

Lane Library League  
December, 2002  
Final Report

The Lindholm Company, LLC  
Edgewater Strategies, LLC  
975 Oak, Suite 650  
Eugene, OR 97401  
541.485.4809

# TABLE OF CONTENTS

<b>Conclusions and Implications for Lane Library League Effort</b>	<b>3</b>
<b>Results by Sample</b>	<b>4</b>
Countywide (All Respondents)	5
Siuslaw Area, Outside Library District	6
Fern Ridge Area: Complete Area	8
Fern Ridge Area: Inside Library District	10
Fern Ridge Area: Outside Library District	12
Emerald Area: Complete Area	14
Emerald Area: Inside City of Eugene	15
Emerald Area: Outside City of Eugene	16
East Lane Area: Complete Area	18
East Lane Area: Inside City of Springfield	19
East Lane Area: Inside Cities of Cottage Grove and Oakridge	20
East Lane Area: Other Areas	22
Junction City Area: Complete Area	24
Junction City Area: Inside Junction City	25
Junction City Area: Outside Junction City	26
<b>Analysis</b>	<b>28</b>
Library Service Rating Countywide by Sample	29
Library Districts System Countywide by Sample	31
Specific Ballot Questions By Sample	32
Importance of Components	35
<b>Methodology</b>	<b>36</b>
<b>Sample Definitions</b>	<b>36</b>
<b>Questionnaire</b>	<b>37</b>

NOTE: Samples listed in order based on the original project description.

# CONCLUSIONS AND IMPLICATIONS FOR LANE LIBRARY LEAGUE EFFORT

## Overall Implications

- Good chance of passage.
- Voter education campaign needed.
- Information about measure should include services as well as cost to aid passage.

## Current Library Service Ratings

- Ratings for library service are generally positive.
- The countywide library service ratings have declined significantly since the May 1999 survey. This is most likely due to the continuing recession. Other surveys in Lane County have shown similar declines over time.
- Non-served areas generally have the highest “Poor” and “Don’t Know” ratings of current library service.

## Summary Support Characteristics for Proposed Ballot Measures

- “Support” is generally good throughout the county.
- Support is generally correlated with increasing levels of urbanization.
- “Support” generally decreases as respondents learn about costs.
- “Support” generally increases as respondents learn about benefits.

## Importance Ratings of Component Programs

- Children’s programs are generally the most important component to respondents. In many areas the scores, exceeding 40% rating it “very important,” are remarkably high.
- Access to the Eugene Public Library is generally the second most important component.
- Generally, the elected board is not considered important except in the areas that would be grouped with the City of Eugene.

## Specific Ballot Questions by Sample

- Countywide, “Total Support’ (= Support + Lean Support) is 69%.
- Generally, the initial ballot “Total Support” is greater than 50%, which indicates a reasonable likelihood of passage.
- Once the cost is included in the question, “Total Support” drops dramatically, except in the cities.
- After information, “Total Support” climbs significantly and is generally greater than 50%.

## **RESULTS BY SAMPLE**

## COUNTYWIDE (ALL RESPONDENTS)

The sample size is 400 (including the entirety of Lane County outside the Siuslaw Library District) and the margin of error at the median is 5%. Results were based on weighting by geography. All results are given as percentages.

1. How would you rate the library service you now receive, excellent, good, fair, poor?

Excellent	10%
Good	27%
Fair	12%
Poor	13%
Don't Know	39%

As you may know, there have been discussions about creating and expanding library districts to provide service to everyone in Lane County. Currently 90,000 people do not have library service.

2. If an election were held today, would you support or oppose this countywide system of library districts, where existing libraries remain independent but are closely linked? (DON'T KNOW: How would you lean?)

Support	60%
Lean Support	9%
Don't Know	12%
Lean Oppose	2%
Oppose	17%

## SIUSLAW AREA, OUTSIDE LIBRARY DISTRICT

The sample size is 10 and the margin of error at the median is 32%. All results are given as percentages.

1. How would you rate the library service you now receive, excellent, good, fair, poor?

Excellent	30%
Good	20%
Fair	0%
Poor	10%
Don't Know	40%

As you may know, there have been discussions about creating and expanding library districts to provide service to everyone in Lane County. Currently 90,000 people do not have library service.

2. If an election were held today, would you support or oppose this countywide system of library districts, where existing libraries remain independent but are closely linked? (DON'T KNOW: How would you lean?)

Support	50%
Lean Support	10%
Don't Know	20%
Lean Oppose	10%
Oppose	10%

3. As part of this system of library districts, would you support or oppose a library district if it included access to the Florence library? (IF DON'T KNOW: How would you lean?)

Support	20%
Lean Support	10%
Don't Know	50%
Lean Oppose	10%
Oppose	10%

4. Would you support or oppose a library district if it included access to the Florence library and cost \$60 per year for the typical homeowner? (IF DON'T KNOW: How would you lean?)

Support	30%
Lean Support	0%
Don't Know	10%
Lean Oppose	0%
Oppose	60%

Now, I would like to ask you about what might also be included in the district.

ROTATE 5 AND 6

5. How important to you would it be to include children's programs, very important, somewhat important, not important?

Very Important	60%
Somewhat Important	20%
Not Important	10%
Don't Know	10%

**SIUSLAW AREA, OUTSIDE LIBRARY DISTRICT**  
**(continued)**

6. How important to you would it be to include access to the Eugene Public Library, very important, somewhat important, not important?

Very Important	30%
Somewhat Important	30%
Not Important	40%
Don't Know	0%

NUMBERS 7 AND 8 SKIPPED

9. Now, after what you have heard, would you support or oppose a library district if it included access to the Florence library? (IF DON'T KNOW: How would you lean?)

Support	30%
Lean Support	20%
Don't Know	30%
Lean Oppose	0%
Oppose	20%

## **FERN RIDGE AREA COMPLETE AREA**

The sample size is 60 and the margin of error at the median is 13%. All results are given as percentages.

1. How would you rate the library service you now receive, excellent, good, fair, poor?

Excellent	13%
Good	26%
Fair	7%
Poor	26%
Don't Know	28%

As you may know, there have been discussions about creating and expanding library districts to provide service to everyone in Lane County. Currently 90,000 people do not have library service.

2. If an election were held today, would you support or oppose this countywide system of library districts, where existing libraries remain independent but are closely linked? (IF DON'T KNOW: How would you lean?)

Support	62%
Lean Support	6%
Don't Know	13%
Lean Oppose	1%
Oppose	18%

3. As part of this system of library districts, would you support or oppose a library district if it included access to the Veneta library? (IF DON'T KNOW: How would you lean?)

Support	74%
Lean Support	1%
Don't Know	13%
Lean Oppose	3%
Oppose	10%

4. Would you support or oppose a library district if it included access to the Veneta library and cost \$60 per year for the typical homeowner? (IF DON'T KNOW: How would you lean?)

Support	25%
Lean Support	1%
Don't Know	8%
Lean Oppose	1%
Oppose	66%

Now, I would like to ask you about what might also be included in the district.

ROTATE 5 AND 6

5. How important to you would it be to include children's programs and would create a small branch library in Lorane, very important, somewhat important, not important?

