



**Date:** July 1, 2010

**To:** Kurt Hadeler, Director  
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**From:** Cheryl Korn, Writer  
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**RE: Results from Rye, New York poll**

### Methodology

Zogby International was commissioned by the Rye Free Reading Room to conduct a telephone survey of residents of Rye, NY. The survey was conducted from 6/25 through 6/28/10.

The target sample is 401 interviews with approximately 26 questions asked. Samples are randomly drawn from telephone CDs of national listed sample. Zogby International surveys employ sampling strategies in which selection probabilities are proportional to population size within area codes and exchanges. Up to six calls are made to reach a sampled phone number. Cooperation rates are calculated using one of AAPOR's approved methodologies<sup>1</sup> and are comparable to other professional public-opinion surveys conducted using similar sampling strategies.<sup>2</sup> Weighting by age, race, and gender is used to adjust for non-response. The margin of error is +/- 5.0 percentage points. Margins of error are higher in sub-groups. The MOE calculation is for sampling error only.

### **SAMPLING**

The majority of telephone lists for polls and surveys are produced in the IT department at Zogby International. Vendor-supplied lists are used for regions with complicated specifications, e.g., some Congressional Districts. Customer-supplied lists are used for special projects like customer satisfaction surveys and organization membership surveys.

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<sup>1</sup> See COOP4 (p.36) in *Standard Definitions: Final Dispositions of Case Codes and Outcome Rates of Surveys*. The American Association for Public Opinion Research, (revised 2008).

<sup>2</sup> *Cooperation Tracking Study: April 2003 Update*, Jane M. Sheppard and Shelly Haas. The Council for Marketing & Opinion Research (CMOR). Cincinnati, Ohio (2003).

Telephone lists generated in our IT department are called from a nationally published set of phone CDs of listed households, ordered by telephone number. Residential (or business) addresses are selected and then coded by region, where applicable. An appropriate replicate<sup>1</sup> is generated from this parent list, applying the replicate algorithm repeatedly with a very large parent list, e.g., all of the U.S.

Acquired lists are tested for duplicates, coded for region, tested for regional coverage, and ordered by telephone, as needed.

The resulting list is loaded into the CATI application and the randomize function within the CATI software is run to further assure a good mix for the telephone list.

### **INTERVIEWING**

Interviews are conducted at Zogby International by professional interviewers trained on our computer-assisted telephone interviewing (CATI) computer system. A policy requiring one supervisor to no more than twelve interviewers is used. The sample management module of the CATI system gives all prospective respondent households in the source telephone list the same chance of joining the sample. Regional quotas are employed to ensure adequate coverage nationwide.

### **WEIGHTING**

Reported frequencies and crosstabs are weighted using the appropriate demographic profile to provide a sample that best represents the targeted population from which the sample is drawn. The proportions comprising the demographic profile are compiled from historical exit poll data, census data, and from Zogby International survey data.

### **SAMPLING ERROR**

Sampling Error, often referred to as the Margin of Error, is the percentage that survey results are likely to differ from the actual due to the size of the sample drawn. If a survey were conducted of all the members of a population, the sampling error would be zero. There are other sources of possible error in survey research such as sample design error and measurement error.

**Narrative Summary**

2. Overall, would you say you have a very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable opinion of the Rye Free Reading Room?

Very favorable	79%	<b>Favorable</b>	<b>95%</b>
Somewhat favorable	16		
Somewhat unfavorable	1	<b>Unfavorable</b>	<b>1*</b>
Very unfavorable	1		
Not sure	4		

\*Differences in totals reflect rounding.

Nearly all (95%) adults surveyed in Rye, New York have a favorable opinion of the Rye Free Reading Room, while just 1% says they have an unfavorable opinion of it.

3. Which of the following **best describes** how regularly you or your family visit the Rye Free Reading Room? (**Choose only ONE**)

A few times a month	35%
Once a week or more	28
A few times a year	25
Rarely	7
Never	5
Not sure	--

More than a third (35%) visit the Rye Free Reading Room a few times a month, while three in ten (28%) visit it once a week or more. A quarter visits the Rye Free Reading Room a few times a year.

4. (Asked of those who do not visit the Rye Free Reading Room frequently.) Why would you say you do not visit the Rye Free Reading Room often? (Choose all that apply)

	%
I prefer to buy books or CDs	30
I do not have time to visit the library	16
There is not enough parking	12
It is much easier to access information from the Internet at home	11
The library does not have anything I need	9
The hours are not convenient	8
I do not like returning materials	2
I am not sure I would know how to access information in the library	2
The late fees for materials are too high	1
Other*	40
Not sure	6

\*Other responses: (Number in parenthesis denotes frequency of response) Disabled/poor health (10); Children grown/older (5); Too busy/no time (4); Have no desire to go/just don't go (2)

One each: Borrows books from friends; Belong to a reading club; Not able to go much, but do enjoy it; Live in Manhattan; Use Greenwich Library—better collection; Have 5 kids—have trouble keeping them quiet there; Use Harrison Library—because of parking; People who work there are rude; Lack of communication

Three in ten (30%) do not visit the Rye Free Reading Room often because they prefer to buy books or CDs, while a sixth (16%) do not have time to visit it. Two-fifths (40%) do not visit the Rye Free Reading Room often for some other reason, with many citing being disabled or having poor health as the reason.

