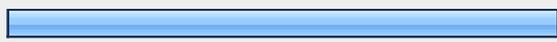
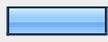
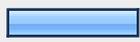
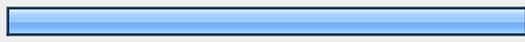
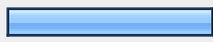
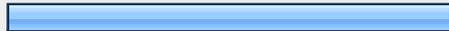


Statewide Marketing Survey

1. Are you aware of the Statewide Marketing campaign?			
		Response Percent	Response Count
Yes		85.1%	131
No		14.9%	23
		<i>answered question</i>	154
		<i>skipped question</i>	1

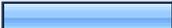
2. Did you attend the "Effective Marketing for Libraries" workshop?			
		Response Percent	Response Count
Yes		20.0%	30
No		80.0%	120
		<i>answered question</i>	150
		<i>skipped question</i>	5

3. Grants may be available next year for developing marketing plans. To qualify, at least one staff member of a library must have attended the "Effective Marketing for Libraries" workshop. In light of this requirement, would you be interested in attending a workshop if additional ones were offered?			
		Response Percent	Response Count
Yes		68.5%	100
No		31.5%	46
		<i>answered question</i>	146
		<i>skipped question</i>	9

4. Have you used the printed bookmarks and posters provided to you?			
		Response Percent	Response Count
Yes		68.8%	97
No		31.2%	44
		<i>answered question</i>	141
		<i>skipped question</i>	14

5. Have you distributed the bookmarks and posters outside the library?			
		Response Percent	Response Count
Yes		39.4%	37
No		60.6%	57
		<i>answered question</i>	94
		<i>skipped question</i>	61

6. Were they effective in helping you promote library services?			
		Response Percent	Response Count
Not at all		15.4%	14
Somewhat		65.9%	60
Useful		16.5%	15
Very useful		2.2%	2
		<i>answered question</i>	91
		<i>skipped question</i>	64

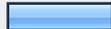
7. Why haven't you used the bookmarks and posters provided?			
		Response Percent	Response Count
Didn't like them		16.7%	7
Didn't match my library's needs		26.2%	11
Negative response from public		0.0%	0
Other (please specify)		57.1%	24
		<i>answered question</i>	42
		<i>skipped question</i>	113

8. Did you see the print ads?			
		Response Percent	Response Count
Yes		40.3%	56
No		59.7%	83
		<i>answered question</i>	139
		<i>skipped question</i>	16

9. Where did you see the ad?		
		Response Count
		54
		<i>answered question</i>
		54
		<i>skipped question</i>
		101

10. Did you hear the radio spots?				
			Response Percent	Response Count
Yes			35.5%	49
No			64.5%	89
			<i>answered question</i>	138
			<i>skipped question</i>	17

11. Where did you hear the radio spot(s)?				
			Response Count	
			45	
			<i>answered question</i>	45
			<i>skipped question</i>	110

12. Have you seen the public service announcement on TV with Bill Gates, Sr.?				
			Response Percent	Response Count
Yes			15.8%	22
No			84.2%	117
			<i>answered question</i>	139
			<i>skipped question</i>	16

13. Where did you see the Public Service Announcement?				
			Response Count	
			18	
			<i>answered question</i>	18
			<i>skipped question</i>	137

14. Have your customers mentioned any aspects of the campaign? Please check those mentioned.			
		Response Percent	Response Count
None mentioned		69.3%	88
Radio ads	<input type="checkbox"/>	3.1%	4
Print ads	<input type="checkbox"/>	3.1%	4
TV Public Service Announcement	<input type="checkbox"/>	3.9%	5
Posters		11.8%	15
Bookmarks		20.5%	26
Tagline, "Discover. Explore. Experience. Libraries of Washington"		0.0%	0
Other (please specify)	<input type="checkbox"/>	5.5%	7
		answered question	127
		skipped question	28

15. Have you used the online library marketing toolkit at http://www.libraries.wa.gov/toolkit ?			
		Response Percent	Response Count
Yes		10.2%	14
No		47.4%	65
Didn't know about it		42.3%	58
		answered question	137
		skipped question	18