Very Important	43%
Somewhat Important	32%
Not Important	22%
Don't Know	3%

**FERN RIDGE AREA  
COMPLETE AREA  
(continued)**

6. How important to you would it be to include access to the Eugene Public Library, very important, somewhat important, not important?

Very Important	35%
Somewhat Important	30%
Not Important	34%
Don't Know	1%

**NUMBERS 7 AND 8 SKIPPED**

9. Now, after what you have heard, would you support or oppose a library district if it included access to the Veneta library? (IF DON'T KNOW: How would you lean?)

Support	53%
Lean Support	10%
Don't Know	10%
Lean Oppose	0%
Oppose	27%

## **FERN RIDGE AREA INSIDE LIBRARY DISTRICT**

The sample size is 30 and the margin of error at the median is 17%. All results are given as percentages.

1. How would you rate the library service you now receive, excellent, good, fair, poor?

Excellent	43%
Good	23%
Fair	7%
Poor	7%
Don't Know	20%

As you may know, there have been discussions about creating and expanding library districts to provide service to everyone in Lane County. Currently 90,000 people do not have library service.

2. If an election were held today, would you support or oppose this countywide system of library districts, where existing libraries remain independent but are closely linked? (IF DON'T KNOW: How would you lean?)

Support	57%
Lean Support	0%
Don't Know	13%
Lean Oppose	3%
Oppose	27%

3. As part of this system of library districts, would you support or oppose a library district if it included access to the Veneta library? (IF DON'T KNOW: How would you lean?)

Support	60%
Lean Support	3%
Don't Know	10%
Lean Oppose	3%
Oppose	2%

4. Would you support or oppose a library district if it included access to the Veneta library and cost \$60 per year for the typical homeowner? (IF DON'T KNOW: How would you lean?)

Support	33%
Lean Support	3%
Don't Know	13%
Lean Oppose	3%
Oppose	47%

Now, I would like to ask you about what might also be included in the district.

ROTATE 5 AND 6

5. How important to you would it be to include children's programs and would create a small branch library in Lorane, very important, somewhat important, not important?

Very Important	27%
Somewhat Important	40%
Not Important	33%
Don't Know	0%

**FERN RIDGE AREA  
INSIDE LIBRARY DISTRICT  
(continued)**

6. How important to you would it be to include access to the Eugene Public Library, very important, somewhat important, not important?

Very Important	27%
Somewhat Important	30%
Not Important	37%
Don't Know	7%

**NUMBERS 7 AND 8 SKIPPED**

9. Now, after what you have heard, would you support or oppose a library district if it included access to the Veneta library? (IF DON'T KNOW: How would you lean?)

Support	50%
Lean Support	10%
Don't Know	10%
Lean Oppose	0%
Oppose	30%

## **FERN RIDGE AREA OUTSIDE LIBRARY DISTRICT**

The sample size is 30 and the margin of error at the median is 17%. All results are given as percentages.

1. How would you rate the library service you now receive, excellent, good, fair, poor?

Excellent	7%
Good	27%
Fair	7% %
Poor	30%
Don't Know	30%

As you may know, there have been discussions about creating and expanding library districts to provide service to everyone in Lane County. Currently 90,000 people do not have library service.

2. If an election were held today, would you support or oppose this countywide system of library districts, where existing libraries remain independent but are closely linked? (IF DON'T KNOW: How would you lean?)

Support	63%
Lean Support	7%
Don't Know	13%
Lean Oppose	0%
Oppose	17%

3. As part of this system of library districts, would you support or oppose a library district if it included access to the Veneta library? (IF SUPPORT/OPPOSE: Is that Strongly or Somewhat. IF DON'T KNOW: How would you lean?)

Support	77%
Lean Support	0%
Don't Know	13%
Lean Oppose	3%
Oppose	7%

4. Would you support or oppose a library district if it included access to the Veneta library and cost \$60 per year for the typical homeowner? (IF DON'T KNOW: How would you lean?)

Support	23%
Lean Support	0%
Don't Know	7%
Lean Oppose	0%
Oppose	70%

Now, I would like to ask you about what might also be included in the district.

ROTATE 5 AND 6

5. How important to you would it be to include children's programs and would create a small branch library in Lorane, very important, somewhat important, not important?

Very Important	47%
Somewhat Important	30%
Not Important	20%
Don't Know	3%

**FERN RIDGE AREA  
OUTSIDE LIBRARY DISTRICT  
(continued)**

6. How important to you would it be to include access to the Eugene Public Library, very important, somewhat important, not important?

Very Important	37%
Somewhat Important	30%
Not Important	33%
Don't Know	0%

**NUMBERS 7 AND 8 SKIPPED**

9. Now, after what you have heard, would you support or oppose a library district if it included access to the Veneta library? (IF DON'T KNOW: How would you lean?)

Support	53%
Lean Support	10%
Don't Know	10%
Lean Oppose	0%
Oppose	27%

## **EMERALD AREA COMPLETE AREA**

The sample size is 120 and the margin of error at the median is 10%. All results are given as percentages.

1. How would you rate the library service you now receive, excellent, good, fair, poor?

Excellent	16%
Good	39%
Fair	10%
Poor	2%
Don't Know	33%

As you may know, there have been discussions about creating and expanding library districts to provide service to everyone in Lane County. Currently 90,000 people do not have library service.

2. If an election were held today, would you support or oppose this countywide system of library districts, where existing libraries remain independent but are closely linked? (IF DON'T KNOW: How would you lean?)

Support	57%
Lean Support	10%
Don't Know	15%
Lean Oppose	5%
Oppose	13%

3. As part of this system of library districts, would you support or oppose a library district for the Eugene metropolitan area, including River Road? (IF DON'T KNOW: How would you lean?)

Support	64%
Lean Support	4%
Don't Know	12%
Lean Oppose	0%
Oppose	20%

## **EMERALD AREA INSIDE CITY OF EUGENE**

The sample size is 50 and the margin of error at the median is 14%. All results are given as percentages.

1. How would you rate the library service you now receive, excellent, good, fair, poor?

Excellent	18%
Good	42%
Fair	10%
Poor	0%
Don't Know	30%

As you may know, there have been discussions about creating and expanding library districts to provide service to everyone in Lane County. Currently 90,000 people do not have library service.

2. If an election were held today, would you support or oppose this countywide system of library districts, where existing libraries remain independent but are closely linked? (IF DON'T KNOW: How would you lean?)

Support	58%
Lean Support	10%
Don't Know	14%
Lean Oppose	6%
Oppose	12%

3. As part of this system of library districts, would you support or oppose a library district for the Eugene metropolitan area, including River Road? (IF DON'T KNOW: How would you lean?)

Support	64%
Lean Support	4%
Don't Know	12%
Lean Oppose	0%
Oppose	20%

4. Would you support or oppose a library district for the Eugene metropolitan area if you knew it would not change Eugene tax rates because it would replace the city's current 4-year library tax with a permanent tax base? (IF DON'T KNOW: How would you lean?)

Support	68%
Lean Support	6%
Don't Know	12%
Lean Oppose	2%
Oppose	12%

**NUMBERS 5 THROUGH 9 SKIPPED**

**EMERALD AREA  
OUTSIDE CITY OF EUGENE**

The sample size is 70 and the margin of error at the median is 12%. All results are given as percentages.

