

SOCIOLOGICAL SURVEY

“NATIONAL CITIZEN SURVEY, 2016”



OVERALL RESULTS

Report prepared for Public Association Representation in Moldova “International Research & Exchanges Board”, (PA IREX Moldova), NOVATECA Program

December 22, 2016



Overall results of the NATIONAL CITIZEN SURVEY

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Attribution and Acknowledgements

This study was carried out under the Novateca Program on behalf of Public Association “International Research & Exchanges Board”, Representation in Moldova. All data resulting from this study belong to the PA IREX Moldova.

The research was carried out by the Independent Sociology and Information Service OPINIA, in close collaboration with the Impact Specialist of NOVATECA Program and conducted in conformity with the standards of the ICC/ESOMAR International Code on Market and Social Research (www.esomar.org/index.php/codes-guidelines.html).

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INTRODUCTION

Novateca is a program aimed at facilitating the transformation of Moldovan libraries into vibrant community institutions. The program focuses on such main areas of activity as equipping libraries with modern technologies, training of librarians, cooperation with local and central public authorities for supporting public libraries as community development centers and cooperation with civil society and private sector for raising awareness of population and institutions concerning libraries modernization.

In order to identify the existing perceptions of libraries and their visitors and to evaluate the trends of development of public libraries in the country, Novateca Program and IREX Moldova launched the National Citizen Survey on a national sample of 1200 adults from Moldova aged 15 and older.

Research objectives

IREX Moldova contracted ISIS OPINIA for carrying out a national sociological survey setting the following objectives:

- To identify the information sources and to point up the issues of major concern to the Moldovan consumers of information;
- To establish the credibility of information sources and impact of external factors upon the level of trust in the information providers;
- To determine the role of public library and librarian in the community;
- To evaluate the most popular library services and activities and to identify the services and activities which would interest the population and would increase the attendance of libraries;
- To evaluate the frequency of the Internet use and its role in increasing the community interest in the public library;
- To identify the level of providing the population with the information concerning the possibility of accessing electronic services;
- To assess the impact of “See You at the Library” campaign on consumers.

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EXECUTIVE SUMMARY

This report on sociological survey "National Citizens Survey" was designed to identify existing perceptions of public libraries and their visitors from the Republic of Moldova at the moment and analyze the evaluation and development trends of public libraries in the country on the basis of the sociological survey results of the current year and a similar study conducted in 2014.

The study was carried out between November 12 to 27, 2016 on a sample of 1,200 respondents in 68 Moldovan localities. It was interviewed adult population aged 15 years and older living in households through direct interview technique (face to face) in respondents' homes. Data were statistically analyzed and compared with information obtained in 2014 under a similar study.

While in 2014 only 40% of respondents perceived the library as a hospitable and comfortable place, at the end of 2016 their rate showed a significant increase (70%), a fact noted in the perception of the library as a place where people meet and share their experience and information. It also highlights a trend of steady growth of 5-7% of those who visit the library weekly, several times a month and once a month. Public libraries per ensemble managed to promote their image and attract more visitors by developing certain public services and activities through direct involvement of the community.

If in 2014 only 3 out of 10 respondents stated that their librarians organize events and activities useful for the community, now this is declared by every second interviewee.

Also tend to pronounce the perception of the public library as an important and useful tool in community development, more and more respondents think that closing the library in their circumscription would have a negative impact on the entire community (+ 9%).

The activities provided by public libraries in 2014 required by a considerable share of interviewees were: information sessions about migration possibilities, banking and activities where visitors are taught where to look for helpful tips on health and healthy lifestyle and where they could obtain professional advice if necessary. For 2 years, the population requests on the activities of community interest organized by public libraries have become more focused towards various sessions about ways of obtaining necessary information or legal advice, sessions about the labor market and how to improve the base skills for interviews ; trainings about on-line purchases or selling and their security methods and not the least – cultural activities.

It also notes a steady trend of perception on public libraries as important points of access to computers and the Internet, also more and more respondents say they come to the library to use the free computer and free internet access.

Duet o NOVATECA Programme more and more libraries are being modernized in Moldova, the fact noted while analyzing the 2016 survey results compared to the year 2014. A constant growth rate is recorded in population statements on improving conditions in public libraries , the presence of computers for public access and connection to the Internet, also this progress is highlighted in the level of satisfaction of community services provided by the public library, its activities, community involvement and the role of librarians in the modernization these institutions.

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Methodology

Sample universe

Adult population of the Republic of Moldova, aged 15+ who lives in households.

Sample characteristics

Type: multistadial, stratificated, nonprobabilistic

Volum: 1200 respondents from the Republic of Moldova

Age: 15 +

Representativity: The sample is representative for the area of research and represents the demographic structure of the investigated population (nationality, gender, region and age of the population 15+ years (both urban and rural). The survey was conducted in 68 Moldovan settlements on 170 secondary sampling units, with a maximum of 7 interviews conducted on each SSU.

Control quota: 20%

Research technique

Direct Interview ("face to face") with the selected respondent. Direct interview took place at the residence of respondents in Romanian or Russian languages, depending on the preferences of the interviewed person. All interviews were conducted in accordance with the sampling plan.

Toolkit

Sociological standardized questionnaire composed of thematic blocks of questions.

Toolkit pretest

In accordance with the rules of sociological research, ISIS OPINIA conducted a pre-test of the questionnaire for qualitative improvement of its further use in the field.

The pre-test questionnaire took place from 16 to 19 November 2016.

Data collection

The information was collected in the field by interviewers of the Sociology and Information Service "OPINIA".

Fieldwork dates

11/12/2016 till 11/27/2016.

Data processing

The collected information was entered and processed with the software - SPSS, which was also used to analyze statistical data.

Margin of error +/-3%.

Response rate– 75%.

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KEY-POINTS

The result of quantitative research reveals the following trends and attitudes:

- The public library is viewed as a hospitable and comfortable place where people have the opportunity to get together and exchange information and experience and as an important point of access to computer and the Internet.
- The library services have a major impact on the demands of social life and especially when they correspond to the users' needs. The most requested services provided by the public libraries are borrowing of books, use of reading rooms and the Internet for reading news. Moreover, the public libraries are developed by initiating some activities of public interest when the visitors can develop certain skills and abilities they need such as learning foreign languages, use of computer – use of MS Office applications and advanced search on the Internet, development of communication skills and opportunity to look for a job, etc.;
- The librarian role is seen as an expert and partner in the process of using various information sources, constantly developing the range of communication skills, understanding the information needs of customers, provider of activities and events. The innovative ideas, which librarians need for drawing more visitors, can be offered by community residents by expressing their demands and needs of information or development such as obtaining of legal, medical, training advice concerning the human rights and ways of finding appropriate professional advice.

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INFORMATION SOURCES

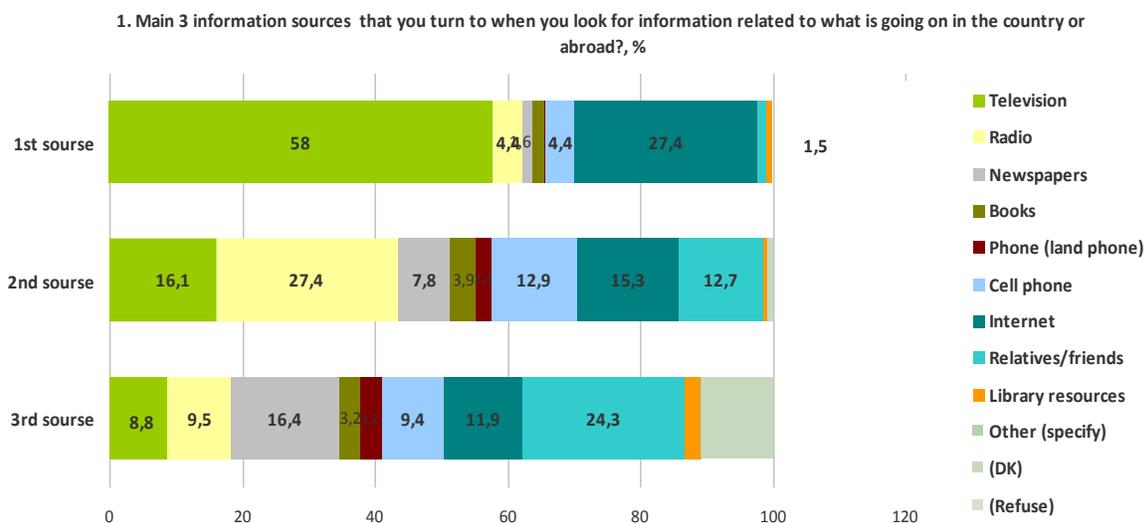
The results show that television remains the main source of information in Moldova, 58% of respondents indicate it as number one in their list of preferences. At the same time, it has been noted that people aged 15-24 years rank the Internet first (25.5%). The rise of the Internet in the list of preferences has been constantly maintained in recent years and it is specific to adults aged 15-44 years, it has increased by 27.4%, well above the other sources indicated as the main source of information by the survey participants.

The difference of 4 percentage points shows that rural residents turn more often to the information from TV than those in the urban areas (25.9%) when they want to learn what is going on in the country or abroad. At the same time, the tendency of using television as a primary source of information increases together with the age category of respondents, thus every third respondent aged 65 and older has indicated this source as the first option.

Radio is viewed as the second most important source, with over 27%, surpassing even television in this position (which allows thinking that it is listened to during work or trips), it is also mentioned more often by the rural population (16.3%) as the first option of information source.

Relatives and friends have been mentioned as the third source by most respondents – 24.3%. Since relatives and friends are followed by newspapers and magazines (16.4%), it could show that they are used to confirm the information obtained from the audiovisual and online media.

Territorially, it has been established that the share of those using mobile phone, the Internet and information received from relatives and friends is larger in case of respondents from urban areas, while rural residents learn more about the events in the country and abroad from TV, radio and newspapers.



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According to the survey, most respondents follow the local news both in Romanian and Russian equally. However, 41% of respondents aged 25-44 years have stated that they prefer news in Romanian, while the largest share of those, who prefer news in Russian (22.2%), includes the respondents aged over 65 years.

Another aspect taken into consideration is that the number of respondents, who prefer news in Romanian only, is larger in the rural areas (17.25%) than that in the urban areas (9.6%). Moreover, a share of those, who track information in Russian only, is larger in the urban areas (16.7%), while only one of ten rural respondents has stated that he/she limits himself/herself to the information in Russian only.

While almost half of Moldovan respondents follow the news both in Russian and in Romanian, about half of Russians, Gagauz and Bulgarians prefer or chose the news in Russian only.

2. In what language do you usually obtain news or information related to what is going on in the country?



After analyzing the results, it has been found that almost a quarter of respondents are inclined to give up the effort of searching for important information if they do not find it quickly. At the same time, 65.9% of respondents have agreed completely or partly to ask for help to find the necessary information. It is also possible to note that people easily use one of the first available sources, almost a third of those surveyed have agreed completely or partly with the statement that they will act exactly in this way.

Women (43.4%) are inclined to give up faster than men (35.9%) when searching repeatedly for the important information, which they have failed to find quickly. The largest number of respondents, who are more likely to give up searching for some information, is recorded among young people up to 34 years (53.8%).

Moreover, 12-14% of people with low income up to 3000 lei would not stop looking for such information, while 41.7% of respondents with an income over 10000 lei would rather not make an additional effort.

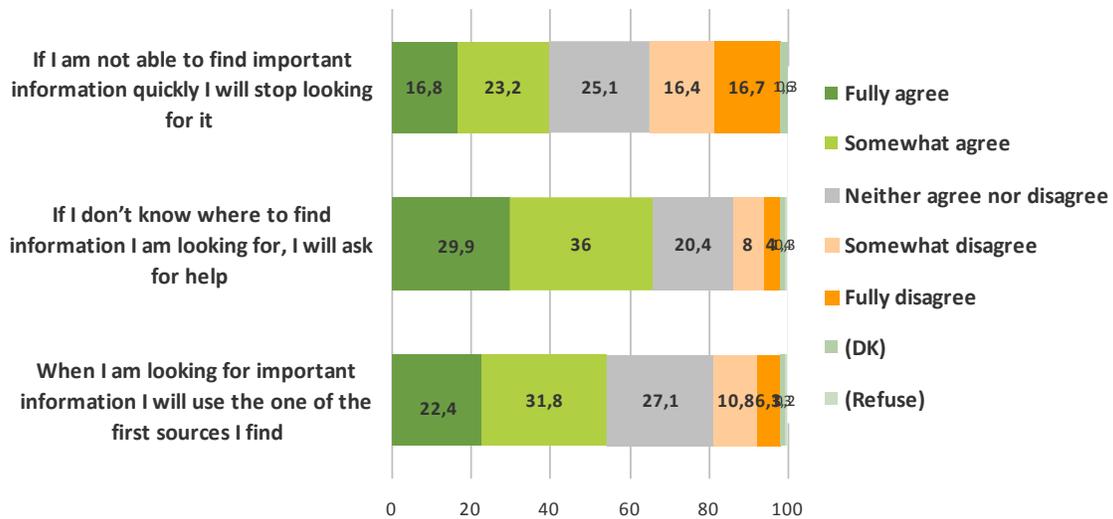
Territorially, the rural residents are less inclined than the urban residents to make additional efforts when searching for important information.

