

Library User Survey

Your ideas and opinions are important to our library and will help us provide you the best library services possible. Please circle your response.

1. What types of materials/services do you use most often or would like to use?

- | | | |
|------------------------------------------------------------------------------------|---------------------------|-------------------------|
| (AA) Children's Material | (BB) Bestseller books | (CC) Information |
| (a) books | (b) large print books | (c) books on CD/tape |
| (d) magazines | (e) e-mail access | (f) DVDs/videos |
| (g) CD's music | (h) CD computer software | (i) Internet access |
| (j) databases (MARVEL) | (k) copier | (l) newspapers |
| (m) leisure reading area | (n) reference information | (o) children's programs |
| (p) used book sales | (q) young adult area | (r) quiet study space |
| (s) Public Computers with software applications (example: MS Word) (specify) _____ | | |
| (t) Out-of-town newspapers (specify) _____ | | |
| (u) Coffee bar | (v) exhibit area | (w) gift shop |
| (x) meeting room space | | |

2. When do you prefer to use the library?

- | | |
|------------------------------------------------------------------|-------------------------------|
| (a) morning (9 am-noon) | (b) afternoon (noon-5pm) |
| (c) evening (6pm-8 pm) | (d) later than 8 pm (specify) |
| (e) MON TUES WED THURS FRI SAT SUN | |

3. Do you see a need for library service in any of the following areas?

- | | | |
|-----------------------------|----------------------------------------|-----------------------------|
| (a) basic literacy | (b) business and career information | (c) consumer information |
| (d) public meeting space | (e) community information and referral | (f) current topics & titles |
| (g) general information | (h) lifelong learning | (i) information literacy |
| (j) formal learning support | (k) local history and genealogy | (l) government information |
| (m) cultural awareness | (n) other _____ | |

4. Your Zip code: _____

How often do you use the library? _____

Do you use more than one library?

No _____ Yes _____ (specify location) _____

5. How do you learn about library programs?

- | | | | |
|----------------|-------------------|---------------------------|---------------|
| (a) bookings | (b) local library | (c) library web site | (d) newspaper |
| (e) television | (f) radio | (g) other (specify) _____ | |

Thank you for completing this survey. For additional comments, please use the back of this sheet.

Your age: _____ Please circle: Male Female Today's date: _____

Understanding Your Customers

Source: Walters, Suzanne. Library Marketing That Works! New York: Neal-Schuman Publishers, Inc, 2003