1. How would you rate the library service you now receive, excellent, good, fair, poor?

Excellent	3%
Good	19%
Fair	9%
Poor	16%
Don't Know	54%

As you may know, there have been discussions about creating and expanding library districts to provide service to everyone in Lane County. Currently 90,000 people do not have library service.

2. If an election were held today, would you support or oppose this countywide system of library districts, where existing libraries remain independent but are closely linked? (IF DON'T KNOW: How would you lean?)

Support	53%
Lean Support	11%
Don't Know	20%
Lean Oppose	0%
Oppose	16%

3. As part of this system of library districts, would you support or oppose a library district for the Eugene metropolitan area, including River Road? (IF DON'T KNOW: How would you lean?)

Support	64%
Lean Support	4%
Don't Know	14%
Lean Oppose	0%
Oppose	17%

4. Would you support or oppose a library district for the Eugene metropolitan area if you knew it would cost \$80 per year for the typical homeowner? (IF DON'T KNOW: How would you lean?)

Support	31%
Lean Support	0%
Don't Know	13%
Lean Oppose	4%
Oppose	51%

Now, I would like to ask you about what might also be included in the district.

ROTATE 5 THROUGH 7

5. How important to you would it be that the library district would be controlled by an elected board and not by the City of Eugene, very important, somewhat important, not important?

Very Important	33%
Somewhat Important	31%
Not Important	23%
Don't Know	13%

**EMERALD AREA  
OUTSIDE CITY OF EUGENE  
(continued)**

6. How important to you would it be to include children's programs, access to Eugene libraries, and bookmobile service to outlying areas, very important, somewhat important, not important?

Very Important	54%
Somewhat Important	34%
Not Important	11%
Don't Know	0%

7. How important to you would it be that the library district open a new library in the River Road/Santa Clara area, very important, somewhat important, not important?

Very Important	24%
Somewhat Important	23%
Not Important	47%
Don't Know	6%

**NUMBER 8 SKIPPED**

9. Now, after what you have heard, would you support or oppose a library district for the Eugene metropolitan area? (IF DON'T KNOW: How would you lean?)

Support	56%
Lean Support	1%
Don't Know	20%
Lean Oppose	3%
Oppose	20%

## **EAST LANE AREA COMPLETE AREA**

The sample size is 150 and the margin of error at the median is 8%. All results are given as percentages.

1. How would you rate the library service you now receive, excellent, good, fair, poor?

Excellent	8%
Good	24%
Fair	13%
Poor	14%
Don't Know	41%

As you may know, there have been discussions about creating and expanding library districts to provide service to everyone in Lane County. Currently 90,000 people do not have library service.

2. If an election were held today, would you support or oppose this countywide system of library districts, where existing libraries remain independent but are closely linked? (IF SUPPORT/OPPOSE: Is that Strongly or Somewhat. IF DON'T KNOW: How would you lean?)

Support	61%
Lean Support	9%
Don't Know	11%
Lean Oppose	2%
Oppose	19%

3. As part of this system of library districts, would you support or oppose a library district for the eastern half of Lane County, including Springfield, Cottage Grove, and Oakridge? (IF SUPPORT/OPPOSE: Is that Strongly or Somewhat. IF DON'T KNOW: How would you lean?)

Support	68%
Lean Support	3%
Don't Know	4%
Lean Oppose	2%
Oppose	22%

## **EAST LANE AREA INSIDE CITY OF SPRINGFIELD**

The sample size is 60 and the margin of error at the median is 13%. All results are given as percentages.

1. How would you rate the library service you now receive, excellent, good, fair, poor?

Excellent	23%
Good	28%
Fair	12%
Poor	3%
Don't Know	33%

As you may know, there have been discussions about creating and expanding library districts to provide service to everyone in Lane County. Currently 90,000 people do not have library service.

2. If an election were held today, would you support or oppose this countywide system of library districts, where existing libraries remain independent but are closely linked? (IF SUPPORT/OPPOSE: Is that Strongly or Somewhat. IF DON'T KNOW: How would you lean?)

Support	50%
Lean Support	10%
Don't Know	18%
Lean Oppose	2%
Oppose	20%

3. As part of this system of library districts, would you support or oppose a library district for the eastern half of Lane County, including Springfield, Cottage Grove, and Oakridge? (IF SUPPORT/OPPOSE: Is that Strongly or Somewhat. IF DON'T KNOW: How would you lean?)

Support	48%
Lean Support	5%
Don't Know	18%
Lean Oppose	2%
Oppose	27%

4. Would you support or oppose a library district for the eastern half of Lane County, including Springfield, Cottage Grove, and Oakridge, if you knew it would not change city tax rates because it would replace money the cities currently spend on library service? (IF DON'T KNOW: How would you lean?)

Support	65%
Lean Support	10%
Don't Know	10%
Lean Oppose	2%
Oppose	13%

NUMBERS 5 THROUGH 9 SKIPPED

## **EAST LANE AREA INSIDE CITIES OF COTTAGE GROVE AND OAKRIDGE**

The sample size is 30 and the margin of error at the median is 17%. All results are given as percentages.

1. How would you rate the library service you now receive, excellent, good, fair, poor?

Excellent	23%
Good	53%
Fair	7%
Poor	0%
Don't Know	17%

As you may know, there have been discussions about creating and expanding library districts to provide service to everyone in Lane County. Currently 90,000 people do not have library service.

2. If an election were held today, would you support or oppose this countywide system of library districts, where existing libraries remain independent but are closely linked? (IF DON'T KNOW: How would you lean?)

Support	40%
Lean Support	20%
Don't Know	10%
Lean Oppose	3%
Oppose	27%

3. As part of this system of library districts, would you support or oppose a library district for the eastern half of Lane County, including Springfield, Cottage Grove, and Oakridge? (IF DON'T KNOW: How would you lean?)

Support	57%
Lean Support	3%
Don't Know	7%
Lean Oppose	0%
Oppose	33%

**EAST LANE AREA**  
**INSIDE CITIES OF COTTAGE GROVE AND OAKRIDGE**  
**(continued)**

4. Would you support or oppose a library district for the eastern half of Lane County, including Springfield, Cottage Grove, and Oakridge, if you knew it would not change city tax rates because it would replace money the cities currently spend on library service? (IF DON'T KNOW: How would you lean?)

Support	60%
Lean Support	3%
Don't Know	7%
Lean Oppose	0%
Oppose	30%

5. Would you support or oppose this new library district if you knew it would expand existing library hours and buy more books, but it would cost \$20 more per year for the typical homeowner? (IF DON'T KNOW: How would you lean?)

Support	33%
Lean Support	17%
Don't Know	7%
Lean Oppose	3%
Oppose	40%

NUMBERS 6 THROUGH 9 SKIPPED

**EAST LANE AREA  
OTHER AREAS**

The sample size is 60 and the margin of error at the median is 13%. All results are given as percentages.

1. How would you rate the library service you now receive, excellent, good, fair, poor?

Excellent	7%
Good	23%
Fair	13%
Poor	15%
Don't Know	42%

As you may know, there have been discussions about creating and expanding library districts to provide service to everyone in Lane County. Currently 90,000 people do not have library service.