The share of respondents, who would ask for help if they do not know where to find the necessary information, is consistently larger than the share of those who would not do such thing, however it decreases depending on the age. Thus, if 71.5% of young people up to 24 years would ask for help, then only 54.5% of respondents above 65 years would do the same.

However, it can be noted that the respondents with lower income are reluctant to use the first available source for finding the information they need.

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3. For each of the following statements, please tell me if you fully agree, somewhat agree, neither agree nor disagree, somewhat disagree, or fully disagree.



Traditionally, television, as a source of information, enjoys special confidence – 60.2% of respondents have stated that they have some or a lot of confidence in this source of information. However, it is possible to note a quite large share of those who express an opposite opinion – 39.6% have little or no trust. Television, as a source of information, enjoys special confidence of women, 20.35% of them indicate that they have a lot of confidence in it, while the number of men, who have a lot confidence in this source, is smaller by 5 percentage points. Similarly, television is a trusted source for rural respondents (63.3% have some or a lot of trust). In contrast, 40% of people aged 35-44 years have stated that they have little or no confidence in television.

As concerns the consumption of media content, the Internet seems to win by many criteria: accessibility, speed, interactivity, diversity, content generated by users – however, a rapid increase in the number of users and in the volume of information available online has resulted in decrease of confidence in this medium – only half of respondents trust the information they find online.

At the same time, a significant share among the sources of information continues to belong to relatives and friends that rank first in the survey with 73.9% of respondents' options.

The number of women, who state that they have no trust in relatives or friends as a source of information, is larger than that of men.

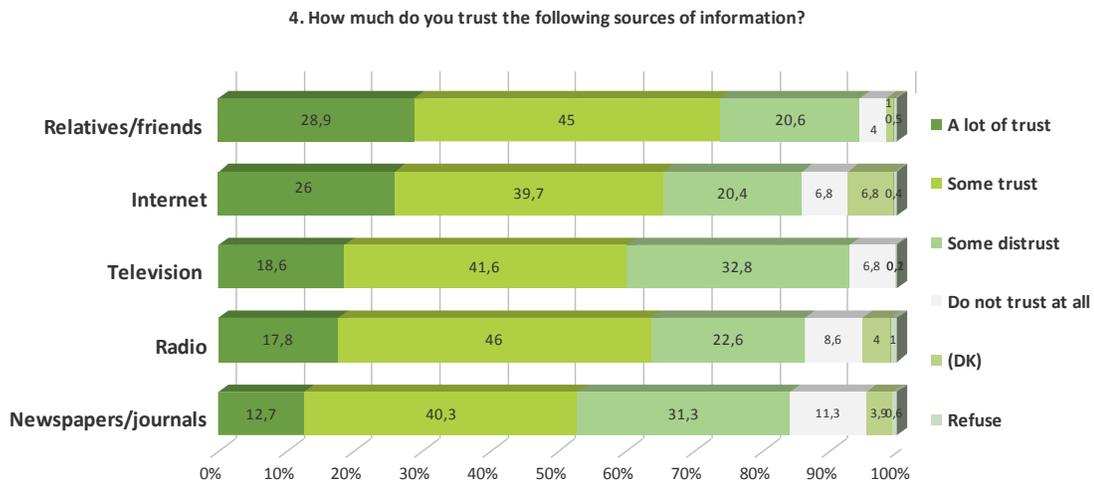
Moreover, people with a low level of education (primary education (50%) or incomplete primary education (66.7%) are those, who give a lot of confidence to this source of information. Based on the research results, it is possible to note that even people with a high level of education (50%) give some confidence to relatives or friends as information providers.

The percentage of respondents, who do not trust the information broadcast on radio, is higher in urban areas (38.4%) than in rural areas (26.6%). Similarly, over 20% of rural respondents have stated that they give a lot of confidence to the information put on the air.

Newspapers and magazines are a source of some or a lot of confidence, especially for young people aged 15-

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24 years (55.9%) and for villagers (59.1%). By contrast, a significant number of respondents aged 55 and older have stated that they have no or little confidence in this source of information. The surveyed people with an income less than 1000 lei and urban residents have shown a high degree of disbelief in newspapers and magazines.



The top leader of topics, which are of major concern to the survey participants, are elections (probably because the data collection took place in an election year during the campaign). More than 87% of respondents have stated that they are somewhat or very interested in this topic. Over 50% of respondents aged 35-64 years have been very interested in elections as well as a similar number of those surveyed with a high level of education.

This topic has turned to be of great interest, especially for ethnic Ukrainians (50.0%), Russians (51.5%) and Bulgarians (58.8%), moreover, more than half of respondents with an income over 2000 lei have stated they are very interested in elections.

The disinterest in this topic is traditionally stronger in rural areas, where 13.9% of those surveyed have stated that they have no or little interest in elections.

The fight against corruption also interests the participants of survey (84.5%), a larger number of respondents follow this topic and it is a topic of interest equally for townspeople and villagers.

However, the disinterest in this topic is registered particularly among the respondents aged 55 and older and also among people with primary education, students of schools and high schools (50%).

Another topic of great interest to the population is the government's activity (78.3%), which interests mostly the middle-aged citizens. Thus, 80.4% of respondents aged 35-44 years and 85% of respondents aged 45-54 years have shown some or a lot of interest in this subject.

Surprisingly, the most interested in the activity of the Executive Branch are ethnic Gagauz (76.5%).

The issues connected to the relationship with Russia are also popular among respondents, they have been mentioned by 80% of those surveyed. Another interesting topic for citizens is the Transnistrian conflict. The category of respondents, who show interest in the Transnistrian conflict, includes people aged 45 years and older and those who have a high level of education (vocational, higher or postgraduate). Surprisingly, the least

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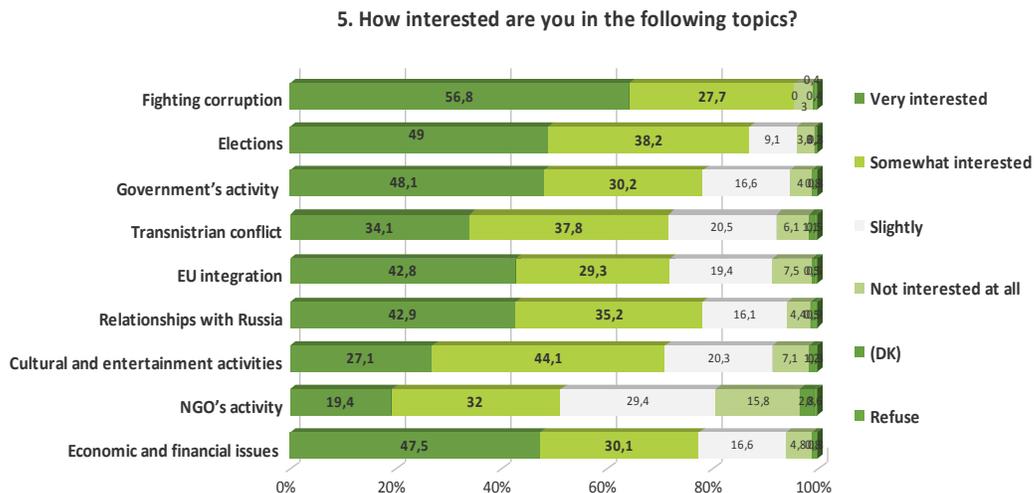
interest in this topic have shown the respondents of Russian ethnic origin – 18.6% of them have stated that they have no or little interest in the Transnistrian problem.

42.8% of those surveyed have declared their interest in the information concerning the integration of Moldova into the European Union. The respondents aged 55 years and older have shown the least interest in this topic. It must be mentioned that 14.3% of people with postgraduate degree have stated that they also have no interest in this topic.

The level of interest in issues referring to cultural or entertainment activities is especially high among young and middle-aged people. Thus, the highest percentage of people, who have some or a lot of interest, is accounted for the respondents aged 15-24 years – 56% in total.

The cultural or entertainment activities arouse some interest of a larger number of urban residents than that of villagers.

The economic and financial problems (77.6%) are other issues of major interest, they concern, in particular, the respondents aged 45-54 years (51.7%) and 55-64 years (59.8%). At the same time, quite a large number of people with an income less than 1000 lei (12.1%) have shown no interest in this topic, on the contrary, 84.9% of respondents with average and high incomes of 3000-5000 lei and 83.3% of those with an income of more than 10000 lei have stated that they have some or a lot of interest in these issues.



According to the results, over 40% of those surveyed are convinced that local politicians influence the activity of the Moldovan press and nearly 30% of respondents believe that foreign politicians act likewise. The survey results show that more than half of those surveyed rather or completely agree that the local politicians exert influence on the Moldovan mass media.

In terms of gender criterion, more men than women agree with this affirmation.

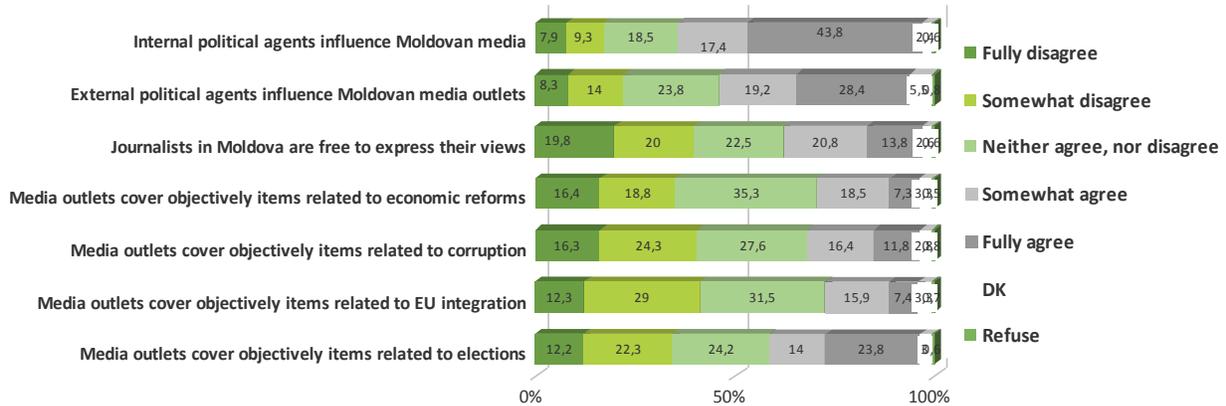
A larger share of survey participants, who have agreed with the affirmation that the politicians from other countries could influence the Moldovan mass media, accrues to the respondents aged 45-54 years (50.6%). Moreover, the largest number of respondents, who completely agree with this affirmation, is recorded among those with unfinished higher education (32.4%). Over 50% of people, who think so, have income of 5000-10000 lei per month.

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A large part, almost 20% of them, completely disagree with the statement that the journalists in Moldova would express their opinions freely.

The opinions of those, who believe that the Moldovan mass-media covers objectively such issues as reforms, fight against corruption, European integration or elections, lay rather in the middle between total agreement and disagreement, totaling between 24% and 35%.

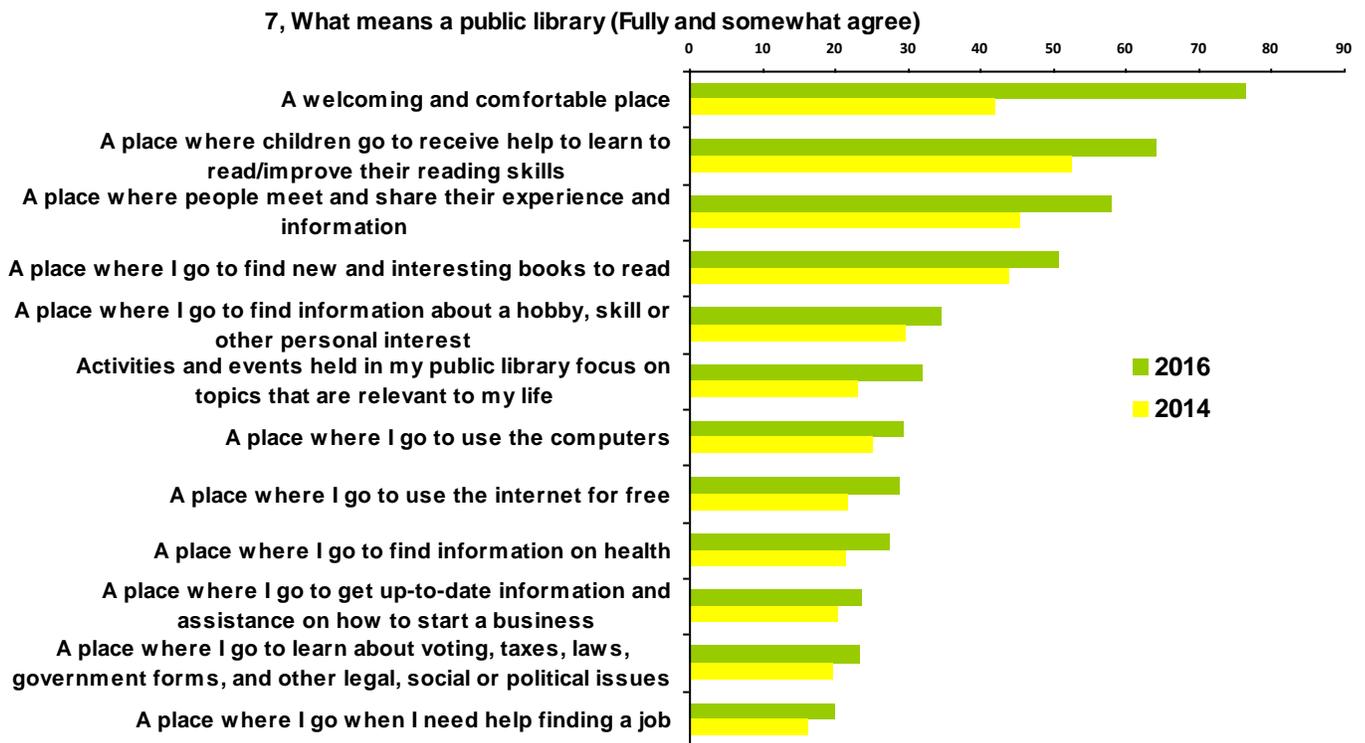
6. To what extent do you agree with the following statements?



