

2016
Library of Michigan – Random Phone Survey of Michigan Residents

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 – 500 SAMPLE – ERROR ±4.4%]
Polling Dates: August 29, 2016 through September 1, 2016
Conducted by live callers -- 30% cell phones

[FREQUENCY REPORT OF SURVEY RESPONSES – 600 SAMPLE – ERROR ±4.0%]
Polling Dates: May 26, 2014 through May 31, 2014
Conducted by live callers -- 20% cell phones

[FREQUENCY REPORT of SURVEY RESPONSES – 600 SAMPLE – ERROR ±4.0%]
Polling Dates: October 8, 2009 through October 11, 2009
Conducted by live callers

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Hello, this is (NAME) from EPIC-MRA, a Lansing based survey research firm. We're conducting a random statewide survey with Michigan residents for the Library of Michigan about statewide library resources provided by the Library of Michigan and local libraries. This is not a sales call, you will not be asked for a donation, and you will not be contacted again because you participated in this survey. This is strictly research and I'd like to take a few minutes to include the opinions of your household.
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We need to have a balance of men and women in this survey, and we also need to have young adults represented. May I please speak to the youngest adult [MALE/FEMALE, depending on specified quota], age 18 or older, who is home now?

IF YES: REPEAT INTRO FOR NEW RESPONDENT & CONTINUE.

IF NO, ASK: "Is there any other adult [MALE/FEMALE, as specified], age 18 or older, who is at home right now?" **IF NOT, TERMINATE.**

___01. In which County in Michigan do you live?

NOT ASKED: CODED FROM SAMPLE FOR LANDLINE PHONES
VERIFIED COUNTY FOR CELL PHONES

___02. What type of library do you use most often?

2014 and 2009 ASKED: "Is the library closest to where you live . . ."

IN 2009, RESPONDENTS THAT "Do not use a library" WERE IDENTIFIED IN A SUBSEQUENT QUESTION

<u>2016</u>	<u>2014</u>	<u>2009</u>	
<u>N=500</u>	<u>N=600</u>	<u>N=600</u>	
64%	89%	95%	A Local public library

<u>2016</u> <u>N=500</u>	<u>2014</u> <u>N=600</u>	<u>2009</u> <u>N=600</u>	
27%	6%	---	Do not use a library (<i>volunteered</i>) --- GO TO Q.6
7%	1%	2%	A College or university library
2%	3%	3%	A K-12 school library, or
---	---	---	Federal Library
---	---	---	Lansing Library for the Blind
---	---	---	Tribal Library
---	1%	---	Other (<i>at less than 1% each</i>)/Undecided/Refused

___03. Thinking about all of the services offered, including, the computers and other technology, Internet connection, books, equipment, periodicals and other resource resources available in the local library that you *most* often use, as well as the quality of the facility, how would you rate the quality of that library – would you give it a positive rating of excellent or pretty good, or a negative rating of only fair or poor?

<u>2016</u> <u>N=366</u>	<u>2014</u> <u>N=433</u>	<u>2009</u> <u>N=469</u>	
57%	56%	55%	Excellent
38%	39%	38%	Pretty good
95%	95%	93%	TOTAL POSITIVE
4%	5%	7%	TOTAL NEGATIVE
4%	4%	4%	Only fair
---	1%	3%	Poor
1%	---	---	Undecided/Refused

___04A-F. Over the past couple of years, which of the following library services have you or others in your household used? [**READ AND ROTATE 1 TO 16, 18 – CODE ALL THAT APPLY**]

<u>2016</u> <u>N=366</u>	<u>2014</u> <u>N=433</u>	
14%	14%	Using a computer for Internet Access
13%	14%	Getting research assistance from librarians
9%	11%	Using quiet study spaces
7%	7%	Attending programs for children
7%	6%	Searching for a job
6%	6%	Accessing government services
6%	6%	None of the above (<i>volunteered – do NOT read</i>)
5%	6%	Using genealogy/local history info
5%	3%	Using MeL.org
5%	---	All of the above
4%	6%	Getting homework help from librarians
4%	5%	Attending programs for adults
4%	5%	Using meeting rooms for a club/meeting
3%	3%	Using group study or tutoring space

