



ROCKPORT *Maine*

Public Library Research

November 2017



Table of Contents

Background.....	3
Research Objectives.....	4
Methodology.....	5
Key Findings.....	7
Detailed Findings.....	9
• November 2016 Proposal	10
• Library Use.....	20
• Design, Location and Parking	30
• Investment.....	36
• Additional Comments.....	44
Respondent Profile.....	47
Conclusions & Recommendations.....	50
Appendix A: Additional Data	



Background

Discussions about a new Rockport Public Library have been ongoing for 5 or 6 years. A recap:

- The Rockport Public Library has been located at 1 Limerock Street since the 1940's on land donated to the Town of Rockport for this purpose (including Memorial Park). The building was constructed in the 1940's and does not retain any architectural significance.
- In June 2015, the Library Building at 1 Limerock was deemed structurally unsound and needed significant improvements to meet code. The Library was forced to move to a temporary location on December 22, 2015, where the collections are currently housed.
- After meetings with municipal planning professionals and discussions with an architect who specializes in library buildings, plans were developed for a larger building at 1 Limerock than what currently exists with future expansion in mind.
- A proposal was presented to Town voters in the election held on Tuesday, November 8, 2016 to approve the design, construction and equipping of a new library building at 1 Limerock Street, including the demolition of the existing building. The proposal includes a financial proposal for taxpayers to undertake a \$2,000,000 bond.
- The proposal failed 1,151 in favor to 1,160 opposed with 83% of voters participating.
- With the issue not resolved, the Town decided to conduct marketing research to obtain a holistic view of specifics about the proposal residents support and oppose.



Research Objectives

- The primary objective of this research is to understand details the majority of Rockport residents would agree to for a new Rockport Public Library proposal or an alternative measure including not supporting a public library for Rockport.
- Specific learning includes:
 - Voting status in November 2016 election, including reasons for voting in favor or in opposition of the library proposal, or for not voting on it at all;
 - Impressions of specific aspects of November 2016 proposal;
 - Specific library offerings that residents desire;
 - Preferred library size, location and design; and
 - Library building project budget tolerances including preferred mix of private and public investment.



Methodology

<p>Respondent Criteria</p>	<ul style="list-style-type: none"> • Respondents are Rockport taxpayers, property owners, and business owners. • The Town of Rockport provided each list.
<p>Data Collection</p>	<ul style="list-style-type: none"> • Mail survey: September 14 – October 20, 2017 • Web survey (URL included with mail survey)
<p>Respondent Counts</p>	<ul style="list-style-type: none"> • n=1,090, an overall response rate of 32.14% (an adjusted response rate (non-deliverables removed) of 35.82%); n=8 additional responses were not processed due to being received too late to be included.
<p>Research Caveat</p>	<ul style="list-style-type: none"> • This report provides many useful insights with reasonable sample sizes.
<p>Questionnaire</p>	<ul style="list-style-type: none"> • Structured mail and web survey containing 23 questions. • Questions covered vote on library proposal in November 2016 election and reasons for vote or lack of vote; impressions of specific aspects of library proposal; access to Rockport Public Library card and average frequency of visits; importance of specific library offerings and additional offerings desired; agreement that Rockport Public Library is important part of community; impressions of proposed parking, building size, style, and locations; acceptable cost to property taxpayers and acceptable total investment; months per year lived in Rockport, age, presence of children in household, level of education, employment status, household income, and gender.



Methodology: Sample Segments

- A random sample size of n=1,074 (*the maximum response to a single subject question*) yields a maximum sampling error of +/- 2.99 percentage points at the 95% level of confidence. That is, if the reported percentage is 50%, one can be 95% confident that the percentage for the entire population would fall within the range of 47.01% and 52.99%. Sample tolerances for smaller subgroups are broader (n=146; +/- 8.11 percentage points).

	<u>Sample Size*</u>
<i>Maximum response to a subject question</i>	(n=1,074)
November 2016 Vote**	
In Favor	n=298
Against	n=514
Did Not Vote	n=206
Rockport Library Card?	
Yes	n=838
No	n=184
Important to Community?	
Agree	n=731
Neutral	n=165
Disagree	n=160
Children in Household?	
Yes	n=341
No	n=630

	<u>Sample Size*</u>
<i>Maximum response to a subject question</i>	(n=1,074)
Age	
18 to 44	n=146
45 to 64	n=355
65 or older	n=365
Income	
Less than \$500,000	n=164
\$500,000 to less than \$100,000	n=281
\$100,000 or more	n=299
Gender	
Female	n=569
Male	n=468

****Note:** The data was weighted to reflect the distribution of “Yes” and “No” votes in the election and the level of voter turnout.

*While the survey received 1,090 responses, no single subject question was answered by all respondents. Figures above are taken from responses to Q1.



Key Findings

- After weighting the data to reflect the votes and voter turnout plus those who preferred not to disclose how they voted the distribution of respondents is: 39.2% voted in favor, 39.5% voted against, 16.1% did not vote and 5.2% preferred not to disclose how they voted, if at all.
- Primary reasons for voting in favor of the library proposal include important for the community, and the Limerock Street location, and to a lesser degree, compromised top move the project forward, need to replace the old building and need more space for the library.
- Reasons for voting against the library proposal primarily focused on the expense being too high. Comments not voiced as broadly, but still communicated by one-quarter of the respondents include prefer RES location and do not need a library. Those who opposed the proposal also mentioned proposed building too large, dislike the building design and better parking at RES location.
- None of the specific aspects of the Library Proposal received positive ratings from at least one-half of respondents in total and across several segments except for the Town obligation of \$2 million, which received positive ratings from 53% of those who voted in favor of the proposal in the November 2016 election.
- Four-fifths of respondents indicated that they or someone in their household has a Rockport Public Library card they can use. One in six said there is not a library card in their household that they can use.
- On average, respondents visit the Rockport Public Library 33.1 times per year, although nearly one-fifth never visit the library.



Key Findings (continued)

- The library offerings deemed important by the highest percentages of respondents are the more traditional library services with books to borrow, librarian assistance and children's area receiving the highest percentage of "important" ratings.
 - Quiet place, access to the latest technology, reference area and young adult area are the other offerings considered important by at least one-half of respondents.
 - Additional offerings recorded by respondents individually did not garner many comments.
- Three-quarters of respondents agree that the Rockport Public Library is an important part of the community. One in eight do not agree that the library is an important part of the community.
- Asked to indicate their impressions of a library proposal that includes 14 flat level parking spaces close to the building and dedicate to patrons, nearly two-fifths provided a positive rating, while over one-quarter provided a negative rating.
- Just over one-third of respondents feel the proposed building is about the right size, while just under one-third feel it is too big. One in eight respondents feel the proposed building is too small.
- Over one-half believe the exterior design of the library building should be similar in style to the buildings around it. One in seven believe the building should be a statement to the future and one-fifth do not care about the exterior design of the building.
- The two locations presented in the research, 1 Lime rock Street and RES received similar (almost identical) levels of positive, neutral and negative ratings.
- Most respondents find a taxpayer cost of at least \$1 million to under \$2 million acceptable and a total investment of at least \$2 million to less than \$3 million required.



Detailed Findings



November 2016 Proposal

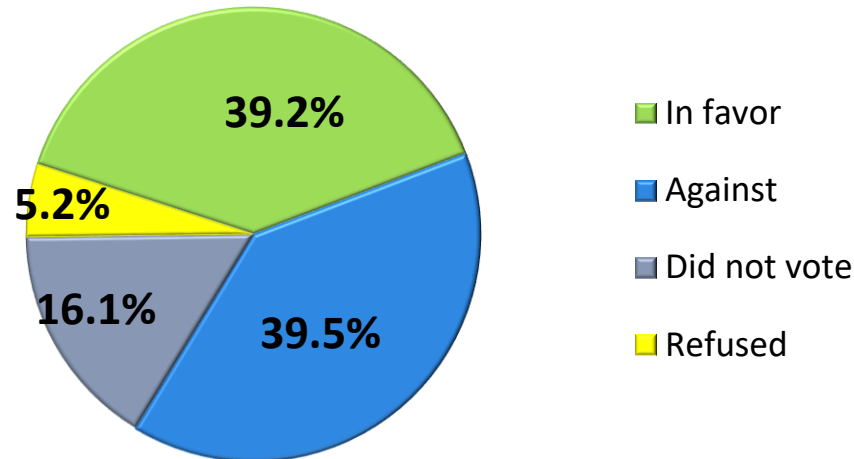


Library Vote in November 2016 Election

- Per the results of the election in November 2016, two-fifths of respondents each reported voting in favor of the proposal (39.2%) and against the proposal (39.5%). One-sixth (16.1%) did not vote.
 - Respondents with a Rockport library card (45%) are significantly more likely than those without one (16%) to have voted in favor of the proposal. Those without a card are significantly more likely than those with one to have voted against the proposal (55% vs. 36%).
 - Respondents age 18 to 44 (51%) are significantly more likely than those 45 to 64 (41%) or 65 or older (40%) to have voted in favor, while those 45 to 64 (42%) and 65 or older (40%) are significantly more likely than respondents 18 to 44 (27%) to have voted against.
 - Female respondents are significantly more likely than male respondents to have voted in favor (44% vs. 34%), while male respondents are significantly more likely than female respondents to have voted against the proposal (44% vs. 36%).

Library Vote in November 2016 Election*

Base: Those who provided a response (n=1,074)



■ In favor

■ Against

■ Did not vote

■ Refused

*Data weighted to reflect November 2016 vote distribution and voter turnout.

➤ Q1. We'd like to understand what you liked and did not like about the library proposal presented in the November 2016 election. Did you vote on it and if so, were you in favor of it or against it?



Reasons for Library Vote: In Favor

- One-third (33%) of respondents who voted in favor of the library proposal feel it is important for the community, and nearly one-third (30%) said they prefer the Limerock Street location.
 - One in nine (11%) respondents who voted in favor of the proposal prefer the RES location.
- One in six (16%) respondents said they compromised with their vote in order to move the project forward, while one in nine each cited the need to replace the old building and the need for more space for the library (11% each).

Top Reasons for Vote: In Favor*	
Base: Respondents who voted in favor of the library proposal in November 2016 and provided a response (n=285)	
Important for the community	33%
Prefer Limerock Street location	30%
Compromised to move project forward	16%
Need to replace old building	11%
Need more space for library	11%
Prefer RES location	11%
Like the overall proposal	8%
Like the building design	6%
Need to modernize library	5%
Reasonable cost/ Good use of taxpayer money	4%
Better parking at RES location	4%
Library is an important part of the village	3%
Need more parking at Limerock Street location	3%
Trust library committee	2%

*Please see Appendix A for full detail.

➤ Q2. Please explain the primary reasons for your vote (in favor or against) or your decision not to vote on the library proposal in November 2016. (Unaided, multiple responses)



Reasons for Library Vote: In Favor – Representative Quotes

- *“I feel a library is a very important part of a community.”*
- *“I think a new properly done library in the village center is a wonderful resource and asset to our community.”*
- *“The Rockport Library is so important to the quality of life here! It is a watering hole, gathering place.”*
- *“A library is a community gathering spot and having it centrally located in the village makes sense -- both in terms of convenience and with regards to fostering a cohesive community.”*
- *“I loved having the old library right down the street from me—being able to walk around the beautiful waterfront village and have it be a part of it. The village just doesn't seem as vibrant anymore.”*
- *“I believe the library should remain in the town center and I believe it needs to expand and be remodeled.”*
- *“I voted for it because we need a better library than we have now. I would have preferred it on the old RES site, but not given that choice, I voted for the proposal at hand.”*
- *“Seemed like a reasonable compromise among competing interests. We just wanted resolution and a way forward. Tired of indecision.”*
- *“Designed by best library architect in Maine. Voted yes but did not like the location.”*
- *“I love the site of the old library and thought that the proposed new building was attractive and a great use of space.”*
- *“Libraries are important and should be as technologically current as is feasible.”*

➤ Q2. Please explain the primary reasons for your vote (in favor or against) or your decision not to vote on the library proposal in November 2016. (Unaided, multiple responses)



Reasons for Library Vote: Against

- One-half (48%) of respondents who voted against the library proposal feel it was too expensive and a waste of taxpayer dollars, by far the most common reason for voting against the proposal.
- Over one-quarter of those who voted against the proposal prefer the RES location (27%), while one-quarter feel the town does not need a library (24%).
- One in six (15%) respondents voted against the library because they felt the proposed building was too large and the village too congested, while one in seven (14%) dislike the building design for unspecified reasons.

