

Pure Demographics:

Table I. A1.		AGE						NUMBER OF LIBRARY VISITS IN LAST YEAR						GENDER		Total
		18-34	35-44	45-54	55-64	65-74	75+	None	1-2 Times	3-4 Times	5-9 Times	10-24 Times	25+ Times	Male	Female	
TURNOUT LIKELIHOOD	Non Voter	41%	16%	15%	15%	11%	18%	21%	25%	19%	16%	15%	19%	22%	17%	19%
	Probable	32%	29%	19%	13%	9%	8%	18%	21%	24%	11%	18%	19%	21%	15%	18%
	Likely	19%	23%	22%	21%	13%	10%	16%	19%	17%	16%	24%	27%	16%	22%	19%
	Likeliest	7%	32%	45%	51%	67%	65%	45%	35%	40%	58%	42%	35%	41%	46%	43%
Total	n=	68	73	74	72	46	62	164	52	42	45	66	37	191	221	412
PARTY	Republican	30%	50%	44%	39%	50%	60%	52%	35%	48%	52%	39%	34%	45%	46%	45%
	Democrat	35%	29%	34%	46%	35%	24%	28%	47%	30%	27%	42%	40%	32%	36%	34%
	Indep/Other/Unsure	35%	21%	22%	16%	15%	16%	20%	18%	23%	20%	18%	26%	23%	18%	20%
Total	n=	66	72	73	70	46	62	163	51	40	44	66	35	188	217	405
IDEOLOGY	Very Liberal	13%	13%	7%	3%	9%	9%	6%	13%	14%	2%	9%	14%	12%	6%	8%
	Somewhat Liberal	22%	19%	26%	33%	13%	14%	14%	27%	19%	24%	31%	32%	21%	23%	22%
	In Between/Unsure	19%	18%	23%	19%	29%	19%	20%	27%	31%	13%	20%	14%	20%	21%	21%
	Somewhat Conservative	32%	35%	32%	33%	27%	26%	34%	29%	24%	47%	23%	30%	33%	30%	32%
	Very Conservative	13%	15%	12%	11%	22%	33%	26%	4%	12%	13%	16%	11%	14%	20%	17%
Total	n=	68	72	74	72	45	58	159	52	42	45	64	37	188	217	405

Competitive Edge Research & Communication, Inc.
 2170 Fourth Avenue
 San Diego, CA 92101

Pure Demographics:

Table I. A2.		AGE						NUMBER OF LIBRARY VISITS IN LAST YEAR						GENDER		Total
		18-34	35-44	45-54	55-64	65-74	75+	None	1-2 Times	3-4 Times	5-9 Times	10-24 Times	25+ Times	Male	Female	
INCOME	<\$20K	17%	5%	4%	3%	14%	15%	11%	6%	9%	6%	6%	19%	5%	13%	9%
	\$20-40K	24%	19%	16%	12%	30%	41%	23%	20%	21%	14%	22%	23%	21%	22%	21%
	\$40-60K	24%	19%	24%	24%	11%	27%	20%	12%	24%	31%	28%	26%	22%	22%	22%
	\$60-80K	10%	17%	18%	24%	16%	15%	14%	20%	12%	23%	22%	13%	22%	12%	17%
	\$80-100K	13%	14%	10%	17%	8%	0%	13%	18%	12%	3%	7%	13%	12%	12%	12%
	>\$100K	13%	27%	27%	19%	22%	2%	20%	22%	24%	23%	15%	6%	19%	20%	19%
Total	n=	63	64	67	58	37	41	132	49	34	35	54	31	162	179	341
AREA	South City	18%	16%	12%	15%	20%	16%	18%	15%	21%	13%	8%	16%	16%	15%	16%
	North City	26%	27%	26%	21%	27%	24%	25%	27%	17%	18%	23%	43%	23%	28%	26%
	South Burbs	9%	10%	8%	4%	16%	5%	5%	6%	12%	7%	15%	11%	8%	8%	8%
	East Burbs	13%	21%	18%	11%	9%	11%	14%	15%	21%	9%	17%	5%	12%	16%	14%
	North Burbs	12%	10%	14%	18%	16%	15%	12%	13%	14%	22%	17%	11%	16%	13%	14%
	North Coastal	15%	5%	12%	18%	9%	21%	15%	10%	10%	16%	17%	8%	15%	12%	13%
East County	7%	11%	11%	13%	4%	8%	11%	13%	5%	16%	5%	5%	12%	8%	9%	
Total	n=	68	73	74	72	45	62	163	52	42	45	66	37	191	220	411

