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# **Library of Michigan**

## **Statewide Survey of Adult Residents in Michigan, and Online Surveys of Library Patrons and Staff**

### **Final Report**

### **Findings and Executive Summary**

- Educational
- Political
- Industrial
- Consumer
  
- Market
- Research
- Analysis

**February 2, 2010**

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## METHODOLOGY

**EPIC ▪ MRA** administered telephone interviews with 600 adult residents of Michigan, October 8 – 11, 2009. The interviews were originally planned to be conducted as piggy-back questions on the regularly scheduled statewide surveys conducted by EPIC ▪ MRA, with the intent of having an interview length of about eight minutes. During the development of the survey instrument, it became apparent the information needs would exceed an eight-minute interview, and it was decided to proceed with a 12 minute stand-alone survey.

**EPIC ▪ MRA** also administered two online surveys, one for library staff and one for library patrons. A total of 737 library staff and 2,868 library patrons participated in the two surveys and completed all or most of the questionnaires. Responses to each survey on questions that are common to all surveys are discussed in comparison to the public phone survey throughout this report, with a separate summary at the end on questions unique to each survey.

Respondents in the telephone survey of the general public were selected utilizing an interval method of randomly selected records of households on the Qualified Voter File of the state of Michigan with commercially listed telephone numbers, as well as through random-digit dialing techniques when needed to complete geographical quotas. The sample was stratified, so that every county and jurisdiction was represented in the sample according to its contribution to the total population of the state.

Generally, in interpreting survey results, all surveys are subject to error; that is, the results of the survey may differ from that which would have been obtained if the entire population was interviewed. The size of the sampling error depends on the total number of respondents asked a specific question. The table on the next page represents the estimated sampling error for different percentage distributions of responses based on sample size.

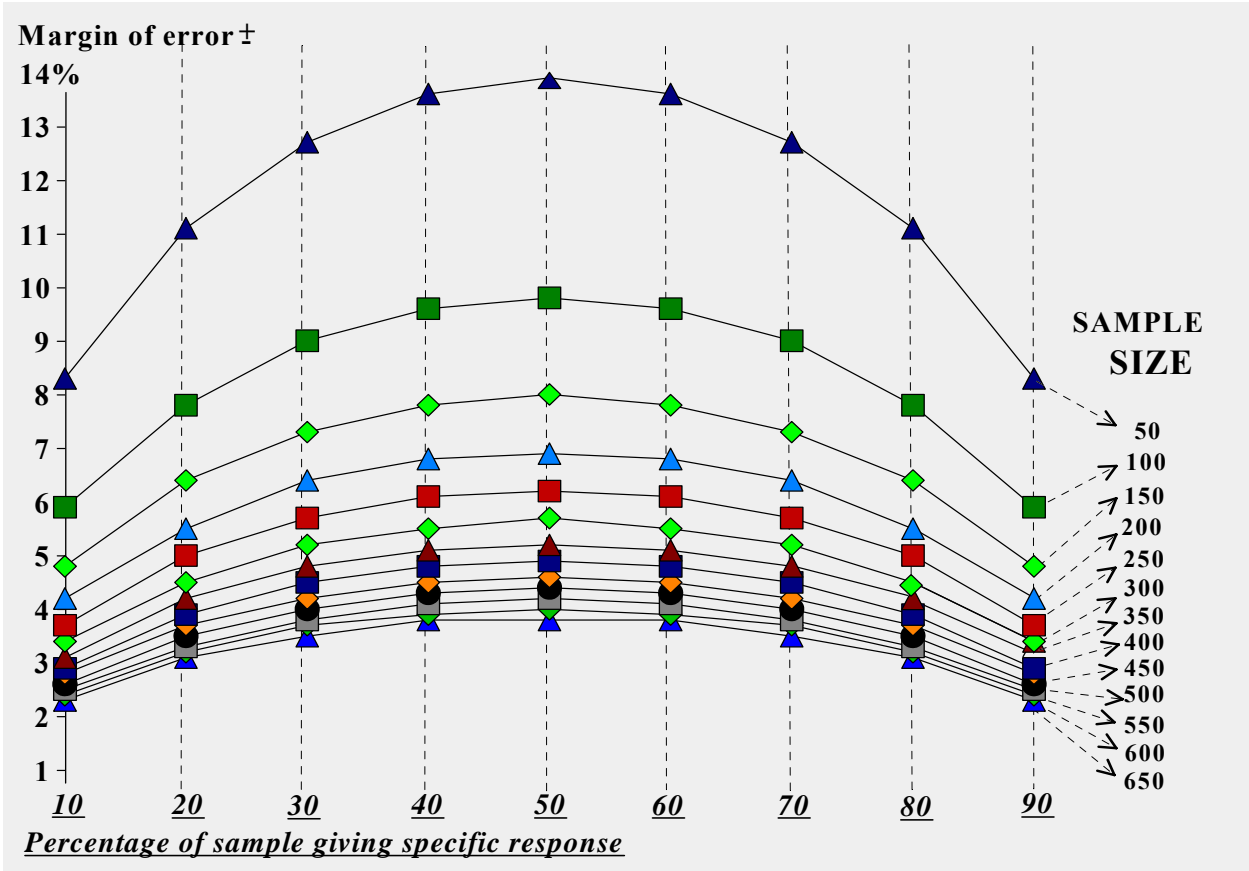
For example, 51 percent of all 600 respondents said, “With the development and growth of computers and the Internet, including access from the home or office,” local libraries are “about the same importance as they have always been” (Question #3). As indicated in the chart below, this percentage would have a sampling error of plus or minus 4 percent. That means that with repeated sampling, it is very likely (95 times out of every 100), that the percentage for the entire population would fall between 47 percent and 55 percent, hence 51 percent  $\pm$ 4 percent.

The error rate for the online library staff survey was  $\pm$ 3.6 percent, and the error rate for the online patron survey was  $\pm$ 1.8 percent.

**EPIC • MRA SAMPLING ERROR BY PERCENTAGE ( 95 IN 100 CONFIDENCE LEVEL)**

*Percentage of sample giving specific response*

SAMPLE SIZE	% margin of error ±								
	<u>10</u>	<u>20</u>	<u>30</u>	<u>40</u>	<u>50</u>	<u>60</u>	<u>70</u>	<u>80</u>	<u>90</u>
700	2.2	3.0	3.3	3.7	3.6	3.7	3.3	3.0	2.2
650	2.3	3.1	3.5	3.8	3.8	3.8	3.5	3.1	2.3
600	2.4	3.2	3.7	3.9	4	3.9	3.7	3.2	2.4
550	2.5	3.3	3.8	4.1	4.2	4.1	3.8	3.3	2.5
500	2.6	3.5	4	4.3	4.4	4.3	4	3.5	2.6
450	2.8	3.7	4.2	4.5	4.6	4.5	4.2	3.7	2.8
400	2.9	3.9	4.5	4.8	4.9	4.8	4.5	3.9	2.9
350	3.1	4.2	4.8	5.1	5.2	5.1	4.8	4.2	3.1
300	3.4	4.5	5.2	5.5	5.7	5.5	5.2	4.5	3.4
250	3.7	5	5.7	6.1	6.2	6.1	5.7	5	3.7
200	4.2	5.5	6.4	6.8	6.9	6.8	6.4	5.5	4.2
150	4.8	6.4	7.3	7.8	8	7.8	7.3	6.4	4.8
100	5.9	7.8	9	9.6	9.8	9.6	9	7.8	5.9
50	8.3	11.1	12.7	13.6	13.9	13.6	12.7	11.1	8.3



### **KEY SURVEY FINDINGS**

- 80 percent of the respondents to the survey of the general public has someone in their household who uses a library.
- Among library users in the survey of the general public, the highest percentage uses it a few times a month, while the highest percentage from the on-line survey of library patrons uses the library a few times a week.
- While 16 percent of library users among the general public report using the library via the Internet every day or a few times a week, over three times as many library patrons – 54 percent – report connecting to a library every day or a few times a week.
- About a third of library users from the general public reported using library computers to connect to the Internet.
- The top reason reported by library users from the general public for not using library computers is that they just do not feel as comfortable using library computers as using computers at home or work.
- Doing research and homework are top reasons for using library computers by the respondents in the general public.
- More than 9-in-10 general public and library patron respondents offered a positive rating for their library.
- Only 1-in-5 respondents in the survey of the general public have heard of MeL.
- Among the 20 percent of the general public respondents who have heard of MeL, 37 percent actually have used it.
- A narrow majority of the general public respondents and 6-in-10 respondents from the online survey of library patrons go through their local library web site to connect to MeL.
- More than half the members of the general public who report using a library and just over a third of respondents from the survey of patrons said they have used MeLCat.
- More than 7-in-10 general public user-respondents and 9-in-10 library patron survey respondents offered positive ratings for MeLCat.
- A 62 percent majority of library staff said that local libraries are more important given the development of computers and the Internet; Fewer than half of the respondents in the

general public (40%) held the same opinion, with 50 percent saying they are of about the same importance.

- After hearing information in the survey, 81 percent of respondents in the survey of library patrons and 48 percent of respondents from the survey of the general public who are non-MeL users or were not aware of MeL, said they are certain to visit a library in the future.
  - A 67 percent majority of library patron respondents who had not heard of MeL or used it, said they would be certain to use it in the future. Only 12 percent of general public respondents expressed the same intent.
  - A 73 percent majority of library patron respondents who reported not having heard of or used MeLCat and 25 percent of similarly situated general public respondents said they would be certain to use MeLCat in the future.
- Nearly 9-in-10 respondents from the survey of the general public have one or more computers, and all but 6 percent are able to connect to the Internet.
  - 3-in-4 public respondents connect to the Internet from home, with only 5 percent connecting from the library.
- Respondents from the general public survey are split on whether sources of information available on the Internet are more accurate and reliable than research based database sources (31 percent say Internet more reliable – 33 percent say database sources more reliable). In contrast, a clear 64 percent majority of library patrons say database research is more reliable.
- A 71 percent majority of library patrons say they access MeL from their home computer, with 19 percent saying they use library computers. This is inconsistent with what is reported in the on-line survey of Library Staff, who report that 50 percent of patrons access MeL from library computers, with 41 percent of staff respondents saying library patrons use home computers.
- An 84 percent majority of library patrons are aware of MeLCat and 56 percent of those who are aware use MeLCat.
- Just under half (48 percent) of library patrons say their local library provides training in MeL, MeLCat or both.
  - Only 28 percent of those who say they were trained said that they were adequately trained.

- A 56 percent majority of library staff say that they DO NOT provide training in the use of MeL databases.
- Only 8 percent of library patrons use MORE, with 17 percent saying they use Michigana.
- 6-in-10 Library staff said MeL databases save their library money, with the average savings claimed totaling \$62,000.
- Library staff say 43 percent of patrons are aware of MeL.
- Only 55 percent of library staff say they participated in training in MeL by the Library of Michigan.
- Less than half of library staff say they have been completely (9 percent) or mostly trained (37 percent) in the use of MeL.
- Library staff said by the highest percentage that they market MeL only to library patrons (46 percent), with 11 percent saying to the general public and 41 percent saying both.
- An 81 percent majority of library staff said their library participates in MeLCat.
- Library staff say 40 percent of the staff and/or patrons use MeLCat.
- More than 6-in-10 say they were trained in MeLCat, with 60 percent also saying they participated in Library of Michigan training programs.
- 82 percent of staff say they are completely (25 percent) or mostly trained in MeLCat.
- Only 14 percent of staff says they offer training in the use of MeLCat.
- 54 percent of staff says they just market MeLCat to patrons, 8 percent to the general public and 36 percent to both.
- Only 32 percent of library staff says they are familiar with MORE, with 57 percent of those who are familiar saying they recommend its use.
- A 55 percent majority of staff say they are familiar with Michigana, and 59 percent of that group recommends its use.

## EXECUTIVE SUMMARY

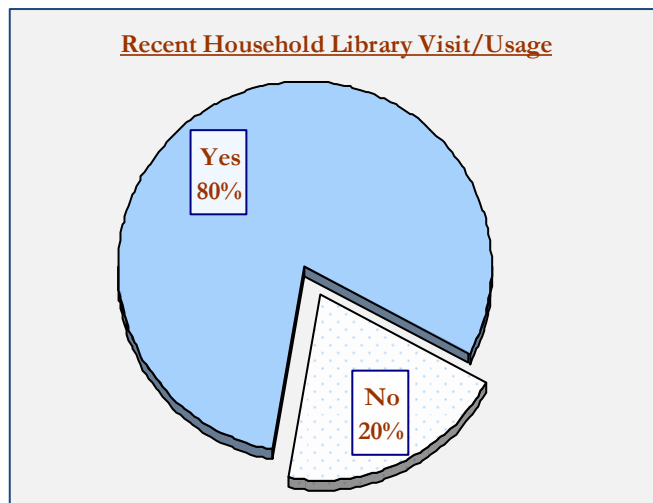
### Summary of Findings Among the General Public with Selected Comparisons With Library Patrons

#### In 4-of-5 households, at least one person has recently visited a library

*Q. 4. In the past two years, have you or any member of your household visited a local public, school, or academic library in your community – either by physically being there or by going on-line? N=600*

Analysis of the results of the public survey of Michigan residents shows in 80 percent of state households, one or more household members have recently visited a local public, school or academic library in their community, either by physically going there or by connecting on-line.

Moreover, these library users do not go far from home to use a library.



#### 1-in-5 respondents aware of MeL; services used by 2-in-5 (approx. 637,000 users)

*Q. 19. 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 eLibrary, more commonly called MeL; which also includes a feature known as MeLCat? N=600*

A primary purpose of the public survey research was to ascertain the number of Michigan residents who have heard of “MeL,” the on-line services available through Michigan eLibrary (MeL includes a feature known as “MeLCat”). The survey was also designed to quantify the percentage of state residents who actually use MeL, MeLCat and other services provided by the MeL database of information. Overall, the survey results show 1-in-5 respondents saying they have heard of “on-line services called MeL”; of that number, 37 percent said they have actually used MeL and its more specific services. *Q. 20. Have you ever accessed and used the any of the services of MeL, such as MeLCat? N=120*

Taking the overall state population minus children age 10 years or less and adults at 70 and older (who are unlikely to use Michigan eLibrary services) results in an estimated number of

approximately 7.7 million Michiganians who potentially could use MeL services. Extrapolating the recognition/use percentages detailed above into this population (20 percent saying they recognize MeL programs, and 37 percent of these saying they uses MeL services) allows an estimate of about 569,000 among 7.7 million Michigan residents both recognizing and using MeL services, including MeLCat.

### **Library usage**

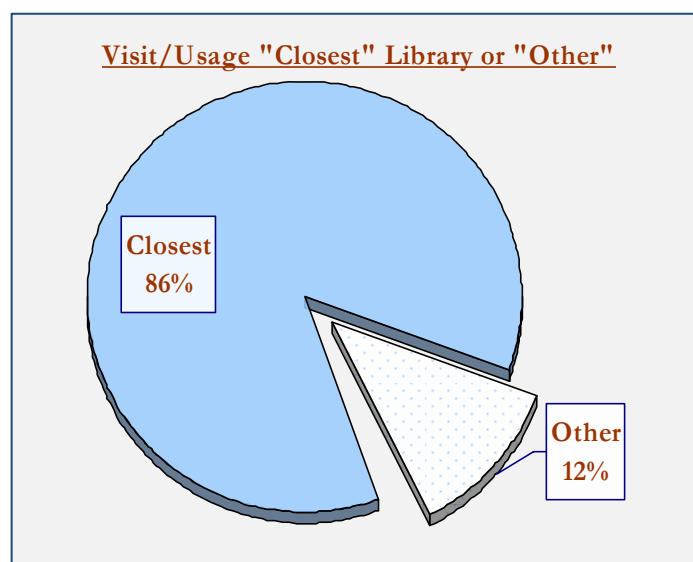
#### **— most use library located closest to where they live**

*Q. 05. Do you or does any member of your household most often visit the local library located closest to where you live or do you visit some other library that is not located as close? N=483*

Among the 80 percent of the survey respondents who reported recent household usage of a library, individuals were asked if they/ household members often visit “the local library located closest to where you live” or “some other library that is not located as close.” The majority (86 percent) said they use the “closest” library, with 12 percent saying they use “some other library.”