2. If an election were held today, would you support or oppose this countywide system of library districts, where existing libraries remain independent but are closely linked? (IF DON'T KNOW: How would you lean?)

Support	62%
Lean Support	8%
Don't Know	10%
Lean Oppose	2%
Oppose	18%

3. As part of this system of library districts, would you support or oppose a library district for the eastern half of Lane County, including Springfield, Cottage Grove, and Oakridge? (IF DON'T KNOW: How would you lean?)

Support	70%
Lean Support	3%
Don't Know	3%
Lean Oppose	2%
Oppose	22%

4. Would you support or oppose a library district for the eastern half of Lane County, including Springfield, Cottage Grove, and Oakridge if you knew it would cost \$60 per year for the typical homeowner? (IF DON'T KNOW: How would you lean?)

Support	30%
Lean Support	5%
Don't Know	8%
Lean Oppose	5%
Oppose	52%

Now, I would like to ask you about what might also be included in the district.

ROTATE 5 THROUGH 8

5. How important to you would it be to that the library district would be controlled by an elected board and not by the City of Springfield, very important, somewhat important, not important?

Very Important	23%
Somewhat Important	28%
Not Important	40%
Don't Know	8%

**EAST LANE AREA**  
**OTHER AREAS**  
**(continued)**

6. How important to you would it be to include children's programs and access to libraries in Springfield, Cottage Grove and Oakridge, very important, somewhat important, not important?

Very Important	58%
Somewhat Important	23%
Not Important	17%
Don't Know	2%

7. How important to you would it be that the library district expand or establish branch libraries in Blue River, Creswell, Dexter, Leaburg, and Marcola, very important, somewhat important, not important?

Very Important	33%
Somewhat Important	35%
Not Important	30%
Don't Know	2%

8. How important to you would it be to include access to the Eugene Public Library, very important, somewhat important, not important?

Very Important	40%
Somewhat Important	25%
Not Important	33%
Don't Know	2%

9. Now, after what you have heard, would you support or oppose a library district for the eastern half of Lane County, including Springfield, Cottage Grove, and Oakridge? (IF DON'T KNOW: How would you lean?)

Support	58%
Lean Support	8%
Don't Know	7%
Lean Oppose	2%
Oppose	25%

## **JUNCTION CITY AREA COMPLETE AREA**

The sample size is 60 and the margin of error at the median is 13%. All results are given as percentages.

1. How would you rate the library service you now receive, excellent, good, fair, poor?

Excellent	11%
Good	30%
Fair	11%
Poor	3%
Don't Know	44%

As you may know, there have been discussions about creating and expanding library districts to provide service to everyone in Lane County. Currently 90,000 people do not have library service.

2. If an election were held today, would you support or oppose this countywide system of library districts, where existing libraries remain independent but are closely linked? (IF SUPPORT/OPPOSE: Is that Strongly or Somewhat. IF DON'T KNOW: How would you lean?)

Support	41%
Lean Support	8%
Don't Know	27%
Lean Oppose	2%
Oppose	21%

3. As part of this system of library districts, would you support or oppose a library district that includes the Junction City area? (IF DON'T KNOW: How would you lean?)

Support	59%
Lean Support	13%
Don't Know	16%
Lean Oppose	0%
Oppose	12%

## **JUNCTION CITY AREA INSIDE JUNCTION CITY**

The sample size is 30 and the margin of error at the median is 17%. All results are given as percentages.

1. How would you rate the library service you now receive, excellent, good, fair, poor?

Excellent	13%
Good	43%
Fair	20%
Poor	3%
Don't Know	20%

As you may know, there have been discussions about creating and expanding library districts to provide service to everyone in Lane County. Currently 90,000 people do not have library service.

2. If an election were held today, would you support or oppose this countywide system of library districts, where existing libraries remain independent but are closely linked? (IF DON'T KNOW: How would you lean?)

Support	50%
Lean Support	10%
Don't Know	17%
Lean Oppose	0%
Oppose	23%

3. As part of this system of library districts, would you support or oppose a library district that includes the Junction City area? (IF DON'T KNOW: How would you lean?)

Support	57%
Lean Support	7%
Don't Know	20%
Lean Oppose	0%
Oppose	17%

4. Would you support or oppose a library district for the Junction City area if you knew it would offer access to libraries in Junction City and Springfield, but would not change the Junction City tax rate because it would replace money the city currently spends on library service? (IF DON'T KNOW: How would you lean?)

Support	47%
Lean Support	17%
Don't Know	30%
Lean Oppose	0%
Oppose	7%

5. Would you support or oppose a library district for the Junction City area if you knew it would also offer access to the Eugene Public Library, but would cost \$20 more per year for the typical homeowner? (IF DON'T KNOW: How would you lean?)

Support	37%
Lean Support	3%
Don't Know	10%
Lean Oppose	7%
Oppose	43%

NUMBERS 6 THROUGH 9 SKIPPED

## **JUNCTION CITY AREA OUTSIDE JUNCTION CITY**

The sample size is 30 and the margin of error at the median is 17%. All results are given as percentages.

1. How would you rate the library service you now receive, excellent, good, fair, poor?

Excellent	10%
Good	23%
Fair	7%
Poor	3%
Don't Know	57%

As you may know, there have been discussions about creating and expanding library districts to provide service to everyone in Lane County. Currently 90,000 people do not have library service.

2. If an election were held today, would you support or oppose this countywide system of library districts, where existing libraries remain independent but are closely linked? (IF DON'T KNOW: How would you lean?)

Support	37%
Lean Support	7%
Don't Know	33%
Lean Oppose	3%
Oppose	20%

3. As part of this system of library districts, would you support or oppose a library district that includes the Junction City area? (IF DON'T KNOW: How would you lean?)

Support	60%
Lean Support	17%
Don't Know	13%
Lean Oppose	0%
Oppose	10%

4. Would you support or oppose a library district for the Junction City area if you knew it would cost \$60% per year for the typical homeowner? (IF DON'T KNOW: How would you lean?)

Support	23%
Lean Support	0%
Don't Know	13%
Lean Oppose	3%
Oppose	60%

Now, I would like to ask you about what might also be included in the district.

ROTATE 5 THROUGH 7

5. How important to you would it be that the library district would be controlled by an elected board and not by Junction City, very important, somewhat important, not important?

Very Important	17%
Somewhat Important	23%
Not Important	50%
Don't Know	10%

**JUNCTION CITY AREA  
OUTSIDE JUNCTION CITY  
(continued)**

6. How important to you would it be to include children's programs and access to the libraries in Springfield or Veneta, very important, somewhat important, not important?

Very Important	30%
Somewhat Important	20%
Not Important	47%
Don't Know	3%

7. How important to you would it be to include access to the Eugene Public Library, but cost \$80 per year for the typical homeowner, very important, somewhat important, not important?

Very Important	7%
Somewhat Important	27%
Not Important	60%
Don't Know	7%

**NUMBER 8 SKIPPED**

9. Now, after what you have heard, would you support or oppose a library district for the Junction City area?  
(IF DON'T KNOW: How would you lean?)