5. Do you strongly agree, somewhat agree, somewhat disagree, or strongly disagree that Rye Free Reading Room provides an essential service to the community?

Strongly agree	82%	<b>Agree</b>	<b>98%</b>
Somewhat agree	16		
Somewhat disagree	--	<b>Disagree</b>	<b>2</b>
Strongly disagree	2		
Not sure	<1		

Nearly all (98%) agree that the Rye Free Reading Room provides an essential service to the community, with eight in ten (82%) saying they strongly agree. Just 2% disagree that the Rye Free Reading Room provides an essential service to the community.

***Questions 6-8 are asked of those who frequently visit the Rye Free Reading Room.***

***6. While visiting the library, which of the following services have you or your family used? (Choose all that apply)***

	%
Borrow books or magazines	94
Consult the librarian	82
Borrow CDs, videos, or audio books	69
Read books, magazines, or newspapers	57
Attend a program/activity	57
Use reference materials/research	45
Visit an arts exhibit on display	43
Connect to the Internet, including checking e-mail	27
Classes or training	12
Borrow a museum pass	9
Other/Not sure	--

Large majorities of those who frequently visit the Rye Free Reading Room have borrowed books or magazines (94%); consulted the librarian (82%); borrowed CDs, videos, or audio books (69%); read books, magazines, or newspapers (57%); and attended a program or activity during their visit. About half (45%) have used reference materials or researched during their visit, while more than two-fifths (43%) have visit an arts exhibit on display.

7. Besides being able to borrow materials, which of the following *best describes* your reason for visiting the Rye Free Reading Room? (**Choose only ONE**)

	%
Recreational reading	33*
Family recreational time	24
Personal research	12
It's a quiet place to study/read	12
Attend programs/events	10
Work-related research	2
Meeting friends to socialize	2
Using the meeting rooms	1
Other/Not sure	5

\*Percentages may not total 100 due to rounding.

Recreational reading (33%) best describes why a third visits the Rye Reading Room, and a quarter (24%) say they visit for some family recreational time. Twelve percent each report personal research or a quiet place to study or read best describes why they visit the Rye Free Reading Room.

8. Which of the following best describes what you like about the Rye Free Reading Room? (**Choose up to TWO**)

	%
Its location	52
The staff	36
Comfortable surroundings/atmosphere	31
The quality of services offered	28
The quality of the collections offered	18
The classes/programs/events	13
Its hours	4
Free wireless Internet access	3
The online resources	2
Public computers	2
None of these	1
Other/Not sure	<1

Half (52%) of the Rye Free Reading Room’s frequent visitors report its location is what they like best about it, while more than a third (36%) say they like the staff. About three in ten each like the comfortable atmosphere surrounding the Rye Free Reading Room or the quality of the services offered there.

9-11. Please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the following statements.

	Agree			Disagree			Not sure
	Strongly	Somewhat	Overall	Somewhat	Strongly	Overall	
The Rye Free Reading Room currently meets the City of Rye's needs as a community gathering space and cultural center	57	35	<b>91*</b>	5	1	<b>6</b>	3
The Rye Free Reading Room should offer additional programs and services aimed at older adults, including resources to support aging in place	33	28	<b>61</b>	17	4	<b>22</b>	18**
More space should be made available to accommodate small meeting groups	15	26	<b>40</b>	23	14	<b>36</b>	23

\*Differences in totals reflect rounding.

\*\* Percentages may not total 100 due to rounding.

Large majorities agree that the Rye Free Reading Room currently meets the City of Rye's needs as a community gathering space and cultural center (91%) and that it should offer additional programs and services aimed at older adults, including resources to support aging in place (61%).

Two-fifths (40%) agree that more space should be made available within the Rye Free Reading Room to accommodate small meeting groups, however more than a third (36%) disagree. About a quarter (23%) is not sure.

*12-13. Would you be more or less likely to visit the Rye Free Reading Room if it...*

	More likely	Less likely	No difference	Not sure
Renovates the adult areas of the Reading Room to make them more welcoming and comfortable	38	18	40	4
Develops a space where people can meet/socialize without disturbing others	36	23	38	3

Renovating the adult areas of the Reading Room to make them more welcoming and comfortable would make two-fifths (38%) more likely to visit the Rye Free Reading Room, while about a fifth (18%) they would be less likely to visit. Two-fifths (40%) say such renovations would make no difference in their likelihood to visit the Rye Free Reading Room.