In demographic breakouts, respondents in the following groups said the library they most often use is not located nearest to where they live by the highest percentages:

- 23 percent: accesses Michigan eLibrary from library website
- 19 percent: future library use – not likely/certain not
- 18 percent: outer Detroit metro area (where population and traffic congestion is the greatest)  
future MeLCat use – certain
- 15 percent: all men  
with multiple library users in household



#### **— most say closest library is in their community**

*Q. 01. Where is the closest local library located nearest to where you live? Is it In the city, village or township where you live; In some other city, village or township located within the same county where you live; In another nearby county within 15 miles of where you live; or, in another county more than 15 miles from where you live? N=600*

Overall, a 93 percent majority of respondents to the public survey said the library located closest to where they live is in “the city, village or township where (they) live.” Further, 95 percent of all respondents said their closest library is a “local public” facility, as opposed to an elementary - high school or college library or other kind of facility.

**— top reason for NOT using a library: computer at home**

*Q. 06. What would you say are the one or two main reasons why you HAVE NOT visited any library in your community? N=117*

The 20 percent of respondents who reported no recent household visits/usage of a library (Q. 4) were asked to identify the one or two main reasons they have not visited any library in their community. In rank order, the responses were:

- 23% Have computer at home
- 19% No need to
- 11% No time
- 9% Find information on the Internet
- 6% No interest in visiting
- 28% Other
- 4% Undecided/don't know/refused

In the following groups, respondents to the public survey said they do NOT use the library because they have a computer at home by the highest percentages:

- 42 percent: college educated men
- 39 percent: age 50 to 55
- 36 percent: with children in public schools
- 35 percent: outer Detroit metro area  
incomes of \$75,000 to \$100,000  
men under age 50
- 34 percent: college educated
- 33 percent: with children in household
- 32 percent: connect to Internet – at home
- 30 percent: racial/ethnic ID – African American
- 29 percent: Wayne, Oakland and Macomb counties  
hours on-line per day – 1 to 2
- 27 percent: all men  
age 56 to 64
- 26 percent: western Michigan

**— usage by more than two members in majority library user households**

*Q. 07. Thinking about the people living in your household, are you the only household member who visits the library, is there someone else who visits the library, or, are there more than two household members who visit the library? N=477*

Among the 80 percent of the public phone survey respondents who reported recent household usage of a library (“library users”), individuals were asked how many household members visit the library. The majority said “more than two”:

- 29% Respondent only
- 18% Other household member(s)
- 53% More than two household members

In the following groups, respondents reported recent household use of a library by less than the survey average of 80 percent:

- 76 percent: area residence – over 20 years
- 74 percent: Saginaw Bay area  
with no children in household  
over age 50
- 72 percent: northern Michigan
- 71 percent: rents or leases home  
men over age 50
- 70 percent: with high school or less education
- 68 percent: racial/ethnic ID – African American  
men without college
- 66 percent: incomes under \$25,000
- 65 percent: age 65 and over
- 64 percent: source of library info – TV news

**— most frequent public library users go at least a few times a month**

*Q. 08. Thinking about the person in your household who most often visits the library, how often does that person visit the library – every day, a few times a week, a few times a month, a few times a year or seldom? N=477*

“Library users” were asked how frequently the household member “who most often visits the library” does so. The highest percentage response was “a few times a month” by phone survey respondents of the public, and “a few times a week” by online library patrons:

**Public Patrons**

1%	7%	Every day
23%	<b>45%</b>	A few times a week
<b>44%</b>	41%	A few times a month
25%	6%	A few times a year
7%	1%	Seldom

**— few frequently use library via the Internet – more than half “seldom/never”**

*Q. 09. How often does the person in your household who most often visits the local library do so via the Internet by going online – every day, a few times a week, a few times a month, a few times a year, seldom, or never? N=477*

“Library users” in the public survey were then asked how frequently the household member “who most often visits the library” does so “*via* the Internet by going online.” A 56 percent majority of the public poll respondents said either “seldom” or “never,” while only 12 percent of online patrons offered the same response. A 54 percent majority of online patrons said they visit the library via the Internet “every day” or “a few times a week”:

**Public Patrons**

43%	7%	Never
13%	5%	Seldom
12%	6%	A few times a year
14%	26%	A few times a month
10%	40%	A few times a week
6%	14%	Every day
2%	1%	Undecided/don't know

Key demographic groups among respondents from the general public who said they never visit the library via the Internet by the highest percentages included:

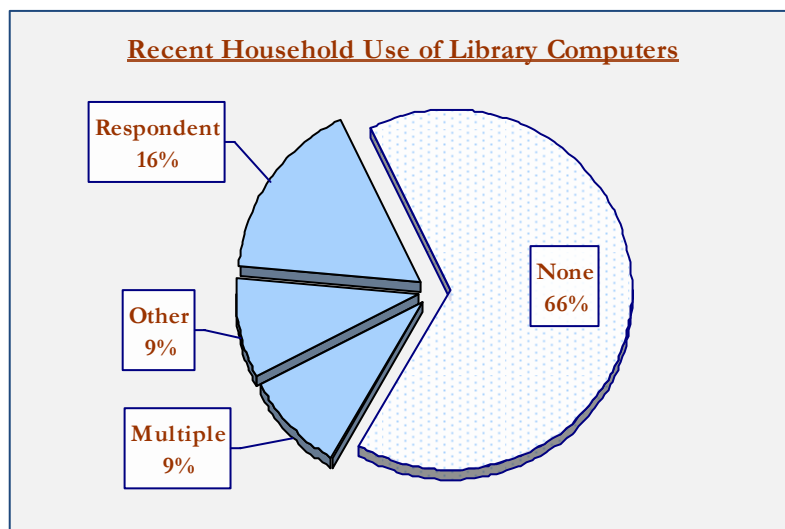
- 71 percent: source of library info – TV news (small sample)
- 69 percent: age 65 and over
- 63 percent: incomes under \$25,000
- 62 percent: Saginaw Bay area
- 60 percent: source of library info – newspapers
- 57 percent: women age 50 and over
- 54 percent: western Michigan
- 52 percent: women without college
- 51 percent: age 50 and over
- 50 percent: northern Michigan
- 49 percent: area residence – over 20 years  
with high school or less education  
with post high school technical education  
incomes of \$25,000 to \$50,000
- 48 percent: with no children in household
- 47 percent: age 56 to 64
- 46 percent: incomes of \$50,000 to \$75,000

— **one-third of the public use library computers to connect to the Internet**

*Q. 10. In the past year or two, have you or has anyone else in your household used the computers at a local library to connect to the Internet? N=477*

The “library user” respondents from the public phone survey were then asked if in the past year or two, anyone in their household used computers at a local library to connect to the Internet. The majority said “no,” while about one-third reported some household usage:

- 16% Yes, respondent
- 9% Yes, someone else
- 9% Yes, more than one
- 65% No one in household



In the following demographic groups, respondents reported recent household use of library computers by the highest percentages:

- 57 percent: rents or leases home
- 54 percent: age 18 to 29
- 51 percent: racial/ethnic ID – African American
- 47 percent: hours on-line per day – 3 to 4 hours
- 46 percent: accesses Michigan eLibrary from library website
- 44 percent: outer Detroit metro area
- 43 percent: with high school or less education
- 41 percent: household library use – other(s)  
source of library info – library newsletter  
with children in 6<sup>th</sup> to 8<sup>th</sup> grade  
men without college
- 39 percent: uses library other than “closest”  
connection to Internet – wireless connection
- 38 percent: Saginaw Bay area  
age 56 to 64  
men under age 50
- 37 percent: hours reading per day – 3 to 4 hours

Conversely, in some of the key demographic groups, respondents in the general public survey who reported recent household library also said, by the highest percentages, they do not use library computers. These included:

- 74 percent: household library use – respondent
- 73 percent: central Michigan  
western Michigan
- 67 percent: accesses eLibrary at MeL.org

**— leading reason for not using library computers: discomfort**

*Q. 11. What would you say is the main reason why you or someone else in your household has NOT USED computers at a local library to connect to the Internet? Is it because... The connection at the library is slower than the one at home or work; You just never thought about using the library computers with Internet access; There aren't enough computer stations available at the library to be able to use one; You wouldn't feel as comfortable using public computers at the library as you would using your own computer at home or at work; Dislike – Do Not Use Internet; Computer Illiterate; Dislike – Do Not Use Computer; Use the Library for Books – Reading. N=310*

The 65 percent of “library users” in the public survey who reported no recent household usage of computers available at the library were read a list of reasons, and asked which one best describes why no one in their household has used computers at a local library to connect to the Internet:

- 69% You wouldn't feel as comfortable using public computers at the library as you would using your own computer at home or at work
- 17% You just never thought about using the library computers with Internet access
- 7% The connection at the library is slower than the one at home or work
- 0% There aren't enough computer stations available at the library to be able to use one
- 6% Other
- 1% Undecided/don't know

— **“research” and “homework” top reasons for using computers at the library**

*Q. 12. What was the main reason why you or someone else in your household used the library computers to connect to the Internet? N=159*

“Library users” who reported recent household use of library computers were asked to state the main reason they/someone else in your household used the library computers to connect to the Internet. The three reasons offered by double-digit percentages were “research/obtain information,” “homework” and “home computer down temporarily”:

- 29% Research – obtain information
- 15% Homework
- 14% Home computer down temporarily
- 6% Job information – search
- 4% E-mail
- 4% Faster Internet connection at the library
- 4% No home computer
- 4% No home Internet
- 16% Other
- 4% Undecided/don’t know/refused

In the following key demographic groups, respondents in the public survey said they use the library for research and information by the highest percentages:

- 44 percent: area residence – 11 to 20 years  
incomes over \$100,000
- 43 percent: with children in 9<sup>th</sup> to 12<sup>th</sup> grades
- 41 percent: central Michigan
- 38 percent: source of library info – newspapers  
with children in 6<sup>th</sup> to 8<sup>th</sup> grades  
incomes of \$75,000 to \$100,000  
women age 50 and over
- 36 percent: connects to the Internet at work
- 35 percent: Wayne/Oakland/Macomb counties  
age 41 to 49  
age 50 to 55
- 34 percent: age 50 and over
- 33 percent: connects to the Internet at cyber café  
with children in household

In the following demographic groups, public respondents said they use the library for homework by the highest percentages:

- 35 percent: racial/ethnic ID – African American
- 31 percent: rents or leases home
- 29 percent: with children in private schools
- 25 percent: hours on-line per day – 5 or more
- 23 percent: outer Detroit metro area

- 21 percent: with high school or less education  
women under age 50  
hours on-line per day – 3 or 4
- 20 percent: western Michigan  
with children in 9<sup>th</sup> to 12<sup>th</sup> grades  
under age 50
- 19 percent: with children in household
- 18 percent: with children in public schools  
with children in pre-school

**Assessment of library services/facilities  
— more than 9-in-10 offer positive rating**

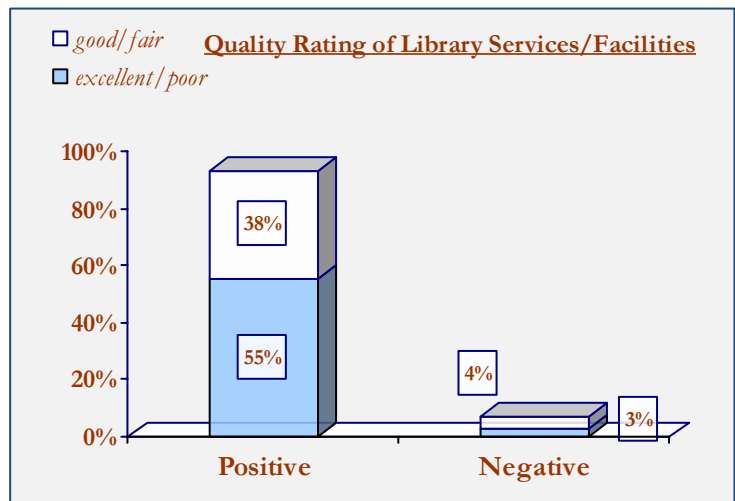
*Q. 13. Thinking about all of the services offered, including, the computers and other technology, Internet connection, books, equipment, periodicals and other resource materials available in the local library that you most often use, as well as the quality of the facility, how would you rate the quality of that library – would you give it a positive rating of excellent or pretty good, or a negative rating of only fair or poor? N=469*

All “library user” respondents were asked to rate the quality of the services offered by the library they most often use (“...including the computers and other technology, Internet connection, books, equipment, periodicals and other resource materials”) as well as the quality of the facility itself. They were asked to offer either a “positive” (“excellent” or “pretty good”) or a “negative” (“only fair” or “poor”) rating.

The responses to this question show “library users” in the public survey and the patron survey as being extremely satisfied with the quality of library services and the facility. “Positive” ratings were offered by a better than 9-in-10, with more than half offering a rating of “excellent”:

<b>Public</b>	<b>Patrons</b>	
55%	57%	<i>Excellent</i>
38%	37%	<i>Good</i>
<b>93%</b>	<b>94%</b>	<b>Total POSITIVE</b>
4%	5%	<i>Fair</i>
3%	1%	<i>Poor</i>
<b>7%</b>	<b>6%</b>	<b>Total NEGATIVE</b>
—%	—%	Undecided/ /refused

The ratings were almost identical from the public in the phone survey and from patrons in the online survey.