Top Reasons for Vote: Against*	
Base: Respondents who voted against the library proposal in November 2016 and provided a response (n=502)	
Too expensive/ Waste of taxpayer dollars	48%
Prefer RES location	27%
Do not need a library	24%
Proposed building too large/ Village too congested	15%
Dislike building design	14%
Better parking at RES location	13%
Simply repair old building	5%
Easier access to RES location	5%
Proposal serves desires of select few	3%
Keep library in temporary location	3%
Modest size is adequate	2%
Prefer Limerock Street location	2%
Need more space for library	2%
RES location allows for future expansion	2%
Need more information/research/studies	2%

*Please see Appendix A for full detail.

➤ Q2. Please explain the primary reasons for your vote (in favor or against) or your decision not to vote on the library proposal in November 2016. (Unaided, multiple responses)



Reasons for Library Vote: Against – Representative Quotes

- *“I don't want to spend money building a new library. Taxes are already too high and we have new schools that are going to raise taxes.”*
- *“I live on a fixed income and can't afford additional taxes.”*
- *“Camden has a wonderful, accessible facility 3 miles away! The age where every town needs a library has gone! Rockport has other, more important needs.”*
- *“The days of a physical town library are behind us. It is a waste of town resources (time and money) to try and make this happen. I'd rather see Camden and Rockport share the Camden library and expenses like they do with the police chief.”*
- *“The proposed library was too expensive, too large and unattractive.”*
- *“The planned building was too large, too costly, and unattractive. I believe we should renovate our old library and keep it at 1 Limerock Street.”*
- *“I believe the best location for the new library is at the location of the former elementary school.”*
- *“The new library should be built on a piece of property that provides easy access and plenty of parking. A large outdoor area would be nice for community events. RES would be perfect!”*
- *“I believe the library should move to the old elementary school site where it would have room to expand and plenty of parking. I think keeping it at its original location serves a few wealthy seasonal residents instead of the Rockport community as a whole. The original site is too congested, too small a spot.”*

➤ Q2. Please explain the primary reasons for your vote (in favor or against) or your decision not to vote on the library proposal in November 2016. (Unaided, multiple responses)



Reasons for Library Vote: Did Not Vote

- Over two-fifths (45%) of respondents who did not vote on the library proposal were not registered to vote in Rockport, while about one-fifth (18%) were unable to make it to a voting location.
- Numerous opinions about the proposal were stated by those who did not vote, including: prefer the Limerock Street location (9%), too expensive/ waste of taxpayer dollars (6%), do not need a library (6%), need more information/research/studies (4%), and prefer the RES location (4%).

Top Reasons for Vote: Did Not Vote*	
Base: Respondents who did not vote on the library proposal in November 2016 and provided a response (n=188)	
Not registered to vote in Rockport	45%
Was unable to make it to voting location	18%
Prefer Limerock Street location	9%
Too expensive/ Waste of taxpayer dollars	6%
Do not need a library	6%
Need more information/research/studies	4%
Prefer RES location	4%
Not interested in voting/ Forgot to vote	4%
Do not remember vote/ ballot question	3%
Dislike overall proposal	2%
No strong opinion	2%

*Please see Appendix A for full detail.

➤ Q2. Please explain the primary reasons for your vote (in favor or against) or your decision not to vote on the library proposal in November 2016. (Unaided, multiple responses)

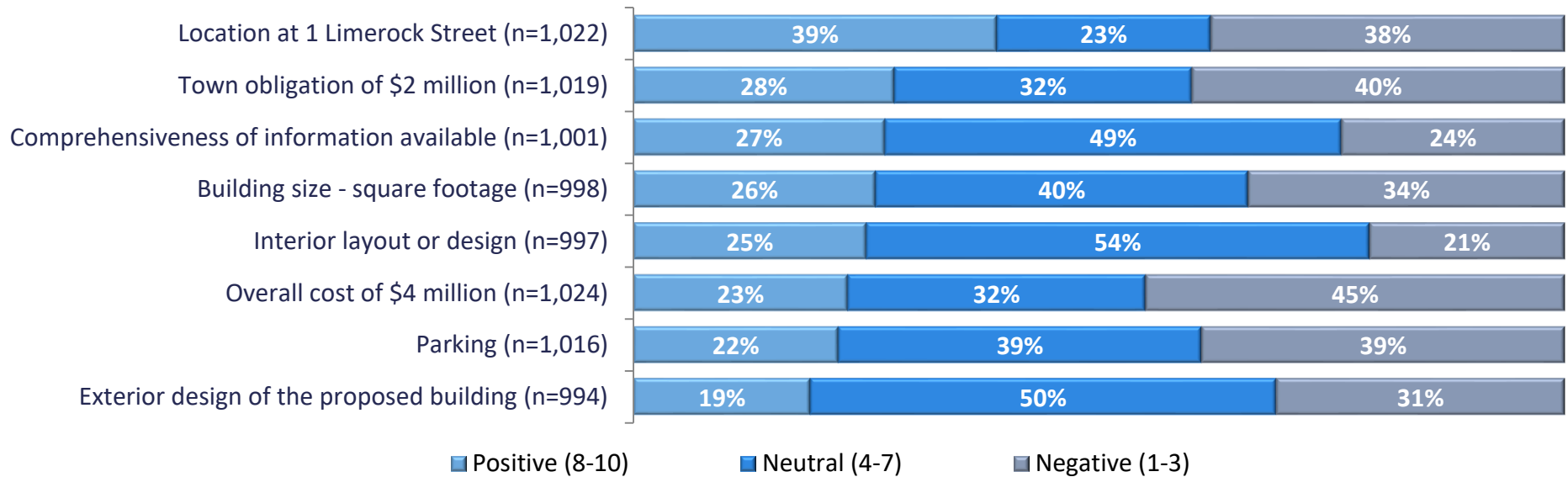


Feelings About Specific Aspects of Library Proposal

- More respondents have negative feelings than positive feelings about five of eight specific aspects of the library proposal, including the overall cost of \$4 million (45% vs. 23%), parking (39% vs. 22%), the exterior design of the proposed building (31% vs. 19%), the town obligation of \$2 million (40% vs. 28%), and the building size - square footage (34% vs. 26%).
- Similar percentages of respondents have positive and negative feelings about the location at 1 Limerock Street (39% vs. 38%), comprehensiveness of information available about the proposal (27% vs. 24%), and interior layout or design (25% vs. 21%).

Feelings About Specific Aspects of Library Proposal

Base: Those who provided a response



➤ Q3. Please indicate the extent to which you feel positive or negative, if either, about each of the following aspects of the library proposal presented in November 2016. (Ten-point scale where 1 = "Very Negative" and 10 = "Very Positive")



Feelings About Specific Aspects of Library Proposal (cont'd)

- None of the aspects of the Library Proposal received positive ratings from the majority of the segments defined by the November 2016 Vote, Library Importance to the Community and Gender with the exception of the Town obligation of \$2 million among those who voted in Favor of the Library Proposal.
- A significantly higher percentage of respondents who voted in favor or did not vote than those who voted against provided positive ratings for each aspect of the proposal. Same is true for those who agree a library is important to the community versus those who disagree.

Feelings About Specific Aspects of Library Proposal: Subgroup Comparisons

Percent "Positive" (8-10)

Base: Those who provided a response

	November 2016 Vote			Important to Community?			Gender	
	In Favor A	Against B	Did Not Vote C	Agree D	Neutral E	Disagree F	Male G	Female H
Location at 1 Limerock Street	48% _B (n=290)	27% (n=492)	44% _B (n=184)	43% _{EF} (n=702)	34% _F (n=163)	18% (n=150)	40% (n=450)	37% (n=547)
Town obligation of \$2 million	53% _{BC} (n=287)	7% (n=495)	25% _B (n=182)	37% _{EF} (n=693)	4% _F (n=161)	0% (n=156)	26% (n=456)	30% (n=537)
Comprehensiveness of info available	48% _{BC} (n=288)	7% (n=483)	24% _B (n=179)	35% _{EF} (n=685)	7% (n=161)	5% (n=147)	23% (n=446)	31% _G (n=531)
Interior layout or design	48% _{BC} (n=287)	4% (n=481)	23% _B (n=178)	33% _{EF} (n=683)	7% _F (n=159)	2% (n=148)	24% (n=445)	27% (n=529)
Building size – square footage	49% _{BC} (n=286)	4% (n=483)	22% _B (n=176)	34% _{EF} (n=678)	6% _F (n=161)	1% (n=151)	26% (n=447)	26% (n=528)
Parking	39% _{BC} (n=288)	6% (n=491)	22% _B (n=182)	28% _{EF} (n=695)	9% (n=161)	4% (n=152)	22% (n=452)	22% (n=540)
Overall cost of \$4 million	44% _{BC} (n=286)	5% (n=501)	20% _B (n=183)	30% _{EF} (n=699)	4% _F (n=162)	0% (n=156)	21% (n=457)	24% (n=542)
Exterior design of proposed building	34% _{BC} (n=286)	4% (n=479)	25% _B (n=178)	25% _{EF} (n=678)	5% (n=156)	2% (n=152)	20% (n=448)	20% (n=524)

➤ Q3. Please indicate the extent to which you feel positive or negative, if either, about each of the following aspects of the library proposal presented in November 2016. (Ten-point scale where 1 = "Very Negative" and 10 = "Very Positive")

A, B, C, D, E, F, G, H: Significantly higher than the column specified at the 95% level of confidence



Feelings About Specific Aspects of Library Proposal (cont'd)

- Again none of the Library Proposal aspects received positive ratings from the majority of the segments defined by Age, Presence of Children and Household Income
- Respondents 65 years or older tend to be more likely than younger respondents to feel positively about specific aspects of the proposal.

