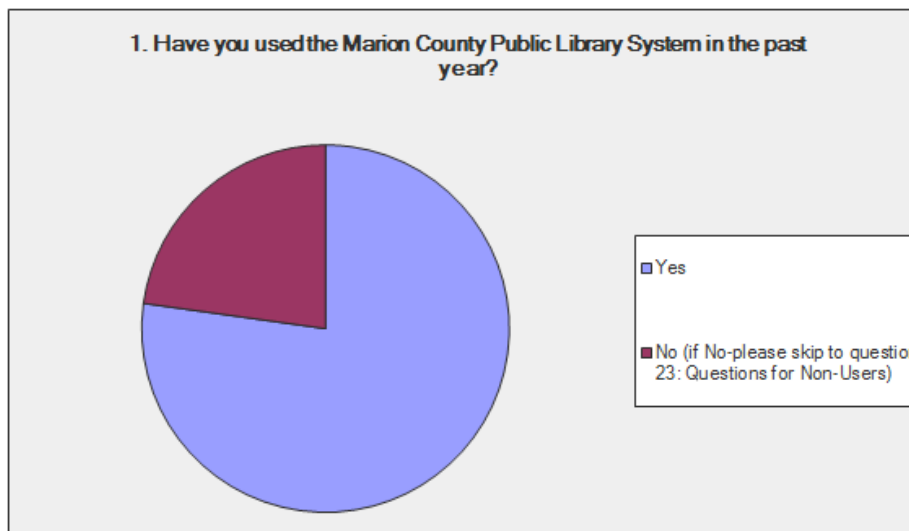
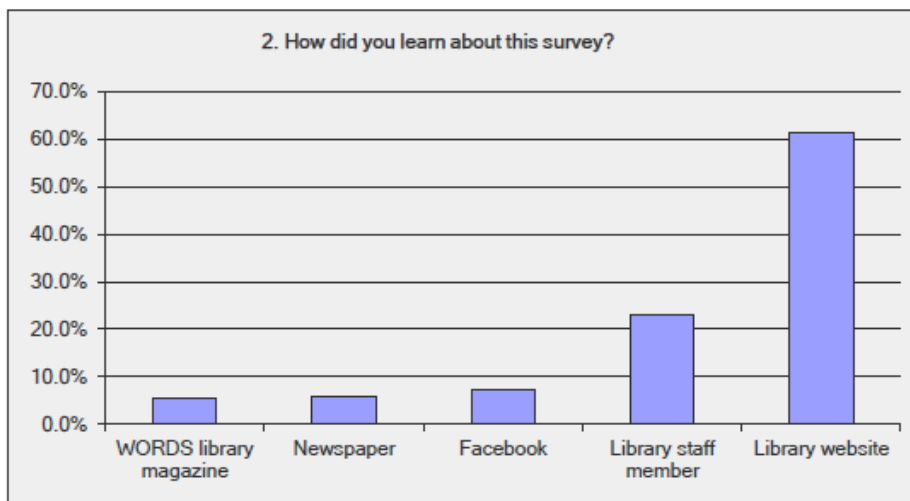


APPENDIX D: COMMUNITY SURVEY

1. Have you used the Marion County Public Library System in the past year?		
Answer Options	Response Percent	Response Count
Yes	77.2%	2919
No (if No-please skip to question 23: Questions for	22.8%	860
answered question		3779
skipped question		98

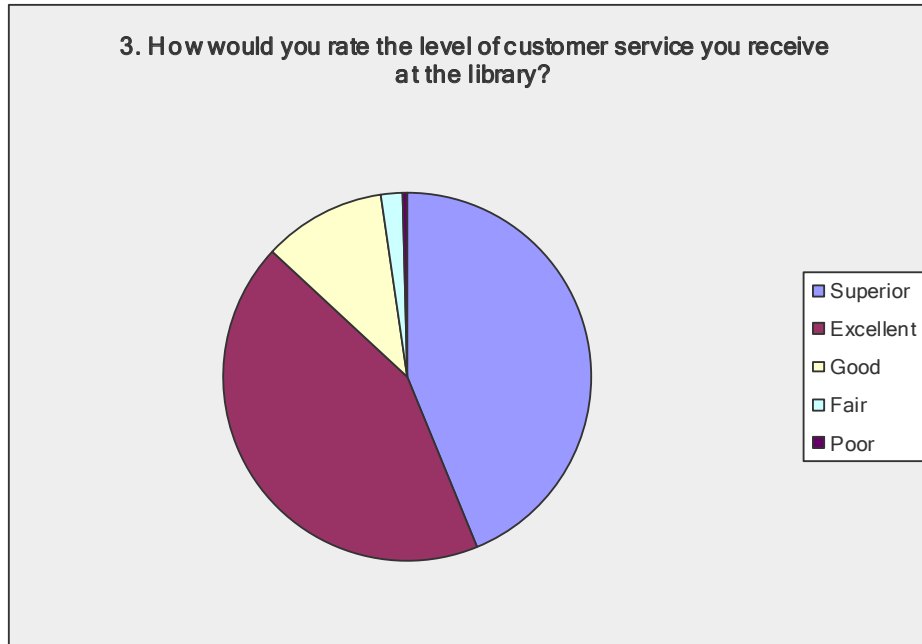


2. How did you learn about this survey?		
Answer Options	Response Percent	Response Count
WORDS library magazine	5.6%	145
Newspaper	5.7%	148
Facebook	7.3%	189
Library staff member	23.2%	601
Library website	61.3%	1585
Other (please specify)		566
answered question		2586
skipped question		1291



3. How would you rate the level of customer service you receive at the library?

Answer Options	Response Percent	Response Count
Superior	43.8%	928
Excellent	43.1%	913
Good	10.8%	230
Fair	1.9%	41
Poor	0.4%	8
Comments		146
answered question		2120
skipped question		1757



3. How would you rate the level of customer service you received at the library?

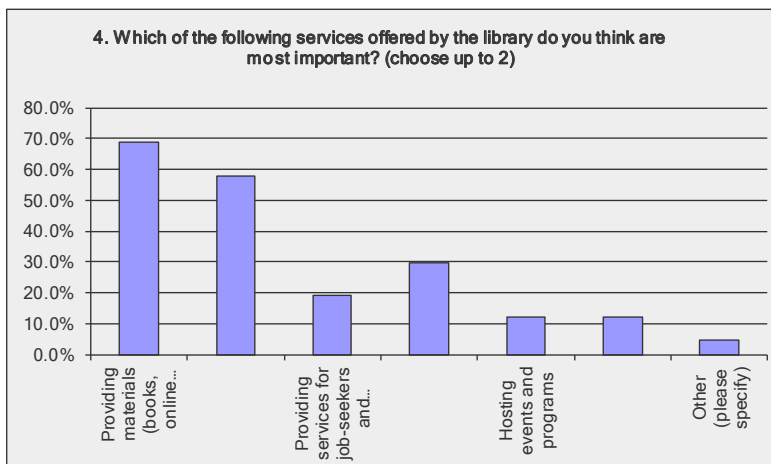
- Every body I every talked to there has been nothing but nice.
- Always find what I'm looking for with assistance.
- They are always very helpful
- Everyone is always so nice and helpful. I cannot wait to bring my son there.
- Friendly, efficient service.
- A website that is user friendly.
- Both libraries that I use (Silver Springs and Freedom) are so helpful to customers.
- love Claudia at Freedom
- Everyone is pleasant, however, some folks are more willing to be helpful than others.
- A few are excellent and take a personal interest in a patient/ customer.
- The staff have always been very pleasant and always eager to discuss books I am checking out. good library quite people !
- Great administration, great staff at headquarters and the Freedom branch.
- Forest Branch - The staff consistently provides courteous and capable assistance in a very polite, professional and personal manner. BIG HURRAH for these lovely people!

- They are always helpful and friendly and very professional
- Great staff - They are the Best!
- I am a preschool teacher and the staff in the children's library are great!!!!
- The staff at the checkout counter are always polite and eager to help as well.
- always available for question, help, and computers of course
- The availability of books is excellent and the librarians professional and friendly service is absolutely excellent
- Always helpful & pleasant
- Some service members are superior, others
- We love our library and the extra awesome staff!
- Love this little annex and especially the lovely librarian.
- I got to the library located in bellview, and everyone that works there are super attentive, ready and willing to assist in any way. The ladies at the front desk are always smiling.
- Please don't change anything !! Librarians are very helpful. The only problem I have is getting pushed from desk to desk
- or transfered too many times on the phone.
- Received tons of assistance today and was great as normal!
- The Library is the happiest place on earth!

- Good librarian, friendly, knowledgeable.
- At Belleview, fair at main headquarters.
- The library staff has always been professional, friendly and helpful.
- The library website is user-friendly and well done.
- Always room for improvement.
- Like the staff, nice people, very helpful
- They do an amazing job, they communicate well with the people that come in.
- I go to the Reddick branch and the staff is excellent
- Some staff members not fully able to answer basic questions
- Doris Haas is the best! She knows all the patrons and is always so friendly and helpful.
- Troy Ward is an Excellent employee, He helps all the time when there's computer problems.
- Interested in online classes for book download - ebooks
- Very neat and organized
- The people here are always helpful & friendly
- Staff is very helpful and wonderfully pleasant in helping me find just what I need every time I visit.
- Very good
- Locating my required books was very easy.
- The staff is extremely knowledgeable and always willing to help
- always helpful
- They are always helpful and knowledgeable. Many people from our community come
- here to sit and enjoy the environment as well. I've discovered some of my favorite books under the guidance of the staff here in Silver Springs Library.
- Sometimes Library Staff ignore when someone needs assistance on the computer..
- I feel the computer time should be denoted by the user as they know best how long they will need the computer; it should be first come first served. Also the study rooms should be the same.
- Troy Ward is a Wonderful Employee, Helps all the time when needed.
- I don't usually need help but, when I do, I receive friendly services. Even so, I do not like hearing a personal chat by a librarian in the main room and I wish there were more approachable librarian service for help on finding books for school topics. If there were more individual help, or more notifying of such a service since I don't know if there is one, then it would be very appealing to students of all ages and grades.
- Depends on who is working
- outstanding
- We love the staff at Freedom. They are awesome and always make us feel right at home. We do miss Ms. Heather but the staff has been excellent in helping make the transition on my son and myself easier ;)
- Always very helpful and friendly staff at all locations.
- only 1 or 2 people seem to be able to help with computer use
- good job take care help me show on coumptner on facebook!
- Always friendly and nice.
- The staff at the Belleview Branch are terrific. Always ready with a smile to help in whatever way they can. As much as I am in and out of the Library, I have never heard an unkind word - from the patrons or the staff. We have had occasion to use the Children's section and they were wonderful with our Grandson who was visiting and loves to read!
- they are able to help me in what ever I need
- This refers to Belleview. I do not get as good as service at the Main Branch.
- good
- They are wonderful with Genealogy help
- The staff was very helpful and cleared up an issue with an old account!
- I really enjoy coming to the library because I get to experience fun loving memories with good people that have the same interest as me. That interest being the importance of learning by digging into good books that give you life long valuable teachings. Thankyou for everything that you do and I am glad to say that I have enjoyed my experience fully.
- Very helpful staff
- The best.
- The staff here goes beyond to assist all who visit here
- I have had several issues with trying to access something online or printing, even finding research material for a novel I am writing. The librarian, John Lightbody, is extremely informative, helpful and pleasant. I am extremely satisfied with the assistance I receive at the Forest Corners branch.
- Keep up the great work
- great staff
- I really like it
- ok.
- With the exception of the rude girl that just gave me the access to this PC!!!!
- brighter personalities would be nice
- All ways willing to help when needed.
- The ladies at the Dunnellon Library are always helpful for all my library needs.
- it would be good if the library would provide headphones for each of the computers.
- the computers are extremely slow, the mice don't work, the noise level is very high, employees do nothing about quieting people or asking them to leave, the library should be quiet!
- Love all Marion County Libraries! At one or two a week for multiple reasons and always easy
- Staff is always helpful
- Seemed that all employess were busy.
- Very good staff
- They are always nice and helpful.
- My daughter and I come to the Dunnellon Library for years and every time we are treated so great. The staff is amazing and very patient and kind. Probably the nicest and most helpful library staff I have every encountered.
- Everyone is so polite and helpful, it is great. Ilike it.
- Martie and Linda are amazing Librarians
- All the library staff at the Forest Corners branch are very helpful and friendly. Any time I have a question about anything they are there to help.
- I use the library in Dunnellon and the librarians are nice and know my kids by thier names we are in there so much. Its nice to walk in and ask for a book and they walk you to it.)
- Only reason I did not select "Superior" was because I have nothing to compare it to. I have not had cause to rate it in any way deficient.
- Some Library Personnel looked "bored," when they are not busy at Ocala Main and Freedom Libraries.
- very friendly staff, especially in the childrens department
- Everyone is very nice and understanding
- not very helpful
- Great staff, prompt service, everything very well organized and managed.

- All of the staff and visitors at the library are very kind, nice and friendly.
- best of any county in florida !
- "Hello Thank God and everyone for being here."
- very nice place to study and look up other source
- very helpful from pervious year
- Always nice, helpful, and prompt. Just about the best library I have ever used as far as the staff is concerned.
- I LOVE the library.
- The librarians are friendly and helpful.
- Great people always willing to help!
- I have always received the help I have needed
- love the Dunnellon ladies
- I ALWAYS RECEIVE EXCELLENT CUSTOMER SERVICE EVERYTIME I VISIT THE LIBRARY.
- LOVE THE USED BOOK STORE
- GOOD LIBRARY GREAT BOOKS SALE
- WONDERFUL!
- I'VE RECENTLY JOINED AND AM VERY HAPPY
- ALWAYS VERY HELPFUL
- Even when it is evident how busy the staff is, they are ALWAYS smiling, and making each person feel that they are the only one.
- I feel the staff needs training on the e book process!
- Provides the best service, always helpful and curtious!
- better than better
- everyone always has a smile and welcomes you! helps you with whatever you need. john is so very knowledable about the computers and shows you what to do ,I have learned so much from his help.
- staff at the Dunnellon library are always friendly and knowledgeable
- "No one seems to be around when you need them. I also notice things that are wrong with the books, (marks, stains, etc.), and when I bring it up I ALWAYS get an attitude. The staff act LAZY like they barley want to work, although they have one of the easiest government jobs, on the planet. They act as if ANY other work you may ask of them (looking things up, helping find special items, helping with problems with the computer) is a burden, and I cant stand that."
- mary is very good and very helpul
- Too much personal conversations too loud among the staff. Inconsistent monitoring of loud patron conversations.
- Excellent staff, excellent services (Forest Branch).
- I cant complain but the library could use some outside benches
- auto related periodicals are disappearing
- staff is polite and knowledgeable
- The staff are always so nice and helpful!! Customer service is an A+!!
- Staff is just about the best in the county
- Everyone is so helpful especially if you need help on the computers
- The librarians and volunteers at the Forest Corners library and extremely helpful and resourceful. Any question I have they will find an answer for. At times it begins to get a little loud in the computer section and they are quick to quiet others so as not to disturb the other patrons. I am currently working on the rewrite for my novel and the only computer I have access to is at the library so I am on the computer a lot. The staff, especially John, is always right there if I need help with researching something to help my along in my writing. I am extremely satisfied with everything at my branch of the Marion County Library system here at Forest Corners.
- always courteous, polite!
- every has allways been helpful
- some librarians very helpful, others not
- I am very glad that I get to volunteer at the Belleview Branch. All of the Staff and Volunteers are always courteous and helpful.
- I love it here, the service,the peace,serenity.
- Everyone is very nice and helpful
- Most of the staff are very stiff face and unfriendly, almost to the point of unapproachable; their attitudes and personalities resemble more of what one would imagine of jailhouse security guards than personnel of a public library. There's only a small few who have smiley, happy-welcoming faces.
- staff always willing to help
- all the library staff that have helped me at all times of the day and week as well as friends of the library volunteers have been extremely valuable. I have seen them to be most patient with all people that use the libraries services and each other.