Phone survey respondents offering either a “positive” or “negative” rating (the latter consisting of just 20 respondents) were asked to state the main reason they did so:

REASONS FOR “POSITIVE”	REASONS FOR “NEGATIVE”
23% Lots to offer	25% Limited selection
17% They always have what I want	15% Needs building upgrades
17% Very helpful staff – librarians	15% Small size
5% They do a great job – overall	10% Never update books
4% Neat and clean	30% Other
4% Variety of offerings for children	5% Undecided/don’t know/refused
28% Other	
2% Undecided/don’t know/refused	

**Online patron responses: N= 2850**

REASONS FOR “POSITIVE” N=2679	REASONS FOR “NEGATIVE” N=171
21% Staff	31% Needs more funding – resources
17% Selection of materials	19% Too few computers
10% Variety of services offered	13% Small book selection
9% MeL	6% Broken office equipment
7% Positive in general	6% No Michigan Genealogy Section
6% Customer service	6% Poor customer service
5% Facilities	6% Slow Internet connection
4% Use funding wisely	6% Too small a facility
17% Other	7% Undecided/Don’t know
4% Undecided/Don’t know/Refused	

**Ranking of library usage/services**  
**— “borrowing books” lead reason for usage**

*Q. 16A-F. 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? N=469 general public*

*Q. 03A-U. Over the past couple of years, which of the following library services have you or others in your household used? N=2850 library patrons*

All “library users” were asked to name all of the library services they/others in the household have used over the past couple of years. The leading responses encompassed borrowing books or other media or use of library computers to access the Internet:

**Public Patrons**

19%	12%	Borrowing books, all types
12%	9%	Borrowing movies & other visual materials
10%	7%	Borrowing fiction best seller books
10%	9%	Borrowing non-fiction books
10%	6%	Using a computer for Internet access
4%	5%	Borrowing children’s books
3%	9%	Using online library resources outside the library
2%	7%	Using online library resources at the library
3%	5%	Attending programs for children
3%	4%	Attending programs for adults
5%	5%	Getting research assistance from librarians
29%		35 “Other” response categories, each totaling less than 1%
	32%	47 “Other” response categories, each totaling less than 1%
--	--	Undecided/Don’t know/Refused

**— “books,” “Internet access” perceived as most important services**

*Q. 17. What would you say are the one or two most important things that the local library provides in the way of services, information or technology? [WRITE UP TO TWO COMMENTS AS STATED – PROBE WITH: ‘Anything else?’ UNTIL 2 RESPONSES MENTIONED OR UNPRODUCTIVE] N=469*

Library users from the general public telephone survey were then asked to identify “the one or two most important things that the local library provides in the way of services, information or technology.” Here, the leading responses were “books” and “Internet access”:

24%	Books – general
12%	Internet access
8%	Reference books
7%	Computers
7%	Helpful librarians
6%	Research materials
5%	Kids programs and activities
24%	Other (less than one percent)
7%	Undecided/don’t know/refused

— few able to cite desired services not currently offered

*Q. 18. What would you say are the one or two most important things that the local library should provide in the way of services, information or technology, which the local library does not currently offer? [WRITE UP TO TWO COMMENTS AS STATED – PROBE WITH: ‘Anything else?’ UNTIL 2 RESPONSES MENTIONED OR UNPRODUCTIVE] N=469*

These respondents from the general public were asked to identify “one or two most important things that the local library should provide in the way of services, information or technology, which the local library does not currently offer.” Close to half were unable to offer a response, more than one-third said they were unsure and specific responses were offered in low single-digit percentages:

- 49% Nothing comes to mind
- 18% Other
- 33% Undecided/don’t know/refused

More than 8-in-10 “library user” respondents from the general public were unable to name a desired service they feel is not currently available, suggesting Michigan residents are pretty satisfied with their local library services.

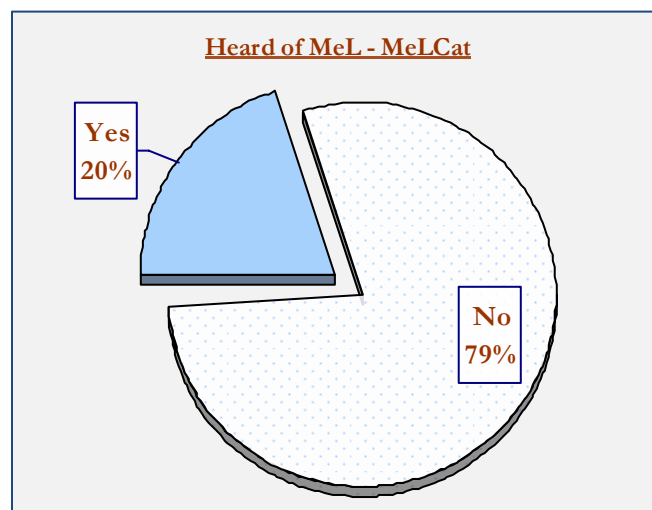
**Michigan eLibrary [MeL]**

— known to 1-in-5

*Q. 19. 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 eLibrary, more commonly called MeL; which also includes a feature known as MeLCat? N=600*

All 600 respondents in the survey of the general public were asked if they “have ever heard of on-line services offered by the Library of Michigan through a program known as the Michigan eLibrary, more commonly called MeL; which also includes a feature known as MeLCat.” As noted earlier, only 1-in-5 phone survey respondents said “yes” (20 percent), while 79 percent said “no” and 1 percent were undecided.

In the following groups, general public respondents said they have heard of MeL services



by the highest percentages (above 20 percent):

- 37 percent: central Michigan  
source of library info – library staff
- 35 percent: connects to Internet at library
- 33 percent: Internet connection – wireless laptop
- 32 percent: with children in pre-kindergarten
- 31 percent: hours on-line per day – 5 or more
- 30 percent: with children in 6<sup>th</sup> to 8<sup>th</sup> grade  
incomes over \$100,000  
hours on-line per day – 3 to 4
- 29 percent: uses library computers  
connect to Internet – at work  
connect to Internet – cyber café  
age 18 to 29  
age 30 to 35
- 28 percent: northern Michigan
- 26 percent: uses library other than “closest”  
household library use – more than one  
source of library info – brochures or announcements  
with children in 9<sup>th</sup> to 12<sup>th</sup> grade  
area residence – 6 to 10 years  
college educated women
- 25 percent: source of library info – library website  
with children in household  
with children in public schools  
with college education  
women under age 50
- 24 percent: with children in private schools  
age 41 to 49  
incomes of \$50,000 to \$75,000  
under age 50  
college educated men
- 23 percent: with recent household library visit  
uses “closest” library  
with children in kindergarten through 5<sup>th</sup> grade  
area residence –11 to 20 years  
racial/ethnic ID – Hispanic or “other”  
incomes of \$25,000 to \$50,000

More importantly, the demographic groups indicating by the highest percentages (above 79 percent), that they HAD NOT heard of MeL included:

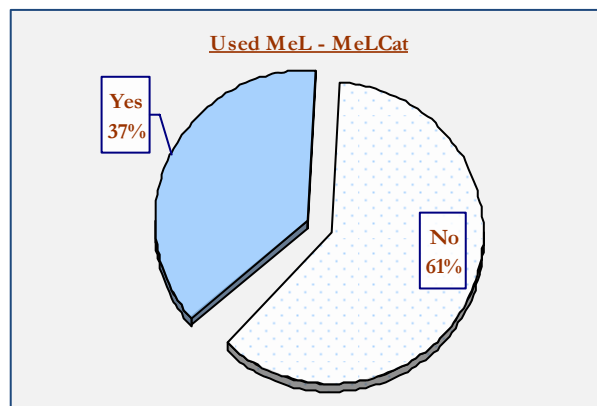
- 93 percent: future library use – not likely/certain not source of library info – TV news
- 92 percent: with no recent household library visit racial/ethnic ID – African American incomes under \$25,000
- 87 percent: future MeL use – not likely/certain not age 65 and over with high school or less education
- 85 percent: future MeL use – likely future MeLCat use – not likely/certain not area residence – 5 years or less women without college
- 84 percent: future library use – certain source of library info – newspapers women age 50 and over men without college
- 83 percent: Wayne/Oakland/Macomb counties future MeL use – certain
- 82 percent: outer Detroit metro area western Michigan Saginaw Bay area other household members visit libraries future library use –likely area residence – over 20 years age 36 to 40 age 50 to 55 with no children in households age 50 and over

— used by fewer than 4-in-10 of these

Q. 20. Have you ever accessed and used the any of the services of MeL, such as MeLCat? N=120

Those who reported they had heard of MeL were asked if they have ever “accessed and used any of the services of MeL, such as MeLCat.” The majority (61 percent) said “no,” while 37 percent said “yes” and two percent were undecided.

Respondents in the following groups said they have used MeL services by the highest



percentages (above 37 percent):

- 55 percent: women under age 50
- 51 percent: under age 50
- 50 percent: connects to the Internet at the library
- 48 percent: central Michigan
- 47 percent: with children in household
- 46 percent: men under age 50
- 44 percent: with children in public schools  
college educated men
- 42 percent: college educated
- 41 percent: uses computers at library  
connects to Internet at work  
Internet connection – wireless laptop
- 40 percent: all men  
college educated women

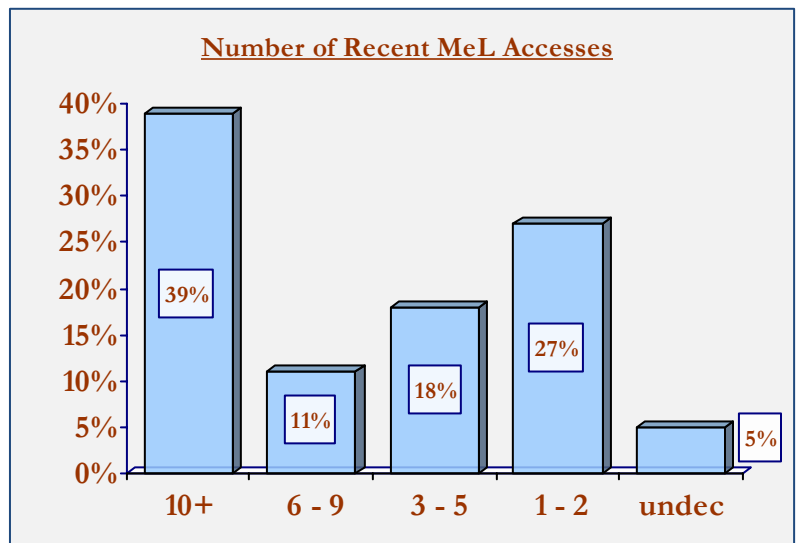
**MeL users**

— accessed 10 or more times by nearly 4-in-10, mostly through library website

*Q. 21. 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? N=44*

“MeL user” respondents from the survey of the general public (44 respondents) were asked how many times they have accessed and used MeL in the past year. The responses were:

- 39% 10 or more times
- 11% 6 to 9 times
- 18% 3 to 5 times
- 27% Once or twice
- 5% Undecided/don’t know



Respondents from the survey of the general public and respondents from the on-line survey of patrons were also asked to identify the means by which they most frequently access the Michigan eLibrary:

General public: Q. 22. What is the **most** frequent means by which you access the Michigan eLibrary? Is it [READ 1 TO 4 - ROTATE 1 THROUGH 3 – CODE FIRST AND ONLY ONE RESPONSE] N=44

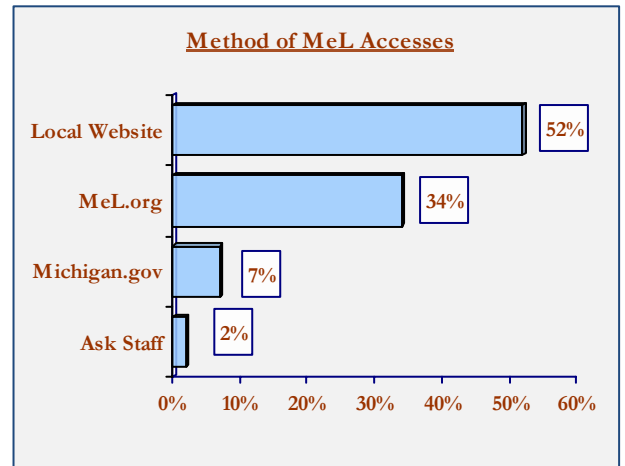
- Through your local library web site
- By typing in the “MeL.org” address on your browser
- By going through the State of Michigan web site, Michigan.gov
- Ask Librarian – Staff for Assistance

On-line patrons: Q. 17. Which of the following is the most frequent means by which you access the Michigan eLibrary? Is it... N=2000

- Through your local library web site
- By typing in the “MeL.org” address on your browser
- By going through the State of Michigan web site, Michigan.gov
- Bookmarked as a ‘favorite’
- At school

A little more than half of the respondents from the general public and nearly 6-in-10 patrons said they go through their local library web site:

Public	Patron	
52%	59%	Local library web site
34%	32%	“MeL.org”
7%	6%	“Michigan.gov”
2%	0%	Ask librarian/staff for assistance
0%	2%	Bookmarked as a “favorite”
5%	1%	Undecided/DK/Other



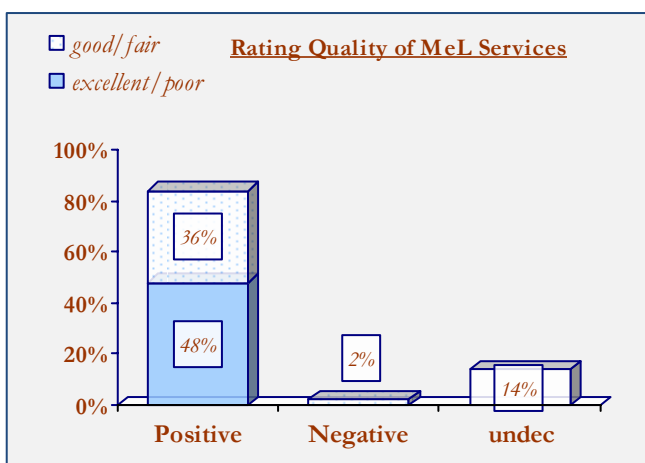
— **positive rating for the quality of MeL offered by virtually all respondents in the general public**

Q. 30. 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? N=44

All respondents in the survey of the general public who previously reported having used one or more of MeL’s on-line services offered by the Library of Michigan were asked to rate the quality of the online resources available through the use of MeL. “Positive” ratings were offered by 43 of the 44 respondents to whom this question was posed.

**Public**

- 48% *Excellent*
- 36% *Good*
- 84% Total POSITIVE**
- 2% *fair*
- % *poor*
- 2% Total NEGATIVE**
- 14% Undec/DK/refused



Those offering either a “positive” or “negative” rating (the latter consisting of just one respondent) were asked to state the main reason they did so. The leading responses of the public encompassed “selection” and ease of use:

**REASONS FOR “POSITIVE” N=37**

- 27% Huge selection available
- 24% Easy to use
- 5% Always available
- 5% Convenient
- 5% Good quality information
- 5% Have what I want
- 5% Valuable service
- 21% Other
- 3% Undecided/don’t know/refused

**REASON FOR “NEGATIVE” N=1**

- 100% Only ‘medium’ quality databases

**— narrow majority of MeL users from the general public survey, and more than a third of respondents from the survey of patrons use MeLCat**

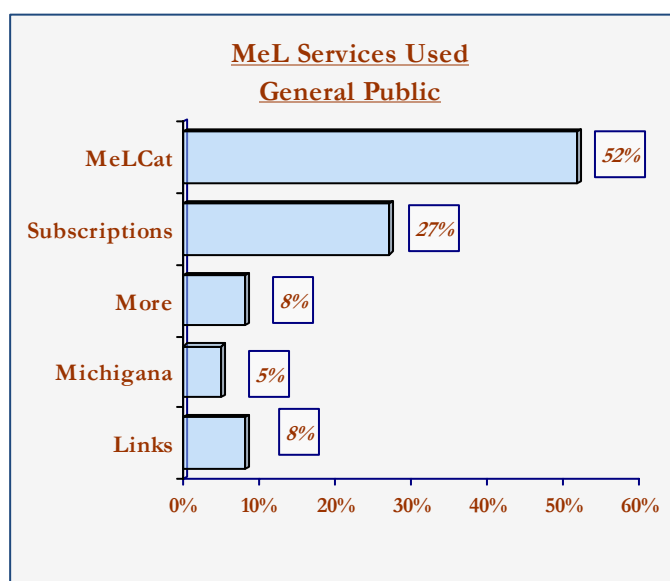
When “MeL users” from both the survey of the general public and from the online survey of library patrons were asked which specific services they have used:

- MeLCat, the shared statewide library catalog*
- Database subscriptions, which are purchased by the state of Michigan and provided to the public free of charge*
- MORE, the Michigan on-line resource for educators, which are teaching materials linked to curriculum standards*
- Michigana, which is a digitized collection of materials focusing on Michigan history*

More than half of public respondents and more than a third of library patrons cited “MeLCat,” with about one-quarter of both groups citing free database subscriptions:

**Public Patrons**

52%	36%	MeLCat
27%	23%	Database subscriptions
8%	4%	MORE
5%	9%	Michigana
8%	13%	Links to Internet & MeL resources by topic
0%	14%	Full text magazines and newspapers search button on the MeL website
0%	1%	Other



**— More than a third of MeLCat users say they used it 10 or more times**

The 44 respondents from the survey of the general public who reported having used MeLCat were asked how many times they have accessed and used MeLCat:

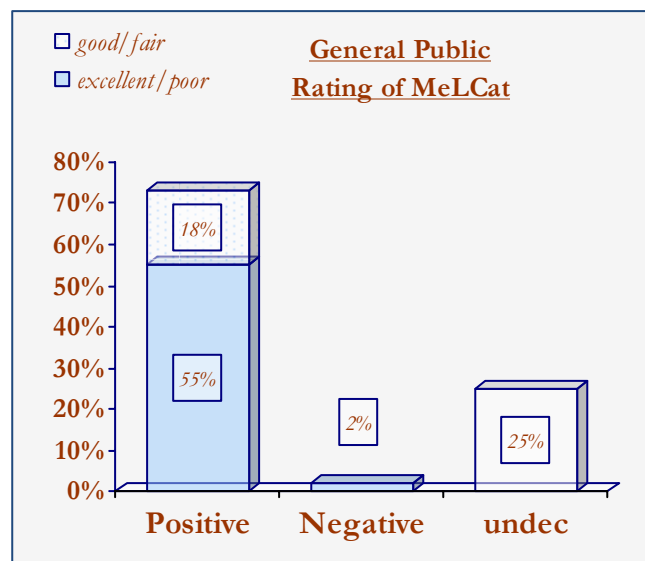
34%	10 or more times
7%	6 to 9 times
18%	3 to 5 times
16%	Once or twice
25%	Undecided/don't know

— **positive rating for quality of MeLCat offered by respondents from all three surveys.**

All respondents in both the survey of the general public and the on-line survey of library patrons who previously said they had used the MeLCat services, as well as respondents from the survey of library staff, were asked to “rate the quality of the catalog available by using MeLCat . . .”