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PUBLIC LIBRARIES

If in the National Citizen Survey held in 2014 the public library was viewed primarily as a place where people went to find books for reading and where mostly children went to be helped to learn how to read and develop reading skills, then at the end of 2016 this institution is viewed primarily as a hospitable and comfortable place (over 70% of those surveyed agree partly or completely with this affirmation). Moreover, it has been noted that over two years the public libraries in the country have been viewed more and more as a multifunctional cultural center by the community groups. A steady + 10% trend is observed in the perception of the institution as a place where citizens go to find information they are interested in, to develop skills, a place where they can use computers and the Internet, a place where they can get advice and assistance necessary in solving current needs.



Thus, 38.2% of respondents completely agree and 29.3% of respondents rather agree with the statement that public libraries are „a hospitable and comfortable place”, so it holds the largest share of 78.5% among the statements made by respondents in the survey. People aged 15-34 years and those aged 55 and older agree more often with this statement than those aged 35-54 years. Territorially, it turns out that the library users from urban areas are more satisfied with hospitality and comfort of the public library than the rural residents (27.5% have stated that they do not or rather do not agree with the statement that the public library is a hospitable and comfortable place).

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Unquestionably, the library value is confirmed by a high degree of accessibility to all social categories, 37.3% of respondents agree and 30.2% rather agree with this fact, therefore 67.5% of respondents think that the library contributes to social inclusion, promoting tolerance and understanding of cultural diversity.

The access to knowledge, learning and literacy have become priorities for society. The library offers children the opportunity to acquire various intellectual skills. The children's library should respond consistently to the permanent changes taking place in society, it should meet the cultural needs, information and leisure needs of all children. This priority of the library has also been reflected in the survey, 64.3% of respondents state that the library is a place where children are helped to develop their reading skills.

Libraries also provide space where community members meet to share experience, continue learning, develop skills necessary for participating in social life. The majority of respondents share this opinion, 58.8% consider the library to be a place where people meet and exchange opinions and 51% of respondents confirm that they go to the library to find new information they are interested in.

The activities organized by the library have a major impact on the social objectives set by the authorities, bringing benefits to the community. These activities can be direct, for example, for increasing the number of active users, for increasing collections, so as to cover a wide spectrum of reading and research opportunities provided to the users. Another worth mentioning aspect revealed by one-third of respondents (34.8%) is that the library provides information of personal interest, while 31.9% of respondents believe that events organized on relevant topics are of interest, it has been confirmed by the survey participants both from urban and from rural areas.

Libraries are also places where people come to use computer, if they have no computer at home, to access the Internet if it is not available at their place. Less than one-third of respondents (29.6%) have stated that the public library is a place where they can come to use computer and for 28.9% of respondents the main reason is the Internet, which they can browse for free. This opportunity is most of all mentioned by people under 34 years.

Since the main function of the library is to provide information and the modern users wish to obtain information when they need it, people come to the library not only for books. The survey points out the role of the public library in providing immediate information to the user, 25.6% of people surveyed have stated that they found very useful information in the public library, of which 23.9% obtained the up-to-date information and assistance concerning starting of own business, while 23.4% of respondents found information about elections, taxes, laws, official forms and other legal, social or political aspects, and 19.9% have noted that they went to the library to get help in looking for a job.

Taking into consideration the customer focus, awareness that the library is primarily a service business and service has to be provided in conditions of high quality, the modern librarian is the most important intermediary between the user and information. The librarian knows, develops and promotes library services. The user always needs more information support and more qualified help.

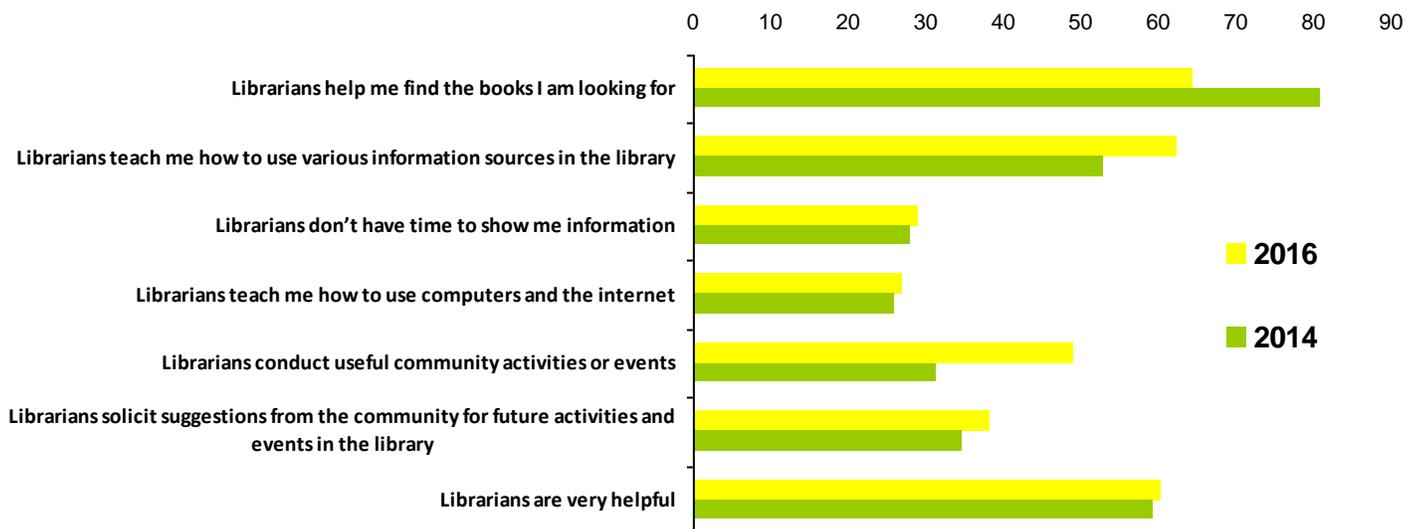
The majority of respondents (64.3%) have confirmed that librarians help them to find books they are looking for. 37.6% of urban respondents completely agree that the library staff provide information assistance to them whenever they need to find some books, 35.4% of respondents from rural areas attest the same situation with an insignificant difference.

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The librarian is viewed as a good expert and partner in the process of using various sources of information, always developing the range of communication skills, understanding customers' information and documentation needs, it has been confirmed by 62.3% of respondents, of whom 34.7% of rural respondents completely agree with this statement, while those in urban areas (37.0%) rather partly agree that the librarians are available to teach them to use different sources of information, so more than one third of respondents from urban and rural areas are satisfied with the availability of the librarian for giving them help and advice regarding the use of different sources of information.

The Internet plays an important role in the activity of modern library, providing new opportunities and undeniable advantages, such as larger, quicker and equitable access to information. In this sense, the users of the Internet in public libraries expect assistance from the librarian. 36.7% of respondents in rural areas have stated that they completely agree that the librarians provide training on accessing necessary information via computer as well as via the Internet, more than one-third of respondents in urban areas (32.9%) also claim that the librarian has provided them the necessary advice how to use a computer or the Internet. It must be noted that the most dissatisfied with the assistance of librarians in facilitating the access to information via computer or the Internet were rural respondents (12.4%), who expressed total disagreement with this statement.

8. The librarians are... (fully and somewhat agree)



In the context of information burst, the public library has redefined its mission and responsibilities to respond positively to more and more diverse user demands, the activities organized by the library contribute to the diversification of services, which attract a large number of users. The advantage of public libraries due to organization of activities and events has been noted by 49.1% of respondents in the course of sociological survey. It must be noted that their share was 18% less in the survey conducted in 2014. It confirms the mobilization of librarians in public libraries in attracting visitors by organizing various activities that could be of interest, and the result of these efforts is visible and perceived positively by the community. The largest share (32.5%) includes urban respondents, who partly agree with the option, while respondents in rural areas (21.6%) completely agree that the library organizes various events with a positive impact on the community.

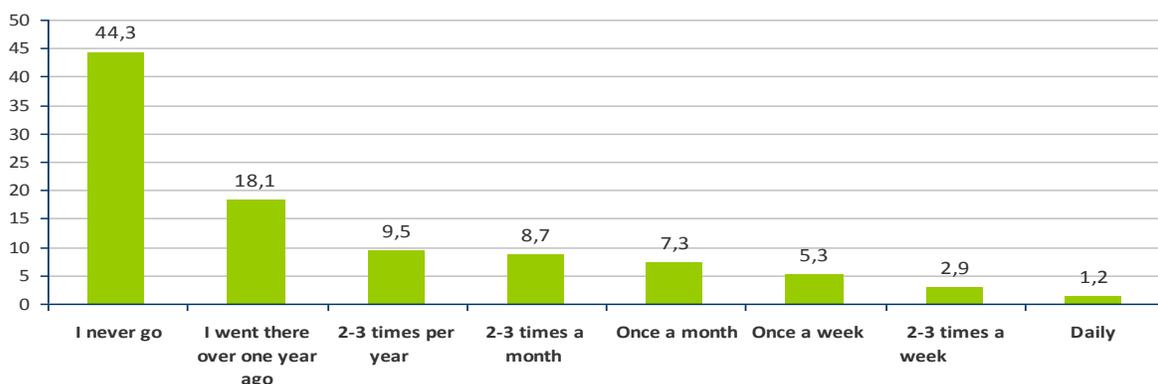
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The innovative ideas, which libraries need more and more, can be provided by community residents, these ideas are extremely creative, but often lack sufficient financial funds for putting them in practice. Meanwhile, a library service, no matter how well-planned, creative and useful, will never become effective if the community does not participate. 38.1% of respondents have stated that the librarians ask for community suggestions referring to the activities and events to be organized in the library. In this context, it is significant that 28.8% of respondents from urban areas have opted to agree partly that the community suggestions on the activities and events to be organized are valuable for the librarians, while 11.2% of respondents from rural areas completely agree that the librarians ask for suggestions from the community for identifying the proper events to be organized. The figures show that over two years the share of those, who affirm that the librarians consult with the community on activities and events to be carried out by the community library, has grown, it is confirmed by a 4% increase at the end of 2016 as compared to 2014.

As concerns the aid provided to readers by librarians, it must be aimed at providing information, guidance and even consulting the users in regard to access to the necessary and requested documents. The survey results are equally positive in that regard as well as those of 2014 - 60.3% of respondents believe that the librarians are very helpful and have a pro-active role in the public library, of which 35.9% of urban respondents partly agree and one third (29.1%) state that they agree completely. In addition, 27.9% of respondents from rural areas completely agree and 29.9% partly agree that the librarians are very helpful during their visits to the library. We have noted a growing trend over the last two years in the share of rural residents who confirm that the public library staffs help them when they need it.

The library is much more than just books and technology. It is a place that unites the community. For many localities, the library is the only cultural center and the epicenter of cultural life. However, it is known that the perception of the library by the community members does not keep up with the changes taking place in society and in community. 44.3% of respondents have admitted that they do not go to the library, the largest share of 58.3% includes the respondents aged 45-54 years, and every fifth respondent has admitted that the last time he visited a library was a year ago, the largest share of 30.0%, is recorded among the people aged 65 and older.