<u>2016</u> <u>N=366</u>	<u>2014</u> <u>N=433</u>	
3%	1%	Attending classes on how to use the Internet
2%	2%	Attending programs for teens
2%	1%	Learning a language
1%	2%	Attending book discussion groups
---	---	Book trading
---	---	Donating books
---	---	Fax-Copy Machine
---	1%	Other (<i>at less than 1% each</i>)/Undecided/Refused

___05A-F. Over the past couple of years, which of the following library resources have you or others in your household used? [**READ AND ROTATE 1 TO 7, 9 – CODE ALL THAT APPLY**]

<u>2016</u> <u>N=366</u>	<u>2014</u> <u>N=433</u>	
28%	32%	Borrowing print books and magazines
15%	18%	Borrowing movies/visual resources
14%	12%	Using online library resources at library
11%	10%	Using online library resources outside the library, i.e. from home, work or elsewhere
10%	11%	Borrowing audio books
10%	8%	Borrowing eBooks
9%	8%	Borrowing music/CDs
---	---	All of the above
---	---	None of the above (<i>volunteered – do NOT read</i>)
3%	1%	Other (<i>at less than 1% each</i>)/Undecided/Refused

NOTE: Q.4 AND Q.5 WERE COMBINED IN 2009 TO READ:

“Over the past couple of years, what would you say are all of the library services that you or others in your household have used? [DO NOT READ - CODE ALL RESPONSES MENTIONED FOR UP TO 6 RESPONSES OR WRITE-IN UNDER “OTHER” – PROBE WITH: “Are there any others?” UNTIL 6 RESPONSES MENTIONED OR UNPRODUCTIVE]”
[IF “BORROWING” BOOKS, PROBE FOR MORE SPECIFIC ANSWER]

Percent	Responses	Percent	Responses
19%	Borrowing books, all types	---	Attending classes on how to use the internet
10%	Borrowing fiction best seller books	10%	Using a computer for Internet Access
10%	Borrowing non-fiction books	3%	Using online library resources, either at the library or remotely
4%	Borrowing children’s books	5%	Getting research assistance from librarians
---	Borrowing large print books	1%	Getting homework help from librarians
4%	Borrowing audio books	3%	Using quiet study spaces

Percent	Responses	Percent	Responses
12%	Borrowing movies & other visual materials	1%	Using group study or tutoring space
1%	Using genealogy or local history materials	1%	Using meeting rooms for a club or organizational meeting
5%	Attending programs for children	1%	Periodicals
3%	Attending programs for adults	1%	Photocopies
1%	Attending book discussion groups	5%	Other (<i>at less than 1% each</i>)/ Undecided/Refused

__06. 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: “Whether you use a local library on a regular basis or not, have you ever heard of online service offered by the Library of Michigan known as the Michigan eLibrary, more commonly called MeL?”

2009 ASKED: “Whether you use a local library on a regular basis or not, have you ever heard of on-line services offered by the Library of Michigan through a program known as the Michigan e-Library, more commonly called MeL; which also includes a feature known as MeLCat?”

<u>2016</u> <u>N=500</u>	<u>2014</u> <u>N=600</u>	<u>2009</u> <u>N=600</u>	
29%	15%	20%	Yes
71%	83%	79%	No ----- GO TO Q.8
---	1%	1%	Undecided/Refused ----- GO TO Q.8

__07. Have you ever used the any of the online resources at MeL?

2009 ASKED: “Have you ever accessed and used the any of the services of MeL, such as MeLCat?”

<u>2016</u> <u>N=144</u>	<u>2014</u> <u>N=94</u>	<u>2009</u> <u>N=120</u>	
49%	68%	37%	Yes, accessed MeL
50%	32%	61%	No, never accessed MeL
1%	---	2%	Undecided/Refused