As the table below demonstrates, MeLCat receives high marks from each of the discrete respondent groups. It is noted that only 1 of the 44 general public respondents offered a negative rating, with more than half overall issuing the more intense positive rating of “excellent”:

Staff N=597	Patron N=2253	Public N=44	
55%	63%	55%	<i>Excellent</i>
38%	32%	18%	<i>Good</i>
<b>93%</b>	<b>95%</b>	<b>73%</b>	<b>Total POSITIVE</b>
4%	4%	—%	<i>Fair</i>
1%	0%	2%	<i>Poor</i>
<b>5%</b>	<b>42%</b>	<b>2%</b>	<b>Total NEGATIVE</b>
2%	1%	25%	Undecided/DK/Ref



Those public respondents offering either a “positive” or “negative” rating (the latter consisting of just one respondent) were asked to state the main reason they did so. The leading responses by the public encompassed “selection” and ease of use:

Public REASONS FOR “POSITIVE” N=32		REASON FOR “NEGATIVE” N=1	
25%	Easy to use	100%	Long wait for books
25%	Huge selection available		
16%	Has what I want		
9%	Convenient		
6%	Helpful		
6%	Valuable service		
13%	Other		

The top reasons cited by library patrons for their rating centered on access, variety, ability to find desired materials, and ease of use.

### Library Patron

#### REASONS FOR "POSITIVE" N=2345

28%	Increased access to materials
23%	Variety of what's available
16%	Always find what I want
6%	Easy to use
5%	Positive – in general
4%	Fast delivery
3%	Cost savings – free
3%	Genealogy
3%	Use it often
3%	Student – Educational resource
2%	Important resource
4%	Other

#### REASON FOR "NEGATIVE" N=91

46%	Often won't share what's listed
15%	Difficult to use
15%	Slow delivery
8%	Computers not always available
8%	Couldn't get what I requested
8%	No hold system

The top reasons cited by library staff centered on ease of use, variety, speed of service and ability to find desired materials.

### Library Staff

#### REASONS FOR "POSITIVE" N=556

20%	Easy to use
15%	Variety–Diversity of Info
14%	Fast service
12%	Increased access to materials
9%	Patrons love it
7%	Works well
6%	It's a great service
5%	Get what is requested
2%	Cost savings
2%	Efficient
2%	Positive - in general
1%	Has many uses
1%	Use it often
1%	No problems with it
3%	Undecided/Other

#### REASON FOR "NEGATIVE" N=32

32%	Software problems
32%	Staff time intensive
6%	Lack of information on patron use
6%	Lend out more than we borrow
6%	No patron home catalog
6%	Not used here
6%	Patrons dislike it
6%	Slow connection speed

— awareness of MeL “database subscriptions” services. MeLCat

MeL users from the survey of the general public, excluding those who previously said they used the MeL “database subscriptions” service (26 respondents), and all respondents from the on-line survey of patrons were presented with the following information:

*As you may or may not know, there are over 40 commercial online databases of research information that are available to any Michigan resident through the Library of Michigan, as well as through all types of Michigan libraries. These databases are available through MeL, the state’s on-line library service.*

*MeL provides database 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.*

These public and patron respondents were then asked if they had been aware of these online databases; more than half of respondents from the general public (albeit a tiny N-size) and 3-in-4 patron respondents said they were aware:

<b>Public</b>	<b>Patron</b>	
N=26	N=2868	
58%	75%	Aware
42%	25%	Not aware

— Actual vs. perceived use of MeL databases fairly close.

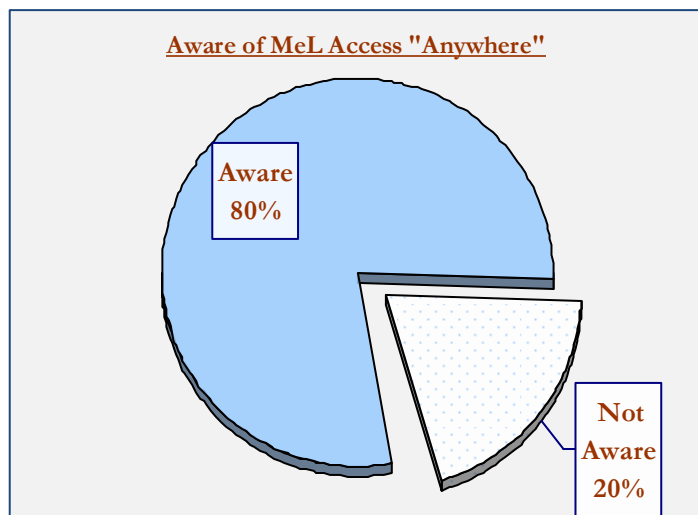
Library patrons were asked in the online survey: *Q. 10. How often do you use the MeL databases available through the Library of Michigan and local libraries and at www.MeL.org? N=2152*

A similar question was posed to respondents in the online survey of library staff: *Q. 06. How much would you say your library patrons use the MeL databases? N=737.* The similarity in the respective proportions of responses in each of the available response categories is illustrated in the chart below:

<b>Patron</b>	<b>Staff</b>	
N=2152	N=737	
43%	44%	A lot
34%	43%	Some
17%	11%	Only a little
6%	2%	Not at all/Unsure

**— 8-in-10 MeL users aware of access through Internet**

Finally, all “MeL users”, whether from the survey of the general public or the online survey of patrons, were asked if they were aware they can “access MeL, the Michigan eLibrary, from anywhere, as long as you have Internet access and a drivers license, state ID or participating library card? (*General Public - Q. 44, Patrons - Q.15*)”; overwhelming majorities of both public and patron respondents said “yes”:

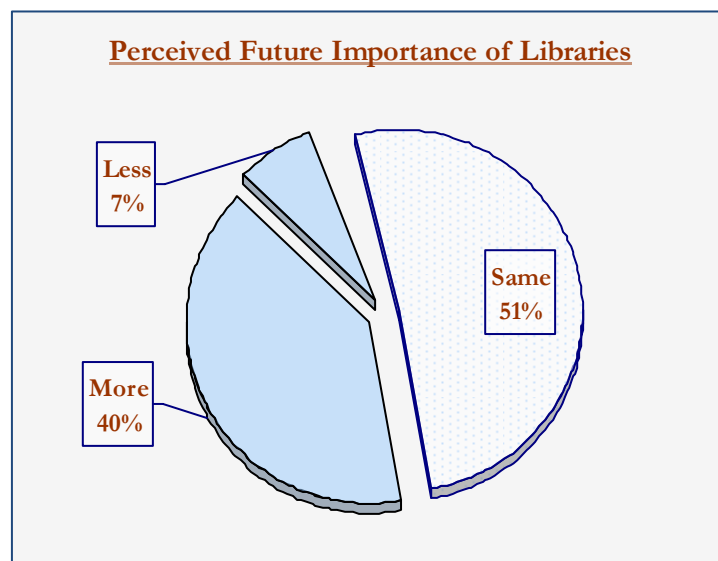


**Public**

Patron	Public	
N=2010	N=44	
87%	80%	Aware
13%	20%	Not aware

**Perception of ongoing importance of libraries: most say “same” or “more important”**

All respondents in the survey of the general public and the online survey of library staff were asked if local libraries are “more important,” “less important” or of about “the same importance” as they have always been, given “the development and growth of computers and the Internet, including access from the home or office.” (This question was not posed to library patrons, since as patrons, their perceptions are manifest). A narrow majority of the public said “about the same,” while a 4-in-10 defied conventional wisdom by saying libraries will actually be more important. A solid majority of library staff said “more important”:



Public	Staff	
N=600	N=737	
40%	62%	More important
7%	6%	Less important
51%	32%	About the same
2%	--	Undecided

However, given the fairly low percentage

of “MeL user” respondents among the whole general public sample, this view of libraries having “greater importance” because of the growth of computers and the Internet has not yet translated into broad use of the MeL or its features.

In the following demographic groups, respondents to the public phone survey said libraries will be “more important” by the highest percentages (above 40 percent):

- 66 percent: aware of MeL access “from anywhere”
- 62 percent: racial/ethnic ID – African American
- 61 percent: accesses MeL through local library web site  
connects to the Internet from library  
rents or leases home
- 60 percent: accesses MeL through MeL.org
- 59 percent: future MeLCat use – certain
- 58 percent: source of library info – library staff
- 55 percent: incomes under \$25,000
- 54 percent: incomes of \$25,000 to \$50,000
- 53 percent: uses library computers
- 51 percent: hours reading per day – 3 to 4
- 50 percent: hours reading per day – 5 or more
- 49 percent: future MeL use – certain
- 48 percent: women age 50 and over
- 47 percent: age 65 and over  
hours on-line per day – 3 to 4
- 46 percent: household library use – respondent  
source of library info – library website
- 45 percent: future library use – certain  
age 56 to 64  
age 50 and over
- 44 percent: Wayne/Oakland/Macomb counties  
source of library info – newsletters  
Internet connection – wireless laptop  
area residence – 5 years or less  
women without college
- 43 percent: all women  
recent household library use  
uses “closest” library  
with no children in household  
college educated women
- 42 percent: area residence – over 20 years  
with high school or less education  
men age 50 and over

**Non-MeL users/those unaware of MeL  
— nearly 8-in-10 would visit a library**

Unless they had indicated that they were either aware of MeL services, reported being a user of MeL or both, the respondents in the phone survey of the general public were told:

*General Public Q. 34*

*MeL stands for Michigan eLibrary and it is a program offered by the Library of Michigan to provide a variety of on-line information services that are available free of charge to any Michigan resident through the Library of Michigan, as well as through all types of libraries throughout the state. Some of these services include a collection of over 40 commercial online databases of research information, as well as other information such as 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. The on-line service also includes information to research genealogy as well as a complete collection of digitized materials focusing on Michigan history.*

*Another service of MeL is MeLCat, which is a shared online catalog of materials, such as books, DVD’s, and other information, which is available at participating Michigan libraries. This catalog can inform you what is available at which libraries. Books or resource information can be ordered, and then delivered to a nearby participating library.*

*Any Michigan resident can access MeL, the Michigan eLibrary, from anywhere, as long as you have Internet access and a driver’s license, state ID or participating library card. N=556*

These respondents from the general public were then asked if, in the future, they are “certain” or “likely” to visit a local library, or not “likely”/“certain” to do so. Nearly 8-in-10 said they are certain”/“likely” to visit a local library:

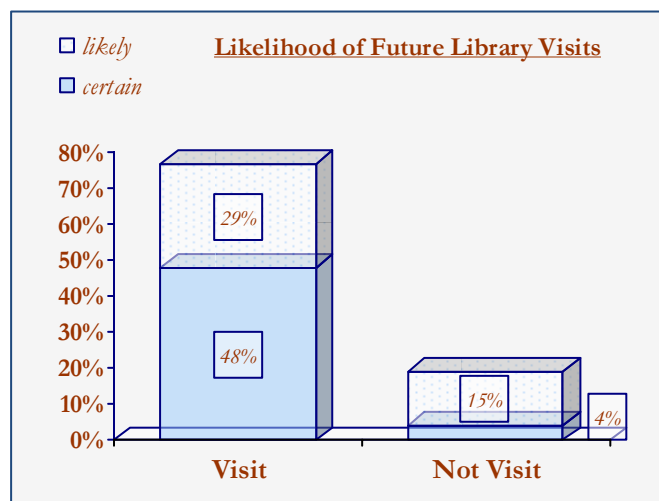
**Public**

N=556

- 48% Certain to visit library
- 29% Likely to visit library
- 15% Not likely to visit library
- 4% Certain to not visit library
- 4% Undecided/don’t know

Respondents in the following key demographic groups said they are “certain” they will use libraries in the future by the highest percentages (above 48 percent):

- 65 percent: with children not yet in school
- 64 percent: with children in private schools



- 61 percent: age 30 to 35  
women under age 50
- 59 percent: western Michigan  
with children in household  
area residence – 5 years or less  
with post high school technical education
- 58 percent: with children in kindergarten through 5<sup>th</sup> grades  
age 41 to 49  
under age 50  
hours reading per day – 3 to 4
- 57 percent: with children in public schools  
with children in 9<sup>th</sup> to 12<sup>th</sup> grades
- 56 percent: incomes of \$50,000 to \$75,000
- 55 percent: with children in 6<sup>th</sup> to 8<sup>th</sup> grades  
age 36 to 40  
men under age 50  
college educated women
- 54 percent: area residence – 6 to 10 years  
age 18 to 29
- 53 percent: incomes of \$75,000 to \$100,000
- 52 percent: with children in pre-kindergarten
- 51 percent: outer Detroit metro  
all women  
incomes of \$25,000 to \$50,000  
incomes over \$100,000  
hours on-line per day – 1 to 2

**— wide disparity between general public and current patrons regarding future use of MeL**

After having heard MeL described in the previous question, the general public respondents were then asked if, in the future, they would use MeL, and how certain they were about that intended action.