9. On average, how often do you visit the public library (e.g. county library, city library etc)?

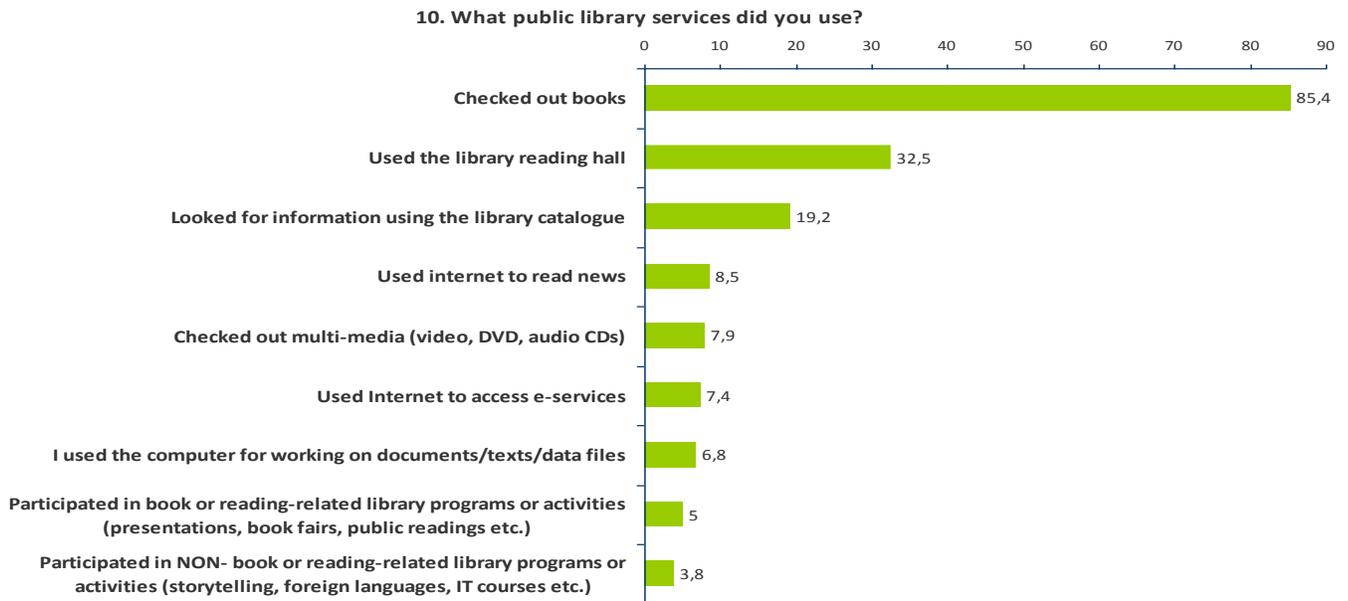


12.5% of respondents used to go to the library once a week while 20.2% of respondents aged 15-24 years go to the library two-three times a month, the reason is that the library has remained one of the few institutions that offer free services to the community members, and the highest value of library is the human

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potential. It is perceived as a hospitable and comfortable place, a place where children go to develop their reading skills and where people meet and exchange experience and information.

The demands of social life are factors that influence the user's inclination to certain products and services of the public library both in terms of preferences and in terms of motivations.



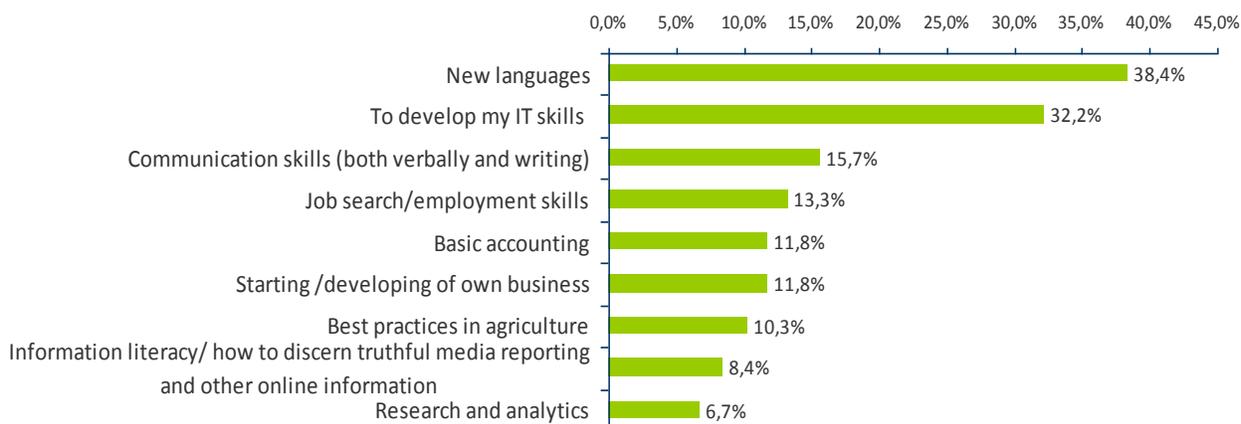
The service most often used in the public library, which has been mentioned by 48.4% of respondents, is the borrowing of books, we have established that the vast majority of rural residents (51.4%) went to the library to borrow books, a traditional service provided by the public library. At the same time, it must be noted that the respondents aged 55-64, who have opted for this service, constitute 58.3% while those aged 65 years and older constitute 65.7%.

The use of reading room is another traditional service requested by 18.4% of respondents, the urban residents prevail here (20.1%), people of different age categories have opted for this service, of which 20.6% are aged from 35 to 44 years, 20.4 % are aged from 15 to 24 years, and 12.6% are aged from 55 to 64 years. The demand of book borrowing service and use of reading room experiences fluctuations in certain periods of the day, week or year. This manifestation differs. This periodicity makes the demand present specific time variability, differing from one category of users to another and from one category of literature to another.

5.8% of respondents aged 55-64 years have participated in the library programs, activities related to reading - presentations, book fairs, public readings etc., held by the public library, and 3.9% of respondents aged 25-34 years have participated in the activities held by the public library, which are not related to reading.

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11. Which of the following skills would you be interested in improving, if offered for free by your local library?



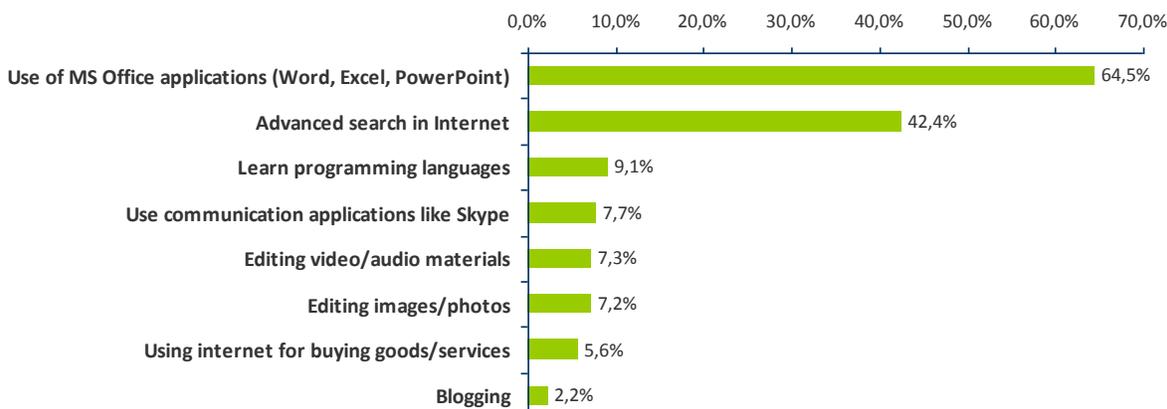
The activities organized by the library have a major impact on the social objectives of authorities bringing benefits to the community. Libraries offer the community members a space where they continue to learn, develop their basic skills necessary for participating in the social, cultural and economic life of the community. In this context, more than one third of women (38.7.7%) would be interested in learning a foreign language, 34.7% would like to develop skills related to computer use, and 17.1% would like to develop their communication skills, while men have shown less interest in the development of different skills in the library.

It should also be noted that the urban respondents (45.9%) have shown greater interest than those in rural areas (33.6%) as regards the willingness to attend the library to learn a foreign language; the formation of computer competence would be useful for 39.7% of respondents in urban areas and for only 27.3% of respondents in rural areas, this competence is becoming increasingly necessary in all aspects of life. The formation of communication skills is equally important for respondents in urban areas (15.6%) and for respondents in rural areas (15.7%), who would visit the library to develop communication skills.

It involves development of general culture, learning of languages, development of reading skills, development of technology competence, etc. By organizing different activities for various categories of users, libraries stimulate ideas, discussions, dialogue culture and awake creativity.

Amid rapid changes, libraries are trying to adjust their services to new realities and to meet demands for modern resources.

12. What IT related skills would you like to develop?



The library becomes a place dedicated to several activities that provide more opportunities for its users; the possibility of formation of IT skills has been appreciated in the course of survey by more than one third of

Overall results of the NATIONAL CITIZEN SURVEY

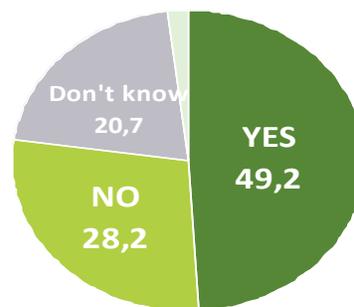
respondents of younger generation (38.2%), 27.0% of respondents aged from 25 to 34 years would prefer to learn how to use MS Office applications, while 34.3% of adults aged from 55 to 64 years are interested in using the Internet for advanced searches. Thus, the Internet has a major impact on how people find and access information.

Another option specific majorly to adults is using communication applications such as Skype, the largest share of 21.1% has been recorded among the respondents aged 65 and older.

The library is gradually turning into a hybrid space where books in traditional format, electronic publications and information and communication technologies live together. The technologies are changing rapidly along with the provided opportunities and users' expectations.

The intellectual potential of the library is of great value. The library staff is the one who creates and improves the positive image of the institution. The general perception of the library in the community depends largely on the perception of the library staff. The advisory assistance to users is the first step in establishing a relationship of trust between the library and the user.

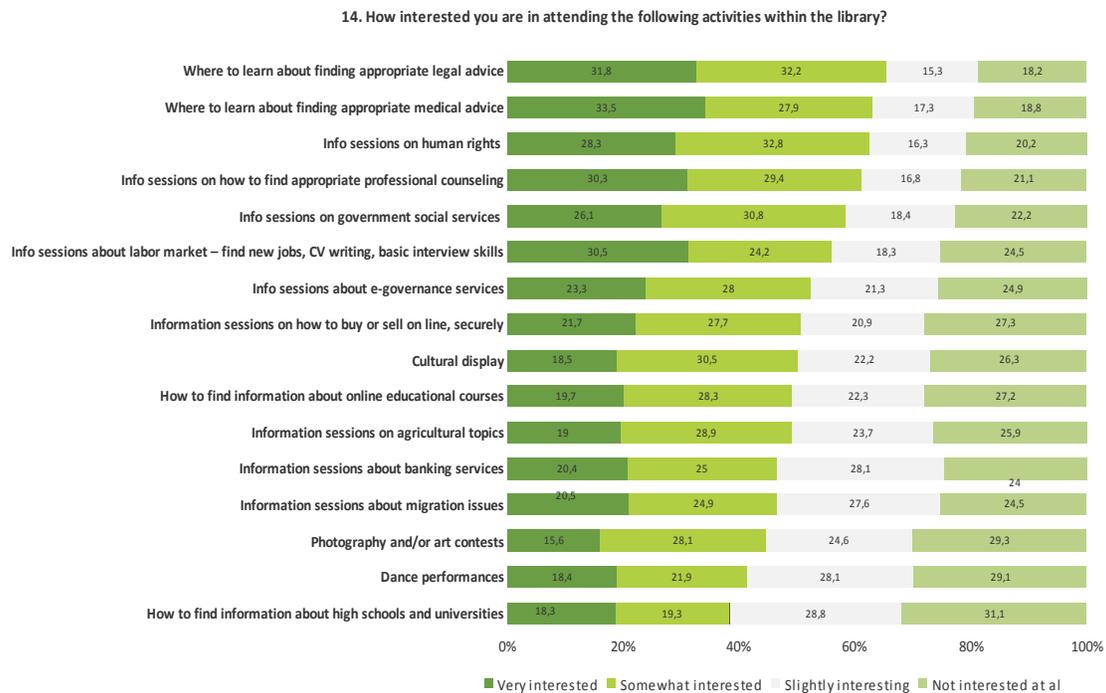
13. Would you visit the library more often if the librarian could assist with the services described above?



A special place among the major appealing qualities of the library occupies communication and intellectual potential of the librarian who has the skills necessary for helping the user to use available resources and equipment, 49.2% of respondents would visit the library more often if the librarian could help them in developing the aforementioned skills, while less than one third of respondents (28.2%) have stated that they would not visit the library more often even if the librarian helped them in using certain services, it is therefore significant that every fifth respondent (20.7%) has stated that he/she does not know, the respondents do not associate the visits to the public library with some special services from the librarian.

When asked whether the respondents would be interested in participating in certain activities of the library, a top of preferences has been determined in this respect. Obtaining some useful legal advice was placed on top with 60%, followed by the interest in receiving some medical advice necessary to the respondents, which they would be interested to get during certain library activities. The survey participants have shown an increased interest in certain trainings such as training on human rights, training on how to find professional advice and how to access and use the public social services.

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The level of users of services provided by the library requires transformation of the library into a cultural and informational center with new values and shifting the focus towards diversification and enrichment of the publications stock, extension of information and documentation resources and diversification of activities and services provided. In this sense, 64.0% of respondents are interested in obtaining some useful legal advice.