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Pure Demographics:

Table I. A3.		AGE						Total
		18-34	35-44	45-54	55-64	65-74	75+	
NUMBER OF LIBRARY VISITS IN LAST YEAR	None	42%	31%	32%	39%	48%	56%	40%
	1-2 Times	9%	23%	7%	18%	13%	8%	13%
	3-4 Times	12%	6%	15%	10%	13%	5%	10%
	5-9 Times	7%	13%	18%	10%	7%	11%	11%
	10-24 Times	13%	23%	18%	15%	15%	11%	16%
	25+ Times	16%	6%	11%	7%	4%	8%	9%
Total	n=	67	71	73	71	46	61	406
GENDER	Male	44%	51%	41%	54%	35%	48%	46%
	Female	56%	49%	59%	46%	65%	52%	54%
Total	n=	68	73	74	72	46	62	412

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Pure Demographics:

Table I. A4.		NUMBER OF LIBRARY VISITS IN LAST YEAR						Total
		None	1-2 Times	3-4 Times	5-9 Times	10-24 Times	25+ Times	
GENDER	Male	48%	52%	50%	44%	41%	41%	46%
	Female	52%	48%	50%	56%	59%	59%	54%
Total	n=	164	52	42	45	66	37	412
AGE	18-34	18%	12%	21%	11%	14%	31%	17%
	35-44	14%	31%	10%	20%	25%	11%	18%
	45-54	15%	10%	28%	30%	21%	23%	19%
	55-64	18%	25%	18%	16%	17%	14%	18%
	65-74	14%	12%	15%	7%	11%	6%	12%
	75+	22%	10%	8%	16%	11%	14%	16%
Total	n=	157	51	39	44	63	35	395

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Pure Demographics:

		TURNOUT LIKELIHOOD				PARTY			IDEOLOGY					Total
		Non Voter	Probable	Likely	Likeliest	Republican	Democrat	Indep/Other/Unsure	Very Liberal	Somewhat Liberal	In Between/Unsure	Somewhat Conservative	Very Conservative	
Table I. B1.														
AGE	18-34	36%	29%	18%	3%	11%	17%	28%	26%	17%	16%	18%	14%	17%
	35-44	15%	28%	23%	14%	21%	16%	18%	26%	16%	16%	20%	17%	18%
	45-54	14%	19%	22%	20%	18%	19%	20%	15%	22%	21%	20%	14%	19%
	55-64	14%	12%	21%	22%	15%	24%	13%	6%	28%	17%	20%	12%	18%
	65-74	6%	5%	8%	18%	13%	12%	9%	12%	7%	16%	10%	15%	12%
	75+	14%	7%	8%	24%	21%	11%	12%	15%	9%	14%	12%	29%	16%
Total	n=	78	75	73	169	175	132	82	34	86	81	122	66	395
NUMBER OF LIBRARY VISITS IN LAST YEAR	None	44%	39%	34%	42%	46%	34%	41%	26%	25%	39%	43%	61%	40%
	1-2 Times	16%	15%	13%	10%	10%	18%	11%	21%	16%	17%	12%	3%	13%
	3-4 Times	10%	14%	9%	10%	10%	9%	11%	18%	9%	16%	8%	7%	10%
	5-9 Times	9%	7%	9%	15%	13%	9%	11%	3%	13%	7%	17%	9%	11%
	10-24 Times	13%	16%	21%	16%	14%	21%	15%	18%	23%	16%	12%	14%	16%
	25+ Times	9%	9%	13%	7%	7%	10%	11%	15%	14%	6%	9%	6%	9%
Total	n=	80	74	76	176	182	136	81	34	87	83	126	69	406
GENDER	Male	53%	55%	38%	44%	46%	43%	54%	65%	44%	45%	48%	39%	46%
	Female	48%	45%	62%	56%	54%	57%	46%	35%	56%	55%	52%	61%	54%
Total	n=	80	75	78	179	184	139	82	34	89	84	128	70	412

