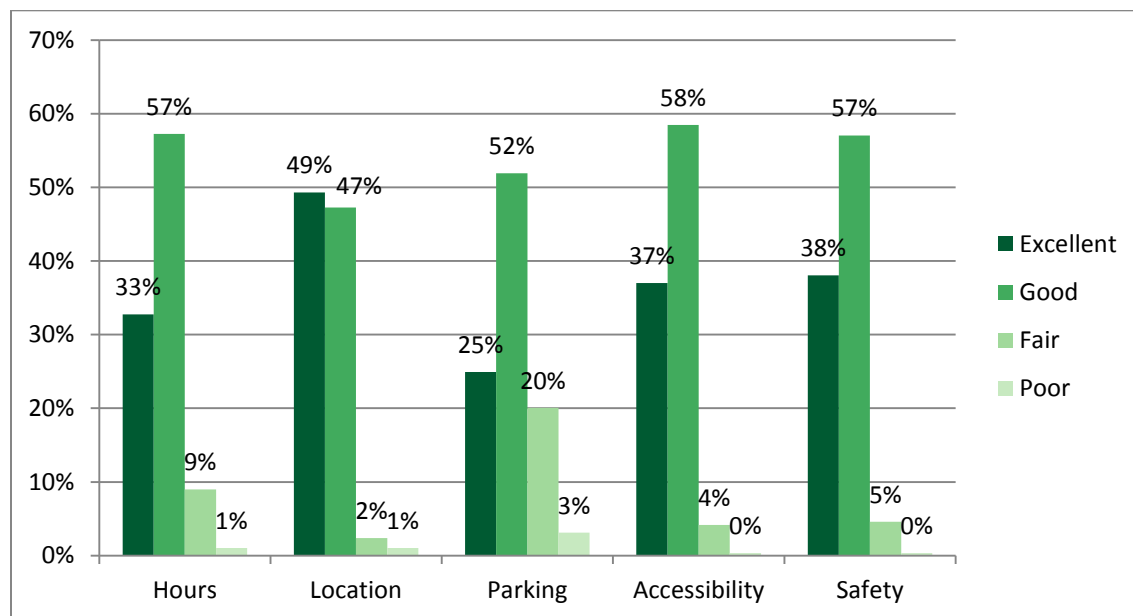


Figure 8: Accessibility of Lee Road Branch (Online/Paper Survey Respondents)

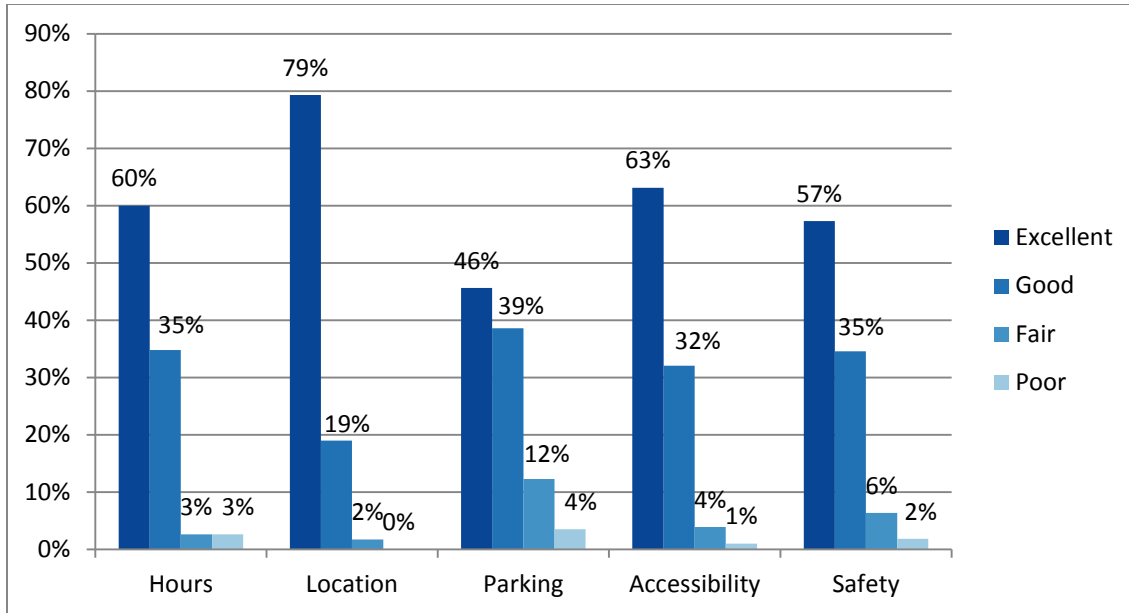


Figure 9: Accessibility of Coventry Road Branch (Phone Survey Respondents)

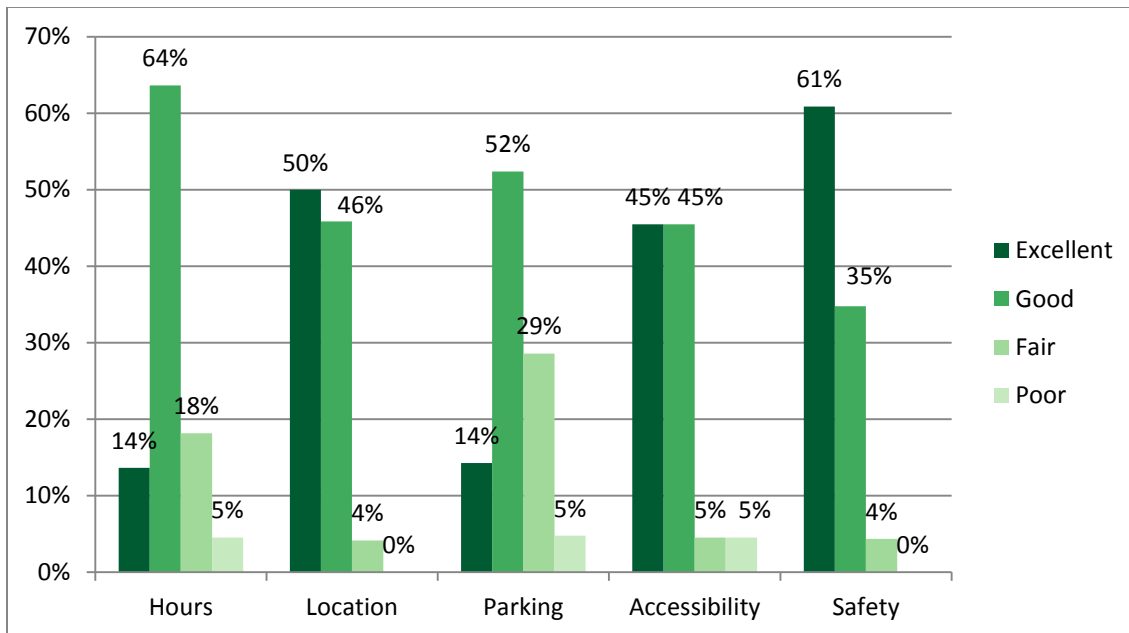


Figure 10: Accessibility of Coventry Road Branch (Online/Paper Survey Respondents)

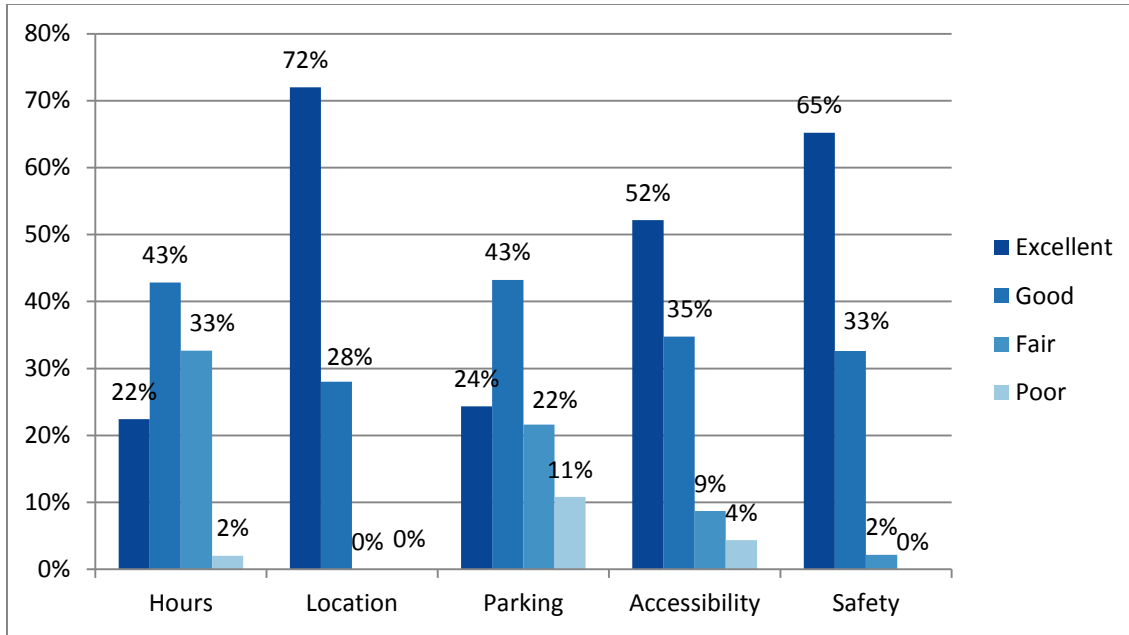


Figure 11: Accessibility of Noble Road Branch (Phone Survey Respondents)

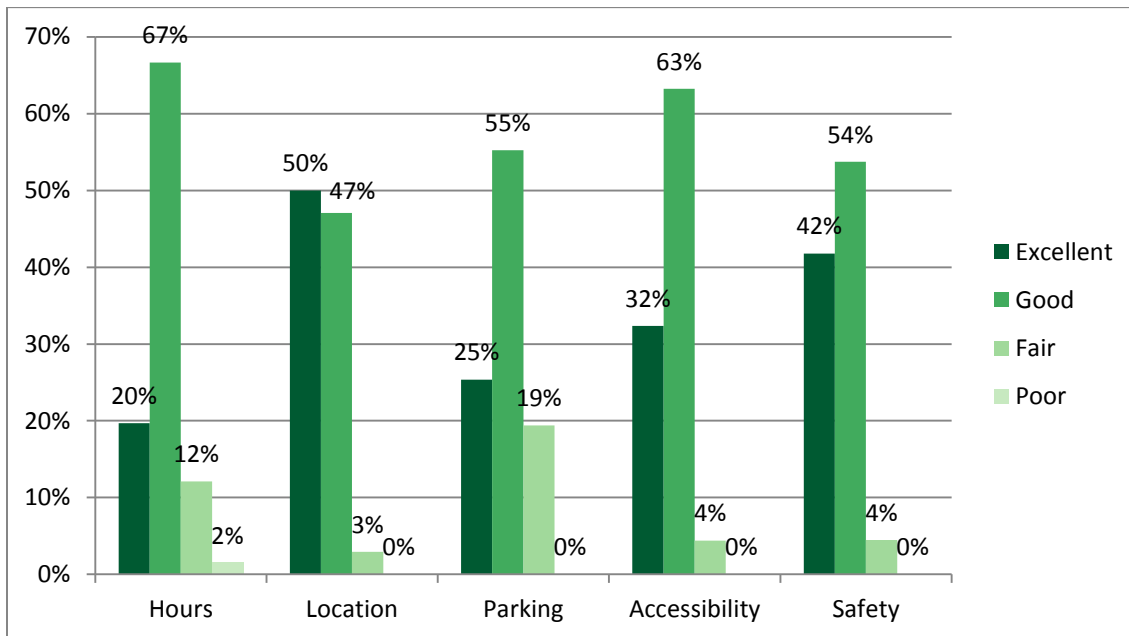


Figure 12: Accessibility of Noble Road Branch (Online/Paper Survey Respondents)

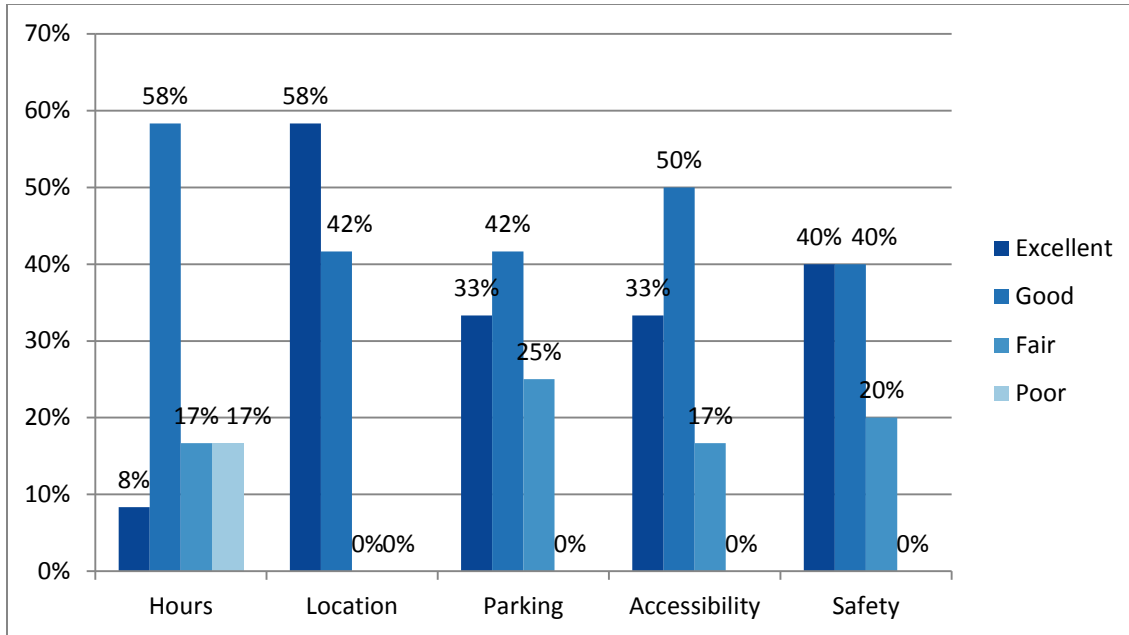


Figure 13: Accessibility of University Heights Branch (Phone Survey Respondents)