Support	43%
Lean Support	17%
Don't Know	10%
Lean Oppose	3%
Oppose	27%

# ANALYSIS

# LIBRARY SERVICE RATING COUNTYWIDE AND BY SAMPLE

1. How would you rate the library service you now receive, excellent, good, fair, poor?

**Conclusions:**

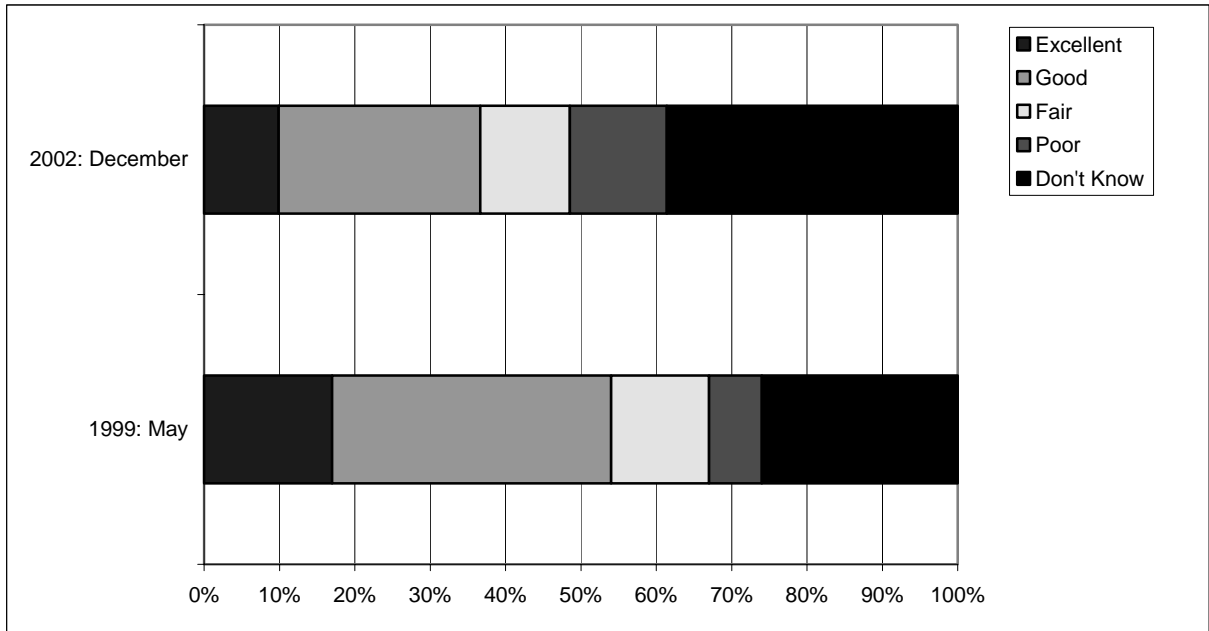
- Ratings for library service are generally positive.
- The countywide rating has declined significantly since May 1999.
- Ratings vary significantly even among otherwise similar areas.
- Non-served areas generally have the highest “Poor” and “Don’t Know” ratings.

1. How would you rate the library service you now receive, excellent, good, fair, poor?

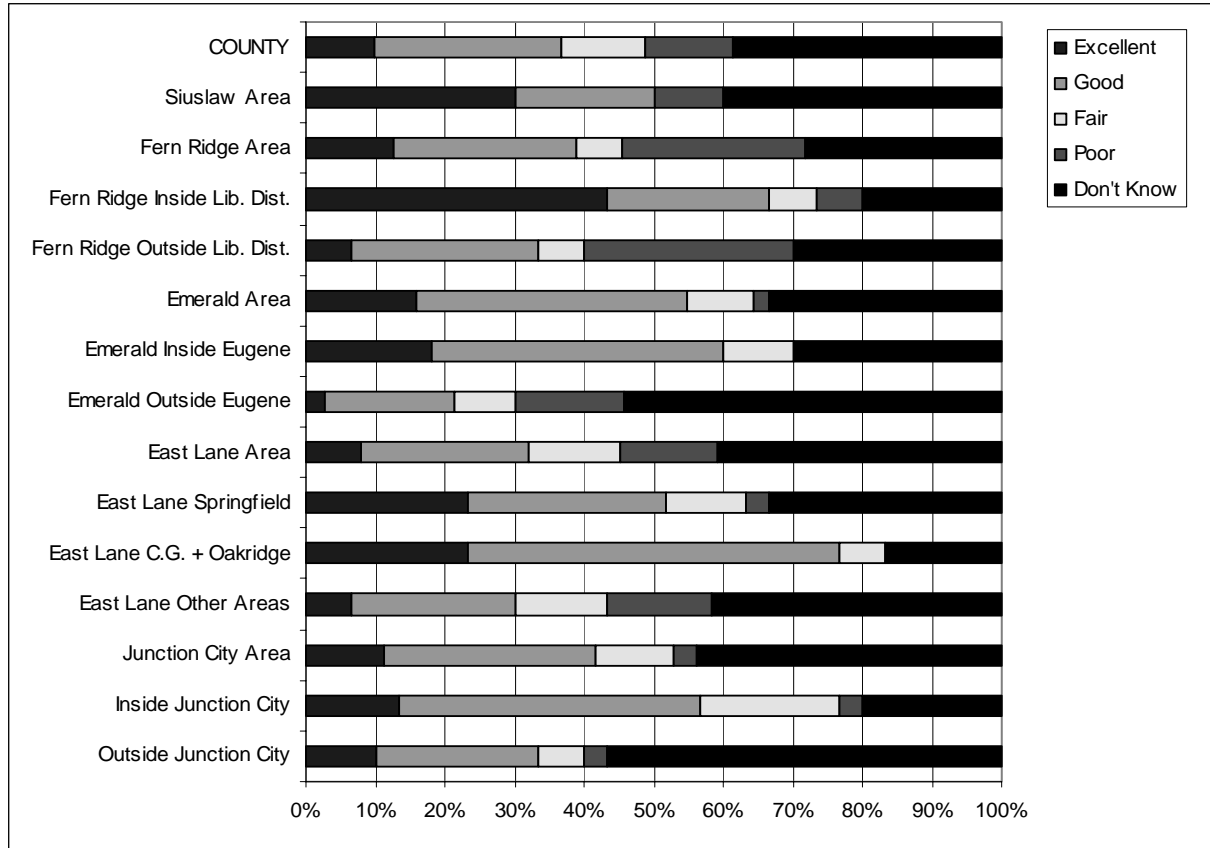
Response	Dec 2002	May 1999
Excellent	10%	17
Good	27	37
Fair	12	13
Poor	13	7
Don't Know	39	26

NOTE: The May 1999 question wording was: “How would you rate the library service you now receive, excellent, good, only fair, poor?”