__08. Have you ever ordered books, DVDs, etc. at MeL? This part of MeL is also called MeLCat.

2014 ASKED: “Have you ever accessed and used the any of the services of MeLCat?” **ONLY AFTER AN AWARENESS QUESTION OF:** “Whether you use a local library on a regular basis or not, have you ever heard of online service offered by the Library of Michigan known as MeLCat?” **WAS ASKED – HENCE THE SMALL N-SIZES FOR 2014 IN SOME QUESTIONS THAT FOLLOW.**

<u>2016</u> <u>N=500</u>	<u>2014</u> <u>N=55</u>	
14%	80%	Yes, accessed MeLCat
86%	18%	No, never accessed MeLCat

<u>2016</u>	<u>2014</u>	
<u>N=500</u>	<u>N=55</u>	
---	2%	Undecided/Refused

[POLLERS NOTE: IF “NO/UNDECIDED” TO BOTH Q.6 AND Q.8 - GO TO Q.14]

___09. Have you ever accessed and used the any of the services of MeL using a smart phone or tablet?

<u>2016</u>	<u>2014</u>	
<u>N=150</u>	<u>N=100</u>	
27%	21%	Yes
73%	79%	No
---	---	Undecided/Refused

___10. How many times have you accessed and used MeL in the past year – 10 or more times, 6 to 9 times, 3 to 5 times, or only once or twice?

<u>2016</u>	<u>2014</u>	<u>2009</u>	
<u>N=150</u>	<u>N=100</u>	<u>N=44</u>	
16%	25%	39%	10 or more times
9%	8%	11%	6 to 9 times
20%	11%	18%	3 to 5 times
23%	27%	27%	Once or twice
30%	29%		None (<i>volunteered</i>)
2%	---	5%	Undecided/Refused

___11. How many times have you accessed and used MeLCat in the past year– 10 or more times, 6 to 9 times, 3 to 5 times, or only once or twice?

<u>2016</u>	<u>2014</u>	<u>2009</u>	
<u>N=150</u>	<u>N=50</u>	<u>N=44</u>	
13%	46%	34%	10 or more times
3%	10%	7%	6 to 9 times
12%	10%	18%	3 to 5 times
27%	34%	16%	Once or twice
43%	---		None (<i>volunteered</i>)
2%	---	25%	Undecided/Refused

___12. How would you rate the quality of the catalog available by using MeLCat, with the ability to order books, audio books, music, movies and other material and have it delivered to your local participating library – would you give MeLCat a positive rating of excellent or pretty good, or a negative rating of only fair or poor?

<u>2016</u>	<u>2014</u>	<u>2009</u>	
<u>N=150</u>	<u>N=50</u>	<u>N=44</u>	
23%	46%	55%	Excellent
36%	50%	18%	Pretty good

<u>2016</u> <u>N=150</u>	<u>2014</u> <u>N=50</u>	<u>2009</u> <u>N=44</u>	
59%	96%	73%	TOTAL POSITIVE
8%	4%	2%	TOTAL NEGATIVE
7%	4%	---	Only fair
1%	---	2%	Poor
33%	---	25%	Undecided/Refused

___13. Overall, how would you rate the quality of the online resources available through the use of MeL – would you give MeL a positive rating of excellent or pretty good, or a negative rating of only fair or poor?

<u>2016</u> <u>N=150</u>	<u>2014</u> <u>N=72</u>	<u>2009</u> <u>N=44</u>	
26%	37%	48%	Excellent
42%	43%	36%	Pretty good
68%	79%	84%	TOTAL POSITIVE
9%	6%	2%	TOTAL NEGATIVE
8%	3%	2%	Only fair
1%	3%	---	Poor
23%	15%	14%	Undecided/Refused

___14. Putting aside whether or not you currently visit the MeL website, would you say that in the future you are certain to use the MeL website, likely to use the website, not likely to use the website, or certain that you will not use the MeL website?