Over 60% of respondents have shown interested in the correct medical advice, of which 33.5% are very interested and 27.9% are somewhat interested, while the trainings on human rights have been mentioned as useful by 61.1% of respondents, thus by extending the services of urgent information provision, the public library can become useful for the greater part of users.

Two-thirds of respondents (59.7%) have shown interest in professional advice, the number of those very interested (30.3%) is insignificantly greater than those somewhat interested (29.4%), the acquisition of new professional skills is an imperative of time, the focus on providing the information, which would help in continuous training of the user, would be a motive of attracting to the library the public valuable both to the library and to the community.

56.9% of respondents have mentioned the need to know how to use the public social services, even though they come from different social groups, the public library can facilitate the integration of users in society by providing this information, while the need for information will lead to the increased motivation to use the services provided by the public library.

54.7% of those surveyed have expressed an increased interest in trainings related to the job search, CV preparation, development of some basic skills for attending job interviews, these activities are of great interest for able-bodied citizens, regardless of education level and area of residence.

The information trainings referring to the use of online public services are some of the most valuable, every second respondent (51.3%) has shown interest in accessing online services provided by public

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institutions, the computerization of state institutions and of society in general imposes certain standards that all society members, both in rural and in urban areas, men and women, youth, adults and elderly, must know.

The respondents are also interested in trainings on how to buy and sell online safely (49.9%), the provision of these services could turn libraries into centers of vital importance, in particular for people in rural communities. Although there are fundamental differences between library services and commercial services, the behavior and expectations of persons served are universal.

According to 49% of respondents, it is important for the public library to be perceived as a place where they carry out various cultural activities, particularly for rural areas where the public library is the only place of cultural value, while due to these activities, the public libraries can demonstrate their importance; both library visitors and people, who do not visit their public library, adhere to this opinion.

Along with the modernization of information and communication technologies, with the expansion of Web applications, the opportunities of continuous professional training have increased. Information and professional knowledge are available not only within professional communities, which have more opportunities to provide various forms of training: seminars, meetings, professional workshops, but they can be accessed online by the user of public libraries, all of them being particularly important for continuous professional training.

The circulation of specialized information and knowledge is much quicker and more intense than it was before, 48% of respondents believe that the library should provide support in finding information about online training courses, it is a great opportunity for those with low income.

Organization of trainings in agriculture is important for 47.9% of respondents, such trainings can be organized for specific target groups interested in this topic, moreover, in rural areas, cultural activities can be combined with information activities in order to promote the results achieved by the users of the local public library.

45.4% of respondents are interested in participating in trainings on the use of banking services and training on migration issues, the library users in urban areas express more often the desire to learn how to use banking services, while those in rural areas show more willingness to be trained on migration issues.

43.7% of respondents believe it would be useful to hold competitions of art/photography, and 40.3% opt for organizing dance performances, so the public libraries should hold some events that would educate, familiarize the community members with elements of art, would awake the young generation's willingness to participate.

The help in searching for information about high schools and universities is required by 37.6% of respondents, we can state that this information is more useful for respondents aged 15-24 years.

The library just needs to find other niches to cover and where to make its presence known: to provide services, to create contents that no one will create unless they will be created by the local library, to help the users to assimilate technologies, to teach the users how to evaluate information, etc. When asked what they would change in the community library, it has been established that people, who visit the library more often than once a year, when expressing their opinion on eventual changes in the public library, more often put emphasis on renewing the stock of books and improving conditions in the library and only after that they mention the need for more activities and services, while people, who are not library visitors, more often

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mention the promotion of the library and the librarian in the community and the need for provision of free services by the library.

Although the respondents, who are not public library users, more often lack information about the current status of the institution and have difficulties in suggesting some changes, 19.9% of all survey participants believe that no changes are needed - in their opinion, the library is a constant place and can be visited whenever it is necessary.

The promotion of books and reading and information promotion are two major activities, which the day-to-day activity of the library is focused on, so 8.1% of respondents have stated that the stock of books must be renewed in their library. There is an unconformity between the library offer and needs of its users. Numerous initiatives promoted in recent years at public libraries speak about awareness about the particular importance of books, regardless of their format, in preserving the national cultural identity and values of human civilization, in transmission of knowledge, wisdom and information from generation to generation. The criteria for public library development aim at continuity of collections; cultural value of the acquired publications; covering all the areas of teaching activity, permanent filling in of the reference fund; satisfying the reading needs of typical categories: teaching staff; replenishment of library stock.

3.4% of respondents have noted the need to promote the librarian's image. In order to create a new image, the librarians should be more active and also should encourage the community members to become more actively involved in the creation of library services and library operation. The librarians shall take care not only of their skills, but shall also help the users to develop their skills necessary in the environment they live and work.

Provision of IT equipment is another option mentioned by 2.9% of respondents, which should be changed in the public library; in order to attract the potential interested users, the environment should be pleasant for all visitors to feel comfortable in the library, where a special place is assigned to the virtual environment, which can be ensured by extending the Internet.

In addition, 2.4% of respondents believe that the library should organize more activities for children, and 2.2% of respondents believe that the public library should offer training by organizing various trainings/courses.

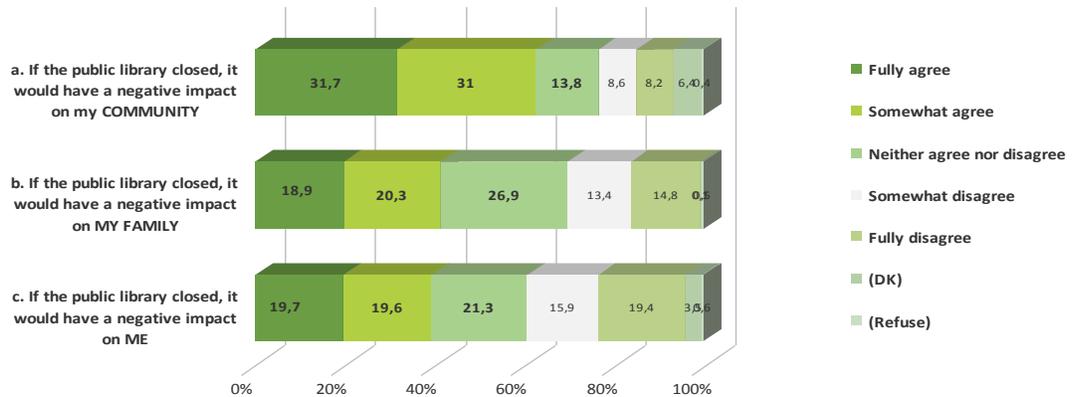
The value of a library is measured not only by the size of collection, number of users, frequency of book borrowings, but especially by the impact it exerts on the community by the quality of provided services. The majority of respondents (62.7%) agree that the closure of public library would have a negative impact on their community. The respondents in the age groups up to 54 years agree with the negative impact of closing the public library on their community, the vast majority of them are concerned about this fact, while every fourth respondent, who is over 55 years old, does not take into consideration the negative impact on their community in case there will be no more access to the local library.

39.3% of respondents have noted the negative impact that will affect them personally if the public library is closed, the library is often present in the life of both the community and the users attending the public library. Also, the respondents with higher level of education are more worried about the negative impact of the public library closure on their community, their families and on themselves than those who have lower education level.

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39.8% of respondents have noted that the closure of public library would have a negative impact on their families; this statement attests that the libraries provide services to all categories and social groups of the community, it is a place able to interest all family members. The users from households with a lower income are more likely concerned about the negative impact of local library closure on their families than on the entire community.

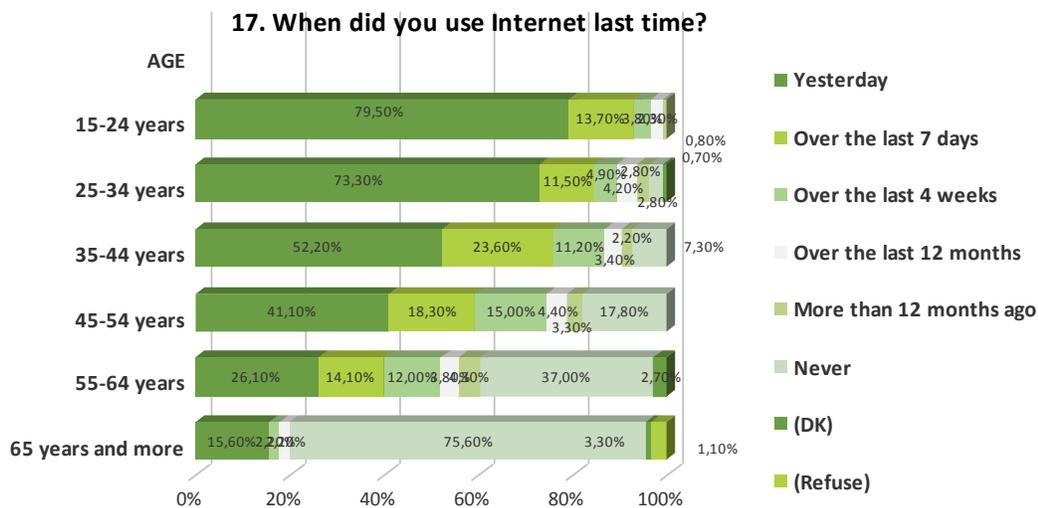
16. To what extent do you agree with the following statements?



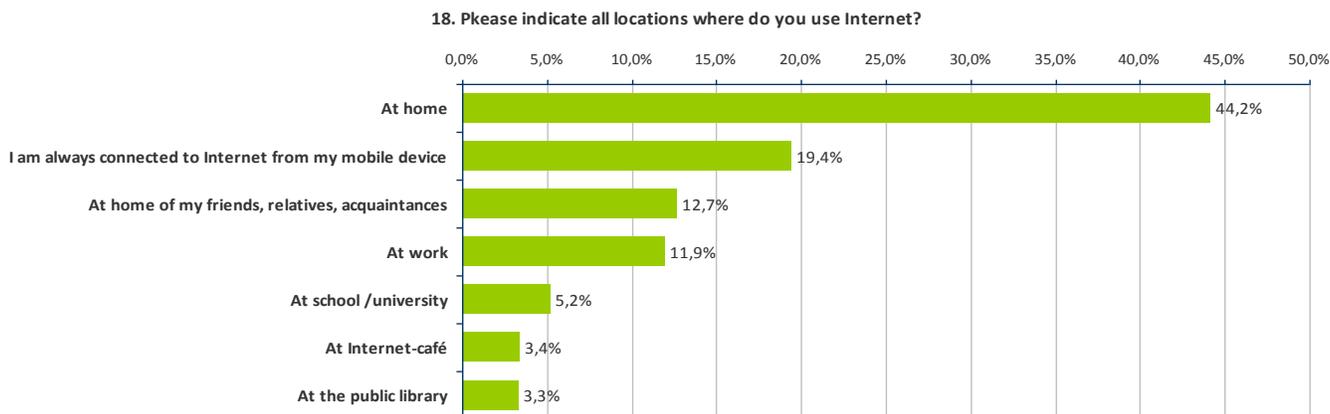
Overall results of the NATIONAL CITIZEN SURVEY

COMPUTERS and INTERNET

Recently, the Internet has evolved from a media channel into a utility and the public perception in this regard has changed along with this transformation. The Internet has become an aid, which meets a whole range of population demands: information, communication, entertainment, education, purchase or sale of goods and services, finding a job, etc.



According to the survey, 74.3% of urban respondents have used the Internet in the last 7 days, the percentage exceeds 81.2% in Chisinau and in large cities. Every second interviewed respondent aged up to 44 years has gone online a day before participating in the survey, the leaders in this case are those born in the digital age. In recent years, the increasing trend in the number of the Internet users falls on adult or elderly population, in towns and rural areas, on population with lower education.



Every fourth respondent uses the Internet via a mobile device having a constant Internet connection. However, most participants of this survey, regardless of the territorial profile, access the Internet from home, their share constitutes 44%.

It has been established that women access the Internet from office more often, while men access it more often from home or mobile phone.