Countywide Library Service Ratings: May 1999 and December 2002



1. How would you rate the library service you now receive, excellent, good, fair, poor?  
 (continued)



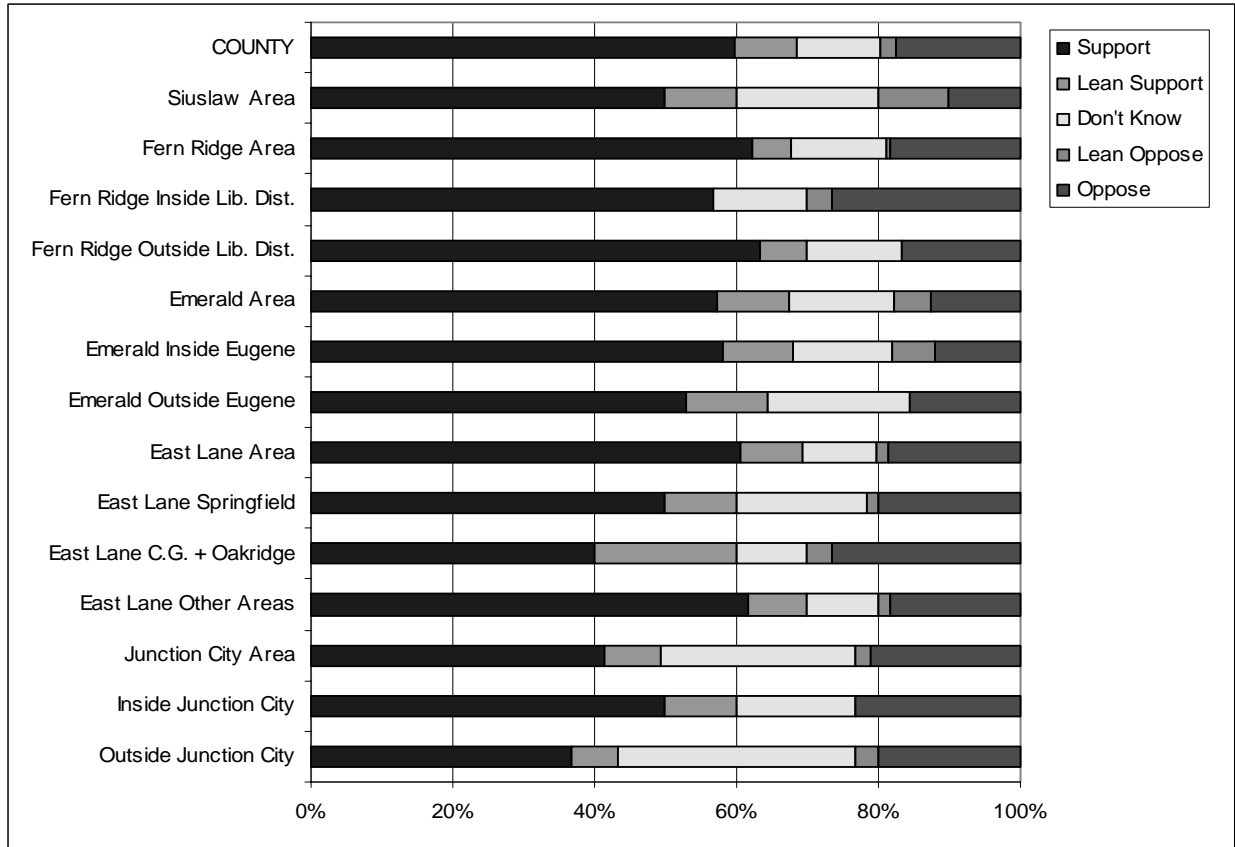
Sample	Excellent	Good	Fair	Poor	DK
COUNTY	10%	27%	12%	13%	39%
Siuslaw Area	30%	20%	0%	10%	40%
Fern Ridge Area	13%	26%	7%	26%	28%
Fern Ridge Inside Lib. Dist.	43%	23%	7%	7%	20%
Fern Ridge Outside Lib. Dist.	7%	27%	7%	30%	30%
Emerald	16%	39%	10%	2%	33%
Emerald Inside Eugene	18%	42%	10%	0%	30%
Emerald Outside Eugene	3%	19%	9%	16%	54%
East Lane Addition	8%	24%	13%	14%	41%
East Lane Springfield	23%	28%	12%	3%	33%
East Lane C.G. + Oakridge	23%	53%	7%	0%	17%
East Lane Other Areas	7%	23%	13%	15%	42%
Junction City Addition	11%	30%	11%	3%	44%
Inside Junction City	13%	43%	20%	3%	20%
Outside Junction City	10%	23%	7%	3%	57%

# LIBRARY DISTRICTS SYSTEM COUNTYWIDE AND BY SAMPLE

2. If an election were held today, would you support or oppose this countywide system of library districts, where existing libraries remain independent but are closely linked? (DON'T KNOW: How would you lean?)

**Conclusions:**

- As a broad concept, “Support” is generally good throughout the county.
- The rural areas outside Junction City and the cities of Cottage Grove and Oakridge give the least “Support” for libraries.



Sample	Support	Lean Spt.	DK	Lean Opp.	Oppose
COUNTY	60%	9%	12%	2%	17%
Siuslaw Area	50%	10%	20%	10%	10%
Fern Ridge Area	62%	6%	13%	1%	18%
Fern Ridge Inside Lib. Dist.	57%	0%	13%	3%	27%
Fern Ridge Outside Lib. Dist.	63%	7%	13%	0%	17%
Emerald	57%	10%	15%	5%	13%
Emerald Inside Eugene	58%	10%	14%	6%	12%
Emerald Outside Eugene	53%	11%	20%	0%	16%
East Lane Addition	61%	9%	11%	2%	19%
East Lane Springfield	50%	10%	18%	2%	20%
East Lane C.G. + Oakridge	40%	20%	10%	3%	27%
East Lane Other Areas	62%	8%	10%	2%	18%
Junction City Addition	41%	8%	27%	2%	21%
Inside Junction City	50%	10%	17%	0%	23%
Outside Junction City	37%	7%	33%	3%	20%

# SPECIFIC BALLOT QUESTIONS BY SAMPLE

## INITIAL BALLOT QUESTIONS (QUESTION 3)

### Conclusions:

- Generally, the initial ballot “Support” is greater than 50%, which indicates a reasonable likelihood of passage.

<u>Sample--Question</u>	<u>Total Support</u>
Siuslaw Area, Outside Library District--3. Initial Ballot	30%
Fern Ridge Area--3. Initial Ballot	74%
Fern Ridge Inside Lib. Dist.--3. Initial Ballot	63%
Fern Ridge Outside Lib. Dist.--3. Initial Ballot	77%
Emerald Area--3. Initial Ballot	68%
Emerald Inside Eugene--3. Initial Ballot	68%
Emerald Outside Eugene--3. Initial Ballot	69%
East Lane Area--3. Initial Ballot	72%
East Lane Springfield--3. Initial Ballot	53%
East Lane C.G. + Oakridge--3. Initial Ballot	60%
East Lane Other Areas--3. Initial Ballot	73%
Junction City Area--3. Initial Ballot	72%
Inside Junction City--3. Initial Ballot	63%
Outside Junction City--3. Initial Ballot	77%

NOTE: Total Support = Support + Lean Support  
For the precise wording, please see the results section.

## INITIAL BALLOT QUESTIONS WITH COST INCLUDED (QUESTIONS 4 AND 5)

### Conclusions:

- Once the cost is included in the question, “Support” drops dramatically, except in the cities.
- This implies that voters need to be informed of the services provided.

