

2016

Library of Michigan - Online Survey of Library Patrons

Survey done by EPIC MRA to assess statewide resources provided by the Library of Michigan – August & September 2016. Comparative data from a similar 2014 and 2009 survey.

[FREQUENCY REPORT OF SURVEY RESPONSES – 876 SAMPLE – ERROR $\pm 3.2\%$]
Survey Open Dates: August 22, 2016 through September 10, 2016

[FREQUENCY REPORT OF SURVEY RESPONSES – 409 SAMPLE – ERROR $\pm 4.9\%$]
Survey Open Dates: June 17, 2014 through July 7, 2014

[FREQUENCY REPORT of SURVEY RESPONSES – TOTAL 2868 SAMPLE – ERROR $\pm 1.8\%$]
[TOTAL OF ‘OPEN ENDED’ RESPONES – SELECTED AT RANDOM - 400 SAMPLE –
ERROR $\pm 4.9\%$]
Survey Open Dates: November 3, 2009 through December 7, 2009

Thank you for participating in this survey about library resources and services. The survey is being done for the Library of Michigan about statewide library resources provided by the Library of Michigan and local libraries. We appreciate your time.

01. In which county in Michigan do you live?

2009 ASKED: “What is the name of the library you use? If you use more than one library, at which library do you spend the most time? “

<u>2016</u>	<u>2014</u>	
<u>N=876</u>	<u>N=404</u>	
---	---	Alcona
---	---	Alger
1%	1%	Allegan
---	1%	Alpena
1%	---	Antrim
---	---	Arenac
---	---	Baraga
1%	2%	Barry
---	---	Bay
1%	---	Benzie
2%	3%	Berrien
1%	---	Branch
1%	1%	Calhoun
---	1%	Cass
---	1%	Charlevoix
---	---	Cheboygan

<u>2016</u>	<u>2014</u>	
<u>N=876</u>	<u>N=404</u>	
1%	1%	Chippewa
---	---	Clare
1%	1%	Clinton
1%	---	Crawford
---	---	Delta
1%	---	Dickinson
2%	3%	Eaton
1%	1%	Emmet
6%	3%	Genesee
---	---	Gladwin
---	---	Gogebic
---	---	Grand Traverse
---	---	Gratiot
1%	1%	Hillsdale
---	---	Houghton
1%	1%	Huron
6%	10%	Ingham
---	1%	Ionia
---	---	Iosco
---	1%	Iron
3%	3%	Isabella
1%	2%	Jackson
7%	5%	Kalamazoo
1%	---	Kalkaska
3%	4%	Kent
---	---	Keweenaw
---	---	Lake
1%	1%	Lapeer
---	---	Leelanau
---	2%	Lenawee
2%	2%	Livingston
---	---	Luce
1%	---	Mackinac
7%	4%	Macomb
---	---	Manistee
2%	---	Marquette
---	---	Mason
---	1%	Mecosta
---	---	Menominee
---	1%	Midland
1%	1%	Missaukee
---	3%	Monroe
---	---	Montcalm
---	---	Montmorency

<u>2016</u> <u>N=876</u>	<u>2014</u> <u>N=404</u>	
1%	---	Muskegon
---	1%	Newaygo
21%	11%	Oakland
---	---	Oceana
---	---	Ogemaw
---	---	Ontonagon
---	---	Osceola
1%	---	Oscoda
---	1%	Otsego
1%	2%	Ottawa
1%	---	Presque Isle
---	---	Roscommon
1%	6%	Saginaw
---	1%	St. Clair
1%	1%	St. Joseph
---	2%	Sanilac
---	---	Schoolcraft
1%	1%	Shiawassee
1%	2%	Tuscola
1%	1%	Van Buren
9%	5%	Washtenaw
---	---	Wexford
6%	7%	Wayne
---	---	Refused/Skipped

(please note: totals may not equal 100% due to rounding)

02. Which type library do you use more frequently?

2009 ASKED: “Is the library you named above...?”

<u>2016</u> <u>N=872</u>	<u>2014</u> <u>N=404</u>	<u>2009</u> <u>N=2850</u>	
91%	85%	86%	A public library
4%	6%	5%	A K-12 school library
5%	9%	7%	A College or university library
---	---	1%	State of MI
---	---	1%	Other (<i>less than 1% each</i>)/Undecided/Refused/Skipped

03. Have you ever heard of web site where you can access online resources and order books, DVDs, etc. from Michigan libraries, known as the Michigan eLibrary, more commonly called MeL?