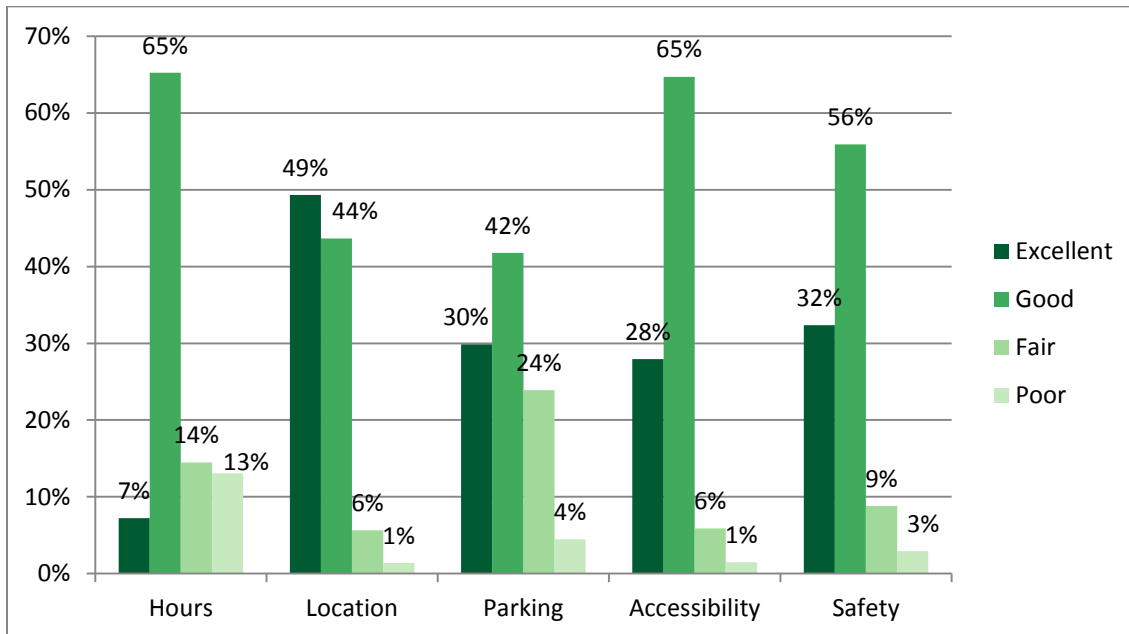
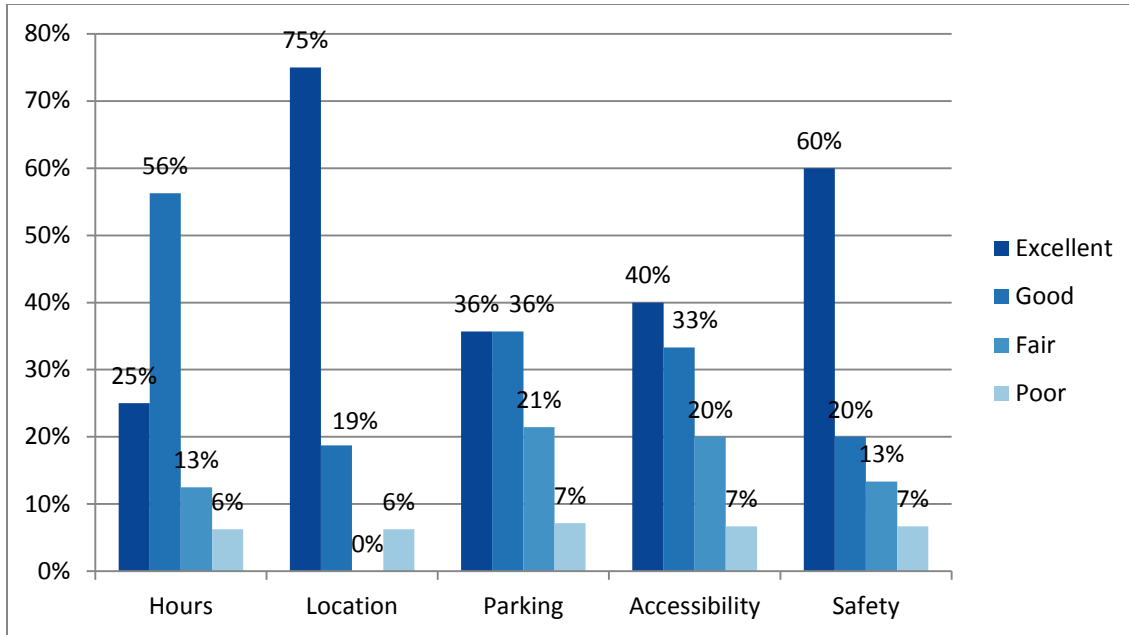


Figure 14: Accessibility of University Heights Branch (Online/Paper Survey Respondents)



Cleanliness and Environment of CH-UHPL Branches

*I think that's where a lot of kids go and it keeps them out of trouble.
I have never seen anyone get kicked out there.
The teens have their own room they aren't just running around the library
so I think it is a great place for them to go.*

*The library main areas tend to be loud because of the patrons.
Misses the days of "shushing" librarians. They've become a social spot instead of a study spot.*

This set of questions asked respondents their perceptions about the following factors of cleanliness and environment of each branch: cleanliness, décor, furniture, noise level, and behavior of patrons.

The cleanliness of the branches received high marks from both sets of survey respondents, with combined 'excellent' and 'good' ratings ranging from 87% - 94%. The Lee Road branch got 94% from the phone survey respondents and 92% from the online/paper survey respondents. The Coventry Road branch received 91% and 88%. The Noble Road branch received 91% and 92%. The University Heights branch received 92% and 87%.

The décor of the branches received good marks from both sets of survey respondents, with combined 'excellent' and 'good' ratings ranging from 73% - 92%. The Lee Road branch got 87% from the phone survey respondents and 86% from the online/paper survey respondents.

The Coventry Road branch received 92% and 88%. The Noble Road branch received 88% and 91%. The University Heights branch received the lowest ratings for décor with 73% and 74%. As has been observed across the survey, there was little difference in the ratings between the phone survey and online/paper survey respondents.

The furniture in the branches also received good marks from both sets of survey respondents, with combined 'excellent' and 'good' ratings ranging from 68% - 92%. The Lee Road branch got 86% from the phone survey respondents and 89% from the online/paper survey respondents. The Coventry Road branch received 88% and 87%. The Noble Road branch received 87% and 92%. The University Heights branch received the lowest ratings for furniture with 68% and 77%. There were slightly larger differences in ratings between the phone survey and online/paper survey respondents, with five point differences found in the responses for the Noble Road and University Heights branch ratings. With the exception of the Coventry survey, the others all had the online/paper survey respondents giving higher ratings than the phone survey respondents.

The noise level and behavior of patrons in the branches had the lowest overall ratings of all of the categories for library facilities. There was also greater variation between the surveys and between these two categories. The combined 'excellent' and 'good' ratings for noise ranged from 67% - 86%. The combined ratings for behavior ranged from 58% to 82%.

For noise level, the Lee Road branch got 74% from the phone survey respondents and 73% from the online/paper survey respondents. The Coventry Road branch received 73% and 86%. The Noble Road branch received 78% and 67%, which was the lowest rating for the four branches (although the Lee Road Branch was only slightly above this). The University Heights branch received 78% and 73%.

For patron behavior, the Lee Road branch got 78% from the phone survey respondents and 71% from the online/paper survey respondents. The Coventry Road branch received 82% and 80%. The Noble Road branch received 81% and 58%. The University Heights branch received 71% and 67%. These last two branches had the lowest overall ratings for patron behavior.

The data shows that noise and patron behavior are the two largest concerns of respondents regarding factors of branch cleanliness and environment. Factors such as the number of patrons using the branches and their proximity to schools and/or commercial areas may contribute to respondent perceptions about noise and behavior.

Figure 15: Cleanliness and Environment of Lee Road Branch
(Phone Survey Respondents)

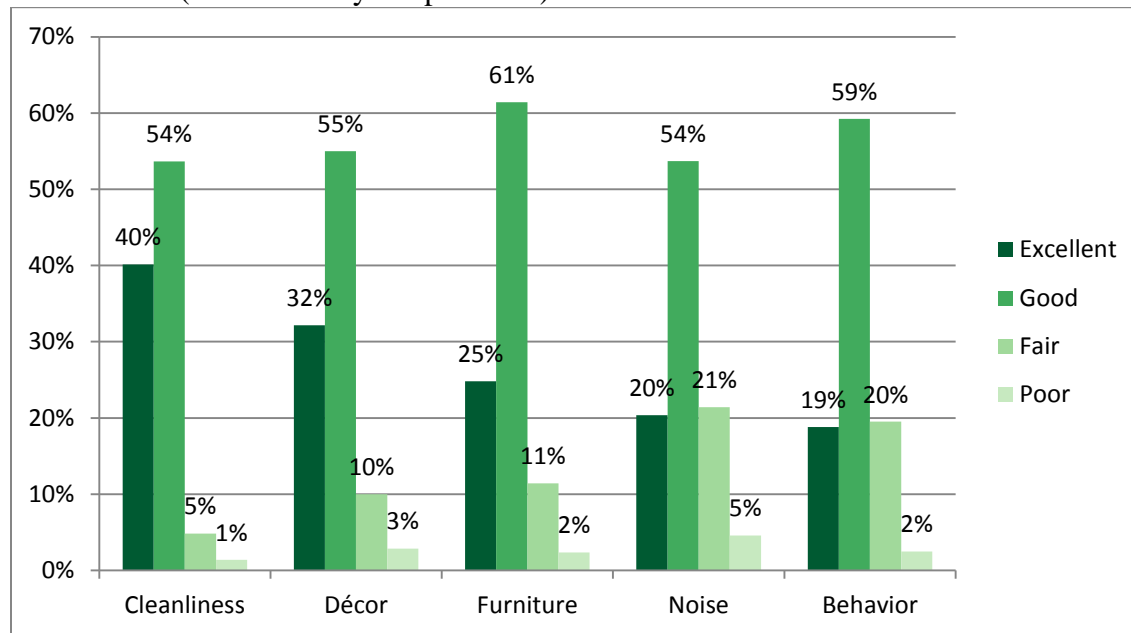


Figure 16: Cleanliness and Environment of Lee Road Branch
(Online/Paper Survey Respondents)

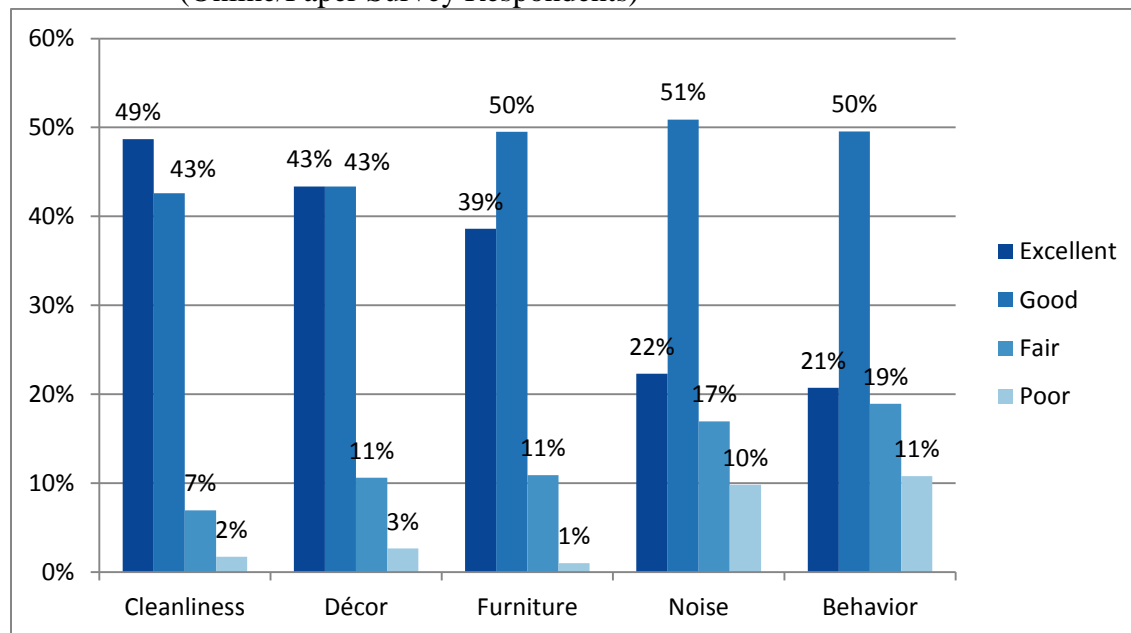


Figure 17: Cleanliness and Environment of Coventry Road Branch
(Phone Survey Respondents)

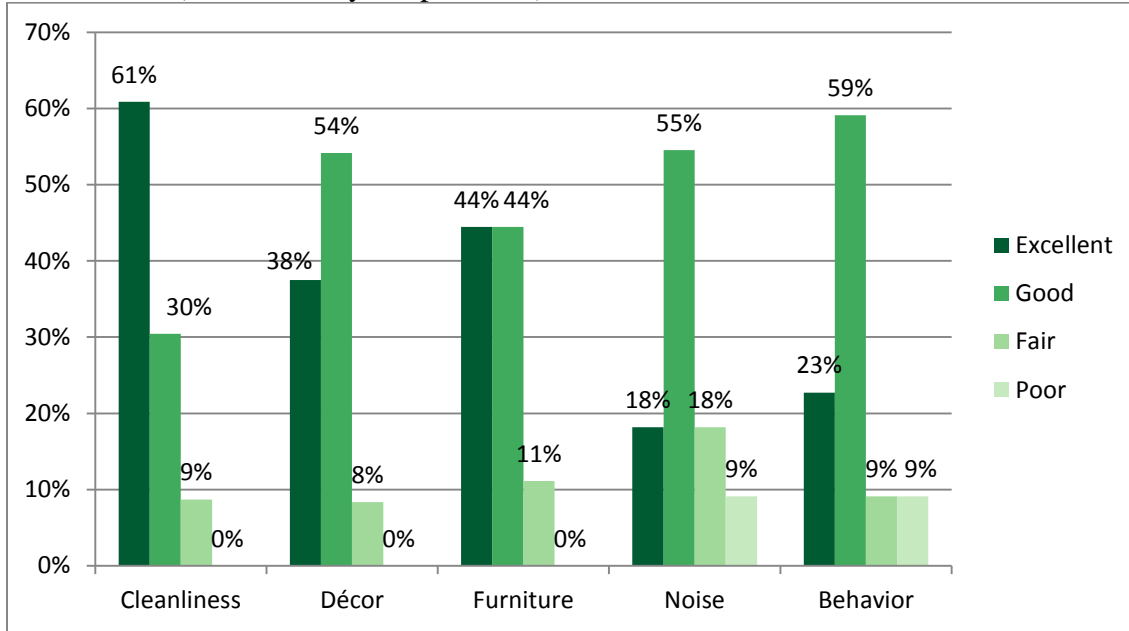


Figure 18: Cleanliness and Environment of Coventry Road Branch
(Online/Paper Survey Respondents)