<u>Sample--Question</u>	<u>Total Support</u>
Siuslaw Area --4. Ballot with Cost	30%
Fern Ridge Area--4. Ballot with Cost	26%
Fern Ridge Inside Lib. Dist.--4. Ballot with Cost	37%
Fern Ridge Outside Lib. Dist.--4. Ballot with Cost	23%
Emerald Inside Eugene--4. Ballot with Cost	74%
Emerald Outside Eugene--4. Ballot with Cost	31%
East Lane Springfield--4. Ballot with Cost	75%
East Lane Other Areas--5. Ballot with More Cost	50%
East Lane Other Areas--4. Ballot with Cost	63%
East Lane Other Areas--4. Ballot with Cost	35%
Inside Junction City--5. Ballot with More Cost	40%
Inside Junction City--4. Ballot with Cost	63%
Outside Junction City--4. Ballot with Cost	23%

NOTE: Total Support = Support + Lean Support  
For the precise wording, please see the results section.

**FINAL BALLOT QUESTIONS—AFTER INFORMATION INCLUDING COST + SERVICES  
(QUESTION 9)**

**Conclusions:**

- After services are briefly described, “Support” climbs significantly and is generally greater than 50%.

<u>Sample--Question</u>	<u>Total Support</u>
Siuslaw Area, Outside Library District--9. Final Ballot	50%
Fern Ridge Area--9. Final Ballot	63%
Fern Ridge Inside Lib. Dist.--9. Final Ballot	60%
Fern Ridge Outside Lib. Dist.--9. Final Ballot	63%
Emerald Outside Eugene--9. Final Ballot	57%
East Lane Other Areas--9. Final Ballot	67%
Outside Junction City--9. Final Ballot	60%

NOTE: Total Support = Support + Lean Support  
For the precise wording, please see the results section.

## IMPORTANCE OF COMPONENTS

### Conclusions:

- Children’s programs are the most important component to respondents. In many areas the scores, exceeding 40% rating it “very important,” are remarkably high.
- Access to the Eugene Public Library is the second most important component.
- Generally, the elected board is not considered important except in the areas that would be grouped with the City of Eugene.

<u>Sample</u>	<u>Question</u>	<u>Very Imp</u>	<u>Smwt Imp</u>	<u>Not Imp</u>
Siuslaw Area	5. ... children’s programs	60%	20%	10%
East Lane Other Areas	6. ... children’s programs and access to libraries ...	58%	23%	17%
Emerald Outside Eugene	6. ... children’s programs, ... Eugene libraries, and bookmobile ...	54%	34%	11%
Fern Ridge Outside Lib. Dist.	5. ... children’s programs and ... a [Lorane] branch library	47%	30%	20%
Fern Ridge Area	5. ... children’s programs and ... a [Lorane] branch library	43%	32%	22%
East Lane Other Areas	8. ... access to the Eugene Public Library	40%	25%	33%
Fern Ridge Outside Lib. Dist.	6. ... access to the Eugene Public Library	37%	30%	33%
Fern Ridge Area	6. ... access to the Eugene Public Library	35%	30%	34%
East Lane Other Areas	7. ... library district expand or establish branch libraries ...	33%	35%	30%
Emerald Outside Eugene	5. ... library district ... controlled by an elected board ...	33%	31%	23%
Siuslaw Area	6. ... access to the Eugene Public Library	30%	30%	40%
Outside Junction City	6. ... children’s programs and access to the libraries ...	30%	20%	47%
Fern Ridge Inside Lib. Dist.	5. ... children’s programs and ... a [Lorane] branch library	27%	40%	33%
Fern Ridge Inside Lib. Dist.	6. ... access to the Eugene Public Library	27%	30%	37%
Emerald Outside Eugene	7. ... open a new library in [River Road/Santa Clara]	24%	23%	47%
East Lane Other Areas	5. ... library district ... controlled by an elected board ...	23%	28%	40%
Outside Junction City	5. ... library district ... controlled by an elected board ...	17%	23%	50%
Outside Junction City	7. ... access to the Eugene Public Library, but cost \$80 ...	7%	27%	60%

Note: For the precise wording please see the Results section of this report.

## **METHODOLOGY**

A total of 400 interviews of likely Lane County general election voters were conducted December 9 through 11, 2002. The interviews were stratified based on gender, age, political party, and region in order to create the most representative sample.

## **DEFINITION OF SAMPLES**

Countywide [Sample weighted by number of likely voters by samples throughout county.]

Composed of all portions of Lane County except the Siuslaw Library District.

Siuslaw Area, Outside Library District: Complete Area

Composed of School Districts 32, 90 and 97J, but excluding the Siuslaw Library District.

Fern Ridge Area: Complete Area [Sample weighted by number of likely voters in each sample.]

Composed of School Districts 28J and 66.

Fern Ridge Area: Inside Library District

Composed of Fern Ridge Library District.

Fern Ridge Area: Outside Library District

Composed of School Districts 28J and 66, but excluding the Fern Ridge Library District.

Emerald Area: Complete Area [Sample weighted by number of likely voters in each sample.]

Composed of School Districts 4J and 52.

Emerald Area: Inside City of Eugene

Composed of City of Eugene.

Emerald Area: Outside City of Eugene

Composed of School Districts 4J and 52, but excluding the City of Eugene.

East Lane Area: Complete Area [Sample weighted by number of likely voters in each sample.]

Composed of School Districts 1, 19, 40, 45J, 68, 71, 76, and 79J.

East Lane Area: Inside City of Springfield

Composed of City of Springfield.

East Lane Area: Inside Cities of Cottage Grove and Oakridge

Composed of Cities of Cottage Grove and Oakridge.

East Lane Area: Other Areas

Composed of School Districts 1, 19, 40, 45J, 68, 71, 76, and 79J, but excluding the Cities of Cottage Grove, Oakridge, and Springfield.

Junction City Area: Complete Area [Sample weighted by number of likely voters in each sample.]

Composed of School District 69

Junction City Area: Inside Junction City

Composed of Junction City.

Junction City Area: Outside Junction City

Composed of School District 69, but excluding Junction City.

# QUESTIONNAIRE

Not all questions were asked in each area. This section lists the questions asked in each area.

Each specific section lists all the questions, together, asked in each area. This lists all questions together in a flow chart style presentation. The layout is most similar to the Computer Aided Telephone Interviewing programming the interviewers used.

## COUNTYWIDE

1. How would you rate the library service you now receive, excellent, good, fair, poor?

As you may know, there have been discussions about creating and expanding library districts to provide service to everyone in Lane County. Currently 90,000 people do not have library service.

2. If an election were held today, would you support or oppose this countywide system of library districts, where existing libraries remain independent but are closely linked? (IF SUPPORT/OPPOSE: Is that Strongly or Somewhat. IF DON'T KNOW: How would you lean?)

SIUSLAW AREA

3. As part of this system of library districts, would you support or oppose a library district if it included access to the Florence library? (IF SUPPORT/OPPOSE: Is that Strongly or Somewhat. IF DON'T KNOW: How would you lean?)

4. Would you support or oppose a library district if it included access to the Florence library and cost \$60 per year for the typical homeowner? (IF SUPPORT/OPPOSE: Is that Strongly or Somewhat. IF DON'T KNOW: How would you lean?)