2014 ASKED: “As you may know, there are thousands of newspaper, magazine and journal articles and other information resources available to any Michigan resident from the Library of

Michigan, as well as through most Michigan libraries. These are in databases available as a service of the Library of Michigan called “MeL,” which stands for Michigan eLibrary, the states online library available at www.MeL.org. MeL provides information to Michigan residents of all ages with varying needs, including full-text articles, industry reports, reference information and materials created by experts in almost any field, as well as age appropriate materials to support student education. Before you read this description of databases available, were you aware or not aware of these online databases?”

2009 ASKED: “As you may know, there are over 40 commercial online databases of research information available to any Michigan resident from the Library of Michigan, as well as through most Michigan libraries. These databases are available as a program of the Library of Michigan called “MeL,” which stands for Michigan eLibrary, the state’s online library available at www.MeL.org. MeL provides information to Michigan residents of all ages with varying needs, including full-text articles, industry reports, reference information and materials created by experts in almost any field, as well as age appropriate materials to support student education. Before you read this description of databases available, were you aware or not aware of these online databases?”

<u>2016</u>	<u>2014</u>	<u>2009</u>	
<u>N=876</u>	<u>N=409</u>	<u>N=2868</u>	
88%	71%	75%	Yes (Aware)
12%	17%	25%	No (Not aware) ----- GO TO Q.12
---	12%	---	Undecided/Refused/Skipped

04. How often do you use MeL to use online resources, either at your library or at www.mel.org?
2014 and 2009 ASKED: “How often do you use the MeL databases available through the Library of Michigan and local libraries and at www.MeL.org?”

<u>2016</u>	<u>2014</u>	<u>2009</u>	
<u>N=773</u>	<u>N=288</u>	<u>N=2152</u>	
20%	33%	43%	Weekly (A lot)
28%	38%	34%	Monthly (Some)
36%	19%	17%	A few times a year (Only a little)
16%	9%	6%	Not at all ----- GO TO Q.12
---	1%	---	Undecided/Refused/Skipped

05. Do you find “www.MeL.org” an easy website to access and use (**2014 INCLUDED:** “for the information you require”)?

<u>2016</u>	<u>2014</u>	
<u>N=649</u>	<u>N=259</u>	
88%	88%	Yes
11%	12%	No
1%	---	Undecided/Refused/Skipped

06. How would you rate the quality of the MeL online resources that you use – would you give it a POSITIVE rating of Excellent or Pretty Good; or, a NEGATIVE rating of Only Fair or Poor?

2014 ASKED: “How would you rate the quality of MeLCat, the shared statewide library catalog and inter-library loan service-- would you give it a positive rating of excellent or pretty good, or a negative rating of only fair or poor?”

2009 ASKED: “How would you rate the quality of the MeL databases that you use -- would you give it a positive rating of excellent or pretty good, or a negative rating of only fair or poor?”

<u>2016</u> N=649	<u>2014</u> N=277	<u>2009</u> N=2010	
44%	57%	55%	Excellent
49%	36%	40%	Pretty good
93%	93%	95%	TOTAL POSITIVE
6%	6%	5%	TOTAL NEGATIVE
5%	6%	4%	Only fair
1%	---	1%	Poor
1%	1%	---	Undecided/Refused/Skipped

07. How do you access MeL most often; from a desktop computer, a tablet or a smart phone?

<u>2016</u> N=649	
84%	Desktop computer
5%	Smart phone
9%	Tablet or other mobile device
1%	Do NOT use MeL online resources ----- GO TO Q.12
1%	Undecided/Refused/Skipped

08. Which of the following is the most frequent means by which you access the Michigan eLibrary? Is it...

<u>2016</u> N=639	<u>2014</u> N=235	<u>2009</u> N=2000	
63%	48%	59%	Through your local library website
33%	48%	32%	By typing in the “MeL.org” address on your web browser
2%	---	1%	School Library Website
1%	---	2%	Google-Internet Search/Bookmarked on Web browser
---	3%	6%	State of Michigan website: Michigan.gov
1%	---	---	Other (<i>less than 1% each</i>)/Undecided/Refused/Skipped

09. Do you ever get a request to enter your driver’s license number or library card number to access MeL online resources (**2014 ASKED:** “databases”) outside the library?

<u>2016</u> <u>N=641</u>	<u>2014</u> <u>N=241</u>	
54%	58%	Yes
43%	37%	No
3%	5%	Undecided/Refused/Skipped

10ALL. Do you use the MeL online resources for any of the following reasons? [PLEASE SELECT ALL THAT APPLY]

2014 and 2009 ASKED: "For which of the following reasons do you use the MeL databases?"

