

Support for Libraries in Miami-Dade County: A comprehensive survey of likely voters

July 10, 2014



greater
miami
chamber
of commerce



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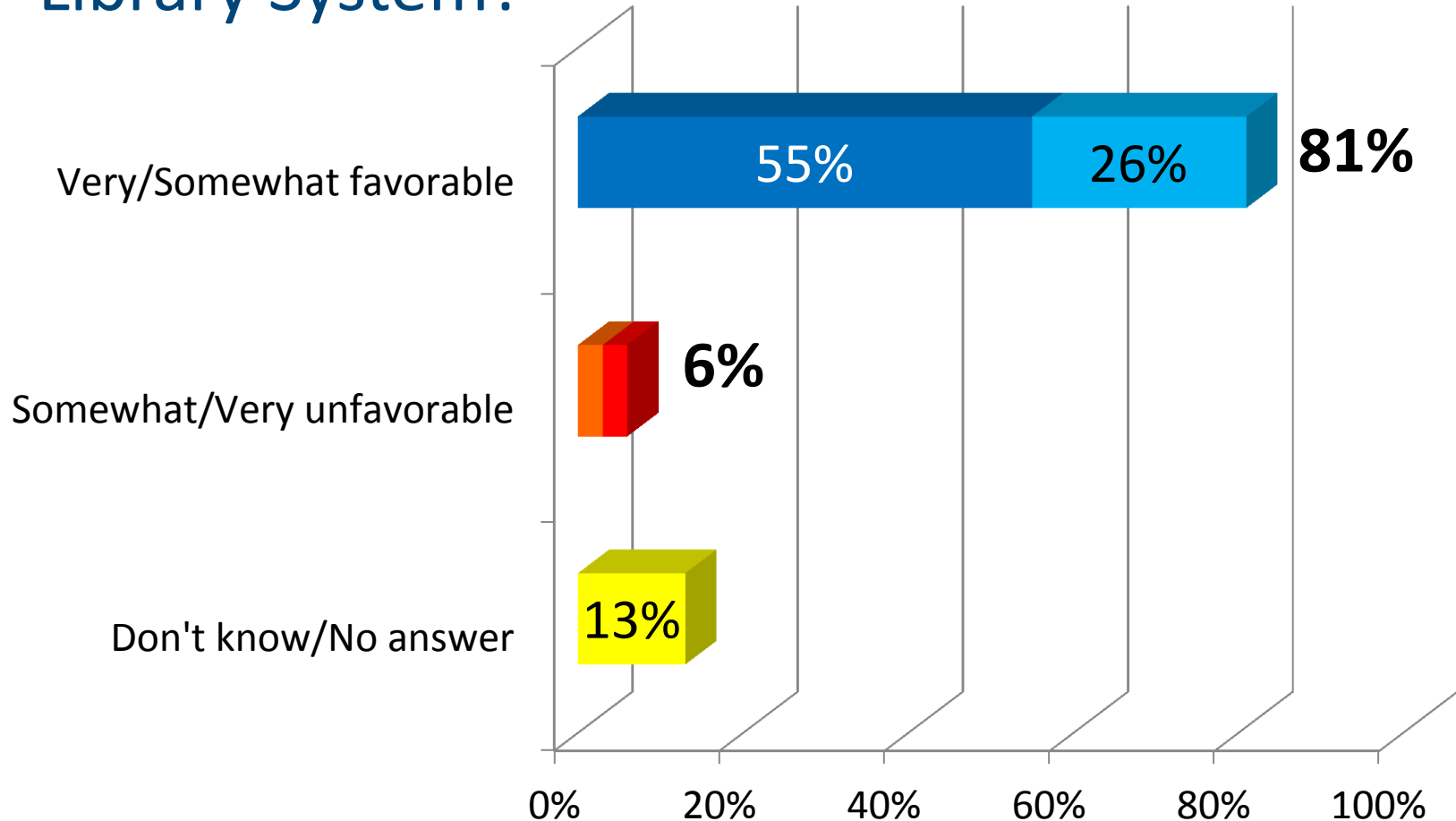
Methodology

<i>Sample</i>	5,200 interviews with likely registered voters in Miami-Dade County (400 interviews in each of the 13 County Commission Districts)
<i>Dates of Interviews</i>	June 27 – July 7, 2014
<i>Languages of Interviews</i>	English, Spanish, Haitian-Creole
<i>Margin of Error</i>	1.36 percentage points

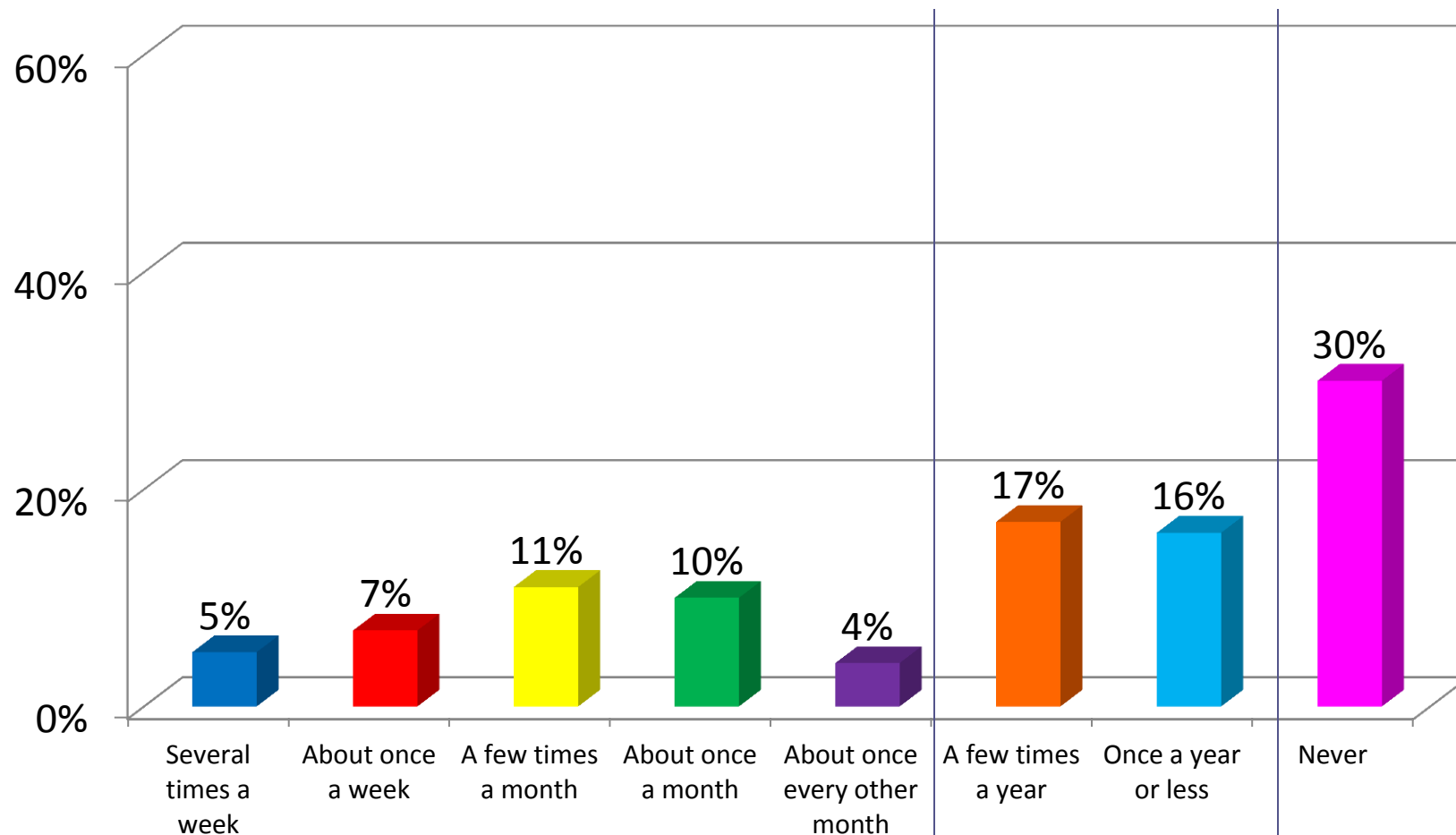


I. Perception and usage of the Miami-Dade County Library System

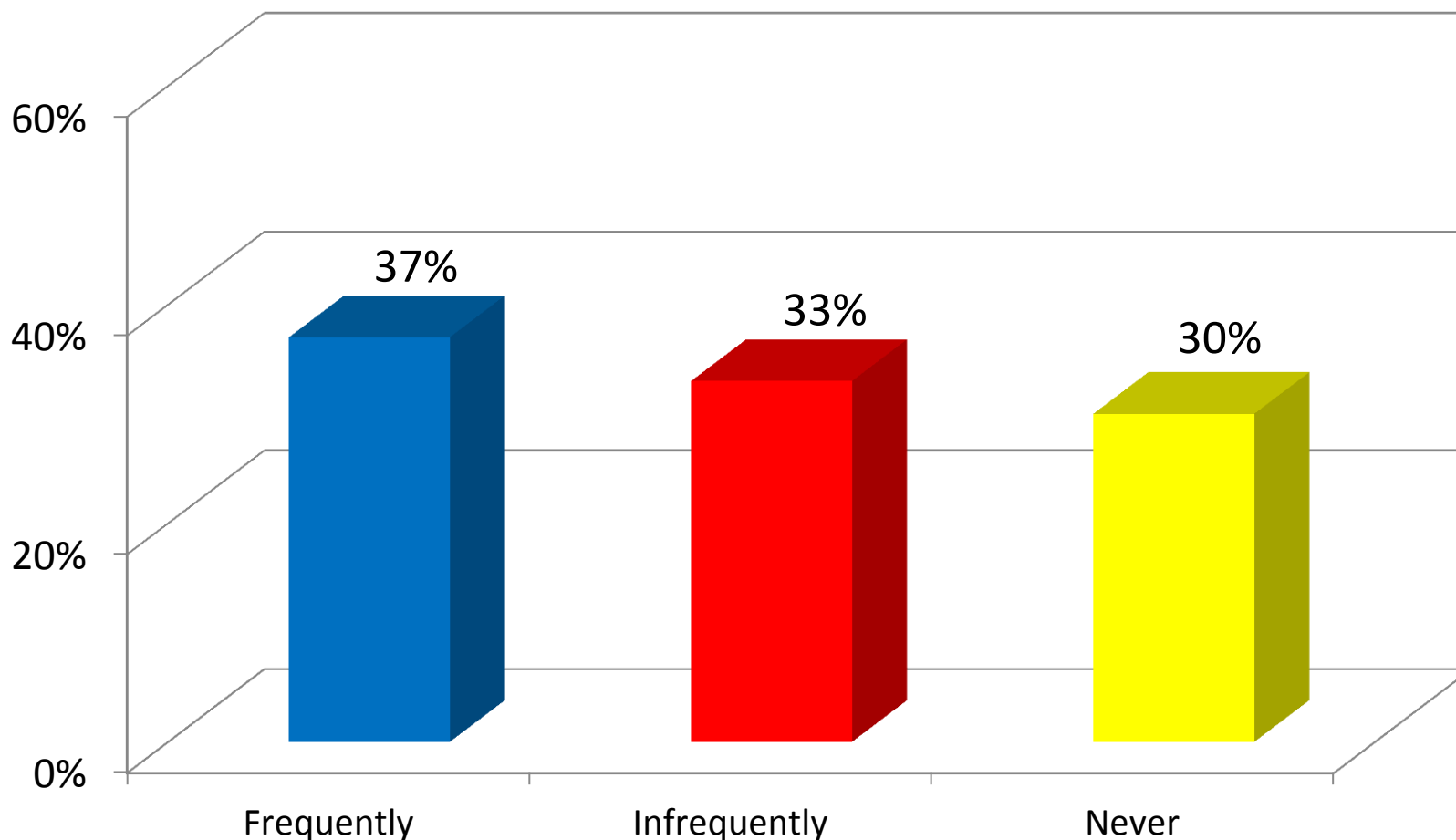
Please tell me if you have a favorable or unfavorable opinion of the Miami-Dade County Library System?




How often do you visit any branch of the Miami-Dade County Public Library?