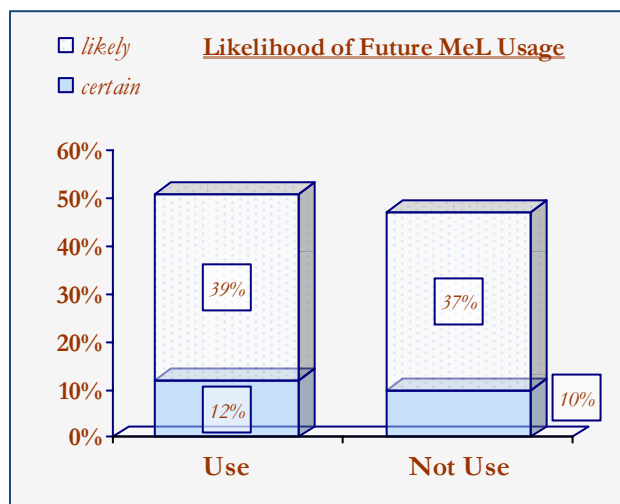
*Q. 35. How about accessing on-line resources by using the Michigan eLibrary, called MeL? Putting aside whether or not you currently visit the MeL website, would you say that in the future you are certain to use the MeL website, likely to use the website, not likely to use the website, or certain that you will not use the MeL website provided by the Library of Michigan? N=556*

Respondents in the on-line survey of patrons were asked a similar question:

*Q 46. 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 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 provided by the Library of Michigan? N=2868*

The chart below illustrates the disparity in responses regarding future intent to use the Michigan eLibrary, between members of the general public and current library patrons:

Patron	Public	
N=2868	N=556	
67%	12%	Certain to use MeL website
24%	39%	Likely to use MeL website
6%	37%	Not likely to use MeL website
2%	10%	Certain to not use MeL website
1%	2%	Undecided/don't know



Respondents in the following key demographic groups said they are “certain/likely” to use the MeL database of services in the future by the highest percentages (above 51 percent):

- 86 percent: source of library info – library website
- 77 percent: connects to Internet at library  
connects to Internet at cyber cafe
- 73 percent: with children in private school
- 69 percent: Internet connection – wireless laptop  
with children in 6<sup>th</sup> through 8<sup>th</sup> grades
- 68 percent: source of library info – announcements  
connects to Internet at work
- 67 percent: with children in 9<sup>th</sup> through 12<sup>th</sup> grades  
hours on-line per day – 3 to 4
- 66 percent: household library use – multiple people  
with children in pre-kindergarten
- 65 percent: with children not yet in school
- 64 percent: women under age 50  
hours on-line per day – 5 or more
- 63 percent: with children in kindergarten through 5<sup>th</sup> grades  
incomes over \$100,000
- 62 percent: future library use – certain  
with children in household  
age 41 to 49
- 61 percent: under age 50
- 60 percent: source of library info – library staff  
age 30 to 35

- age 56 to 64
- incomes of \$75,000 to \$100,000
- 59 percent: area residence – 11 to 20 years
- 58 percent: uses “closest” library
  - with children in public school
  - incomes of \$50,000 to \$75,000
  - college educated women
- 57 percent: household library use – respondent
- 56 percent: Wayne/Oakland/Macomb counties
  - future library use – likely
  - connects to the Internet at home
  - age 36 to 40
  - college educated
  - men under age 50
  - college educated men
- 55 percent: area residence – 6 to 10 years
  - with post high school technical education
- 54 percent: uses library other than “closest”
- 53 percent: hours reading per day – 1 to 2
  - hours reading per day – 3 to 4
- 52 percent: all women
  - owns-buying home
  - age 50 to 55
  - racial/ethnic ID – white
  - racial/ethnic ID – African American
  - incomes of \$25,000 to \$50,000
  - hours on-line per day – 1 to 2

**— intended future MeL use signals high likelihood of MeLCat use for both groups tested**

Respondents from both the survey of the general public and the online survey of patrons who reported that they would be “certain/likely” to use the MeL website in the future were asked if they are “certain” or “likely” to “access the catalog called MeLCat.

*General Public:*

*Q. 36. How about accessing the catalog called MeLCat to find out what books, and other materials are available at other libraries so you can order materials and have them delivered to a nearby participating library? 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? N=290*

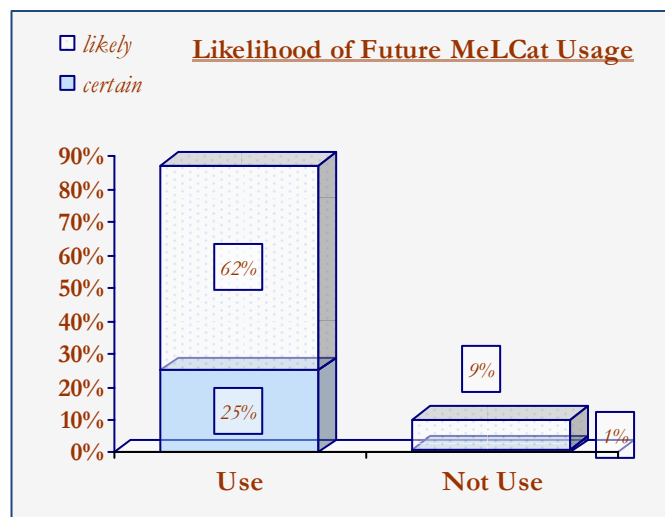
*Patrons:*

*47. How about accessing the catalog called MeLCat to find out what books, and other materials are available at other libraries so you can order materials 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 certain to use MeLCat, likely to use MeLCat, not likely to use MeLCat, or certain that you will not use MeLCat? N=2868

Note that, notwithstanding a high percentage of both groups tested reporting at least a “Likelihood” of future MeLCat use, the certainty of the Patron groups about this intent is nearly three times stronger than that of the members of the general public.

Patron	Public	
N=2868	N=290	
73%	25%	Certain to use MeLCat
18%	62%	Likely to use MeLCat
6%	9%	Not likely to use MeLCat
2%	1%	Certain to not use MeLCat
1%	3%	Undecided/don’t know



**Household computer use**  
**— close to 9-in-10 report one/more computers in home**

Q. 37. How many working computers do you currently have at home – one, two, three or more, or, do you not have a working computer at all in your home? N=600

All respondents in the survey of the general public were asked how many working computers they have in their homes. Nearly 9-in-10 said they have at least one:

- 38% One
- 27% Two
- 22% Three or more
- 13% Does not have a working computer at home
- Undecided

**— nearly all able to connect to the Internet**

Q. 38A-E. Are you able to connect to the Internet, either at home, at work, at your local library, at a Cyber café, on a laptop computer or other portable device with a wireless connection, at some other location, or, would you say that you do NOT connect to the Internet at any location? [IF CONNECTS TO INTERNET, PROBE TO DETERMINE WHERE - CODE ALL RESPONSES MENTIONED FOR UP TO 5 RESPONSES OR WRITE-IN UNDER “OTHER” – PROBE WITH: “Are there any others?” UNTIL 5 RESPONSES MENTIONED OR UNPRODUCTIVE] N=600

Respondents in the survey of the general public were next asked if they are able to connect to the Internet in any of several locations presented to them. Just six percent reported having no Internet access:

N=600	
45%	Yes, connects at home
21%	Yes, connects at work
10%	Yes, connects at a local library
7%	Yes, at a cyber café
11%	Yes, on a portable laptop computer with wireless connection
6%	No, does not have a connection to the Internet at any location
--	Undecided/Don't know

The following questions were asked among respondents who said they “connect at a local library,” either exclusively or in addition to other locations. For purposes of the narrative concerning these questions, the respondents are called “library connectors”.

— **most connect from home/work rather than library**

*Q. 40. Where do you connect to the Internet the **most** – [ROTATE] at the library, at home, at work or some other Internet connection source that's available to you? N=106*

“Library connector” respondents from the general public survey were asked where they connect to the Internet the most. Almost 3-in-4 said they connect to the Internet the most from home, nearly 2-in-10 connecting from work:

N=106	
74%	Home
19%	Work
5%	Library
1%	Internet café
1%	Undecided/Don't know

— **vast majority find library Internet connection speed to be “adequate”**

*Q. 39. Would you say that the speed of the Internet connection at the library is adequate or not adequate? N=114*

“Library connector” respondents from the survey of the general public were asked if the speed of the Internet connection at the library is adequate; more than 8-in-10 of these respondents reported the speed to be “adequate”:

N=114	
84%	Adequate
3%	Not adequate
13%	Undecided/don’t know

— **vast majority of “Library connectors” connect to the Internet mostly from home**

*Q. 40. Where do you connect to the Internet the **most** – [ROTATE] at the library, at home, at work or some other Internet connection source that’s available to you? N=106*

Among those respondents from the survey of the general public who indicated that they connect to the Internet from both a library and another source, the vast majority cited “home” as the place where they most often sign on.

N=106	
5%	Library
74%	Home
19%	Work
1%	Internet Cafe
13%	Undecided/don’t know

— **library connection speed competitive with other sources**

*Q. 41. Is the Internet connection at your library faster or slower than the other Internet connection(s) available to you? N=105*

When “Library connector” respondents from the general public were asked if the Internet connection at the library was faster or slower than the other Internet connections available to them, a plurality noted that they were both of equal speed, with “other source” slightly nudging our libraries among those who cited one over the other.

N=106	
19%	Library is faster
26%	Other source is faster
43%	Both of equal speed
12%	Undecided/Don’t know

**— average daily Internet connection: over 3 hours**

*Q. 42. How many hours per day do you spend online connected to the Internet? [IF UNDECIDED/REFUSED, CODE '99'] N=564*

All respondents from the survey of the general public who said they are able to connect to the Internet were asked how many hours per day they spend online connected to the Internet. The mean response was 3.035 hours, with nine percent being unable to offer a response.

**— Vast majority of Internet users use search engines at least, “very frequently”**

*General public: Q. 43. N=527; Library Patrons: Q. 42. N=2868*

*When you access the Internet, how often do you use a search engine like Google or Yahoo to research or search for information – every time you are online, almost every time online, very frequently, somewhat frequently, seldom or never?*

Respondents from both the survey of the general public and the online survey of library patrons were asked how often they use a search engine such as Google or Yahoo to research or search for information. As illustrated by the chart below, better than 9-out-of-10 library patrons use search engines at least “very frequently” and nearly three quarters of Internet users in the general public so at the same level.

<b>Patron</b>	<b>Public</b>	
N=2868	N=527	
29%	23%	Every time online
38%	28%	Almost every time online
25%	23%	Very frequently
6%	14%	Somewhat frequently
1%	8%	Seldom
0%	4%	Never
1%	0%	Undecided/Refused

**— majority of Internet users in the general public use “another” search engine if necessary**

*Q. 44. When you are not able to find what you are looking for with the Internet search engine you **most** often use, which of the following do you usually do to continue to look further for the information? [READ 1 TO 7 BELOW] N=503*

In a question measuring the extent to which other sources of information – particularly libraries – are turned to when familiar search engines fail to turn up the desired result, respondents from the survey of the general public who said they use search engines at least “seldom” were presented seven alternative sources and asked which of them they usually turn to.

As can be seen, the majority said they use a different online search engine, followed by seeking a friend or relative, with libraries being selected by twelve percent.

N=503

- 56% Go online and use a different search engine
- 20% Ask a friend or relative
- 12% Visit or call the library or go to their web site to look for a book, magazine or article on the subject
- 1% Other sources online (less than one percent)
- 6% Or, not look any further for the information
- 5% Undecided/don't know

**—most “library” users actually visit facility**

*Q. 45. Which do you do **most** often? [READ AND ROTATE 1 TO 3] N=61*

For those respondents in the survey of the general public who reported that they would “visit or call the library or go to their web site” most said they would make a personal visit to the library.

N=61

- 70% Visit the library
- 20% Go to the library web site
- 8% Call the library
- 2% Undecided/don't know

**— slim margin of public perceive research databases as more accurate/reliable than search engines; solid majority of patrons share the same view**

*General Public Q. 46. N=527; Library Patrons Q. 43. N=2868*

*Thinking about the relative reliability and accuracy of sources available through on-line search engines such as Google, Yahoo and Bing compared to research articles that must be purchased from subscription databases, which source of information would you say is more accurate and reliable – [ROTATE] Sources found through search engine inquiries, or database sources purchased through subscriptions? [IF RESPONDENT SAYS ONE IS MORE ACCURATE AND RELIABLE FOLLOW-UP BY ASKING: ‘Would that be much or somewhat more accurate and reliable?’ AND CODE BEST RESPONSE]*

All respondents from the survey of the general public and the survey of library patrons who said they are able to connect to the Internet were asked, about the relative reliability and accuracy of sources available through on-line search engines versus research articles from purchased databases. Respondents from the general public were pretty evenly split on this question, with slightly more citing “research based database sources than Internet sources. By contrast, however, library

patron respondents were solidly of the opinion that research articles from purchased database sources are more accurate:

<b>Patron</b>	<b>Public</b>	
N=2868	N=527	
3%	17%	Internet sources much more accurate and reliable
4%	14%	Internet sources somewhat more accurate and reliable
<b>7%</b>	<b>31%</b>	<b>Total INTERNET MORE RELIABLE</b>
22%	17%	Research based database sources somewhat more accurate and reliable
42%	16%	Research based database sources much more accurate and reliable
<b>64%</b>	<b>33%</b>	<b>Total RESEARCH MORE RELIABLE</b>
20%	11%	Both are equally accurate and reliable ( <i>volunteered</i> )
1%	2%	Neither are accurate and reliable ( <i>volunteered</i> )
8%	23%	Undecided/don't know

**—More time spent on the Internet than in reading “hard copy”**

*Q. 47. How many hours per day do you spend reading hardcopy books, magazines or newspapers? [IF UNDECIDED/REFUSED, CODE '99'] N=600*

All respondents in the survey of the general public were asked how many hours per day they spend “reading hardcopy books, magazines or newspapers.” The mean response was 1.585 hours with two percent not offering a response. This compares to 3.035 hours reported as being spent connected to the Internet in Q.42.

**—Top source of library events/services information: local area newspapers**

*Q. 48. 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] N=600*

All public respondents were asked to identify the source of most of their information about the events and services available at their local public library. The leading response was “local area newspaper”:

N=600	
27%	Local area newspapers
19%	Library newsletters
17%	Brochures or announcements while in the library
7%	Library staff members
5%	TV news programs
4%	Library website
4%	Someone outside the library
7%	Other
10%	Undecided/don't know

## SUMMARY OF ONLINE SURVEY OF LIBRARY PATRONS

The main report shows responses of library patrons and library staff throughout where the questions were identical or very similar. The summary of the online survey of library patrons which follows, and the summary of library staff which will appear later, focuses on those questions unique to each online survey. The online patron survey had the participation of 2,868 library patrons from throughout Michigan.

