



Demographic Profiles

	Survey Results: 694 responses
School District	
Branson	77%
Hollister	23%
Gender	
Male	25%
Female	75%
Age	
18 - 44 years old	31%
45 - 69 years old	41%
70+ years old	28%
Children in the Household	
Yes	31%
No	69%

Level of Support for Potential Library Locations (Strongly + SW Support)

Branson Hills Parkway between HWY 65 & HWY 248	73%
Remain at current location (200 4th St, Branson)	66%
Highway 65 and Highway 248, up to Gretna Road	63%
Highway 65 and US Business 65 (near OTC & CofO)	50%
Highway 65 & Industrial Park (including Birch Road)	37%
Downtown Hollister	34%
Downtown Branson	33%

Likelihood of Using Future Library Services (Very Likely + Somewhat Likely)

Passport service	75%
Designated pickup and return locations	72%
Interlibrary loans	70%
Library of Things	68%
Makerspace	67%
Local History Department	64%
Digital Lab	57%
Genealogy Research Assistance/Department	52%
Small Business Center	44%
Homebound services	36%

Frequency of Use — Library Center of the Ozarks

At least once a week	26%
Once a month or so	26%
A few times a year	22%
Never	26%

Impression of Library Services Currently Offered (% Favorable) **excludes no opinion**

Helpfulness and responsiveness of library staff	97%
Overall cleanliness & maintenance of the library	97%
Efficiency of the checkout system	96%
Programs and classes for children	95%
Availability and accessibility of library computers	93%
Online catalog	92%
Access to online research resources	92%
Availability of library meeting rooms	90%
Variety/selection of DVDs	89%
Variety/selection of digital resources	87%
Variety/selection of books	84%
Programs and classes for adults	84%
Library hours of operation	84%

**Reasons for Not Using the Library Center of the Ozarks
in the Past 12 Months**

I buy my own books, movies, and music	22%
I don't have the time	18%
Library programs are not interesting enough	17%
Library hours are not convenient	16%
Not aware of all the services the library provides	14%
The library lacks the materials or services I need	13%
The library is too far away	11%
I use another library, either in person or online	9%
The wait time for new materials is too long	8%
Health reasons or accessibility challenges	7%
Lack of transportation to the library	6%
Library staff is not very friendly or helpful	3%
I was not aware there is a library in Branson	2%
The library is too noisy	1%
My library card is blocked due to unpaid fees	1%