

Current Missouri Polling

September 3, 2016



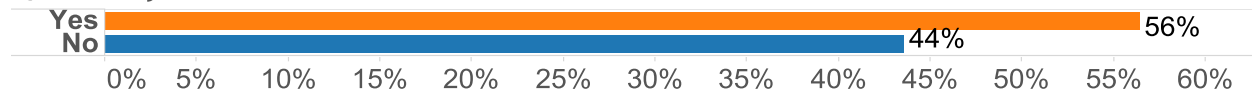
Contact: Doug Kaplan, 407-242-1870

Executive Summary

Gravis Marketing, a nonpartisan research firm, conducted a random survey of 815 registered voters in Missouri. The poll was conducted on August 31st and has a margin of error of $\pm 3.4\%$ at the 95% confidence level. The total may not round to 100% because of rounding. The polls were conducted using automated telephone calls. The results were weighted by voting demographics.

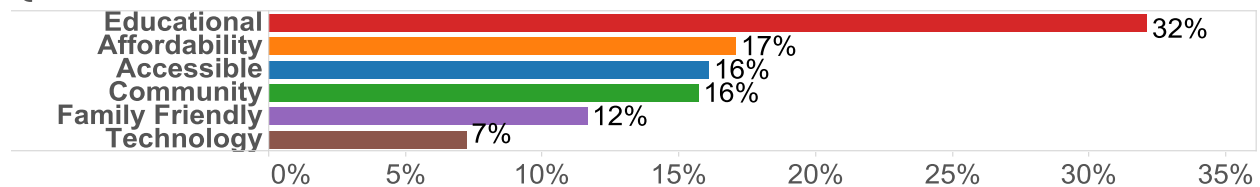
Q2: Are you a regular user of the Mid-Continent Public Library?

Q2: Library User



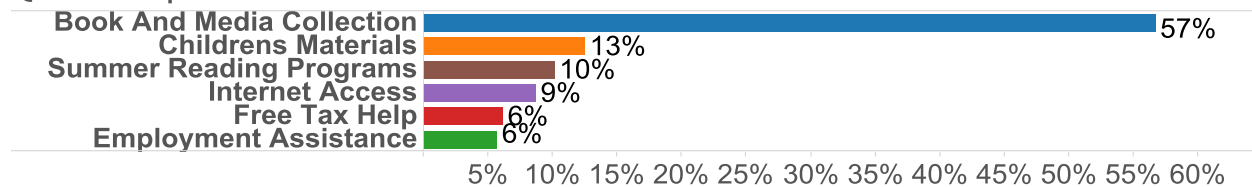
Q3: I'm going to read you some words associated with the library. Please select only one that you would associate most with the library.

Q3: Associate



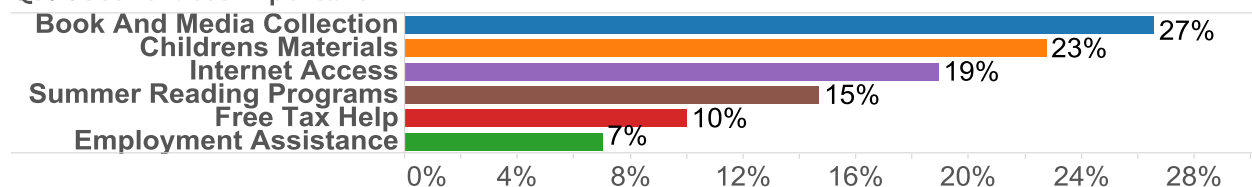
Q4: I'm going to list some features and services offered by the library. Please indicate the feature or service most important to you:

Q4: Most Important



Q5: Again, I'm going to list some features and services offered by the library. This time, Please indicate the feature or service second-most important to you:

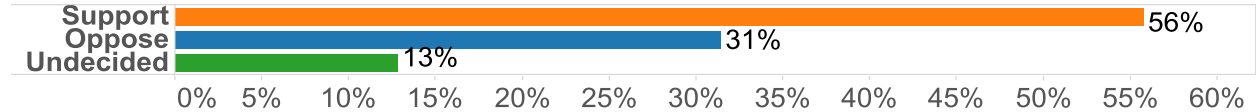
Q5: Second Most Important



Now I am going to read you the ballot language as it will appear on the ballot: **Proposition L - For the purpose of renovating and replacing aging library facilities, enhancing spaces and programming for children and adults, expanding services and collections to serve public demand, and for the general operation of public libraries, shall there be an eight cent tax increase over the thirty-two cent tax per hundred dollars assessed valuation for Consolidated Library District #3, known as the Mid-Continent Public Library.**

Q6: If the election were held today, would you support or oppose the Proposition L tax levy increase?

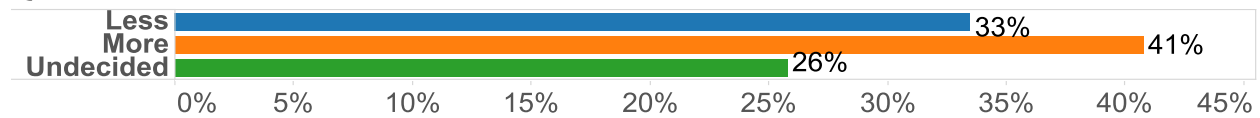
Q6: Tax Levy



Now I'm going to read you a few statements about the Prop L Tax Levy. Please indicate if the statement makes you more or less likely to support the levy increase:

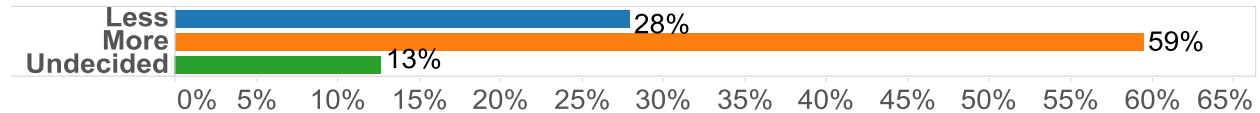
Q7: If you knew the new funds generated by the levy increase would be used to build new, modern libraries, would you be more or less likely to support the levy increase?

Q7: New Libraries



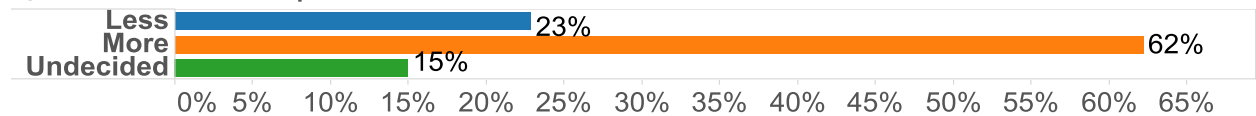
Q8: Currently, several libraries are either aging or over capacity, and many more are expected to reach capacity in the next few years as resident population increases. This plan will expand and update existing libraries, as well as provide new libraries to areas of high population growth. Knowing this, would you be more or less likely to support a levy increase?

Q8: Expand



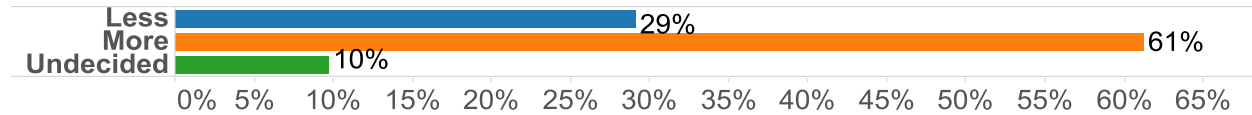
Q9: The Mid-Continent Public Library system has developed key partnerships with local school districts and other organizations that work closely with students. This plan would strengthen the library's partnership with local schools and community groups to provide more services to children, students, and adults. Knowing this, would you be more or less likely to support a levy increase?