4. Which of the following services offered by the library do you think are most important? (choose up to 2)		
Answer Options	Response Percent	Response Count
Providing materials (books, online content,	68.8%	1460
Providing technology and materials for people who	57.8%	1228
Providing services for job-seekers and businesses	19.0%	403
Promoting literacy among children and adults	29.8%	632
Hosting events and programs	12.3%	262
Offering a community gathering place	12.0%	255
Other (please specify)	4.6%	98
answered question		2123
skipped question		1754



4. Which of the following services offered by the library do you think are most important? (choose up to 2)

- All are very important. I used the library a lot when I was working toward my degree as the college library was further away and I had children in school that also utilized it.
- I think providing all of these is what makes a community library so helpful and needed.
- Literacy is most important, however it should also be happening for children and adults in schools, civic centers, churches, etc
- providing computers for use by the public
- All of the above!
- Using the computer and printer.
- NEED MORE BOOKS!! Literacy is also a very important part of the services offered. If tutorial services could be added, it would certainly be of benefit to the citizens here.
- The book Tough Guy, Gentle Heart is not in your library at all. They are coming to talk about the book and his baseball life
- computer use and printing.
- For a small town like Dunnellon, all the services offered by the library are awesome, such as the 1st Friday of the month movie, Yoga classes and other excellent presentation Yevu being the most recent one
- Extreme couponing, Toddler reading program
- Job seekers
- The children's department at Belleview, hosts wonderful events
- A mix of all the above.
- it their are display me from Daytona Beach, FL then gmail.com that is it.
- everything is great here
- internet access
- I love the children's events the library has
- I do not have access to the internet so the library is very important to me
- "classes in various subjects such as computers x"
- Encouraging children's programs. Giving specific and timely training sessions for things like tax preparation, Health care issues, Obama Care, etc.
- having book sales to benefit the community, because not everyone can afford to buy books at a high cost.
- use of internet
- I feel the other things are important also only if those I have checked are well done. and much more(and a library card for free promoting literacy is tops, which includes and depends on providing materials, services, events, programs
- good facebook!!!!!!
- the computer access and printer
- books for the blind
- giving children in the community something to look forward too
- Can't choose - remainder are all so important!
- I used the computers while mine was in the shop
- aarp web site
- All of the above. Can't leave any of these out.
- ALL OF ABOVE
- Learning the computer , with help!
- Helping me to learn the computer; and when I run into advanced problems, helping me resolve or learn to resolve the problems. Your Lee /or/ John (computer person) has even helped and I am thankful for this ! " It helps " .
- I think all of the services they provide are great. If offers something for everyone, I personally need the computers for job searches.
- The only reason I have my job is because a library in Reddick Florida. I was able to apply for jobs and read books in my spare time. the staff her is kind and very helpful
- Computer access to online.
- everything
- I wish they would offer current and older movies on dvd for borrowing.

- It is difficult to choose only 2. All of these services are important to the public.
- use for college assignments and research
- Offering computer classes for those who don't either know how to use certain programs or computers in general.
- libraries are awesome!! Thank you!
- The hard cover hold in your hand book is still my favorite and would love to write one myself.
- Limiting responses to two is unfortunate.
- use of the computer
- Use for CF College course homework when my computer is down.
- Please consider a phone room for people who need to talk on the phone while using a computer (e.g. for banking or other business transactions. One needs to use a landline for a higher level of security, so if you had a few terminals in a quiet room, it would make it easier to transact business while not disturbing other patrons.
- I think there should be more opportunities for illiterate adults to be able to learn to read and write. I know several people in the Forest Corners area who cant read and write and if they offered this specifically to help them it would be beneficial.
- a great library for the town
- crafts, computer, newspapers, magazine and book reading;;;attended computer classes,
- used book store, used book sale
- "I am very happy with many of the services available for adults. However, I would like to see many more classes and courses for the homeless, and those who are disabled, who often do not have access to the latest technologies available, and therefore fall behind. I would also like to see some of the programs that are available for children be available for adults as well. I realize that many of the homeless are frequently seen as a burden on society in general, and on public places such as libraries, where they come to get out of the elements. Why not take advantage of the manpower they provide instead? Even in a volunteer capacity, they can often use these opportunities to boost their resumes, and will have more references to add as well. There are many good programs that are not available locally. It might be of some use to check out the courses available in Jacksonville, where they have a much larger population, and yet manage to only have one homeless shelter. There are many good training programs through WorkForce, and the unemployment office, that could be provided on a much larger scale here and more frequently. Many people only see these people as a nuisance, when they are seen at all. Since deinstitutionalization has shut down the hospitals, and not created the facilities that were promised for out-patient services, our most vulnerable citizens are instead on the streets, in temporary shelters, (that make them leave at 5 a.m.,) and then eventually put in jails. This isn't appropriate or adequate for our society as a whole. Often times they are locked up and it is seen as a way of housing and feeding them in ways that are not available any other way. But this 'favor' may make the community happy and feel safer, but when they are released they now also have a criminal record to contend with. It makes them even more unemployable! This may not be something that seems to have anything to do with a public library, but it effects our entire community. If we can re-educate people in such a way that they our most vulnerable members are seen in a different light, we can start to change our society's faulty thinking. Then places like Tent City will no longer be necessary, and if they

are, they will not be seen as simply another eyesore for the criminal element to thrive in. There are so many things the public doesn't see. While you may if you are homeless get two free meals a day, even the shelters are no longer free... even in the worst storms or cold weather. People will continue to frequent public places such as libraries, because they have nowhere else to go. Even the parks look down on those who frequent them, and you are still out in the worst weather. If we want them to be productive, then you must give them the opportunities to further educate themselves and gain not just valuable skills but confidence as well. To have a voice, and to be recognized as human beings, not just as burdens. Hand-outs are fine, but they continue to promote the cycle, that eventually lead to being either lazy, or more inclined to break the law. It's not enough. Many people are not seen as employable merely because they don't have the proper clothing or aren't groomed impeccably. Try walking all day long so that you won't be picked up for loitering, or being stopped in every store you walk in merely because you possess a backpack. How we as a society empower our most vulnerable members directly relates to how well we as a society function. It could happen to any one of us! There are many programs available online free of charge. College courses, for those who have access to a computer. Though you do not receive a degree, you do receive a certificate of completion, and of course, the knowledge. It would be nice to see such courses in the library, where you do not have to get offline every thirty minutes. The present remedy for homelessness other than jail, is to merely give them a bus ticket, if they can prove they have family in another place. This is not a solution! It just stops it from being our communities problem! Many people on disability become even more displaced as they are introduced to life on the streets, and further victimized or exploited by the criminal element. They are normally law-abiding citizens, that would be able to thrive if introduced to the right sort of resources, where their disabilities were seen as just that, and not a reason to further penalize them. With the proper supports in place, they can work part-time, and remain law-abiding. But when those with few financial resources are instead allowed to fall through the cracks, we are promoting the sorts of unsavory activities we detest but come to expect from these people."

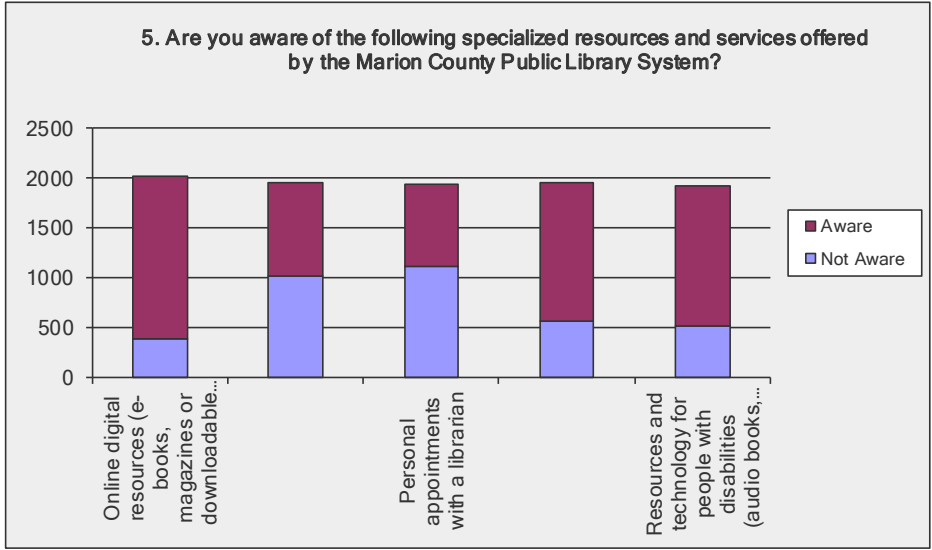
- I have used most of the above services and count on this branch of the library for their use
- All of the above! Each program is excellent and I often brag to others about not only the complete list of services provided, but also the helpful, can-do attitudes of the employees. everything is important as everybody seeks something different for their own personal preference
- all Income tax services
- Every one of the programs mentioned in your survey is important. We are in a small community, the public rooms are in use almost constantly. I watch tutors, neighbors, and tourists enjoying the services the Dunnellon library provides. And the rockers on the front porch are in use often when the building is locked. For a small town, the library may be the most important secular building in the community.
- I believe if you can read you can do anything
- community volunteer oportunities
- GOOD
- group gathering that encourage kids and adults to share there opinions and view points on various topics rather it be current events or anything really ...but the idea behind it is to encourage people to speak there minds rather its about personal problems

- or just the things they are interested in talking about.
- the use of the computers
- Reference area--they always look after me and go the extra mile.
- I think ALL of the choices are extremely important. Keep up the good work
- Internet and books
- A few hours out of the elements and a bit of activities to do for the day. Job seeking and school assignments I have also used Reference or Commons for.

- services for children with special needs
- You do so many excellent offerings, it is hard to pick 2. Actually, all of the above are very important, particularly "promoting literacy among children and adults."
- computers
- internet - I am an online teacher and have no way to do my job without library internet
- Providing computer classes every Wednesday from 10:30am-11:30am.

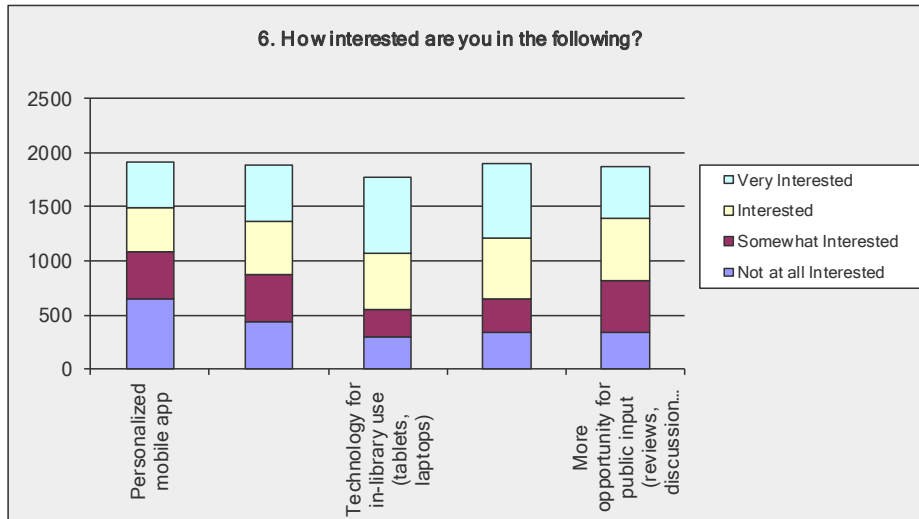
5. Are you aware of the following specialized resources and services offered by the Marion County Public Library System?

Answer Options	Aware	Not Aware	Response Count
Online digital resources (e-books, magazines or Librarian assistance available via online chat and	1627	391	2018
Personal appointments with a librarian	933	1016	1949
Basic computer classes	812	1121	1933
Resources and technology for people with disabilities	1394	558	1952
	1403	512	1915
<i>answered question</i>			2058
<i>skipped question</i>			1819



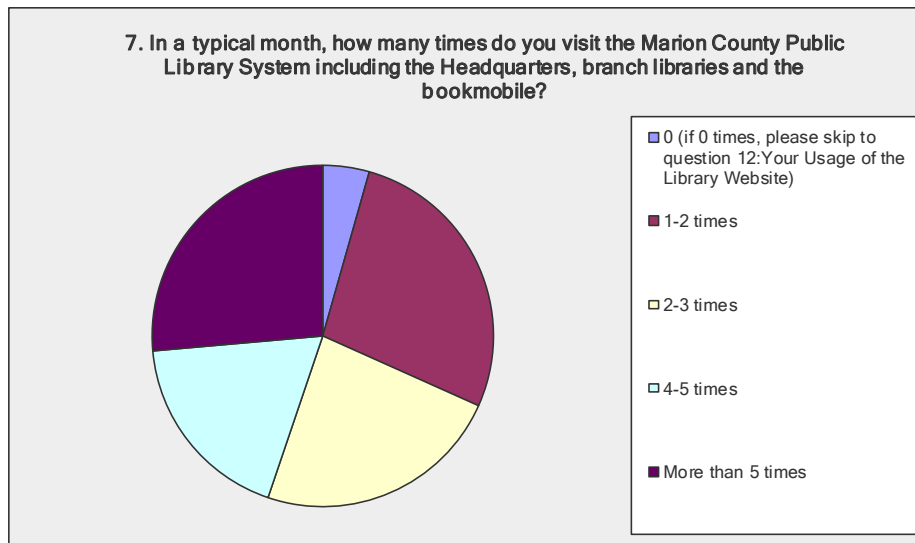
6. How interested are you in the following?

Answer Options	Very Interested	Interested	Somewhat Interested	Not at all Interested	Response Count
Personalized mobile app	417	402	439	649	1907
Technology for check-out (e-readers)	519	498	427	441	1885
Technology for in-library use (tablets, laptops)	698	521	264	291	1774
Wireless printing	680	567	313	337	1897
More opportunity for public input (reviews, discussion)	482	568	479	340	1869
answered question					2025
skipped question					1852



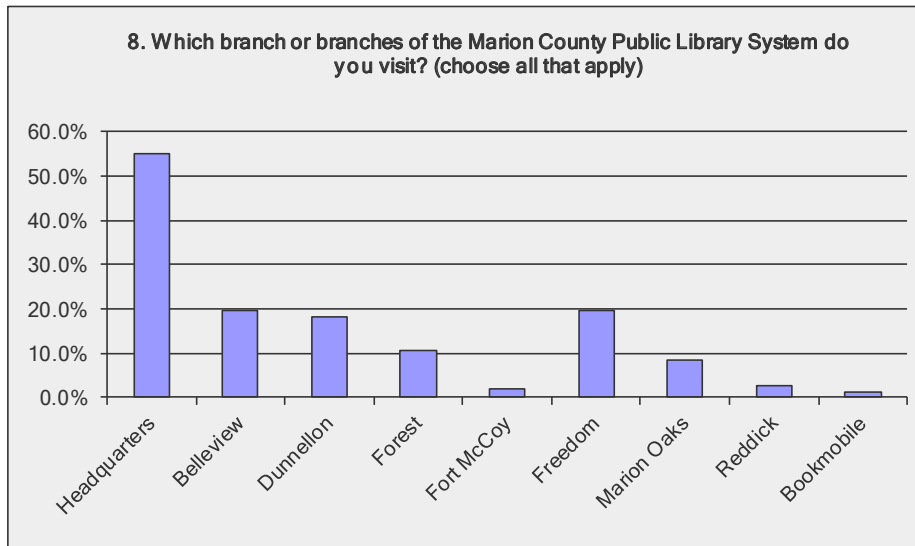
7. In a typical month, how many times do you visit the Marion County Public Library System including the Headquarters, branch libraries and the

Answer Options	Response Percent	Response Count
0 (if 0 times, please skip to question 12:Your Usage of the Library Website)	4.4%	80
1-2 times	27.3%	501
2-3 times	23.5%	431
4-5 times	18.4%	337
More than 5 times	26.4%	483
answered question		1832
skipped question		2045



8. Which branch or branches of the Marion County Public Library System do you visit? (choose all that apply)

Answer Options	Response Percent	Response Count
Headquarters	54.9%	986
Belleview	19.8%	356
Dunnellon	18.1%	325
Forest	10.6%	190
Fort McCoy	1.9%	35
Freedom	19.6%	351
Marion Oaks	8.4%	150
Reddick	2.6%	47
Bookmobile	1.1%	19
answered question		1795
skipped question		2082



9. What do you typically do when you visit a library building or bookmobile? (choose all that apply)

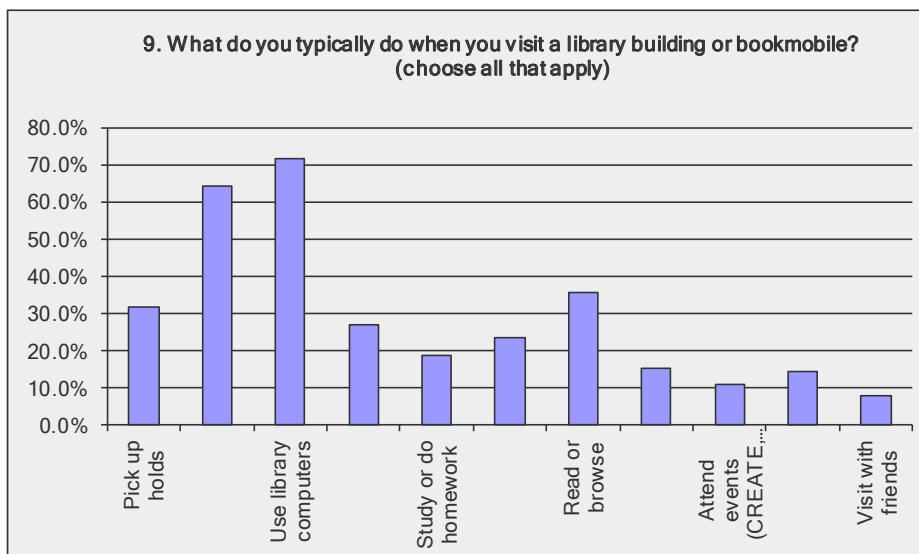
- Authors, book sales, tours, hear public elected officials
- This Reddick branch is staffed by the most caring, helpful and knowledgeable people and I thank every one of them for their service every time I visit
- tests or use comp for personal business
- The staff is very helpful and tolerant towards the public.
- Use printers
- Teabag Origami was fun :)
- Would attend yoga classes but there are none any more. Perhaps a class on healthy eating or book talks.
- check e-mail account
- I have attended the writer's group on occasion.
- Bible Study
- Bring grandchildren
- A coffee shop would be a great addition. Also, selling cheaper bags and office supplies would be helpful and possibly raise revenue.
- I'm a nanny, I bring the little guy to Jiggleman and other events he loves work crafts-card making hobby
- purchase books at the book store
- I would do activities with grandson that you have for children, but I am caregiver for my father and cannot leave him for very long.
- print out materials
- when I visit the library I do research, and canvas the community

or the programs that are needed. Ocala is growing fast, and is in need of a lot of programs that would benefit poor people.