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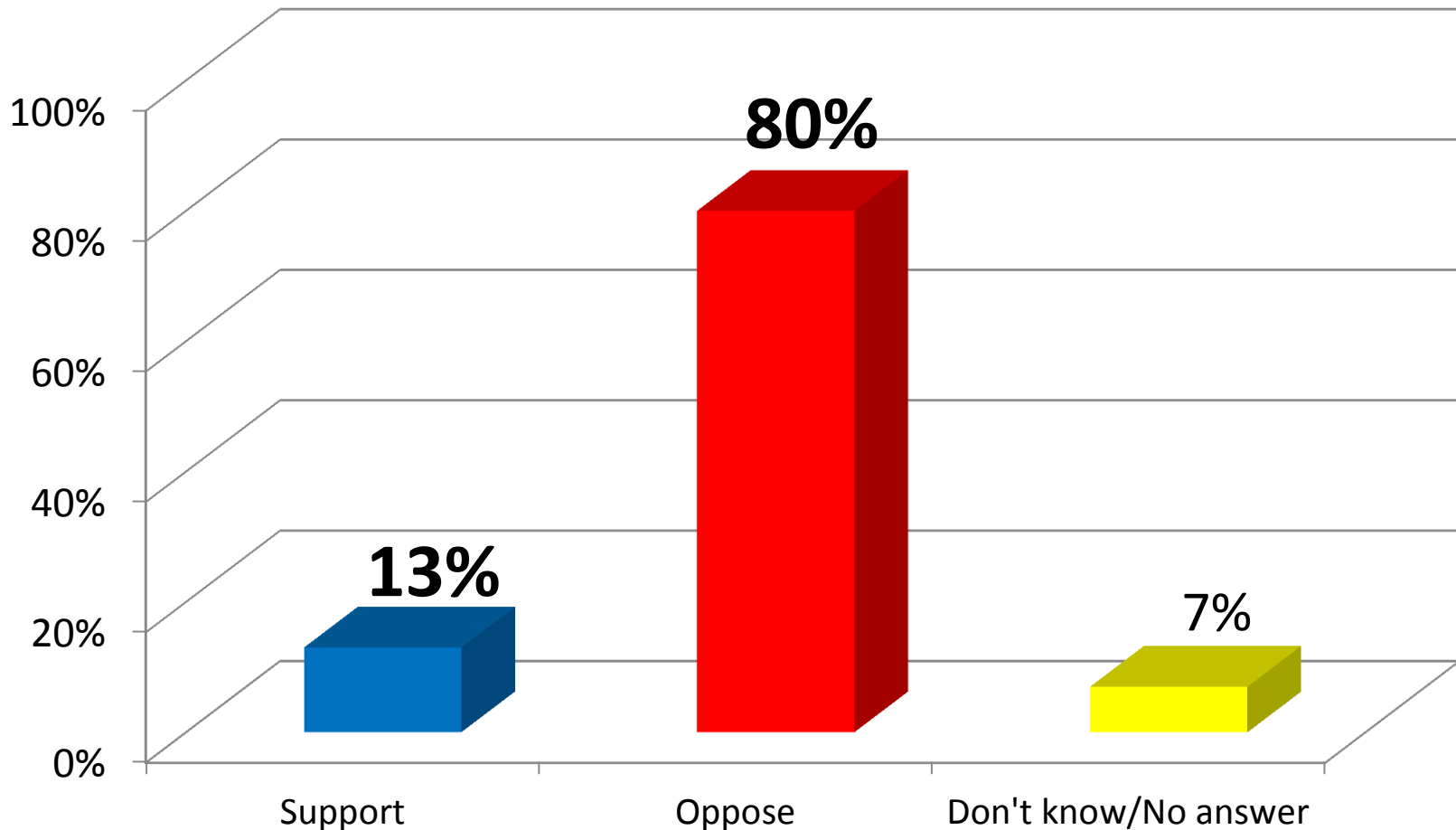


II. Library Funding Debate

Issue Description

Miami-Dade County is currently experiencing budget difficulties. In order to balance the budget, the County is considering a significant reduction in funding for the library system, which could lead to reductions in staff, hours, and services.

Based on what you now know about the Miami-Dade Public Library System, do you support or oppose a significant cut to the library budget?

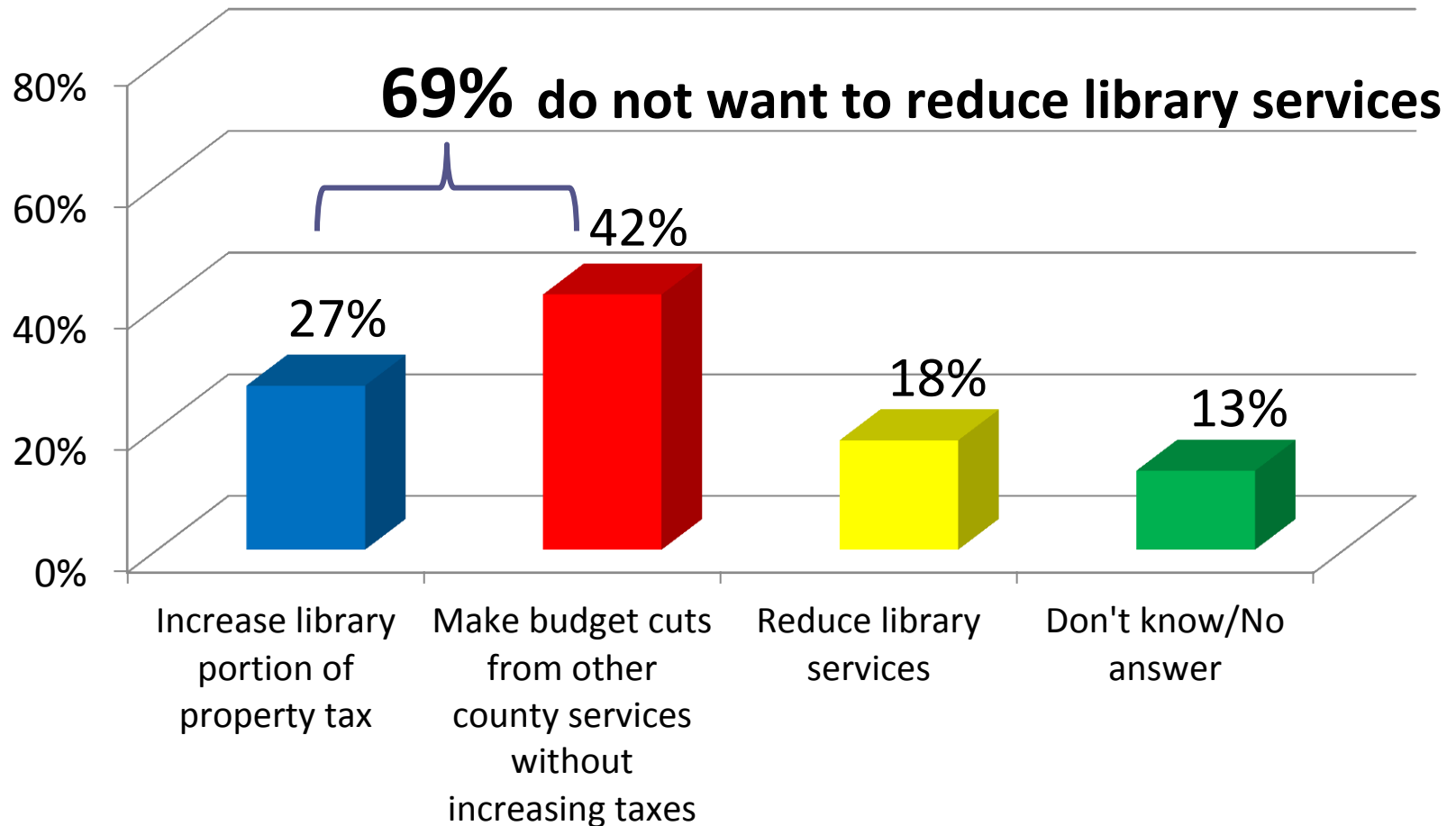


Library Funding Options

The library fund currently generates about \$30 million per year, but the current budget for the library system is \$50 million, which means that the library budget could face a deficit of up to \$20 million next year. There have been several proposals as to how the county should deal with this issue:

- A) the library portion of the property tax should be increased to cover the shortage, which would represent an average increase of \$25 per year per homeowner;
- B) the county should make budget cuts to other county services in order to fund the libraries without raising taxes;
- C) the library should reduce services – such as cutting back on programs and materials, reducing hours of operation and cutting back on staff.

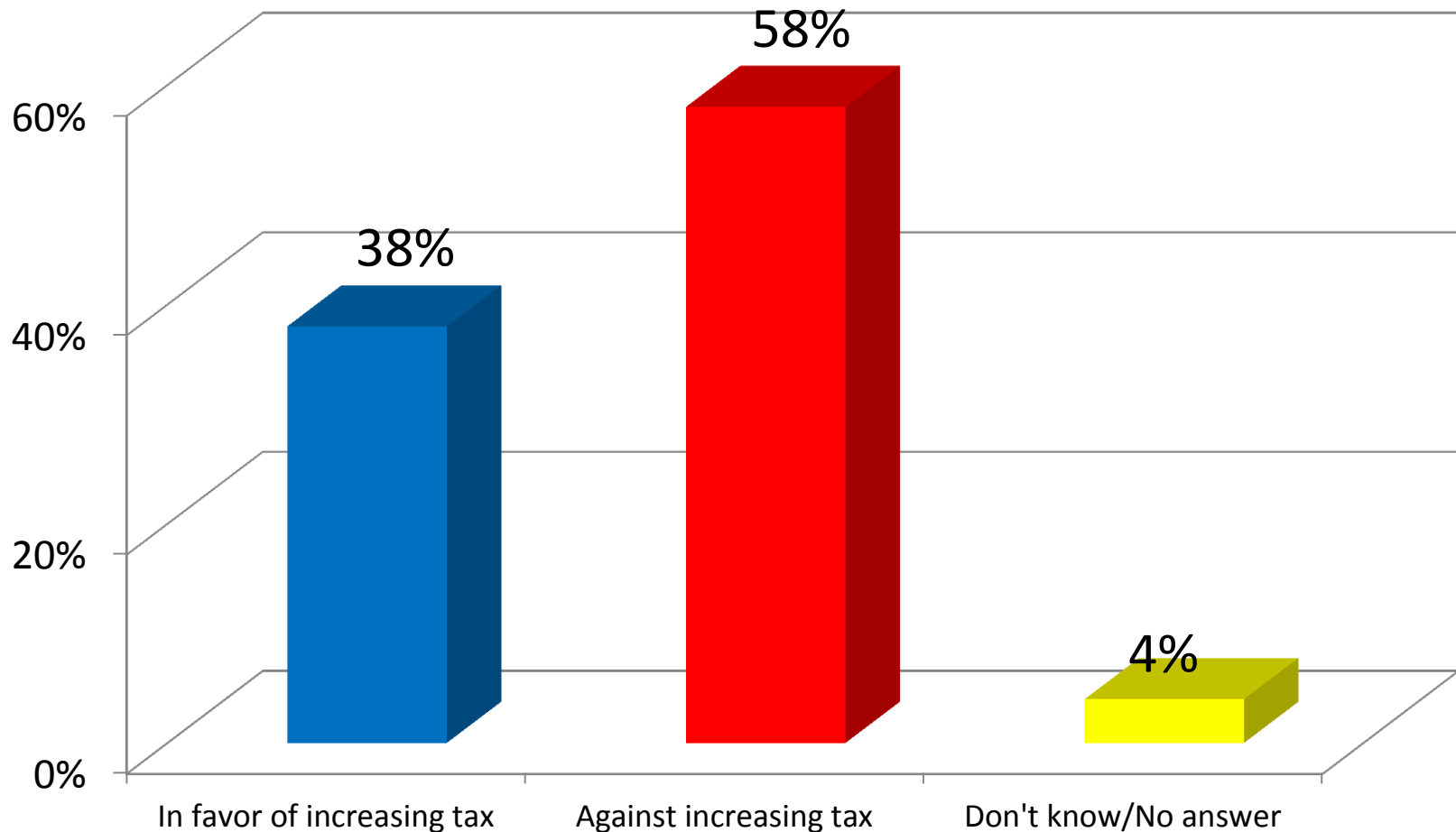
Which of these statements is closest to your opinion?



