

MODEL Patron Market Research

Total Responses 1,115 (801 administered in person, 314 administered online)

How often do you use your library's website per week?

1-5 times:	324	(30%)
6-10 times:	86	(7%)
11-20 times:	57	(5%)
None:	608	(54%)
Other:	40	

What do you search the web primarily for?

Research	616	(55%)
Shopping	46	(4%)
Homework	116	(10%)
Browsing	179	(16%)
Recreation/Games	111	(10%)

How likely would you be to use MODEL?

Not Answered	17	(1%)
Definitely would use MODEL?	173	(15%)
Probably would use MODEL?	178	(16%)
Might or Might Not Use MODEL?	295	(26%)
Probably would not use MODEL?	268	(24%)
Definitely would not use MODEL?	184	(16%)

How do you find material on the web?

Search Engine	820	(73%)
Go directly to a library site	197	(17%)
Go directly to a company site	303	(27%)
Word of Mouth	217	(19%)
Other	44	

- *university department websites*
- *the websites that I have email on*
- *teacher recommendations*
- *suggestions in newspapers, periodicals etc.*
- *subject databases*
- *links from other sites*
- *links from associational sites and indices*
- *from technical books, and via links from other web sites*
- *internet library and any other reference i can find to be helpful*
- *Ellisland.org*
- *Family Search Internet Genealogy Service*
- *David Pogne's Circuits article*
- *databases accessed from library site*
- *ancestry.com & rootwebs.com*
- *agreggators, blogs*

What would you like to see on MODeL or your library's site?

Local History	484	(43%)
Maps	438	(40%)
Images	424	(38%)
Homework	406	(36%)
State History	405	(36%)
Reproductions	367	(33%)
Sports	316	(28%)
Sound	287	(25%)
Americana	231	(20%)
Genealogy	223	(20%)
Diaries	167	(15%)
Other	119	

- *would love to be able to read a variety of health newsletters now published along with any book i might be interested in reading.*
- *virtual reference assistance*
- *the arts*
- *test help*
- *research databases*
- *relationship and family studies*
- *rare/out of print material*
- *portal to massachusetts reserach sites*
- *psychological & biomedical journals*
- *newspaper obituaries*
- *links to helpful websites for music/book club websites*
- *job wwebsites*
- *job search*
- *information about the libraries*
- *health, science, music, art history, mental illness background and histories*
- *encyclopedia*
- *electronic journals -- PsychInfo -- I have RSI and libraries setups are often impossible ergonomically; also from home I can use speech recognition.*
- *directories*
- *education/teaching sites*
- *cultural diversity & ethnic communities*
- *critical essays*
- *business research related*
- *business information*
- *business info*
- *books; reviews; new reading*
- *Books on Line*

Would you buy prints or products from a library website?

Would buy Prints	513	(46%)
Would buy Products	190	(17%)

Why not buy?

- *because I believe the college library should provide this service for free*
- *depends on cost (5)*
- *Don't buy stuff online (6)*
- *It should be FREE. (4)*
- *Depends (3)*
- *Prefer a physical store*

What other products would you like to see in your library website?

- *access to online journals*
- *Archived articles from scholarly journals. Maps. Also, used books if the website had a link for that. Currently I use abebooks.com, a great source.*
- *audiobooks*
- *back copies of newspaper or magazine articles*
- *books/CDs(6)*
- *copies of documents*
- *Discount books*
- *full-text journal articles, for those only available online as abstracts. I sometimes decide to buy a book after taking it out from the library; if there were a link-through to any of the online bookstores, I would use that in order to support libraries (and link-throughs pay the referer)*
- *Library merchandise to support my library: book totes, t-shirts, etc (4)*
- *order photocopies or print out from microfilm*
- *Pages from periodicals.*
- *Products resulted from new technology.*
- *research services,.*
- *simple charts for metric vs. american measure, states with capitals matched, handwriting techniques for gradeschool kids, cubic measurements guides, angles and degrees charts, fractions matching percentages charts, lots of tables and charts so students can see several things in a row and therefore get the jist of something, etc.*
- *Town or state specific memorabilia (historical object reproductions, t-shirts, Boston/MA specific gift items) would be great and perhaps books of interest (this may be links to local bookshops or Amazon, if that is easier).*
- *videos and recordings texts of articles*

How old are you?

Under 18	175	(16%)
18-24	419	(37%)
25-34	225	(20%)
35-44	108	(9%)
45-54	99	(8%)
55-64	51	(4%)
65+	22	(2%)

What is the highest level of education you have obtained?

Some high school	177	(16%)
Completed high school	83	(7%)
Some college	360	(32%)
Completed college	246	(22%)
Some graduate school	74	(6%)
Completed graduate school	158	(14%)

What is your gender?

Male	494	(44%)
Female	606	(54%)