- internet
- don't use
- use printer
- re'cd valuable information
- Attend community meetings
- bring my grandchildren
- attend meetings or participate in what ever I have volunteered to do.
- Look for research material for various projects
- Genealogy research
- attend Friends of Library meetings
- I need to say that the Dunnellon Library has always been a welcoming, warm place, with friendly, helpful staff. I feel so fortunate to live in a community with such a beautiful and functional library.
- Buy books.
- I work when I come to the library ! There are those that come to play and/or disrupt/or are just plain rude (inconsiderate of all others outside of themselves and what they want to do). This should , 'not at all ', be tolerated! "I ride the SunTran Bus system to save money and they ' Steven Neal and Debbie Miller ', (operating officers) , do a fabulous job running this system !" They 'Do not ', at any level , 'tolerate' , any form of disruptions , that can be avoided or that are just plain 'Rude'. They do not even allow mothers or fathers with 'unruly' children to continue

9. What do you typically do when you visit a library building or bookmobile? (choose all that apply)

Answer Options	Response Percent	Response Count
Pick up holds	31.8%	565
Check out books or other materials	64.3%	1141
Use library computers	71.5%	1268
Use the library's WiFi	26.9%	478
Study or do homework	18.7%	331
Get help from library staff	23.4%	416
Read or browse	35.6%	632
Attend programs (story times, computer classes)	15.2%	269
Attend events (CREATE, Fairy Tale Festival, African	10.9%	193
Spend time with my children	14.5%	258
Visit with friends	7.8%	139
Other (please specify)		89
answered question		1774
skipped question		2103



to allow their children to rule 'undisciplined and out of control behaviors'. They are warned and if their behavior continues, they are 'banned' from the bus up to 'permanently' ! Some people are under the mentality that they are owed something especially if it is of public or subsidized domain , they are told very quickly "SunTran 'does...not'...owe you a 'ride' "!

- Write
- I am a part time resident of Marion County. I am in the process of purchasing a house in Paisley Lake County. I spend winters in Florida (snow birding at state parks and dispersed camping). I would love to see the library initiate a 'donation' for library cards for out of state persons and/or persons without current valid identification cards. I have been to libraries in other states that allow people to put down a deposit with the library of \$50 - \$100 for the ability to check out 1-3 books/movies/cds/audio books, etc. This allows new/visiting/returning guests to access all library services & covers the libraries loses in advance in case the items are not returned or are late. Any fees can be deducted from the balance and the remainder can be returned or forfeited after 30 days of no contact. This helps attract new residents to the area. One of the first this on my priority list is a good library and I always spend lots of time at the local library before moving somewhere. Books are a very special gift from one person(s) of knowledge and imagination to the entire world. I would love to

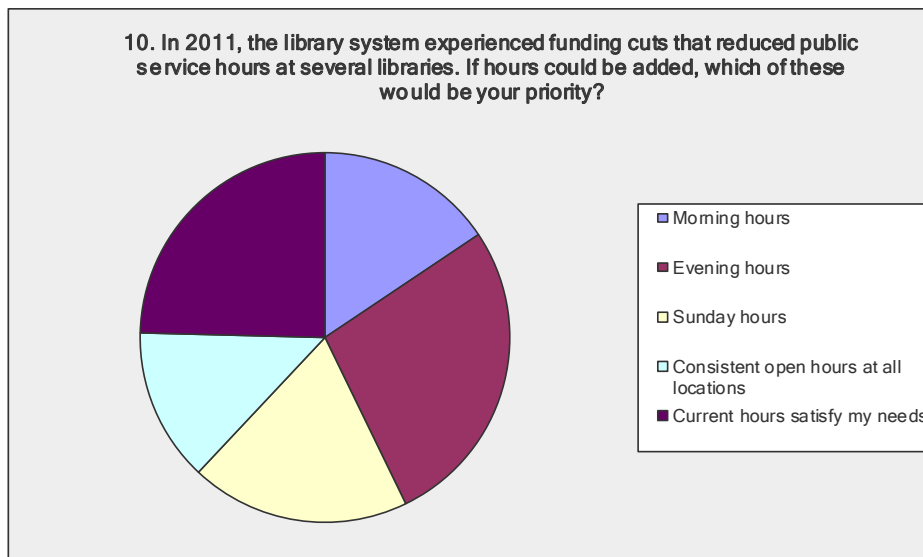
discuss this with any of the librarians. Thank you so much for being you! This is one of the best libraries I have ever seen or been to and has been instrumental in my decision to move to the country area in Paisley, Lake County.

- Buy from used book store
- Work
- I really enjoy
- I am visiting this area from up north and do not have a library card for here.
- Attend writers group and book club.
- attend Friends of the Library meetings
- Volunteer
- Use printers to print what I have typed.
- I also go to and enjoy the movies presented once a week at the Ocala library and their book sale held every 3 months.
- Research for children' future.
- Visit the FOL bookstore
- book sale
- AARP Tax Aide Tax Counseling for the Elderly
- Genealogy research
- Interlibrary loans
- Meetings in community rooms
- Have a great time.
- Read paper, books, and newspapers

- Genealogy
- I utilized the Libraries facilities to obtain my current Job. This took 6 months and I received constant help and encouragement from the entire staff
- Attend Friends of the Library meetings. Volunteer for Snapshot Day, book sales, lobby books, etc.
- Rock on the front porch
- Attend Book club meetings
- use computers
- check out the ladies. I'm kidding! Humor is a great part of literacy!
- Most of the time we go to the bookmobile, so this only applies when at the library.
- Attend meetings
- computers are EXTREMELY slow, mice are faulty
- go to the writers class
- computer
- surf online, get copies made from online activity.
- bookstore
- I didn't understand the question in # 6, input from speakers? I also try to attend the book club. I was going to go to facebook info with John but I'm more interested in the business promotion on facebook and I doubt if that was part of the program.
- Genealogy Group meetings
- Could you also set up a system to monitor the children if the parents have to leave their presence for just a few minutes?
- Bookstore
- tutor
- print items
- Volunteer
- Home and job search
- Didn't know of WiFi use available...if this means one can bring their own laptop & use the WiFi I will be here more often...as it is I'm thinking I had to use the computers provided by the library
- Bring Girl Scout troop to do research on badge projects they are working on.
- The WiFi access needs security. But it is open to all which can possibly get hacked. I have a certification in CompTIA Security+, and am seeking Certified Ethical Hacking certification. I can help.
- Relax and sometimes doze a little (it's so nice and quiet here, I like that).
- genealogy
- I also volunteer at the Belleview Branch once a week.
- putting in applications
- internet
- MOSTLY - COMPUTER
- purchase books in "friends of the library bookstore" and also bring grandchildren and neighbors that don't drive
- COMPUTER RESEARCH.
- PC Web research
- make notes for job search activities

10. In 2011, the library system experienced funding cuts that reduced public service hours at several libraries. If hours could be added, which of these would be your priority?

Answer Options	Response Percent	Response Count
Morning hours	15.6%	277
Evening hours	27.2%	481
Sunday hours	19.2%	340
Consistent open hours at all locations	13.4%	237
Current hours satisfy my needs	24.6%	436
Other (please specify hours and locations)		56
answered question		1771
skipped question		2106

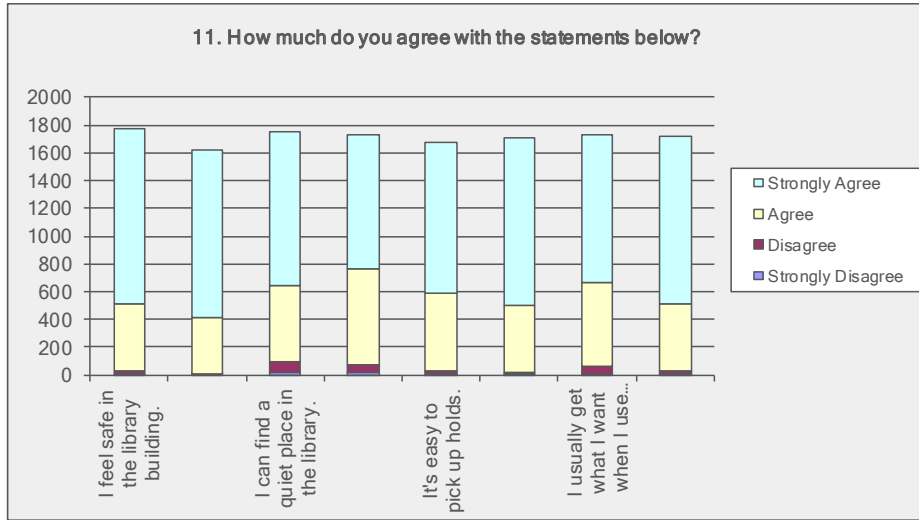


10. In 2011, the library system experienced funding cuts that reduced public service hours at several libraries. If hours could be added, which of these would be your priority?

- Increase hours at all branches, especially Ft. McCoy
- I think the Belleview hours are extremely generous as far as meetings needs of both working and retired patrons.
- ft mccoy
- I'm retired. I can go when it is open.
- Since taxpayers are paying for this you need to add to your personnel NOT take away hours! The library should be properly staffed. Hire more people!
- Does it meet the needs of older students?
- I think the library ought to be open when the schools are closed so students can visit Fort McCoy
- Open until 8PM all days
- Headquarters 10am until 7pm
- After 1 o'clock--church first. 2ND CHOICE WOULD BE SUNDAY HOURS any time
- Same hours on however many days it could be open. Like 11-7 every day possible. Also Sunday house. I always worried when the library is open or closed.
- Opening at 7 or 8 a.m.
- Also Sunday hours
- also open earlier on Sunday
- Headquarters in which I use, I would suggest opening as early as 7-8 a.m. and closing 8 p.m, during the week and weekend hours from 10 a.m. - 6 p.m.
- need to be open earlier on Sundays
- headquarters to at around 11:00pm
- opening at 8:00 during the week would help me when I have a book on hold.
- Consistent hours at each (not all) locations
- I think evening hours should be extended and maybe an extra hour or two in the morning!
- Consistent open hours at leased till 8:00 p.m., maybe 9:00 p.m. Not at all locations, if not needed. I use the Headquarters branch, (And have.... never.....understood why they close at 6:00 p.m. on Fridays especially! That's the end of the work week . People have ask me upon leaving the library when it closes on Friday's (on there way home from work for the weekend) . When I say 6:00p.m., they say "You've got to be kidding, ' on Friday's ! " I can't disagree for all those reasons mentioned above. Maybe Saturdays close at 7 p.m., Sunday's at 6 p.m., but Sundays should open at 10:00 a.m. or so , and again; "not necessarily at all branches 'upon' evaluation " !! "Wise government / management / evaluation ! "
- Not enough hours at Ft. McCoy and enough days.
- libraries create a safe haven for children and the elderly to receive information, and to socialize with their peers, knowledge is a good thing!
- I like to take care of all my personal business while my girls are in school. I take them with me on weekends but some facilities are not open on sundays when that's my families family day together.
- Open 24 hour Wi-Fi access would greatly help locals/visitors who are lost at night when the library is closed. Gas station attendants get a lot of questions about directions to places and are often not as accurate as google directions.
- Library's don't need to be open more, if anything they need to be closed on Sundays and the late evenings should close at 7pm, its dead in the Library's' after 7. Also cut hours on Saturday. After 3pm the Library is dead.
- Open at 8:00 am
- Evening hours would be fantastic since I'm in school and I would LOVE to come to the library AFTER my child goes to sleep (DAD WOULD BE HOME OF COURSE!)
- None of the above. There is a time convenient for everyone for some reason. Thank you.
- At Belleview branch maybe 12 to 5
- I would really enjoy being able to go to the library on Sundays because it's one of my days off from work.
- Need more hours, whether they open sooner in the morning or later during the day 4 hours NOT enough on Sundays
- Hours should be based on individual branch needs
- daiy hours reddick
- Evening hours and maybe every other Sunday at the Dunnellon Library.
- Please limit Sunday (and Saturdays) so Library Personnel can attend a place of Worship.
- It might be possible to extend resources through grants by having some of the programs I talked about..
- more hours are needed for all the time slots.
- Later on Fridays and Saturday as that is when we have available time perhaps stay open later...Dunnellon
- Headquarters extra evening hours
- Libraries should open by 8am or 9 am
- It is a very long drive to Headquarters on Sunday
- I also would like to see the librays open on sundays
- evening hours and morning hours all the time is good
- I often have wanted to come on Friday, Saturday or Sunday after 5:00 PM.
- Probably when ever it is the busiest now...those would be the times to add hours OR a little in morning & little more in evening.
- Regular hours
- 9 to 9, 6 days/week
- 7a-10:30p Everyday.
- To help fund to keep library going place a can where people can but money in can to also help keep public computers going. Ian sure most would put in can \$1, \$2, penny, nickel and more.
- Evening hours and Sunday hours

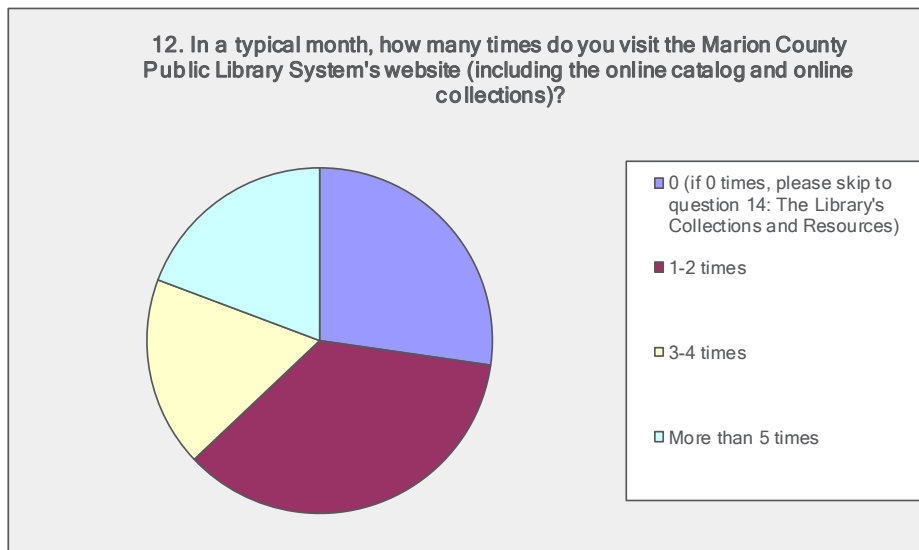
11. How much do you agree with the statements below?