Feelings About Specific Aspects of Library Proposal: Subgroup Comparisons

Percent "Positive" (8-10)

Base: Those who provided a response

	Age			Children in HH?		Income		
	18 to 44 A	45 to 64 B	65 or older C	Yes D	No E	<\$50K F	\$50K to <\$100K G	\$100K+ H
Location at 1 Limerock Street	33% (n=144)	35% (n=344)	41% (n=341)	35% (n=332)	40% (n=602)	30% (n=157)	36% (n=269)	39% (n=291)
Town obligation of \$2 million	26% (n=144)	27% (n=346)	37% _{AB} (n=338)	25% (n=333)	31% (n=600)	27% (n=155)	34% (n=270)	31% (n=290)
Comprehensiveness of info available	28% (n=143)	26% (n=340)	33% _B (n=335)	26% (n=326)	29% (n=590)	27% (n=151)	32% (n=269)	32% (n=285)
Interior layout or design	30% (n=142)	23% (n=337)	33% _B (n=332)	23% (n=326)	28% (n=587)	28% (n=152)	28% (n=266)	31% (n=284)
Building size – square footage	30% (n=143)	26% (n=338)	29% (n=331)	25% (n=326)	27% (n=588)	28% (n=150)	32% (n=264)	29% (n=287)
Parking	23% (n=142)	19% (n=339)	25% (n=344)	20% (n=327)	23% (n=599)	20% (n=155)	24% (n=271)	25% (n=288)
Overall cost of \$4 million	20% (n=144)	23% (n=347)	31% _{AB} (n=342)	20% (n=334)	26% (n=604)	19% (n=152)	31% _F (n=273)	26% (n=294)
Exterior design of proposed building	28% _B (n=142)	17% (n=337)	23% _B (n=330)	18% (n=326)	21% (n=587)	19% (n=151)	25% (n=264)	22% (n=285)

➤ Q3. Please indicate the extent to which you feel positive or negative, if either, about each of the following aspects of the library proposal presented in November 2016. (Ten-point scale where 1 = "Very Negative" and 10 = "Very Positive")

A, B, C, D, E, F, G, H: Significantly higher than the column specified at the 95% level of confidence



Library Use

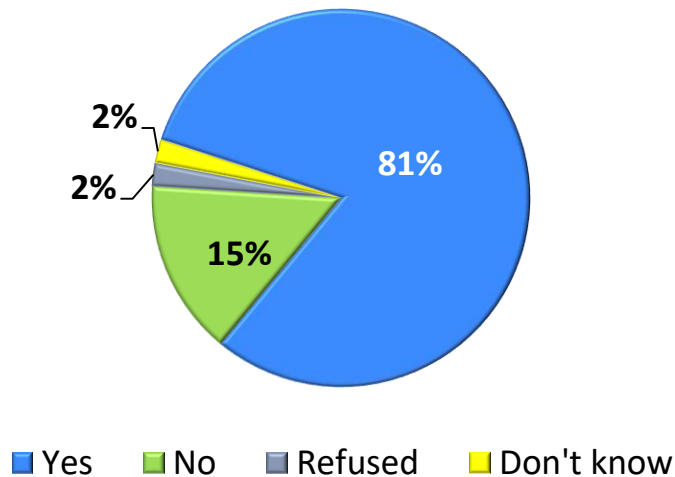


Access to Rockport Public Library Card

- Four-fifths (81%) of respondents indicated that they or someone in their household has a Rockport Public Library card they can use.
 - Respondents who voted in favor of the library proposal (93%) are significantly more likely than those who voted against the proposal (75%) or did not vote (70%) to have a library card available to them.
 - Those with household incomes of \$50,000 to less than \$100,000 (87%) are significantly more likely than those with household incomes below \$50,000 (77%) to have access to a library card.
 - Women (85%) are significantly more likely than men (77%) to have access to a library card.
- One in six (15%) respondents said there is not a Rockport Public Library card in their household that they can use.

Rockport Public Library Card in Household?

Base: Those who provided a response (n=1,074)



➤ Q4. Do you or does someone in your household have a Rockport Public Library card you can use?

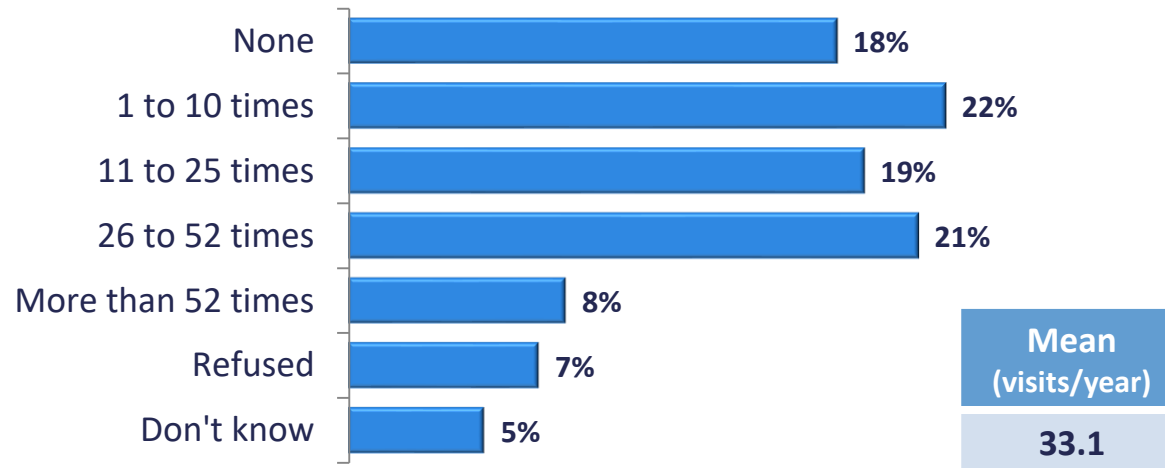


Typical Use of Rockport Public Library

- On average, respondents visit the Rockport Public Library 33.1 times per year.
 - Compared to respondents with household incomes exceeding \$100,000 (25.2), those with incomes less than \$50,000 (41.7) and between \$50,000 and \$100,000 (36.4) visit the library significantly more often on average.
 - Those who feel the library is important to the community (36.1) visit the library significantly more often than those who feel neutral (15.4) or disagree (12.1) regarding the library's importance.
- Nearly one-fifth (18%) never visit the library.
 - Respondents age 18 to 44 (21%) and 45 to 64 (21%) are significantly more likely than those 65 or older (12%) to never visit the library.
 - Male respondents (24%) are significantly more likely than female respondents (12%) to never visit the library.
- About one-fifth each visit the library 1 to 10 times (22%), 11 to 25 times (19%), or 26 to 52 times (i.e., once per week) (21%) per year.

Typical Number of Library Visits per Year

Base: Those who provided a response (n=1,042)



➤ Q5. Typically, how often do you personally visit the Rockport Public Library?

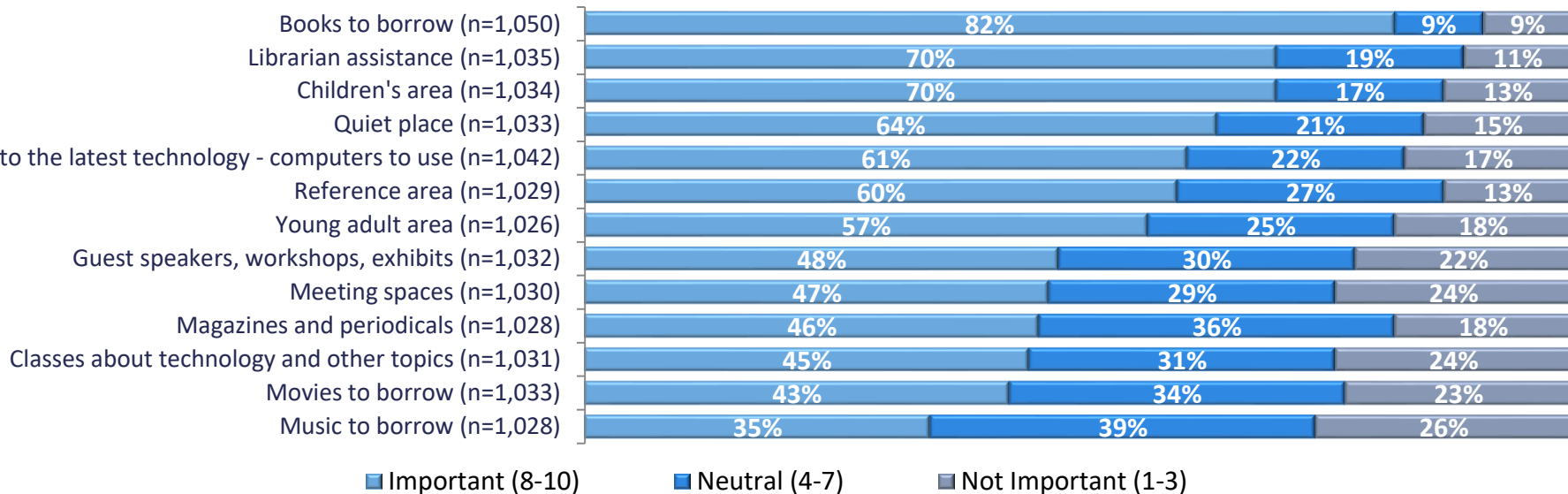


Importance of Specific Library Offerings

- The majority of respondents who provided a response believe each of the Library Offerings listed in the survey is important (rating of 8-10) or feel indifferent (rating of 4-7) about it.
- Four-fifths (82%) of respondents feel books to borrow are an important library offering, while over two-thirds consider librarian assistance and a children’s area (70% each) important.
- A quiet place (64%), access to the latest technology, including computers to use (61%), reference area (60%), and a young adult area (57%) follow as offerings considered important by more than one-half of respondents.

Importance of Specific Library Offerings

Base: Those who provided a response



➤ Q6. Please rate how not important or important you feel it is that the Rockport Public Library offers the following resources, services and activities. (Ten-point scale where 1 = “Not at All Important” and 10 = “Very Important”)



Importance of Specific Library Offerings (cont'd)

- Respondents who voted for the library proposal are more likely than those who did not vote, who are in turn more likely than those who voted against the proposal to feel specific library offerings are important.
- Those who agree the Rockport Public Library is important to the community are more likely than those who feel neutral, who are in turn more likely than those who disagree to feel specific library offerings are important.
- Female respondents are more likely than male respondents to feel specific library offerings are important.

Importance of Specific Library Offerings: MOST Important – Subgroup Comparisons

Percent “Important” (8-10)

Base: Those who provided a response

	November 2016 Vote			Important to Community?			Gender	
	In Favor A	Against B	Did Not Vote C	Agree D	Neutral E	Disagree F	Male G	Female H
Books to borrow	96% _{BC} (n=297)	67% (n=490)	81% _B (n=195)	94% _{EF} (n=736)	69% _F (n=158)	22% (n=151)	74% (n=457)	89% _G (n=566)
Librarian assistance	87% _{BC} (n=291)	55% (n=486)	68% _B (n=192)	84% _{EF} (n=723)	50% _F (n=158)	11% (n=149)	62% (n=452)	78% _G (n=556)
Children’s area	88% _{BC} (n=291)	54% (n=485)	67% _B (n=192)	83% _{EF} (n=722)	49% _F (n=158)	15% (n=149)	61% (n=452)	78% _G (n=555)
Quiet place (study, read, tutoring)	78% _{BC} (n=290)	50% (n=486)	63% _B (n=190)	77% _{EF} (n=721)	41% _F (n=159)	12% (n=148)	58% (n=452)	69% _G (n=554)
Access to the latest technology – computers to use	79% _{BC} (n=295)	44% (n=487)	57% _B (n=193)	72% _{EF} (n=731)	39% _F (n=158)	13% (n=148)	53% (n=453)	67% _G (n=562)
Reference area	74% _{BC} (n=288)	49% (n=485)	52% (n=190)	71% _{EF} (n=717)	44% _F (n=157)	11% (n=150)	54% (n=451)	65% _G (n=551)
Young adult area	78% _{BC} (n=291)	39% (n=477)	50% _B (n=191)	69% _{EF} (n=718)	33% _F (n=157)	5% (n=146)	47% (n=447)	65% _G (n=552)

➤ Q6. Please rate how not important or important you feel it is that the Rockport Public Library offers the following resources, services and activities. (Ten-point scale where 1 = “Not at All Important” and 10 = “Very Important”)

A, B, C, D, E, F, G, H: Significantly higher than the column specified at the 95% level of confidence



Importance of Specific Library Offerings (cont'd)

- Respondents who voted for the library proposal are more likely than those who did not vote, who are in turn more likely than those who voted against the proposal to feel specific library offerings are important.
- Those who agree the Rockport Public Library is important to the community are more likely than those who feel neutral, who are in turn more likely than those who disagree to feel specific library offerings are important.
- Female respondents are more likely than male respondents to feel specific library offerings are important.