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Pure Demographics:

Table I. B2.		TURNOUT LIKELIHOOD				PARTY			IDEOLOGY					Total
		Non Voter	Probable	Likely	Likeliest	Republican	Democrat	Indep/Othe r/Unsure	Very Liberal	Somewhat Liberal	In Between/ Unsure	Somewhat Conservative	Very Conservative	
INCOME	<\$20K	21%	8%	8%	6%	9%	9%	10%	7%	7%	10%	9%	14%	9%
	\$20-40K	25%	14%	22%	23%	22%	20%	23%	23%	18%	24%	21%	24%	21%
	\$40-60K	16%	29%	25%	20%	19%	24%	23%	27%	27%	21%	19%	19%	22%
	\$60-80K	13%	14%	6%	24%	15%	17%	21%	13%	19%	13%	20%	14%	17%
	\$80-100K	9%	14%	15%	10%	12%	13%	9%	17%	11%	13%	11%	10%	12%
	>\$100K	16%	21%	25%	17%	23%	16%	14%	13%	19%	18%	21%	20%	19%
Total	n=	68	63	65	145	142	123	70	30	74	67	111	59	341
AREA	South City	16%	17%	15%	15%	11%	22%	15%	24%	18%	15%	13%	13%	16%
	North City	25%	28%	27%	24%	25%	26%	24%	26%	33%	30%	22%	19%	26%
	South Burbs	9%	8%	8%	8%	8%	8%	10%	12%	6%	11%	10%	3%	8%
	East Burbs	11%	13%	9%	18%	16%	11%	16%	12%	15%	18%	11%	16%	14%
	North Burbs	15%	11%	18%	13%	16%	13%	12%	9%	10%	10%	18%	19%	14%
	North Coastal	13%	16%	15%	11%	16%	10%	12%	12%	11%	12%	13%	19%	13%
	East County	10%	7%	8%	11%	8%	11%	11%	6%	8%	5%	13%	12%	9%
Total	n=	79	75	78	179	183	139	82	34	89	84	128	69	411

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Pure Demographics:

Table I. B3.		TURNOUT LIKELIHOOD				Total
		Non Voter	Probable	Likely	Likeliest	
PARTY	Republican	43%	32%	43%	53%	45%
	Democrat	21%	44%	36%	35%	34%
	Indep/Other/Unsure	36%	24%	21%	12%	20%
Total	n=	76	75	75	179	405
IDEOLOGY	Very Liberal	11%	7%	9%	7%	8%
	Somewhat Liberal	13%	35%	23%	20%	22%
	In Between/Unsure	29%	20%	24%	16%	21%
	Somewhat Conservative	28%	27%	31%	36%	32%
	Very Conservative	19%	11%	13%	21%	17%
Total	n=	79	74	78	174	405

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Pure Demographics:

		IDEOLOGY					Total
		Very Liberal	Somewhat Liberal	In Between/ Unsure	Somewhat Conservative	Very Conservative	
Table I. B4.							
PARTY	Republican	18%	14%	34%	57%	87%	45%
	Democrat	64%	70%	32%	21%	3%	34%
	Indep/Other/Unsure	18%	16%	34%	21%	10%	20%
Total	n=	33	87	82	126	70	405
TURNOUT LIKELIHOOD	Non Voter	26%	11%	27%	17%	21%	19%
	Probable	15%	29%	18%	16%	11%	18%
	Likely	21%	20%	23%	19%	14%	19%
	Likeliest	38%	39%	32%	48%	53%	43%
Total	n=	34	89	84	128	70	412

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Pure Demographics:

Table I. C1.		INCOME						AREA						Total	
		<\$20K	\$20-40K	\$40-60K	\$60-80K	\$80-100K	>\$100K	South City	North City	South Burbs	East Burbs	North Burbs	North Coastal		East County
AGE	18-34	37%	21%	21%	11%	22%	13%	19%	18%	19%	16%	15%	19%	14%	17%
	35-44	10%	16%	17%	20%	24%	27%	19%	20%	22%	27%	13%	8%	22%	18%
	45-54	10%	15%	22%	22%	19%	29%	14%	19%	19%	23%	19%	17%	22%	19%
	55-64	7%	10%	19%	25%	27%	17%	17%	15%	9%	14%	24%	25%	24%	18%
	65-74	17%	15%	6%	11%	8%	13%	14%	12%	22%	7%	13%	8%	5%	12%
	75+	20%	23%	15%	11%	0%	2%	16%	15%	9%	13%	17%	25%	14%	16%
Total	n=	30	73	72	55	37	63	63	99	32	56	54	53	37	395
NUMBER OF LIBRARY VISITS IN LAST YEAR	None	45%	42%	35%	33%	44%	41%	46%	41%	24%	40%	34%	44%	46%	40%
	1-2 Times	10%	14%	8%	18%	23%	17%	13%	14%	9%	14%	12%	9%	18%	13%
	3-4 Times	10%	10%	11%	7%	10%	13%	14%	7%	15%	16%	10%	7%	5%	10%
	5-9 Times	6%	7%	15%	14%	3%	13%	10%	8%	9%	7%	17%	13%	18%	11%
	10-24 Times	10%	17%	20%	21%	10%	13%	8%	15%	30%	19%	19%	20%	8%	16%
	25+ Times	19%	10%	11%	7%	10%	3%	10%	16%	12%	4%	7%	6%	5%	9%
Total	n=	31	71	74	57	39	63	63	101	33	57	58	54	39	406
GENDER	Male	25%	47%	47%	63%	48%	46%	47%	41%	48%	38%	52%	52%	56%	46%
	Female	75%	53%	53%	37%	53%	54%	53%	59%	52%	62%	48%	48%	44%	54%
Total	n=	32	73	74	57	40	65	64	105	33	58	58	54	39	412

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Pure Demographics:

Table I. C2.		INCOME						AREA						Total	
		<\$20K	\$20-40K	\$40-60K	\$60-80K	\$80-100K	>\$100K	South City	North City	South Burbs	East Burbs	North Burbs	North Coastal		East County
TURNOUT LIKELIHOOD	Non Voter	44%	23%	15%	16%	15%	17%	20%	19%	21%	16%	21%	19%	21%	19%
	Probable	16%	12%	24%	16%	23%	20%	20%	20%	18%	17%	14%	22%	13%	18%
	Likely	16%	19%	22%	7%	25%	25%	19%	20%	18%	12%	24%	22%	15%	19%
	Likeliest	25%	45%	39%	61%	38%	38%	41%	41%	42%	55%	41%	37%	51%	43%
Total	n=	32	73	74	57	40	65	64	105	33	58	58	54	39	412
PARTY	Republican	42%	43%	37%	37%	44%	52%	32%	45%	42%	51%	52%	55%	38%	45%
	Democrat	35%	35%	41%	37%	41%	32%	48%	35%	33%	26%	31%	26%	38%	34%
	Indep/Other/Unsure	23%	22%	22%	26%	15%	16%	19%	20%	24%	23%	17%	19%	23%	20%
Total	n=	31	72	73	57	39	63	62	102	33	57	58	53	39	405
IDEOLOGY	Very Liberal	6%	10%	11%	7%	13%	6%	13%	9%	12%	7%	5%	8%	5%	8%
	Somewhat Liberal	16%	18%	27%	25%	20%	22%	25%	28%	15%	23%	16%	19%	18%	22%
	In Between/Unsure	22%	22%	19%	16%	23%	18%	21%	24%	27%	26%	14%	19%	11%	21%
	Somewhat Conservative	31%	32%	28%	39%	30%	35%	27%	27%	39%	25%	41%	30%	45%	32%
	Very Conservative	25%	19%	15%	14%	15%	18%	14%	13%	6%	19%	23%	25%	21%	17%
Total	n=	32	73	74	57	40	65	63	104	33	57	56	53	38	405

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Pure Demographics:

Table I. C3.		AREA							Total
		South City	North City	South Burbs	East Burbs	North Burbs	North Coastal	East County	
INCOME	<\$20K	9%	10%	10%	6%	13%	12%	3%	9%
	\$20-40K	31%	17%	34%	20%	21%	12%	19%	21%
	\$40-60K	31%	12%	21%	20%	26%	26%	22%	22%
	\$60-80K	12%	12%	17%	20%	21%	14%	28%	17%
	\$80-100K	7%	16%	10%	22%	4%	10%	9%	12%
	>\$100K	10%	33%	7%	12%	15%	26%	19%	19%
Total	n=	58	82	29	50	47	42	32	341

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Importance of Libraries with Internet Demographics:

Table II. A1.		AGE						NUMBER OF LIBRARY VISITS IN LAST YEAR						GENDER		Total
		18-34	35-44	45-54	55-64	65-74	75+	None	1-2 Times	3-4 Times	5-9 Times	10-24 Times	25+ Times	Male	Female	
LIBRARIES WILL BECOME LESS IMPORTANT W/ INTERNET & INFO TECH	Disagree, Strongly	25%	30%	35%	22%	33%	31%	13%	21%	31%	36%	59%	54%	24%	35%	30%
	Disagree, Somewhat	28%	22%	31%	18%	13%	16%	18%	27%	26%	22%	20%	22%	22%	20%	21%
	Unsure	0%	3%	3%	4%	11%	21%	13%	6%	0%	2%	3%	3%	6%	7%	7%
	Agree, Somewhat	24%	18%	12%	17%	22%	11%	16%	17%	21%	27%	12%	14%	19%	15%	17%
	Agree, Strongly	24%	27%	19%	39%	22%	21%	40%	29%	21%	13%	6%	8%	29%	22%	25%
Total	n=	68	73	74	72	46	62	164	52	42	45	66	37	191	221	412

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Importance of Libraries with Internet Demographics:

		TURNOUT LIKELIHOOD				PARTY			IDEOLOGY					Total
		Non Voter	Probable	Likely	Likeliest	Republican	Democrat	Indep/Othe r/Unsure	Very Liberal	Somewhat Liberal	In Between/ Unsure	Somewhat Conservative	Very Conservative	
Table II. A2.														
LIBRARIES WILL	Disagree, Strongly	24%	31%	36%	30%	28%	33%	32%	32%	34%	31%	28%	30%	30%
BECOME LESS	Disagree, Somewhat	23%	27%	15%	21%	20%	22%	22%	29%	27%	20%	18%	19%	21%
IMPORTANT W/ INTERNET & INFO TECH	Unsure	6%	7%	5%	8%	9%	6%	4%	3%	1%	7%	4%	11%	7%
	Agree, Somewhat	23%	12%	22%	15%	15%	21%	13%	12%	22%	17%	19%	11%	17%
	Agree, Strongly	25%	24%	22%	27%	28%	18%	29%	24%	16%	25%	31%	29%	25%
Total	n=	80	75	78	179	184	139	82	34	89	84	128	70	412

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Importance of Libraries with Internet Demographics:

		INCOME						AREA						Total	
		<\$20K	\$20-40K	\$40-60K	\$60-80K	\$80-100K	>\$100K	South City	North City	South Burbs	East Burbs	North Burbs	North Coastal		East County
Table II. A3.															
LIBRARIES WILL	Disagree, Strongly	22%	33%	36%	30%	30%	25%	33%	24%	30%	29%	31%	37%	33%	30%
BECOME LESS	Disagree, Somewhat	13%	26%	16%	25%	18%	28%	20%	23%	24%	24%	17%	19%	21%	21%
IMPORTANT W/ INTERNET & INFO TECH	Unsure	13%	5%	4%	2%	3%	6%	6%	6%	0%	5%	10%	9%	10%	7%
	Agree, Somewhat	25%	15%	16%	18%	15%	18%	16%	21%	21%	5%	17%	20%	18%	17%
	Agree, Strongly	28%	21%	27%	26%	35%	23%	25%	27%	24%	36%	24%	15%	18%	25%
Total	n=	32	73	74	57	40	65	64	105	33	58	58	54	39	412