Answer Options	Strongly Agree	Agree	Disagree	Strongly Disagree	Response Count
I feel safe in the library building.	1265	486	21	5	1777
The library is clean.	1217	396	9	3	1625
I can find a quiet place in the library.	1109	551	73	20	1753
Computers are available when I need them.	957	696	58	14	1725
It's easy to pick up holds.	1090	551	24	10	1675
It's easy to check out books.	1215	479	11	6	1711
I usually get what I want when I use the library.	1062	608	54	8	1732
The library atmosphere is welcoming and pleasant.	1210	482	21	6	1719
answered question					1793
skipped question					2084



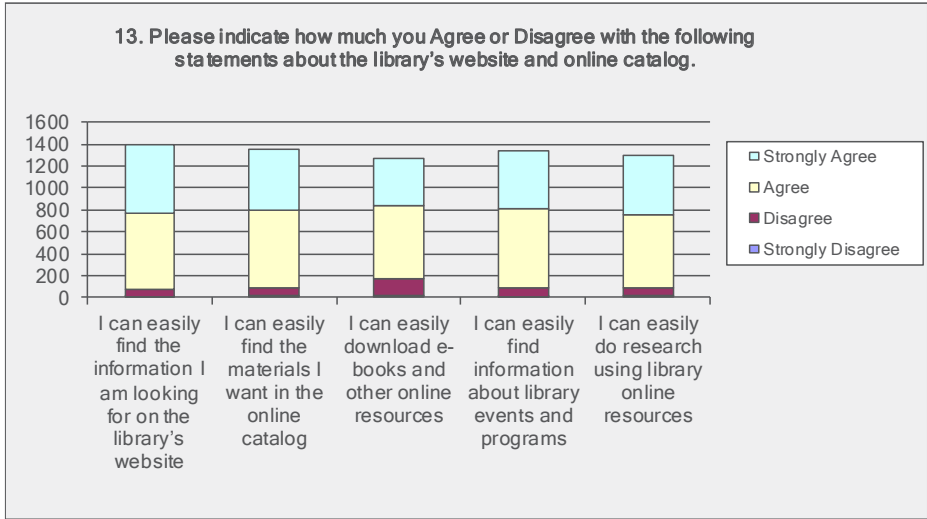
12. In a typical month, how many times do you visit the Marion County Public Library System's website (including the online catalog and online collections)?

Answer Options	Response Percent	Response Count
0 (if 0 times, please skip to question 14: The Library's Collections and Resources)	27.3%	468
1-2 times	35.7%	612
3-4 times	17.8%	305
More than 5 times	19.3%	331
answered question		1716
skipped question		2161



13. Please indicate how much you Agree or Disagree with the following statements about the library's website and online catalog.

Answer Options	Strongly Agree	Agree	Disagree	Strongly Disagree	Response Count
I can easily find the information I am looking for on the library's website	630	696	64	11	1401
I can easily find the materials I want in the online catalog	550	705	80	14	1349
I can easily download e-books and other online resources	420	665	156	23	1264
I can easily find information about library events and programs	530	716	82	13	1341
I can easily do research using library online resources	546	673	66	18	1303
answered question					1435
skipped question					2442

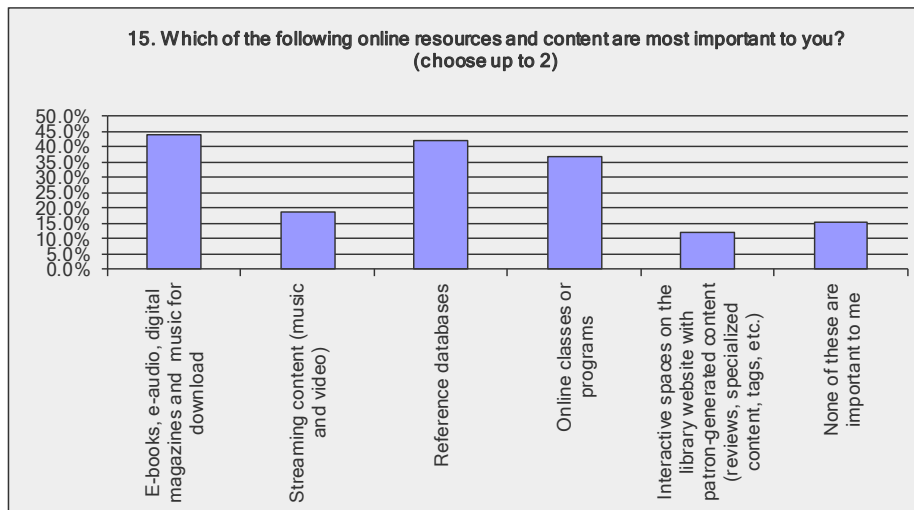


Libraries create a safe haven for children and the elderly to receive information and to socialize with their peers. Knowledge is a good thing!

-Community Survey

15. Which of the following online resources and content are most important to you? (choose up to 2)

Answer Options	Response Percent	Response Count
E-books, e-audio, digital magazines and music for download	43.7%	571
Streaming content (music and video)	18.7%	245
Reference databases	41.9%	547
Online classes or programs	36.6%	479
Interactive spaces on the library website with patron-	12.3%	161
None of these are important to me	15.5%	203
Other (please specify)		57
answered question		1307
skipped question		2570



15 Which of the following online resources and content are most important to you?

- The only resource I use is reading material in regular 'book' format.
- I appreciate the vast array of reference materials that are available through the library's website.
- Neither I nor staff can figure out how to link my Android tablet with your e-book system
- Love the access to digital magazines. But, regardless of everything offered online, I still love just visiting the library, selecting books and reading them. Of course, if I win the Kindle, I may change my mind!
- books and audio books
- Renewing book check outs.
- Books available for pleasure reading.
- More large print books
- keeping up with e-mail services, Thank you
- None are important thru library
- I do not fully utilize my computer and library usage.
- since you remodeled the website recently, I am now unable to access my account using my android smartphone. Had no problem before.
- The new library website is very confusing. I hate how the links at the top of the page take me to the county site. If I wanted to go there, I would go there. I want to be on the library site! I don't know where to find anything. I wish there were more pictures. Also, the "you are going to an external link" nonsense is just silly. There is no need for that. It is taking away from my time.
- I do not use online resources.
- none
- Study time
- My time is clocking while I do the survey

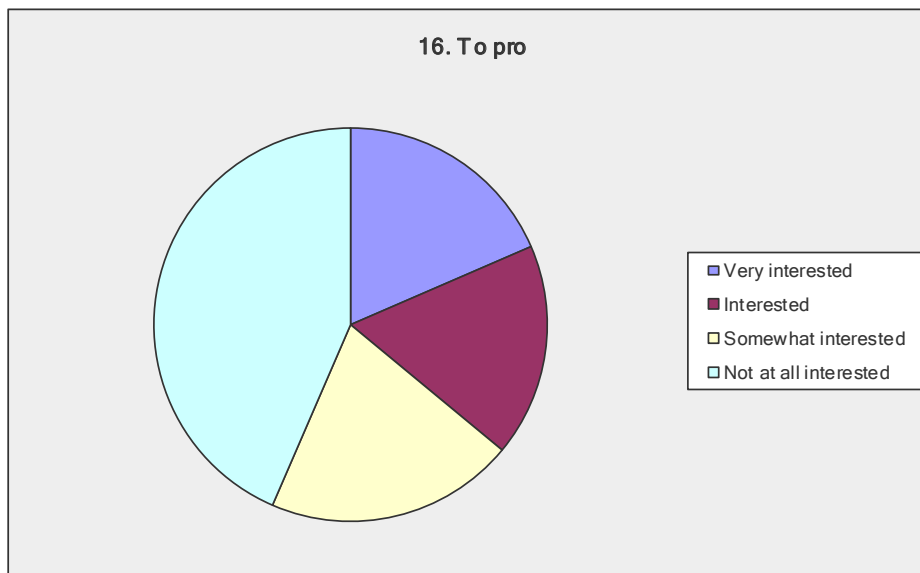
- computer class on facebook , twitter, my space and all the other bells and whistles.
- Chrome, cloud, ect ect that people do not understand. Some people that is.
- Links to other referene databases
- I'm not very good on the computer
- I didn't know you could do the other things.
- periodicals
- I absolutely enjoy every aspect of the public library.
- Also equally important is the librarian SHOULD FIND PARENTS THAT LEAVE their NOISY CHILDREN to run rampant all over the library, then KICK THEM OUT!!!!!!
- spend money on slow, poorly functioning computers
- My favorite resources are children's books for my daughter and the computer's because I can't afford one of my own and books about health are so important to me. Thankyou.
- Have not explored online resources yet
- I love to read books by Sandra Brown. Need more of her books at Belleview branch.
- I would really be interested in taking online courses because it suits my schedule better than going to an actual school/college.
- At this time, online resources are not as important to me as other aspects of the library
- e-mail
- I, personally, do not use these as I prefer hard-copy materials, but think they are the ones I would be most likely to use.
- the internet
- just looking for room and broad
- looking for books
- Do not like ebooks
- ALL IMPORTANT

- "Books!
- I appreciate the magazine that gives me new titles. I review, select and go to the library site to reserve if available-- it's like Christmas every couple of months!! thanks."
- upgrade computer system
- DVD's
- Interactive spaces, would businesses be excluded, such as advertising? Or directing people to a businesses website?
- I usually do my email on line.
- Even though the computer classes are on a first come/first served basis, could you specify that customers can enter the room at least fifteen minutes before the actual time instead of 30 minutes before the actual time? When they rush in, people who arrive at the same time sometimes get left out. Also, by having a sign in sheet, you could keep from having the same customers coming back each week for those classes. When they are forced to wait until at least 15 minutes before the class begins, everyone gets a chance to come in on a first come/first served basis.

- Internet access
- computers
- YouTube for music and comedy, vintage film
- ancestry
- I am a seasonal user and am very happy just the way things are now.
- none
- All Of Them.
- internet
- as in my own home, group environment in all online/computer use is the safest and best to hold all persons accountable for those most vulnerable...children or those with visual and audio addictions or temptations. I have watched the library staff be very alert and observant for all persons under their authority. They need a raise and help with additional qualified staff, and that is where I would like my tax dollars to go.
- Being on the computer

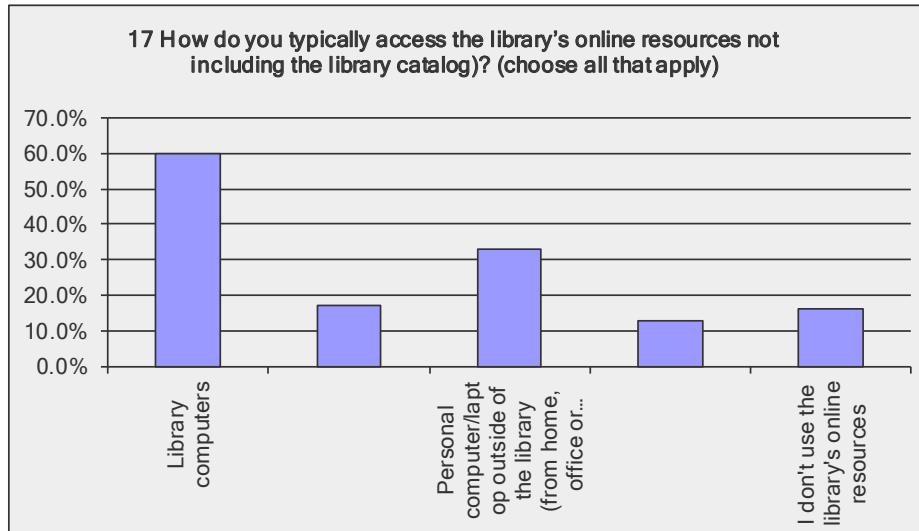
16. To protect your privacy, the library currently does not track your use of library materials. How interested would you be in having the library provide personalized recommendations, understanding that this would require keeping a history of your use of materials?

Answer Options	Response Percent	Response Count
Very interested	18.5%	252
Interested	17.5%	238
Somewhat interested	20.5%	279
Not at all interested	43.5%	593
answered question		1362
skipped question		2515



17 How do you typically access the library's online resources not including the library catalog)? (choose all that apply)

Answer Options	Response Percent	Response Count
Library computers	60.0%	816
Personal laptop in the library	17.3%	235
Personal computer/laptop outside of the library (from	33.0%	448
Phone or other mobile device	12.8%	174
I don't use the library's online resources	16.1%	219
Other (please specify)		9
answered question		1359
skipped question		2518



17 How do you typically access the library's online resources not including the library catalog)?

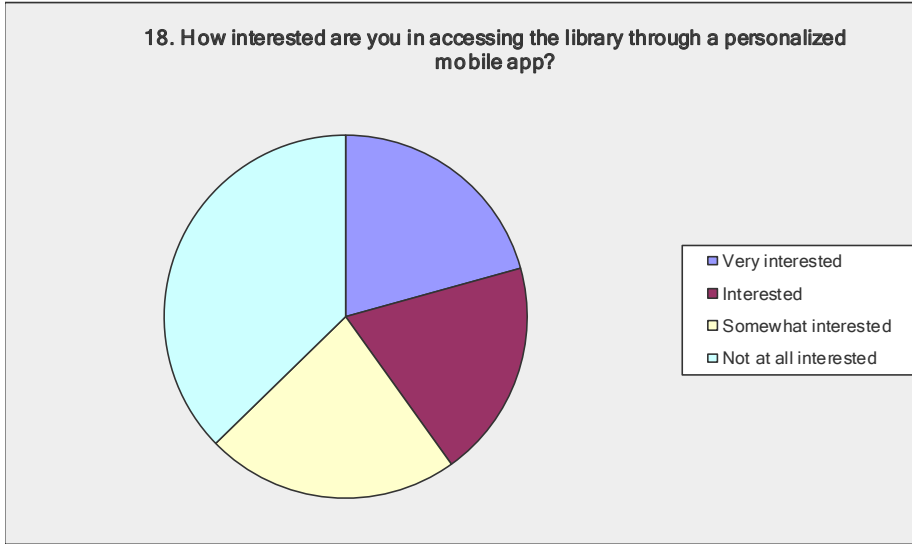
- I'm not too interested in on-line resources, but the libraries help me. Just the internet
- Unable to access my account using my android smartphone since you remodeled your website recently.
- none
- I feel you should have each and every book in the series if you offer a few. The Western paperbacks offer you to be able to buy; why not the library buy; these are books!!!!
- iPad in the library
- I probably would use my phone, my computer is currently broken.
- I usually just do email and pay my bills over the Internet.
- Calling in to find InFormation

19. Which of the following program and/or event options are most important to you?

- "If the Freedom had large self-enclosed rooms would like to help children in anything have med."
- Book group
- I wasn't aware of many library programs. I wish the library did more advertising of the opportunities available.
- A quiet room with one or two tables (booths to study everyday).
- none
- They are all important.
- Art and creative writing
- florida gardening, NOT for total novices.
- Hard call - all important
- My bi-weekly SCA meeting
- When I can't afford to send my daughter to Summer Event, it is so nice that the Library provides summer programs or her.
- Disappointed in being limited to 2 choices
- I just go to the library for books, and internet, not for functions.
- book sales
- these are great programs, however, I can't attend them.
- ALL IMPORTANT
- Now they aren't important to me. However, when my children were younger I utilized many different programs. I think they are very important for our community.
- just more copies of current popular books so the waiting list is not so long
- gardening lectures by Mr. Oldham
- All Of Them.
- internet

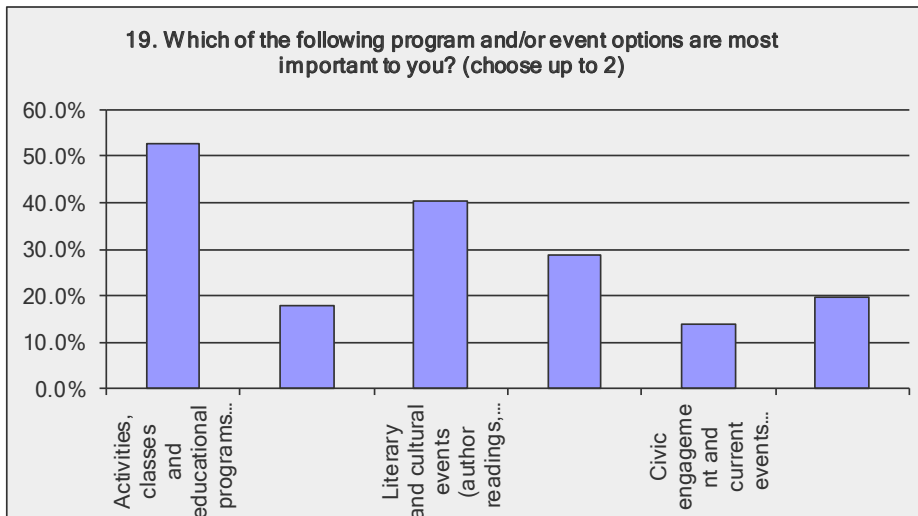
18. How interested are you in accessing the library through a personalized mobile app?