Proposal A:

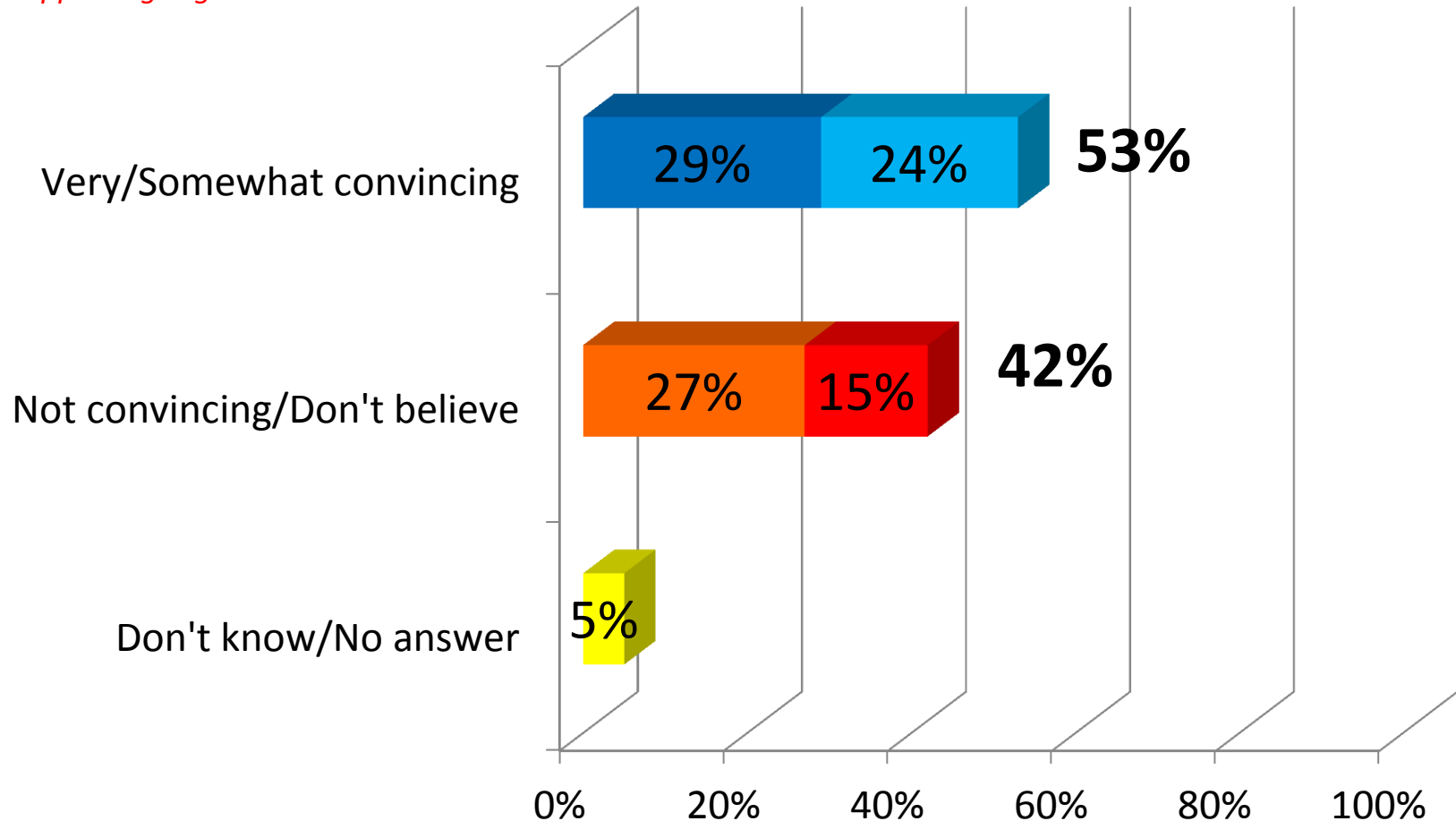
- The library portion of the property tax should be increased to cover the shortage, which would represent an average increase of \$25 per year per homeowner.

Regardless of how much you may or may not have heard about this issue, would you be in favor of increasing the library portion of the property tax to support the library system which would represent an average increase of \$25 per year per homeowner or would you be against increasing the library portion of the property tax at all?



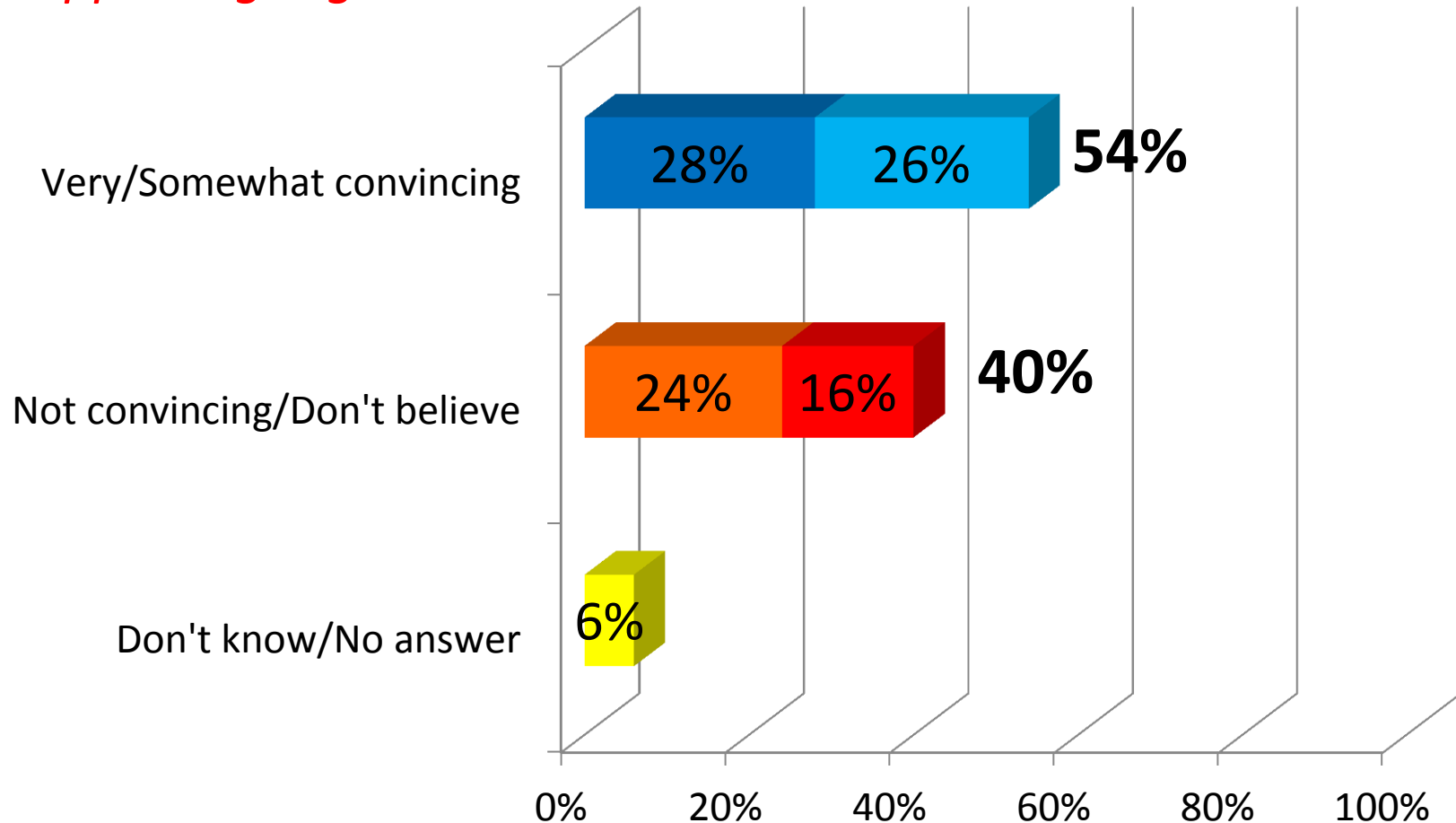
At the current rate, Miami-Dade's Library System already spends less money per person on books and other materials than almost any other library system in the country and if this tax increase is not approved to close the gap in the budget, the system would have to further reduce services – including firing up to 56 percent of its librarians and other full-time staff, reducing spending on books, computers, reducing hours of operation by 35 percent, cutting back on programs like literacy programs for children and adults and potentially even closing branch locations.

Supporting argument



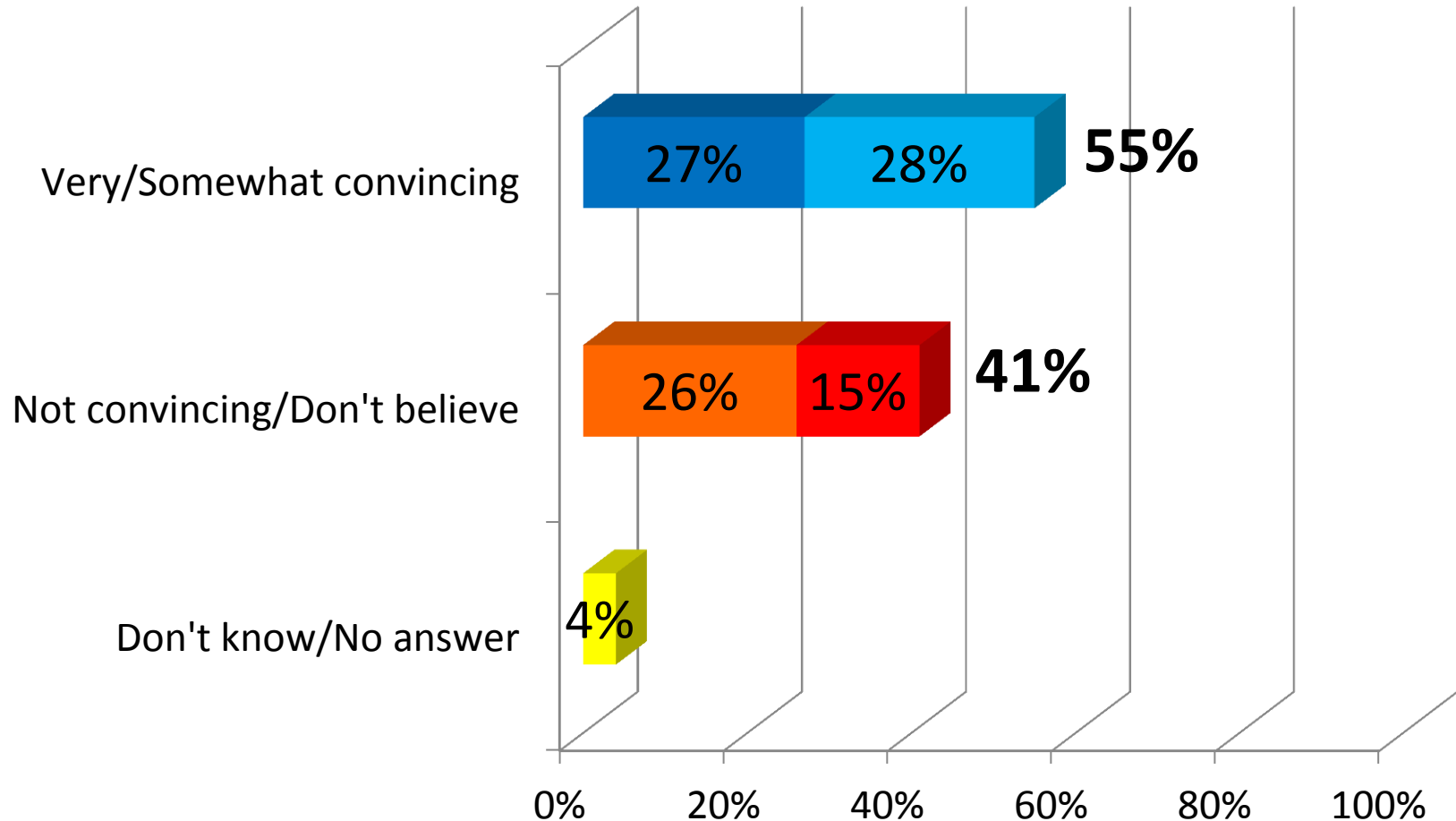
If the library portion of the property tax is not increased, the budget shortfall will mean that 56 percent of librarians in Miami-Dade County will lose their jobs.

Supporting argument



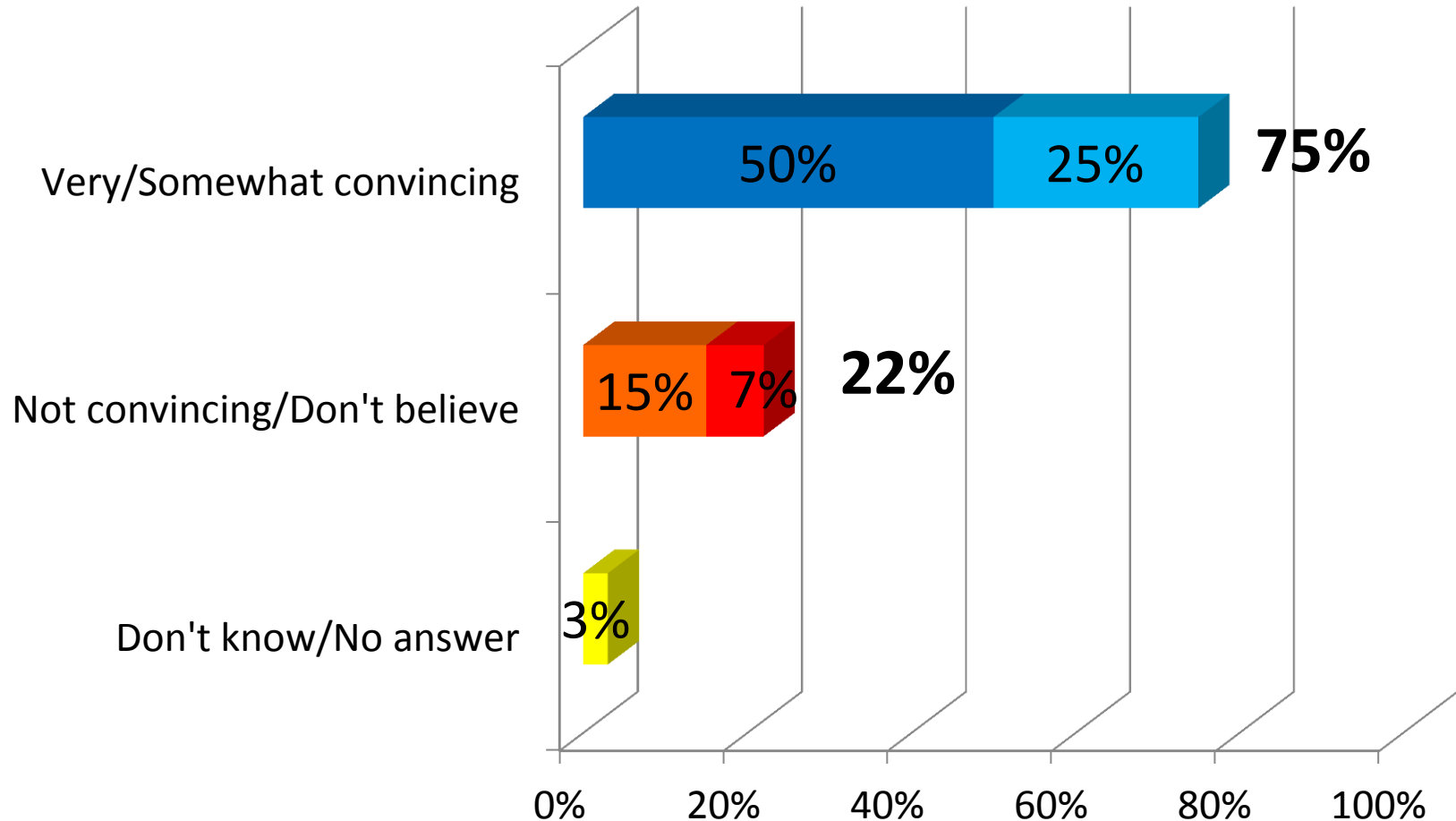
If the library portion of the property tax is not increased, the budget shortfall will mean that libraries will have to drastically cut back hours of operation from 6 days a week to 4 days a week and from 8 hours a day to 5 hours a day, on average.

