A new survey of US voters commissioned by OCLC, the American Library Association, and its Public Library Association division offers valuable insights on current voter perceptions as public libraries continue to strategize for the future. Read on for a selection of key survey findings.

**Voter Perceptions and Support of Public Libraries in 2018**

Most voters support federal funding

76% say the federal government should either increase funding for public libraries or keep it the same, while 38% would support federal funding increases. The majority of voters are willing to donate money to libraries

61% have either contributed or are willing to contribute to fundraising efforts in support of their local libraries.

Voters support other funding options

Most voters support local funding for libraries

58% of voters would vote favorably for libraries at the ballot box. 27% would definitely vote in favor, and 31% would probably vote in favor.

Voters are frequently visit libraries in person and online

55% of voters have visited a public library in the last year, an average of 8.6 visits. 70% of voters have visited the library's website in the last year, an average of 7.6 visits.

Majority of voters support local funding for libraries

55% believe public libraries advance education for any community, 44% view the library as a gathering place for community members, and 58% view the public library as an essential local institution.

Most voters are confused about library funding sources

59% of voters consider most library funding comes from nonlocal sources (e.g., state, federal, donations, fines, and fees), but 86% of funding comes from local sources (OCLC, 2015).

**Visit oc.lc/awareness2018**

to discover the variations in attitudes, perceptions, and behaviors among different segments of the voting public over the past ten years and how that drives their support for libraries today.

Read the full report to learn more!

Sources:

Data from a survey panel of 2,000 US voters ages 18 to 69 living in areas with populations of fewer than 300,000, administered by Leo Burnett USA between September 29 and October 4, 2017. This research and report is a project led by OCLC, the American Library Association, and its Public Library Association division. The Institute of Museum and Library Services, 2015 library funding data.

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