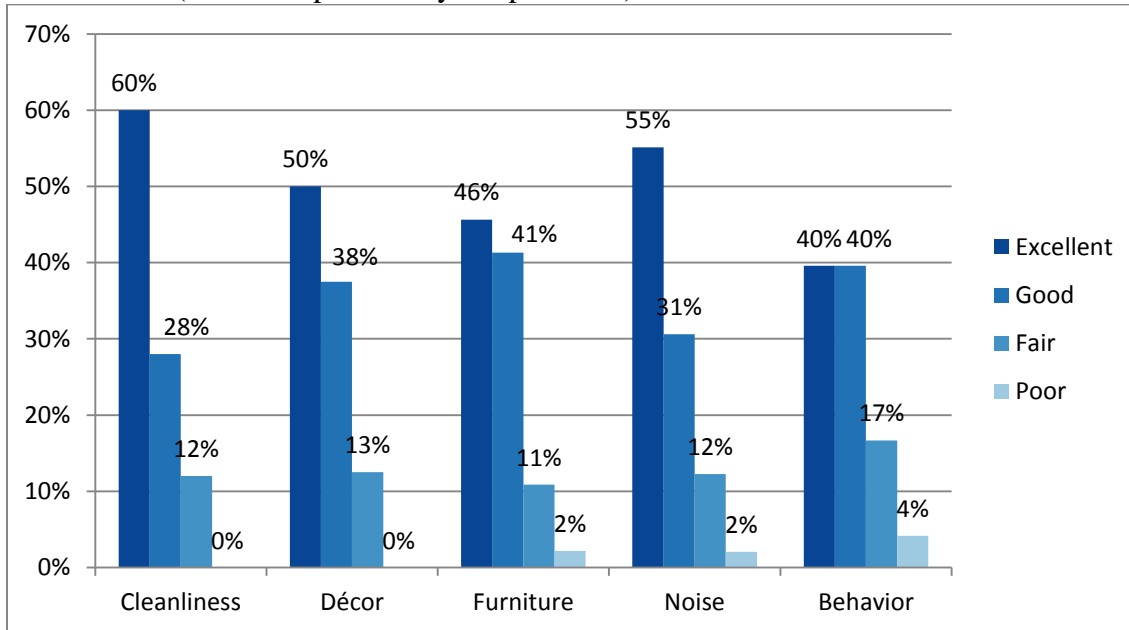


Figure 19: Cleanliness and Environment of Noble Road Branch
(Phone Survey Respondents)

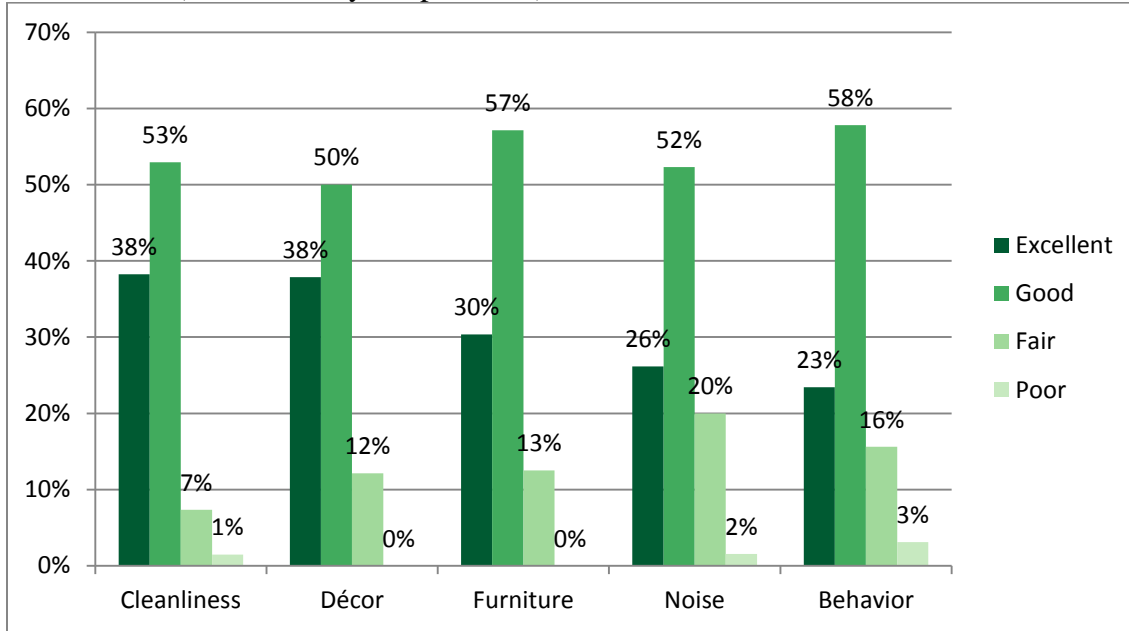


Figure 20: Cleanliness and Environment of Noble Road Branch
(Online/Paper Survey Respondents)

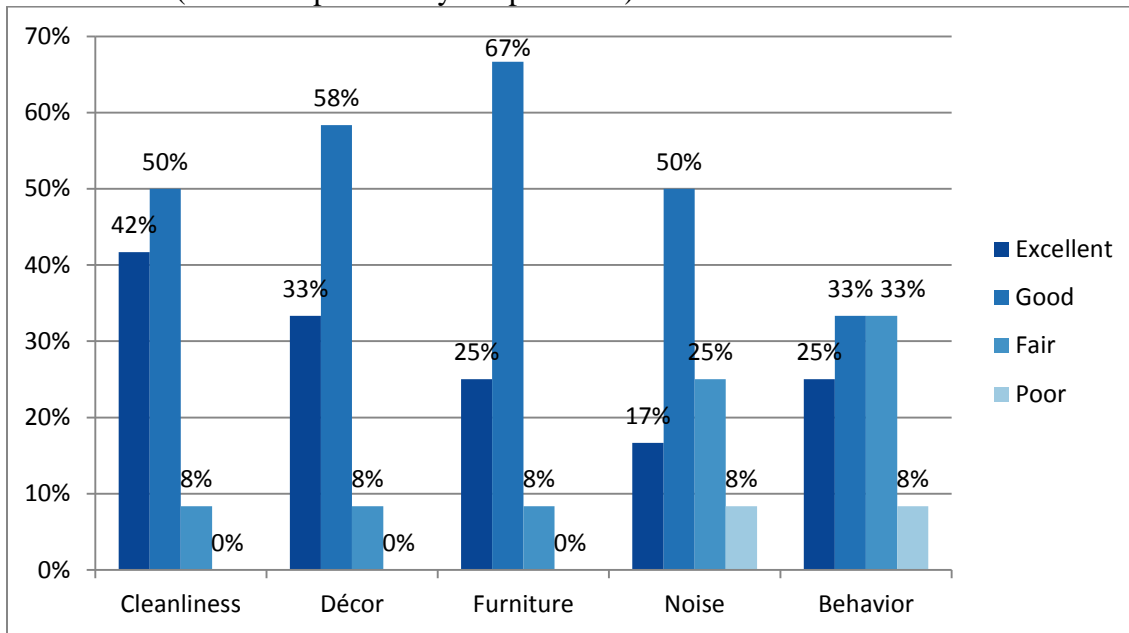


Figure 21: Cleanliness and Environment at University Heights Branch
(Phone Survey Respondents)

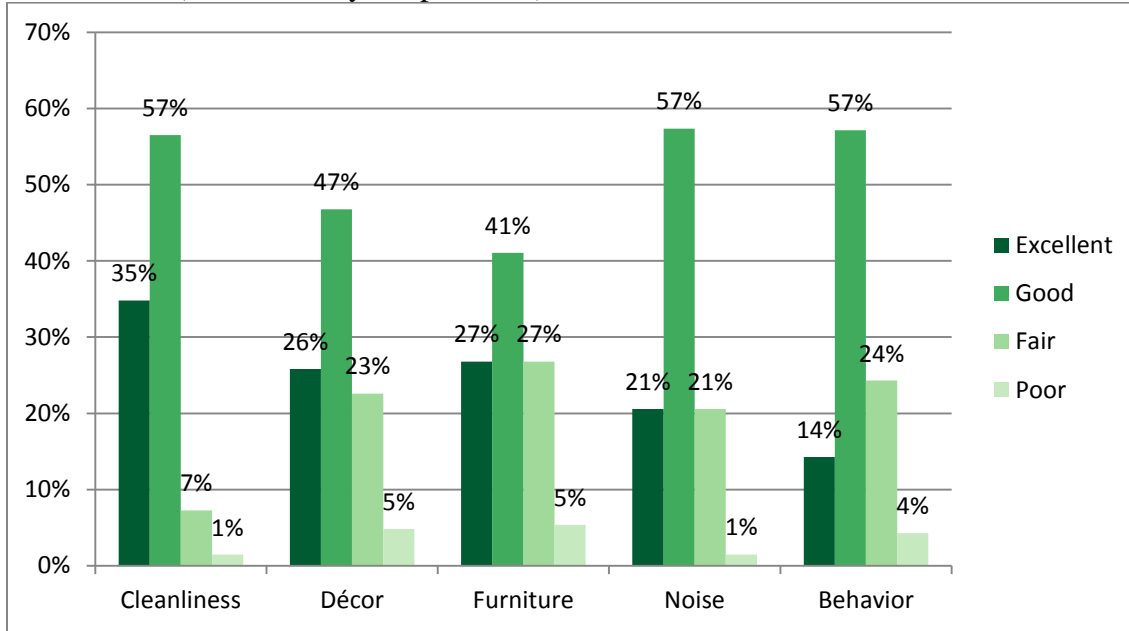
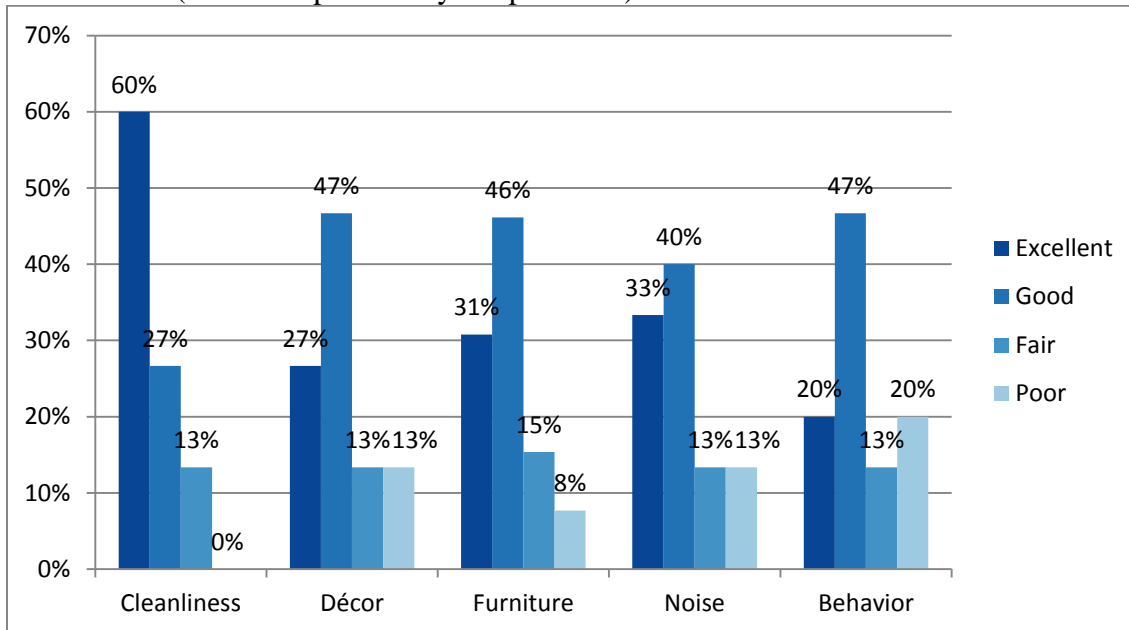


Figure 22: Cleanliness and Environment at University Heights Branch
(Online/Paper Survey Respondents)



Ease of Navigation and Staff Assistance at CH-UHPL Branches

*Helpfulness- way above excellent. They are like my friends now.
They remember me and they are very good to me;*

This set of questions asked respondents their perceptions about the ease of navigation and staff assistance at each branch: the ease of finding things; the availability of technology; staff helpfulness; and staff availability. Each of the branches did well in respondent perceptions about these factors. Ratings of ‘excellent’ or ‘good’ ranged from 69% - 100%, with the Coventry Road branch receiving 100% ratings for all four categories from phone survey respondents (given this, their separate results will not be included in the next paragraphs about the other branches).

The factor ‘ease of finding things’ received combined ‘excellent’ and ‘good’ ratings ranging from 83% - 93%. The Lee Road branch got 91% from the phone survey respondents and 85% from the online/paper survey respondents. The Noble Road branch received 93% and 83%. The University Heights branch received 88% from both surveys.

The factor ‘availability of technology’ received combined ‘excellent’ and ‘good’ ratings ranging from 69% - 91%. The Lee Road branch got 88% from the phone survey respondents and 90% from the online/paper survey respondents. The Noble Road branch received 91% from both surveys. The University Heights branch received 91% and 69%, a surprisingly low rating from the online/paper survey respondents.

‘Staff availability’ received combined ‘excellent’ and ‘good’ ratings ranging from 83% - 96%. The Lee Road branch got 93% from the phone survey respondents and 94% from the online/paper survey respondents. The Noble Road branch received 100% and 83%. The University Heights branch received 94% and 92%.

‘Staff helpfulness’ received combined ‘excellent’ and ‘good’ ratings ranging from 91% - 99%, the highest set of ratings across the branches for any single category of the survey. The Lee Road branch got 98% from the phone survey respondents and 93% from the online/paper survey respondents. The Noble Road branch received 99% and 91%. The University Heights branch received 95% and 92%. It is quite clear from the data that survey respondent perceptions of staff are very positive.