Supporting argument



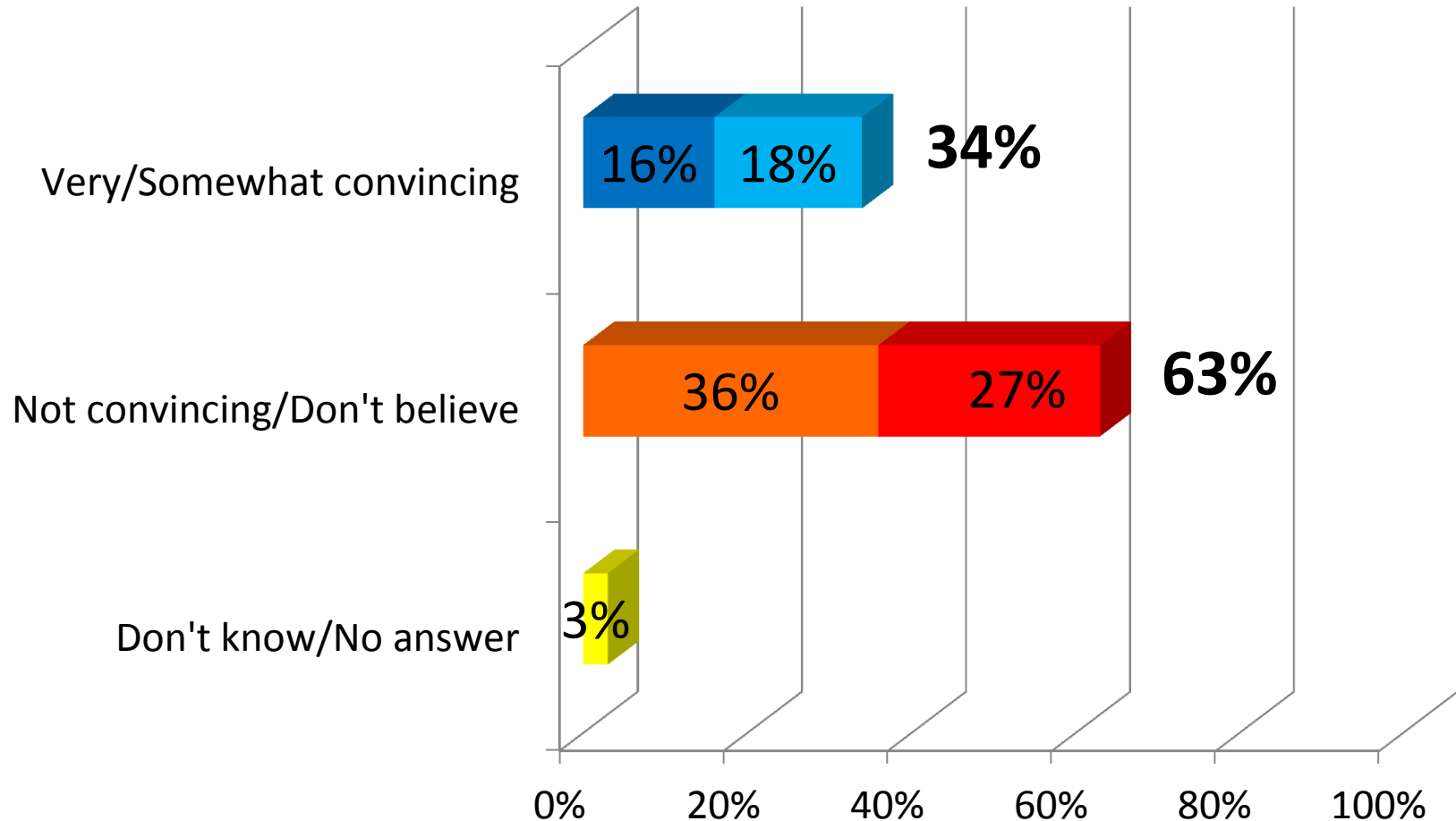
Statistics show that library usage has actually been *increasing* in recent years across the country, and the Miami-Dade Libraries provide important services to many members of the community, especially children and low income communities – such as literacy programs, cultural programs, computer and Internet access and others – and add to the overall quality of life for all Miami-Dade residents.

Supporting argument



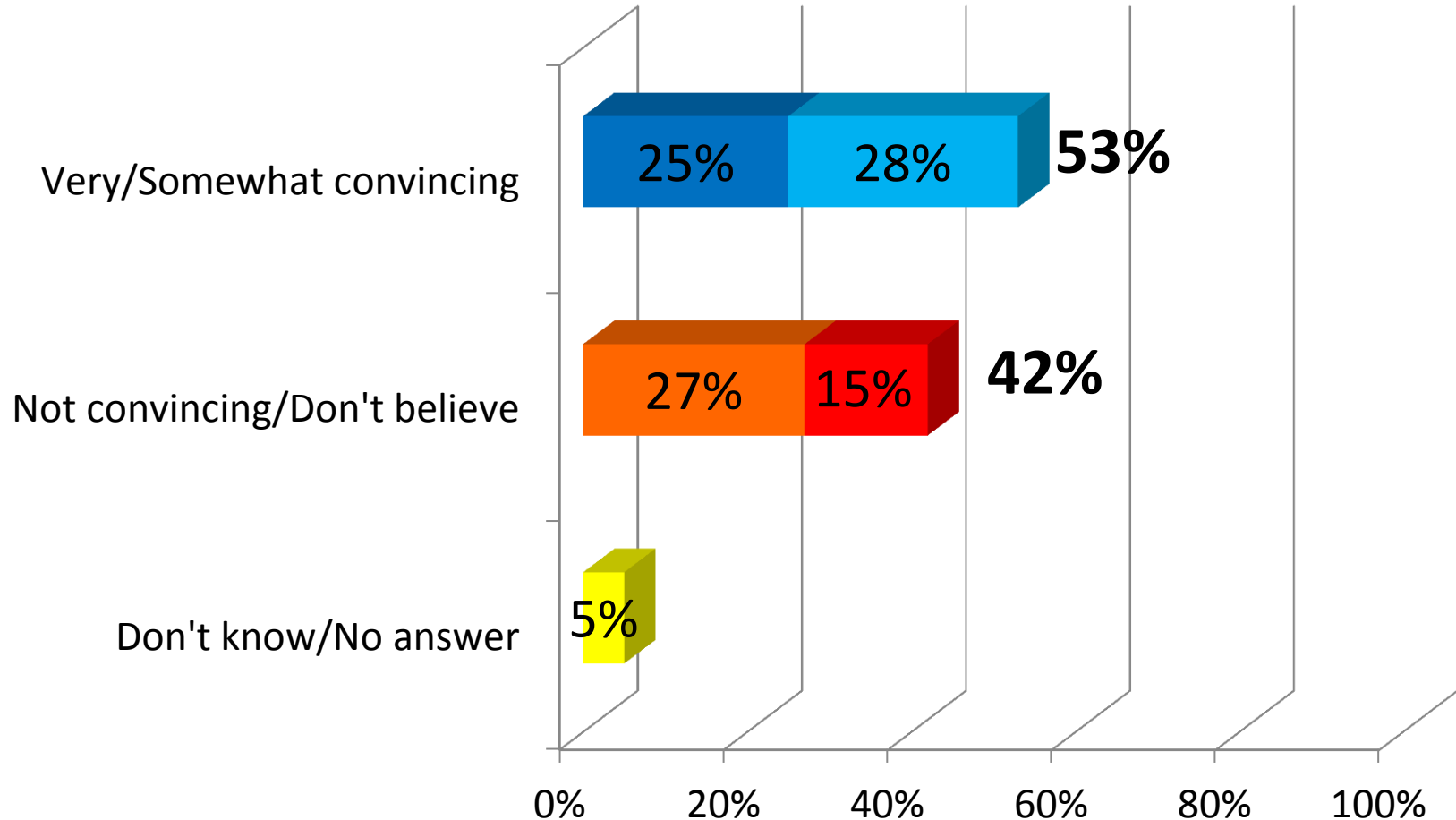
Libraries are outdated and will probably soon be obsolete, they simply are no longer essential as a public service for the residents of Miami-Dade County. Given that we now have resources like the Internet, we can't afford the luxury of spending millions more tax dollars on libraries.

Opposition argument



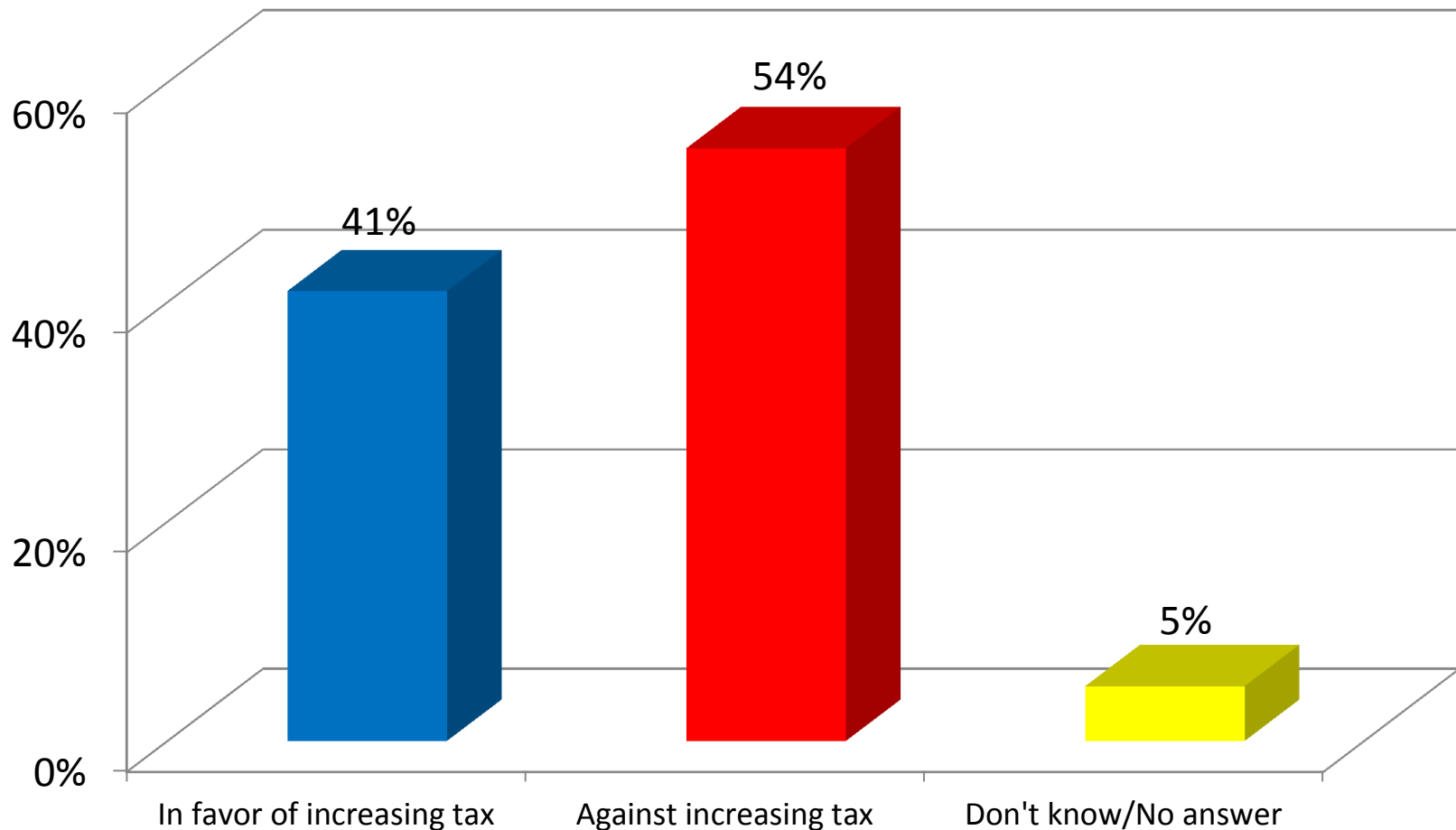
Miami-Dade County has been facing major budget issues for the past several years and libraries just aren't the highest priority. Any tax increases imposed on the residents should be reserved for more important priorities and services that benefit the majority of residents, such as funding for the public schools, police and fire services and infrastructure costs.