Importance of Specific Library Offerings: LEAST Important – Subgroup Comparisons

Percent “Important” (8-10)

Base: Those who provided a response

	November 2016 Vote			Important to Community?			Gender	
	In Favor A	Against B	Did Not Vote C	Agree D	Neutral E	Disagree F	Male G	Female H
Guest speakers, workshops, exhibits	67% _{BC} (n=293)	32% (n=482)	46% _B (n=191)	59% _{EF} (n=723)	21% _F (n=156)	8% (n=148)	42% (n=449)	53% _G (n=557)
Meeting spaces	66% _{BC} (n=292)	31% (n=480)	42% _B (n=190)	58% _{EF} (n=722)	20% _F (n=156)	6% (n=147)	38% (n=449)	55% _G (n=554)
Magazines and periodicals	58% _{BC} (n=292)	35% (n=481)	46% _B (n=188)	56% _{EF} (n=719)	27% _F (n=155)	6% (n=149)	43% (n=450)	49% (n=552)
Classes about technology and other topics	64% _{BC} (n=291)	29% (n=481)	42% _B (n=192)	56% _{EF} (n=721)	20% _F (n=157)	6% (n=148)	38% (n=450)	51% _G (n=554)
Movies to borrow	56% _{BC} (n=292)	32% (n=487)	38% (n=190)	52% _{EF} (n=721)	24% _F (n=157)	9% (n=150)	34% (n=451)	49% _G (n=555)
Music to borrow	43% _{BC} (n=290)	27% (n=483)	32% (n=190)	42% _{EF} (n=717)	23% _F (n=155)	6% (n=151)	32% (n=452)	37% (n=551)

➤ Q6. Please rate how not important or important you feel it is that the Rockport Public Library offers the following resources, services and activities. (Ten-point scale where 1 = “Not at All Important” and 10 = “Very Important”)

A, B, C, D, E, F, G, H: Significantly higher than the column specified at the 95% level of confidence



Importance of Specific Library Offerings (cont'd)

- Differences in perceived importance of specific library offerings emerged based on age, presence of children in household, and household income.

Importance of Specific Library Offerings: MOST Important – Subgroup Comparisons

Percent “Important” (8-10)

Base: Those who provided a response

	Age			Children in HH?		Income		
	18 to 44 A	45 to 64 B	65 or older C	Yes D	No E	<\$50K F	\$50K to <\$100K G	\$100K+ H
Books to borrow	85% (n=143)	78% (n=357)	87% _B (n=360)	81% (n=340)	83% (n=625)	84% (n=163)	84% (n=280)	82% (n=297)
Librarian assistance	71% (n=143)	67% (n=355)	78% _B (n=348)	69% (n=338)	73% (n=612)	77% (n=159)	72% (n=277)	70% (n=296)
Children’s area	83% _{BC} (n=143)	71% (n=354)	71% (n=349)	77% _E (n=337)	69% (n=613)	69% (n=159)	77% (n=275)	74% (n=295)
Quiet place (study, read, tutoring)	70% (n=142)	65% (n=355)	66% (n=349)	66% (n=336)	65% (n=614)	65% (n=160)	71% (n=275)	64% (n=295)
Access to the latest technology – computers to use	60% (n=143)	64% (n=355)	64% (n=355)	60% (n=337)	63% (n=620)	64% (n=160)	65% (n=278)	67% (n=297)
Reference area	57% (n=143)	60% (n=354)	64% (n=344)	57% (n=337)	63% (n=610)	58% (n=158)	65% (n=275)	62% (n=295)
Young adult area	69% _C (n=143)	61% (n=353)	57% (n=345)	65% _E (n=335)	55% (n=609)	59% (n=159)	62% (n=273)	65% (n=294)

➤ Q6. Please rate how not important or important you feel it is that the Rockport Public Library offers the following resources, services and activities. (Ten-point scale where 1 = “Not at All Important” and 10 = “Very Important”)

A, B, C, D, E, F, G, H: Significantly higher than the column specified at the 95% level of confidence



Importance of Specific Library Offerings (cont'd)

- Differences in perceived importance of specific library offerings emerged based on age, presence of children in household, and household income.

Importance of Specific Library Offerings: LEAST Important – Subgroup Comparisons

Percent “Important” (8-10)

Base: Those who provided a response

	Age			Children in HH?		Income		
	18 to 44 A	45 to 64 B	65 or older C	Yes D	No E	<\$50K F	\$50K to <\$100K G	\$100K+ H
Guest speakers, workshops, exhibits	51% (n=142)	50% (n=355)	51% (n=348)	50% (n=336)	49% (n=613)	45% (n=159)	54% (n=273)	53% (n=297)
Meeting spaces	48% (n=142)	49% (n=353)	52% (n=349)	51% (n=336)	48% (n=612)	50% (n=159)	52% (n=274)	53% (n=294)
Magazines and periodicals	45% (n=143)	45% (n=356)	53% _B (n=345)	44% (n=336)	49% (n=609)	50% (n=158)	49% (n=274)	47% (n=295)
Classes about technology and other topics	39% (n=143)	48% (n=355)	51% _A (n=345)	41% (n=336)	50% _D (n=611)	49% (n=158)	50% (n=272)	47% (n=297)
Movies to borrow	36% (n=143)	45% (n=353)	47% _A (n=346)	39% (n=336)	45% (n=613)	52% _H (n=159)	45% (n=275)	38% (n=294)
Music to borrow	29% (n=143)	36% (n=353)	40% _A (n=345)	30% (n=338)	38% _D (n=608)	43% _H (n=159)	39% _H (n=273)	30% (n=293)

➤ Q6. Please rate how not important or important you feel it is that the Rockport Public Library offers the following resources, services and activities. (Ten-point scale where 1 = “Not at All Important” and 10 = “Very Important”)

A, B, C, D, E, F, G, H: Significantly higher than the column specified at the 95% level of confidence

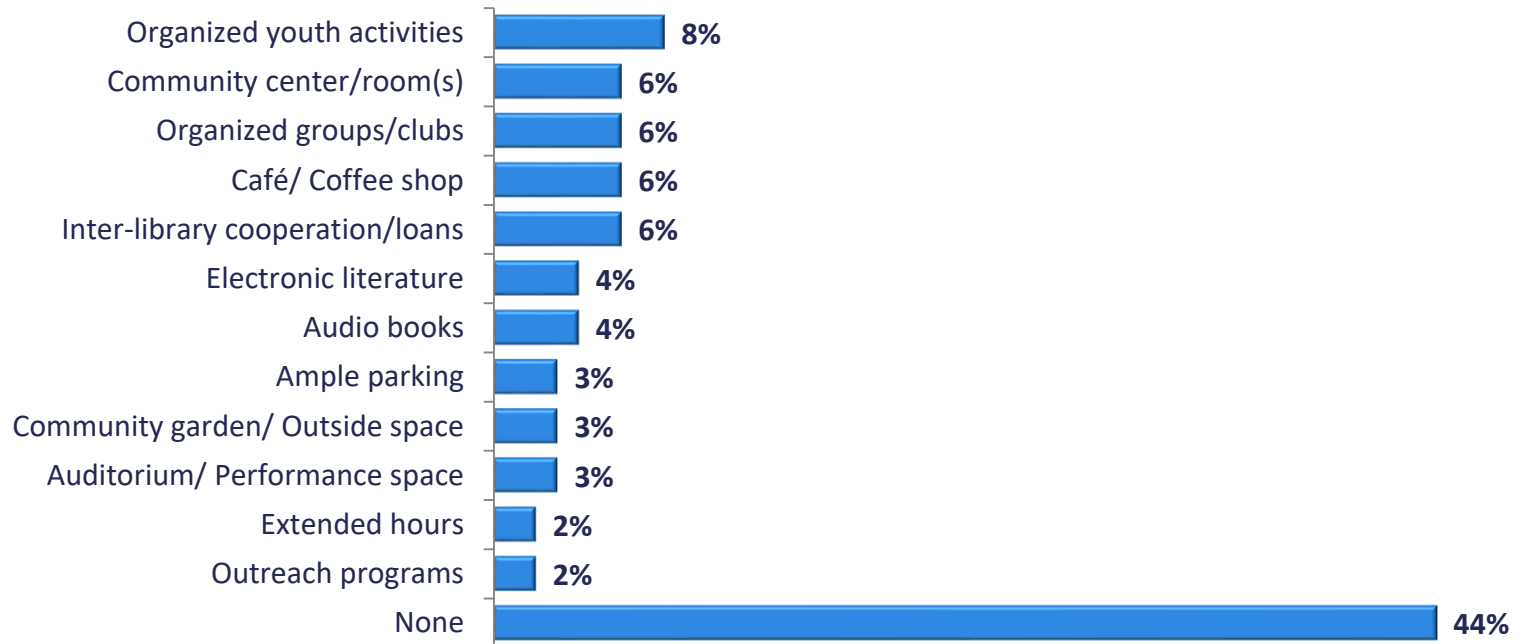


Additional Library Offerings Desired

- Over two-fifths (44%) of those who provided a response do not feel any additional library offerings are necessary.
- None of the additional offerings listed were cited by as many as ten percent of respondents.

Top Additional Library Offerings Desired*

Base: Those who provided a response (n=409)



*Please see Appendix A for complete detail.

➤ Q7. What other offerings, not listed above in Q6, if any, would you like the Rockport Public Library to provide? (Unaided, multiple responses)

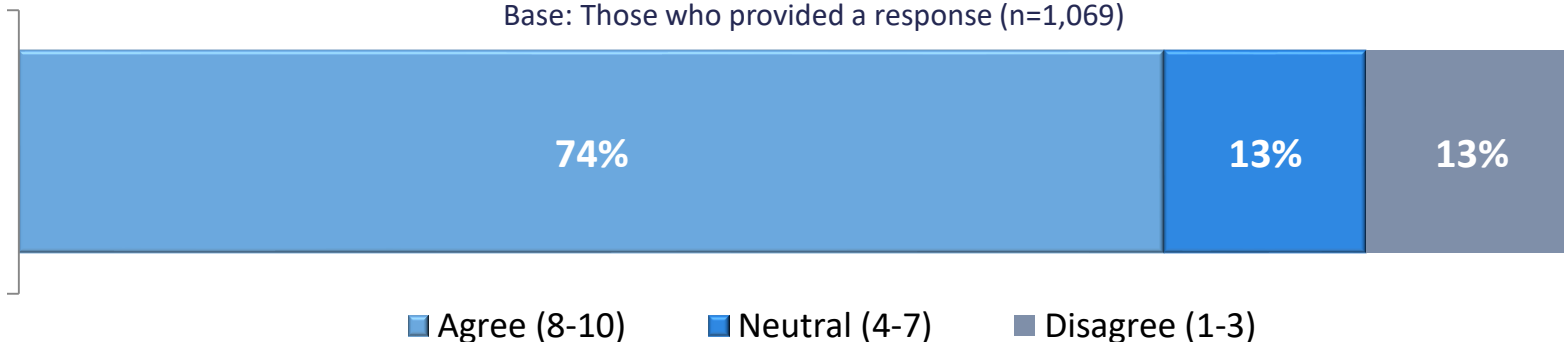


Perceived Importance of Rockport Public Library to the Community

- Three-quarters (74%) of respondents agree the Rockport Public Library is an important part of the community.
 - Respondents 65 years or older (84%) are significantly more likely than those 45 to 64 (71%) or 18 to 44 (73%) to consider the library an important part of the community.
 - Those without children in their household (78%) are significantly more likely than those with children (71%) to feel the library is important.
 - Compared to male respondents (67%), female respondents (80%) are significantly more likely to consider the library important.
- One in eight (13%) do not agree the library is an important part of the community.
 - Respondents age 18 to 44 (14%) and 45 to 64 (16%) are significantly more likely than those 65 or older (7%) to disagree that the library is important to the community.
 - A significantly higher percentage of respondents with children in their household (16%) than those without (9%) do not feel the library is important.
 - Men (18%) are significantly more likely than women (9%) to disagree the library is an important part of the community.