Now, I would like to ask you about what might also be included in the district.

ROTATE 5 AND 6

5. How important to you would it be to include children's programs, very important, somewhat important, not important?

6. How important to you would it be to include access to the Eugene [you-GENE] Public Library, very important, somewhat important, not important?

9. Now, after what you have heard, would you support or oppose a library district if it included access to the Florence library? (IF SUPPORT/OPPOSE: Is that Strongly or Somewhat. IF DON'T KNOW: How would you lean?)

FERN RIDGE AREA

3. As part of this system of library districts, would you support or oppose a library district if it included access to the Veneta [veh-NEE-tuh] library? (IF SUPPORT/OPPOSE: Is that Strongly or Somewhat. IF DON'T KNOW: How would you lean?)

4. Would you support or oppose a library district if it included access to the Veneta library and cost \$60 per year for the typical homeowner? (IF SUPPORT/OPPOSE: Is that Strongly or Somewhat. IF DON'T KNOW: How would you lean?)

Now, I would like to ask you about what might also be included in the district.

ROTATE 5 AND 6

5. How important to you would it be to include children's programs and would create a small branch library in Lorane [LORE-ain], very important, somewhat important, not important?

6. How important to you would it be to include access to the Eugene Public Library, very important, somewhat important, not important?

9. Now, after what you have heard, would you support or oppose a library district if it included access to the Veneta library? (IF SUPPORT/OPPOSE: Is that Strongly or Somewhat. IF DON'T KNOW: How would you lean?)

EMERALD AREA

3. As part of this system of library districts, would you support or oppose a library district for the Eugene metropolitan area, including River Road? (IF SUPPORT/OPPOSE: Is that Strongly or Somewhat. IF DON'T KNOW: How would you lean?)

EMERALD AREA: INSIDE EUGENE

4. Would you support or oppose a library district for the Eugene metropolitan area if you knew it would not change Eugene tax rates because it would replace the city's current 4-year library tax with a permanent tax base? (IF SUPPORT/OPPOSE: Is that Strongly or Somewhat. IF DON'T KNOW: How would you lean?)

EMERALD AREA: OUTSIDE EUGENE

4. Would you support or oppose a library district for the Eugene metropolitan area if you knew it would cost \$80 per year for the typical homeowner? (IF SUPPORT/OPPOSE: Is that Strongly or Somewhat. IF DON'T KNOW: How would you lean?)

Now, I would like to ask you about what might also be included in the district.

ROTATE 5 THROUGH 7

5. How important to you would it be to that the library district would be controlled by an elected board and not by the City of Eugene, very important, somewhat important, not important?

6. How important to you would it be to include children's programs, access to Eugene libraries, and bookmobile service to outlying areas, very important, somewhat important, not important?

7. How important to you would it be to that the library district open a new library in the River Road/Santa Clara [CLAIR-uh] area, very important, somewhat important, not important?

9. Now, after what you have heard, would you support or oppose a library district for the Eugene metropolitan area? (IF SUPPORT/OPPOSE: Is that Strongly or Somewhat. IF DON'T KNOW: How would you lean?)

#### EAST LANE AREA

3. As part of this system of library districts, would you support or oppose a library district for the eastern half of Lane County, including Springfield, Cottage Grove, and Oakridge? (IF SUPPORT/OPPOSE: Is that Strongly or Somewhat. IF DON'T KNOW: How would you lean?)

#### EAST LANE AREA INSIDE ALL CITIES

4. Would you support or oppose a library district for the eastern half of Lane County, including Springfield, Cottage Grove, and Oakridge, if you knew it would not change city tax rates because it would replace money the cities currently spend on library service? (IF SUPPORT/OPPOSE: Is that Strongly or Somewhat. IF DON'T KNOW: How would you lean?)

#### EAST LANE AREA INSIDE COTTAGE GROVE AND OAKRIDGE

5. Would you support or oppose this new library district if you knew it would expand existing library hours and buy more books, but it would cost \$20 more per year for the typical homeowner? (IF SUPPORT/OPPOSE: Is that Strongly or Somewhat. IF DON'T KNOW: How would you lean?)

#### EAST LANE AREA OUTSIDE ALL CITIES

4. Would you support or oppose a library district for the eastern half of Lane County, including Springfield, Cottage Grove, and Oakridge if you knew it would cost \$60 per year for the typical homeowner? (IF SUPPORT/OPPOSE: Is that Strongly or Somewhat. IF DON'T KNOW: How would you lean?)

Now, I would like to ask you about what might also be included in the district.

#### ROTATE 5 THROUGH 8

5. How important to you would it be to that the library district would be controlled by an elected board and not by the City of Springfield, very important, somewhat important, not important?

6. How important to you would it be to include children's programs and access to libraries in Springfield, Cottage Grove and Oakridge, very important, somewhat important, not important?

7. How important to you would it be to that the library district expand or establish branch libraries in Blue River, Creswell, Dexter, Leaburg, and Marcola [mahr-COE-luh], very important, somewhat important, not important?

8. How important to you would it be to include access to the Eugene Public Library, very important, somewhat important, not important?

9. Now, after what you have heard, would you support or oppose a library district for the eastern half of Lane County, including Springfield, Cottage Grove, and Oakridge? (IF DON'T KNOW: How would you lean?)

JUNCTION CITY AREA

3. As part of this system of library districts, would you support or oppose a library district that includes the Junction City area? (IF SUPPORT/OPPOSE: Is that Strongly or Somewhat. IF DON'T KNOW: How would you lean?)

JUNCTION CITY AREA INSIDE JUNCTION CITY

4. Would you support or oppose a library district for the Junction City area if you knew it would offer access to libraries in Junction City and Springfield, but would not change the Junction City tax rate because it would replace money the city currently spends on library service? (IF

SUPPORT/OPPOSE: Is that Strongly or Somewhat. IF DON'T KNOW: How would you lean?)

5. Would you support or oppose a library district for the Junction City area if you knew it would also offer access to the Eugene Public Library, but would cost \$20 more per year for the typical homeowner? (IF SUPPORT/OPPOSE: Is that Strongly or Somewhat. IF DON'T KNOW: How would you lean?)

JUNCTION CITY AREA OUTSIDE JUNCTION CITY

4. Would you support or oppose a library district for the Junction City area if you knew it would cost \$60 per year for the typical homeowner? (IF SUPPORT/OPPOSE: Is that Strongly or Somewhat. IF DON'T KNOW: How would you lean?)

Now, I would like to ask you about what might also be included in the district.

ROTATE 5 THROUGH 7

5. How important to you would it be to that the library district would be controlled by an elected board and not by Junction City, very important, somewhat important, not important?

6. How important to you would it be to include children's programs and access to the libraries in Springfield or Veneta, very important, somewhat important, not important?

7. How important to you would it be to include access to the Eugene Public Library, but cost \$80 per year for the typical homeowner, very important, somewhat important, not important?

9. Now, after what you have heard, would you support or oppose a library district for the Junction City area? (IF SUPPORT/OPPOSE: Is that Strongly or Somewhat. IF DON'T KNOW: How would you lean?)