<u>2016</u> <u>N=571</u>	<u>2014</u> <u>N=228</u>	<u>2009</u> <u>N=2010</u>	
28%	27%	39%	Research or homework
12%	1%	----	Borrowing (<i>browsing</i>) Books
9%	15%	16%	Genealogy research
9%	14%	15%	Consumer health information
9%	5%	----	I do NOT use MeL online resources ----- GO TO Q.12
8%	5%	----	Storytime and children's eBooks (<i>Early literacy materials</i>)
5%	8%	----	Car repair
5%	8%	6%	Legal information
3%	7%	----	Job searching
3%	4%	10%	Small business development
3%	4%	2%	Vocational GED or college prep tests
3%	1%	1%	Borrowing (<i>browsing</i>) Movies-DVD
2%	1%	----	Borrowing (<i>browsing</i>) Music-CD
----	----	6%	Inter-library loans
----	----	3%	Personal interest
----	----	1%	Teaching-Educational resources
1%	----	1%	Other (<i>less than 1% each</i>)/Undecided/Refused/Skipped

11. How often are you able to find what you are looking for when using MeL online resources (2014 and 2009 ASKED: "databases")?

<u>2016</u> <u>N=552</u>	<u>2014</u> <u>N=226</u>	<u>2009</u> <u>N=2010</u>	
7%	2%	9%	All of the time
43%	40%	48%	Nearly all of the time
33%	31%	30%	Most of the time
8%	10%	8%	Some of the time
1%	---	1%	Seldom
---	---	---	Never
7%	17%	2%	Undecided/Refused/Skipped

12. Another part of MeL is MeLCat, where you can order books, DVDs, etc. and have them delivered to your library. Were you aware or not aware of this online catalog?

2014 and 2009 ASKED: “Another specific service of MeL is MeLCat, which is a shared online catalog of materials, such as books, DVDs, audio recordings, and other information, which is available from participating Michigan libraries. This catalog can inform you what is available at other libraries. You can order books or other resources, and have them delivered to your own participating library. Again, before you read the description of MeLCat, were you aware or not aware of this online catalog?”

<u>2016</u> <u>N=876</u>	<u>2014</u> <u>N=409</u>	<u>2009</u> <u>N=2868</u>	
74%	72%	84%	Aware
21%	10%	15%	Not Aware ----- GO TO Q.18
5%	18%	1%	Undecided/Refused/Skipped

13. How often do you use MeLCat (**2014 and 2009 INCLUDED:** “the shared statewide library catalog”)?

<u>2016</u> <u>N=647</u>	<u>2014</u> <u>N=294</u>	<u>2009</u> <u>N=2419</u>	
21%	53%	56%	Weekly (<i>A lot</i>)
30%	30%	27%	Monthly (<i>Some</i>)
37%	12%	10%	A few times a year (<i>Only a little</i>)
11%	5%	7%	Not at all ----- GO TO Q.18
1%	---	---	Undecided/Refused/Skipped

14. Do you find MeLCat an easy website to access and use for the information you require?

<u>2016</u> <u>N=570</u>	<u>2014</u> <u>N=277</u>	
89%	83%	Yes
10%	15%	No
1%	2%	Undecided/Refused/Skipped

15ALL. For which of the following reasons do you use MeLCat the most? [**PLEASE SELECT ALL THAT APPLY**]

<u>2016</u> <u>N=558</u>	<u>2014</u> <u>N=272</u>	<u>2009</u> <u>N=2253</u>	
54%	74%	62%	Reading for recreational purposes
12%	9%	9%	Homework or coursework
6%	4%	6%	Business research
6%	1%	1%	Borrowing Books
4%	3%	9%	Genealogy research
4%	2%	6%	Homeschool support
3%	2%	1%	Research
3%	---	1%	Borrowing Movies-DVD
2%	1%	1%	Borrowing Music-CD

<u>2016</u> <u>N=558</u>	<u>2014</u> <u>N=272</u>	<u>2009</u> <u>N=2253</u>	
2%	1%	1%	Employment, as an employer or job seeker
---	1%	---	Audio Books
---	1%	1%	Reference Work
4%	1%	2%	Other (<i>less than 1% each</i>)/Undecided/Refused/Skipped

16. How often are you able to find what you are looking for when using MeLCat?

<u>2016</u> <u>N=570</u>	<u>2014</u> <u>N=277</u>	<u>2009</u> <u>N=2253</u>	
8%	5%	13%	All of the time
51%	60%	60%	Nearly all of the time
31%	26%	2%	Most of the time
7%	7%	5%	Some of the time
1%	---	---	Seldom
---	---	---	Never
2%	2%	1%	Undecided/Refused/Skipped