Figure 23: Ease of Navigation, Staff Assistance at Lee Road Branch
(Phone Survey Respondents)

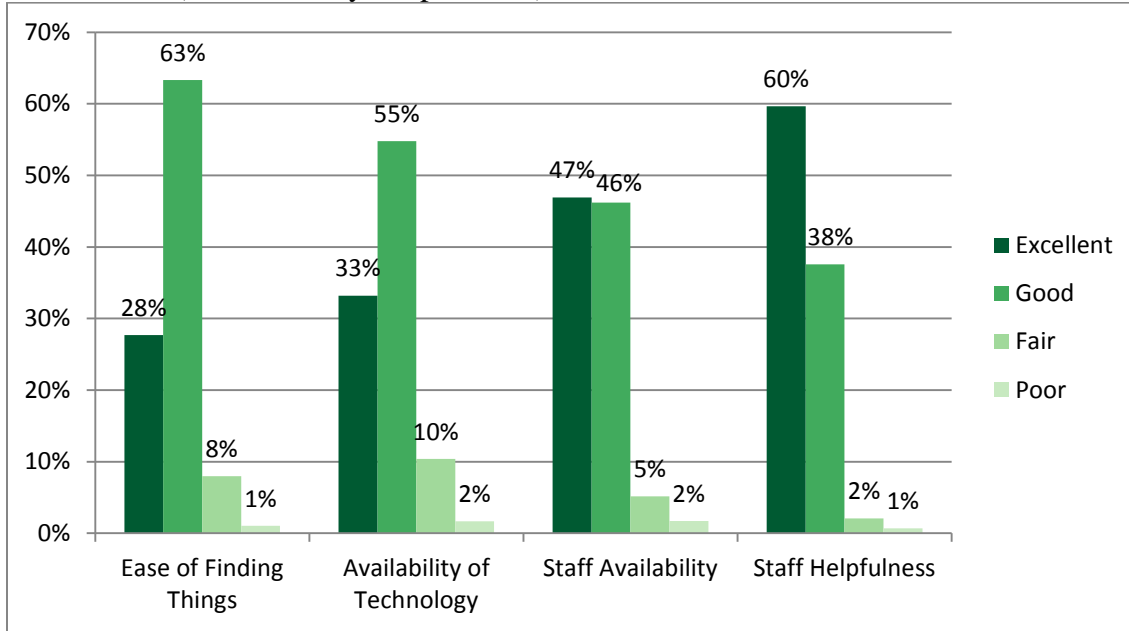


Figure 24: Ease of Navigation, Staff Assistance at Lee Road Branch
(Online/Paper Survey Respondents)

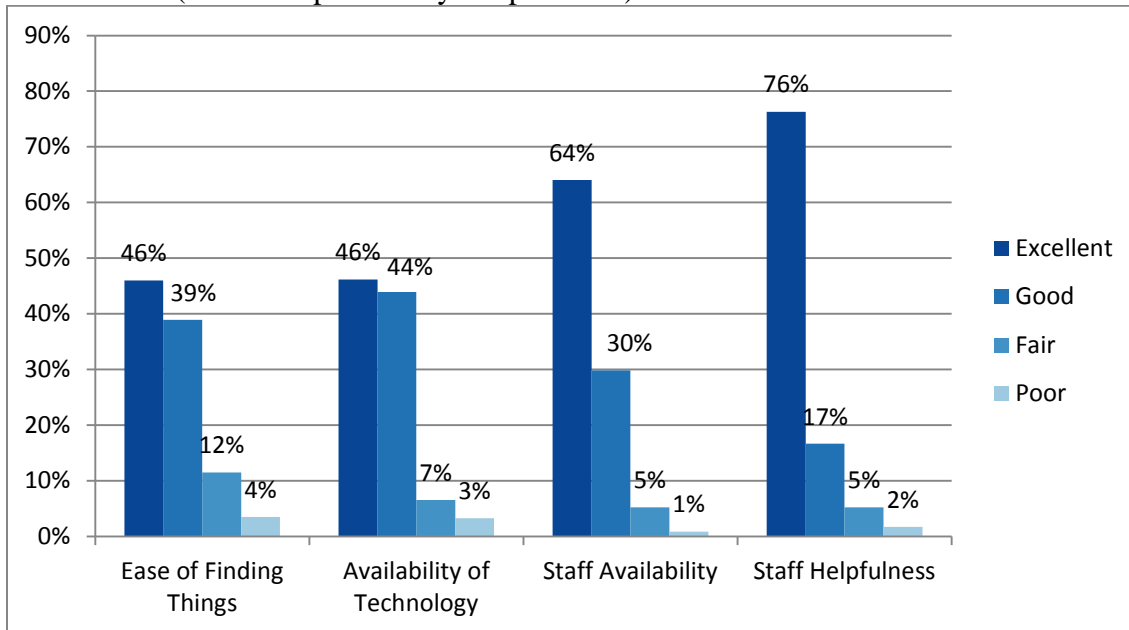


Figure 25: Ease of Navigation, Staff Assistance at Coventry Road Branch
(Phone Survey Respondents)

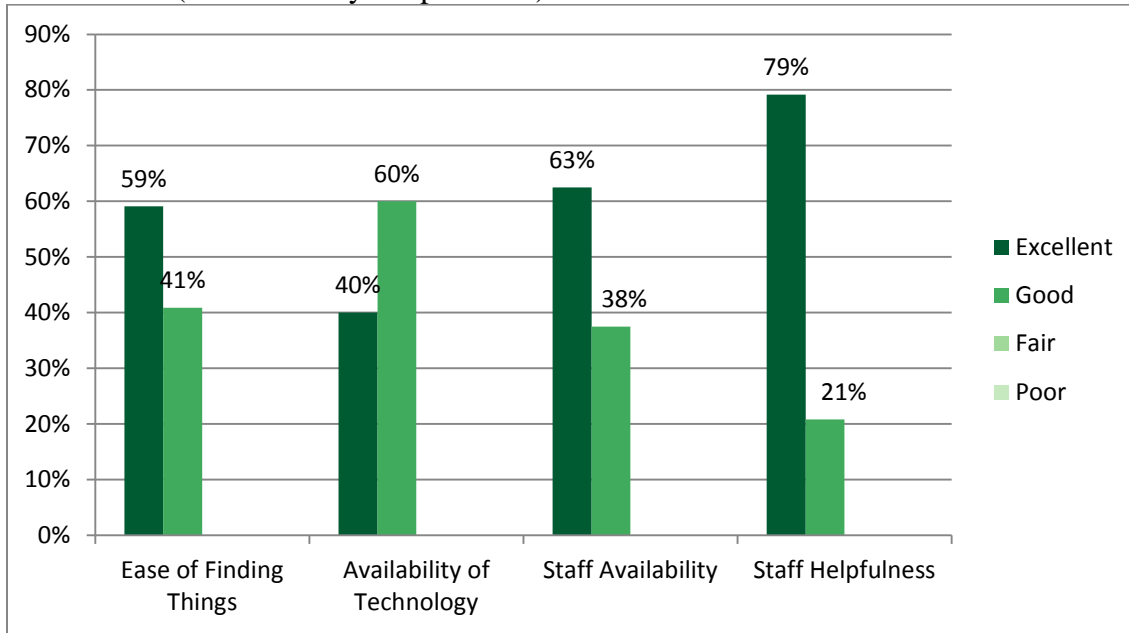


Figure 26: Ease of Navigation, Staff Assistance at Coventry Road Branch
(Online/Paper Survey Respondents)

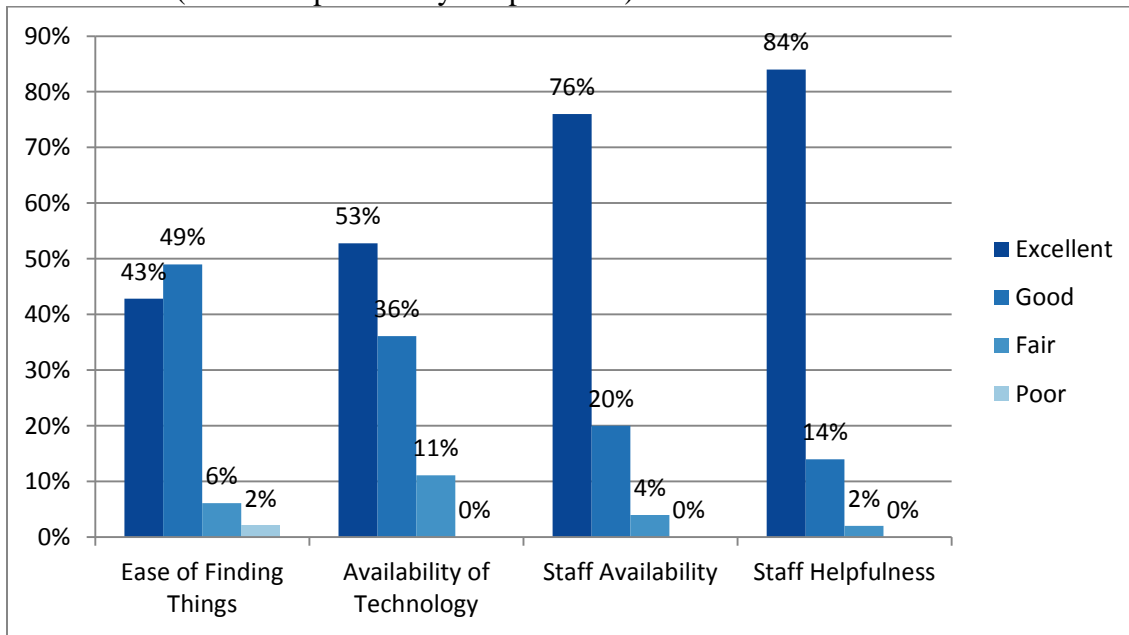


Figure 27: Ease of Navigation, Staff Assistance at Noble Road Branch
(Phone Survey Respondents)

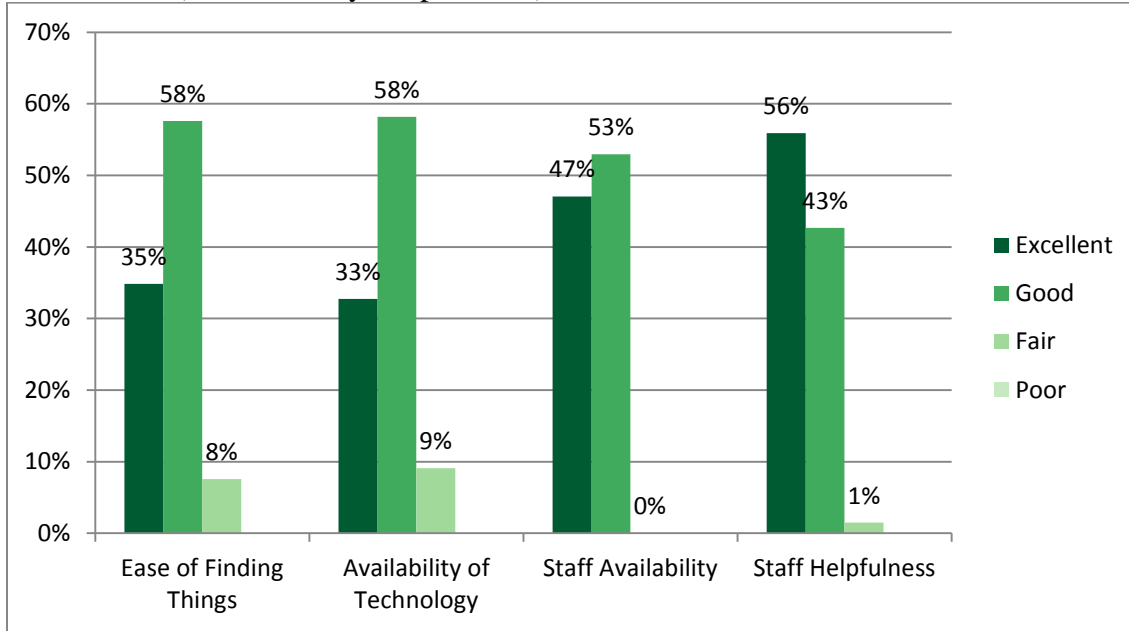


Figure 28: Ease of Navigation, Staff Assistance at Noble Road Branch
(Online/Paper Survey Respondents)

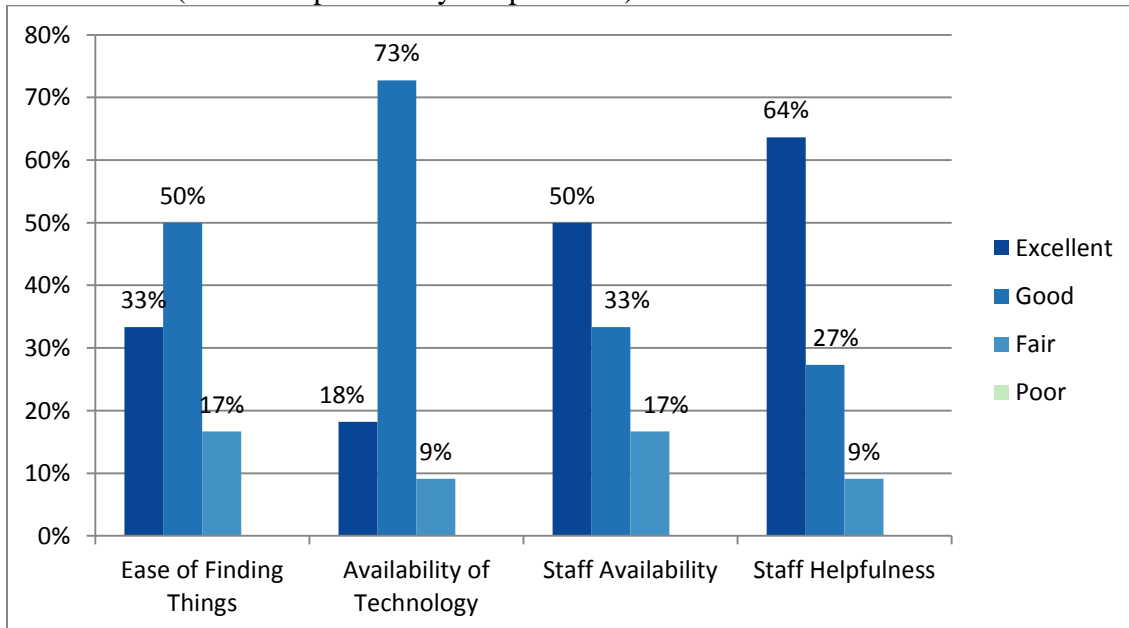


Figure 29: Ease of Navigation, Staff Assistance at University Heights Branch
(Phone Survey Respondents)