Perceived Importance of Rockport Public Library to the Community”

Base: Those who provided a response (n=1,069)



■ Agree (8-10) ■ Neutral (4-7) ■ Disagree (1-3)

➤ Q8. To what extent do you disagree or agree that the Rockport Public Library is an important part of the community? (Ten-point scale where 1 = “Strongly Disagree” and 10 = “Strongly Agree”)



Design, Location and Parking

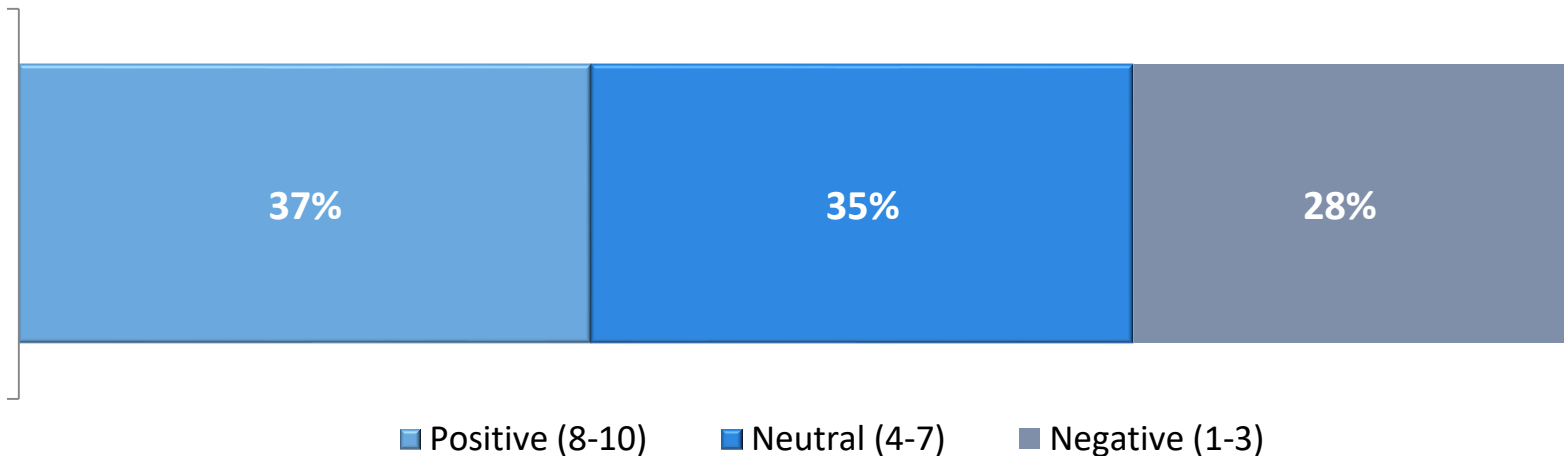


Impressions of Parking Scenario

- Asked to indicate their impressions of a parking scenario for the library that includes 14 flat level parking spaces located close to the building and dedicated to library patrons, nearly two-fifths (37%) provided a positive rating, while over one-quarter (28%) provided a negative rating.
 - A significantly higher percentage of those who voted in favor of the Library Proposal in November (58%) than those who voted against (15%) or did not vote (37%) provided positive ratings for this parking scenario. The difference between those who voted against and those who did not vote is also statistically significant.

Impressions of Parking Scenario

Base: Those who provided a response (n=1,046)

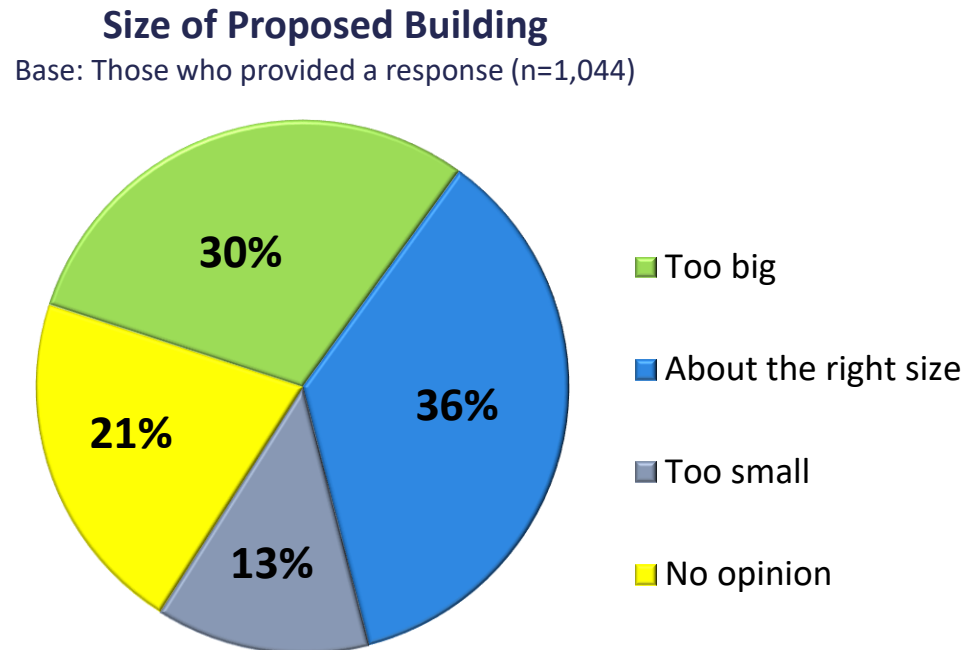


- Q9. Focusing on just parking, please indicate your impressions if the Rockport Public Library proposal includes 14 flat level parking spaces located close to the building and dedicated to library patrons. (Ten-point scale where 1 = "Very Negative" and 10 = "Very Positive")



Size of Proposed Building

- Just over one-third (36%) of respondents feel the proposed building is about the right size, while just under one-third (30%) feel it is too big.
- One in eight (13%) respondents believe the proposed building is too small.
- One-fifth (21%) of respondents do not have an opinion about the size of the proposed building.



➤ Q10. Do you feel the size of the building proposed for the Rockport Public Library in November 2016 was...

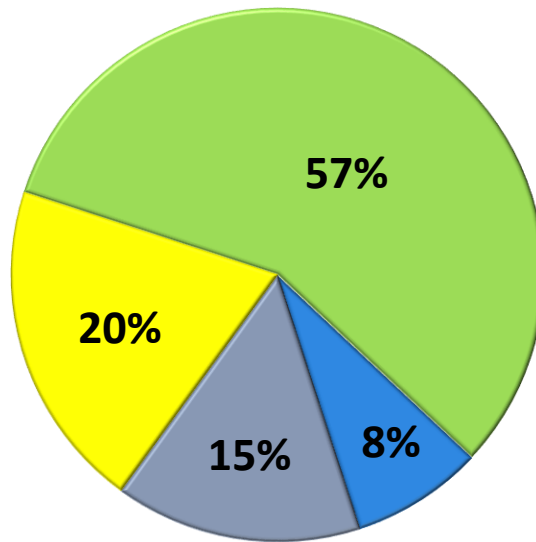


Exterior Design of Building

- Over one-half (57%) of respondents would prefer a library building with an exterior design similar in style to the buildings around it, by far the most common preference.
 - This is consistent regardless of how respondents voted in November 2016 or if they did not vote.
- One in seven (15%) respondents would like a building that is a statement to the future, while one in twelve (8%) prefer a building similar to what a typical municipal building looks like, without a lot of architectural details.

Exterior Design of Building

Base: Those who provided a response (n=1,016)



- Similar in style to the buildings around it
- Similar to what a typical municipal building looks like -- not a lot of architectural details
- A building that is a statement to the future
- The exterior design or appearance doesn't matter to me

➤ Q11. Which one of the following types of exterior designs would you prefer for the Rockport Public Library?

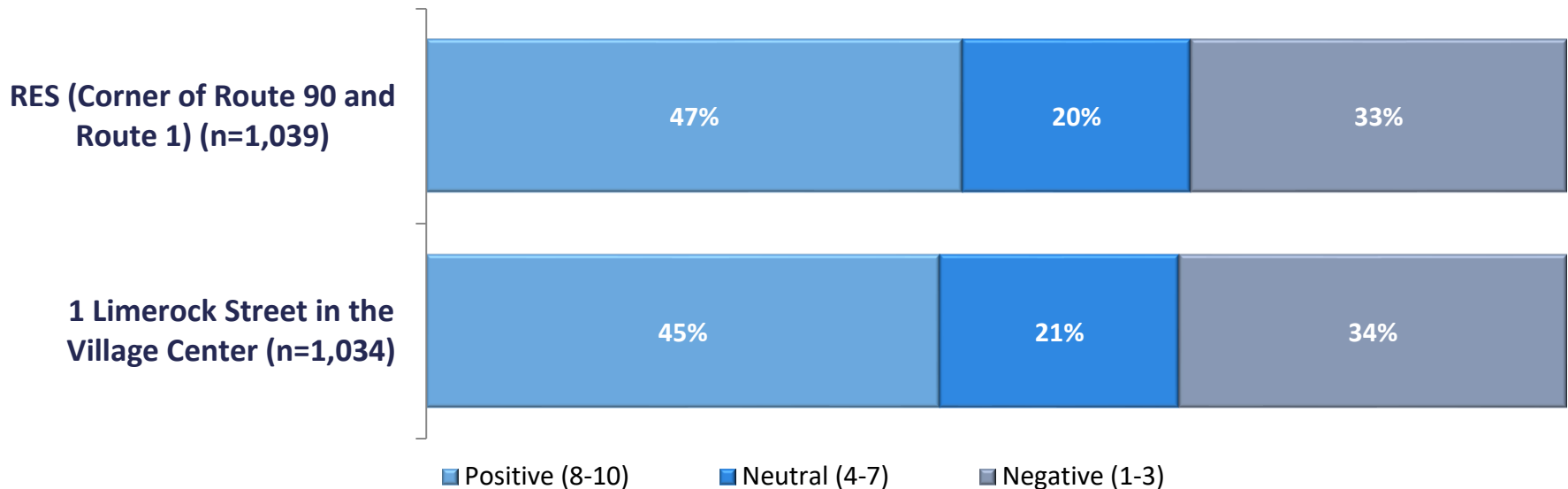


Impressions of Discussed Locations

- Similar percentages of respondents feel positively (47% and 45%, respectively) and negatively (33% and 34%, respectively) about the RES and 1 Limerock Street locations that were included in the research.
 - Women (53%) are significantly more likely than men (41%) to feel positively about the RES location, while men are significantly more likely than women (37% vs. 29%) to feel negatively about it. (See Table next page)
 - Respondents age 18 to 44 (49%) are significantly more likely than those 45 to 64 (39%) to feel positively about the 1 Limerock Street location, while those 45 to 64 and 65 or older are significantly more likely than those 18 to 44 to feel negatively about the location (36% and 38%, respectively, vs. 26%). (See Table next page)

Impressions of Discussed Locations

Base: Those who provided a response



➤ Q12. Two locations for the Rockport Public Library have been discussed. Please indicate your impressions of each location. (Ten-point scale where 1 = "Very Negative" and 10 = "Very Positive")



Impressions of Discussed Locations (cont'd)

- Respondents who voted in favor of the proposal are significantly more likely than those who voted against the proposal to have a positive impression of both locations, as are those who agree the library is important to the community versus those who disagree.
- Female respondents are significantly more likely than male respondents to favor the RES location, while respondents age 18 to 44 are significantly more likely than those 45 to 64 to favor the 1 Limerock Street location.