### —Nearly 9-in-10 library patrons say the library they visit is a public library

*02. Is the library you named above (in Q. 1) [one of the answer options]. . . N=2823*

An 86 percent majority said the library they most often use is a public library, with the other responses listed below:

N=2823	
86%	A public library
5%	A K-12 school library
7%	A College or university library
1%	State or Government library
1%	Other

### —MeLCat most used service provided by MeL

*Q. 14A-G. Which of the following specific services have you used that are provided by MeL? [CODE ALL THAT APPLY] N=2010*

N=2010	
23%	Database subscriptions purchased by the Library of Michigan and provided free to the public
36%	MeLCat, the shared statewide library catalog
4%	MORE, the Michigan Online Resources for Educators -- teaching materials linked to curriculum standards
9%	Michigana, a collection of digitized materials focusing on Michigan history
13%	Links to the Internet and MeL resources by topic (MeL Gateways)
14%	Full Text Magazines and Newspapers search button on the MeL home page
1%	Other/Undecided/Refused

**—More than 7-in-10 library patrons access MeL from their home computers**

*Q. 16. How do you access MeL databases most often? From computers available at the library, at your home computer, or a computer at work? N=2010*

71%	Home computers
19%	Computers available at the library
9%	Office computers
1%	Don't use MeL databases

**—Less than 1-in-10 library patrons said driver's license requirement a concern**

*Q. 18. Does the requirement to enter your driver's license number or library card number to access MeL databases outside the library influence you to NOT TRY to access MeL databases, or, is having to enter that information not really a concern? N=2010*

N=2010	
8%	Yes, it influences me to NOT try to access MeL databases
92%	No, it is not a concern

**—Privacy top reason to NOT use driver's license/library card number**

*Q. 19. Why do you not want to enter a driver's license or library card number? N=161*

This open-ended question was asked among the 8 percent of library patrons who reported that they were influenced NOT to use MeL databases because of the need to enter a driver's license or library card number. A random selection of 400 records produced the following distribution of responses:

45%	Privacy concerns	10%	Tracking
25%	ID Theft	5%	Hassle
15%	Time Consuming		

—**Doing research or homework top reason for using MeL databases**

Library patrons were asked, *Q. 20A-F. For which of the following reasons do you use the MeL databases? [CODE ALL THAT APPLY] N=2010*

The responses were:

N=2010	
39%	Doing research or homework
16%	Doing genealogy research
15%	Getting consumer health information
10%	Doing business research
6%	Getting legal information
6%	Inter-Library loans
3%	Personal interest
2%	Taking vocational tests
1%	Movies – DVD
1%	Other/Undecided/Refused
1%	Teaching – Education resources

—**Majority able to find what they look for all or nearly all the time using MeL**

Library patrons were asked, *Q. 21. How often are you able to find what you are looking for when using MeL databases? N=2010*

The responses were:

N=2010	
9%	All of the time
48%	Nearly all of the time
<b>57%</b>	<b>Total All/Nearly all the time</b>
30%	Most of the time
8%	Some of the time
1%	Seldom
---	Never
2%	Undecided/Refused

—**More than 8-in-10 aware of MeLCat, the online catalog of library materials**

Respondents were told, *Q. 22. Another specific service of MeL is MeLCat, which is a shared online catalog of materials, such as books, DVD's, 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? N=2868*

The responses were:

84%	Aware
15%	Not Aware
1%	Undecided/Refused

—MeLCat used at least “some” by more than 8-in-10

Library patrons who are aware of MeLCat were asked: *Q. 23. How often do you use the MeLCat, the shared statewide library catalog? N=2419* The responses were:

N=2419	
56%	A lot
27%	Some
10%	Only a little
7%	Not at all

—Reading for recreational purposes top reason for using MeLCat the most

Library patrons were asked: *Q. 27. For which of the following reasons do you use MeLCat the most? N=2231*

N=2231	
62%	Reading for recreational purposes
9%	Genealogy research
9%	Homework
6%	Business research
6%	Homeschool support
1%	Employment, as an employer or job seeker
1%	Teaching support
1%	Personal research
1%	Videos – Movies
1%	Academic research
1%	Music
1%	Locate – Request materials
1%	Self Help – Technical

—Nearly 3-in-4 patrons able to find what they look for all/nearly all the time

Library patrons were asked, *Q. 28. How often are you able to find what you are looking for when using MeLCat? N=2253*

The responses were:

N=2253	
13%	All of the time
60%	Nearly all of the time
<b>73%</b>	<b>Total All/Nearly all the time</b>
21%	Most of the time
5%	Some of the time
---	Seldom/Never
1%	Undecided/Refused

**—Patrons receive what they request all/nearly all the time**

Patrons were asked, *Q. 29. How often do you receive what you request by using MeLCat?*  
*N=2253* The responses were:

N=2253	
42%	All of the time
40%	Nearly all of the time
<b>62%</b>	<b>Total All/Nearly all the time</b>
11%	Most of the time
3%	Some of the time
1%	Seldom
1%	Never
2%	Undecided/Refused

**— “Unavailable” top reason for patron NOT getting what was requested**

Patrons were asked, *Q. 30. What was the main reason why you did not get what you requested?*  
*N=181* Responses were:

N=181		2%	Still Waiting to See
18%	Unavailable	2%	Too Rare – Old – Fragile
16%	Not Requestable	1%	I Just Go Get It
12%	Library Listed Wouldn't Share It	1%	Not Listed on MeLCat
11%	Lost – Missing	1%	Request Disappeared
9%	Checked Out	1%	System Glitch
6%	Too New to Loan	1%	Tape vs. CD
3%	Didn't Want to Wait For It	1%	Went to Wrong Library
3%	Had a Hold On It	1%	Other
2%	I Made a Mistake	9%	Undecided/Refused

**—Nearly 8-in-10 able to track status of requests**

Patrons were then asked, *Q. 31. Are you able to track the status of your requests online through MyMeL or through your library account?* *N=2253*

N=2253	
77%	Yes, able to track requests
18%	No, not able to track requests online
5%	Undecided/Refused

**—Two-thirds prefer to track their request through their library account.**

Respondents were asked, *Q. 32. Do you use MyMeL or your library account?* *N=1730*

N=1730	
33%	MyMeL
67%	Library account

**—Patrons think they should receive the materials requested in 7 to 8 days**

Respondents were asked, *Q. 33. How quickly do you think you should be able to receive the materials you requested?* N=2253

Forty four percent of the respondents did not offer a specific answer. Among those who did, the following was the result:

**MEAN: 7.561 DAYS**

**—Before MeLCat system, patrons used traditional interlibrary loan service a lot or some less than half the time**

Respondents were asked, *Q. 34. Before MeLCat was available, how often did you use traditional interlibrary loan services?* N=2253. The responses were:

N=2253	
19%	A lot
26%	Some
26%	Only a little
27%	Not at all
1%	Undecided/Refused

Before MeLCat was available for use, a 53 percent majority of patrons reported little use of the traditional interlibrary loan services that were available. “Only a little” was cited by 26 percent and “not at all” at 27 percent.

**—Just under half say their library provides training for MeL, MeLCat or both**

Respondents were asked, *Q. 35. Does the library you use provide training in the use of MeL databases, MeLCat, both or neither?* N=2253 The responses were:

N=2253	
7%	Provides training in the use of MeL databases
12%	Provides training in the use of MeLCat
29%	Provides training in both
<b>48%</b>	<b>Total training</b>
27%	Provides training in neither
25%	Undecided/Refused

—Less than 3-in-10 Patrons think they were adequately trained in use of MeL/MeLCat

*Q. 36. If you have received training in the use of MeL databases/and or MeLCat, would you say you have been completely trained, mostly trained, only adequately trained, inadequately trained, or poorly trained? N=2253*

N=2253	
7%	Completely trained
15%	Mostly trained
6%	Only adequately trained
<b>28%</b>	<b>Total adequately trained</b>
1%	Inadequately trained
---	Poorly trained
9%	Not trained
45%	Self trained ( <b>VOLUNTEERED</b> )
17%	Undecided/Refused

—More than 4-in-10 patrons identify MeL logo/link on their library website

*37A-D. Does your library advertise and encourage the use of MeL databases and/or MeLCat at your library with any of the following methods? [CODE ALL THAT APPLY] N=2126*

1	
N=2126	
42%	A logo or link on the library website
17%	Promotional flyers and posters
35%	Information from library staff
3%	None
3%	Other/Undecided/Refused

—MeL & MeLCat influences 9-in-10 patrons to be more likely to use library

*Q. 38. 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? N=2253*

N=2253	
88%	More satisfied and more likely to use library
---	Less satisfied and less likely to use library
11%	No influence
1%	Undecided/Refused

**—Less than 1-in-10 patrons use MORE**

*Q. 39. Do you use Michigan Online Resources for Educators (MORE), a curriculum-based collection in MeL? N=2868*

N=2868	
8%	Yes
91%	No
1%	Undecided/Refused

**—Nearly 2-in-10 patrons uses Michigana**

*Q. 40. Do you use with Michigana, the digital history collections in MeL? N=2868*

N=2868	
17%	Yes
82%	No
1%	Undecided/Refused

**—State of Michigan thought to be top source of MeL and MeLCat funding**

*Q. 41. Based on your understanding, how are MeL and its components, such as MeLCat, funded? N=399*

N=399			
38%	State of Michigan	1%	Department of Education
22%	Taxes	1%	Federal Government
6%	Combination of State & Federal Funds	1%	Individual Libraries
6%	Library of Michigan	1%	Local Funds
5%	Grants	1%	LSTA
1%	Consortium Fees	17%	Undecided/Refused

**—Patrons prefer getting info about MeL from Library website and newsletters**

*Q. 44A-J. Where would you like to get information about MeL and the events and services available at your public library? [CODE ALL THAT APPLY] N=386*

N=386

- 23% Library website
- 17% Library newsletters
- 15% Brochures or announcements while in the library
- 15% Library staff members
- 8% Newspapers
- 7% School district newsletters
- 4% Radio news programs
- 4% TV News programs
- 3% Cable TV programs
- 2% Word of Mouth
- 1% Email
- 1% Other/Undecided/Refused

## SUMMARY OF ONLINE SURVEY OF LIBRARY STAFF

As with the summary of the patron survey, the summary of the online survey of library staff which follows focuses on questions unique to the online staff survey, which had the participation of 737 library staffers from throughout Michigan.

### —Nearly two-thirds of librarians work in a public library

Library staff respondents were asked, *Q. 02. Is the library where you work. . . . ?*” N=735

N=735	
65%	A public library
12%	A K-12 school library, or media center
22%	An academic library at a college or university
1%	School – Public Combined

### —MeLCat used by more than 6-in-10 library patrons

Library staff were asked, *Q. 04. Based on your records or observations, which one of the following services provided by the Michigan eLibrary (MeL) have the greatest number of your library patrons used over the past year or two?* N=733

The responses were:

N=733	
36%	Database subscriptions, purchased by the Library of Michigan and provided to the public free of charge
61%	MeLCat, the shared statewide library catalog
--	MORE, Michigan Online Resources for Educators, teaching materials linked to curriculum standards
--	Michigana, a digitized collection of materials focusing on Michigan history
2%	Links to the Internet and MeL resources by topic (MeL Gateways)
1%	Undecided/Refused

—Library Staff say database subscriptions second choice of patrons

*Q. 05. Which of the services listed is the second most used service by your library patrons?*

*N=720*

*N=720*

48%	Database subscriptions, purchased by the Library of Michigan and provided to the public free of charge
25%	MeLCat, the shared statewide library catalog
5%	MORE, Michigan Online Resources for Educators, teaching materials linked to curriculum standards
2%	Michigana, a digitized collection of materials focusing on Michigan history
18%	Links to the Internet and MeL resources by topic (MeL Gateways)
1%	None
1%	Undecided/Refused

—Nearly 9-in-10 Library staff say their patrons use MeL

*Q. 06. How much would you say your library patrons use the MeL databases? N=737*

*N=737*

44%	A lot
43%	Some
11%	Only a little
1%	Not at all
1%	Undecided/Refused

—Library staff nearly unanimous in their positive rating of MeL

*Q. 07. Overall, how would you rate the quality of information in the MeL databases that you offer to your library patrons? Would you give the MeL databases a positive rating of excellent or pretty good, or a negative rating of only fair or poor? N=737*

*N=737*

61%	Excellent
36%	Pretty good
<b>97%</b>	<b>TOTAL POSITIVE</b>
<b>2%</b>	<b>TOTAL NEGATIVE</b>
2%	Only fair
---	Poor
1%	Undecided/Refused

**—Useful, quality info top reason for a positive rating**

*Q. 08. What is the main reason why you offered a positive rating for the MeL database? [THEN GO TO Q.09] N=400*

N=400	
32%	Useful, Quality Information
19%	Variety – Diversity of Information
13%	Easy To Use
11%	Increased Access to Information
4%	Patrons Love It
4%	Students Use It
3%	Cost Savings
3%	Full Text Available
2%	Free
2%	I Use it Often
2%	Positive – In General
1%	NONE
1%	Saves Time
1%	Supplement Curriculum
2%	Other

**— “Patrons dislike” top reason for negative rating**

*Q. 09. What is the main reason why you offered a negative rating for the MeL database? N= 9*

N=9	
23%	Patrons Dislike It
11%	Confusing – Difficult to Use
11%	Databases Lacking Compared to Others
11%	Few Databases Ever Used
11%	InfoTrac is Poor
11%	MeLCat Used More
11%	Not Much Full Text Available
11%	Undecided/Refused

**—Less than half go to Full Text Magazines and Newspapers “a lot” or “some” to access MeL databases**

*Q. 10 How often do you or your patrons go to the MeL databases through the Full Text Magazines and Newspapers search button on the MeL home page? N=737*

N=737	
12%	A lot
34%	Some
35%	Only a little
17%	Not at all
2%	Undecided/Refused

**—Majority of Library staff buys other databases to compliment MeL**

*Q. 11 Do you purchase other databases to complement MeL database offerings? N=737*

N=737	
57%	Yes
39%	No
4%	Undecided/Refused

—Other databases that Library staff buy to compliment MeL

*Q. 12 What are the one, two or three most important databases, or most used databases, that you have purchased to complement MeL database offerings?*

<b>Suggested Databases</b>	<b># of Times Mentioned</b>
ABC-CLIO	2
ABI Inform	9
Academic Search Complete	4
AcademicOneFile	1
Access Science	1
Access World News	1
ACM Digital Library	1
African American Experience	2
All Data Car Repair	13
American History and Life	1
Ancestry	35
Art Abstracts	1
ArtStor	2
ATLA	6
ATLAS	1
Avery (LTU)	1
Biography Resource Center	6
BioOne	1
Books in Print	2
Brainfuse	1
Business Source Complete	1
Business Source Premier	1
CBT Nuggets	1
Chem Abstracts	1
Chiltons	8
CINAHL	17
Cochrane Library	1
Columbia Gazetteer	1
Consumer Reports	5
Country Watch	1
CQ Researcher	8
CSA	2
Culture Grams	6
Daily Life in America	2
Daily Life Thorough History	1
Dear reader	2
Dentistry and Oral Sciences	1
Destination Overdrive	1
Detroit News and Information Center	1
Discovering Collection	1
Discovery Streaming	1

ebooks	1
EBSCO databases MeL doesn't have	12
EconLit	1
Education Abstracts and Ed. Retrospective	1
Education Research Complete	1
eLibrary (HS edition)	1
elsevier	1
Encyclopaedia Britannica Online	4
Engineering Index	1
Engineering Village	1
ERIC	1
Ethnic NewsWatch	1
Facts Cite	1
Facts on File	5
Ferguson's Career Guidance	3
FirstSearch	1
Footnote	1
Foundation Center Online Databases	1
Gale Databases	52
Grolier	5
HelpNow	1
Heritage Quest	4
Historical Midland Newspapers	1
Historical Zeeland Record	1
Home Improvement Reference Center	1
Hoovers	2
IEEE Digital Library	1
ISI Web of Knowledge	1
Issues and Controversies	2
JSTOR	16
Latino American Experience	1
Learn-a-test	1
Legal Forms	2
Lexis Nexis	7
Lit Finder	1
Literature Criticism Online	1
Literature Research Center	6
Live Homework Help	1
MANGO language learning	4
MD Consult	1
Mergent Online	4
MINTEL	1
Mitchell's	2
MLA (Modern Language Association) Bibliography	4
Morningstar	7
NAXOS	1

NetLibrary	2
New England Genealogy Database	1
New York Times Archives	2
Newsbank	3
Newspaper Archives	1
NoveList Plus	8
OCLC FirstSearch	2
Old/New Testament Abstracts	1
Open J-Gate	1
Other local newspapers	2
Overdrive Digital Downloads	2
Ovid	1
Oxford African American Studies Center	1
Oxford Art Online	1
Oxford Language Dictionaries	1
Oxford Music Online	1
Pebble Go	1
Points of View	1
Pop Culture	1
Pop Culture Universe	1
project Muse	2
ProQuest (selected databases)	31
PsychArticles	1
PsychInfo	7
Psychology Abstracts	1
Reference USA	26
RILM	3
Rosetta Stone (in house)	1
Sage Fulltext Databases	1
Saginaw News 1998 +	1
Sanborn Fire Insurance Maps	3
Scholastic Bookflix	1
Science Direct	2
Scopus	1
SIRS	1
SIRS Researcher	3
Small engine repair	1
Sociological Abstracts	1
Standard & Poors NetAdvantage	1
StatREF	1
Testing and Education Resource	1
Thomas Register	1
Times Herald through Proquest	1
Tumblebooks	3
tutor.com	2
Ulrich's Periodicals Database	1

Value Line	9
Web of Knowledge	2
Web of Science	3
Westlaw	2
Wiley	1
World Book	11
World Cat	1

**—6-in-10 Library staff say MeL databases save their library money**

*Q. 13 If your job at the library puts you in a position to know, does having access to MeL databases save your library money in your yearly budget? N=737*

N=737	
60%	Yes
3%	No
35%	Not Knowledgeable
2%	Undecided/Refused

**—MeL databases saves libraries average of \$62K each year**

*Q. 14 How much do you estimate having access to MeL databases may save your library annually? N=223*

Seventy percent of the respondents did not or could not answer this question. Among the 223 respondents who expressed an opinion, the following represents the mean dollar amount.