Opposition argument



Now that you have heard some arguments on both sides of the issue, I'd like to ask you once more, would you be in favor of increasing the library portion of the property tax to support the library system or would you be against increasing the library portion of the property tax?

Informed responses



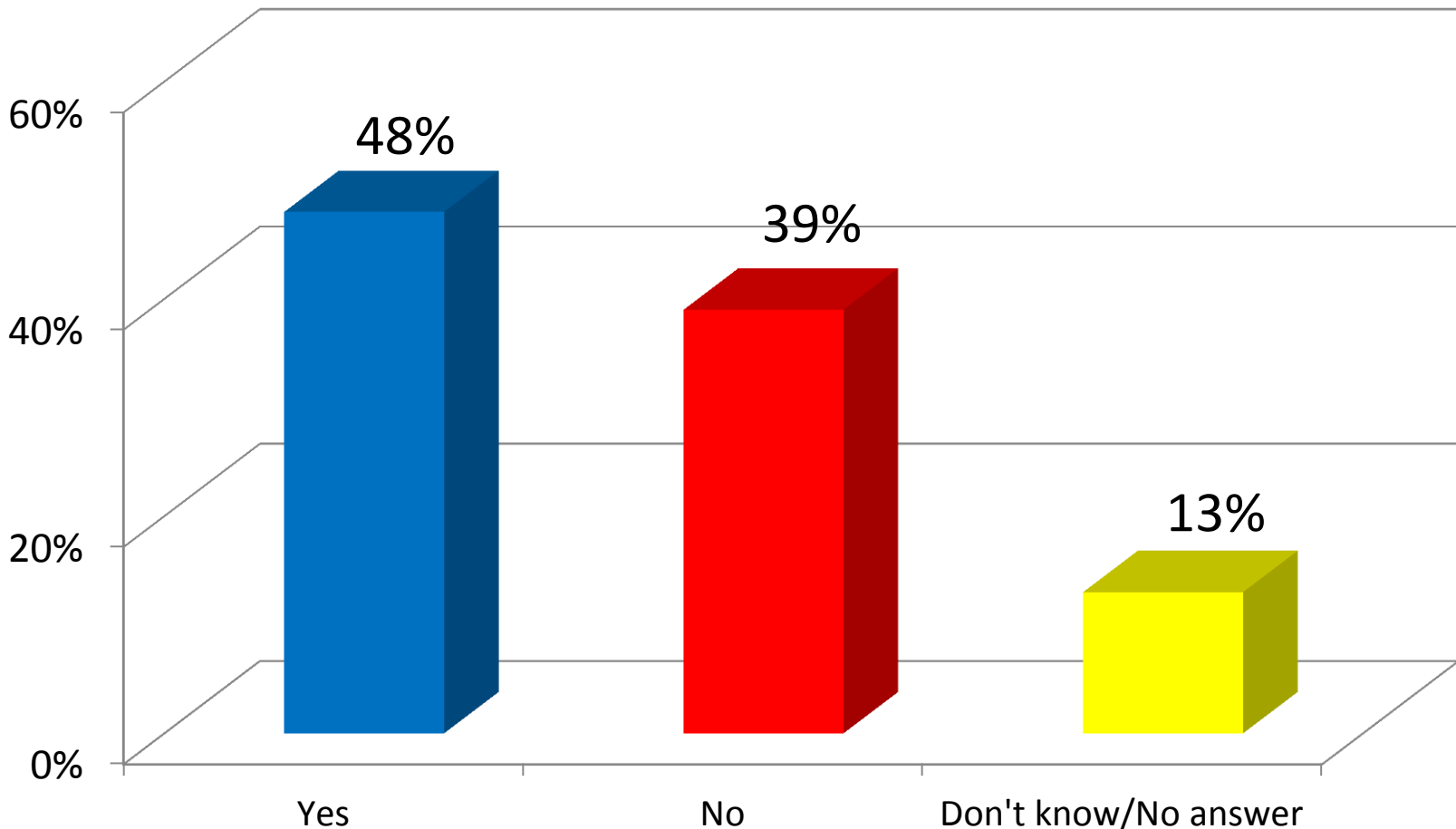
Increase Library Tax

	Before Information	After Information
In favor of increasing tax	38%	41%
Against increasing tax	58%	54%
Don't know/ No answer	4%	5%

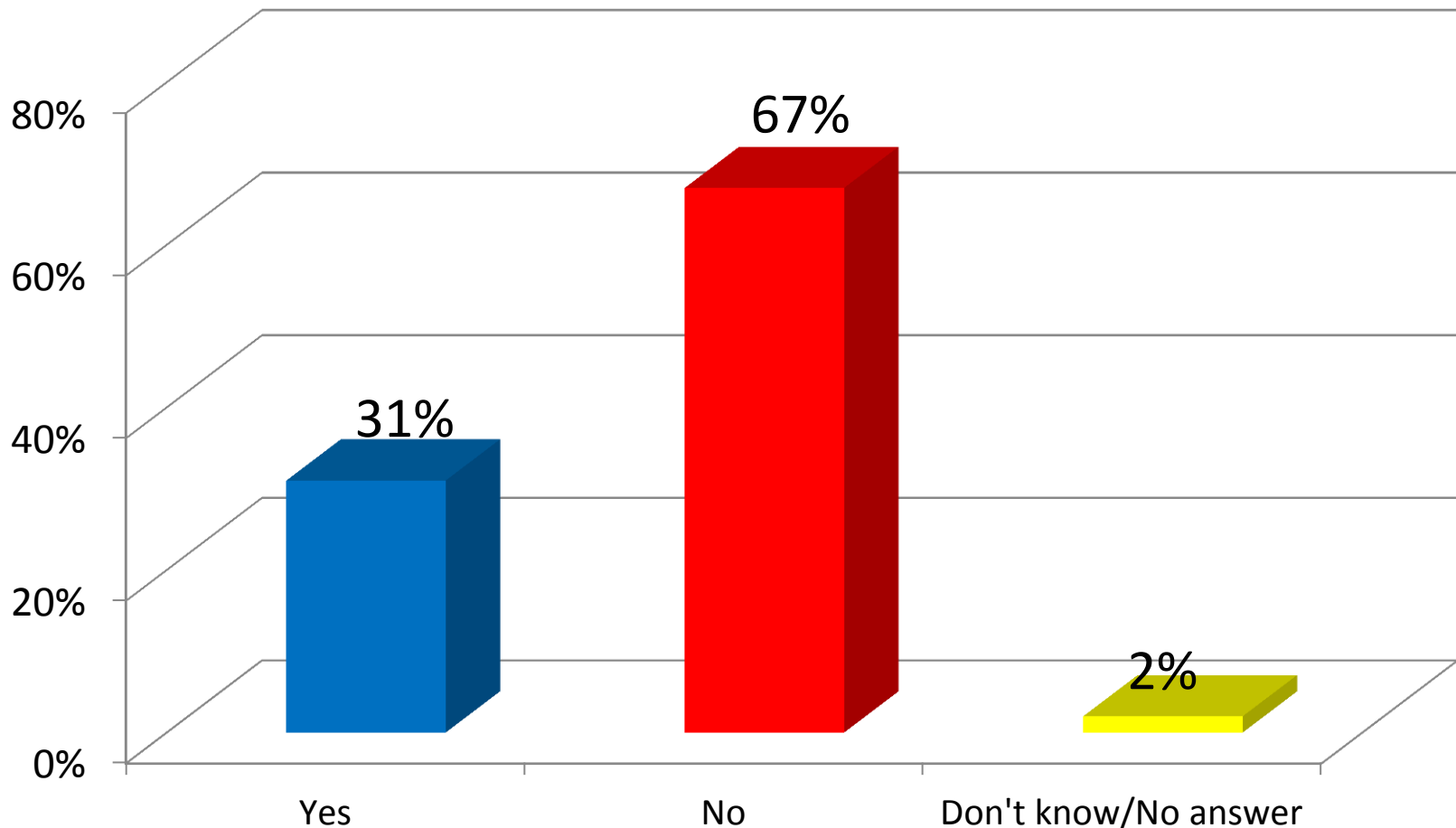
Proposal B:

- The county should make budget cuts to other county services in order to fund the libraries without raising taxes.

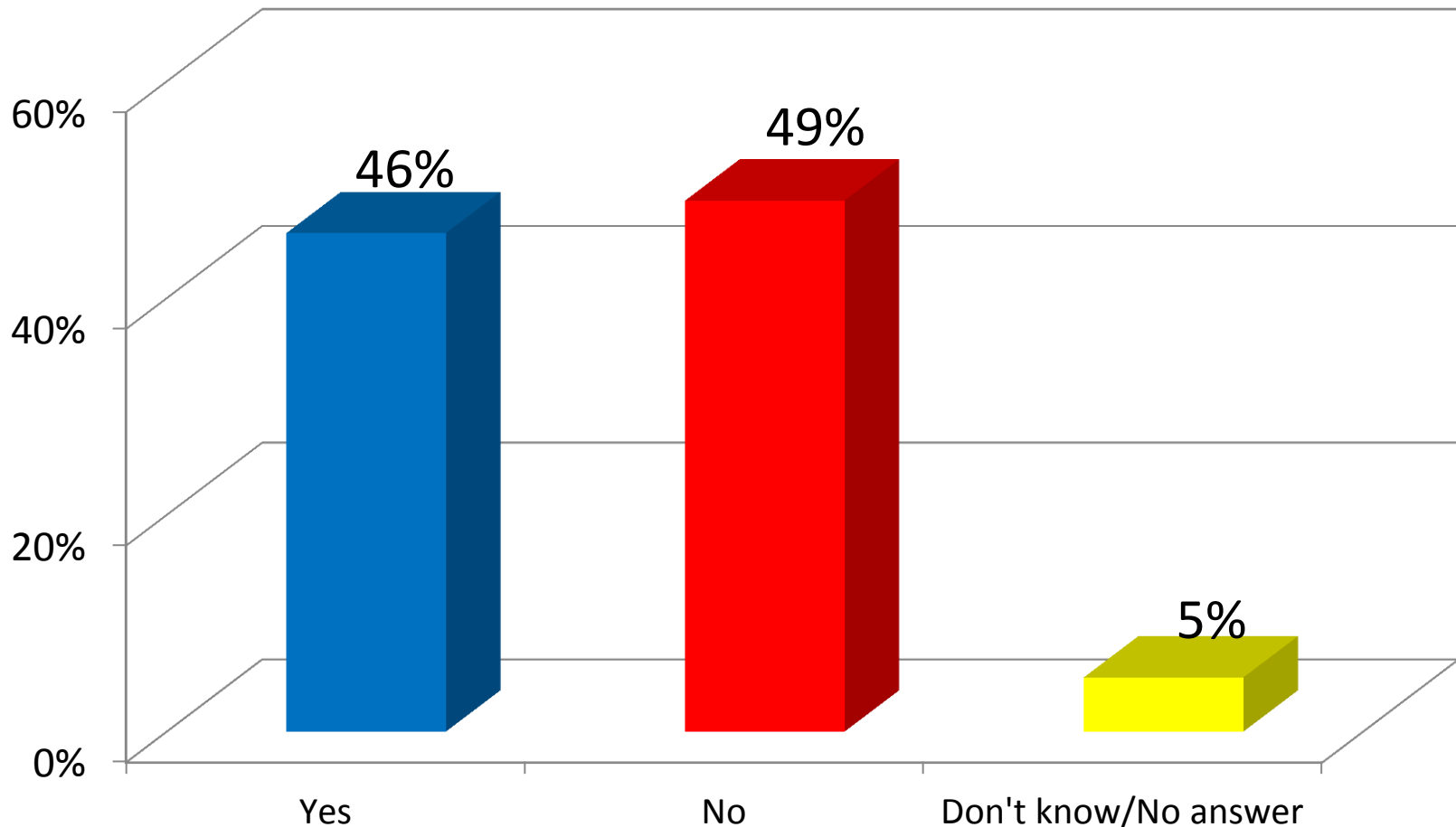
Another option being considered for funding the library budget shortfall without raising taxes could come from making budget cuts to other county services. Would you be in favor of funding the library budget shortfall by making budget cuts to other county services?