Answer Options	Response Percent	Response Count
Very interested	20.7%	280
Interested	19.4%	263
Somewhat interested	22.6%	306
Not at all interested	37.3%	506
answered question		1355
skipped question		2522



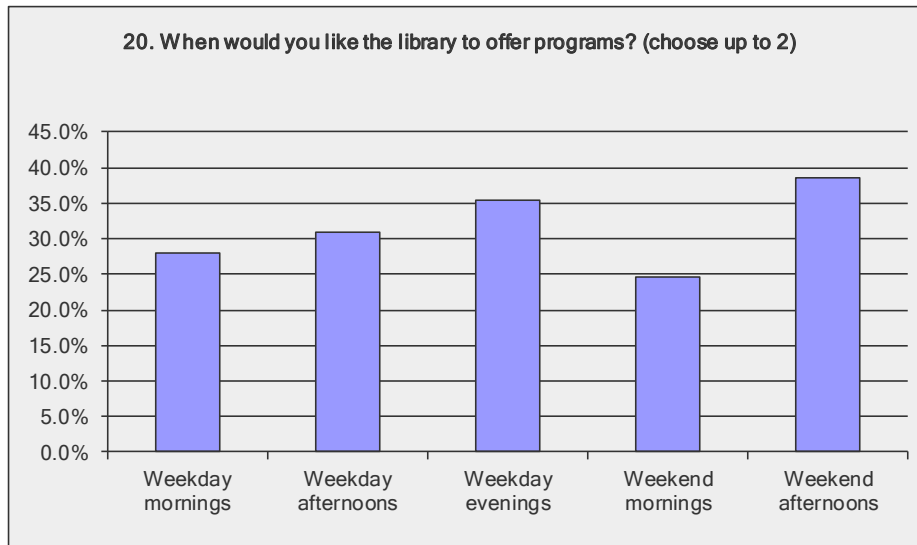
19. Which of the following program and/or event options are most important to you? (choose up to 2)

Answer Options	Response Percent	Response Count
Activities, classes and educational programs for Events (CREATE, Fairy Tale Festival)	52.8%	656
Literary and cultural events (author readings, music, Consumer health, finance, legal and other how-to)	40.3%	501
Civic engagement and current events presentations	28.9%	359
None of these are important to me	13.8%	172
Other (please specify programs of interest)	19.7%	245
answered question		1243
skipped question		2634



20. When would you like the library to offer programs? (choose up to 2)

Answer Options	Response Percent	Response Count
Weekday mornings	28.0%	323
Weekday afternoons	31.0%	358
Weekday evenings	35.4%	409
Weekend mornings	24.5%	283
Weekend afternoons	38.5%	445
Other		33
answered question		1155
skipped question		2722



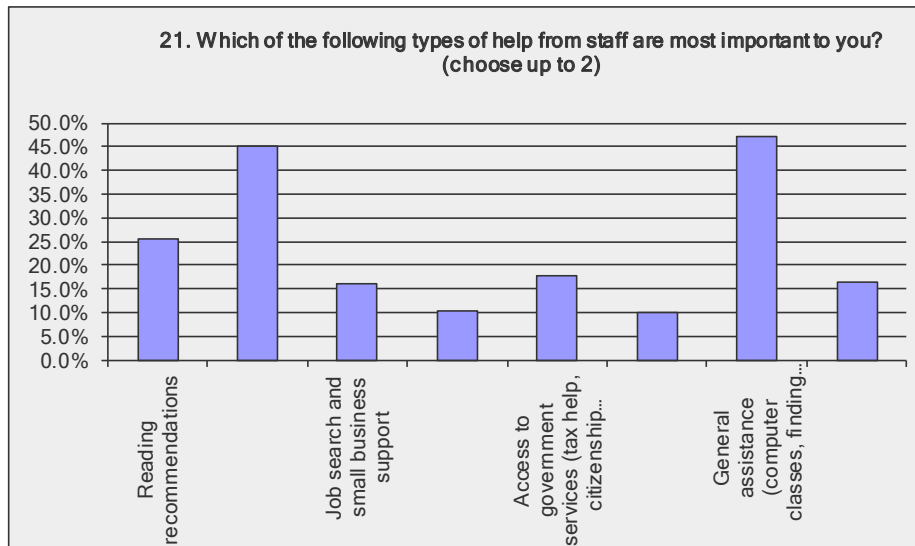
20. When would you like the library to offer programs?

- I think they do a great job now. Don't change a thing. I am amazed at how many programs and events are offered at Belleview.
- Can't afford any more time away from home.
- N/A (4)
- any time
- See 19 in mornings and afternoon.
- Not
- Do not attend programs
- Many of hours do not coincide with my working schedule.
- Weekday mornings for parents. Evenings and weekends for children.
- Any time
- Any time convenient for the staff.
- Saturdays
- any time works for me
- Especially people that work
- the programs offered, regardless of participants age, are very disruptive and actually encourage people to be very noisy and arrogant about it- this is not a theater for the public's entertainment
- not interested
- This is indicative of the fact that I'm retired. In the best possible world in our county-wide system, programs should be available during all 5 options at the different branches.
- anytime (3)

- I'M FLEXIBLE
- Not a priority.
- Whenever
- It depends if it involves my children, or just adults. If it involves children, then any afternoon or weekend time. Adult programs would have to work around spouse's schedule due to childcare.
- Various times in order to be accessible to all
- Weekends if possible
- Whenever
- I think things are fine the way they are.
- don't care
- All Of Them Everyday.

21. Which of the following types of help from staff are most important to you? (choose up to 2)

Answer Options	Response Percent	Response Count
Reading recommendations	25.7%	321
Reference and research services	45.1%	564
Job search and small business support	16.1%	201
Local history and genealogy assistance	10.5%	131
Access to government services (tax help, citizenship)	17.8%	223
Consumer, legal and health related research	10.1%	126
General assistance (computer classes, finding)	47.2%	590
I prefer to find library resources by myself	16.6%	208
Other (please specify)		22
answered question		1251
skipped question		2626



21. Which of the following types of help from staff are most important to you?

- recommendations related to subject, authors, new materials
- Haven't had much need for help in finding library resources but I have been engaged in conversations with staff about books when checking them out. I really appreciate their professionalism and intelligence. They've made some great recommendations.
- Excellent service, by almost all of the employees.
- My best stuff is recommended by librarian
- All. They are very helpful at Belleview.
- The patrons that come to Freedom though think the librarians are their personal assistants, and they talk to them and talk to them and ask 100 questions about the computer. It's very disturbing.
- none
- Troy Ward is an EXCELLENT person to go to help with the Computers when needed.
- Usually haven't needed help, but I see many people requesting help so it's important
- I enjoy being at the library because the atmosphere is so ambient and nice. I appreciate everything that the library offers to society.
- All the staff in this Library are so nice to us and helpful that's why I come here.
- Disappointed in being limited to 2 choices
- I do somewhat prefer to be able to find all info by myself though

- All help is wonderful
- Interlibrary loan
- Children's reference librarians are an invaluable resource
- because the Marion oaks library is so small, the librarians get too nosey about what you are doing and gossip
- Computer assistance is absolutely fantastic!
- comuter
- All Of Them.
- internet
- Most like is using library computers

22. How would you like to learn about library events or changes to library services? (choose up to 2)

Answer Options	Response Percent	Response Count
Library website	47.7%	594
WORDS Library magazine	12.2%	152
Library e-mails	41.1%	512
Library Facebook page and Twitter	14.6%	182
Library blogs	2.9%	36
Library print material (posters, fliers, bookmarks)	23.4%	292
Non-library sources (newspapers, TV, radio, local)	12.0%	149
County website/publications	6.3%	78
None of these are important to me	11.5%	143
Other (please specify)		21
answered question		1246
skipped question		2631



22. How would you like to learn about library events or changes to library services?

- I wish the library sent out a weekly/monthly email newsletter.
- Friends of the library -- people, meetings, early dates with better relations ??? informed branches - keep main library in touch with out lying groups and have them keep commitments! financial and others too!
- Again, Belleview library does a great job in getting out the word on upcoming events. They also do a nice job on displaying different book themes, whether it's seasonal, holiday or simply pulling together collections of books.
- From library personnel at the appropriate library.
- Notices posted thru out library.
- It would be great if the library would advertise in places I already look. The addition of the Facebook page is a great start!
- Since I go to the library fairly often I usually can see what coming up!
- none
- newspaper
- they are all good sources.
- I get info from all these sources
- In the VOICE of South Marion newspaper
- Disappointed in being limited to 2 choices
- For them to create a log webpage where people can become a member and the could automatically get emails if they choose

to and they could also write (or type) what they think about the library and they could send emails to the staff members about any recommendations or concerns.

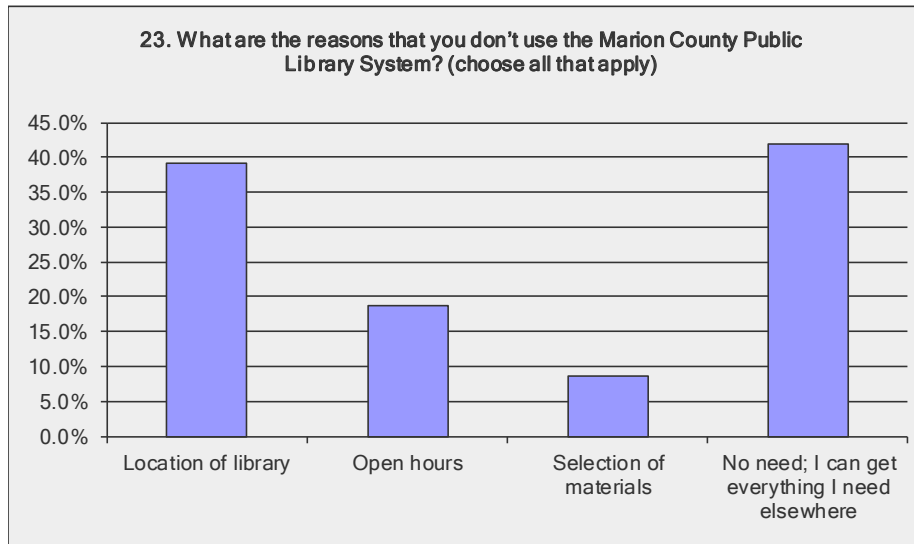
- ALREADY RECEIVE WORDS
- I do not own a computer
- App that would send passive announcements.
- text
- All Of Them.
- internet

23. What are the reasons that you don't use the Marion County Public Library System?

- Busy
- Can't read much anymore.
- check email and flight info
- College student, rarely in Marion County
- Computer at parents
- computer class
- computer use
- didn't live here for 15 years
- do not have home comp
- do not live here (3)
- do not live in florida
- Do not need it
- Don't find time
- Don't have a car at this time but I will ride the Suntrain
- don't have access to car

23. What are the reasons that you don't use the Marion County Public Library System? (choose all that apply)

Answer Options	Response Percent	Response Count
Location of library	39.1%	140
Open hours	18.7%	67
Selection of materials	8.7%	31
No need; I can get everything I need elsewhere	41.9%	150
Other (please specify)		157
answered question		358
skipped question		3519

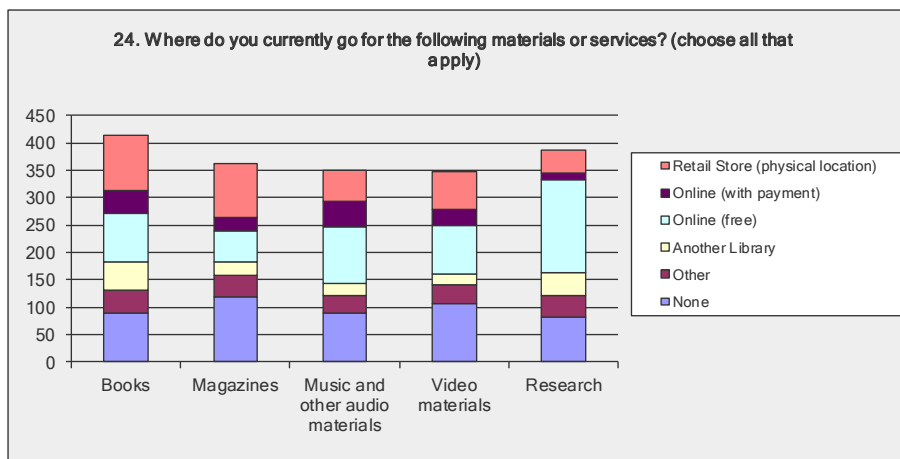


- don't have time
- don't need computer that often
- Don't need to do a whole lot.
- Download apps on tablet
- Family library! Closing!
- from a different locale.
- from n.y.
- From out of town. (2)
- have a computer but ts not working right now
- have had home services until recently.
- haven't needed it until today
- Honestly forgot about it
- I am visiting relatives here and do NOT usually use the library here. I live in a different state.
- I am a librarian in the school system, so I have access to lots of library resources
- I am a snow-bird & didn't know Belleview had a library. I have a computer, but it is not working at the present time.
- I am a visitor
- I am disabled and only just recently got a laptop. I have a hard time sitting for long periods so sitting to read online was hard. I also cannot physically get to the library.
- I am from Illinois
- I am just a visitor.
- I am new to the area and plan to use the library.
- I am passing through on my way south
- i didn't have a card before
- I do use it but not that often. Just moved to Marion County
- I do use the library because I don't have it at home
- I DO, and WILL use the Marion County Library System.
- I have own computer (2)
- i just moved here and will be using it in the future
- I just moved here.
- I just need a printer
- I just relocated to Ocala. I do intend to use the library in the future.
- I jut moved to Marion County from Lake County
- I live in another city.
- I live in another state six months out of the year.
- I live in El Paso TX
- I live in lake county and use the library system closer to home.
- I live in Wisconsin - just down visiting my wife's dad this week.
- I live out of town
- I lived in another city
- I use Freedom extensively
- I use my iPad and/or the Internet for everything.
- I'm from out of state
- Im new in library
- income tax forms
- just got library card (2)
- just moved (2)
- just moved back from Indiana
- Just moved back to the area
- Just moved here (5)
- Just moved to Florida from upstate NY.
- JUST MOVED TO MARION COUNTY ABOUT 2 WEEKS AGO
- Just moved to the area (3)
- just relocating to this area
- just visiting florida
- Live in the Shores
- live out of county
- Live out of state (3)

- live too far away
- lived elsewhere
- my computer at home was working fine
- N/A first time member
- need one on west side of town.
- need to access email & print materials
- never been here
- Never really thought about it.
- new in town as of thursday
- new member (2)
- new member, just moved here from Jacksonville FL
- new to area (2)
- new to area did not know where it was
- new year and I just back to FLA
- No events or activities for kids (Freedom Library)
- No reason really
- "no reason
- I do use the library"
- No time
- no transportation
- none of above
- "None of the above but I know the value of our Library for this area.
- I usually buy and keep the books I read and then pass them on to family and friends.
- I am an avid reader and know the value of a good up to date library. I love the idea that should I need the library we have one which is convenient, staffed well and is ready for all the area to have for them to use. I know the value of our the Ft McCoy Library!!! We are rural, very rural and we need to have the material that we have in our Ft McCoy Libray readily available for all the people in our area to use and have accessible for our use when & if they need. Just because we are rural doesn't mean we don't need a good library. The people here know to, how important our library is and love the idea of having our Ft McCoy Library here for our needs when and if we need them. Susan J. Cook"
- Nor a resident of Marion County
- normally would have my own computer just need to borrow a computer temporarily while my computer is down
- not a local resident (2)
- NOT IN FLORIDA
- not in the area that often
- Not local, just visiting.
- Occasional use
- On vacation and only need computer time rarely when traveling
- On vacation, passing through the area.
- other (2)
- out of state (3)
- out of town (4)
- out of town visitor (3)
- own property never came to house last year
- printer use
- relocated from texas
- SCHOOL
- Snow bird
- snow bird only here a couple months
- This is a duplicate of question 4
- transportation
- "USE COMPUTER TO FIND INFO
- ""ORDER BOOK ON READER""
- USE THE COMPUTER AT HOME FOR REFERENCES
- Usually I find What I Came 4.
- Visiting from out of state (2)
- visiting the area visiting with sister
- visitor to area
- Visting - from Michigan
- wasn't in school at the time
- we are just visiting
- We have a pc that is not working at the moment.
- We live by Freedom Library -- We are not aware of events there, especially for kids.
- working