17. How quickly do you think you should be able to receive the resources you requested?

<u>2016</u> <u>N=570</u>	<u>2014</u> <u>N=277</u>	
9%	6%	1 to 2 days
46%	45%	3 to 6 days
37%	43%	1 week
6%	4%	2 weeks
2%	2%	Undecided/Refused/Skipped

2009 REPORTED MEAN: 7.561 DAYS MEDIAN: 7.0 DAYS

18ALL. Does your library advertise and encourage the use of MeL online resources (**2014 ASKED: “databases”**) at your library with any of the following methods? [PLEASE SELECT ALL THAT APPLY]

2009 ASKED: “Does your library advertise and encourage the use of MeL databases and/or MeLCat at your library with any of the following methods?”

<u>2016</u> <u>N=808</u>	<u>2014</u> <u>N=325</u>	<u>2009</u> <u>N=2156</u>	
38%	35%	42%	A logo or link on the library website
29%	25%	35%	Information from library staff
15%	15%	17%	Promotional flyers and posters
13%	18%	3%	I am not aware of any
4%	4%	--	Library program
1%	3%	3%	Other (<i>less than 1% each</i>)/Undecided/Refused/Skipped

19. Has having access to or using MeL online resources (**2014 ASKED:** “databases”) influenced you to be more satisfied and more likely to use your library, less satisfied and less likely to use your library, or, has access to these two programs not really influenced you one way or the other?

2009 ASKED: “Has having access to MeL databases and/or MeLCat influenced you to be more satisfied and more likely to use your library, less satisfied and less likely to use your library, or, has access to these two programs not really influenced you one way or the other?”

<u>2016</u> <u>N=876</u>	<u>2014</u> <u>N=409</u>	<u>2009</u> <u>N=2253</u>	
60%	43%	88%	More satisfied and more likely to use library
---	1%	---	Less satisfied and less likely to use library
31%	35%	11%	No influence
9%	21%	1%	Undecided/Refused/Skipped

20. Has using or having access to materials from MeLCat influenced you to be more satisfied and more likely to use your library, less satisfied and less likely to use your library, or, has access to these two programs not really influenced you one way or the other?

<u>2016</u> <u>N=876</u>	<u>2014</u> <u>N=409</u>	
61%	53%	More satisfied and more likely to use library
---	---	Less satisfied and less likely to use library
26%	24%	No influence
12%	23%	Undecided/Refused/Skipped

21ALL. Where would you like to get information about library resources, events and services available at your library? [PLEASE SELECT ALL THAT APPLY]

<u>2016</u> <u>N=779</u>	<u>2014</u> <u>N=409</u>	<u>2009</u> <u>N=2868</u>	
2%	1%	8%	<i>The Detroit News</i>
3%	3%	8%	<i>The Detroit Free Press</i>
8%	9%	8%	<i>Other area local newspapers</i>
4%	5%	4%	TV News programs
2%	2%	3%	Cable TV programs
4%	5%	4%	Radio news programs
18%	17%	17%	Library newsletters
15%	15%	15%	Library staff members
14%	13%	15%	Brochures or announcements while in the library
10%	12%	---	E-Newsletters from the Library of Michigan
7%	8%	7%	School district newsletters
5%	4%	2%	Someone outside the library (word of mouth)
3%	---	---	None; no preference
2%	2%	---	Church bulletins

<u>2016</u> <u>N=779</u>	<u>2014</u> <u>N=409</u>	<u>2009</u> <u>N=2868</u>	
2%	1%	---	Social Media
1%	1%	23%	Library Website
---	---	1%	Emails
3%	2%	1%	Other (<i>less than 1% each</i>)/Undecided/Refused/Skipped

22. Thinking about what you may have learned about MeL and its components, such as MeL online resources (*2014 and 2009 ASKED: "databases"*) and MeLCat, while taking this survey, putting aside whether you currently visit your local library or not, would you say that in the future you are...?

<u>2016</u> <u>N=876</u>	<u>2014</u> <u>N=409</u>	<u>2009</u> <u>N=2868</u>	
68%	60%	81%	Certain to visit library
18%	15%	14%	Likely to visit library
2%	2%	2%	Not likely to visit library
1%	---	1%	Certain to Not visit library
11%	23%	1%	Undecided/Refused/Skipped

23. How about accessing online resources by using the Michigan eLibrary, called MeL? Putting aside whether you currently visit the MeL website, would you say that in the future you are...?