Overall results of the NATIONAL CITIZEN SURVEY

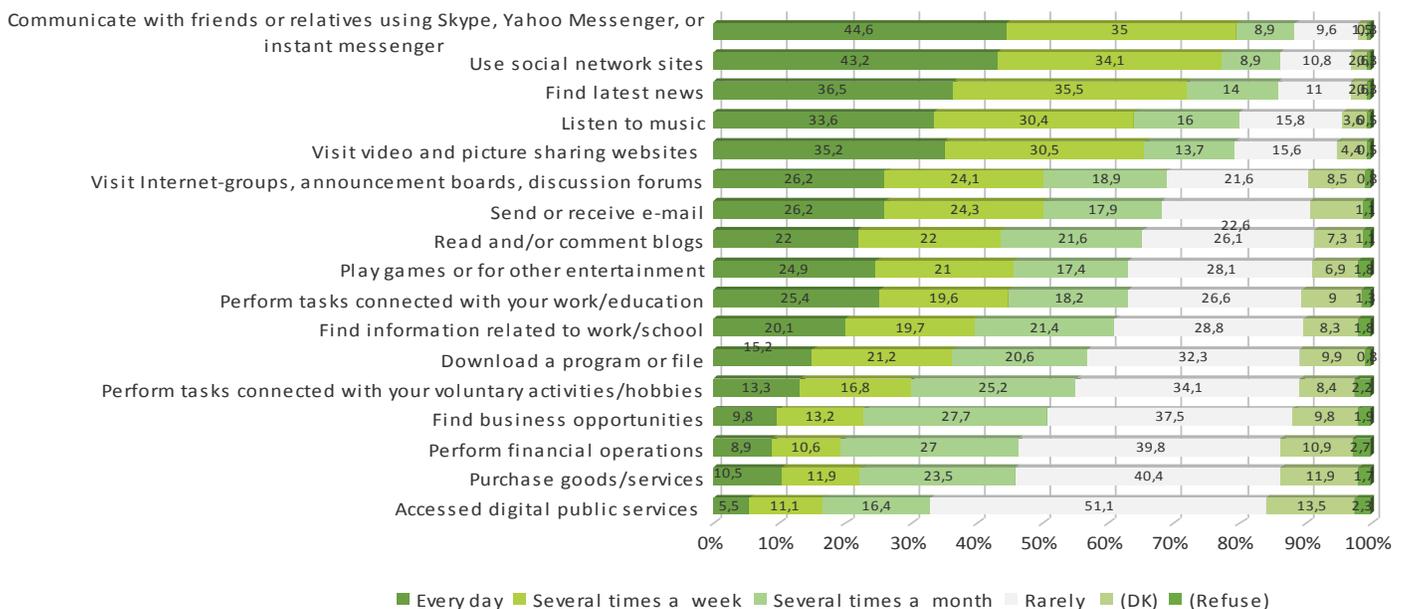
People, who do not have permanent access to the Internet from a mobile device and at home, attend the Internet cafes - places most visited in small towns, while in rural areas in such cases the Internet is accessed more frequently at friends', relatives', acquaintances' or neighbors' place.

The Internet use is no longer identified with accessing some content sites, it is connected with many other purposes: 88.5% of users use the Internet to communicate with friends or relatives via Skype, Yahoo Messenger, instant messaging chat or VoIP; 86.2% use social networks; 86% use it to learn the latest news; 79.4% visit the sites sharing videos and images; 69.2% visit Internet groups, ad panels, discussion forums; 60% of respondents have used the Internet in the last 12 months to send or receive e-mails and to perform tasks related to work/studies, etc.

This interdependence is manifested in meeting the daily needs to an increasing degree by using the online medium:

- 43% of urban residents perform online financial transactions several times a month, mostly those with higher level of income;
- 41.3% of women acquire services or goods via the Internet several times a year;
- 27% of urban residents check their email daily, the percentage rising to 30% among young people aged 15-24 years.

19. How often did you use Internet in the last 12 months for the following purposes?



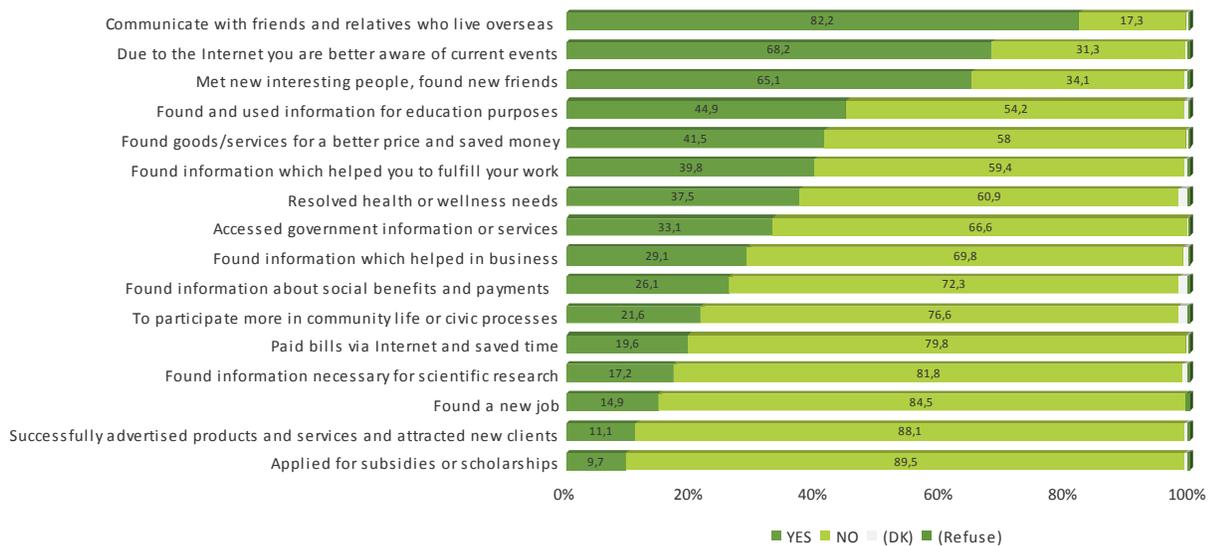
Besides removing of geographical, socio-cultural, information barriers and opening of new opportunities for individual expression, the online medium has attracted and developed suggestions for many daily necessities of people. Over 80% of respondents have communicated via the Internet with friends and relatives living abroad. Thanks to the Internet, a share of 68% of users consider themselves more informed about current events in the country and abroad. Mostly, people aged up to 34 years say they have met new interesting people, new friends. Over 40% of respondents have found and used information for educational purposes or

Overall results of the NATIONAL CITIZEN SURVEY

have found goods/services at a better price, thus saving money. 39.8% of surveyed users state that they have found information for performing their job duties and every third respondent, who has accessed the Internet for his/her own benefit, states that he/she has managed to solve a health problem or find helpful information in this regard in the Internet.

39.8% of surveyed users state that they have found information for performing their job duties and every third respondent, who has accessed the Internet for his/her own benefit, states that he/she has managed to solve a health problem or find helpful information in this regard in the Internet.

20. Please look at this card and say, if you ever managed to use Internet to your personal benefit, it was to...?

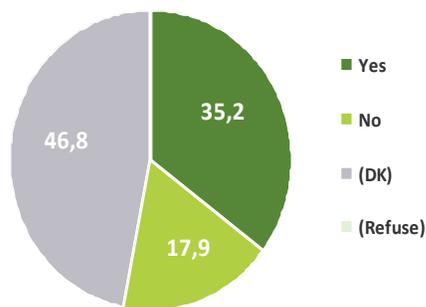


As we have mentioned earlier, the Internet has become an aid, which meets a whole range of population demands: information, communication, entertainment, education, etc. The concept of modern library also implies transformation of the public library into an institution that would serve the community in its development by provision of information, which is accumulated both by addressing primary sources and by accessing and developing new skills and knowledge. In the information technology era, the availability of IT equipment and access to the Internet is a priority in a public library.

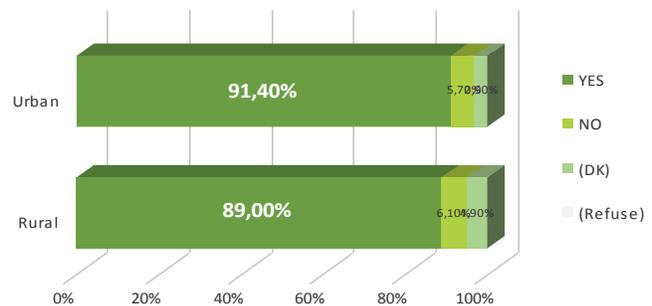
Obviously, few of those, who attend the public library in their community, can express their opinion on the presence or lack of IT equipment or Internet in this institution since they are not informed about the changes in the library and about the range of services provided by it. 35% of those respondents, who visit the library at least once a year, state that their public library has computers and only 17.9% of those surveyed have declared that the institution does not provide the users with computers. The absolute majority of people, who confirm that the library has computers for public access, declare that they are connected to the Internet. Territorially, the share of those, who say that computers available to the public access in the community library are connected to the Internet, differs only by 2 percentage points, the urban respondents at the rate of 91% confirm the connection of library computers to the Internet, and 89 % of respondents, who attend the public library, state that it is connected to the Internet.

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22. Does your library have computers available for the public to use?

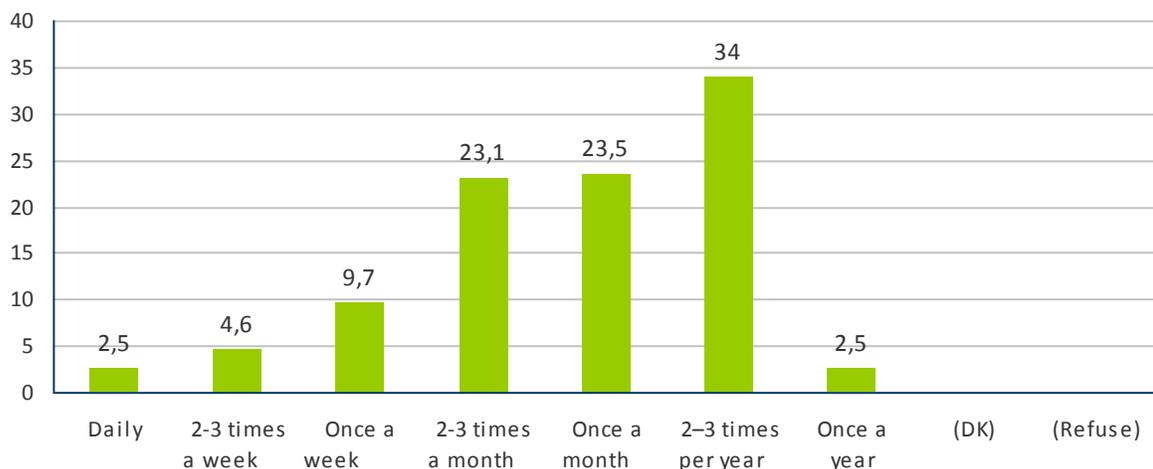


23. If YES, are those computers connected to the internet?



The survey data reveal that more than half of daily visitors of public libraries use the Internet daily in the institution (54%), 50% of those, who come to the library several times a week, use the Internet in the library, and every fourth visitor, who comes to the library 2-3 times a week, accesses the Internet once a week. The share of frequency of the Internet use in public libraries is inversely proportional to the frequency of visits to the library - the less often users come to the library, the more often they use the Internet there. It can be concluded that the community members use this library service for personal needs and not necessarily for using the stock of books, which makes the public libraries more attractive to visitors. The Internet use is declared by 87% of respondents as a free service provided by the public library and only 13% of those surveyed have stated that they pay a fee to use the computer or the Internet in the public library.

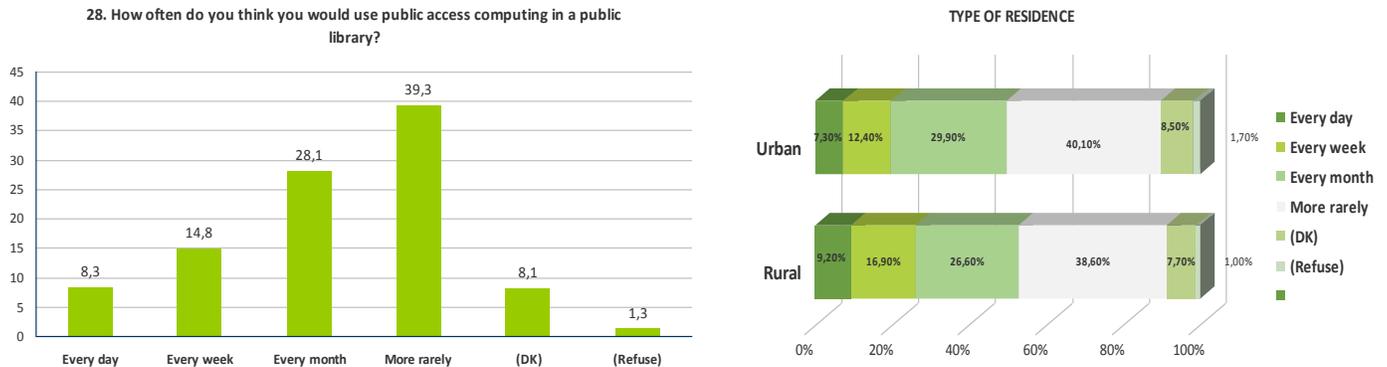
25. How often do you usually use computers or the internet at the library?



The frequency of the Internet use in the public library grows every year, so long as every third visitor declares himself a user of the Internet in the public library several times a year and almost every second person, who comes to the library, takes the opportunity of using the Internet to satisfy his need which has brought him to the community public library.

