

**Library Community Survey  
July 2004**

This online survey was conducted during the period of July 9 – July 19, 2004. 465 library community members responded. Full survey results can be found at <http://www.surveymonkey.com/Report.asp?U=55105645391>.

In all cases, the term “libraries” indicates all types of libraries in Washington State.

1. How do you want libraries to be perceived by the public? Please rate the following attributes from one to five, with **one being least important** and **five being most important**.

Percentage who ranked as **most important**:

Valuable	74%
Knowledgeable	70%
Accessible	68%
Responsive	64%
Affordable/Free	63%
Convenient	62%

2. Please indicate the **three** most important attributes for libraries to convey.

Knowledgeable	41%
Accessible	38%
Affordable	34%

3. What perceptions should we seek to change about libraries? Please limit your answer to **three**.

Irrelevant – the Internet is better for finding information	70%
Nothing to offer me (lack of knowledge about libraries)	43%
Stuffy, stodgy, uninviting places	41%

4. How do libraries rate in terms of how they currently meet users' expectations and needs? Please rate them from one to five, with **one being Poor** and **five being Excellent**.

	Response Average
Communications about offerings	2.66
Diversity of offerings	3.37
Depth of offerings	3.16
Knowledge of staff	3.64
Value to individual	3.50
Value to the community	3.58
Technologically current	3.55
Accessible	3.58

5. Please identify two libraries (or library systems) that you respect and state why.

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6. What are the biggest challenges for libraries in the near future? Please limit your answer to **two**.

Developing new library users	19%
Communicating a clear message about the value of all libraries	42%
Increasing positive public awareness about libraries	29%
Funding	70%
Differentiating library services from bookstores such as Barnes Noble and Web resources	20%
Keeping up-to-date with technology	21%
Other (please specify)	7%

7. Based on your experience, please rate the following in terms of creating or maintaining a positive perception of libraries in the community you serve. Rate them on a scale of one to five, with **one being not effective** and **five being very effective**.

	Response Average
Print advertising	3.03
Radio advertising	3.06
Outdoor advertising	2.79
TV advertising	3.26
Community event sponsorship	3.47
School outreach	4.08
Web site	3.73
Word of mouth	4.17
Endorsements	2.96
Positive articles in newspapers	4.15

8. What else would help you in marketing/promoting your library? Rate them in order of preference with **one being not effective** and **five being very effective**.

	Response Average
Training	3.66
Mentoring by a professional	3.34
Grants	3.87
In library displays (banners, table tents)	3.07
Printed promotional materials (posters, bookmarks, etc.)	3.43
Other promotional materials (buttons, etc)	2.94
Special promotional events	3.82
Tie in with summer reading efforts	3.44
Tie in with National Library Week	3.23

9. What is the major problem facing libraries that should be addressed with the statewide marketing campaign?  
**Pick one.**

The public does not see libraries as relevant	20%
Differentiating library services and resources from the information available on the Internet and through bookstores	25%
General lack of knowledge about library services and resources	43%
Negative perceptions about libraries (access to porn, homeless people, not accessible, etc.)	6%
Other (please specify)	6%

10. How can this campaign best help to promote libraries? **Pick one.**

Provide libraries with the skills and materials to market and promote themselves	14%
Encourage residents of Washington state to support all libraries	10%
Encourage residents to use libraries	9%
Develop a value message that applies to all types of libraries, not just public libraries	20%
Build awareness for the resources and services available at libraries	46%
Other (please specify)	2%

11. Describe any children's programs and/or activities offered at your library. Please include target age group and time of year the program/activity is conducted.

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12. Marketing workshops will be available to library staff as a part of this campaign. What assistance would be useful to you? Please rate in order of importance, **with one being least important and five being most important.**

	Response Average
Strategic planning, how to develop a marketing plan	3.55
Market research, understanding your customers	3.75
Customer service	3.59
Marketing and technology	3.44
Tips for marketing your library	3.99
Raising money	3.54
Printed materials to use	3.38
Non-print materials to use	3.39
Individual guidance on your library's situation	3.84

13. Are you currently using any of American Library Association's or Public Library Association's promotional materials, such as the @ your library campaign?

Yes	39%
No	61%

14. How closely should Washington State's marketing effort be allied with ALA and PLA campaign efforts?

Very closely	17%
Somewhat closely	63%
Not at all	20%

15. Are there any other promotional, special events, training, or other efforts that Washington's library awareness campaign should take in consideration in its planning?

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16. Please let us know if you are affiliated with a(n):

Public library	54%
School library	2%
Academic library	23%
Tribal library	1%
Specialty library, such as health, law, or business	12%
Other (please specify)	7%

17. Are you a:

Library director	21%
Staff member	79%

18. Please tell us your zip code.

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