<u>2016</u> <u>N=876</u>	<u>2014</u> <u>N=409</u>	<u>2009</u> <u>N=2868</u>	
47%	49%	67%	Certain to use the MeL website
32%	23%	24%	Likely to use the MeL website
7%	5%	6%	Not likely to use the MeL website
1%	1%	2%	Certain to Not use the MeL website
13%	22%	1%	Undecided/Refused/Skipped

24. How about accessing the catalog called MeLCat to find out what books, and other resources are available at other libraries so you can order resources and have them delivered to a your participating library? Putting aside whether you currently use MeLCat, would you say that in the future you are...?

<u>2016</u> <u>N=876</u>	<u>2014</u> <u>N=409</u>	<u>2009</u> <u>N=2868</u>	
54%	59%	73%	Certain to use MeLCat
25%	14%	18%	Likely to use MeLCat
8%	4%	6%	Not likely to use MeLCat
1%	1%	2%	Certain to Not use MeLCat
12%	22%	1%	Undecided/Refused/Skipped

Finally, I would like to ask you a few questions for statistical purposes only.

25. Do you have children who are school age or younger?

<u>2016</u> <u>N=876</u>	<u>2014</u> <u>N=409</u>	<u>2009</u> <u>N=2868</u>	
26%	22%	32%	Yes
61%	56%	68%	No ----- GO TO Q.29
13%	22%	---	Undecided/Refused/Skipped

26ALL. Do you have one or more children who currently attend any of the following? [CODE ALL THAT APPLY]

<u>2016</u> <u>N=227</u>	<u>2014</u> <u>N=88</u>	<u>2009</u> <u>N=911</u>	
55%	56%	64%	Public schools
10%	10%	9%	Private schools
3%	3%	---	Charter schools
11%	7%	---	Home schooled
5%	6%	N/A	A community college in Michigan
8%	12%	N/A	College or University in Michigan
8%	5%	17%	No children attending school ----- GO TO Q.28
---	1%	10%	Undecided/Refused/Skipped

27A-D. What grades in school do your children attend? [PLEASE SELECT ALL THAT APPLY]

<u>2016</u> <u>N=205</u>	<u>2014</u> <u>N=82</u>	<u>2009</u> <u>N=756</u>	
11%	7%	6%	Pre-kindergarten or Head Start
28%	28%	23%	Elementary - K-5th Grade
23%	21%	16%	Middle school - 6th through 8th grade
26%	27%	17%	High school – 9th through 12 th grade
4%	6%	N/A	A community college in Michigan
7%	11%	N/A	College or University in Michigan
1%	---	38%	Undecided/Refused/Skipped

28. Do you have infants or pre-school children who will be attending school in the future?

<u>2016</u> <u>N=227</u>	<u>2014</u> <u>N=88</u>	<u>2009</u> <u>N=911</u>	
7%	10%	9%	Yes -- infants
18%	6%	15%	Yes -- pre-school
6%	6%	5%	Both
68%	75%	71%	Neither
1%	3%	---	Undecided/Refused/Skipped

29. In which of the following categories does your age fall?

<u>2016</u> <u>N=876</u>	<u>2014</u> <u>N=409</u>	<u>2009</u> <u>N=2868</u>	
7%	1%	---	Under 18
5%	3%	10%	18 to 24
3%	5%	6%	25 to 29
8%	5%	9%	30 to 35
7%	8%	8%	36 to 40
15%	13%	19%	41 to 49
10%	11%	14%	50 to 55
18%	21%	19%	56 to 64
14%	11%	13%	65 or older
13%	22%	2%	Undecided/Refused/Skipped

30. What is the last grade or level of schooling you completed?

<u>2016</u> <u>N=876</u>	<u>2014</u> <u>N=409</u>	<u>2009</u> <u>N=2868</u>	
6%	2%	6%	1st to 11th Grade
5%	4%	7%	High School Graduate
1%	1%	2%	Non-college post high school (technical training)
14%	12%	19%	Some college
30%	25%	30%	College graduate
30%	34%	35%	Post graduate school
14%	22%	1%	Undecided/Refused/Skipped

31. What is your race?

<u>2016</u> <u>N=876</u>	<u>2014</u> <u>N=409</u>	<u>2009</u> <u>N=2868</u>	
73%	70%	88%	White
2%	2%	3%	Black
1%	1%	1%	Hispanic (Puerto Rican, Mexican-American etc.)
3%	---	1%	Asian
1%	---	---	Native American
2%	---	2%	Mixed-race
4%	3%	2%	Other
14%	24%	3%	Undecided/Refused/Skipped

32. Gender

<u>2016</u> <u>N=876</u>	<u>2014</u> <u>N=409</u>	<u>2009</u> <u>N=2868</u>	
16%	14%	25%	Male
70%	63%	73%	Female
14%	23%	2%	Undecided/Refused/Skipped