<u>2016</u> <u>N=500</u>	<u>2014</u> <u>N=600</u>	<u>2009</u> <u>N=556</u>	
13%	20%	12%	Certain to use the MeL website --- GO TO Q16
39%	52%	39%	Likely to use the MeL website ---- GO TO Q.16
52%	72%	51%	TOTAL LIKELY TO USE
41%	26%	47%	TOTAL UNLIKELY TO USE
29%	15%	37%	Not likely to use the MeL website
12%	11%	10%	Certain to Not use the MeL website
7%	2%	2%	Undecided/Refused ----- GO TO Q.16

15. What would you say is the main reason why you would not likely access on-line resources by using the Michigan e-Library, called MeL? [**WRITE COMMENT AS STATED**]

<u>2016</u> <u>N=207</u>	<u>2014</u> <u>N=154</u>	
21%	25%	Have No Computer-No Internet-Dislike Computers
14%	26%	Purchase Materials-Go Online Instead

<u>2016</u> <u>N=207</u>	<u>2014</u> <u>N=154</u>	
10%	14%	No Desire-No Interest
10%	5%	Prefer to Go to the Library
9%	13%	No Need-Have Other Source for Materials/Information
8%	1%	Previously Unaware Of It
6%	8%	Do Not Use the Library
4%	2%	No Time-Too Busy
1%	1%	Blind-Disabled
1%	---	Difficult to Use
1%	---	Have No Children
1%	---	Long Wait Time for Materials
1%	---	Too Old
---	1%	Cannot Read
---	---	Laziness
---	---	None-No Reason
13%	4%	Other (<i>at less than 1% each</i>)/Undecided/Refused

___ 16. Putting aside whether you currently use MeLCat, would you say that in the future you are certain to use MeLCat, likely to use MeLCat, not likely to use MeLCat, or certain that you will not use MeLCat?

<u>2016</u> <u>N=500</u>	<u>2014</u> <u>N=600</u>	<u>2009</u> <u>N=290</u>	
12%	17%	25%	Certain to use MeLCat ----- GO TO Q.18
34%	48%	62%	Likely to use MeLCat ----- GO TO Q.18
46%	65%	87%	TOTAL LIKELY TO USE
46%	33%	10%	TOTAL UNLIKELY TO USE
29%	21%	9%	Not likely to use MeLCat
17%	12%	1%	Certain to Not use MeLCat
8%	2%	3%	Undecided/Refused ----- GO TO Q.18

17. What would you say is the main reason why you would not likely use 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 nearby participating library? [**WRITE COMMENT AS STATED**]

<u>2016</u> <u>N=229</u>	<u>2014</u> <u>N=196</u>	
20%	17%	Have No Computer-No Internet-Dislike Computers
13%	18%	No Desire-No Interest
12%	16%	No Need-Have Other Source for Materials/Information
11%	2%	Previously Unaware Of It
10%	11%	Prefer to Go to the Library
6%	18%	Purchase Materials-Go Online Instead

<u>2016</u> <u>N=229</u>	<u>2014</u> <u>N=196</u>	
6%	8%	Do Not Use the Library
3%	3%	No Time-Too Busy
1%	1%	Blind-Disabled
1%	---	Too Old
---	1%	Cannot Read
---	1%	Difficult to Use
---	---	Have No Children
---	---	Laziness
---	---	Long Wait Time for Materials
---	---	None-No Reason
17%	4%	Other (<i>at less than 1% each</i>)/Undecided/Refused

___18. When using a library, which do you do *most* often? [**READ AND ROTATE 1 TO 3**]

<u>2016</u> <u>N=500</u>	<u>2014</u> <u>N=91</u>	<u>2009</u> <u>N=61</u>	
75%	61%	70%	Visit the library
10%	11%	20%	Go to the library website
1%	4%	8%	Call the library
14%	24%	2%	Undecided/Refused

___19. Where would you say you get *most* of your information about the events and services available at your local public library? [**DO NOT READ – CODE BEST RESPONSE OR WRITE IN UNDER OTHER**]