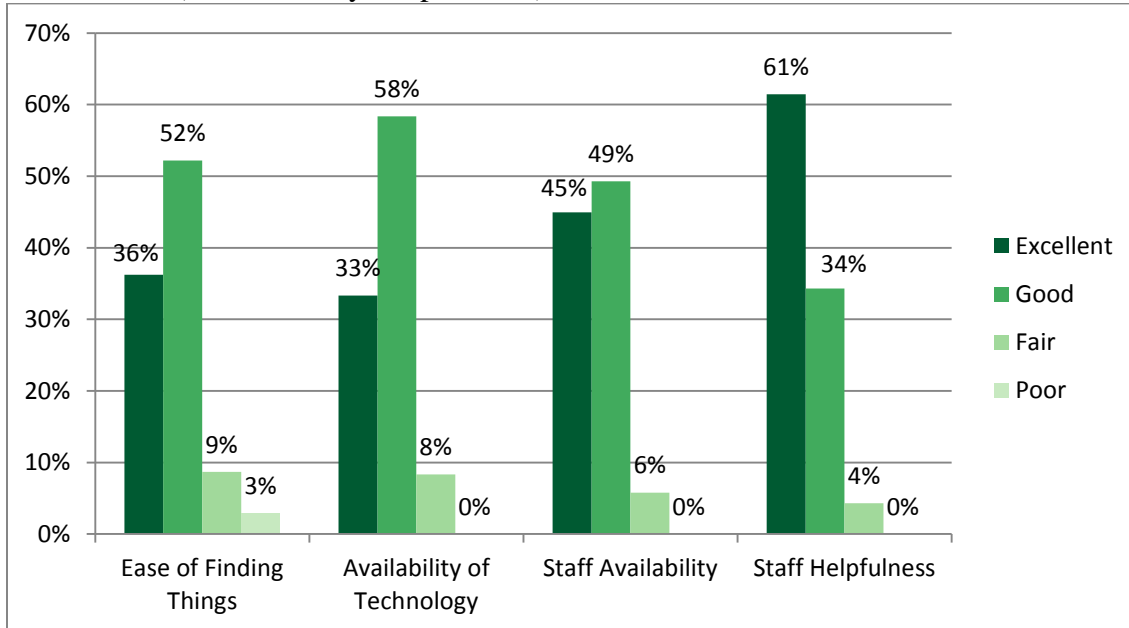
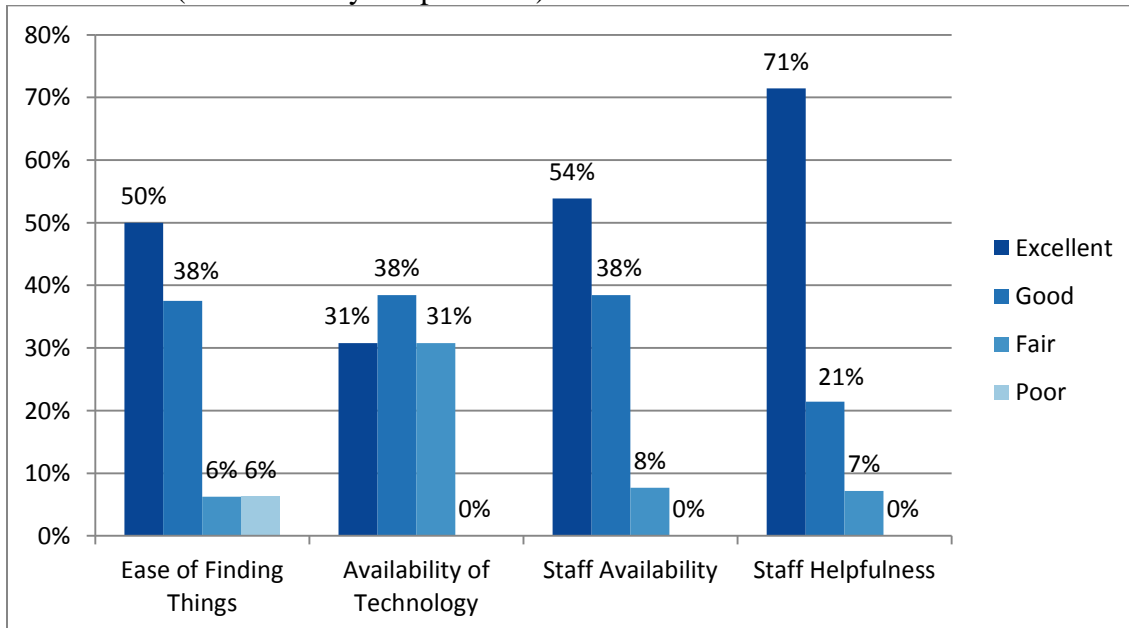


Figure 30: Ease of Navigation, Staff Assistance at University Heights Branch
(Phone Survey Respondents)



VI. Respondent Voting Record and Levy Support

Libraries are one of the most important things a community can offer its residents; a public library is a center for community and allows accessibility to knowledge, information, and entertainment;

Respondents to the phone survey had a rate of voter registration of 94%. Table 18 shows the statistically significant demographic factors that influence voter registration among phone survey respondents: age and annual household income. One other factor that influences the pattern of being a registered voter is whether the respondent is a CH-UHPL cardholder. 95% of respondent cardholders reported being registered voters, compared with 87% of respondents who are not cardholders. The difference is statistically significant (chi square $p=.0033$ at 95% confidence level).

Table 18: Registered Voter Demographics (Phone Survey)

Age	Percentage Registered voters	Annual Household Income	Percentage Registered Voters
18-29	88%	less than \$20,000	87%
30-39	88%	\$20,000 - \$40,000	93%
40-49	90%	\$40,000 - \$60,000	93%
50-59	99%	\$60,000 - \$80,000	95%
60-69	95%	\$80,000 - \$100,000	97%
70 and over	96%	Over \$100,000	98%

Age $p=0.0331$ at 95% confidence level.
Income $p=0.0495$ at 95% confidence level.

The CH-UHPL is fortunate to have very strong support among patrons and residents, as evidenced by the data concerning support for past and potential levies in Table 19. High percentages of respondents identified as registered voters. 93% of non-residents, 91% of online/paper survey respondents, and 83% of phone survey respondents said they are registered to vote. Table 11 shows the high levels of support for past levies, and willingness to vote for a future levy.

Table 19: Levy Support

Positions on levies	Phone Survey Respondents	Online/Paper Survey Respondents	Non-residents
Voted in favor of a past levy	83%	76%	38%
Voted against a past levy	6%	6%	25%
Not sure if voted for past levy	10%	18%	37%
Will vote in favor of a future levy	94%	90%	80%
Will not vote in favor of a future levy	6%	5%	8%
Not sure if voting for a future levy	1%	5%	37%

Note: non-residents may not have been clear about whether the question was asking if they were being asked to vote for a levy for the CH-UHPL or about a levy for the public library in their residential community. Also, this group and the online/paper survey group include 12 respondents who are under the age of 18 (4% of total).

Statistically significant demographic factors influencing how respondents voted on past levies are educational attainment, whether there are children in the respondents’ home, and whether the respondent is a CH-UHPL cardholder. 95% of respondents with no children in the home voted for a past levy, compared with 88% of respondents with children at home (the chi-square statistic is 0.0117 at 95% confidence level). 94% of CH-UHPL cardholders supported a past levy, compared with 87% of non-cardholder respondents (a chi-square statistic of 0.0493 at 95% confidence level). Support for future levies among phone survey respondents was very high at 94%, but was not affected in a statistically significant manner by any of the respondent demographics.

Table 20: Demographic support for levy (phone survey)

Educational Attainment	Supported past levy	Will support future levy
High School Diploma/did not finish high school	75%	90%
Some college	93%	96%
Bachelor’s degree	94%	92%
Graduate/Professional degree	96%	96%

Support for past levy is statistically significant, with $p=.0007$ at 95% confidence level. Effect of educational attainment on support for future levy not statistically significant.

VII. Respondent Demographics

The phone survey sample over-represents certain demographics, in particular women and older residents. The gender distribution of the survey is 71% women and 29% men, compared with the U.S. Census distribution for the community of 53% women and 47% men (Table 22). 18-39 year old respondents constituted 12% of the survey sample, compared with census data showing 30% of residents in this age group. The middle age cohort represents the community, with 25% of the survey sample were 40-59, compared with Census data of 25% for this cohort. Respondents age 60 or older were 53% of the sample, compared with Census data showing 18% of the community in this age range (Table 23).

Higher levels of education (Table 24) and household income (Table 25) are also over-represented in the survey sample. Respondents with a Bachelor’s degree or higher are 72% of the sample, compared to 39% according to the 2010 Census. Respondents with annual household incomes of at least \$80,000 were 32% of the sample, compared with Census data showing 25% of the community. Those with annual household incomes of \$40,000 - \$80,000 were 36% of the sample, compared to 31% of the Census. Annual household incomes below \$40,000 were 31% of the sample, compared with 43% for the Census. It should be noted that the survey data is self-identified by respondents, and that the response rate for these categories is considerably lower than the total sample size. Of the 538 respondents who completed the phone survey, 67% provided information about educational attainment, and 72% provided data concerning annual household income.

The ethnic/racial demographics of the survey were fairly close to Census data (Table 26). 29% of the sample identified as African-American, compared with 36% in the 2010 Census. 64% of the sample identified as Caucasian, compared with 57% from the 2010 Census, while 8% identified as Asian-American, Hispanic, or other/more than one ethnicity, compared with 10% for the 2010 Census.

Table 21: Residential zip codes of survey respondents

Zip Code	Phone Survey (555)	Online/Paper Survey (269)
44106	6%	18%
44112	3%	1%
44118	66%	69%
44121	25%	12%
Total	100%	100%

87% of phone survey respondents identified as having a CH-UHPL card, compared with 96% of online/paper survey respondents and 68% of non-resident survey respondents.

Table 22: Respondent Gender

Gender	Phone Survey (529)	Online/paper survey (237)	Non-residents (73)	U.S. Census (2010)
Male	29%	38%	26%	47%
Female	71%	62%	74%	53%

Table 23: Respondent Age

Age	Phone survey (513)	Online/paper survey (206)	Non-resident respondents (72)	U.S. Census (2010)
Under 18	N/A	5%	5%	27%
18-29	4%	13%	14%	14%
30-39	8%	23%	18%	16%
40-49	15%	21%	9%	15%
50-59	20%	14%	24%	10%
60-69	31%	14%	25%	5%
70 and older	22%	10%	4%	13%

Table 24: Respondent Educational Attainment

Level of Education	Phone survey (508)	Online/paper survey (143)	Non-resident respondents (30)	U.S. Census (2010)
Graduate/Professional Degree	38%	54%	53%	39% (combined with Bachelor's degree holders)
Bachelor's Degree	34%	30%	27%	***
Some college	20%	13%	17%	55% (combined with H.S. diplomas)
High School Diploma	7%	3%	0%	***
Less than high school	1%	0%	3%	6%

Table 25: Respondent Annual Household Income

Annual Household Income	Phone survey (385)	Online/paper survey (214)	Non-resident respondents (67)
\$100,000+	22%	21%	19%
\$80,000 - \$100,000	10%	11%	6%
\$60,000 - \$80,000	19%	13%	18%
\$40,000 - \$60,000	17%	19%	13%
\$20,000 - \$40,000	22%	18%	25%
Less than \$20,000	9%	18%	18%

Table 26: Respondent Ethnicity

Ethnicity	Phone survey (493)	Online/paper survey (230)	Non-resident respondents (73)	U.S. Census (2010)
African-American	29%	18%	30%	36%
Asian-American	2%	3%	4%	4%
Caucasian	64%	70%	62%	57%
Hispanic	1%	2%	0%	2%
Other/more than one ethnicity	5%	7%	4%	4%

Appendix 1: Open-Ended Responses about CH-UHPL Branches (arranged by type of response)

Positive Overall Responses

- Very satisfied
- Good facility and good for kids/families
- Very much like University Heights but mostly use Lee Road
- They do a great job for how busy they are
- It's convenient and when I do use it, I find things that I find interesting and that's why I continue to use it.
- Wild kids after they're out of school. It's an excellent resource, overall.
- Never had any problems there;
- They are all fantastic.
- There are sometimes we try to go Sunday morning and it is closed but we just wait and go in the afternoon.
- I just think they are doing pretty good like they always correct things and everyone is always very helpful and nice.
- I think it is a wonderful library system that makes me very happy
- I really like the University Heights library, but it does have a noise level issue
- I just think Lee and University Heights branches are excellent and I vote for their levies all the time.. it is the one place where I'm getting my money's worth in taxes.
- Helpfulness- way above excellent. They are like my friends now. They remember me and they are very great to me
- It's where I go; it's like home to me.
- Very nice library;
- I love the Heights libraries;
- The librarians are very nice and helpful; need new furniture and improvements in noise level, and wishes the morning hours were earlier.
- People are wonderful and easy to be around.
- They're doing a great job and I appreciate what they do.
- Wonderful library!! Noting but good things to say about it!
- Feel fortunate to live close to a library like ours.
- I love it! It's a wonderful facility.
- Children and grandchildren love library.
- Cozy and comfy;
- I'm sorry people are not utilizing the libraries enough.
- We have an outstanding library (when I was able to go) I could use as much as I needed to, especially for personal studies. It was helpful especially when I was a teacher.