Q9: School Partnership



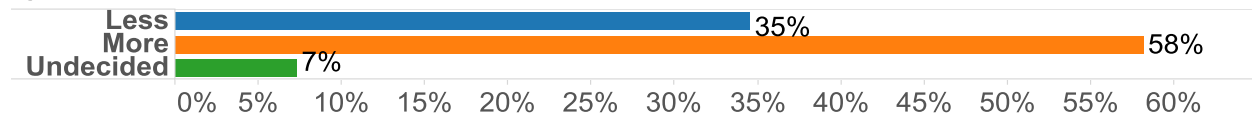
Q10: As technology and access to information have changed over the years, so have libraries. The current plan would modernize many of our local libraries to bridge the digital divide and offer new technologies and amenities to many library users in our community. Knowing this, would you be more or less likely to support the levy increase?

Q10: Technologies



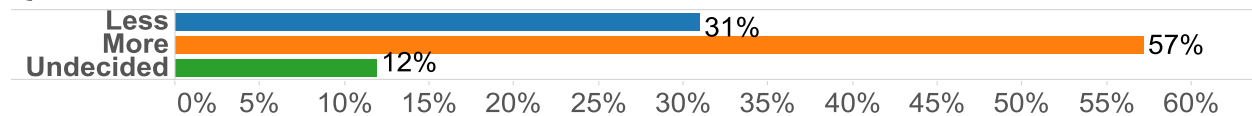
Q11: The levy increase will be a property tax increase of 8 cents, raising the average property taxes collected by only 1%. Knowing this, would you be more or less likely to support the levy increase?

Q11: 1 Percent



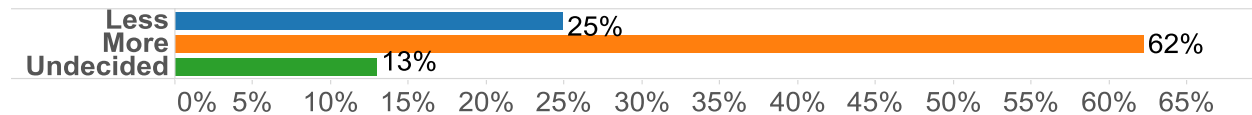
Q12: If you knew the levy increase would increase property taxes on average by only \$23 each year, would you be more or less likely to support the levy increase?

Q12: \$23 Dollars



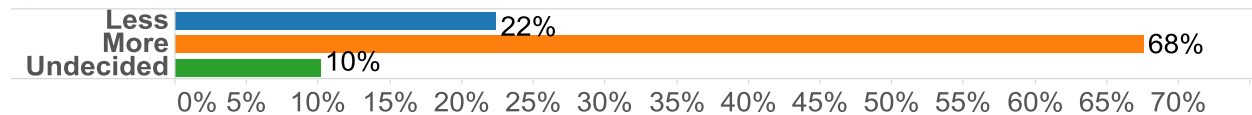
Q13: If you knew that the proposed plan would be an investment to save the library district valuable tax dollars over a long period of time, would you be more or less likely to support a tax levy increase?

Q13: Investment



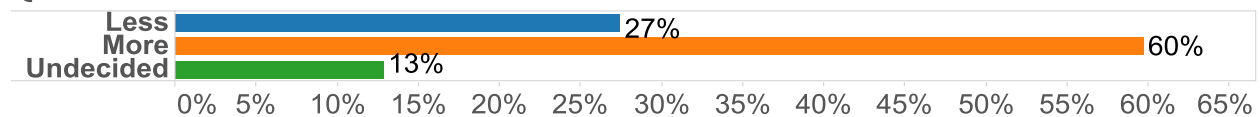
Q14: If you knew that the proposed plan reduces long-term maintenance costs and allows the library district to provide stable, consistent services for students, seniors, and other customers, would you be more or less likely to support a tax levy increase?

Q14: Maintenance



Q15: If the tax levy is not increased, the library may have to go without important maintenance of its collection and inventories, make staff reductions, or cut key services, including summer reading programs and other community services. Knowing this, would you be more or less likely to support a tax levy increase?