**MEAN: \$62,042.61**

**—Staff says 9-in-10 use library computers for Internet connection**

*Q.15 What would you say most of your library patrons use your on-site library computers for, connecting to the Internet, word processing, using the catalog, or for some other purpose? N=732*

N=732	
89%	Connecting to the Internet
3%	Word processing
4%	Using the catalog
3%	All of the Above
1%	Database

**—Staff says more than 4-in-10 patrons aware of MeL**

*Q. 16 What percentage of your library patrons would you say are aware of MeL databases? N=656*

Eleven percent of the respondents did not or could not answer this question. Among the 656 respondents who expressed an opinion, the following represents the mean percentage.

**MEAN: 42.60%**

**—Staff says more than 1-in-3 uses MeL databases**

*Q. 17 What percentage of your library patrons would you say actually use MeL databases? N=640*

Thirteen percent of the respondents did not or could not answer this question. Among the 640 respondents who expressed an opinion, the following represents the mean dollar amount.

**MEAN: 34.67%**

**—Majority of staff participated in MeL training at Lib of Michigan**

*Q. 18 Have you ever participated in MeL database training classes offered by the Library of Michigan through the Michigan Library Consortium? N=737*

The responses were:

N=737	
55%	Yes
44%	No
1%	Undecided/Refused

**—Other sources of training for staff**

*Q. 19 Where, or where else, did you receive your training in the use of MeL databases? N=403*

N=403	
45%	Michigan Library Consortium regional training
26%	Michigan Library Consortium in Lansing
10%	Self trained
10%	On-site at Library
5%	Co - op
2%	Conferences
2%	Have not received training

**—Less than half of library staff says they have been completely or mostly trained in the use of MeL**

*Q. 20 How would you describe the training that you have received in the use of MeL databases? Would you say you have been... N=728*

N=728	
9%	Completely trained
37%	Mostly trained
8%	Only adequately trained
1%	Inadequately trained
--	Poorly trained
--	Not trained at all
45%	Undecided/Refused

— **“Closer – local training,” “more time to practice,” and “refresher classes” top things mentioned that are needed to improve training**

*Q. 21 A-B What are the one or two things that you think could be done to improve the training provided in the use of MeL? N=125*

N=125			
14%	Closer - Local	2%	Comprehensive MeL Manual
14%	More Time to Practice in Classes	2%	Faster Web Connections
12%	Ongoing – Refresher Classes	2%	Cover More General Information
10%	Offer Classes Online	2%	Quick Reference Cheat Sheets
8%	More ‘Real World’ Examples Given	1%	Free Workshops at Computer Labs
6%	Advanced/Specialized Information	1%	Help – ‘How To’ Button on MeL
6%	Too Much Covered at Once	1%	Lower the Cost of Classes
4%	More Advertisement of Classes	1%	More Quality Databases
4%	More Frequent Classes	1%	Reduce the Number of Databases
3%	Slower Pace in Class	1%	Simple Patron MeL Handbook
3%	None	4%	Undecided/Refused
2%	Better Teachers - Trainers		

— **Majority of staff says they DO NOT do not offer training to patrons in the use of MeL**

*Q. 22 Do you offer training classes to your library patrons in the use of MeL databases? N=737*

N=737	
41%	Yes
56%	No
3%	Undecided/Refused

— **“Staffing” and “lack of demand” top reasons for lack of training**

*Q. 23 A-B What are the one or two main reasons why you have NOT been able to offer training classes in the use of MeL databases? N=288*

N=288			
22%	Staffing	6%	Lack Adequate Facilities
14%	No Patron Demand	4%	Need Staff Training First
13%	Time	3%	Administrative Decision
10%	Lack of Computers	2%	Never Tried It
8%	Handle One on One Requests	1%	We Will Soon
7%	Teach Other Databases	2%	Other
6%	Costs	2%	Undecided/Refused

**—Unusual results regarding training to access MeL databases from home**

*Q. 24 Does the training in the use of MeL databases include how to access the databases from home? N=304*

N=304	
---	Yes
---	No
100%	Undecided/Refused

That 304 library staff respondents would not know whether or not the training offered to their library patrons includes accessing MeL databases from home is unrealistic. A review of the data file for this question forwarded by the provider of the on-line survey service reveals a blank field. However, the coding logic entered by EPIC ▪ MRA for the skip pattern beginning at question 22 checks out as being accurate. Accordingly, either all 304 respondents opted not to enter any answer to this question or, more likely, there is an internal programming anomaly in the service provider's code for this particular question, since all other skip routines in the survey operated properly. In any event, the response to this question is clearly an aberration.

**—Staff says more library patrons access MeL from library computers**

*Q. 25 Do you think that more of your library patrons access MeL databases from computers available at the library, at their home computer, a computer at work, or somewhere else? N=726*

N=726	
50%	Computers available at the library
41%	Home computers
1%	Office (work) computers
5%	All of the Above
3%	Undecided/Refused

The opinion of library staff suggesting that more library patrons access MeL from library computers is contradicted by the responses of patrons and those members of the public who access MeL. They say access is mostly from home.

**—Overwhelming majority of staff say they encourage the use of MeL databases at their library**

*Q. 26 Do you market and encourage the use of MeL databases at your library? N=737*

N=737	
85%	Yes
13%	No
2%	Undecided/Refused

— **Highest percentage of staff say they market MeL only to patrons**

*Q. 27 Do you market and encourage the use of MeL databases just to your library patrons, or, do you market the availability and use of the MeL databases to the public as a way of encouraging the use of library services? N=625*

N=625	
46%	Only library patrons
11%	General public
41%	Both
1%	Neither
1%	Undecided/Refused

— **“Word of mouth,” “newsletters,” and “website link” top specific methods of marketing MeL databases**

*Q. 28 Specifically, how do you market to the general public? N=491*

N=491			
18%	Word of Mouth	10%	One on One
16%	Newsletter	4%	Displays – Posters
14%	Website Link	3%	Bookmarks
13%	Newspaper	1%	Blogs
12%	Flyer – Brochures	1%	Undecided/Refused
10%	Class Instruction		

— **“One on One” service and “website links” top reasons for encouraging MeL database use**

*Q. 29 A-B What are the one or two main methods of marketing that you use to encourage the use of MeL databases? N=288*

N=288			
23%	One on one	5%	Newsletter
15%	Website link	4%	Bookmarks
13%	Class instruction	4%	Reference desk
12%	Flyers and brochures	3%	Newspaper
12%	Word of mouth	1%	Blog
5%	Displays/posters	1%	Undecided/Don’t know

**—Two-thirds say they brand MeL with MeL on library web site**

*Q. 30 Do you brand the MeL databases by placing the MeL logo or a text link on the library web site? N=737*

N=737	
67%	Yes
29%	No
4%	Undecided/Refused

**—Two-thirds also say web sites direct people to use MeL at MeL.org**

*Q. 31 Do you or does your Web site direct people with or without library cards to use MeL databases at MeL.org? N=737*

N=737	
67%	Yes
27%	No
6%	Undecided/Refused

**—Two-thirds also say web sites direct people to use MeL at MeL.org**

Among those who say they don't direct people to MeL.org, *Q. 32 What is the main reason why you have not directed them to MeL.org? N=80*

N=80			
21%	Direct Link is There Already	3%	No Patron Interest
11%	Want Patrons to Use Our Databases First	3%	NONE
10%	We Have No Completed Website	3%	Patron Already Aware of It
9%	Not My Job	1%	Encourage MeL, But Not Databases
8%	Don't Think of It	1%	Prison Library
6%	Academic Library	1%	Private Research Library
5%	It's Only for Cardholders	15%	Undecided/Refused
3%	Just Do It For Them		

**—8-in-10 say they participate in MeLCat**

*Q. 33 Does your library participate in MeLCat? N=737*

N=737	
81%	Yes
18%	No
1%	Undecided/Refused

**—Greater access through sharing top reason to participate**

*Q. 34 What is the main reason why your library decided to participate in MeLCat? N=288*

N=288	
70%	Greater Access Through Sharing
7%	Cost Savings
6%	Better Customer Service
4%	It's a Great Service
2%	Co-op Decision
2%	Patron Demand
1%	Convenience
1%	Easy to Use
1%	Fast Delivery
1%	Other
5%	Undecided/Refused

**—“Cost” top reason to NOT participate**

*Q. 35 What is the main reason why your library decided NOT to participate in MeLCat? N=74*

N=74	
22%	Cost of It
18%	We Are a School
14%	Starting it Soon
10%	Staffing Concerns
5%	Small Library
4%	Don't Loan Out – Only Request In
4%	Updating Our System
1%	MILE Was Better
1%	No Interest
1%	Not Familiar With It
1%	Prison Library
1%	Staff Use Only
1%	Time
1%	We Use Other Library
16%	Undecided/Refused

**—Nearly two-thirds of staff say their patrons use MeLCat “a lot”**

*Q. 36 How much would you say your library patrons use MeLCat, the statewide shared catalog? N=603*

N=603	
66%	A lot
26%	Some
6%	Only a little
1%	Not at all
1%	Undecided/Refused

**—Staff says a majority aware of MeLCat**

*Q. 37 What percentage of your library patrons would you say are aware of MeLCat? N=597*

Fourteen percent of the respondents did not or could not answer this question. Among the 512 respondents who expressed an opinion, the following represents the mean percentage.

**MEAN: 54.46%**

**—Staff says nearly 4-in-10 actually use MeLCat**

Q. 38 What percentage of your library patrons would you say actually use MeLCat? N=597

Sixteen percent of the respondents did not or could not answer this question. Among the 502 respondents who expressed an opinion, the following represents the mean percentage.

**MEAN: 39.93%**

**—Narrow majority says they reassessed staffing needs and/or workflow since deciding to participate in MeLCat**

Q. 42 *If your current job at the library puts you in a position to know, have you had to reassess staffing needs and/or workflow since your library decided to participate in MeLCat? N=597*

N=597	
4%	Yes, staff needs
13%	Yes, workflow
36%	Yes, both
11%	No, neither
34%	Not Knowledgeable
2%	Undecided/Refused

**—9-in-10 say they are able to fill requests for info through MeLCat**

Q. 43 *Have you been able to fill most of the incoming requests for materials that have come through MeLCat? N=597*

N=597	
91%	Yes
3%	No
6%	Undecided/Refused

**— “Materials already checked out” and “don’t loan” top reasons for not filling most of MeLCat requests**

Q. 44 *What is the main reason why you have NOT been able to fill most of the requests for materials through MeLCat? N=10*

N=10			
20%	Materials Already Checked Out	10%	MeL is Too Slow
20%	Don’t Loan, Request Only	10%	Staffing
20%	Starting Soon	10%	Updating Our System
10%	Don’t Send Textbooks		

—Staff nearly unanimous in thinking patrons like MeLCat

Q. 45 Overall, do you think your library patrons like or dislike MeLCat? N=597

N=597	
83%	Strongly like
15%	Somewhat like
<b>98%</b>	<b>TOTAL LIKE</b>
---	<b>TOTAL DISLIKE</b>
---	Somewhat/Strongly dislike
2%	Undecided/Refused

— “Increased access to materials” top reason to like MeLCat

Q. 46 What is the main reason why you think your library patrons like MeLCat? N=298

N=298			
72%	Increased Access to Materials	2%	Free
8%	Fast Delivery	2%	High Usage Rates
7%	Easy to Use	2%	Self Serve
3%	Heard Positive Patron Comments	1%	Other
2%	Convenient	1%	Undecided/Refused

—Only 15% say collection practices/funding changed because of MeLCat

Q. 48 If your current job at the library puts you in a position to know, have you changed your collection practices and/or funding efforts since deciding to participate in MeLCat? N=597

N=597	
15%	Yes
36%	No
48%	Not Knowledgeable
1%	Undecided/Refused

— **“Consulting MeLCat before buying” top change**

*Q. 49 How have you changed your collection practices and/or funding efforts since joining MeLCat? N=250*

N=250			
21%	Consult MeLCat Before Buying	2%	Buying Less Overall
9%	We Can Afford Other Materials Now	2%	Collecting More Fees
7%	We Don't Fill Series Gaps	2%	Dropped Some Subscriptions
6%	Assigned More Staff To It	2%	Fewer Audio Books
6%	Buy More AV Materials	2%	Fewer WorldCat Loans
6%	Buy More Broad Appeal Materials	2%	Funding Was Cut – Don't Buy Anything
6%	Buy More For Targeted Groups	2%	Librarians Now Decide on Purchases
6%	Don't Buy Older Materials	2%	Multiple Ways – In General
4%	Buy More Databases	2%	Pay for Delivery
4%	Buy More Popular Materials	2%	Withdrawal Decision-making
2%	Added Barcodes	4%	Undecided/Refused
2%	Buying Less Fiction		

— **1-in-5 say they have had problems with loaning AV materials**

*Q. 50 Have you had any problems with the loaning of AV materials as a result of participating in MeLCat? N=597*

N=597	
18%	Yes
73%	No
9%	Undecided/Refused

— **“Lack of participation” & “broken/damaged materials” top problems**

*Q. 51 A-C What are the problems that your library has experienced? N=58*

N=58			
20%	Not All Libraries Participate	3%	Not All Materials May Be Loaned
18%	Broken – Damaged Materials	3%	Requested Materials Unavailable
11%	Lost – Stolen Materials	3%	We Do Not Loan AV
9%	Missing Parts	1%	Audio Books Unavailable
8%	Late Returns	1%	Changed Catalog Procedures
5%	High Volume of Requests	1%	Media Format Confusion
5%	Staff Time Limited	1%	MeL Advertised Incorrectly
5%	Unhappy Patrons	1%	Rare Items Cannot Be Replaced
3%	Delivery Delays	1%	Undecided/Refused
3%	No Movie – DVD Availability		