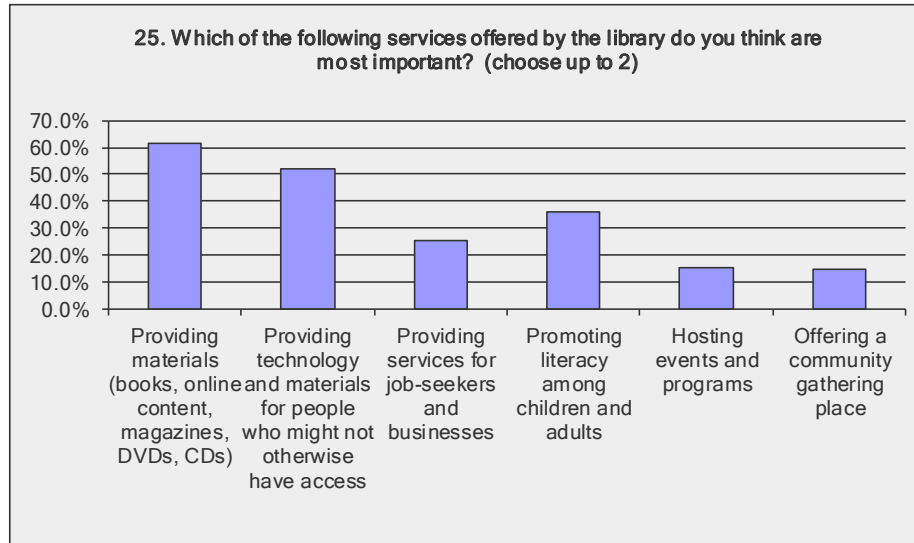
24. Where do you currently go for the following materials or services? (choose all that apply)

Answer Options	Retail Store (physical location)	Online (with payment)	Online (free)	Another Library	Other	None	Response Count
Books	101	40	88	53	41	90	413
Magazines	100	23	56	26	40	118	363
Music and other audio materials	58	46	104	21	32	90	351
Video materials	69	29	87	22	34	106	347
Research	44	12	169	41	41	81	388
answered question							462
skipped question							3415



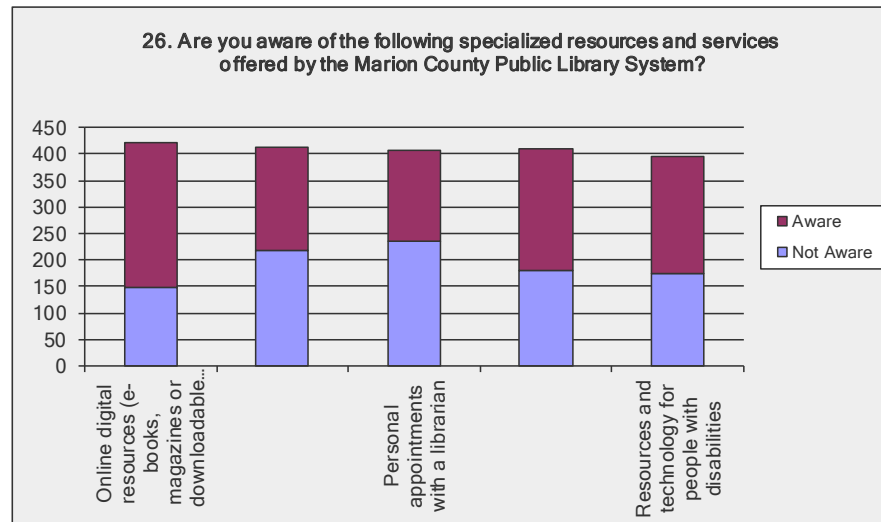
25. Which of the following services offered by the library do you think are most important? (choose up to 2)

Answer Options	Response Percent	Response Count
Providing materials (books, online content, magazines, DVDs, CDs)	61.6%	279
Providing technology and materials for people who otherwise have access	52.1%	236
Providing services for job-seekers and businesses	25.8%	117
Promoting literacy among children and adults	36.2%	164
Hosting events and programs	15.2%	69
Offering a community gathering place	14.8%	67
Other (please specify)		13
answered question		453
skipped question		3424



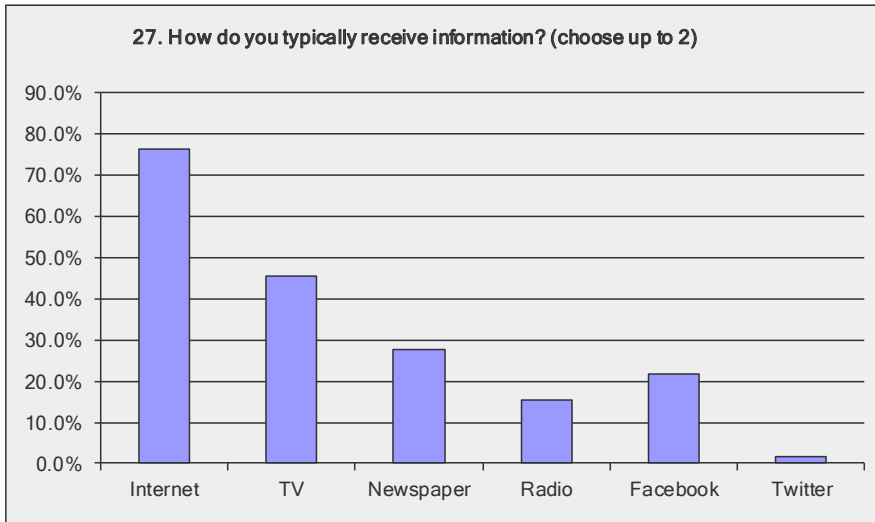
26. Are you aware of the following specialized resources and services offered by the Marion County Public Library System?

Answer Options	Aware	Not Aware	Response Count
Online digital resources (e-books, magazines or downloadable...)	273	148	421
Librarian assistance available via online chat and	194	219	413
Personal appointments with a librarian	172	235	407
Basic computer classes	231	180	411
Resources and technology for people with disabilities	224	173	397
answered question			434
skipped question			3443



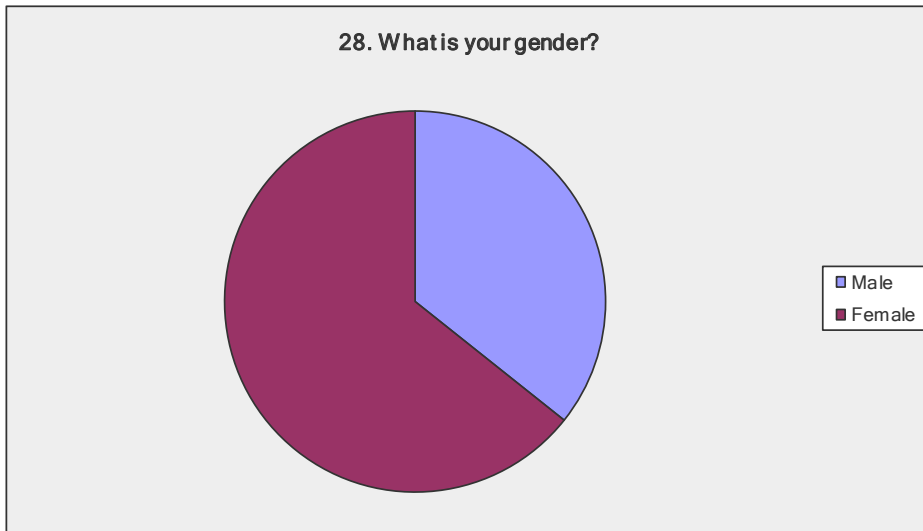
27. How do you typically receive information? (choose up to 2)

Answer Options	Response Percent	Response Count
Internet	76.4%	343
TV	45.4%	204
Newspaper	27.8%	125
Radio	15.4%	69
Facebook	21.6%	97
Twitter	1.8%	8
Other (please specify)		18
answered question		449
skipped question		3428



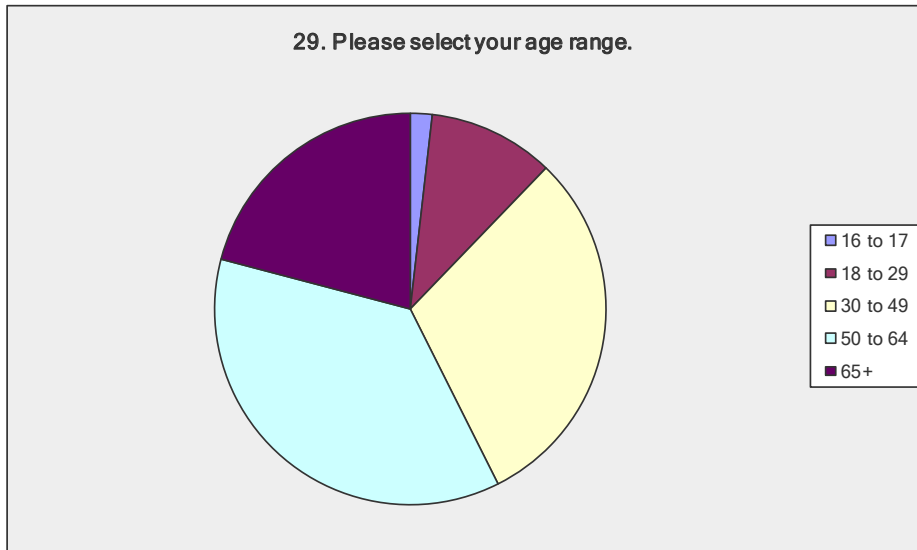
28. What is your gender?

Answer Options	Response Percent	Response Count
Male	35.7%	591
Female	64.3%	1066
answered question		1657
skipped question		2220



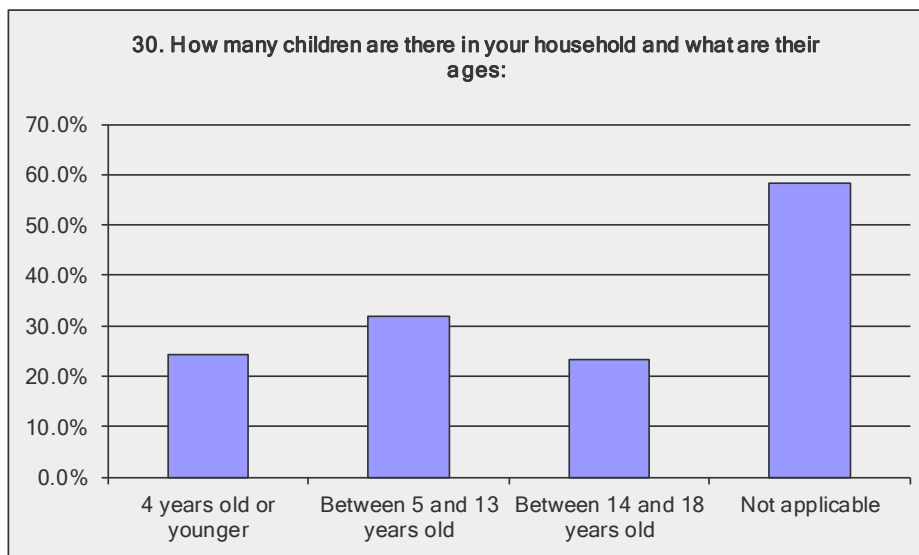
29. Please select your age range.

Answer Options	Response Percent	Response Count
16 to 17	1.8%	30
18 to 29	10.4%	173
30 to 49	30.4%	505
50 to 64	36.5%	605
65+	20.9%	346
answered question		1659
skipped question		2218

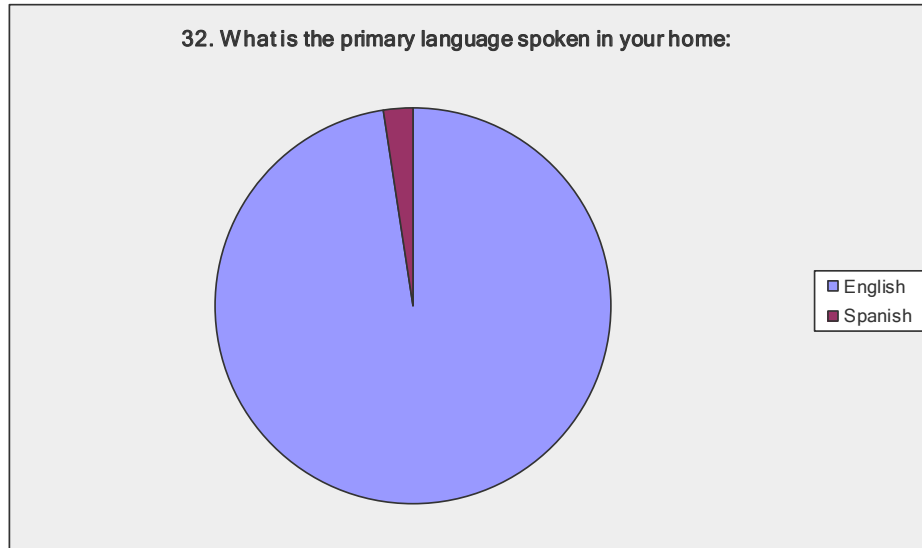


30. How many children are there in your household and what are their ages:

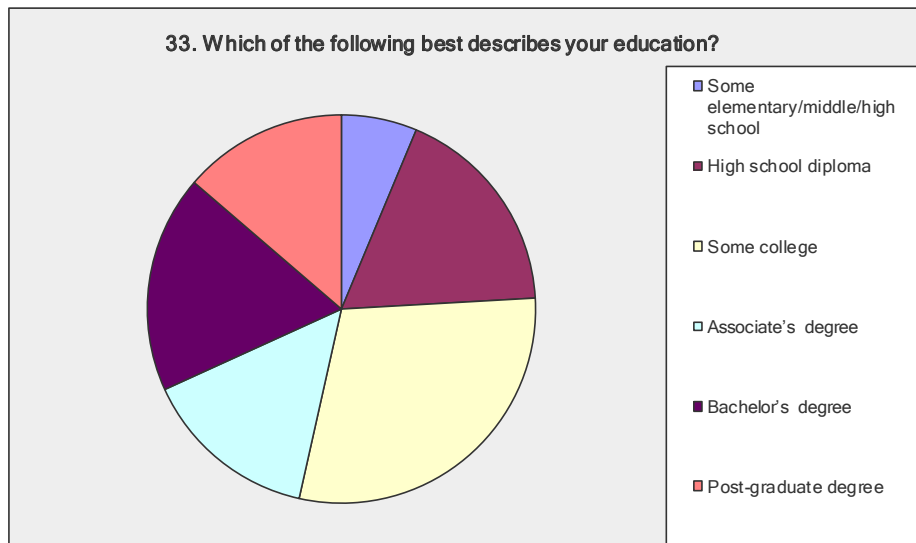
Answer Options	Response Percent	Response Count
4 years old or younger	24.4%	325
Between 5 and 13 years old	32.0%	425
Between 14 and 18 years old	23.2%	308
Not applicable	58.3%	776
answered question		1330
skipped question		2547



32. What is the primary language spoken in your home:		
Answer Options	Response Percent	Response Count
English	97.6%	1594
Spanish	2.4%	39
Other (please specify)		33
answered question		1633
skipped question		2244

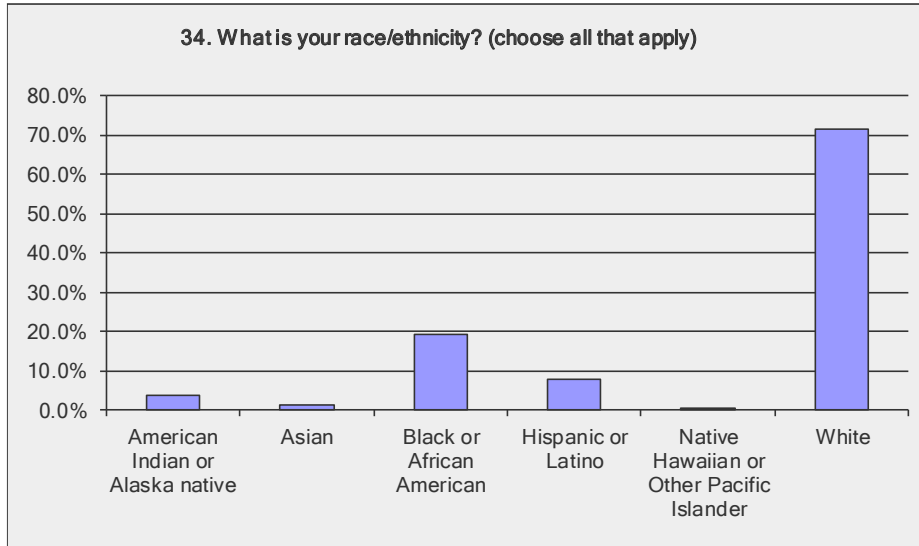


33. Which of the following best describes your education?		
Answer Options	Response Percent	Response Count
Some elementary/middle/high school	6.3%	104
High school diploma	17.8%	292
Some college	29.4%	482
Associate's degree	14.7%	242
Bachelor's degree	18.1%	297
Post-graduate degree	13.7%	224
answered question		1641
skipped question		2236