<u>2016</u> <u>N=500</u>	<u>2014</u> <u>N=600</u>	<u>2009</u> <u>N=600</u>	
18%	15%	19%	Library newsletters
13%	---	---	Social Media
12%	13%	7%	Library staff members
9%	7%	17%	Brochures or announcements while in the library
9%	17%	27%	<i>Other area local newspapers</i>
6%	13%	4%	Someone outside the library (word of mouth)
4%	6%	---	E-Newsletters from the Library of Michigan
3%	4%	5%	TV News programs
3%	2%	2%	School district newsletters
2%	2%	4%	Library Website
2%	1%	---	Have No Source of Information
2%	---	1%	Cable TV programs
1%	1%	---	Church bulletins
1%	1%	1%	Internet in General
1%	1%	1%	Radio news programs
1%	---	---	Bulletins-Posters
1%	---	2%	<i>The Detroit Free Press</i>

<u>2016</u> <u>N=500</u>	<u>2014</u> <u>N=600</u>	<u>2009</u> <u>N=600</u>	
---	2%	---	<i>The Detroit News</i>
---	1%	---	City-Township Website
---	---	1%	Emails from the Library
---	---	---	MLive
---	---	---	Outdoor library Signs
12%	14%	9%	Other (<i>at less than 1% each</i>)/Undecided/Refused

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

___20. Do you have children who are school age or younger?

<u>2016</u> <u>N=500</u>	<u>2014</u> <u>N=600</u>	<u>2009</u> <u>N=600</u>	
29%	27%	34%	Yes
71%	72%	66%	No ----- GO TO Q.24
---	1%	---	Undecided/Refused ----- GO TO Q.24

___21A-D. Do you have one or more children who currently attends local public schools, private or parochial schools, charter schools or academies, is home schooled, attends a community college, college or university in Michigan? [**CODE ALL THAT APPLY**]

<u>2016</u> <u>N=146</u>	<u>2014</u> <u>N=162</u>	<u>2009</u> <u>N=206</u>	
67%	70%	73%	Public schools
4%	11%	16%	Private schools
3%	3%	N/A	Charter schools
5%	3%	N/A	Home schooled
4%	2%	N/A	A community college in Michigan
9%	6%	N/A	College or University in Michigan
7%	5%	11%	No children attending school ----- GO TO Q.23
1%	---	---	Undecided/Refused ----- GO TO Q.23

___22A-D. What grades do your children attend? [**DO NOT READ - CODE ALL THAT APPLY**]

<u>2016</u> <u>N=134</u>	<u>2014</u> <u>N=153</u>	<u>2009</u> <u>N=183</u>	
8%	7%	5%	Pre-kindergarten or Head Start
29%	35%	20%	Elementary - K-5th Grade
25%	22%	13%	Middle school - 6th through 8th grade
26%	28%	21%	High school – 9th through 12 th grade
3%	2%	N/A	A community college in Michigan
8%	5%	N/A	College or University in Michigan
1%	1%	41%	Undecided/Refused

___23. Do you have infants or pre-school children who will be attending school in the future?

<u>2016</u> <u>N=146</u>	<u>2014</u> <u>N=162</u>	<u>2009</u> <u>N=183</u>	
12%	7%	3%	Yes -- infants
12%	13%	5%	Yes -- pre-school
1%	1%	2%	Both
25%	21%	10%	TOTAL HAS YOUNG CHILDREN
72%	78%	90%	Neither
3%	2%	---	Undecided/Refused

___24. For how many years have you lived in your current community? [DO NOT READ - CODE BEST RESPONSE]

<u>2016</u> <u>N=500</u>	<u>2014</u> <u>N=600</u>	<u>2009</u> <u>N=600</u>	
5%	5%	1%	2 years or less
7%	6%	6%	3 to 5 years
8%	10%	18%	6 to 10 years
11%	13%	11%	11 to 15 years
8%	9%	11%	16 to 20 years
47%	50%	45%	Over 20 years
13%	6%	7%	All of their life (VOLUNTEERED)
1%	1%	1%	Undecided/Refused