- I go in every now and then just to take a break, and it's a good place to go.
- I think the CH library does a terrific job. They're trying to meet a lot of different kinds of peoples' needs and they're doing a great job at it.
- I have been using it for over 19 years, and no problems, I love it there!
- Consider it one of the best libraries in the county.
- Think it's great so close. Everyone is friendly.
- Children's staff is very helpful and great.
- We love our library, we feel very lucky!
- Librarians are spectacular, especially the children ones in particular.
- Renovation is beautiful.
- Very, very, grateful for the library system and think it is a treasure in Cleveland.
- Big supporters of the library;
- System's going pretty good;
- Very, very, good library :)
- All the branches are very nice.
- Overall served me well for over sixty years;
- Very helpful;
- Everyone has been very helpful and they've been going for 20 years, never had a problem. Very helpful.
- Regret that I don't get there as often as I used to--mainly because I work so much and when I get home it's really dark and I don't want to go out anymore. I used to spend a lot of time in the library. I assume when the weather starts getting better I will be more inclined to go out. I enjoy the atmosphere of the library.
- The librarians are very helpful.
- The services are very accommodating to the community.
- Service is good, no complaints except I wish hours were more expanded.
- My husband goes to the libraries and spends 2-3 hours there every week. He goes there for research and loves it!
- Great library system;
- Use online resources such as Ohiolink more frequently;
- Great place to go and meet up with people and discuss things, wish more people used it, you could learn a lot.
- One time she did receive good assistance when using a computer.
- Outstanding!
- Really like the expansion of the library.
- The locations are very good, likes the education programs, likes print-outs to take home, very helpful.
- Smaller size appeals to you, not pleased with Lee Road remodeling, liked the old décor.
- Best libraries ever belonged to; deserve any money they can get.

- I like the children's department.
- Earlier hours for the library would be helpful.
- Get help to find books, always been very helpful.
- Public libraries are extremely valuable.
- I am very pleased to see that my tax dollars are being used very well at the Lee Road location. Excellent staff; loves the computer class programs. I would give the library a rating of ten out of ten.
- Staff is exceptionally helpful and very friendly even in the face of rudeness.
- Haven't been there because of illness but been there this past year, involved in book club; no arguments with library.
- Parking area is small; adult and children section very nice.
- New updates have confused me but I am slowly getting oriented.

Negative Responses

- Not enough parking;
- Staff needs to be more friendly and have a better attitude;
- Need to improve customer service skills and education. Only thing I consider a problem. Hard to approach staff and when I have, it's not pleasant. They don't make contact when you address them. They're more focused on whatever they are doing on computer rather than the customer.
- School kids make the library rather wild when they get out of school.
- Not enough staff.
- The classes that I took were not that helpful for me.
- I think they really need to make a plan to cater to the students that are there after school that are not doing homework or reading but running around. I cannot go there at the hours that the students are there.
- Called city council about the noise levels; horrible.
- Have to do something about noise level, kids and adults talking on phone and children playing.
- Get rid of little room where they have games for teenagers, they should not be playing games but should be reading. Video games should go. Have signs with rules and reinforce the signs.
- Behavior of other customers- varies depending on people.
- Large groups of loitering high school kids. Also I did not like the time limit on computer usage.
- There used to be tables and chairs on the first floor where you could have casual meetings and they are no longer there. They moved the adult books to the second floor while the

children's/teens books are on the first. It should be reversed, or bring things back to the way they were.

- Audio books; need more, not enough non-fiction, Thrillers, crimes, best sellers. they are very hard to find in audio books.
- Parking is an issue with snow (blocking parking spots with snow).
- Would recommend coffee and pastries;
- It's cold in the library, in a couple of ways. The libraries are physically cold and something about the lightening and the lightening color is cold also and it's a bit off-putting. The beautiful old buildings that Lee Road and Coventry used to be are kind of lost now. The only place I see it is Noble but I've only been there a couple of time. But the Heights Libraries in the old days before the 3 re-models were extremely beautiful and imposing. It was a treat to graduate from the children section to the adult section. It's just not the same anymore.
- I'd like more audiobooks.
- Wish they had additional computers, if they could get new movies sooner that would be better, maybe more independent movies.
- Costs him a lot of money to make it that excellent, excellent operation but thinks the only weakness is that they want a lot of many a lot of the time-gets tiresome.
- Hours change too much.
- Door from parking lot so didn't need to walk around building.
- Noise level might be bad before and after school hours.
- I should get there more often.
- Should open Sunday mornings;
- I don't like not being open on Sundays. Parking is horrible, and there is not enough parking, and you would have to go across bridge or across street if none. Sometimes, there are a lot of unattended children who mess up the library and trash the bathrooms.
- Noisy and behavior depend on children and school times.
- I think that community meetings should be held during the day, because there are a lot of people in the Heights that are good, some even talking before the U.N., but they cannot attend meetings at night.
- The materials that I look for, I cannot find what I am looking for in my job (it's a university field), but I enjoy finding books of my favored genre and cook books, as well as computer classes. And at the senior center, they provide librarians to have book discussions.
- Sharp edges on tables and counters;
- Noise level depends on time of day, after school it's not good but it's good when I go because I go early in the morning.
- I am very upset about the hours. The hours are very poor.

- Doesn't think that some of the librarians are that good with reference questions (some good, some bad); some lack of audio/visual items; the general fiction section took a hit with the remodeling; doesn't think that fictions books should be separated into African-American fictions/ Irish fiction/ (based on ethnicity/culture); but still thinks it's one of the best library systems around, despite the above comments-important part of the community; likes the photography contests.
- There should be a small fee for people who are not residence.
- There should be more tables and a coffee shop by the Harvey Pekar book store (only place with windows). Kids shouldn't be running around in the library; should be more quiet.
- Noisy when kids get out;
- The mothers should not use the library as daycare.
- While the after school kids are there, the environment is not that great, couple of bad experiences;
- Better hours, more time open especially in the morning;
- Behavior of customers/noise level depends on kids and teenagers who are there and time of day.
- After school hours can be pretty wild. They don't have many computers for the kids in the University Heights library. Different libraries have different return policies, and that gets confusing.
- He's a firm believer that they should merge with Cuyahoga County libraries.
- Displeased with the hours; they only open a few days a week. (They always favor Cleveland Heights with hours and libraries)
- Noise level- depends on the time of day.
- Behavior of customers also depends on teenagers.
- Not enough book variety. Personally I feel more satisfied in a great, big, library. I was a librarian myself and I was trained for the university library reference. Just for casual reading and the fact that I can order books that aren't there, that's satisfying.
- Likes the old building more; does not like that the books run up to the ceiling. More access to people. Stairs are a little awkward. Because she is elderly does not have to pay late fees = good thing.
- Sorry that they closed the deaf film, want that back.
- Increase book collection. Stop selling of books.
- Not sure if new building is needed, nice if they had Sunday hours.
- They used to have a larger service desk. People have many questions so it would be nice to have a larger service desk because of how often it is used.
- Noticed parking problem sometimes, need more computers connected to printers, better printers, more software available, need more databases, there can always be improvements.

- The reference section has been diminished with computers, okay to certain extent, a lot of stuff that has been pulled out makes research harder, why I go to Cleveland Public, selection is immense; internet will only get you so far.
- In the summer - someone needs to take care of the weeds in the flower beds.
- Bus stop is bad luck---the staff are so great! Parking lot really, really slippery when wet. Smaller branch only has one check-out and it is a really big inconvenience. Two or three stations would be better.
- Keep high school kids under control.
- Children are noisy.
- Hard time finding disabled parking ("but it's probably because it's such a great library!").
- They should open earlier, I'm a teacher and I don't find enough educational materials in the UH CH libraries.
- The library main areas tend to be loud because of the patrons. Misses the days of "shushing" librarians. They've become a social spot instead of a study spot.
- Kids get rowdy;
- Behavior of youth/children can be a little wild after school, but the staff/security handle the problem.
- Upset that the new carpet began to look worn very quickly. Love the children's section.
- Wants cassette books again;
- Children's area is very wild and messy. The kids can access things on the computers that are not necessary age-appropriate, they think it should be better monitored in a public place. The summer reading programs for the kids need to have more help in regards to tutoring the kids in reading for those who are struggling.

Specific Branch Responses

Lee Road Branch

- Good that it's used a lot--a lot of kids.
- There are always good programs for their grandson
- It has served me well for 28 years
- I love the Lee Road Branch library.
- They love it! Don't close it!
- I love our Lee Road branch I think it is such a great library an asset to the area.
- Modern=not my taste
- Lee Road branch is the strongest branch and meets our need the most efficiently; far more resources.
- Great stuff and friends in other cities that come to Lee because of how great the systems are and the availability of items for research and fun. Comfort level is very high as well--my friends come from all over Cleveland (Shaker, Cleveland...etc).

- Grandchildren really enjoy the sky walk at Lee Road.
- Lee road branch very loud-lots of kids;
- I am very pleased to see that my tax dollars are being used very well at the Lee road location.

Coventry Road Branch

- Likes Coventry because it's personal;
- We use on Coventry and language assistance is good. Everyone is very helpful. Happy with library services!
- Wish Coventry was open on Sunday.

Noble Road Branch

- I love Noble!
- I also use Noble and University and they are very good as well.

University Heights Branch

- They like the Cleveland Heights libraries better; the University Heights Library is pretty small.
- It's a wonderful branch, very nice to look at and they have a good selection of resources
- Hope they stay where they are.
- University Heights is just so small. It's a matter of preference. I like the layout of it and the woman is actually there. But the remodeling of Lee Road I don't care for. I think it's mainly self-serve now, which I also don't like.
- It's (?) a nice branch they've done a lot of work to it. I think it's a very nice facility.
- They're good people and if the University Heights had a bigger selection then I would go there more but it's very small.
- The University Heights branch has very poor hours
- I really like the University Heights library, but it does have a noise level issue
- I just think Lee and University Heights branches are excellent and I vote for their levies all the time. It is the one place where I'm getting my money's worth in taxes.
- The University Heights branch parking could be extended and it could use an elevator to improve the accessibility.
- University Heights location has a great staff that treat patrons wonderfully. Very competent and very personable.
- I don't know what I would do without them.
- I love the Library and I am glad have options in University Heights.
- University Heights branch is too small.
- Stop that new one from being built and refurnish others.
- University Heights need some serious updating.

- I would use University Heights one more if the hours were better.
- The one on Cedar (University) is very helpful. Lee Rd. is really great because they have a lot of resource and stuff for kids and it's very modern.
- Very nice branches and good addition to area and community.
- Main branch has been renovated and I feel that it has lost its warm feeling. University Heights has a much more homely feeling which is why I enjoy it.
- I think the University Heights branch is in need of renovations and improvement. Expansion and more space needed;
- Parking lacks at the University Library.

Appendix 2: Open-ended responses to the question - 'Why is it Important to Support a CH-UHPL Levy?'

- Valuable community service;
- Library is essential;
- To maintain excellent service;
- It's a service that should continue.
- Good for community...not everyone has a computer or internet access; makes it easier for kids; nice area for kids to socialize and study together.
- The library is useful for the entire community.
- It's important for the public to have the library available and they want to help keep the service going;
- Like to read and libraries are essential;
- Keep them open;
- Important to provide free access to news and information to people in the community;
- Libraries are important community resources;
- Libraries really serve the community. It saves people money, educational resource.
- Libraries are important source for books especially now when almost all the bookstores are closing;
- To keep its existence going. They're dying and we need libraries around.
- The library is funded by tax dollars and with budget cuts the library needs to stay viable;
- Libraries are a common good to the people.
- Libraries are one of the most important services;
- Library is essential to the community;
- Libraries are good, to have books and the internet available and it's a good place for students to study. It's a great venue.
- Library needs funding. tremendous aspect to community, appealing to more aspects of demographics of community, losing services it provides would be catastrophic to the community;
- I think it's an important tool to encourage literacy;
- There are some improvements they could use the money for, even for hiring younger people to help the library. It needs to be kept up to date to keep people going in.
- Want them to stay put;
- Part of a strong community, helps people who don't have other resources;
- Wonderful community asset;
- Community service used the most, important for other people;
- A main source of resources for children, books are very important;
- Community needs the library and the library does a good job;
- Important for kids to be around books and be involved;

- Libraries are vital for the community and are one of the most used resources and should be funded;
- Because I think having a viable, vibrant library is key to a strong community;
- Kids still need books, there are a number of people who don't usually have access to the computer, and it's a good place to go so kids don't get into trouble and they have programs to occupy seniors.
- Always grown up with the library and important for kids to have that accessibility, support, and safety in neighborhood;
- The library is essential, the library was essential to me graduating college;
- The libraries are important. If they are valuable to them, they must be important to others as well;
- Library is essential for children;
- Community resource and focus. In terms of creating the community, our libraries really help to create good community...and God knows we need that.
- The library is one of the most important outlets for education and sharing knowledge;
- Keeps our civilization going;
- It's the cost of civilization;
- Libraries are one of the most important things a community can offer its residents;
- A public library is a center for community and allows accessibility to knowledge, information, and entertainment;
- They do a very good job and it's become more than just a resource center for books, it is an all-encompassing public space and it is important to maintain them.
- I have found satisfaction in using it and I must admit I am an avid reader and it's close to my home and those are the reasons!
- Some young people are benefiting from it, so they should be kept around;
- There is a decrease in government funding so we need to pull the weight;
- They're always looking for more information and they look to the library to get that information and it's a very good community resource.
- For children who have nowhere to go after school or need somewhere to go during the summer and vacations, that's somewhere very important.
- They are a great resource for students and all members of the community;
- It's an important foundation for community gathering and education for children;
- The library adds value to living in the community, it's more than just a place for books, and all of that is worth having around.
- Because libraries are needed. To get information for the children it is a great resource for them.
- They're an essential resource;
- Because we need our libraries... Children need our libraries and I know that is one way the library gets its money to continue operating.

