

ask of non-users

12- Wed- April

CITIZEN SURVEY -DRAFT 3

now ask 3 or 4 questions ask more type questions for non-users 2 pages total

Hello, my name is _____ and I'm calling for Howe Library. We would like to ask you a few questions to help us in planning for library service. The questions will take about _____ minutes. Would this be a convenient time, or would you prefer that I call you back at another time?

1. First, I'm going to read a list of personal interests, or recreation or leisure time activities. Would you tell me please whether or not you participate in or have a strong interest in each one?

	<u>Yes</u>	<u>No</u>
1. Sports.....	1	2
2. Music.....	1	2
3. Religion.....	1	2
4. Photography.....	1	2
5. Antiques.....	1	2
6. Cooking.....	1	2
7. Travel.....	1	2
8. Auto repairs.....	1	2
9. Home decoration.....	1	2
10. Stamps or coins.....	1	2
11. Films.....	1	2
12. Needlework.....	1	2
13. Arts & crafts.....	1	2
14. Gardening.....	1	2
15. Animal care.....	1	2
16. History.....	1	2
17. Genealogy.....	1	2
18. Education.....	1	2
19. Psychology.....	1	2
20. Child development.....	1	2
21. Environment.....	1	2
22. Theater.....	1	2
23. Home repairs & improvements.....	1	2
24. Politics.....	1	2
25. Anything else? (SPECIFY).....	1	2

what do you like to read?

2. We would like to know whether people in Hanover find time for recreational reading. Would you tell me please when you last read a book not required for your job or for an assignment of some kind?

- WITHIN WEEK.....1
- WITHIN MONTH.....2
- WITHIN LAST SIX MONTHS.....3
- WITHIN LAST YEAR.....4
- MORE THAN A YEAR OR DON'T RECALL.....5

3. Where do you get the books that you read? (CIRCLE ALL THAT APPLY)
BUY (INCLUDE BOOK CLUBS).....1
BORROW FROM ANOTHER PERSON.....2
FROM A LIBRARY.....3
OTHER (SPECIFY) _____4

4. Do you know the location of Howe Library?
 - YES.....1
 - NO (GO TO Q. 7).....2
5. (IF YES) Is it easy for you to get there?
 - YES (GO TO Q. 7).....1
 - NO.....2
6. (IF NO) Why not?
 - TOO FAR FROM HOME.....1
 - HOURS INCONVENIENT.....2
 - LACK OF CAR OR OTHER TRANSPORTATION.....3
 - POOR PARKING.....4
 - PHYSICAL DISABILITIES.....5
 - OTHER (SPECIFY) _____.....6

7. Now we'd like to ask you about some materials provided by Howe Library. In each case, please tell me first if you were previously aware that the library provided those materials, and then if you have used those Howe Library items yourself. (CIRCLE ONE NUMBER IN EACH COLUMN)

	(A)			(B)		
	Aware?			Used?		
	Yes	No	DK	Yes	No	DK
1. Paperbacks.....	1	2	3	1	2	3
2. Records.....	1	2	3	1	2	3
3. Cassettes, slides, & filmstrips to borrow.....	1	2	3	1	2	3
4. Audiovisual equipment to borrow.....	1	2	3	1	2	3
5. Magazines to borrow.....	1	2	3	1	2	3
6. Reference books for use in library...	1	2	3	1	2	3
7. Books for school age children.....	1	2	3	1	2	3
8. Books for preschool children.....	1	2	3	1	2	3
9. Films loaned to groups.....	1	2	3	1	2	3
10. Paperbacks to borrow from collections in local shops & offices,	1	2	3	1	2	3
11. Circulating art collection.....	1	2	3	1	2	3
12. Large print books.....	1	2	3	1	2	3
13. Pamphlets, maps, & other information File materials.....	1	2	3	1	2	3
14. Newspapers.....	1	2	3	1	2	3

8. Next we have questions about Howe Library programs and services. Again, please tell me if you previously knew that the library offered the service, and then whether you have used each of the services I will read. (CIRCLE ONE NUMBER IN EACH COLUMN)