___25. Could you please tell me in what year you were born? [IF REFUSED, ASK: 'Would you please tell me into which of the following categories your age would fall? Please stop me when I get to a category that best applies to you.' AND READ 1 TO 8]

[RECORD YEAR HERE AND THEN CODE BELOW]

<u>2016</u> <u>N=500</u>	<u>2014</u> <u>N=600</u>	<u>2009</u> <u>N=600</u>		
---	---	---	Under 18	Not used - placeholder
6%	8%	4%	18 to 24 years -----	(1992 to 1998)
7%	5%	3%	25 to 29 years -----	(1987 to 1991)
9%	6%	7%	30 to 35 -----	(1981 to 1986)
7%	5%	8%	36 to 40 -----	(1976 to 1980)
17%	17%	18%	41 to 49 -----	(1967 to 1975)
11%	11%	17%	50 to 55 -----	(1961 to 1966)
18%	21%	21%	56 to 64 -----	(1952 to 1960)
23%	20%	20%	65 and over -----	(1951 or before)
2%	7%	2%	Undecided/Refused	

___26. What is the last grade or level of schooling you completed? [DO NOT READ]

<u>2016</u> <u>N=500</u>	<u>2014</u> <u>N=600</u>	<u>2009</u> <u>N=600</u>	
3%	2%	3%	1st to 11th Grade
26%	25%	25%	High School Graduate
3%	3%	1%	Non-college post high school (technical training)

<u>2016</u> <u>N=500</u>	<u>2014</u> <u>N=600</u>	<u>2009</u> <u>N=600</u>	
18%	21%	19%	Some college
37%	30%	36%	College graduate
11%	16%	15%	Post graduate school
2%	3%	1%	Undecided/Refused

___27. Do you own your home, are you buying it, do you lease your home or do you rent?

<u>2016</u> <u>N=500</u>	<u>2014</u> <u>N=600</u>	<u>2009</u> <u>N=600</u>	
73%	64%	73%	Own home
6%	12%	18%	Buying home
1%	1%	1%	Lease
12%	16%	6%	Rent
8%	7%	2%	Undecided/Refused

28. What is your race - are you White, African American, Hispanic, Asian, Native American, or of mixed race?

<u>2016</u> <u>N=500</u>	<u>2014</u> <u>N=600</u>	<u>2009</u> <u>N=600</u>	
79%	75%	83%	White
9%	10%	10%	Black
2%	1%	1%	Hispanic (Puerto Rican, Mexican-American etc.)
1%	2%	1%	Asian
1%	1%	---	Native American
2%	3%	1%	Mixed-race
1%	---	1%	Other (<i>volunteered</i>)
5%	8%	3%	Undecided/Refused

___29. Would you please tell me into which of the following categories your total yearly household income falls --- including everyone in the household? Please stop me when I get to the category that applies to you? **[READ 1 TO 6]**

<u>2016</u> <u>N=500</u>	<u>2014</u> <u>N=600</u>	<u>2009</u> <u>N=600</u>	
12%	10%	9%	Under \$25,000
15%	15%	19%	\$25,000 to \$50,000
17%	17%	19%	\$50,000 to \$75,000
11%	11%	14%	\$75,000 to \$100,000
10%	8%	10%	\$100,000 to \$150,000
6%	7%	4%	Over \$150,000
---	---	---	Retired (VOLUNTEERED - ASK: 'But is there an income category I read that would apply to your household?' AND CODE BEST RESPONSE)
29%	32%	25%	Undecided/Refused

___30. Sex of respondent (**BY OBSERVATION ONLY**)

<u>2016</u>	<u>2014</u>	<u>2009</u>	
<u>N=500</u>	<u>N=600</u>	<u>N=600</u>	
47%	49%	49%	Male
53%	51%	51%	Female