— **“Limiting” or “not loaning AV materials” top response**

*Q. 52 A-C What did your library do to respond to those problems? N=47*

N=47	
18%	Limit – Not Loan AV Materials
17%	Done Nothing
5%	Changing MeL Agreement
5%	Contacted Borrowing Library
5%	Contacted Loaning Library
5%	Set Time Limit
5%	Tried Other Sources
3%	Billed the Patron
3%	Contacted MeL
3%	Made Packaging Request
3%	MeL Report
3%	Notified Offenders
2%	Add All AV To Loan List
2%	Began Student AV Section
2%	Encourage Academic Use Only
2%	Explained the Policy
2%	Granted MeLCat Waiver
2%	Implement New Procedures
2%	Kept Requesting
2%	Limit to Good Borrowers Only
2%	Many Department Meetings
2%	Moved AV to Circulation
2%	Notified Patron Materials Arrived
2%	Reassure Patrons
2%	Told to Wait
2%	We Said NO
3%	Undecided/Refused

— **1-in-5 say other problems emerged since joining MeLCat**

*Q. 53 Has your library had any other specific problems since you joined MeLCat? N=597*

N=597	
22%	Yes
67%	No
11%	Undecided/Refused

## — “Technical problems” and “delivery problems” top concerns

Q. 54 A-C What problems have you had? N=73

N=73	
16%	Technical Problems
11%	Delivery Problems
9%	Catalog Inaccurate
6%	Lost Materials
6%	Requests for What We Already Own
6%	Staff Time
4%	Billing for Lost Materials
3%	High Volume of Requests
3%	More Materials Out Than In
3%	Overdue Materials
3%	Patron Records Not Current
3%	Receiving Wrong Materials
3%	Shipped Even Though Request Cancelled
3%	Slow Delivery
2%	Damaged Materials
2%	Duplicate Requests
2%	Materials Sent to the Wrong Place
2%	MeL Slow - Busy
2%	Run Out of Supplies
1%	Cannot Get Specific Items
1%	Disagree on What to Send
1%	Item Duplicates
1%	Long Wait Times
1%	Lots of Paperwork
1%	Need More Computers
1%	No Tracking
1%	Not Loaning Yet
1%	Packaging Problems
1%	Poor Search Function
1%	Renewing Materials
1%	Staff Needs Training
1%	Staff Not Using Dual Checkout
1%	Undecided/Refused

## — “Contacting MeLCat” top response to problems

Q. 55 A-C What did your library do to respond to those problems? N=66

N=66	
23%	Contact MeLCat
18%	Did Nothing
8%	Contact MeL Help
6%	Contact MLC
6%	Contact Pro-Med
4%	Charged the Patron
4%	Contact Patrons
4%	Contact Tech Support
3%	Developed New Procedures
3%	Educate the Patron
2%	Added Staff
2%	Educate the Staff
2%	Just Do Our Best
2%	Keep Trying Again
2%	Paid the Bill
2%	Repackage the Material
2%	Work Overtime
1%	Apologize
1%	Ask Another Source
1%	Cancel Hold
1%	Resend Material to Correct Location
1%	Return Materials
1%	Send Out Emails
1%	Suggest Email
1%	Upload Records
1%	Withdraw from MeLCat
1%	Undecided/Refused

**—Nearly half not in position to know where MeLCat funding comes from**

*Q. 56 If your current job at the library puts you in a position to know, based on your understanding, where does the funding for MeLCat come from? N=296*

N=296			
47%	Not in a Position to Know	2%	Grants
13%	Combined State and Federal Funds	2%	Library Co-op
12%	LSTA	1%	Federal Government
11%	State of Michigan	2%	Other
5%	Taxes	1%	Undecided/Refused
4%	Library of Michigan		

**—More than 6-in-10 say they received training in MeLCat**

*Q. 57 Have you received training in the use of MeLCat? N=737*

N=737	
63%	Yes
36%	No
1%	Undecided/Refused

**—6-in-10 say they participated in training by Library of Michigan**

*Q. 58 Have you ever participated in MeLCat training classes offered by the Library of Michigan through the Michigan Library Consortium? N=461*

N=461	
60%	Yes
39%	No
1%	Undecided/Refused

**—Training “at work” other top training source in MeLCat**

*Q. 59 Where, or where else, did you receive your training in the use of MeLCat? N=203*

N=203			
29%	At Work	3%	University
15%	Co-op	2%	Conferences
13%	Consortium	2%	Marquette, MI
8%	Co-worker	1%	MeLCat Orientation
8%	Self Taught	1%	NONE
6%	Lansing	4%	Other
3%	ISD - RESA	5%	Undecided/Refused

**—More than 8-in-10 completely or mostly trained in MeLCat**

*Q. 60 How would you describe the training that you have received in the use of the MeLCat? Would you say you have been... N=461*

N=461	
25%	Completely trained
57%	Mostly trained
15%	Only adequately trained
1%	Inadequately trained
---	Poorly trained
---	Not trained at all
2%	Undecided/Refused

**— “Ongoing–refresher classes” and “advanced–specialized information” top ideas for improving use of MeLCat**

*Q. 61 A-B What are the one or two things that you think could be done to improve the training provided on the use of MeLCat? N=113*

N=113			
14%	Ongoing – Refresher Classes	2%	Slower Class Pace
13%	Advanced – Specialized Information	1%	Faster Web Connection
10%	More ‘Real World’ Examples	1%	Help – ‘How To’ Button
10%	More Practice Time in Class	1%	How to Run Reports
10%	Nothing	1%	More Advertising
7%	Closer - Local	1%	More General in Topic
5%	Improve MeLCat	1%	Online Support
5%	More Frequent Classes	1%	Quick Reference Cheat Sheet
5%	Offer Classes Online	1%	Smaller Class Size
2%	Better Teachers – Trainers	1%	Uniform Procedures
2%	Comprehensive MeLCat Manual	9%	Undecided/Refused
2%	Self Help Videos		

**—Only 14 percent offer specific training classes to patrons in MeLCat**

*Q. 62 Do you offer specific training classes to your library patrons in the use of MeLCat? N=737*

N=737	
14%	Yes
81%	No
5%	Undecided/Refused

— “Staffing” and “handling one on one requests” top reasons for not offering training in MeLCat

*Q. 63 A-B What are the one or two main reasons why you have NOT been able to offer training in the use of MeLCat? N=257*

N=257	
17%	Staffing
16%	Handle One on One Requests
12%	Time
9%	No Patron Demand
7%	Easy to Use As Is
6%	Don't Have MeLCat
6%	Taught in Other Course
4%	Lack Adequate Facilities
4%	Lack of Computers
4%	Need Staff Training First
3%	Costs
2%	Mostly Students
2%	Teach Other Database Use
2%	Use Handouts for Walkthrough
1%	Administrative Decision
1%	Elementary – Middle School
1%	Main Library Does It
1%	Never Tried It
1%	We Will Soon
4%	Undecided/Refused

—3-in-4 say they market MeLCat at their library

*Q. 64 Do you market and encourage the use of MeLCat at your library? N=737*

N=737	
75%	Yes
21%	No
4%	Undecided/Refused

—9-in-10 patrons trained – less than half says general public trained

*Q. 65 Do you market and encourage the use of MeLCat just to your library patrons, or, do you market the availability and use of the MeLCat to the public as a way of encouraging the use of library services? N=553*

N=553	
54%	Markets just to library patrons
8%	Markets to the general public
36%	Markets to both
1%	Markets to neither
1%	Undecided/Refused

— **“One on one” and “website link” top methods of marketing MeLCat**

*Q. 66 A-B What are the one or two main methods of marketing that you use to encourage the use of MeLCat? N=252*

N=252	
23%	One on One
21%	Website Link
12%	Flyer – Brochures
12%	Word of Mouth
8%	Class Instruction
5%	Newsletter
5%	Reference Desk
4%	Bookmarks
4%	Displays – Posters
4%	Newspaper
2%	Undecided/Refused

— **Less than a third familiar with MORE, a resource for educators**

*Q. 67 Are you familiar with the Michigan Online Resources for Educators, called MORE? N=737*

N=737	
32%	Yes
66%	No
2%	Undecided/Refused

— **Solid majority says they recommend the use of MORE to patrons**

*Q. 68 Do you recommend the use of MORE to your patrons? N=233*

N=233	
57%	Yes
41%	No
2%	Undecided/Refused

— “Need for training” and “no demand” top reasons for NOT recommending use of MORE to patrons

*Q. 69 What is the main reason you do not recommend the use of MORE to your patrons? N=95*

N=95	
34%	Need training
24%	No Demand
19%	Need promotional materials
10%	It's not useful
5%	Unfamiliar with it
2%	No Need
2%	No time
1%	Does not apply
1%	Limited Staff
1%	Patrons already aware of it
1%	Undecided/Refused

—Solid majority familiar with Michigana, a digital history collection

*Q. 70 Are you familiar with Michigana, the digital history collections in MeL? N=737*

N=737	
55%	Yes
43%	No
2%	Undecided/Refused

—Nearly 6-in-10 recommend Michigana to patrons

*Q. 71 Do you recommend the use of Michigana to your patrons? N=405*

N=405	
59%	Yes
37%	No
4%	Undecided/Refused

— “No demand” and “need for training” top reasons for NOT recommending use of  
Michigan to patrons

Q. 72 What is the main reason you do not recommend the use of Michigan to your patrons?  
N=139

N=139	
23%	No Demand
21%	Need training
16%	Need promotional materials
11%	It's not useful
9%	Does not apply
9%	Not for students
8%	Unfamiliar with it
1%	Limited in scope
1%	No Need
1%	No time

## COMMENTS AND RECOMMENDATIONS

After respondents heard detailed descriptions about the MeL and MeLCat programs, 51 percent of respondents who said they had not heard of MeL reported that they would be “certain” or “likely” to use MeL in the future (12 percent “certain” and 39 percent “likely”).

If the 12 percent “certain” users could be effectively communicated with and persuaded to actually use MeL, usage of the system would more than double. This usage could be significantly greater if those who said they would “likely” use MeL could be reached and persuaded to use it as well.

The common communication method that would enable the Library of Michigan and local libraries to communicate with prospective users of MeL and MeLCat is the Internet. All but six percent of the 87 percent of survey respondents who have one or more computers (either at home or at work) currently connect to the Internet.

This almost universal connectivity provides the Library of Michigan with a relatively low cost opportunity to communicate with prospective MeL and MeLCat users about the program and how to access it, using the following methods:

1. Consider developing an online tutorial program, to allow prospective users to train themselves to use MeL, MeLCat and other online information programs of the Library of Michigan;
2. Provide more training to staff, patrons and the general public, and offer refresher courses to provide more complete training for staff, including lesser known programs like MORE and Michigana.
3. Purchase online advertising on local TV, radio and newspaper websites, urging site visitors to try MeL database programs, and/or to log onto tutorial programs;
4. Persuade all regional municipal authorities – counties, cities, villages, townships, school districts, community colleges and universities – to post a link to MeL on their sites;
5. Contact enrollees on any e-mail lists available from participating local libraries, urging library patrons to connect to a MeL e-mail link and discover what is available through the program;

6. Consider purchase of other e-mail lists to communicate with Internet users about the benefits of using MeL database programs for research;
7. Consider purchasing advertising on search engines to urge their users to try MeL databases and/or tutorial programs on how to use MeL.
8. Establish a presence on social networking sites such as Facebook and Twitter.

Although the survey shows Michigan residents perceive databases such as MeL as being only slightly more accurate and reliable than information from search engines, promotion efforts should describe MeL database information as much more accurate and reliable. Patrons believe the database sources are much more accurate and reliable, and they can provide a message and become the messengers to persuade people to use the service. Obviously, for potential users undertaking most research projects or even homework assignments, especially at the college level research assignments, it is critically important for the information to be as accurate and reliable as possible.

Following a campaign of online advertising and communications methods, the public's response to the campaign can be tracked, by monitoring visits to the MeL homepage and tracking access to databases. In addition, the Library of Michigan can also measure the awareness and use of MeL by purchasing a minimal number of targeted questions on statewide surveys.

### DEMOGRAPHIC COMPARISONS

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

Do you have children who are school age or younger?

Public	Patron	
N=600	N=2868	
34%	32%	Yes, has school age children
66%	68%	No, does not have school age children
0%	0%	Undecided/Don't know/Refused

Do you have one or more children who currently attends local public schools, private or parochial schools, or homeschool? [CODE ALL THAT APPLY]

Public	Patron	
N=206	N=911	
69%	62%	Yes, public schools
13%	8%	Yes, private schools
7%	3%	Yes, both public and private
0%	0%	Home schooled
11%	17%	No children attend schools
0%	10%	Undecided/Refused

What grades do your children attend? [CODE ALL THAT APPLY]

Public	Patron	
N=183	N=817	
69%	23%	Elementary – K to 5 <sup>th</sup> grades
13%	16%	Middle school – 6 <sup>th</sup> to 8 <sup>th</sup> grade
7%	17%	High school – 9 <sup>th</sup> to 12 <sup>th</sup> grade
0%	6%	Pre-kindergarten or Head Start
0%	38%	Undecided/Refused

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

Public	Patron	
N=600	N=911	
3%	23%	Yes, infants
5%	16%	Yes, pre-school
2%	17%	Both
90%	6%	Neither

## Staff question only

Are you a director, administrator, librarian, paraprofessional, clerk or page?

N=737	
49%	Librarian
18%	Director
13%	Paraprofessional
12%	Clerk
6%	Administrator
1%	Page
1%	Undecided/Refused

In which of the following categories does your age fall?

Public	Patron	Staff	
N=600	N=2868	N=737	
4%	10%	4%	18 to 24
3%	6%	6%	25 to 29
7%	9%	7%	30 to 35
8%	8%	10%	36 to 40
18%	19%	21%	41 to 49
17%	14%	20%	50 to 55
21%	19%	28%	56 to 64
20%	13%	3%	65 or older
2%	2%	1%	Undecided/Refused

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

Public	Patron	Staff	
N=600	N=2868	N=737	
3%	6%	---	1st to 11th Grade
25%	7%	3%	High School Graduate
1%	2%	1%	Non-college post high school (technical training)
19%	19%	13%	Some college
36%	30%	21%	College graduate
15%	35%	61%	Post graduate school
1%	1%	1%	Undecided/Refused

**Staff question only**  
**[IF YOU HAVE A POST GRADUATE DEGREE]**

76. Do you have an MLS degree?

N=453	
87%	Yes
13%	No

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

Public	Patron	Staff	
N=600	N=2868	N=737	
83%	88%	90%	White
10%	3%	2%	Black
1%	1%	1%	Hispanic (Puerto Rican, Mexican-American etc.)
1%	1%	1%	Asian
---	---	---	Native American
1%	2%	1%	Mixed-race
2%	2%	2%	Other
3%	3%	3%	Undecided/Refused

For how many years have you lived in your current community?

Public	
N=600	
1%	2 years of less
6%	3 to 5 years
18%	6 to 10 years
11%	11 to 15 years
11%	16 to 20 years
45%	Over 20 years
7%	All of their life
1%	Undecided/Refused

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

Public	
N=600	
73%	Own home
18%	Buying home
1%	Lease home
6%	Rent
2%	Undecided/Refused

Would you please tell me into which of the following categories your total yearly household income falls -- including everyone in the household?

<b>Public</b>	
N=600	
9%	Under \$25,000
19%	\$25,000 to \$50,000
19%	\$50,000 to \$75,000
14%	\$75,000 to \$100,000
10%	\$100,000 to \$150,000
4%	Over \$150,000
0%	Retired – code income that applies
25%	Undecided/Refused

Gender			
<b>Public</b>	<b>Patron</b>	<b>Staff</b>	
<b>Public</b>	<b>Patron</b>	<b>Staff</b>	
N=600	N=2868	N=737	
49%	25%	11%	Male
51%	73%	87%	Female
0%	2%	2%	Refused

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