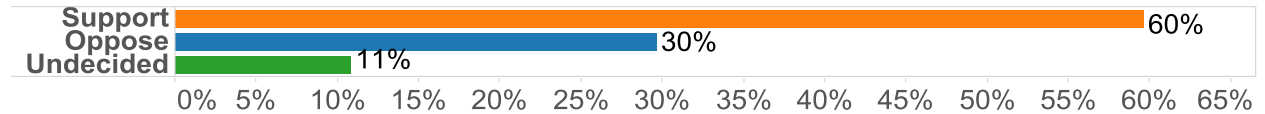
Q15: Cuts



After hearing these questions, some people are likely to change their minds. I'm going to read the original ballot language again: **Proposition L - For the purpose of renovating and replacing aging library facilities, enhancing spaces and programming for children and adults, expanding services and collections to serve public demand, and for the general operation of public libraries, shall there be an eight cent tax increase over the thirty-two cent tax per hundred dollars assessed valuation for Consolidated Library District #3, known as the Mid-Continent Public Library.**

Q16: If the election were held today, would you support or oppose the Proposition L tax levy increase?

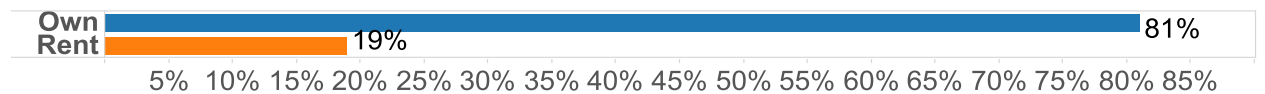
Q16: Support Tax Levy



The following questions are for demographic purposes:

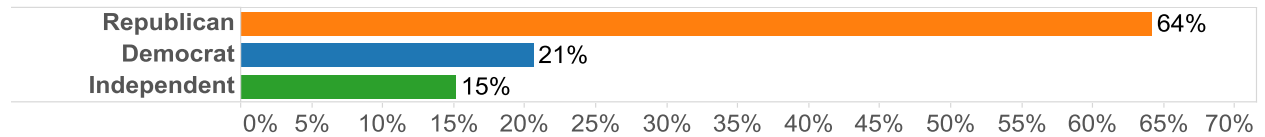
Do you own or rent your home?

Homeowner



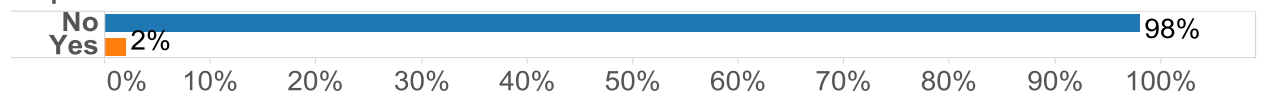
What is your party affiliation?

Party



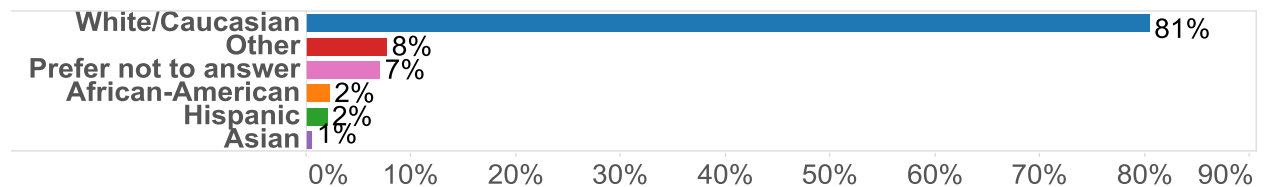
Are you or is a member of your immediate family from a Latino, Hispanic or Spanish speaking background?

Hispanic



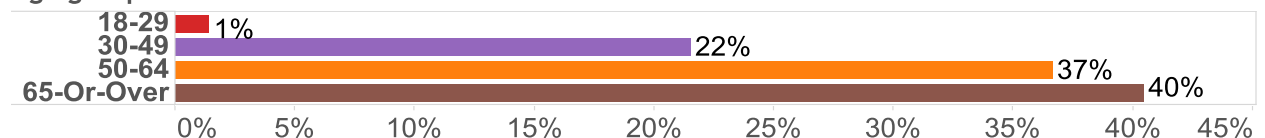
What race do you identify yourself as?

Race



How old are you?

Age group



What is your gender?