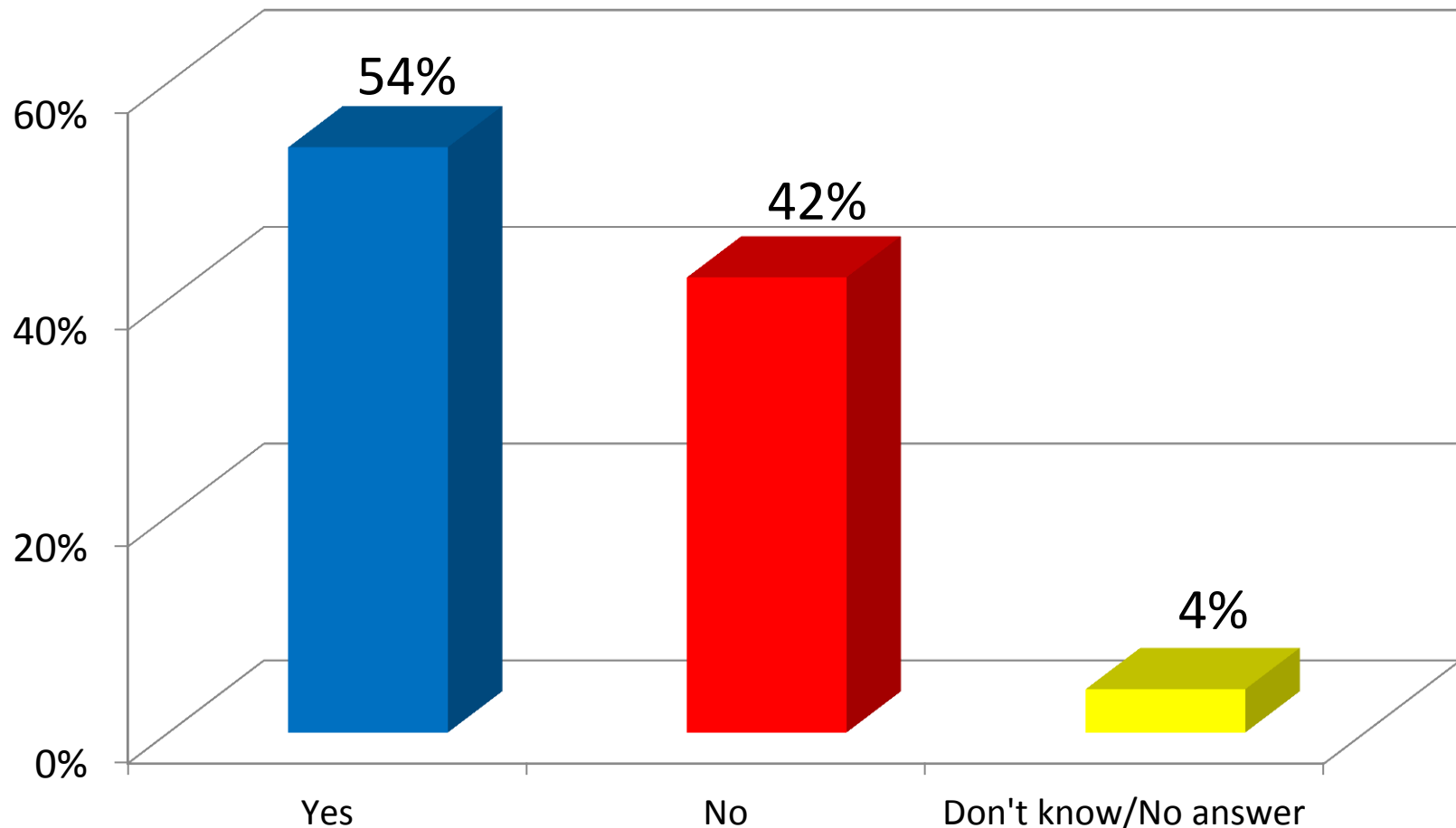
Would you be willing to cut back funding for the Police Department in order to support the Library?



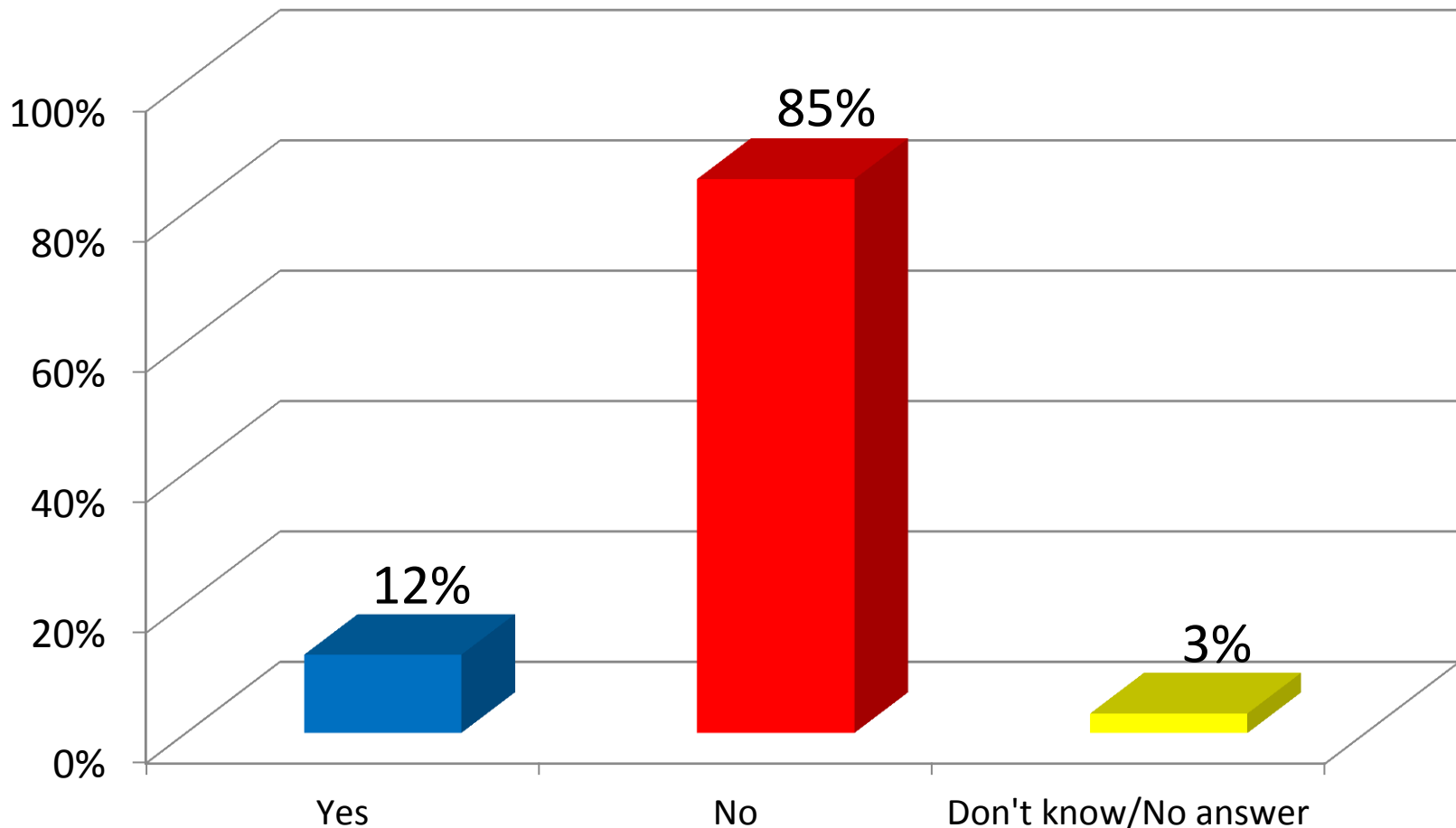
Would you be willing to cut back funding for the Parks and Recreation Department in order to support the Library?



Would you be willing to cut back funding for the Public Infrastructure, such as roads, sidewalks and public buildings, in order to support the Library?

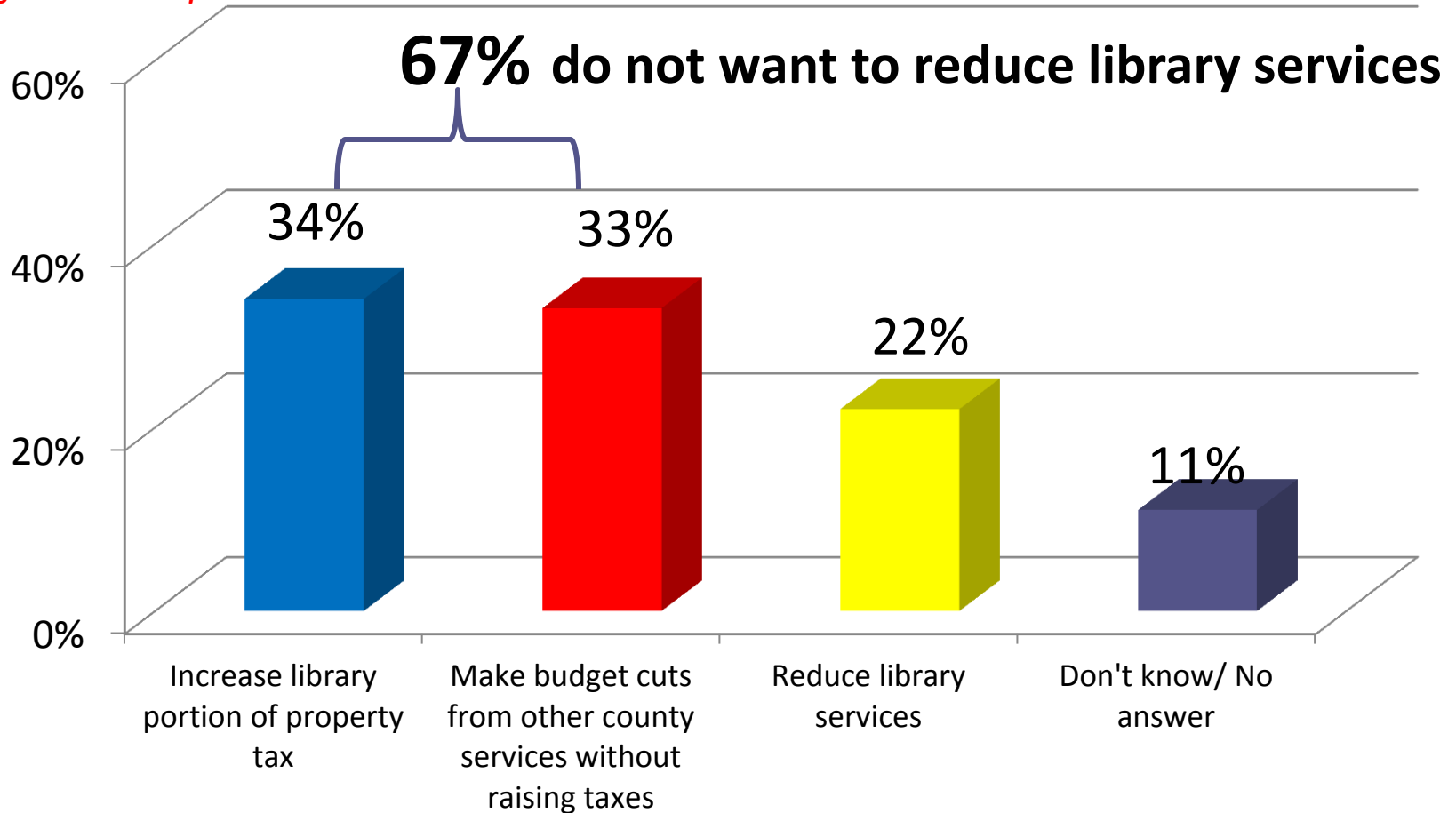


Would you be willing to cut back funding for the Health and Human Services Department, which provides services such as meals to the elderly and shelter to victims of domestic violence, in order to support the Library?



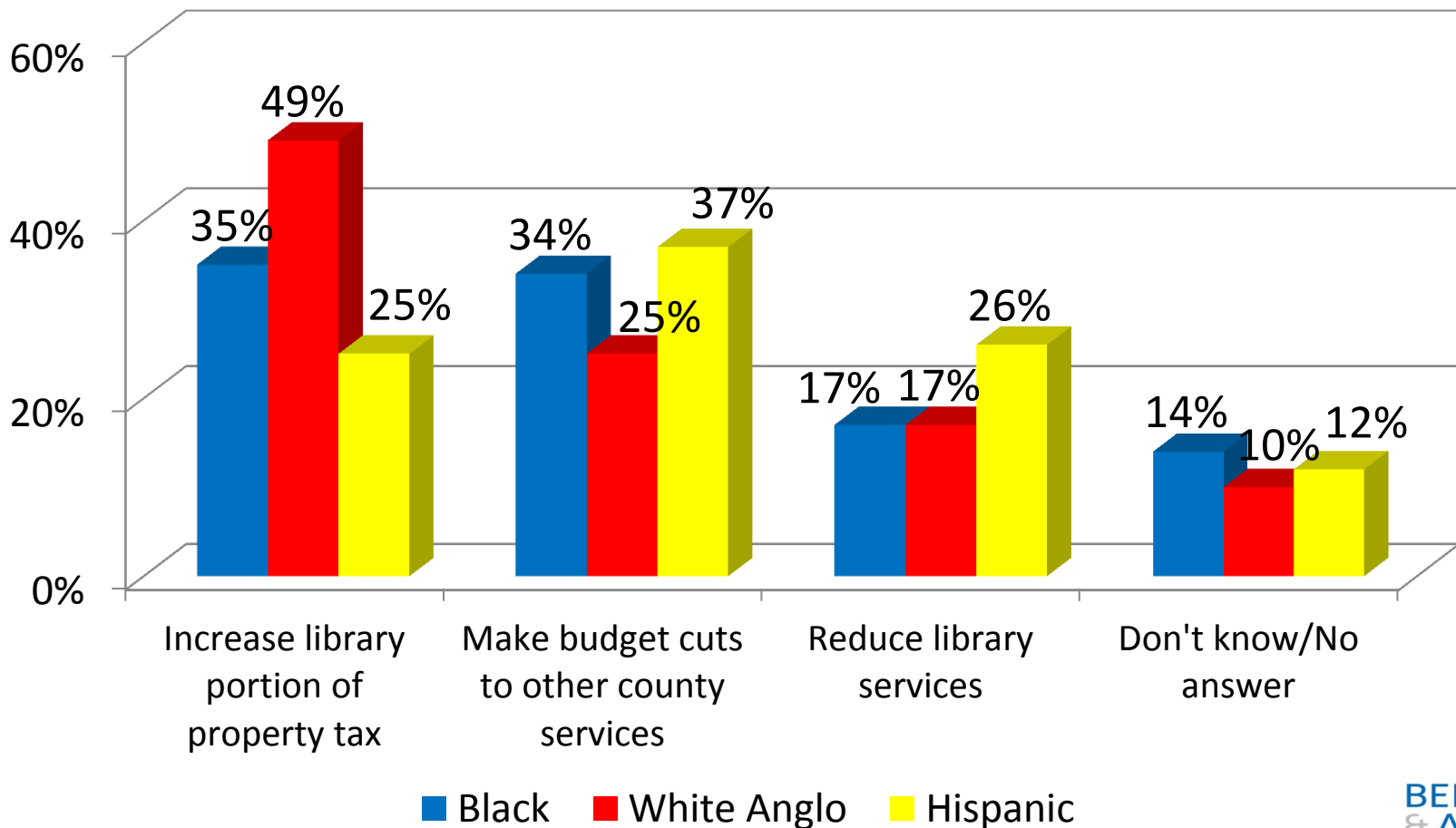
Now that you have heard more information about possible scenarios to address the budget deficit that could be up to \$20 million for the library system, **which of the following three options do you want your County Commissioner to support** when it comes to the library system funding?