16. Please rate how effective the individual items in the toolkit were for you in promoting your library.							
	Not at all	Somewhat	Useful	Very Useful	N/A	Rating Average	Response Count
Bookmarks	0.0% (0)	54.5% (6)	36.4% (4)	9.1% (1)	0.0% (0)	2.55	11
Posters	7.7% (1)	38.5% (5)	38.5% (5)	15.4% (2)	0.0% (0)	2.62	13
Print ads	0.0% (0)	33.3% (2)	16.7% (1)	50.0% (3)	0.0% (0)	3.17	6
Radio ads	25.0% (2)	50.0% (4)	0.0% (0)	25.0% (2)	0.0% (0)	2.25	8
Media guidelines	12.5% (1)	25.0% (2)	50.0% (4)	12.5% (1)	0.0% (0)	2.63	8
	answered question						14
	skipped question						141

17. Comments		Response Count
		3
	answered question	3
	skipped question	152

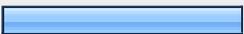
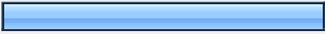
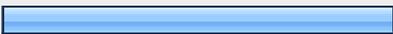
18. What would make the toolkit more useful to you?			
		Response Percent	Response Count
Ability to make more changes to meet local needs		39.7%	23
Simpler to use		5.2%	3
Wouldn't use regardless of contents		13.8%	8
Other (please specify)		55.2%	32
<i>answered question</i>			58
<i>skipped question</i>			97

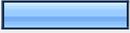
19. Has the marketing campaign helped libraries in your community, on your campus, or in your school?							
	Not helpful	Somewhat helpful	Helpful	Very helpful	No opinion	Rating Average	Response Count
Helped create a greater awareness of libraries	20.5% (17)	41.0% (34)	28.9% (24)	9.6% (8)	0.0% (0)	2.28	83
Helped improve our ability to conduct local marketing and public awareness activities	34.7% (26)	37.3% (28)	17.3% (13)	10.7% (8)	0.0% (0)	2.04	75
Helped increase usage of our library	53.8% (35)	33.8% (22)	9.2% (6)	3.1% (2)	0.0% (0)	1.62	65
Helped increase funding for our library	82.8% (53)	10.9% (7)	6.3% (4)	0.0% (0)	0.0% (0)	1.23	64
Helped increase our library's visibility with governing officials	39.1% (27)	30.4% (21)	17.4% (12)	13.0% (9)	0.0% (0)	2.04	69
<i>answered question</i>							98
<i>skipped question</i>							57

20. Comments		Response Count
		39
	<i>answered question</i>	39
	<i>skipped question</i>	116

21. Of the following, please rate what has been most useful to you in marketing your library?						
	Not useful	Somewhat useful	Useful	Very useful	Rating Average	Response Count
Online toolkit	59.4% (38)	17.2% (11)	15.6% (10)	7.8% (5)	1.72	64
"Effective Marketing for Libraries" workshop	48.3% (29)	15.0% (9)	23.3% (14)	13.3% (8)	2.02	60
Posters	29.3% (27)	35.9% (33)	28.3% (26)	6.5% (6)	2.12	92
Bookmarks	21.1% (20)	38.9% (37)	26.3% (25)	13.7% (13)	2.33	95
Public Service Announcements	40.5% (32)	20.3% (16)	32.9% (26)	6.3% (5)	2.05	79
Radio spots	42.5% (34)	21.3% (17)	26.3% (21)	10.0% (8)	2.04	80
Print ads	39.2% (31)	32.9% (26)	21.5% (17)	6.3% (5)	1.95	79
Tagline, "Discover. Explore. Experience. The Libraries of Washington State"	42.0% (34)	27.2% (22)	22.2% (18)	8.6% (7)	1.98	81
	<i>answered question</i>					102
	<i>skipped question</i>					53

22. Comments		Response Count
		27
	<i>answered question</i>	27
	<i>skipped question</i>	128

23. What else would help you in marketing and promoting your own library?			
		Response Percent	Response Count
Training on working with the media		36.9%	38
Advanced marketing training		29.1%	30
Advocacy training		49.5%	51
Continued statewide campaign with print and radio ads and public service announcements		60.2%	62
Other (please specify)		28.2%	29
		<i>answered question</i>	103
		<i>skipped question</i>	52

24. Do you work in:			
		Response Percent	Response Count
Public library		44.8%	56
School library		26.4%	33
Academic library		19.2%	24
Tribal library		0.8%	1
Special library (business, medical, law)		4.0%	5
Other (please specify)		4.8%	6
		<i>answered question</i>	125
		<i>skipped question</i>	30

25. What is the zip code of your library?		
		Response Count
		114
	<i>answered question</i>	114
	<i>skipped question</i>	41