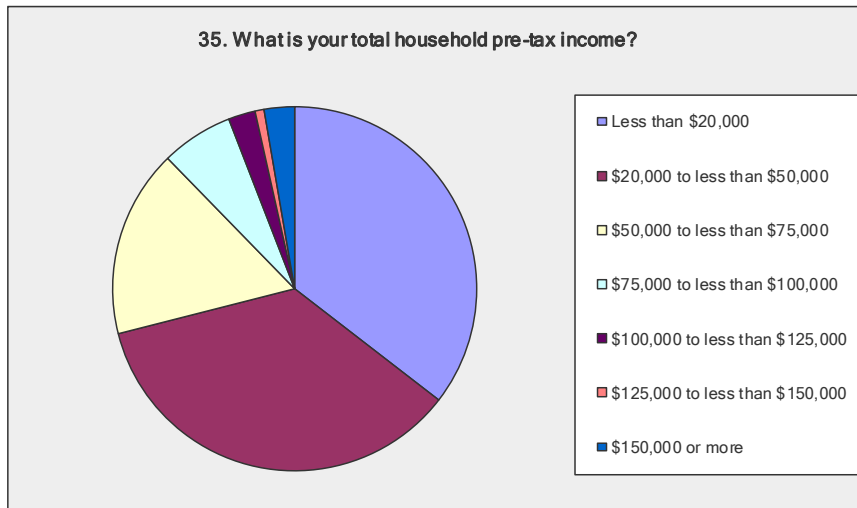
34. What is your race/ethnicity? (choose all that apply)

Answer Options	Response Percent	Response Count
American Indian or Alaska native	3.8%	61
Asian	1.3%	21
Black or African American	19.1%	304
Hispanic or Latino	7.8%	125
Native Hawaiian or Other Pacific Islander	0.6%	9
White	71.5%	1140
Other (please specify)		44
answered question		1594
skipped question		2283



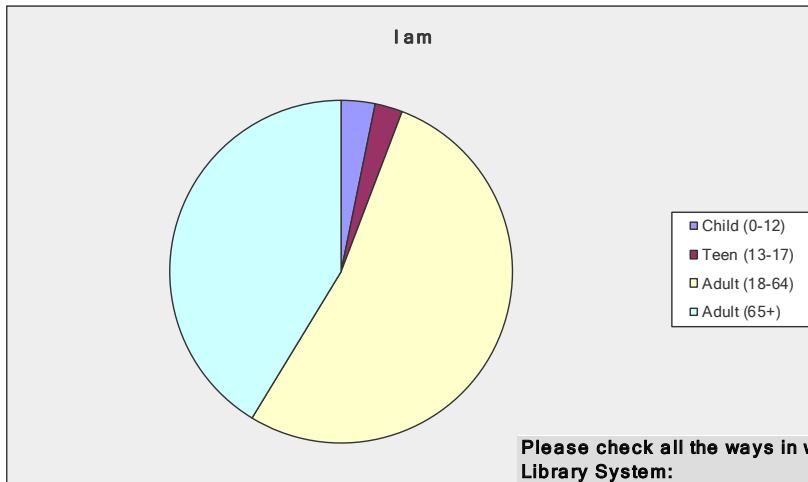
35. What is your total household pre-tax income?

Answer Options	Response Percent	Response Count
Less than \$20,000	35.5%	535
\$20,000 to less than \$50,000	35.6%	537
\$50,000 to less than \$75,000	16.7%	251
\$75,000 to less than \$100,000	6.4%	96
\$100,000 to less than \$125,000	2.4%	36
\$125,000 to less than \$150,000	0.8%	12
\$150,000 or more	2.7%	40
answered question		1507
skipped question		2370



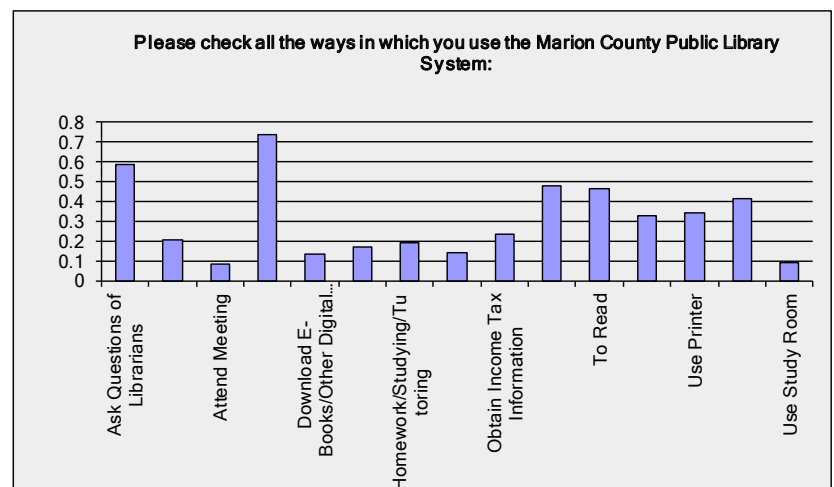
APPENDIX E: LIBRARY SNAPSHOT DAY SURVEY

I am		
Answer Options	Response Percent	Response Count
Child (0-12)	3.2%	29
Teen (13-17)	2.6%	24
Adult (18-64)	52.9%	481
Adult (65+)	41.3%	376
answered question		910
skipped question		27



Please check all the ways in which you use the Marion County Public Library System:

Answer Options	Response Percent	Response Count
Ask Questions of Librarians	58.9%	547
Attend Library Programs/Classes	20.7%	192
Attend Meeting	8.2%	76
Check Out Materials (Books/Magazines/Audio/DVD)	74.0%	687
Download E-Books/Other Digital Media	13.3%	123
Government Information	17.1%	159
Homework/Studying/Tutoring	18.9%	175
Job Search/ Resume' Help	14.0%	130
Obtain Income Tax Information	23.3%	216
Obtain a Library Card/PIN	48.1%	446
To Read	46.2%	429
Used Book Store	33.0%	306
Use Printer	34.5%	320
Use Public Computers/WiFi	41.6%	386
Use Study Room	9.1%	84
Other (please specify)		78
answered question		928
skipped question		9



Please tell us how the library serves you:	
Answer Options	Response Count
	457
<i>answered question</i>	457
<i>skipped question</i>	480

- Volunteering
- Read free magazines
- Snapshot
- Consumer Reports
- Copier
- Children area
- Job search
- Work
- Help look 4 a job
- Children's Room
- Use computer
- Meet with friend's
- Meeting Room -- Card Games
- Cards
- Programs
- Computer
- Movies, computer classes
- Work
- Request books
- Children's programs
- Offer classes in wellness, kids crafts
- Even used the phone once when my cell died -- Rock in a rocker on the porch.
- Lovely peaceful place to be.
- Order special books
- To socialize
- Friends of the Library Book Sales
- Vote
- Do research -- online and in reference materials (Genealogy)
- I'net ordering of books
- Kinder Fire
- Magazine swap
- Help w/Snapshot Day
- Bring my granddaughter
- Internet
- Book club--very important.
- I just love everything here!
- My first grade class goes on field trips.
- Inter-library loan
- obtain dvds
- Government firms
- Conduct meetings for homeschoolers
- Bathroom
- Quite space
- Reference collection
- Legal stuff
- Reading time with my children
- Interlibrary loan
- Movies
- Tax preparation by AARP.
- check out book, use the computers. Has helped me teach my friend how to read and give me a place to go.
- Visit twice a week to provide tutoring services to an elementary school age student.
- occassional use of the computer to assist student with math

- lessons.
- To check out books for book reports and enjoyment. To use computer for homework.
- "The libraary is very helpful in my daily life since I constantly recieve homework that only the internet can help me solve. I seriously enjoy reading, but don't usually go to the bookstore so the library really helps with that."
- Because books are good to read and have good computers.
- Love the library!
- We enjoy all the features and information that we receive. We love to read and enjoy it.
- Good programs for young people
- Come to use wifi and printer-much appreciated!
- It helps me check email, print out forms, look up info on wifi. Look at Florida history.
- I order the books I want to read, easy to pick up.
- For me it's a live saver-it adds culture and a feeling of community for me here in the Forest.
- Fast response to purchase suggestions and requests for new books.
- Winter resident-handy to where I live.
- Helpful people.
- Staff is the best, so helpful and friendly. It is a pleasure to come here. I frequently order books that are not here and they always get what I need.
- Mostly wifi access.
- As Ben Franklin stated, it is for the people.
- I am a reader and enjoy having a library close to where I live.
- By sending me emails to alert me of any library functions and disfunctions.
- Very good.
- Information and entertainment.
- Get on the computers.
- To check out books.
- I like the ida about reserving books on the internet.
- Very well-employees always courteous and helpful.
- Offers a quiet enironment in which to work while away from home and traveling.
- Very well worth my tax money.
- The library is a great environment in which to use WiFi while I am traveling from out of state.
- We use the library to help with my son's education, he is enrolled in Florida virtual and the library has many resources.
- My retirement to be spent creatively.
- use of book/computers programs for children
- Very helpful about the books I prefer to read. Always helpful about updated computer info. Very friendly.
- "Would be lost woith out it. the people here are very knowledgeable and helpful. The use of the computers is so wonderfull! Love getting books, and when not in, they don't tak long before you pick it up. So friendly and courtious."
- They are very great and will help you anway the can. If you are looking for a special book they will go out of there way to find it.

- Picking up books to read.
- I get my books for online college.
- I cannot afford a computer, much of my time spent here is for that purpose. I also enjoy the DVDs and videos. The help from the staff is excellent!
- Great for snowbirds to help keep in touch w/home and banking.
- "using your computers for information and daughters homework on line or thru books.
- the family movies are great. We were real surprised especially with the funny names. We don't have cable so we're thankful for having this library here."
- A great resource in the community. I enjoy bringing my great grandchildren here with they visit.
- Anything that I need for the most part.
- Reading materials during our winter visit.
- I love coming to the libraries. But I need to stay later than 6 pm most days.
- i enjoy using the computer for internet access. i also enjoy reading books, my favorites are biographies and fantasy.
- It's a nice place to hang out and i can check out books to read so I am not bored.
- Primarily computers for internet access.
- Computer and check out books during the month we come to the area in the winter.
- It's quiet which is nice.
- When in Dunnellon for the winter, it is a source for books, WiFi, printing information. I use it almost everyday.
- "We thoroughly enjoy the programs and movies. The books available and library staff are top notch. Always willing to assist, share information and order books not physically in this library. keep up the good work."
- Also helps to pre order books and they are available from other libraries.
- this is a great library and all of the help are wonderful. I read, read, read.
- It is a necessary part of my life.
- To be honest, we come for computer use only usually.
- the computer, get books, peace and quite.
- Love the books on hold service.
- We really enjoy the library we use all resources. most important the librarians are so wonderful.
- "keeps our daughter occupied and happy on the weekends-She loves the librarians!
- Excellent children's library. i enjoy books on tape and looking through ""new items"" section."
- "It is my window to the world. I am able to access information that would otherwise escape me. The staff librarians are my idols-since the age of 12! They are both facilitators and themselves a vast source of knowledge."
- "In all respects- professionally, promptly and library staff is always very personable and helpful. My published novelist wife, Pauline M. Furey, has three of her novels on your shelves."
- The library has helped me find valuable websites for my children.
- Love to read/get books!
- I'm able to check books out that i wouldn't be able to buy. I don't use a computer, I prefer to read and get from our library.
- My kids love coming to this library. They enjoy all of the special programs.
- The library does because they help me with books.
- Use computers for fun, business, and research.
- helps me with computer service and learning on web sites. everyone is so helpful.
- Always helpful, clean and quite.
- By accommodating my needs.
- It provides the services above and is a great resource for my children to use as needed or required by school.
- The computers.
- Getting books we can't afford to buy.
- Our group uses a room weekly to play cards and monthly book club.
- provides a good supply of interesting books. i love to read and learn of different areas, events, and people.
- Play cards on Wednesday's.
- Major concern is binding books to read. I am a retired school teacher.
- i enjoy using the computer to be able to talk with my kids and look for employment.
- I mostly use the library for computer, printing/copying and check out books. The librarians are very helpful.
- Story time and check out reading materials.
- Everyone is very helpful.
- I am a serious reader. Love all librarians in Dunnellon.
- Pretty good.
- "A wonderful public resource-computer access for all is important. use of interlibrary loans was useful when i borrow the Traffic manual from UCF. Would like to support computer courses. i think the library (friends) should sponsor development of a series of videos that would detail local history, river news, people."
- Books and information.
- We are travelling and use the WiFi to keep in contact with home. It's a wonderful service.
- To read book and not buy book. Help me with the day and nights.
- Mainly use the childrens section for story time and learning to read.
- We are very pleased with our library. All the librarians are very helpful and caring. It is one of the best libraries I've ever had the pleasure of attending/using.
- I'm very happy with it.
- Source of info and pleasure of reading books. Staff courtesy. Computer instruction.
- Library staff are fantastic, they call me by first name.
- We are so lucky to have this resource in our community.
- "The library helps give me information when I'm not sure what books I want by helping with suggestions of authors., types of genres, etc. Very pleasant to go to Marion Oaks.
- I am always treated very well, but think that Marion Oaks could use a bigger library.
- With all my important needs and more.
- So many ways; too many to name.
- I read many books.
- I request books online, pick up books here. Sometimes purchase used books. Enjoy the librarians; sometimes get info from them. Sometimes get tapes, CD, DVD, etc.
- Very helpful in all aspects.
- The library is very important to the Marion Oaks community.
- Wide variety of books to choose from in large print form
- Employees are friendly
- A decent library that has many hard to find Science Fiction Books, Thanks
- I like to check out books
- All of the above; great group in Friends of the library

- For reading mat'l
- Very helpful, complete and well laid out
- The library is very helpful to me, I appreciate all the workers.
- Delivers books to me from any library in the county
- A great addition to my life
- The use of the computers & printer are the main thing.
- Computers, movies, magazines
- Great & pleasant place, use printer wifi & copier all the time
- Very nice atmosphere and accommodating for our groups.
- Printer is cheap, easy to use
- With every day things
- The best place in town. My tax dollars at work. Love the library and the great staff.
- Help in using computer, finding books, etc.
- The library is a great place to sit & read. I love the quiet atmosphere. It provides an amazing place to sit & study.
- Computer good books. Everyone is very helpful. I love this library
- Like the large print books and keep a check on what is going on in the meeting rooms
- Always serves me with a smile :-)) always helpful with any questions I may have
- The large print books, computer access when I need it, printing copying when I need, and informative classes.
- It provides a very reliable and usefull sevice to help me be more proactive and fruitful in my everyday life.
- I love books and enjoy the library
- "Its simply a refuge from the everyday pursuits, where I can go for solitude and to enrich my life. I do much of my personal computer work and have always (since my days at FSU) enjoyed the ""escape."" I appreciate its many services."
- The library gives me a calm and quiet place to study and do my homework.
- Provides good reading materials
- We enjoy reading We take out CD story book (audio) on trips
- In any aspect you could think of Very helpful
- They get books from other libraries -- which I greatly appreciate
- "I consider the public library to be the very center of the community. Free access to books for both entertainment & information is of the utmost importance in a democracy."
- The library helps me locate boks that I need
- Always professional, good atmosphere
- It is very welcoming for my children who love the children's set up.
- with a smile! The staff are always willing to help with whatever requests I have.
- My Reading Needs & info.
- Other than the information provided above it also provides an escape for when it is needed.
- the library enriches and enhances my life in so many ways. love to search the data base and get materials
- "It expands my mind, allows me to meet others in the community and keeps me informed on hot topics. I love the library!!! It is the best thing Ben Franklin ever invented -- I learned that at the library."
- Helps my children, read books, we buy books and we take the classes with crafts, they love to go to the library
- I come to the Dunnellon Public library almost every day to relax and surf the web. (I think thursday AND fridays should be open until 8:00 p.m.
- "I am a mother of 3 (15, 6, 4) are the ages of my children. Teenager utilizes the library for school work, my little one's come for books & use of computers, myself DVD's"
- I usually come here three days a week to read the Star Banner and other periodicals
- Carrying and/or bringing in fiction & non-fiction books as well as magazines and books on CD & playaways.
- A world of information & imagination
- As a homeschool mom I love the wealth of information so close at hand. I love the interloan library.
- My children and I love to come & check out books. Plus, I use them & other resources in my classroom.
- Use it as a quiet place to read, place to take out books, resource for information, to use public computers
- Reserving all the latest books Notifying me by email when reserved books come in
- Notifying me by email when books are due *Friendly staff*
- Use of meeting room for booksales by friends & programs Classes & computer use
- Represents all that's good about America
- Copy machine & your used books & mag store is the best!
- "Just by beeing there! Everyone is so helpful when I have a question or need a book request to be filled. The used book store is a wonderful source of books for use or for gifts."
- 100% Satisfied!
- Research, research, research. Love the place!
- The most important way it serves us is to educatie our 3 1/2 year old daughter through books, toys, & "edutainment" that she needs to grow.
- I couldn't be happy without the library -- I LOVE books -- not Kindle -- Books & Libraries
- Allows me used of Conference Room for Recreation (play cards) - Used Book Store is very conveyent.
- Story CD's
- Everyone is very courteous and willing to help on any items. The staff are very informative.
- They help us out when with technical difficulties.
- One of the Best Library I have ever used. I love this library
- Great resource in Dunnellon
- I enjoy the computer classes. I also find it to be helpful with tax forms.
- More hrs. There is a lot of Holidays on Mondays would love to have Tuesdays back.
- Open longer: more days open
- "The library is a wonderful place to meet people. We love to come several times per
- week for storytimes, to check out books, to use the kids computers. Wish the Ft. McCoy
- one was open every day!!!!"
- "Local library is very convenient to pick up books ordered from main branch or other
- local libraries. Computer with printing option is vital to my needs as I have no printer (though I have a computer). Browse new books for possible interests or maybe a new favorite author. Sometimes meet friends here as well."
- "I would be lost without this library. I am here on M-W-and Sat to do something. Maybe 5 mins. or 5 hours. The personnel is awesome. My granddaughter attends story time and programs for her age. Also purchase books from book sale year round."
- I bring my daughter, she loves to read. We both spend a lot of time here. When she was younger we came to the programs for Pre-K.