Informed responses



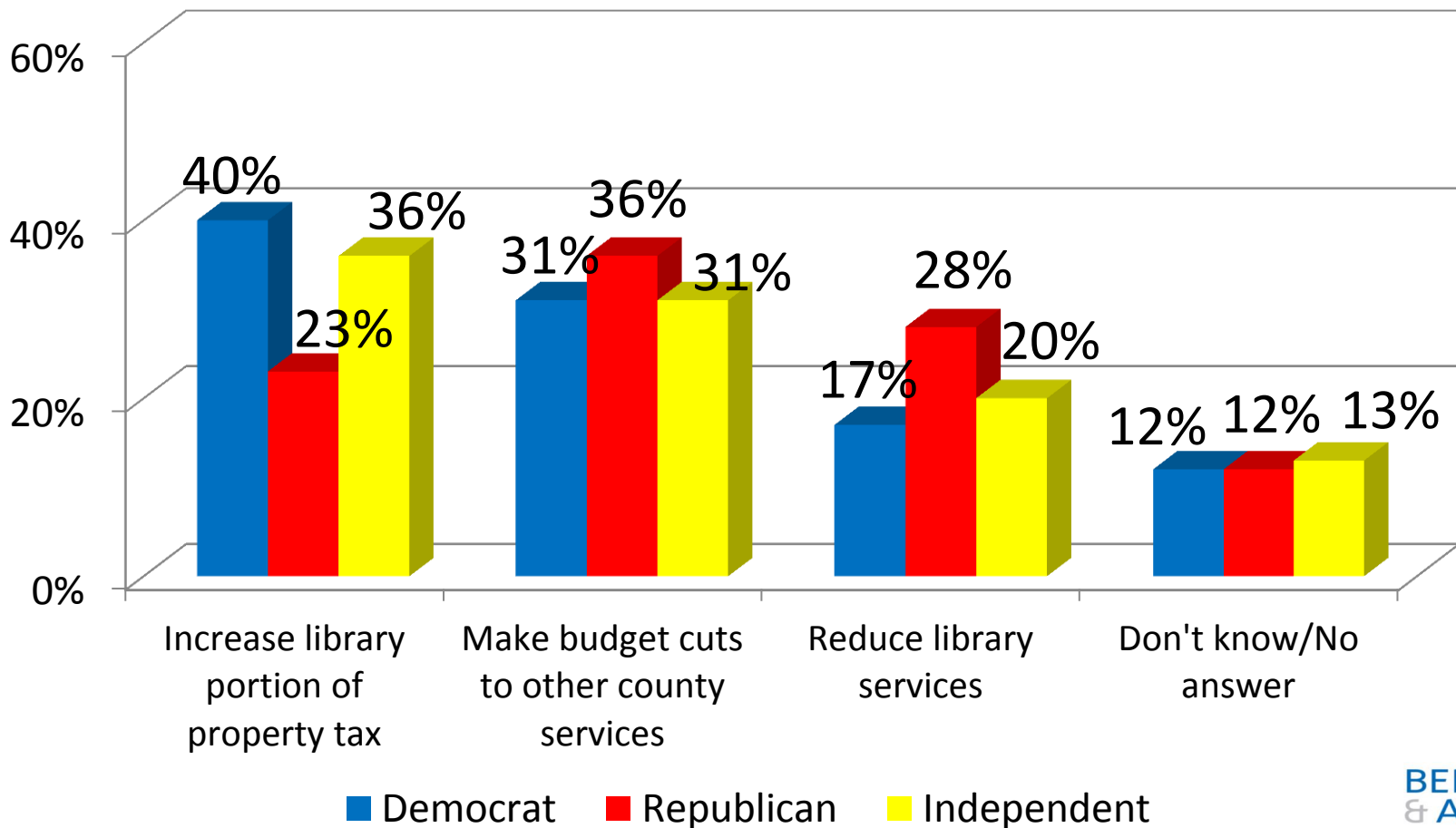
Now that you have heard more information about possible scenarios to address the budget deficit that could be up to \$20 million for the library system, which of the following three options do you want your County Commissioner to support when it comes to the library system funding?

By Race/Ethnicity



Now that you have heard more information about possible scenarios to address the budget deficit that could be up to \$20 million for the library system, which of the following three options do you want your County Commissioner to support when it comes to the library system funding?

By Political party



Potential Solutions

	Before Information	After Information
Increase library portion of property tax	27%	34%
Make budget cuts from other county services without raising taxes	42%	33%
Reduce library services	18%	22%
Don't know/ No answer	13%	11%

III. Inside the County Commission Districts



MIAMI-DADE COUNTY

BOARD OF COUNTY COMMISSIONERS

- Based on what you know about the Miami-Dade Public Library System, do you support or oppose a significant cut to the library budget?

	Support	Oppose	Don't know/ No answer
District 1 – Barbara J. Jordan	10%	85%	6%
District 2 – Jean Monestime	13%	79%	9%
District 3 – Audrey Edmonson	12%	83%	5%
District 4 – Sally A. Heyman	14%	80%	7%
District 5 – Bruno A. Barreiro	11%	82%	7%
District 6 – Rebecca Sosa	12%	81%	7%
District 7 – Xavier Suarez	15%	80%	5%
District 8 – Lynda Bell	11%	82%	7%
District 9 – Dennis C. Moss	10%	80%	10%
District 10 – Javier D. Souto	23%	69%	8%
District 11 – Juan C. Zapata	13%	79%	8%
District 12 – Jose “Pepe” Diaz	12%	83%	6%
District 13 – Esteban Bovo, Jr.	17%	79%	5%

Now that you have heard more information, **which of the following three options do you want your country commissioner to support** when it comes to the library system funding?

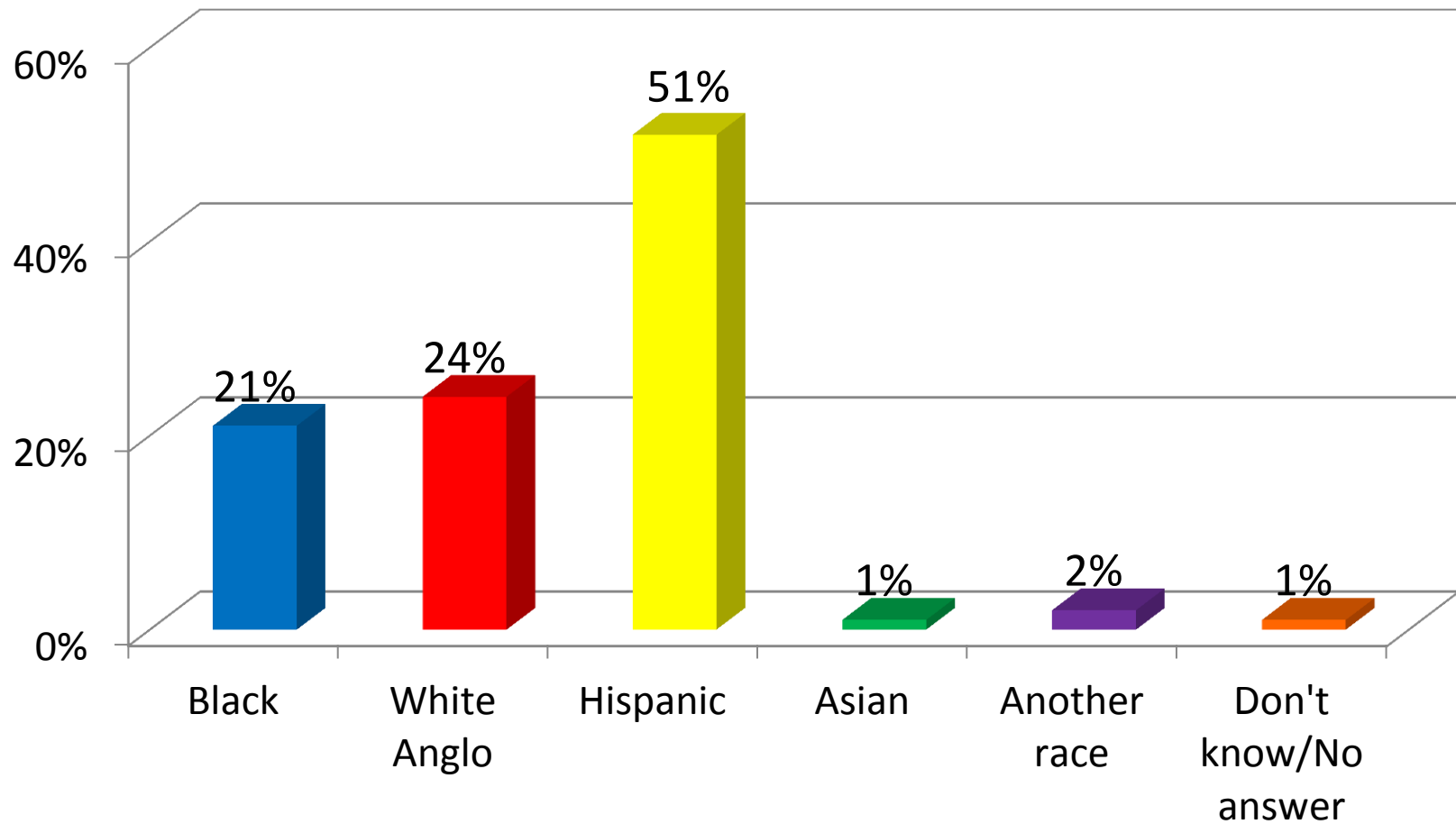
- A) The library portion of the property tax should be increased
- B) The county should make budget cuts to other county services in order to fund the libraries
- C) The library should reduce services, cutting back on programs and materials, reducing hours and cutting staff

	Library portion of the property tax should be increased	Make budget cuts to other county services without raising taxes	Reduce services	Don't know/ No answer
District 1	35%	33%	18%	15%
District 2	33%	32%	17%	18%
District 3	37%	35%	17%	11%
District 4	44%	24%	18%	14%
District 5	31%	33%	24%	12%
District 6	29%	34%	28%	10%
District 7	46%	26%	20%	9%
District 8	39%	31%	18%	12%
District 9	32%	37%	18%	14%
District 10	30%	40%	25%	6%
District 11	30%	36%	24%	10%
District 12	23%	41%	27%	10%
District 13	27%	37%	25%	16%