Impressions of Discussed Locations – Subgroup Comparisons

Percent “Positive” (8-10)

Base: Those who provided a response

	November 2016 Vote			Important to Community?			Gender	
	In Favor A	Against B	Did Not Vote C	Agree D	Neutral E	Disagree F	Male G	Female H
RES (Corner of Route 90 & Route 1)	56% _{BC} (n=292)	43% (n=484)	40% (n=197)	55% _{EF} (n=718)	34% _F (n=162)	16% (n=154)	41% (n=457)	53% _G (n=557)
1 Limerock Street in Village Center	55% _B (n=290)	32% (n=487)	48% _B (n=190)	50% _{EF} (n=713)	37% _F (n=162)	24% (n=155)	43% (n=460)	46% (n=552)

A, B, C, D, E, F, G, H: Significantly higher than the column specified at the 95% level of confidence

	Age			Children in HH?		Income		
	18 to 44 A	45 to 64 B	65 or older C	Yes D	No E	<\$50K F	\$50K to <\$100K G	\$100K+ H
RES (Corner of Route 90 & Route 1)	47% (n=144)	49% (n=355)	52% (n=348)	47% (n=340)	49% (n=611)	55% (n=156)	53% (n=278)	48% (n=292)
1 Limerock Street in Village Center	49% _B (n=144)	39% (n=356)	45% (n=346)	43% (n=340)	46% (n=609)	38% (n=152)	43% (n=270)	46% (n=298)

A, B, C, D, E, F, G, H: Significantly higher than the column specified at the 95% level of confidence

- Q12. Two locations for the Rockport Public Library have been discussed. Please indicate your impressions of each location. (Ten-point scale where 1 = “Very Negative” and 10 = “Very Positive”)

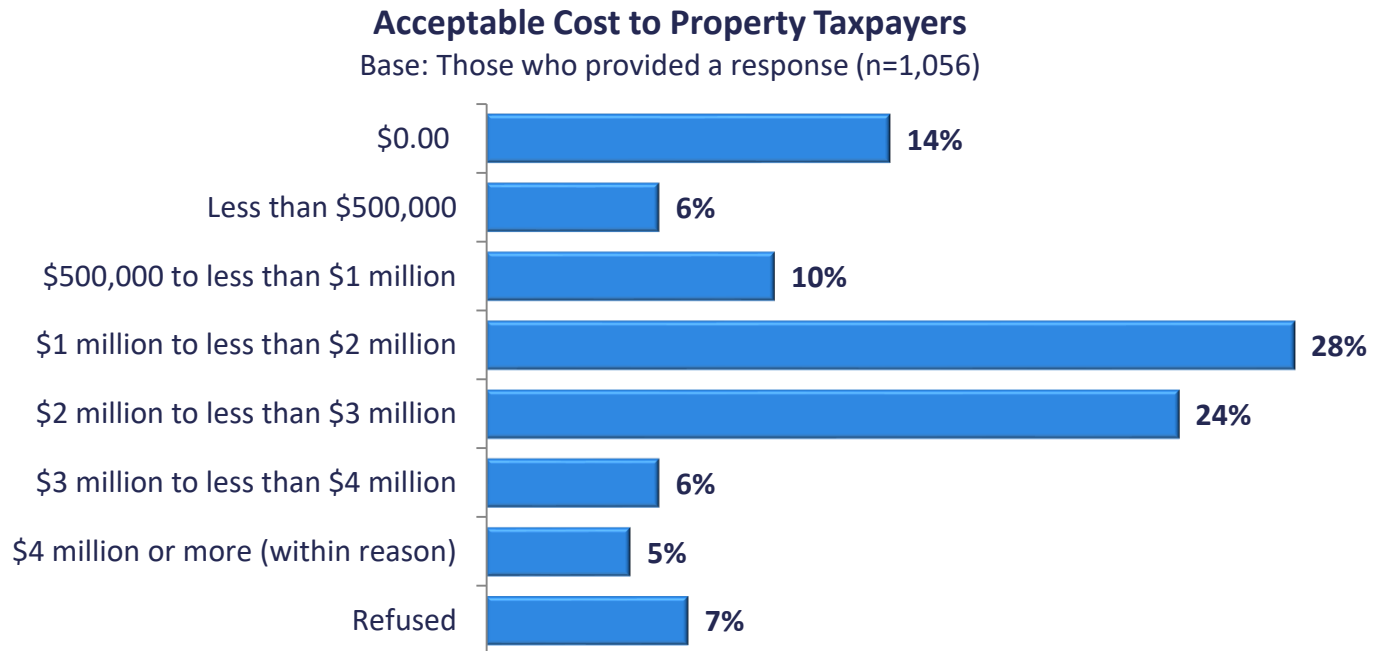


Investment



Acceptable Cost to Property Taxpayers

- The majority (63%) of respondents believe a cost to taxpayers of at least \$1 million to under \$2 million is acceptable to fund the Rockport Public Library.
 - Four-fifths (80%) of respondents who agree the library is important to the community feel a cost to property taxpayers of at least \$1 million to under \$2 million is acceptable.
 - Most (92%) respondents who voted in favor of the Library Proposal are willing to have taxpayers fund at least \$1 million to under \$2 million for the Rockport Public Library.
- One in seven (14%) respondents are not willing to have Rockport property taxpayers fund the project.



➤ Q13. How much of the cost are you willing to have the Town of Rockport fund for a Rockport Public Library project (November 2016 proposal was \$2 million)? This would be the cost to property taxpayers in the Town of Rockport. For example, if the town funds \$1.5 million for the project, the average taxpayer would see an annual increase of \$43.30 in their tax bill; \$36.09 if the town funds \$1.25 million.



Acceptable Cost to Property Taxpayers (cont'd)

Acceptable Cost to Property Taxpayers – Subgroup Comparisons
Base: Those who provided a response

	November 2016 Vote			Important to Community?			Gender	
	In Favor (n=295) A	Against (n=496) B	Did Not Vote (n=197) C	Agree (n=726) D	Neutral (n=162) E	Disagree (n=161) F	Male (n=467) G	Female (n=562) H
\$0.00	1%	29% _{AC}	12% _A	2%	25% _D	68% _{DE}	18% _H	10%
Less than \$500,000	<1%	12% _{AC}	5% _A	3%	22% _{DF}	11% _D	6%	6%
\$500,000 to less than \$1 million	4%	17% _{AC}	10% _A	9%	20% _{DF}	7%	12%	9%
\$1 million to less than \$2 million	36% _{BC}	21%	20%	34% _{EF}	15% _F	4%	26%	29%
\$2 million to less than \$3 million	41% _{BC}	8%	21% _B	31% _{EF}	7% _F	1%	21%	27% _G
\$3 million to less than \$4 million	8% _B	2%	9% _B	7% _{EF}	2%	0%	6%	6%
\$4 million or more (within reason)	7%	4%	8% _B	7% _{EF}	2%	1%	6%	5%
Prefer not to answer	3%	7% _A	15% _{AB}	7%	7%	8%	5%	8%

A, B, C, D, E, F, G, H: Significantly higher than the column specified at the 95% level of confidence

- Q13. How much of the cost are you willing to have the Town of Rockport fund for a Rockport Public Library project (November 2016 proposal was \$2 million)? This would be the cost to property taxpayers in the Town of Rockport. For example, if the town funds \$1.5 million for the project, the average taxpayer would see an annual increase of \$43.30 in their tax bill; \$36.09 if the town funds \$1.25 million.



Acceptable Cost to Property Taxpayers (cont'd)

Acceptable Cost to Property Taxpayers – Subgroup Comparisons								
Base: Those who provided a response								
	Age			Children in HH?		Income		
	18 to 44 (n=143) A	45 to 64 (n=355) B	65 or older (n=360) C	Yes (n=342) D	No (n=623) E	<\$50K (n=161) F	\$50K to <\$100K (n=277) G	\$100K+ (n=299) H
\$0.00	15% _C	15% _C	8%	15% _E	11%	14%	9%	13%
Less than \$500,000	6%	7%	5%	6%	6%	6%	6%	4%
\$500,000 to less than \$1 million	7%	10%	10%	10%	10%	8%	13% _H	7%
\$1 million to less than \$2 million	29%	24%	30%	27%	29%	35%	27%	28%
\$2 million to less than \$3 million	23%	25%	28%	26%	25%	23%	30%	27%
\$3 million to less than \$4 million	5%	5%	9%	4%	7% _D	5%	6%	7%
\$4 million or more (within reason)	7%	8%	4%	8% _E	4%	3%	5%	10% _F
Prefer not to answer	8%	6%	6%	4%	8%	6%	4%	4%

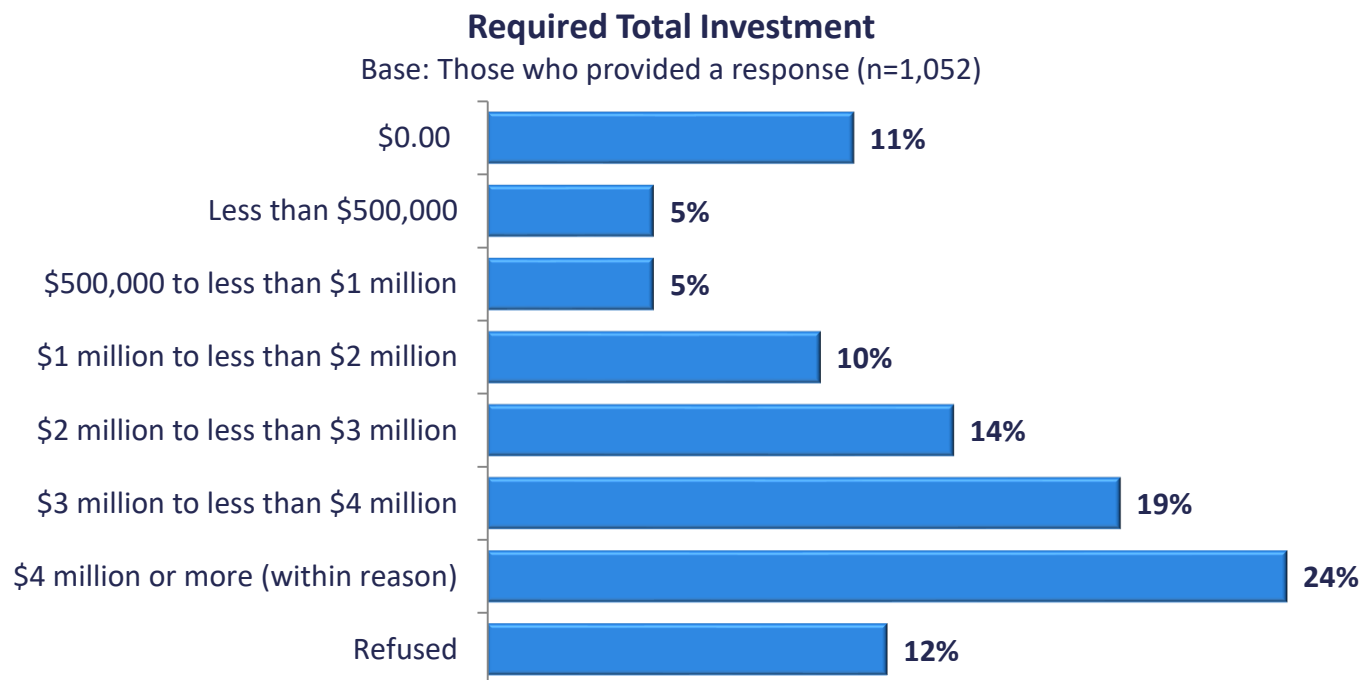
A, B, C, D, E, F, G, H: Significantly higher than the column specified at the 95% level of confidence

- Q13. How much of the cost are you willing to have the Town of Rockport fund for a Rockport Public Library project (November 2016 proposal was \$2 million)? This would be the cost to property taxpayers in the Town of Rockport. For example, if the town funds \$1.5 million for the project, the average taxpayer would see an annual increase of \$43.30 in their tax bill; \$36.09 if the town funds \$1.25 million.



Required Total Investment

- Over one-half (57%) of respondents believe a total investment in the Rockport Public Library of at least \$2 million to less than \$3 million is required.
 - Almost three-quarters (73%) of respondents who agree the library is important to the community feel a total cost of at least \$2 million to under \$3 million is required.
 - Four-fifths (82%) of respondents who voted in favor of the Library Proposal believe a total investment in the library of at least \$2 million to under \$3 million is required.
- One in nine (11%) respondents do not think an investment is required.



➤ Q14. How much investment in total do you think is required to create a Rockport Public Library that you feel would cover the needs of the town and that you would support (November 2016 proposal was \$4 million)? This is not the amount property taxpayers in the Town of Rockport would be required to pay.