- Excellent library and it should be funded;
- Having their own library services is VERY important resource for living in the University Heights area and it helps the community. The tax is a small price to pay for the great resource;
- They provide a valuable service;
- Promotes education;
- To maintain the level of the material in the library as well as the condition of the library.
- Important for us to be educated in our community, library provides that;
- The library should be available for everyone for their books, computers, and it's a great resource for the community overall;
- They are going through a crucial change with technology so will need funding to revamp facilities;
- Library is essential to everyone in the community;
- I mean a library is something... It's not just for the kids it's good for everybody. You don't have to buy you can just check books and audio out;
- They are an important community asset and should be available whether or not I am using it;
- I think it is needed; it's kind of a stopping point for a variety of people... ages, races... I think it's a place where people can join together and not be you know, worried about it;
- They promote the sharing of knowledge and offer movies, audio, and programs for the community. Also a great meeting place for the community;
- Important resource for the community;
- My grandkids love the library and it is a great service for adults and kids;
- I think that's where a lot of kids go and it keeps them out of trouble. I have never seen anyone get kicked out there the teens have their own room they aren't just running around the library so I think it is a great place for them to go. And for the adults they have the book sale and everything for them;
- Important to wellbeing of community;
- Because it is a good library and people can get their nice and quiet time... it's a nice place to relax and enjoy yourself. It is also very important for people who don't have internet at home; it is convenient.
- One of the best resources Cleveland has;
- Very important for the kids and children at school;
- Every community needs a library for availability of knowledge;
- I think a library is a great aspect and they fulfill everything I want from them.
- Feel strongly about CH-UH being a diverse space and the CH library is a place that is a safe haven for less privileged which tend to be minorities;
- Because she is a librarian, they use the library for years and it is a fabulous service that they offer;

- I don't want to see the libraries disappear;
- Because it is my life. That simple.
- The library is a great resource and it's important to have that resource available;
- The library is an important part of my life since I was young and it has the things you need to do research and for information;
- She loves libraries;
- I think there are a lot of libraries that are in vicinity and I think they should just combine and that would be cheaper. Shaker Heights and University Heights are so close it should just combine and save money;
- Because it's important for a community to have a well-funded, well run library;
- I think very individual can make use of the library system and it serves such a large majority of the population.
- It's a part of the school system and the community needs to be educated and helps for people moving into the community;
- It's for the betterment of community and it'll help things in the long run...especially for technology;
- The library is one of the strongest components of the community. It is a gathering place for all ages and it is a tremendous resource.
- Because I think the library is a very important part of our community.
- It's important for the kids;
- Libraries are important for everyone's education;
- I think the library is one of the best things we have in this country and I will do anything to support it;
- We see it as an important community service;
- So kids can have a place to get books;
- Libraries are important; provide a good service that we need to keep;
- Resources=good community;
- We need resources like that;
- Believe in education;
- Just because I don't use it doesn't mean it's not good;
- Because the kids need it;
- It would be for good use;
- There are a lot of people who don't know how to research and the library is a good resource for teaching that and to apply that. I think people isolate themselves too much by being able to search online so the library is a good gathering place.
- I just think it's important for everybody just for educational reason to have a good library. Libraries are really important. Nothing beats a good old fashioned book;
- Children need it;
- Preserving culture;

- It's free but somebody has to pay for it;
- Libraries are good things;
- You gotta have a library!
- Because a library is a very importance piece to children's learning;
- Because for me the library is very important and I use it a lot;
- The library system is important for families and education and community;
- I want the library to exist;
- Because we NEED it.
- Got to guard our library b/c it's so special!
- I always go to the library;
- I think the library is a good thing to have in the community and school district. It's a place to learn.
- Not everyone can afford buying books or replenish their Kindles over and over so this is important. Although people are telling me that finding the classics is impossible but you can find 10 copies of a bestselling piece of garbage. It's important to have the classics stocked;
- I want to keep the libraries around.
- For the overall community spirit and services;
- The library provides the community a tremendous resource and usually they manage their money well. As a parent who supports home-schooling, I find the library extremely important for didactic learning.
- Education is very important (6 year old grandson);
- Because I think it's one of the things that attracts people to move to our community;
- No one has access to everything they need unless they can have a library;
- Strengthens our community.
- Because it is very important... Where else could you find such a thing? It's a wonderful service.
- Good source of info, need to put hands on real book;
- It is very hard for an organization to work with less money than they already have to deal with.
- State funding has been cut so city needs to pick up the slack;
- I would have to see how the legislation was drafted before I would choose yes or no, but I think it is a very valuable resource to our community.
- If we don't, where is the money going to come from? It would be a shame to close libraries like we are closing schools;
- We need the library;
- Library is essential;

- So important for the community especially this neighborhood to have a place where people can go to use the computers. They have great resources; they even accommodate their literature sections with immigration. They are a positive resource for community;
- Libraries are essential;
- A lot of things that you need you can get from the library, and some things you can take home. It is useful and purposeful.
- Important community;
- I think that the library is a good source of information. Like, right now, I am doing a family tree research, and the library is key to finding that information. And since I was a kid, I always had access to the library, and I have used it quite frequently.
- Library is essential to the community.
- I think we need to access information and it's a great place for the kids to research and do homework. Adds value and culture to community;
- Because I've been using and I have been very satisfied with their service.
- Libraries are a good investment, it's good for the community and people can get a lot of information from the libraries;
- So other people have the same opportunities I had as a kid. Very important for families;
- The library is essential, and useful to everyone;
- We need libraries;
- Good to have the resource;
- It's available and its knowledge and entertainment it's everything you could ever need;
- Good resource;
- Because it would be difficult to find the money another way;
- If TV or radio goes, you can still read. It provides an adventure no matter where you are, and gives children a chance to see the world in a way that they have not before.
- It's important to have libraries in our community;
- I think it is important for our children to keep the habit of reading going. The library is good and useful for them. My daughter loves the library, and has had one since she was two. The children's area is good, and she wants to go, and she is adorable carrying her books, and she likes being able to go, as well as use the computers. She is attended, though, and it's important to keep the kids safe. She is learning how to use information and technology by being up there.
- Value libraries;
- Because they'll be shutting libraries in the next 15-20 and they'll destroy all these wonderful books. We don't need that to happen;
- Books are most important thing in our society, saves me money;
- City treasure and it makes our city all the more desirable;
- Library is essential;
- Library is very important for kids;

- Libraries are really important for the community. It encourages children reading and we need to keep the libraries high-tech and up to date with the new technology.
- It's not being used so much because we have online, but sometimes the best thing to do is renting a book to find information.
- It's a plus in our life;
- As a student, it was very helpful, and gave kids a place to relax from drama and avoid deviant behavior;
- Because they have to be funded. They are a source of knowledge. I am an avid reader.
- Very important for students, educational;
- Education and information.
- Provides free research to help people grow and learn;
- For our children so they have the best in CH and so forth and also for the rest of us its where we get what we need too.
- Really important community resource;
- Books and libraries are critical;
- They are extremely important. Helps the community and promotes education;
- Into arts and books;
- A very valuable asset to our community;
- Good service for community, I love to read;
- The library is needed for people to access information;
- It's a valuable service to the community;
- Extremely important for the community. Many people who don't have access to a computer can use one there.
- Need libraries, its free;
- Libraries are very important (literacy and the arts), always vote for the library, only disappointed when remodeling money was spent to buy the YMCA;
- Because libraries are important and you can usually find the information you need at the library.
- It's the source of information;
- It's vital to the community;
- We don't like to purchase all our media and the library gives us access to the media we wish to use;
- Wants library to stay.
- Libraries are important;
- The basis of information, whether you have money or not;
- I've been a long time resident and in the past have used a lot of library services;
- They are an important service;
- General support libraries;
- They're very important for the city and for the community;

- I think libraries are wonderful and extremely important to all communities.
- Because I think libraries are wonderful and extremely important for all communities.
- Use it a lot;
- Children need somewhere to go and something to do;
- Very important, do not want to buy books;
- Libraries are important place where people can go and learn;
- We still need libraries even if we have technology. books/libraries may be dying art but still important;
- Lived here 20 years, very important for information;
- Best library in country;
- Benefits many;
- I think the public should have access to as much information as they can. it's a public good;
- It's an important service for the community. We'd be much worse off without it;
- I would be lost without the library. I read a lot and love having the resources of the library to help me with my hobby of reading.
- Tool that, because I have children, it's a tool for them besides the internet. my daughter likes to look at books and something more than just the computer we have at home. her school has a lot of reading that is related with the library as well;
- They are important resource to the community. They provide valuable services and resources to the community. Also library are resources for people that don't know how to use computers and the library programs are very important, educational, and valuable.
- Very useful tool for everyone;
- The library provides a lot of materials and services. Convenient, there's a lot of availability, and they would like that to stay in place.
- I am an English teacher and am very pro libraries;
- They are important for the community and especially for children to promote reading. There are also so many great activities and programs for the community.
- Valuable resource;
- Kids need the library;
- We have an excellent library system, she utilizes it frequently;
- Very important resource;
- Very important for kids of the future;
- The library needs the financial support to continue excellence;
- Where are we without libraries?
- Libraries are my number one interest and I think they are wonderful for the community.
- They need it, this is where we have to go to get info for most things;
- Hate to see our libraries go away;
- Good place for information;

- Keeps them viable and funds the important services they provide;
- To continue to provide services;
- Library is essential;
- Important aspect to community;
- Used a lot, very imp[important for city];
- The library is essential;
- I'm not sure, I've lived in this area forever so I'd hate for anything to happen to libraries.
- It's important to continue to have libraries. It's still important to have books as well as online resources.
- Libraries still provide a decent public service;
- Funding for libraries is being cut and as a community we need to help fund them because they provide an invaluable service to the community;
- Libraries are an important service for the community;
- Where are kids going to go if the libraries go down? It's a good place for kids to go for information or a place to go.
- She wants to keep the library as it is, important resource for our community;
- Libraries are a RIGHT of the people. We have to have libraries for access of information and the freedom of it. Learning is another way to access freedom and libraries are a necessary thing in the country. Without libraries, I don't think the internet is enough to suffice for what we need. It's also another place to interact with other people and teach social skills. Internet is interacting with people without the physical connection and the library gives you more social experience.
- They are an important educational tool, promotes reading, so many great services are provided to the community;
- To keep it available for everyone regardless of whether they're using the books or the computers.
- Good source of information all purposes;
- Library was there for my children so I want to support it for someone else's.
- Libraries are their source of information.
- More kids than say, 10 years ago, have access to technology but now-a-days especially with Lee Rd it offers books and after school activities to keep kids out of trouble and kids need places like that to go to and education is the key.
- Information is power ignorance is death;
- Libraries are a valuable community resource.
- Educational and good place for people to go and things for people to do. allows people to have access to things they can't find anywhere else (computers) safe and secure place to take kids;
- Other people can use it;

- It is free access to knowledge and information for people to educate themselves and advance in society. They have a great impact on the community and my personal life as well.
- Because she taught school for thirty years, being able to access computers is important for students that don't have as much;
- I love libraries and they are very important for everyone;
- The library is an important resource for all of us. It's a free source of resources for education and entertainment. So I'm happy to help pay for it.
- To support the libraries, it's a source that will benefit the youth. Libraries are beneficial are useful to youth who don't have other sources of information.
- Library is essential;
- It is very important to have public libraries available.
- I think that libraries are an important place for young people and I continue to use it myself.
- I'd hate not to have the library - that is the source of most of my entertainment. I'd hate to see it go so I will support it, same with the Plain Dealer.
- So the library keeps getting funded and continues to provide the services they are providing now;
- They very seldom get the amount of money they need and books are a lot more expensive than people think and there are a lot of other expenses to pay off as well;
- It's a good thing to have for the people who need it.
- Dependent on the cost;
- Great place for kids to go and great resource;
- Want to keep up library;
- It's an important resource for students and it's a good way to find resources and activities for seniors.
- They need books.
- Does not like that you have to have more or less modern books. She likes the old books. She misses books with crafts or about different areas.
- Kids need it;
- I think that libraries are a vital aspect of the community, and without it, it would not allow them to provide the resource and the quality of it to the community.
- Anything that has that knowledge available and the sources it's assays a good thing. the activities help bring community together and makes them better;
- The libraries are very helpful and it would be a shame if they started closing up, they are a great source of information. You wouldn't spend money on books.
- So many people use the library that without funding the community could not use the resources.

- Libraries are very important, it gives everyone equal access to information and technology.
- The main reason is because of my son...it's everything for us;
- It is a very important part of the community. It reaches all levels young and old. We should all learn how to read and enjoy reading.
- If there's no money to maintain the library, then they are not available tolls for the public.
- Does not want them to go away/lose their services;
- Grandchildren can make use of the library services.
- It's a great place;
- Libraries are important for finding work--very helpful because no computer at home. Programs offered for all ages are really great.
- To keep people together in the library and really connect the community
- Public forum that is a necessity--best deal too! It's free!
- Libraries are very important to the community and development.
- It is a part of everyone's life, some people don't have computers, and everyone is very helpful, and it's quiet, it's a great place for kids to do homework and quiet.
- So they can keep it going;
- Library is an important part of daily lives, and the children's lives. This is somewhere that as a child I felt protected and safe to go. Nowhere else you can find the information and fun;
- Libraries are critical part of society. provided access to members of the community to those who don't have alternatives;
- Computers are nice, I believe in the arts and using your brain as a computer, and visit the library and be in awe;
- Kids; community;
- So that they can offer the literary services to the community people.
- Because it's a community resource. Irreplaceable;
- Library is essential to the community;
- Always votes for educational opportunities;
- Basic information. Community needs to support a library. Cleveland Heights is one of the best.
- The library provides an important service;
- That's what makes the city great and what makes the democracy work;
- So they can keep getting good books and movies and keep their computers working right.
- It deserves continued support;
- Today, libraries are more important than ever for access to information, places to meet in a resourceful environment, place to study in good environment and resources for it;
- Having a strong library keeps our property values high and gives our community a valuable resource.