	(A)			(B)		
	Aware?			Used?		
	Yes	No	DK	Yes	No	DK
1. Reference service (Librarians to assist in finding materials or answers to questions).....	1	2	3	1	2	3
2. Home delivery of library materials to the homebound.....	1	2	3	1	2	3
3. Referral of inquiries about community services to appropriate agencies.....	1	2	3	1	2	3

	Aware?			Used?		
	Yes	No	DK	Yes	No	DK
4. Booklists prepared at request of community organizations.....1	2	3		1	2	3
5. Meeting rooms available to community groups.....1	2	3		1	2	3
6. Monthly calendar of library programs.....1	2	3		1	2	3
7. Story hours, films, & other programs for children.....1	2	3		1	2	3
8. Adult programs, such as films & lectures.....1	2	3		1	2	3
9. Interlibrary loan (Materials borrowed from other libraries).....1	2	3		1	2	3
10. Telephone information service.....1	2	3		1	2	3
11. Reserve book service for items not on shelf when first sought.....1	2	3		1	2	3

9. Do you think you need to know more about the materials, programs, and services provided by Howe Library?
- YES.....1
- No.....2

10. Which methods do you think would be effective ways to provide more information about the library? (CIRCLE ALL THAT APPLY)
- More radio and TV announcements.....1
- More newspaper publicity.....2
- Posters displayed around town.....3
- Open house at the library.....4
- Talks by librarians for community groups.....5
- Newsletter distributed to citizens.....6
- List of services posted in the library.....7
- Events calendar distributed more widely.....8
- New books list distributed more widely.....9
- Other? (SPECIFY) _____.....10

11. Costs for all services continue to rise because of inflation. Just to maintain the level of services now provided by the library requires some funding increase each year. If new services are to be offered, funding must be increased proportionately. In light of costs, do you think... (CIRCLE ONE)
- Service should be increased.....1
- Services should be kept at current levels.....2
- Services should be reduced.....3

12. If Howe Library were able to increase services, which of the following would increase your use or satisfaction with the library? As I read the list, please select all the services you favor increasing. When we have completed the list, I will then ask you which service you would increase first. (CIRCLE ALL THAT APPLY)
- More weekday hours of operation.....1
- More evening hours.....2
- More weekend hours.....3
- More currently popular books for adults.....4
- More books for adults seeking information.....5
- More books for teens.....6
- More books for children.....7

More magazines.....8
 More records, cassettes, filmstrips, &
 other non-print materials.....9
 More circulating art.....10
 Better reference collection & service.....11
 More staff assistance for public.....12
 More library programs for adults.....13
 More library programs for teens.....14
 More library programs for children.....15
 Other? (SPECIFY) _____16

13. Which one of these services would you increase first?
 (GIVE THE NUMBER OF THE SERVICES FROM Q. 12)..... _____

14. If decreased funding forced reduction in Howe Library spending,
 which of the following actions should be considered? Again, at
 the end of the list, I will ask you which item you would reduce
 first. (CIRCLE ALL THAT APPLY)

Reduce weekday hours.....1
 Reduce evening hours.....2
 Reduce weekend hours.....3
 Buy fewer currently popular books for adults.....4
 Buy fewer books for adults seeking information.....5
 Buy fewer books for children.....6
 Buy fewer magazines.....7
 Buy fewer records, cassettes, filmstrips, &
 other non-print materials.....8
 Reduce programs for adults.....9
 Reduce programs for children.....10
 Eliminate requests for reserves.....11
 Eliminate interlibrary loan.....12
 Eliminate telephone information service.....13
 Other? (SPECIFY) _____14

15. Which one of these would you reduce first?
 (GIVE THE NUMBER OF THE SERVICE FROM Q. 14)..... _____

16. Do you have a Howe Library card in your own name?
 YES (GO TO Q. 18).....1
 NO.....2

17. (IF NO) Does any other adult in your household have a Howe
 Library card?
 YES.....1
 NO.....2
 DON'T KNOW/NO ANSWER.....3