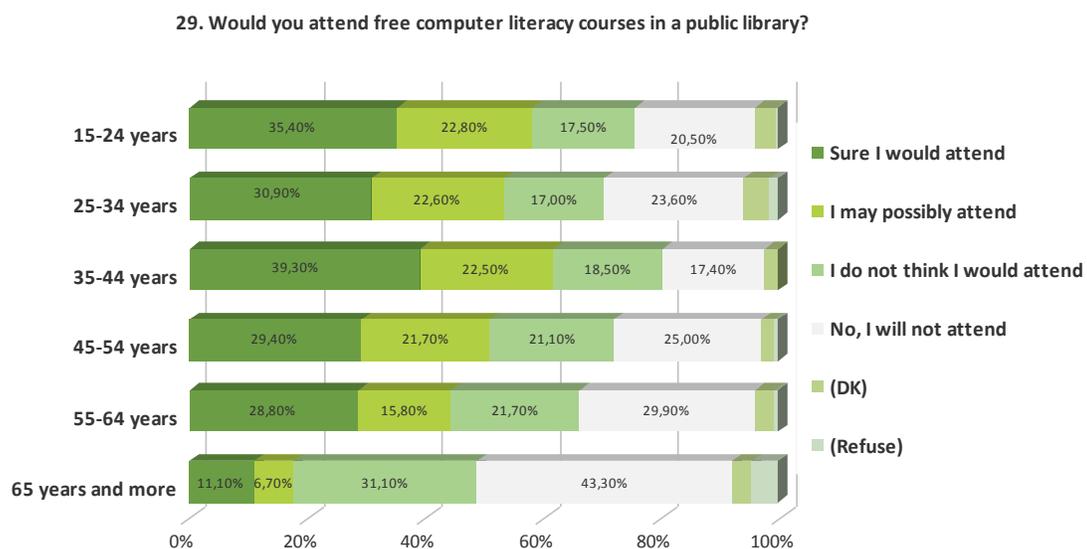
Overall results of the NATIONAL CITIZEN SURVEY

This trend appears to have no major impact on shares representing the territorial situation. Also, there has been established an increased interest of those, who do not have access to computers and the Internet in their library.



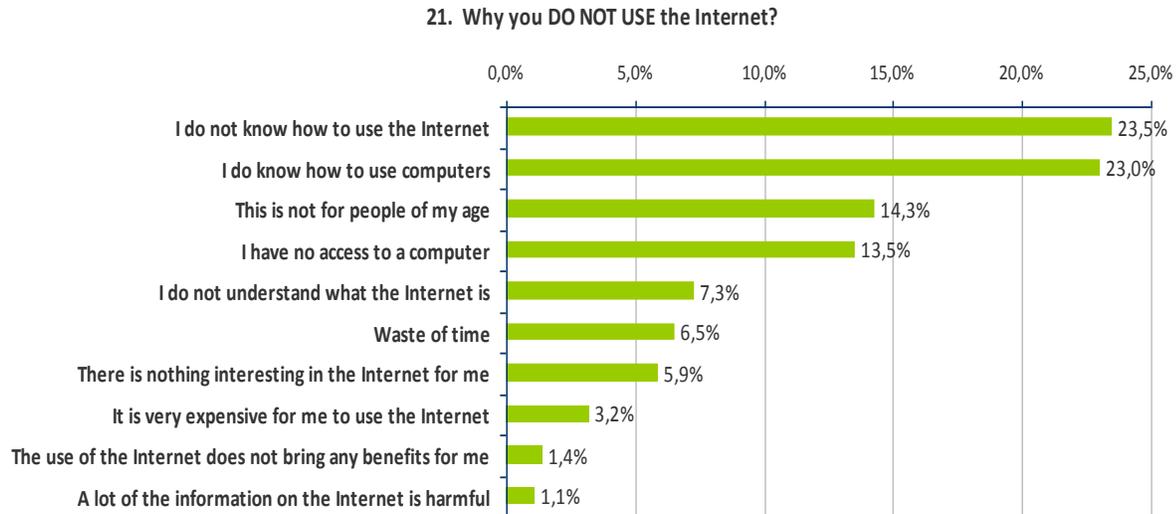
The Internet as a source of information, an aid in faster solving of some problems and a medium of communication and exchange of information is a necessity nowadays. That is why its absence is particularly disadvantageous for adult people. The residents of communities, who do not have the Internet access and would admit its availability in the public library, state that they are interested in this service and every second respondent from both urban and rural areas states that he/she would benefit from the access to the Internet in the public library at least once a month.

In the same vein, more than half of respondents, who do not have the necessary skills in the use of IT equipment, state that they are rather interested in participating in free trainings on computer use in the public library. The greater interest have been shown by people aged 35-44 years, by urban residents (36.8%) and by 52% of women, while men have showed a higher score at the option „unlikely would participate” (20%).



There is no single reason why people do not use the Internet; the reasons are multiple and interrelated: cost, access, interest and abilities - often varying from one age category to another and from circumstances.

Overall results of the NATIONAL CITIZEN SURVEY



The survey shows that the main obstacle in the Internet use is the lack of computer skills (23%) or/and the Internet (23.5%), this barrier has been mentioned by more than half of non-users. Another reason mentioned by most adult non-users is that the Internet is not relevant for people of their age (14.3%) or that it is not worth the effort and a waste of time (6.5%) or its use does not bring any benefit (1.4%), all of this can be categorized as "lack of interest". Territorially, the rural respondents, who do not use the Internet, most often say that they do not know how to use the Internet and/or computer (40%) or do not have access to a computer; while the urban residents often motivate their non-use of the Internet due to lack of necessary skills and because the Internet is not suitable for people of their age. The cost of the Internet access is often a reason for non-use of the Internet for people aged 35-44 years (18.2%), also with a larger inequality, people aged 25-34 years say that the main cause of non-use of the Internet is that a lot of information from the Internet is harmful (23.1%).

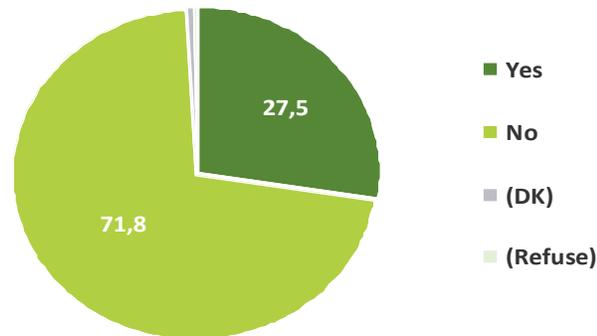
3.2% of those, who do not use the Internet, state that the obstacle is the cost of access, which remains clearly unaffordable for many people from low-income households. Adults with an income below average more likely belong to the category of non-users of the Internet than those with a higher income.

Education is also an indicator of the probability of a person being non-user of the Internet. About one-third of adults with a lower education level do not use the Internet and their share decreases so far as the education level increases.

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E-SERVICES

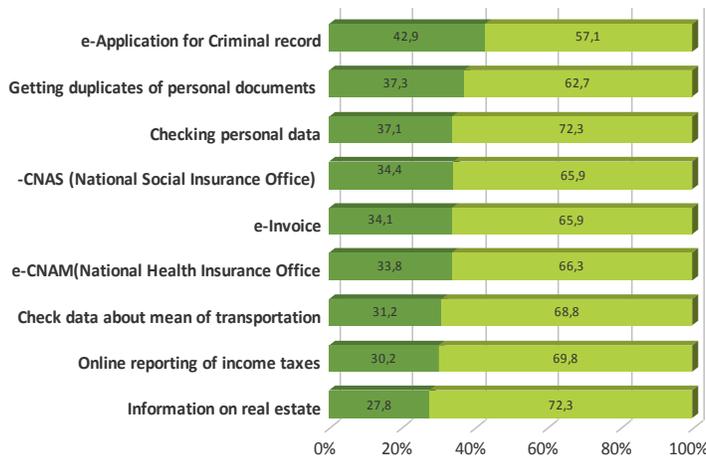
30. Did you ever heard of the possibility of accessing public services by Internet, using a computer or a mobile phone?



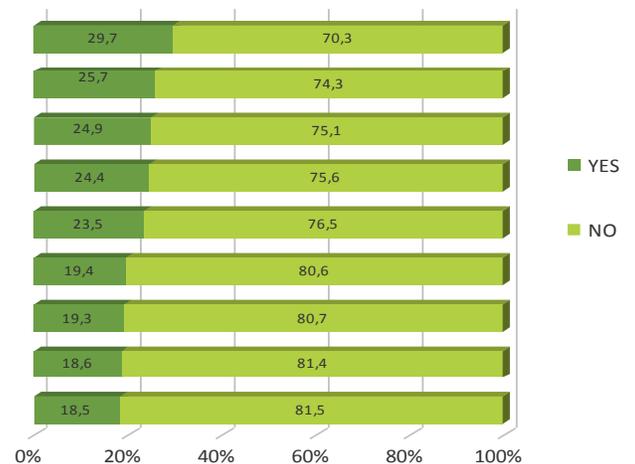
The analysis of responses to this question shows the ineffectiveness of efforts to popularize the e-government services undertaken by the public institutions so far.

Thus, nearly 72% of respondents have answered that they have not even heard about the possibility of accessing public services via the Internet, using a computer or mobile phone, and only 1/5 of respondents know about such an option, most of them are urban respondents (31.4%) with a 7% increase as compared with rural respondents. The respondents with a higher income and those with the highest level of education are more informed about the opportunity of online access to some government services.

31.1. Have you ever heard of the following public electronic services?



31.2. If YES, have you ever accessed this service by yourself?

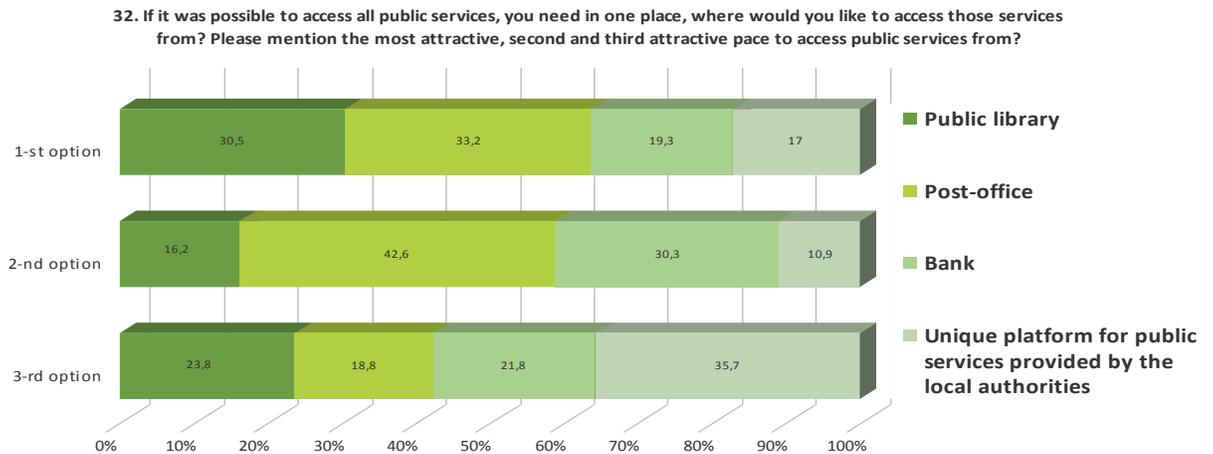


Even those, who know about the possibility of using certain Internet services, use this opportunity not so often in order to save time and effort, as can be seen in the survey results.

In this context, it is apparent that the possibility of obtaining a police clearance certificate upon request sent via the Internet is known to almost 43% of respondents, however less than 30% of them have accessed this service. In general, the number of people, who have used the electronic services, exceeds by 10% the number

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of those, who know that they could do it. One of reasons is the lack of necessary skills in using these services or lack of access to the Internet or a computer. At the same time, although the use of these services is offered to the public to facilitate some bureaucratic procedures, few people know about it and even fewer people have ever accessed this service because its content is difficult for them or another reason is the lack of assistance, which the users can get at the competent institutions when they access these services personally.

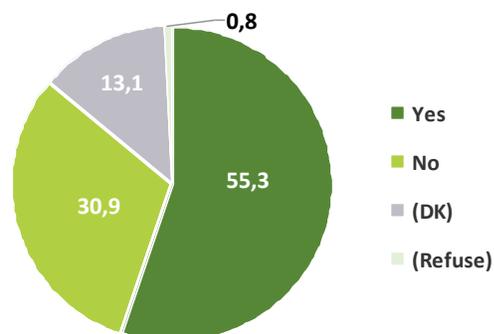


In the opinion of respondents, post office is the most convenient way to access all public services in a single place. The idea of a single platform of public services, which should be provided by local authorities, is not so popular among the respondents; it occupies a somewhat important place only as the 3rd option. It appears that the existence of a single platform of public services would give more advantage to the rural residents, while the residents of urban areas would prefer the access to public services in other local institutions such as post office or a bank branch.

By way of proof, the post office has been mentioned as the first choice by 33.2% of respondents and as the second choice by 42.6%. The library or bank also has a certain share of responses, but the latter has gained a significant share only as the secondary option (30.3%).

The opportunity to access these services in the public library is more often mentioned by people aged 15-24 years and respondents aged 55 and older, this option has also been selected more often by rural people.

33. Would you like to be trained on accessing public electronic services for getting documents, cheking or reporting information etc. using a computer or a mobile phone?