- I think the library is the greatest place in town (Ft McCoy). It help me take care of a lot of stuff I need and I love to read & my grandkids love to come here.
- By just being here they help to further my education & expand my mind. They offer any assistance possible and if they can't they find someone who can!
- By providing me mwith quality books and services. Their book transfers really help since the main branch is so far away.
- Geneology research Enjoy the magazines & newspapers Check out ref. materials Enjoy the Library !! All staff are so friendly & helpful
- I love using the library. It opens up many worlds to explore and offers much inspiration.
- I love you being here. Also love that my groups are able to use the cabinet in foyer to display our crafts etc
- Computing. I find the drawing books to help with my goal of being an artist.
- Library is doing a good job. As everything is evolving so far, I prefer if the library would go more digital.
- Copy info from Consumers Reports
- I homeschool my children and we look for additional information on topics we are studying
- The library serves me by letting me check out books that I can't get at school.
- Has emergency info when I need it fast
- It provides the books & information needed
- Friendly & knowledgable staff - Printers are a lifesaver! *Could use Fax Machines!!!!
- I think of my Library as that big building that stores all my books. I'm new to the Marion
- Co area and the first thing I did was to obtain my Marion Co Library card
- Helps ASG - American Sewing Guild to promote organization by displaying quilts & other handmade sewn items.
- "I am a college student at CF and on days when I don't have class, it serves me better to do my studying and research at this Belleview library instead of driving into town to use the schools library"
- I'm a SnowBird, but I rely on the library for info.
- Michelle D and Michelle M are the nicest and most helpful people although they are not the only ones who are helpful but I don't know there names.
- The Belleview library is the best in the area. The staff is proactive & positive always. The Customer Service is outstanding!
- "It could better serve me by allowing to print Target.com coupons...Target's coupon printer is not installed and these are valuable money saving coupons for a single mom."
- Gives me an opportunity to volunteer for a worthy cause!
- I can get online to do my online classes for college.
- I have received my B.A. and Master's solely because I have been able to utilize the study rooms. I am currently working on my Ph.D.
- "Newspapers. Computers: use, classes and assistance (not pleased with server [ISP]reliability). Books (and interlibrary loans). Meeting rooms (genealogy help and club meetings)."
- It's convenient. Just wish it opened earlier than 10 a.m.
- Help keep my mind busy.
- This is the best thing going in Marion County. Congrats!!
- Wifi--as a retiree this is a wonderful service for which I would be happy to pay a modest
- fee. I can find books, magazines, newspapers and DVDs to enrich my life.
- "I'm here temporarily visiting aging parents who do not have Internet connection. This library keeps me connected. It's a great facility. Staff is friendly, helpful and knowledgable."
- It allows me to use the wifi to take my college courses.
- I am a speech-language pathologist with early steps birth to 3. I met a family here today and checked out a kit (0-3) and worked on social skills.
- We are so fortunate to have such a wonderful library that offers a variety of opportunities.
- Everyone is so helpful and "friendly."
- Keeps me busy because I'm disabled.
- I use the library to run my online blogging business with the public computers.
- I don't know what I would do without it!!
- "I love my library and all the staff. Each time I come here, I feel welcome and at home.
- Everyone is so helpful. I come at least once a week. I love the notifications that are emailed. Keeps me organized."
- "The library helps me to meet my needs in checking my emails, job listing books, copying and much more. I do appreciate the convenience we have, plus low cost or none."
- I own newspapers. People pick up my papers at the library. I also run press releases for the library. I use the library for various services all year.
- The library helps me gain volunteering hours for college.
- "I mainly use the public WiFi. On occasions I also like to check out movie and lecture DVDs. However, on a side note the downtown library branch is the noisiest library I have ever attended."
- As a teacher in the county and it supports my needs for books and also on a personal level the large print books for my 95-yr.-old gram.
- Provides many hours of information and enjoyment.
- "After Work Force closes I come to library to search employment searches, or during the day, check DVD's VHS tapes, documentaries, online computer classes, technology books. Online nationwide job search."
- How can I count the ways: relaxation, fun, authors expo, tutoring, used book store, purchased used magazine.
- "I'm here all the time for school! The librarians are extremely helpful. I have a laptop and
- come here to do work. I have done lots of study groups here and can't wait to bring my daughter someday."
- "We are Canadians. We are visiting Florida and have become regular visitors to Ocala.
- We enjoy and appreciate your computer service, your used ""book nook"" and your friendly staff and volunteers."

APPENDIX F: PEW RESEARCH CENTER

10 facts about Americans and Public Libraries

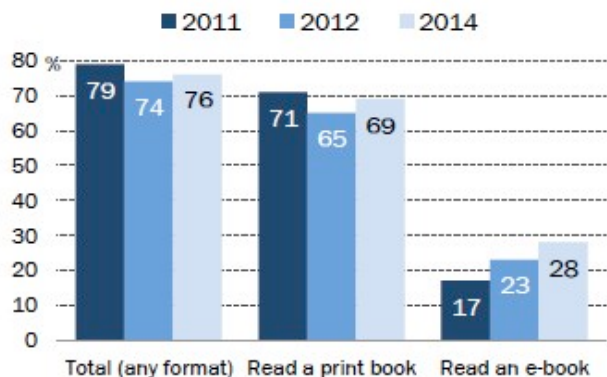
By Lee Rainie

TECHNOLOGY AND THE INTERNET are changing Americans' reading habits and also their relationship with libraries. Half of Americans now own a tablet or e-reader and libraries have responded by expanding their digital offerings.

But what hasn't changed is Americans' love for books. American adults still read about as much as ever and overwhelmingly say libraries play an important role in their communities. In advance of the American Library Association's Midwinter Convention (#alamw14) in Philadelphia, here are some key facts and trends we have chronicled in our research on America's public libraries.

Most adults read a book in the past year; print remains most popular, but e-reading is on the rise

Among American adults 18 and older, the % who read at least one book (in total, in print, or as an e-book) in the past year



* "Total" also includes those who listen to audio books (not shown).

Source: Pew Research Center's Internet Project Omnibus Survey, January 2-5, 2014. N= 1005 American adults ages 18 and older. Interviews were conducted on landlines and cell phones, in English and Spanish.

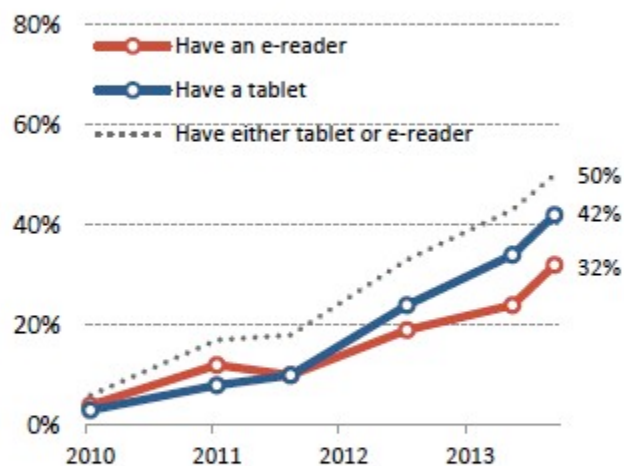
PEW RESEARCH CENTER

1. *E-book reading is growing, but printed books still dominate the reading world.* 28% of American adults ages 18 and older read an e-book in the past year, up from 17% in 2011. Still, 69% read a printed book, about the same as last year. Only 4% of readers

are "e-book only" readers. The vast majority of e-book readers also read a printed book.

Half of American adults now own either a tablet or an e-reader

% of American adults ages 18+ who own each device



Source: Pew Research Center's Internet Project Omnibus Survey, January 2-5, 2014. N= 1005 American adults ages 18 and older. Interviews were conducted on landlines and cell phones, in English and Spanish.

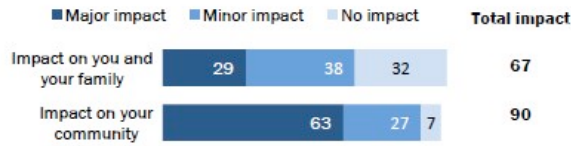
PEW RESEARCH CENTER

2. *The rise of e-book reading is tied to the steady increase in ownership of tablet computers and e-readers.* 50% of adults now own either a tablet computer or an e-reader. Ownership of both devices jumped this year during the holiday gift-giving season. But people also read e-books on their cell phones (32% of e-book readers did that in the past 12 months) and on desktop or laptop computers (29% of e-book readers did that in the past 12 months).

3. *Americans appreciate libraries, especially for the role they play in communities.* 90% of Americans say the closing of their local public library would impact their community and 67% said it would affect them and their families.

If your local public library closed, what impact would that have on you and your family? On your community as a whole?

Among all Americans ages 16+



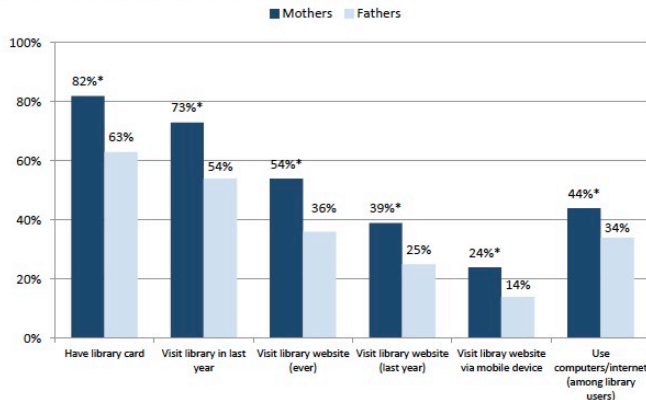
Source: Pew Research Center's Library Services Survey of 6,224 Americans ages 16 and older conducted July 18-September 30, 2013. The margin of error for the overall sample is plus or minus 1.4 percentage points. The survey was conducted in English and Spanish and on landline and cell phones.

PEW RESEARCH CENTER

4. *Mothers love libraries.* Mothers are more likely than fathers to read to their children every day (55% vs. 45%). Mothers are also more likely than fathers to have a library card and to have visited a library in the past year.

Mothers are more likely than fathers to engage with libraries

The percentage of parents who do these activities



Source: Pew Research Center Internet & American Life Project Library Services Survey, October 15-November 10, 2012. N=2,252 Americans ages 16 and older. Total N for mothers of minors=321; for fathers of minors=263. Interviews were conducted in English and Spanish and on landline and cell phones.

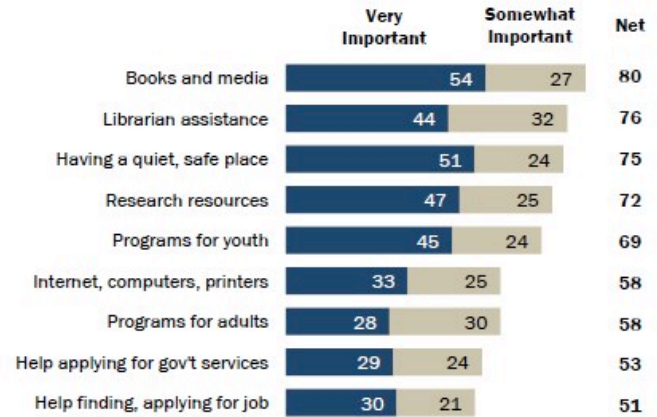
*denotes places where the differences are statistically different

5. *Access to books, media, and quiet, safe reading places top the list of favorite library services.* 80% of Americans say no-cost access to books and media is the most important service libraries provide, followed by librarian assistance (76%), having a quiet and safe place to read (75%) and research resources (72%).

6. *The public's highest priorities for libraries center on kids and literacy.* 85% of Americans say libraries "should definitely" coordinate more closely with local schools. And 82% believe libraries should provide free literacy programs to young children, which may include traditional reading, writing and comprehension as well as technology and new media literacies.

How important are these library services to you and your family?

Among Americans ages 16+ who have ever used a public library or had a household member use a public library, the percentage who say these services are...



Source: Pew Research Center's Library Services Survey of 6,224 Americans ages 16 and older conducted July 18-September 30, 2013. The margin of error for the overall sample is plus or minus 1.4 percentage points. The survey was conducted in English and Spanish and on landline and cell phones.

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7. *Library websites are catching on.* 44% of those ages 16 and older have ever used a library website, up from 39% in 2012, and 30% used one in the past 12 months. Website users tend to be higher income and well educated.

8. *Older teens and young adults are sometimes the most likely to desire new library technologies.* 45% of young adults would very likely use a mobile GPS app to find material inside the library. They're also the most likely to say they would use Redbox-style kiosks to check out library books or movies if they were placed around their towns.

9. *One challenge libraries face is simply making people aware of all the services they offer.* 30% of library users say they know little or nothing about the services their library provides.

10. *Library use ebbs and flows for many Americans.* 26% of library patrons say their use has gone up in the past 5 years; 22% say it has gone down.

APPENDIX G: MARKET SHARE COMPETITION AND LIBRARY CARD HOLDERS BY ZIP CODE

Competition for Market Share		
Competitor	Pros	Cons
Books stores	Convenience, atmosphere and amenities	No out-of-print materials, cost, rudimentary organization
Internet (Netflix, Hulu, etc.)	Convenience	Cost, access to collections
Academic libraries	Academic environment, curriculum-oriented	Hours of operation, curriculum-oriented/limited collection, access
School library media centers	Curriculum-oriented, atmosphere conducive to students	Hours of operation, limited collection, access
Internet (Google, Amazon, etc.)	Immediate access to vast array of current information	Difficulty navigating certain sites, unverified sources, access speed
Newspapers	Current information, generational preferences	Thumbnail version of information, cost

Table 1

Marion County Library Card Holders by Zip Code

Zip Code	City	Number of Borrowers 2014	2010 Census Population	% with Library Card
32113	Citra	3,103	7,103	44%
32134	Ft. McCoy	4,016	11,910	34%
32179	Ocklawaha	4,693	9,907	47%
32195	Weirsdale	937	5615	17%
32617	Anthony	2,181	4,134	53%
32686	Reddick	2,214	6,940	32%
34420	Bellevue	9,683	15,317	63%
34431	Dunnellon	5,173	7,905	65%
34432	Dunnellon	7,294	12,506	58%
34470	Ocala	14,529	20,404	71%
34471	Ocala	16,857	29,004	58%
34472	Ocala	16,347	24,330	67%
34473	Ocala	11,127	15,214	73%
34474	Ocala	10,239	14,771	69%
34475	Ocala	6,807	14,650	46%
34476	Ocala	12,729	18,305	70%
34479	Ocala	8,121	12,931	63%
34480	Ocala	10,415	18,665	56%
34481	Ocala	8,908	18,655	48%
34482	Ocala	8,326	19,598	42%
34488	Silver Springs	7,750	9,486	82%
34491	Summerfield	12,775	29,515	43%
Other	Unassigned	29,168	16,939	
Total		213,392	331,298	

Table 2