Required Total Investment (cont'd)

Required Total Investment – Subgroup Comparisons

Base: Those who provided a response

	November 2016 Vote			Important to Community?			Gender	
	In Favor (n=294) A	Against (n=494) B	Did Not Vote (n=197) C	Agree (n=725) D	Neutral (n=160) E	Disagree (n=159) F	Male (n=468) G	Female (n=558) H
\$0.00	<1%	24% _{AC}	9% _A	1%	17% _D	60% _{DE}	14% _H	7%
Less than \$500,000	0%	8% _A	4% _A	2%	14% _D	8% _D	5%	4%
\$500,000 to less than \$1 million	0%	11% _{AC}	5% _A	3%	15% _D	8% _D	6%	5%
\$1 million to less than \$2 million	7%	12% _A	9%	9%	14% _F	6%	10%	10%
\$2 million to less than \$3 million	14%	14%	11%	17% _{EF}	9% _F	3%	14%	14%
\$3 million to less than \$4 million	29% _B	9%	22% _B	25% _{EF}	8% _F	1%	19%	20%
\$4 million or more (within reason)	39% _{BC}	11%	21% _B	31% _{EF}	8% _F	1%	23%	25%
Prefer not to answer	11%	11%	19% _{AB}	12%	15%	13%	9%	15% _G

A, B, C, D, E, F, G, H: Significantly higher than the column specified at the 95% level of confidence

- Q14. How much investment in total do you think is required to create a Rockport Public Library that you feel would cover the needs of the town and that you would support (November 2016 proposal was \$4 million)? This is not the amount property taxpayers in the Town of Rockport would be required to pay.



Required Total Investment (cont'd)

Required Total Investment – Subgroup Comparisons
Base: Those who provided a response

	Age			Children in HH?		Income		
	18 to 44 (n=143) A	45 to 64 (n=356) B	65 or older (n=355) C	Yes (n=339) D	No (n=622) E	<\$50K (n=157) F	\$50K to <\$100K (n=275) G	\$100K+ (n=300) H
\$0.00	11%	13% _C	6%	12%	8%	11%	8%	10%
Less than \$500,000	3%	5%	3%	4%	4%	3%	4%	3%
\$500,000 to less than \$1 million	4%	4%	6%	5%	5%	6% _H	5%	2%
\$1 million to less than \$2 million	11%	9%	9%	10%	10%	11%	12%	10%
\$2 million to less than \$3 million	12%	10%	18% _B	12%	16%	17%	16%	12%
\$3 million to less than \$4 million	18%	20%	20%	19%	21%	20%	17%	23%
\$4 million or more (within reason)	26%	28%	27%	27%	24%	21%	31% _F	29%
Prefer not to answer	15%	11%	11%	11%	12%	11%	7%	11%

A, B, C, D, E, F, G, H: Significantly higher than the column specified at the 95% level of confidence

- Q14. How much investment in total do you think is required to create a Rockport Public Library that you feel would cover the needs of the town and that you would support (November 2016 proposal was \$4 million)? This is not the amount property taxpayers in the Town of Rockport would be required to pay.



Cost to Property Taxpayers vs. Total Investment

Cost to Property Taxpayers vs. Total Investment Base: Those who provided a response		
	Cost to Property Taxpayers (n=1,056)	Total Investment (n=1,052)
\$0.00	14%	11%
Less than \$500,000	6%	5%
\$500,000 to less than \$1 million	10%	5%
\$1 million to less than \$2 million	28%	10%
\$2 million to less than \$3 million	24%	14%
\$3 million to less than \$4 million	6%	19%
\$4 million or more (within reason)	5%	24%
Refused	7%	12%

- Q13. How much of the cost are you willing to have the Town of Rockport fund for a Rockport Public Library project (November 2016 proposal was \$2 million)? This would be the cost to property taxpayers in the Town of Rockport. For example, if the town funds \$1.5 million for the project, the average taxpayer would see an annual increase of \$43.30 in their tax bill; \$36.09 if the town funds \$1.25 million.
- Q14. How much investment in total do you think is required to create a Rockport Public Library that you feel would cover the needs of the town and that you would support (November 2016 proposal was \$4 million)? This is not the amount property taxpayers in the Town of Rockport would be required to pay.



Additional Comments



Additional Comments

- Prompted for additional comments, nearly one-fifth of those who provided a response said they prefer the RES location (18%), while the same percentage said the town does not need a library (18%).
 - One in twelve (8%) respondents offering additional comments said they prefer the Limerock Street location.
- About one in eight feel it is important for the community to have a library (13%); a similar percentage feel the project is too expensive and a waste of taxpayer dollars (12%).
- Other comments include better parking at the RES location (10%), the town already voted no (7%), and a resolution is wanted sooner rather than later (6%).

Top Additional Comments*	
Base: Those who provided a response (n=530)	
Prefer RES location	18%
Do not need a library	18%
Important for community to have a library	13%
Too expensive/ Waste of taxpayer dollars	12%
Better parking at RES location	10%
Prefer Limerock Street location	8%
Town already voted no	7%
Resolution wanted sooner than later	6%
Easier access to RES location	6%
Simply repair old building	5%
Modest size is adequate	4%
Proposal serves desires of select few	4%
Need more information/research/studies	3%
Need more space for library	3%

*Please see Appendix A for full detail.

➤ Q22. Additional Comments (Unaided, multiple responses)



Additional Comments: Representative Quotes

- *“Since my taxes to build a new library will increase more than the cost of a membership in either the Camden or Rockland libraries, and since the 1 Limerock site is so flawed and RES site is not in favor, I've concluded the second best Rockport Library option is to have no library at all.”*
- *“I would very much like to see a library built on the old elementary school space. It's the gate way to in town Rockport. It is already owned by the town. There is room to grow. Room for plenty of parking. I've liked the idea kicking around of making the 1 Limerock site into a Rockport historical society site that is open in the summer months only, saving on having to heat it.”*
- *“Investing in a new library when there is a large library in Camden makes no sense when the young adults no longer use libraries.”*
- *“It is not necessary. Let people go to Camden or Rockland. Spending millions on this is a waste of our money.”*
- *“Nostalgia is no reason to spend 4 million dollars.”*
- *“The library is a key element of the community circulatory system. The library brings people together and it allows people time and space to be alone. It reflects on the town, and makes a statement about how much we care about coming together, learning, conducting discourse, providing openness, opportunities & activity for all without respect for age, race, income, etc. Healthy libraries foster [a] healthy community. Please put a nice library back into the heart of the community!”*
- *“Both locations have pros and cons. We must build a new library that's flexible, accessible and able to meet future needs. The library was the first place my kids walked to on their own (they also walked to RES)--either location works for this (parking is important, but the building should also be welcoming to those who choose not to drive). I'd rather spend my tax money on a new library than many other things (like taking over new roads in private subdivisions).”*

➤ Q22. Additional Comments (Unaided, multiple responses)



Respondent Profile



Respondent Profile

- Survey data was weighted to reflect the distribution of votes on the library proposal in the November 2016 election and voter turnout. The figures below reflect the adjusted percentages.
- Slightly over one-half (56%) of the respondent base is female, while slightly under one-half (44%) is male.
- Respondents are well distributed across age groups..
- Three-fifths (60%) of respondents do not have children living at home. Children are represented across all age groups.
- Most respondents (86%) live in Rockport year round. One in twelve (8%) spend 6 to 11 months per year in Rockport, and a slightly lower percentage (5%) spend 1 to 5 months per year in Rockport. Several respondents (1%) do not live in Rockport, but own a business or property in Rockport.
- The sample is well educated, with nearly two-fifths (38%) having earned a graduate degree and one-third having earned a bachelor's degree (25%) or completed some graduate work (9%).
- About two-fifths (42%) of respondents are employed full-time, while one in eight (12%) are employed part-time. Over one-third (35%) are retired.
- Nearly one-third of respondents have household incomes of \$100,000 to less than \$150,000 (13%) or \$150,000 or more (17%). Over one-quarter have incomes of \$50,000 to less than \$75,000 (14%) or \$75,000 to less than \$100,000 (13%). One in six (17%) have household incomes of less than \$50,000.
- It is difficult to discern the goodness of fit of the response sample to the U.S. Census figures for the Town of Rockport on two levels: 1. the survey data contains many "prefer not to answer" responses; 2. the U.S. Census data is now 7 years old.
 - The survey data aligns pretty well in terms of age, gender and the presence of kids.
 - The survey sample is more educated and more affluent than the Town of Rockport as a whole.



Respondent Profile (continued)

Age	(n=1,072)	US Census
18 to 24	2%	6%
25 to 34	4%	8%
35 to 44	9%	15%
45 to 54	14%	23%
55 to 64	19%	23%
65 to 74	22%	14%
75 to 84	10%	8%
85 or older	3%	3%
Prefer not to answer	17%	n.a.
Gender	(n=1,050)	US Census
Female	56%	53%
Male	44%	47%
Age of Children in Household	(n=1,068)	(n=1,068)
Under 5 years old	5%	
5 to under 10 years old	10%	
10 to under 15 years old	10%	
15 to under 19 years old	7%	
19 years or older	14%	
None	60%	67%
Prefer not to answer	7%	n.a.
Residence in Rockport	(n=1,073)	
Year-round	86%	
6 to 11 months	8%	
1 to 5 months	5%	
Do not live in Rockport	1%	

Highest Level Education Completed	(n=1,076)	US Census
Less than high school	<1%	7%
High school	6%	28%
Some college	9%	20%
Two-year/Associate/Technical degree	7%	6%
Four-year college (BA/BS)	25%	24%
Some graduate school	9%	n.a.
Graduate degree	38%	15%
Prefer not to answer	6%	n.a.
Employment Status	(n=1,057)	
Full-time (30+ hours/week)	42%	
Part-time (<30 hours/week)	12%	
Unemployed	<1%	
Retired	35%	
Military	<1%	
Student	1%	
Stay at home parent	2%	
Other	1%	
Prefer not to answer	6%	
Household Income	(n=1,062)	US Census
Under \$25,000	4%	16%
\$25,000 to less than \$35,000	6%	8%
\$35,000 to less than \$50,000	7%	17%
\$50,000 to less than \$75,000	14%	18%
\$75,000 to less than \$100,000	13%	16%
\$100,000 to less than \$150,000	13%	15%
\$150,000 or more	16%	10%
Prefer not to answer	27%	n.a.

*Please see Appendix A for complete detail.



Conclusions & Recommendations



Conclusions & Recommendations

- Rockport should continue to try to find a viable option for supporting the Rockport Public Library since most people:
 - agree the Rockport Public Library is important to the community,
 - have access to a Rockport Public Library card,
 - visit the Rockport Public Library at least occasionally (average of 33.1 times per year), and
 - believe traditional library offerings are important.
- In order to move forward with a proposal for the Rockport Public Library, people are going to have to compromise on some elements of a proposal.
 - Perhaps the most difficult compromise will be settling on the location since the two locations in question, 1 Limerock Street and RES received almost identical positive, neutral and negative ratings from respondents.
 - Parking is also an aspect of any library proposal, that will need to be carefully considered and some people may not get all of the parking they desire.
 - In addition, some of the desire and/or expectations for expansion will have to be pulled back.



Conclusions & Recommendations (continued)

- The research indicates that taxpayers are willing to fund at least \$1 million to less than \$2 million of a library project with a total investment of at least \$2 million to less than \$3 million. While the percentage of the cost of the project paid by taxpayers remains at about 50% like the Library Proposal voted on in November 2016, the overall investment level is less, requiring a scaled down project.
 - The exterior design of the Rockport Public Library building needs to be similar in style to the buildings surrounding it.
 - The Rockport Public Library plan should include upgrades to library systems and provide library patrons access to the latest technology available .