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Library Spending Demographics:

Table III. A1.		AGE						NUMBER OF LIBRARY VISITS IN LAST YEAR						GENDER		Total
		18-34	35-44	45-54	55-64	65-74	75+	None	1-2 Times	3-4 Times	5-9 Times	10-24 Times	25+ Times	Male	Female	
LOCAL GOVT SPENDING ON PUBLIC LIBRARIES	None	1%	7%	4%	4%	7%	10%	10%	6%	0%	2%	3%	0%	8%	3%	5%
	A Little	10%	19%	8%	22%	17%	10%	20%	17%	12%	13%	8%	5%	15%	14%	14%
	Unsure	6%	1%	3%	3%	13%	11%	10%	2%	7%	2%	5%	3%	6%	6%	6%
	Some	54%	55%	59%	49%	50%	37%	46%	56%	62%	60%	53%	43%	48%	54%	51%
	A Lot	28%	18%	26%	22%	13%	32%	15%	19%	19%	22%	32%	49%	23%	24%	23%
Total	n=	68	73	74	72	46	62	164	52	42	45	66	37	191	221	412
CITY SPENDING ON NEW MAIN LIBRARY IN EAST VILLAGE	None	10%	23%	11%	31%	22%	32%	26%	27%	21%	13%	15%	11%	24%	19%	21%
	A Little	16%	7%	9%	11%	13%	5%	12%	15%	14%	11%	3%	3%	10%	10%	10%
	Unsure	10%	15%	18%	15%	26%	31%	24%	10%	12%	16%	21%	14%	19%	18%	18%
	Some	47%	41%	41%	29%	22%	16%	29%	35%	33%	47%	32%	32%	29%	36%	33%
	A Lot	16%	14%	22%	14%	17%	16%	9%	13%	19%	13%	29%	41%	18%	17%	17%
Total	n=	68	73	74	72	46	62	164	52	42	45	66	37	191	221	412

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Library Spending Demographics:

Table III. A2.		TURNOUT LIKELIHOOD				PARTY			IDEOLOGY					Total
		Non Voter	Probable	Likely	Likeliest	Republican	Democrat	Indep/Other /Unsure	Very Liberal	Somewhat Liberal	In Between/ Unsure	Somewhat Conservative	Very Conservative	
LOCAL GOVT SPENDING ON PUBLIC LIBRARIES	None	5%	4%	4%	7%	7%	2%	7%	6%	2%	10%	4%	7%	5%
	A Little	20%	5%	18%	14%	15%	11%	18%	6%	10%	18%	17%	16%	14%
	Unsure	6%	5%	6%	6%	9%	6%	1%	0%	1%	10%	3%	10%	6%
	Some	53%	55%	54%	48%	51%	52%	50%	44%	62%	39%	58%	47%	51%
	A Lot	16%	31%	18%	25%	18%	29%	23%	44%	25%	24%	18%	20%	23%
Total	n=	80	75	78	179	184	139	82	34	89	84	128	70	412
CITY SPENDING ON NEW MAIN LIBRARY IN EAST VILLAGE	None	20%	12%	17%	28%	28%	13%	23%	26%	9%	19%	25%	31%	21%
	A Little	15%	7%	12%	8%	9%	9%	10%	6%	8%	11%	12%	11%	10%
	Unsure	16%	20%	15%	20%	19%	17%	18%	9%	12%	25%	14%	23%	18%
	Some	36%	44%	35%	26%	32%	36%	32%	29%	51%	24%	37%	20%	33%
	A Lot	13%	17%	22%	18%	13%	25%	17%	29%	20%	21%	13%	14%	17%
Total	n=	80	75	78	179	184	139	82	34	89	84	128	70	412

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Library Spending Demographics:

Table III. A3.		INCOME						AREA						Total	
		<\$20K	\$20-40K	\$40-60K	\$60-80K	\$80-100K	>\$100K	South City	North City	South Burbs	East Burbs	North Burbs	North Coastal		East County
LOCAL GOVT SPENDING ON PUBLIC LIBRARIES	None	9%	7%	3%	7%	3%	3%	8%	9%	9%	7%	0%	2%	0%	5%
	A Little	9%	21%	12%	9%	15%	17%	14%	14%	12%	12%	19%	13%	15%	14%
	Unsure	13%	1%	5%	2%	5%	5%	5%	5%	6%	2%	10%	13%	3%	6%
	Some	50%	44%	53%	61%	50%	60%	42%	54%	55%	57%	47%	44%	62%	51%
	A Lot	19%	27%	27%	21%	28%	15%	31%	18%	18%	22%	24%	28%	21%	23%
Total	n=	32	73	74	57	40	65	64	105	33	58	58	54	39	412
CITY SPENDING ON NEW MAIN LIBRARY IN EAST VILLAGE	None	16%	26%	18%	18%	30%	17%	20%	27%	24%	22%	21%	13%	18%	21%
	A Little	9%	11%	14%	7%	8%	11%	13%	8%	6%	12%	12%	7%	13%	10%
	Unsure	13%	15%	24%	12%	8%	20%	13%	16%	3%	14%	28%	31%	18%	18%
	Some	34%	27%	34%	47%	35%	37%	30%	32%	48%	38%	24%	33%	33%	33%
	A Lot	28%	21%	11%	16%	20%	15%	25%	17%	18%	14%	16%	15%	18%	17%
Total	n=	32	73	74	57	40	65	64	105	33	58	58	54	39	412

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Libraries Will be Less Important by Library Spending:

Table III. A4.		LIBRARIES WILL BECOME LESS IMPORTANT W/ INTERNET & INFO TECH					Total
		Disagree, Strongly	Disagree, Somewhat	Unsure	Agree, Somewhat	Agree, Strongly	
LOCAL GOVT SPENDING ON PUBLIC LIBRARIES	None	1%	5%	0%	6%	13%	5%
	A Little	7%	9%	14%	10%	30%	14%
	Unsure	2%	2%	36%	9%	4%	6%
	Some	52%	67%	36%	60%	36%	51%
	A Lot	38%	17%	14%	16%	17%	23%
Total	n=	124	87	28	70	103	412
CITY SPENDING ON NEW MAIN LIBRARY IN EAST VILLAGE	None	17%	13%	18%	19%	37%	21%
	A Little	4%	18%	4%	11%	11%	10%
	Unsure	16%	17%	50%	20%	12%	18%
	Some	34%	39%	21%	36%	28%	33%
	A Lot	29%	13%	7%	14%	13%	17%
Total	n=	124	87	28	70	103	412

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Likelihood of Visiting New Library Demographics:

Table IV. A1.		AGE						NUMBER OF LIBRARY VISITS IN LAST YEAR						GENDER		Total
		18-34	35-44	45-54	55-64	65-74	75+	None	1-2 Times	3-4 Times	5-9 Times	10-24 Times	25+ Times	Male	Female	
LIKELIHOOD OF VISITING NEW LIBRARY	Unsure	0%	7%	9%	6%	11%	11%	9%	4%	7%	0%	9%	8%	8%	6%	7%
	Will Not Use	25%	34%	28%	39%	41%	48%	54%	25%	19%	27%	30%	16%	32%	39%	36%
	Just Once to Try it Out	24%	23%	24%	15%	15%	26%	22%	21%	21%	38%	9%	22%	21%	21%	21%
	Once or Twice per Year	28%	29%	24%	25%	15%	6%	11%	38%	29%	24%	30%	19%	23%	21%	22%
	Once or Twice per Month	18%	5%	9%	13%	13%	5%	2%	10%	17%	9%	18%	22%	13%	9%	11%
	Once per Week or More	6%	1%	4%	3%	4%	3%	1%	2%	7%	2%	3%	14%	4%	3%	3%
Total	n=	68	73	74	72	46	62	164	52	42	45	66	37	191	221	412

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Likelihood of Visiting New Library Demographics:

Table IV. A2.		TURNOUT LIKELIHOOD				PARTY			IDEOLOGY					Total
		Non Voter	Probable	Likely	Likeliest	Republican	Democrat	Indep/Other/Unsure	Very Liberal	Somewhat Liberal	In Between/Unsure	Somewhat Conservative	Very Conservative	
LIKELIHOOD OF VISITING NEW LIBRARY	Unsure	8%	4%	6%	8%	9%	6%	6%	6%	2%	11%	2%	11%	7%
	Will Not Use	41%	31%	35%	37%	41%	29%	38%	15%	28%	36%	35%	61%	36%
	Just Once to Try it Out	13%	27%	22%	22%	21%	22%	21%	24%	20%	20%	28%	11%	21%
	Once or Twice per Year	23%	23%	22%	21%	17%	25%	24%	35%	27%	20%	25%	6%	22%
	Once or Twice per Month	13%	11%	12%	9%	10%	13%	10%	18%	17%	8%	8%	9%	11%
	Once per Week or More	4%	5%	4%	2%	2%	6%	1%	3%	6%	5%	2%	1%	3%
Total	n=	80	75	78	179	184	139	82	34	89	84	128	70	412

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Likelihood of Visiting New Library Demographics:

Table IV. A3.		INCOME						AREA							Total
		<\$20K	\$20-40K	\$40-60K	\$60-80K	\$80-100K	>\$100K	South City	North City	South Burbs	East Burbs	North Burbs	North Coastal	East County	
LIKELIHOOD OF VISITING NEW LIBRARY	Unsure	6%	7%	4%	5%	3%	3%	8%	6%	6%	10%	7%	6%	8%	7%
	Will Not Use	44%	32%	31%	37%	40%	34%	33%	31%	27%	36%	41%	46%	38%	36%
	Just Once to Try it Out	13%	23%	26%	25%	18%	22%	14%	23%	33%	16%	21%	24%	23%	21%
	Once or Twice per Year	16%	22%	22%	18%	33%	29%	16%	24%	18%	26%	26%	17%	23%	22%
	Once or Twice per Month	19%	11%	11%	14%	5%	11%	22%	11%	15%	12%	2%	6%	5%	11%
	Once per Week or More	3%	5%	7%	2%	3%	2%	8%	5%	0%	0%	3%	2%	3%	3%
Total	n=	32	73	74	57	40	65	64	105	33	58	58	54	39	412

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Importance of Libraries with Internet by Likelihood of Visiting New Library:

Table IV. A4.		LIBRARIES WILL BECOME LESS IMPORTANT W/ INTERNET & INFO TECH					Total
		Disagree, Strongly	Disagree, Somewhat	Unsure	Agree, Somewhat	Agree, Strongly	
LIKELIHOOD OF VISITING NEW LIBRARY	Unsure	5%	1%	46%	4%	6%	7%
	Will Not Use	28%	32%	50%	31%	49%	36%
	Just Once to Try it Out	21%	24%	0%	19%	26%	21%
	Once or Twice per Year	24%	26%	4%	27%	16%	22%
	Once or Twice per Month	17%	11%	0%	16%	2%	11%
	Once per Week or More	5%	5%	0%	3%	2%	3%
Total	n=	124	87	28	70	103	412

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Library Spending by Likelihood of Visiting New Library:

Table IV. A6.		LOCAL GOVT SPENDING ON PUBLIC LIBRARIES					CITY SPENDING ON NEW MAIN LIBRARY IN EAST VILLAGE					Total
		None	A Little	Unsure	Some	A Lot	None	A Little	Unsure	Some	A Lot	
LIKELIHOOD OF VISITING NEW LIBRARY	Unsure	14%	3%	32%	5%	5%	9%	2%	17%	4%	3%	7%
	Will Not Use	55%	59%	36%	34%	23%	51%	49%	39%	29%	21%	36%
	Just Once to Try it Out	18%	15%	4%	26%	20%	25%	17%	21%	26%	10%	21%
	Once or Twice per Year	5%	17%	12%	24%	25%	7%	20%	19%	29%	31%	22%
	Once or Twice per Month	9%	3%	16%	9%	19%	6%	5%	4%	10%	29%	11%
	Once per Week or More	0%	2%	0%	3%	7%	2%	7%	0%	3%	7%	3%
Total	n=	22	59	25	211	95	88	41	75	136	72	412

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