18. Have you visited or telephoned Howe Library in the past year?
 YES (GO TO Q. 20).....1
 NO.....2

19. (IF NO) Is there a reason for not using the library? (CIRCLE
 ALL GIVEN, THEN TO Q. 25)
 NO REASON.....1
 LACK OF TIME.....2
 USE ANOTHER LIBRARY.....3
 LOCATION INCONVENIENT.....4
 HOURS INCONVENIENT.....5
 PARKING INADEQUATE.....6

omit after 8.6

omit question 6

- DON'T HAVE WHAT I NEED.....7
- DON'T NEED A LIBRARY.....8
- I'M NOT A READER.....9
- OTHER? (SPECIFY) _____.....10

20. About how often do you use Howe Library?
- ONCE A WEEK.....1
 - AT LEAST ONCE A MONTH.....2
 - A FEW TIMES A YEAR.....3

- Directives
about this?*
21. What are your purposes for using Howe Library? (CIRCLE ALL THAT APPLY)
- For information, books, or other materials related to school or course work.....1
 - For information, books, or other materials related to job or career.....2
 - For information related to personal interests or needs.....3
 - To acquire books or magazines for leisure time reading.....4
 - To acquire non-print materials for leisure time use.....5
 - To acquire books or other materials for others in the family.....6
 - Other? (SPECIFY) _____.....7

22. Which one of these reasons is most important to you? (LIST THE NUMBER OF THE REASON FROM Q. 21).....

23. Are you generally satisfied with the hours, facilities, collections and services provided by Howe Library?
- YES (GO TO Q. 25).....1
 - NO.....2

24. (IF NO) Why not? (RECORD VERBATIM) _____
-
-

25. Now we would like to ask your opinions about some changes or additions that have sometimes been suggested for Howe Library. For the list I will read, please tell me first which you think the library should consider, and then which ones you would use. (CIRCLE ONE NUMBER IN EACH COLUMN)

	(A)			(B)		
	Should consider			Would use		
	Yes	No	DK	Yes	No	DK
1. Silent area for study.....	1	2	3	1	2	3
2. Special materials & services for businesses.....	1	2	3	1	2	3
3. Typewriter for public use.....	1	2	3	1	2	3
4. Public access computer terminal.....	1	2	3	1	2	3
5. Materials intended for curriculum support for local school courses.....	1	2	3	1	2	3
6. Toys and games to loan.....	1	2	3	1	2	3
7. Videotapes to loan.....	1	2	3	1	2	3
8. Other? (SPECIFY) _____	1	2	3	1	2	3

Finally, we need a little personal information about you.

1. Would you tell me please, what is the highest level of education you have completed?
 - LESS THAN HIGH SCHOOL.....1
 - HIGH SCHOOL GRADUATE.....2
 - SOME STUDY BEYOND HIGH SCHOOL.....3
 - COLLEGE GRADUATE.....4
 - GRADUATE STUDY.....5
 - REFUSED.....6

2. What is your age? Are you...
 - College student.....1
 - Out of school, under 30.....2
 - 30-55.....3
 - Over 55.....4
 - REFUSED.....5

3. Are you employed outside your home?
 - YES, FULL TIME.....1
 - YES, PART TIME.....2
 - NO.....3
 - REFUSED.....4

4. How long have you lived in Hanover?
 - LESS THAN 5 YEARS.....1
 - MORE THAN 5 YEARS.....2
 - REFUSED.....3

5. What is your ZIP code?
(RECORD).....

6. Have you ever volunteered regular weekly hours at Howe Library?
 - YES.....1
 - NO.....2
 - REFUSED.....3

7. Have you ever been a Howe Library Trustee, committee member, or served on the library Corporation?
 - YES.....1
 - NO.....2
 - REFUSED.....3

8. Sex (ASK ONLY IF NOT SURE)
 - MALE.....1
 - FEMALE.....2

755
3750
REFUSED

Thank you for answering our questions. Do you have any other comments, or suggestions you would like to make regarding Howe Library?
(RECORD VERBATIM)