Appendix A

Additional Data



Appendix A: Additional Data

- Q2. Please explain the primary reasons for your vote (in favor or against) or your decision not to vote on the library proposal in November 2016. (Unaided, multiple responses)

Reasons for Vote: In Favor

Base: Respondents who voted in favor of the library proposal in November 2016 and provided a response (n=285)

Important for the community	33%
Prefer Limerock Street location	30%
Compromised to move project forward	16%
Need to replace old building	11%
Need more space for library	11%
Prefer RES location	11%
Like the overall proposal	8%
Like the building design	6%
Need to modernize library	5%
Reasonable cost/ Good use of taxpayer money	4%
Better parking at RES location	4%
Library is an important part of the village	3%
Need more parking at Limerock Street location	3%
Trust library committee	2%
Too expensive/ Waste of taxpayer dollars	2%
Modest size is adequate	1%
Was only option	1%
Dislike building design	1%

Reasons for Vote: In Favor (continued)

Base: Respondents who voted in favor of the library proposal in November 2016 and provided a response (n=285)

Easier access to RES location	1%
Do not remember vote/ ballot question	1%
Respondent uses library often	1%
Proposed building too large/ Village too congested	1%
Simply repair old building	1%
Do not need a library	1%
Was misinformed about proposal	1%
Need more information/ research/ studies	1%
Parking at Limerock location is adequate	<1%
RES location should be reserved for business	<1%
Other factors must be considered	<1%
Library needs to be conveniently located	<1%
Library needs to be handicap accessible	<1%
Proposal serves desires of a select few	<1%
Should raise funds privately first	<1%
No reasons	<1%
Prefer not to answer	<1%



Appendix A: Additional Data (continued)

- Q2. Please explain the primary reasons for your vote (in favor or against) or your decision not to vote on the library proposal in November 2016. (Unaided, multiple responses)

Reasons for Vote: Against	
Base: Respondents who voted against the library proposal in November 2016 and provided a response (n=502)	
Too expensive/ Waste of taxpayer dollars	48%
Prefer RES location	27%
Do not need a library	24%
Proposed building too large/ Village too congested	15%
Dislike building design	14%
Better parking at RES location	13%
Simply repair old building	5%
Easier access to RES location	5%
Proposal serves desires of select few	3%
Keep library in temporary location	3%
Modest size is adequate	2%
Prefer Limerock Street location	2%
Need more space for library	2%

Reasons for Vote: Against (continued)	
Base: Respondents who voted against the library proposal in November 2016 and provided a response (n=502)	
RES location allows for future expansion	2%
Need more information/research/studies	2%
Dislike overall proposal	1%
Do not expand parking into park	1%
Could cause traffic pattern issues	1%
Need to replace old building	1%
Parking at Limerock location is adequate	1%
Should raise funds privately first	1%
Do not remember vote/ ballot question	1%
Need to modernize library	<1%
Limerock location has handicap accessibility issues	<1%
No strong opinion	<1%
Was misinformed about proposal	<1%
No reasons	<1%



Appendix A: Additional Data (continued)

- Q2. Please explain the primary reasons for your vote (in favor or against) or your decision not to vote on the library proposal in November 2016. (Unaided, multiple responses)

Reasons for Vote: Did Not Vote	
Base: Respondents who did not vote on the library proposal in November 2016 and provided a response (n=188)	
Not registered to vote in Rockport	45%
Was unable to make it to voting location	18%
Prefer Limerock Street location	9%
Too expensive/ Waste of taxpayer dollars	6%
Do not need a library	6%
Need more information/research/studies	4%
Prefer RES location	4%
Not interested in voting/ Forgot to vote	4%
Do not remember vote/ ballot question	3%
Dislike overall proposal	2%
No strong opinion	2%

Reasons for Vote: Did Not Vote (continued)	
Base: Respondents who did not vote on the library proposal in November 2016 and provided a response (n=188)	
Important for community to have a library	2%
Modest size is adequate	2%
Library is an important part of the village	2%
Dislike building design	2%
Proposed building too large/ Village too congested	2%
Need to replace old building	1%
Keep library in temporary location	1%
Better parking at RES location	1%
Do not expand parking into park	1%
No reasons	4%
Prefer not to answer	1%



Appendix A: Additional Data (continued)

- Q2. Please explain the primary reasons for your vote (in favor or against) or your decision not to vote on the library proposal in November 2016. (Unaided, multiple responses)

Reasons for Vote: Prefer Not to Answer

Base: Respondents who refused to indicate their vote on the library proposal in November 2016 and provided a response (n=44*)

Do not remember vote/ ballot question	23%
Too expensive/ Waste of taxpayer dollars	16%
Prefer Limerock Street location	14%
Prefer RES location	9%
Better parking at RES location	7%
Was unable to make it to voting location	7%
Need more information/ research/ studies	7%
Simply repair old building	5%
Proposed building too large/ Village too congested	5%
Serving desires of a select few	5%
Easier access to RES location	5%
Important for community to have a library	2%

Reasons for Vote: Prefer Not to Answer (continued)

Base: Respondents who did refused to indicate their vote on the library proposal in November 2016 and provided a response (n=44*)

Reasonable cost/ Good use of taxpayer money	2%
Modest size is adequate	2%
Need more parking at Limerock	2%
Keep library in temporary location	2%
Other factors must be considered	2%
Could cause traffic pattern issues	2%
Do not need a library	2%
Different location should be considered	2%
Respondent does not utilize library	2%
Not registered to vote in Rockport	2%
No reasons	5%
Prefer not to answer	11%

*Caution, small base size (n<50); use for directional purposes only.



Appendix A: Additional Data (continued)

- Q7. What other offerings, not listed above in Q6, if any, would you like the Rockport Public Library to provide? (Unaided, multiple responses)

Additional Library Offerings Desired	
Base: Those who provided a response (n=409)	
Organized youth activities	8%
Community center/ room(s)	6%
Organized groups/ clubs	6%
Café/ Coffee shop	6%
Inter-library cooperation/ loans	6%
Electronic literature	4%
Audio Books	4%
Ample parking	3%
Community garden/ Outside space	3%
Auditorium/ Performance space	3%
Outreach program	2%
Extended hours	2%
Rockport historical information	1%
Inviting atmosphere	1%
Technology/ Equipment to borrow	1%
Mobile library truck/ Book delivery	1%
Self-check-out kiosks/ After-hours drop boxes	1%

Additional Library Offerings Desired (continued)	
Base: Those who provided a response (n=409)	
Community information/ notices	1%
Career services	1%
Public movie nights	1%
Creative space	1%
Tickets to borrow (museums, etc.)	1%
Happy employees	1%
Specialty literature	<1%
Functional website	<1%
Expanded reference area	<1%
Local art display	<1%
Access to musical instruments	<1%
Foreign language content	<1%
Book shelving that is easy to reach	<1%
Rooftop deck	<1%
Storage for annual book sale	<1%
Kitchen area	<1%
None	44%
Prefer not to answer	1%



Appendix A: Additional Data (continued)

➤ Q22. Additional Comments (Unaided, multiple responses)

Additional Comments	
Base: Those who provided a response (n=530)	
Prefer RES location	18%
Do not need a library	18%
Important for community to have a library	13%
Too expensive/ Waste of taxpayer dollars	12%
Better parking at RES location	10%
Prefer Limerock Street location	8%
Town already voted no	7%
Resolution wanted sooner than later	6%
Easier access to RES location	6%
Simply repair old building	5%
Modest size is adequate	4%
Proposal serves desires of select few	4%
Need more information/research/studies	3%
Need more space for library	3%
Parking at Limerock location is adequate	3%
Do not remember vote/ ballot question	2%
RES location allows for future expansion	2%

Additional Comments (continued)	
Base: Those who provided a response (n=530)	
Proposed building too large/ Village too congested	2%
Do not expand parking into park	2%
Should raise funds privately first	2%
Reasonable cost/ Good use of taxpayer money	2%
Keep library in temporary location	2%
Need to modernize library	2%
Trust library committee	2%
Plan for future of Rockport	2%
Other factors must be considered	1%
External design depends on building location	1%
Dislike building design	1%
RES location should be reserved for business	1%
Different location should be considered	1%
Library is an important part of the village	1%
Choose local architect	1%
Dislike overall proposal	1%
Sell Limerock property	1%



Appendix A: Additional Data (continued)

➤ Q22. Additional Comments (Unaided, multiple responses)

Additional Comments (continued)	
Base: Those who provided a response (n=530)	
Building should be environmentally friendly	1%
Redesign Limerock intersection	1%
Library needs to be conveniently located	1%
Respondent does not utilize library	1%
Respondent uses library often	1%
Not registered to vote in Rockport	1%
Like the overall proposal	<1%
Like the building design	<1%
Like the annual book sale	<1%
Library needs to be handicap accessible	<1%
New buildings will be neglected	<1%
Next bond will also be rejected	<1%



Appendix B

Questionnaire



Appendix B: Questionnaire



Rockport Public Library



Portland
Research
Group

Thank you for taking time to share your opinions about the Rockport Public Library. Your input will help us develop a library proposal that will best serve the entire Rockport Community. Please know that your responses will remain **strictly confidential** - only Portland Research Group will review your individual responses and know who responds and who does not. To **minimize town expenses**, please fill out the survey online at: www.RockportLibrarySurvey.com. Thank you again for your feedback!

1. We'd like to understand what you liked and did not like about the library proposal presented in the November 2016 election. Did you vote on it and if so, were you in favor of it or against it? (Please select one response - keep in mind your responses are confidential)

- Voted in favor of it Did not vote (We still want your responses!)
 Voted against it Prefer not to answer

2. Please explain the primary reasons for your vote (in favor or against) or your decision not to vote on the library proposal in November 2016. (Please enter your response below)

3. Please indicate the extent to which you feel positive or negative, if either, about each of the following aspects of the library proposal presented in November 2016. (Please circle one rating for each)

	Very Negative			Neutral				Very Positive		
a. Exterior design of the proposed building	1	2	3	4	5	6	7	8	9	10
b. Overall cost of \$4 million	1	2	3	4	5	6	7	8	9	10
c. Town obligation of \$2 million	1	2	3	4	5	6	7	8	9	10
d. Building size - square footage	1	2	3	4	5	6	7	8	9	10
e. Location at 1 Limerock Street	1	2	3	4	5	6	7	8	9	10
f. Interior layout or design	1	2	3	4	5	6	7	8	9	10
g. Comprehensiveness of the information available about the library proposal	1	2	3	4	5	6	7	8	9	10
h. Parking	1	2	3	4	5	6	7	8	9	10

4. Do you or does someone in your household have a Rockport Public Library card you can use? (Please select one response)

- Yes Don't know
 No Prefer not to answer

5. Typically, how often do you personally visit the Rockport Public Library? (Please enter your response)

- Number of Visits: _____ per → Week Month Year
 Never Don't know Prefer not to answer

6. Please rate how not important or important you feel it is that the Rockport Public Library offers the following resources, services and activities. (Please select one rating for each)

	Not at All Important					Very Important				
a. Books to borrow	1	2	3	4	5	6	7	8	9	10
b. Music to borrow	1	2	3	4	5	6	7	8	9	10
c. Movies to borrow	1	2	3	4	5	6	7	8	9	10
d. Librarian assistance	1	2	3	4	5	6	7	8	9	10
e. Quiet place (study, read, tutoring)	1	2	3	4	5	6	7	8	9	10
f. Reference area	1	2	3	4	5	6	7	8	9	10
g. Children's area	1	2	3	4	5	6	7	8	9	10
h. Magazines and periodicals	1	2	3	4	5	6	7	8	9	10
i. Young adult area	1	2	3	4	5	6	7	8	9	10
j. Meeting spaces	1	2	3	4	5	6	7	8	9	10
k. Access to the latest technology - computers to use	1	2	3	4	5	6	7	8	9	10
l. Guest speakers, workshops, exhibits	1	2	3	4	5	6	7	8	9	10
m. Classes about technology and other topics	1	2	3	4	5	6	7	8	9	10

7. What other offerings, not listed above in Q6, if any, would you like the Rockport Public Library to provide? (Please enter your response below)

8. To what extent do you disagree or agree that the Rockport Public Library is an important part of the community? (Please select one response)

Strongly Disagree								Strongly Agree	
1	2	3	4	5	6	7	8	9	10

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