More than a third (36%) would be more likely to visit the Rye Free Reading Room if a space where people could meet and socialize without disturbing others were to be developed, while about a quarter (23%) say developing such a space would make them less likely to visit. About two-fifths (38%) developing a meeting or socializing space would make no difference in their likelihood to visit the Rye Free Reading Room.

14. Which of the following describes what you feel the Rye Free Reading Room needs to do to improve its services so that residents will value it more? (Choose all that apply)

	%
More audiovisuals, such as DVDs, CDs, etc., available	54
More copies of new books/best sellers	53
More author visits/concerts/workshops	48
Access to online and digital collections, such as eBooks and digital audiobooks	43
Kiosks at the train station and other places around town, stocked with current popular materials to borrow and bins to return them	41
Hands-on training workshops for technology and online resources	41
Additional teen space/programs	38
Home delivery of books, DVDs and other materials at a nominal charge	36
More/updated computers	22
Other*	16
Not sure	5

**\*Other responses:** More parking space needed (13); Better/extended/weekend hours (8); Staff improvement/rude on occasion (3); A quiet place to study/read (3); Improve the collections (3); Handicap/wheelchair accessible (2); Home delivery of materials to home-bound/disabled without a fee (2)  
**One each:** More children’s programs; Adult/young adult collections need to be larger; More research books; More space to accommodate speakers; More comfortable chairs—especially upstairs; More Spanish reading books; Making sure materials returned to the Children’s section are properly accounted for—unaware of fines; Put the fireplace back on; Open programs to all ages where possible; Impossible to get into library—when many meetings for children’s groups going on; All of the above  
 Nothing (7)  
 Happy the way it is/they do a good job (4)  
 Don’t use the Rye Free Reading Room often (2)  
 None of these choices (1)  
 No opinion (1)

More than half each feel the Rye Free Reading Room needs more audiovisuals, such as DVDs, CDs, etc., available (54%) or more copies of new books or best sellers (53%) for the residents to value it more. Half (48%) feel more author visits, concerts, or workshops need to be added for residents to value the Rye Free Reading Room more. Pluralities also feel access to online and digital collections, such as eBooks and digital audiobooks (43%); kiosks at the train

station and other places around town, stocked with popular materials to borrow and bins to return them (41%); and hands-on training workshops for technology and online resources (41%) are necessary for residents to value the Rye Free Reading Room more.

**15-16. Please tell me whether you think the following is very important, somewhat important, not very important, or not at all important to the future of the Rye Free Reading Room.**

	Important			Not important			Not sure
	Very	Somewhat	Overall	Not very	Not at all	Overall	
Building the endowment to sustain the Reading Room during periods of diminished public funding	61	31	<b>92</b>	3	1	<b>4</b>	4
Raising capital to renovate and repurpose the older portions of the Reading Room to meet current needs	34	35	<b>69</b>	18	10	<b>27*</b>	4

**\*Differences in totals reflect rounding.**

Nine in ten (92%) report that building the endowment to sustain the Reading Room during periods of diminished public funding is important to the future of the Rye Free Reading Room, with six in ten (61%) saying it is very important. Just 4% overall say building such an endowment is not important to the future of the Rye Reading Room.

Two-thirds (69%) say raising capital to renovate and repurpose the older portions of the Reading Room to meet current needs is important to the future of the Rye Reading Room, while more than a quarter (27%) say it is not.

**17. Which of the following *best describes* how much of the Reading Room’s funding you believe comes from the City of Rye itself? (Choose only ONE)**

Less than 50%	39%
50-75%	38
75-95%	5
More than 95%	1
Not sure	17

The large majority believes that less than 50% (39%) or 50-75% (38%) of funding for the Rye Free Reading Room comes from the City of Rye itself. A sixth (17%) is not sure.

*18. Currently, 75% of the funding for the Rye Free Reading Room comes from the City of Rye. Do you strongly agree, somewhat agree, somewhat disagree, or strongly disagree that this is a good use of taxpayer funds?*

Strongly agree	72%	<b>Agree</b>	<b>91%*</b>
Somewhat agree	18		
Somewhat disagree	5	<b>Disagree</b>	<b>9**</b>
Strongly disagree	4		
Not sure	1		

**\*Differences in totals reflect rounding.**

**\*\*Percentages may not total 100 due to rounding.**

Nine in ten (91%) agree that the City of Rye providing 75% of the funding for the Rye Free Reading Room is a good use of taxpayer funds, with seven in ten (72%) saying they strongly agree. Nine percent overall disagree that the City of Rye providing 75% of the funding for the Rye Free Reading Room is a good use of taxpayer funds.