- Libraries are great for communities and us;
- Otherwise they won't be able to keep up with the new technology or replace broken things.
- We won't have the institutions we need to give us the resources we need, and we need this incentives, because you can get anything and everything;
- The library is something that the community agrees on, all segments buy into the idea of a library;
- Essential community resource;
- A library is great resource for the community;
- Libraries are important;
- The library needs the support of the community;
- Something that is good for any community, resource;
- It would keep the library operating and it will be efficient and effective for others.
- It's a good community resource;
- Good for the community; underprivileged kids, and younger kids;
- Library is place that should be accessible to everyone, especially children;
- Library is essential to communities;
- Books and technology - they are important for a lot of people. They provide an important public service to those who would not have these materials and that is vitally important;
- Are very important to a community. When younger I spent a lot time at the library;
- Use the library frequently;
- I think it's important to have a great community library. I used it a lot more when my kids were younger.
- Library is essential;
- When I got to the library, there are always a lot of people there. It is being used and I use it. I always supported the levy.
- She uses the libraries, thinks it's a very important part of the community;
- Need to have availability to resources the library provides;
- It needs constant updating and will always need input... It's such a community asset especially now they have a teen room and media room and all the other things they added... It's a great way to introduce the youth to reading and have the world and your fingertips. It's great to have such a resource.
- Kids/seniors/others still use it and it has value;
- Valuable;
- Resident of UH and want to see it taken care of;
- I think the libraries are a very important resource to the community and that they are free of charge.
- People should be using libraries more. It's a wonderful way to get to books and movies. The programs are excellent especially in the summer. wonderful resource;

- It is important to have a library;
- Like the available books, for studying nice community;
- Library is very important to a community;
- We need the libraries they are very important. They provide many services for every age. I'm very impressed with the Coventry branch.
- If you're going to have a good community library has to be nice too;
- Have kids;
- Support education, library, reading and furthering education;
- Good to always have a library. We still need libraries not just the internet. Especially with young kids. We still need to get them engaged and libraries have a lot of programs. Even teenagers for schoolwork.
- Not enough people read;
- The community is very dependent on the library's services.
- It's important part of the community;
- Want the library to stay open;
- If they make improvements and continue services;
- Important for everyone to read;
- Use the service and think it is a great community resource;
- Really values the library, thinks it's important to the community;
- Library is essential;
- Libraries are essential;
- Libraries are important;
- How else are we going to pay for the libraries?
- So many services that are being restricted already, we can't restrict this one because it's important for kids and community;
- Schools are often cold and inaccessible but libraries are the best educational tools I know. Also, we have a great one! for the library I would do anything;
- Believe in libraries. wife is ex-librarian;
- Other people need to have a place away from home to read and learn;
- It is a good facility for school children to study.
- They are extremely important to democracy and education;
- It's a good thing to have, children need to have the ability to go to the library and have ability to be exposed to the books.
- Education tool that is very important;
- Knowledge is power and if kids can have opportunities to go there be a part of book clubs, learn and its available it's better than them being on the street;
- You can't put a price on knowledge and education and books go hand in hand. It's extremely important and fundamental.

- In these economic times, they provide services that not everyone can afford when they are not free. Also, they do not want to accumulate books so the ability to go to the library helps them keep their collection down.
- Important for all public things, helps the community;
- Libraries are an important part of the community, especially with the economic status.
- The library does not go out and get money from people, need the library;
- Having access to all sorts of information and having it available for free is important to have an informed community.
- Anything with education is important;
- Essential to a community, provide computers, and info;
- The libraries are important to the community.
- It's extremely important: access to books and information for everyone and being able to borrow books, access to librarians and their knowledge. Lee's free use of their study rooms is excellent, and much, much more! They're one of the cornerstones to our civilized society.
- I won't have a library;
- If one does not have a personal computer, it is a great place to use one.
- Important resource and asset for people who can't afford books;
- Important for community.
- b/c the money has to come from somewhere and if it isn't delegated to the libraries, they won't get it;
- Libraries are important. Having a book in one's hand is important and is more valuable than online books. Also, online books cause job loss for publishers, book manufacturers, and library staff.
- Libraries are very important to the community;
- People should not lose to do things in person instead of online/electronically;
- b/c we need access to books and materials for entertainment and for study purposes and for technology b/c some kids do not have tech. at home;
- Libraries are very important to the communities and are valuable to people who do not have as much;
- Because of the Lee Road library branch. It is wonderful; other locations have not been very impressive to me.
- Library is very important to spread knowledge which is one of the most important things in any society;
- To keep things up and keep books in the library and someone has to keep it clean;
- People cannot afford to buy books because they have become so expensive. So the access to the public library system is essential. Browsing allows you to learn so much.
- Because it's where all the kids go and it's an important resource for studying.

- Normally, there is justifiability that any normal person can read and understand... People deserve books and library. I like my library where it is.
- It is a good alternative to web based research. Good environment for learning;
- So that the library can continue to support the community the way it does. offers access to information knowledge and technology for free;
- Good for children/young people to have access to library;
- Good for them to have dimension, computers are more isolating;
- Because they are essential services that we need and I use them.
- It's an important community resource and people need to support it.
- We need an educated public. We need a public that reads.
- Live on the library's street. Children grew up here; part of community; belong to book club;
- Libraries are essential to the community;
- We need a library!
- So that there's more funding to improve the services.
- The value of the library to the community.
- Great institution;
- Great experience;
- I would support the levy for sure if University Heights was given more funding. I feel University Heights has been short changed in funding and needs much improvement.
- Good resource for kids;
- They are a wonderful community asset, well run, and up to date, and they would like to keep the libraries that way.
- Libraries are the accessibility of knowledge for everyone;
- I think that a democracy cannot function if they cannot access information. Having a library is vital.
- It is good to have for the children. To keep them in school and not doing bad things. It is good to have the library there. You can get almost anything you are looking for there.
- Library provides a service for everyone;
- Resident of the community and the library is a great community resource;
- To build up the community and prevent people from leaving the community by having good resources;
- Betterment of community;
- Children, maintain books and don't take everything to electronics;
- The neighborhoods need libraries. They are needed to develop a high interest in reading, which is important to be successful in life.
- Libraries are very important especially for the children they are our tomorrow.
- Important resource for children;

- The library is all the community has as free citizens to empower ourselves. It's also free and without the library we are doomed;
- To keep the libraries as good as they are.
- Mainly because it's important that students have availability to the library.
- Asset to community;
- Libraries are a huge asset to the community, promotes education;
- The libraries are vital, and the programs for kids are essential;
- Helping community. major part of community;
- Libraries are very important service;
- libraries are important, necessary;

Appendix 3: Open-ended Responses to the Question - 'What Needs to Happen to Gain Support for Future CH-UHPL Levies?'

- They would really have to change their attitudes with the patrons. I have witnessed the staff treat the older people who weren't all that savvy...and I've seen the staff embarrass them. There is just a lot of rudeness because they don't like being disturbed and that disturbs me.
- Against all tax levies;
- They would have to justify it;
- She doesn't know, she's on fixed income;
- Need information: how much the taxes would go up, why it's needed, what the options are, etc.
- They just think money could be spent elsewhere;
- A clear plan on how the money would be spent, show how the money would be used.
- Depends on how much they are asking for;
- Ask friends that are politically savvy;
- Maybe the other taxes to go down (like property taxes or school levies)-financial reasons;
- A truly great need, provable;
- Does not vote at all;
- Not have taxes go up;
- The economy has to get better. It's not the libraries fault but even groceries are too expensive now;
- Need more details;
- Lean toward it, but no sure because of financial situation;
- I think that if we are going to open the library to everyone in the county, then why not join the county library system?
- See what it's all about;
- I'm retired and can't have everybody hounding me for money;
- I am not a registered voter but if I was I would support the libraries;
- See all the details; make public the information;
- Leaning yes because it's so close and convenient and I can go by public transportation if I can't walk;
- A levy to do an expansion or improvement. Wouldn't pay for an indefinite;
- Not enough money;
- After the 15 million dollar bridge, she's not going to support the levy;
- Tax too high already;
- Need to treat every day the same in terms of hours; improve collection and hours;
- Not registered to vote;

- Need to know where they're getting the money from. What are they taking the money from to give it to the library?
- They're not sure why the tax needs to go up. They're happy with the way that libraries are and they don't want to pay for it if they're content with the current services. They use a different branch more;
- Need to merge with Cuyahoga county library;
- They waste a lot of money on unnecessary things for the city. They treat University Heights people like "second class citizens" They need to direct the money towards the libraries and the University Heights people need more respect;
- Nothing;
- It would have to be some pretty significant changes to come. I am a little jaded by the constant asking of money by the public school so it would have to be something significant;
- Levies need to be well communicated to the community and your vote would be dependent on how much the levy is for;
- Not sure. Just not going to vote;
- Need more books, more variety;
- Should not cost me more money;
- Not sure. Library has a lot of services--turning into a "hang out" place and I don't really like that. may become a safety problem;
- Depends on what the levy is going to be used for and how much money;
- Wouldn't in any case-taxes are too high, Ohio ranks 39th of 50th in terms of tax friendliness;
- Too much taxes as it is;
- Fixed income and they believe the property taxes are already too high. They don't have enough money to afford a higher tax;
- House concerns;
- More information about tax levies;
- Keep the price of the levy modest-- not a lot of money at hand for a high levy or a higher "value" for what they'd be paying for;
- Have to know what they are looking for in taxes;
- Not sure--doesn't think that there is anything else they can do they have already done a lot of renovations;
- More information needed;
- Looking at own finances, otherwise will support;
- Nothing, good as is;
- Nothing needs to change;
- Have them give the people a lot of information about it... What they plan to do with the funds;

- Transparency in government, reduce councilmembers we have and put extra money in more important things;
- Political reform;
- Would support;
- Nothing. I do not support it. I pay enough taxes;
- n/a – already a supporter;
- What they are doing is fine;
- Politicians have to be smarter with the money.

Appendix 4: Phone Survey Instrument

Hello!

My name isand I am a student at Baldwin Wallace University. I am participating in a research project for the Cleveland Heights-University Heights Public Libraries, also known as the Heights Libraries. I would like to ask you about your use of the library over the past year. Your responses will be kept confidential and reported as part of a group of 800 responses of residents of the Cleveland Heights-University Heights area. Can you spare ten minutes to answer some questions? (if yes, proceed with survey). If no, ask if someone else in the household would be willing to participate; repeat opening statement.

1. CALLERS: SKIP THIS QUESTION. THIS WAS FOR CELL PHONE CALLS ONLY.

Name:

Address:

City and State:

Zip code:

Starbucks or Target?

2. Are you a current resident of Cleveland Heights or University Heights (if yes, ask which one).

If NO: "I'm sorry, but our survey is limited to residents of Cleveland Heights and University Heights. HOWEVER...if you would like to take the survey, you can visit one of the Heights branches OR go on the website www.heightslibrary.org. The survey is in the top left side of the website. Thank you for your time." Hang up and start another call.

Cleveland Heights

University Heights

3. Are you 18 or over? (yes, no). If no ask if someone age 18 or older can participate in the survey. If the answer is no, then say, 'thanks for your time,' and hang up and start another call.

Yes

4. What is your residential zip code?

44106

44112

44118

44121

44122

Other (please specify)

Part I: Usage of Heights Libraries branch services

5. Do you have a library card for the Cleveland Heights-University Heights Libraries, also referred to as the Heights Libraries?

Yes

No

Not sure

6. How frequently have you visited a Heights library location in the last year?

Once

A few times

Monthly

Weekly

Never (please specify why)

7. Which CH-UH location do you use most?

Lee Road

Coventry

Noble

University Heights

8. Why do you use this branch most often?

(open ended response)

9. What other public libraries in the region have you used in the last year?

Cuyahoga County

Cleveland

Shaker Heights

East Cleveland

Other (please specify)

10. Are you a registered voter?

Yes

No

Not sure

11. Have you voted in the past in favor of a levy (property tax) to support the Heights Libraries?

Yes

No

Do not remember

12. I am going to ask about your use of Heights Library services. How often have you used each of the following services in the last six months? Please use one of the following as a response:

	Mostly weekly	Every 2-3 weeks	3-4 times in last six months	Never
Browse the collection	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Check out items	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Attend a library program	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Do homework/study	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Use the computers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Use the WiFi	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Use the study rooms	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Read quietly	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Attend a community meeting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
-	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

13. How often do you have to put an item on hold because you can't find it?

- Always
- Usually
- Sometimes
- Rarely

14. How often have you called a Heights Library branch in the last six months to get information?

- More than three times
- Once or twice
- Never

Part II: Web-based Heights Library Usage

15. How often have you used each of the following web-based Heights Libraries services in the past six months? Please answer each with one of the following responses:

	Weekly	Once or twice a month	Every few months	Never
Online databases	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Online catalog	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reading blogs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Digital downloads	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Know It Now (explain)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

16. Do you use an eReader?

Yes

No

**17. Can you please tell me why you do not use the e-Reader library service?
(Open ended)**

18. Do you borrow e-books from the CH-UH library?

Yes

No

19. Where do you typically find information? Please check all that apply:

- Facebook
- YouTube
- Web browsing
- Television
- Radio
- Print newspapers and/or magazines
- From talking to other people

Other (please specify)

20. Where do you typically find entertainment? Please check all that apply:

- Facebook
- YouTube
- Web browsing/web-based like Netflix or Hulu
- Television
- Movie Theater
- Live Entertainment (plays, concerts, etc.)
- Print newspapers and/or magazines
- From talking to other people

Other (please specify)

Part III: Physical condition of Heights Library branches

21. If you visit more than one branch, please answer the question with the branch that you visit the most in mind. Which branch is it?:

- Lee Road
- Coventry
- Noble
- University Heights

22. We are interested in your thoughts about the accessibility and condition of the library branch you visit. Please rate each of the things I mention as being poor, fair, good, excellent, or you do not have an opinion.

	Poor	Fair	Good	Excellent	Do not have an opinion
Hours	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Location	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Parking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Accessibility	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cleanliness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Facility décor	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Comfort of furniture	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ease of finding things	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Availability of technology	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Noise level	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Behavior of other customers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
staff availability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
staff helpfulness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
safety	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

23. Any additional comments about this branch or any other branch that you use.

24. Thinking about the overall services and conditions of the CH-UH libraries, what is most important to you? (open ended):

25. Would you support renewal of the tax levy to continue funding the Heights Libraries?

- Yes
- No
- Not sure

26. Can you please tell me why you think it is important to vote YES on a tax renewal levy for the library?
(open ended)

27. Can you please tell me what needs to happen for you to support a tax renewal levy for the library?
(open ended)

Part IV: Demographics

28. Are you male or female?

- Male
 Female

29. In which of the following age ranges do you fit?

- 18-29
 30-39
 40-49
 50-59
 60-69
 70 or older

30. Are there children under the age of 18 living in your home?

- Yes
 No

31. How many children?

- One
- Two
- Three
- Four or more

32. What is your level of education?

- Did not finish high school
- High school diploma / G.E.D.
- Some college or technical school
- Bachelor's degree
- Graduate or professional degree

33. What range best characterizes your annual household income?

- Less than \$ 20,000 a year
- Between \$ 20,000 and \$ 40,000
- Between \$ 40,000 and \$ 60,000
- Between \$ 60,000 and \$ 80,000
- Between \$ 80,000 and \$ 100,000
- More than \$ 100,000

34. What best characterizes your ethnic background?

- African – American
- Asian – American
- Caucasian
- Hispanic
- Other or more than one of the other choices

That concludes our survey. The information you have provided will be very helpful to the Heights Library as it continues to work to provide the best possible service to its customers. Thank you very much for your time and have a good day!

(if the respondent wants more information about the survey): You are welcome to contact Tom Sutton, the Director of the Baldwin Wallace University Community Research Center. His number is 440-826-2460, and email is tsutton@bw.edu.