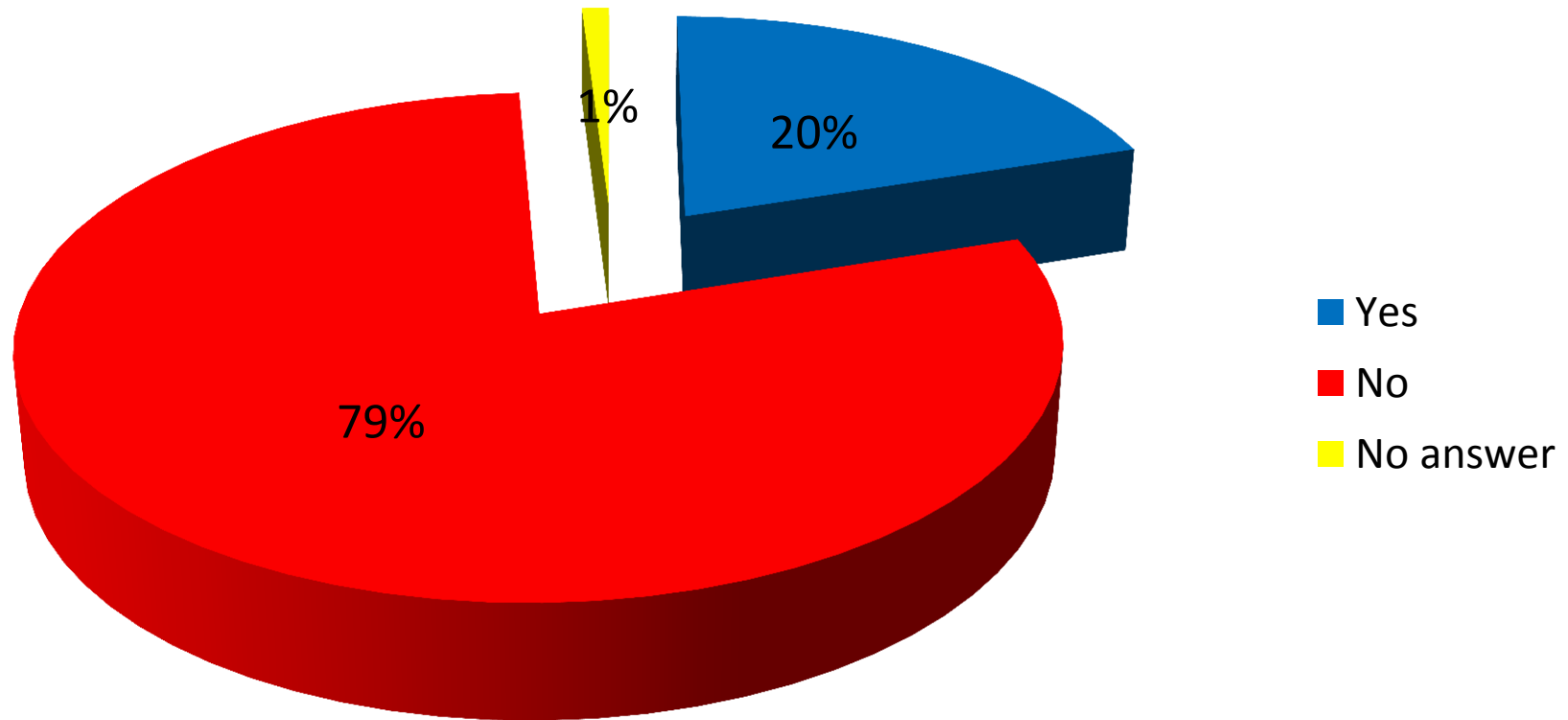
IV. Demographics



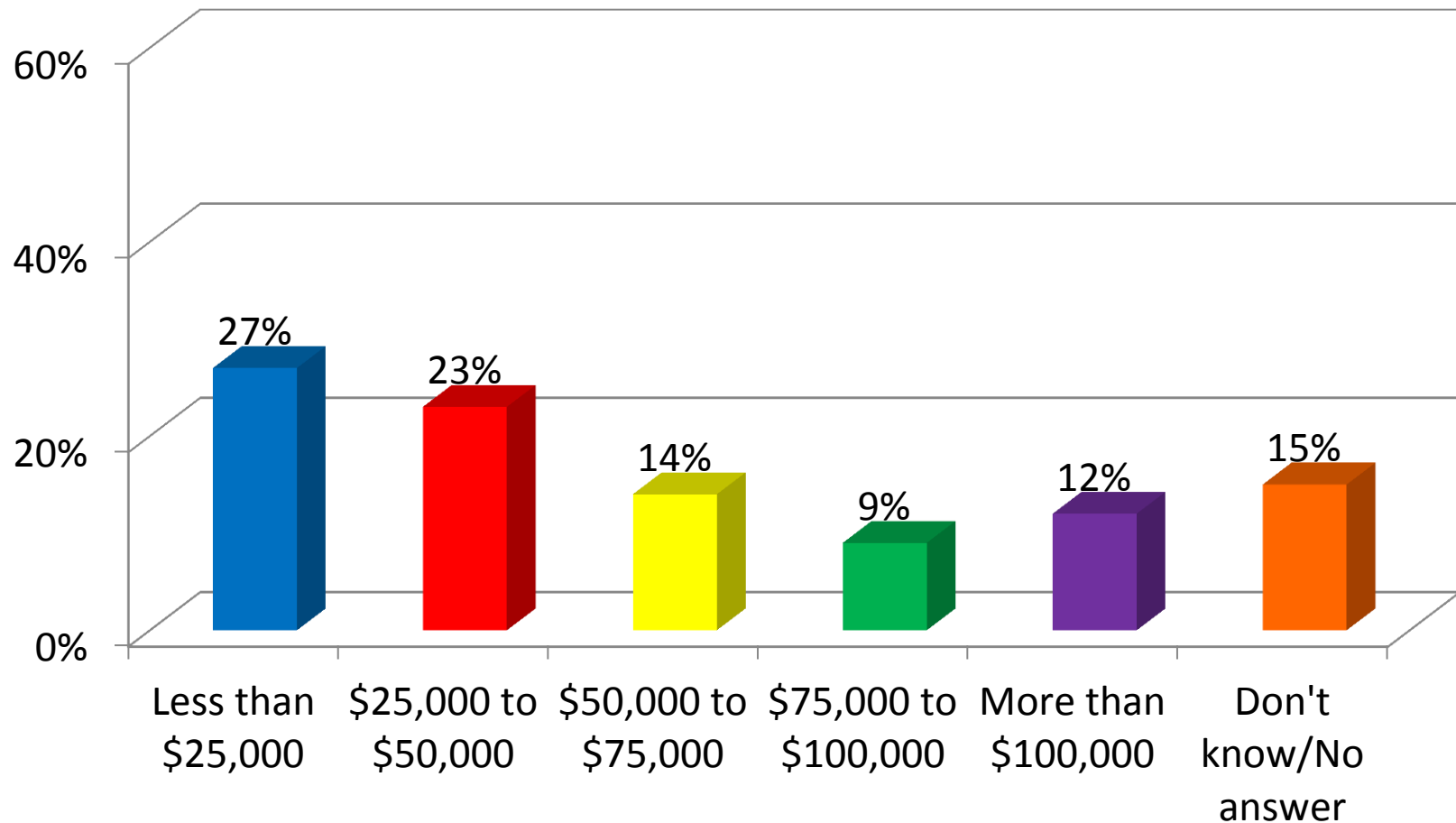
Race/Ethnicity



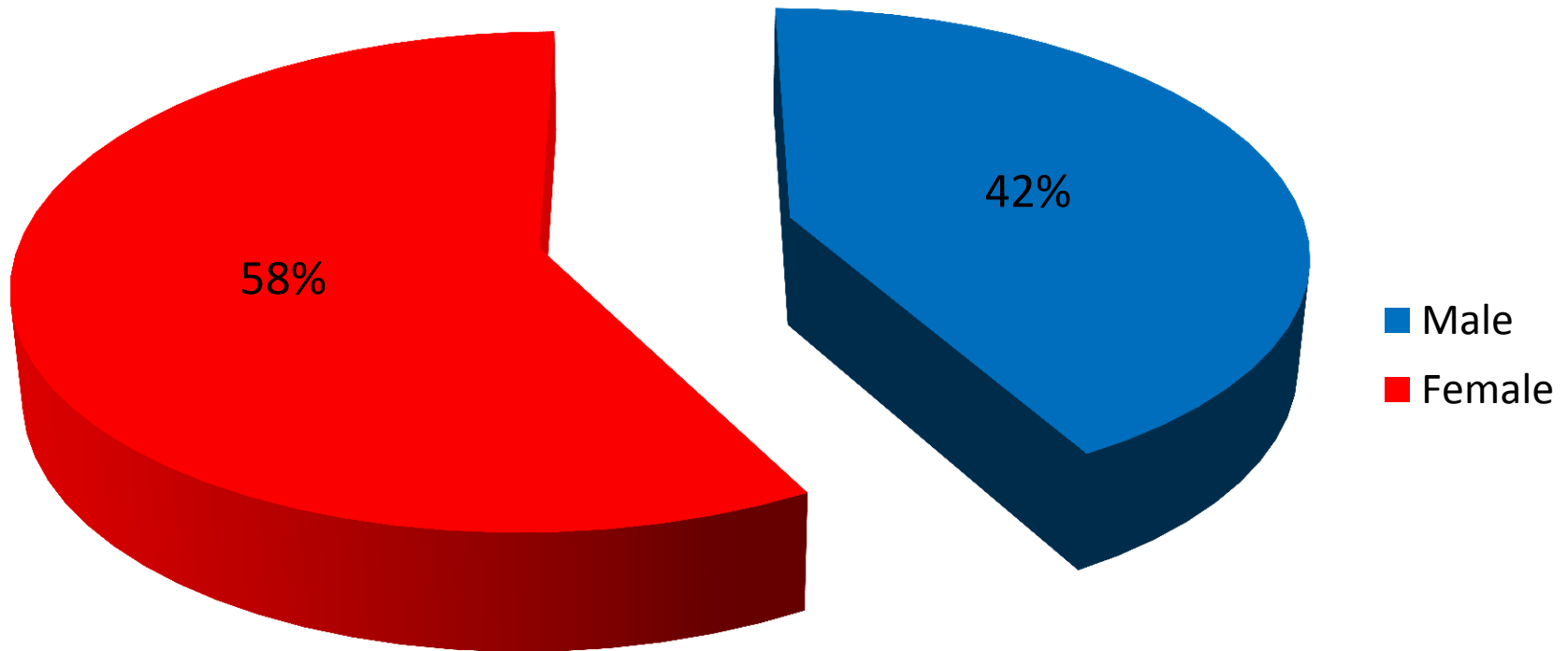
Do you have any children under the age of 18 currently living at home with you?



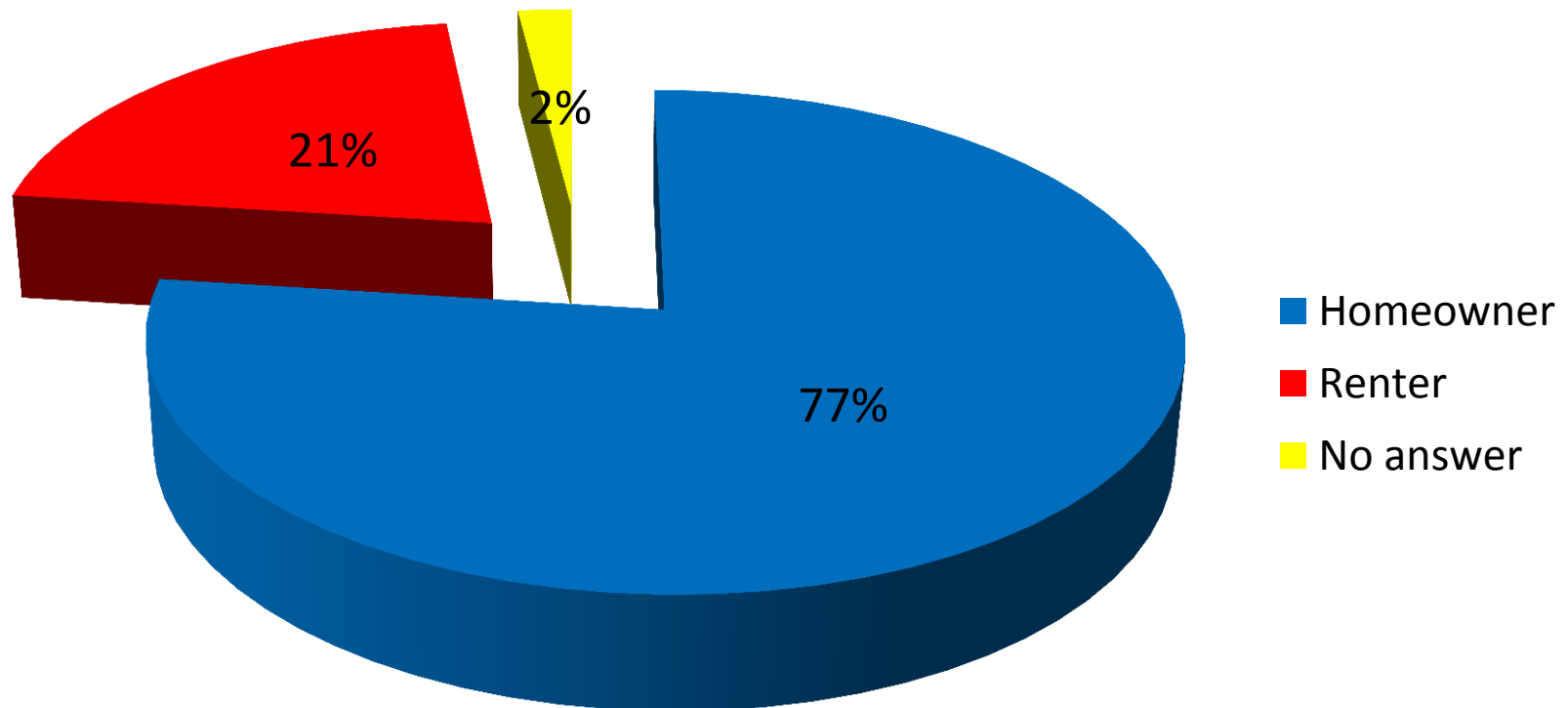
Annual Household Income



Gender



Home ownership



Political Party