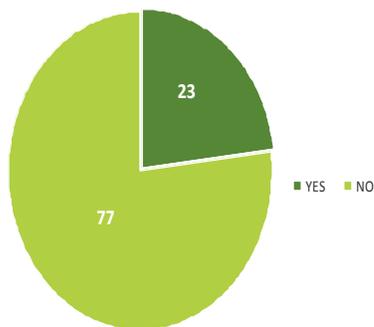
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The sample shows that the majority of those surveyed would like to be trained on how to access electronic public services in order to obtain documents, check information and use other opportunities through the Internet, and approximately one-third of respondents, who has given a negative answer to this question, nearly correspond to the share of respondents who, when answering other questions included in the questionnaire, have stated that they know and use these services.

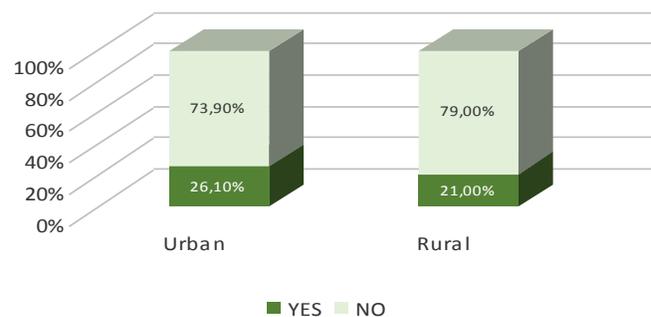
At the same time, over 13% of respondents do not know how to answer this question, which could indicate a high level of disinterest in the subject.

„SEE YOU AT THE LIBRARY” CAMPAIGN

34. Have you ever heard about See You at the Library public campaign?



34. Have you ever heard about See You at the Library public campaign??

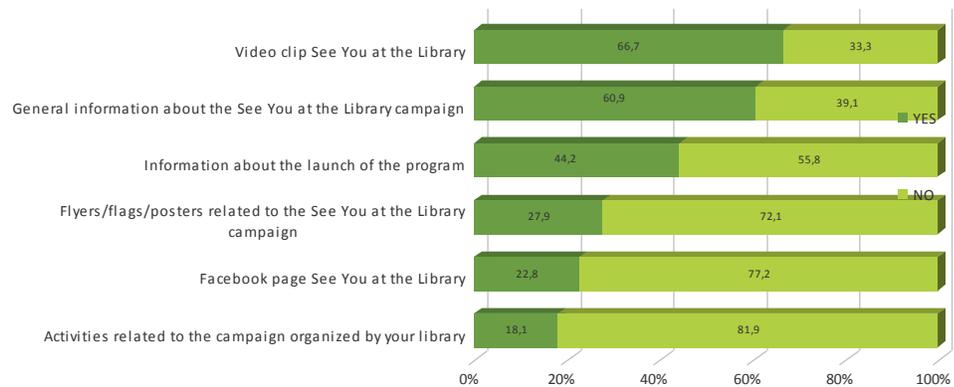


To hold the attention of the community and to arouse the interest of new audience, the public libraries need a continuous and efficient promotion. The library's role in the image promotion in the community is to maintain and improve the image, information provision, belief, reminding the current and potential users of the library and its services. 77% of those surveyed have noted that they have never heard of See You at the Library campaign, and only 23% have heard of it. At the same time, the most informed about this campaign have turned to be the urban respondents (26.10%), while the rural respondents, who have heard of it, constitutes 21%. The largest share of respondents both in rural areas (79%) and in urban areas (73.90%) have stated that they have never heard of See You at the Library campaign.

The promotion of the library image should be carried out based on a plan, by a complex of activities aimed at: preserving the commitment of users; creating a positive image of the library in the community; creating and maintaining the customers' confidence in the quality and diversity of collections; maintaining a high level of cultural events and improving professional skills of the library staff. 66.7% of respondents have heard or watched the advertising spot, while 33.3% have stated that they have not seen or heard anything about this advertisement. 60.9% of respondents have heard some general information about the See You at the Library campaign and 39.1% of respondents have not heard or seen general information, this number is slightly smaller than the number of those who have watched or heard the advertising spot. 44.2% of respondents have seen or heard the information about launching of See You at the Library campaign.

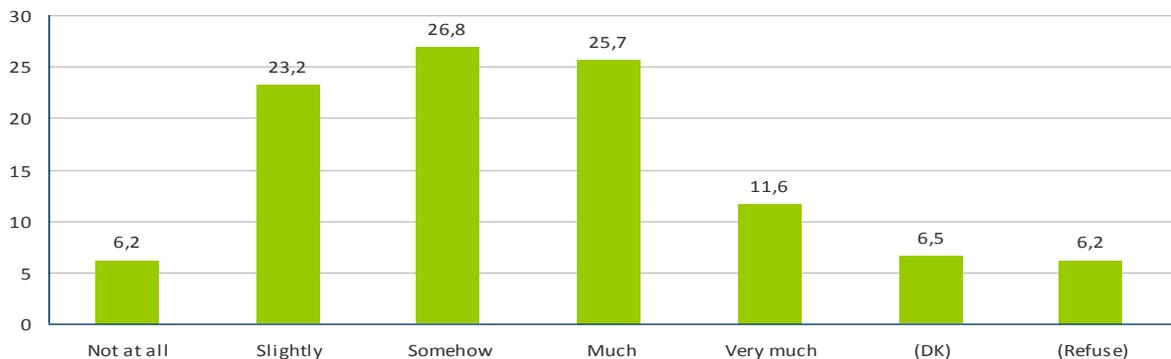
Overall results of the NATIONAL CITIZEN SURVEY

35. What from the events/materials listed below have you seen/heard about?



As concerns the promotional materials, brochures, banners, posters about the See You at the Library campaign, 27.9% of respondents have declared that they are known to them, while the majority of respondents (72.1%) do not have any information about the promotional materials of this campaign. Thus, 22.8% of respondents have seen the Facebook page of the advertising campaign, their number is slightly lower than that of respondents who have seen the promotional materials, while 77.2% of respondents know nothing about the advertising campaign on Facebook. Only 18.1% of respondents have heard and seen the activities related to See You at the Library campaign, organized by the local library.

36. To what extent seen/heard materials motivated you to visit your local library?



The promotional materials of See You at the Library campaign to some extent have motivated 26.8% of respondents to go to the local library, which is the largest share recorded in the survey, while with an insignificant difference, 25.7% of respondents have noted that the promotional materials have motivated them a lot to visit the local library in the near future, only 6.2% of respondents have stated that they were not at all motivated to go to the library after they had heard or seen the promotional materials about this campaign.

Overall results of the NATIONAL CITIZEN SURVEY

CONCLUSION

INFORMATION SOURCES

- While almost half of the surveyed Moldovans watch the news both in Russian and in Romanian, about half of Russians, Gagauz and Bulgarians prefer the news in Russian only, ignoring almost entirely those in Romanian.
- The population easily uses one of the top available sources, nearly a third of those surveyed partly agree with the statement that will act exactly in this way.
- Traditionally, television, as a source of information, enjoys particular confidence. At the same time, the accelerated growth in the number of Internet users and the volume of information available online has entailed the decrease of confidence in this medium - only half of respondents trust the information they find online.
- Over 40% of respondents are convinced that local politicians influence the activity of the press in Moldova and nearly 30% of respondents believe that foreign politicians act likewise.
- The opinions of those, who consider that the Moldovan mass media covers objectively such topics as reforms, corruption fighting, European integration or election, lay somewhere in the middle, between disagreement and total agreement, totaling between 24 and 35 percent.

PUBLIC LIBRARIES

- The public library is viewed as a hospitable and comfortable place and a place where people have the opportunity to meet together and exchange information and experience; While in 2014 only 40% of respondents perceived the library as a hospitable and comfortable place, at the end of 2016 their rate showed a significant increase (70%), a fact noted in the perception of the library as a place where people meet and share their experience and information. It also highlights a trend of steady growth of 5-7% of those who visit the library weekly, several times a month and once a month.
- The activities organized by the library have a major impact on the social objectives of authorities bringing social benefits to the community. The demands of social life are those factors that influence the user's inclination for certain products and services of the public library both in terms of preferences and in terms of motivations. The services with an impressive share provided by the public libraries are: borrowing of books, use of reading room and the Internet to read news.
- The public libraries develop by initiating activities of public interest where visitors can develop certain skills and abilities. Among the most necessary skills that can be developed in the public library, the respondents of this survey have mentioned learning of foreign languages, computer use - use of MS Office applications and advanced search on the Internet, development of communication skills and ability to look for a job and to prepare for eventual employment.
- It is noticed a steady trend of perception of public libraries as important points of access to computers and the Internet, also more and more respondents state they come to the library to use computer and internet for free, without being charged;

Overall results of the NATIONAL CITIZEN SURVEY

- In the respondents' opinion, the librarian is turning into a community actor, who organizes activities and events, teaches people how to use a computer, etc., being an expert and partner in the process of using different sources of information, constantly developing the range of communication skills, understanding the beneficiaries' needs for information and documentation.
- Resizing of public libraries by organizing various events is noted by 49.1% of survey participants. During these events, the beneficiaries would like to obtain legal, medical advice, be trained on human rights and on how to find appropriate professional advice.
- The innovative ideas, which the libraries need more and more, can be provided by the community residents - 38.1% of respondents have stated that the librarians request suggestions from the community residents on the activities and events to be organized in the library.
- 60.3% of respondents believe that the librarians are very helpful and have a pro-active role in the public library.
- The perception of library by the community members does not keep up with the changes taking place in society and in community. 44.3% of respondents have admitted that they never go to the library.
- 43.6% of survey participants cannot express their opinion on grievances or suggestions on some changes in their public library. Other respondents have proposed to renew the stock of books, promote the image of the local library and librarian, create a more pleasant and welcoming environment while using the community support.
- A steady rate of growth since 2014 so far recorded the population statements about improving conditions in public libraries, the presence of computers for public access and connection to the Internet, also this progress is highlighted in the level of community satisfaction about the services provided by the public library, its activities, community involvement and the role of librarians in the modernization of these institutions.

COMPUTERS AND INTERNET

- In recent years, the growing trend in the number of Internet users comes from the adult or elderly population living in cities and towns, from the population with lower education.
- Most survey participants, regardless of the territorial profile, access the Internet from home, their share constitutes 44%. Every fourth respondent uses the Internet via a mobile device having a constant Internet connection.
- The Internet use is no longer identified with accessing some content sites, it is connected with many other purposes: 88.5% of users use the Internet to communicate with friends or relatives via Skype, Yahoo Messenger, instant messaging chats or VoIP; 86.2% of respondents use social networks; 86% use it to learn the latest news; 79.4% visit the sites sharing videos and images; 69.2% use it for visiting Internet groups, ad panels, discussion forums; 60% of respondents have used the Internet in the last 12 months for sending or receiving e-mails and for performing tasks related to work/studies, etc.
- 35% of those, who visit the library at least once a year, state that their public library has computers. The absolute majority of people stating that the library has computers for public access say that these computers are connected to the Internet. 87% of those surveyed state that their use is a free service provided by the public library.

Overall results of the NATIONAL CITIZEN SURVEY

- Only 20% of respondents, who have visited the library in the last 12 months, have taken advantage of the availability of computers and Internet in their library.
- The community residents, which do not have the Internet access and would admit its presence in the public library, are interested in this service and every second respondent from both urban and rural areas states that he/she would use the access to the Internet in the public library at least once a month.
- Over half of the respondents, who do not have the necessary skills in the use of IT equipment, are actually interested and rather interested in participating in free trainings on computer use in the public library
- There is no single reason why people do not use the Internet; The reasons are multiple and interrelated: cost, access, interest and abilities. One reason mentioned by most adult non-users is that the Internet is not relevant for people of their age (14.3%) or that it is not worth the effort and a waste of time (6.5%) or its use does not bring any benefit (1.4%), all of this can be defined as "lack of interest".

E-SERVICES

- There has been established the inefficiency of efforts to popularize the e-government services undertaken by public institutions up to the present time - almost 72% of respondents have declared that they have not even heard about the possibility of accessing public services via the Internet by using a computer or mobile phone.
- The access to all public services in one place would be the most convenient at the post office - the first option indicated by 33.2% of respondents and 42.6% have chosen it as the second option. The library or bank also has a certain share of answers. The idea of a single platform of public services that would be provided by local authorities is too unpopular among the survey participants, occupying a place of some importance only as the 3rd option.
- Most interviewed people would like to be trained on how to access electronic public services in order to obtain documents, check information and use other opportunities of the Internet.

SEE YOU AT THE LIBRARY CAMPAIGN

- 23% of respondents have heard about the See You at the Library campaign. At the same time, the most well-informed of this campaign have turned to be people in urban areas (26.10%).
- The promotional materials of See You at the Library campaign have motivated to some extent 26.8% of respondents to go to the local library, being the largest share recorded in the survey, while with an insignificant difference, 25.7% of respondents have noted that the promotional materials have motivated them a lot to visit the local library in the near future.