

# How do you use the Library?

Thank you for taking the time to answer a few short questions. This survey will help us to understand how the Austin Public Library is being used so that we can better inform the public about our programs and services. Our goal is to gather and apply user information to make data-driven strategy and planning decisions. The survey questions are optional. You may choose to answer only some of the questions.

## 1. Do you have an Austin Public Library Card?

- Yes
- No

## 2. How do you usually find out about Library materials and services? Select all that apply.

- |  |  |
|--|--|
| <input type="checkbox"/> Library staff                     | <input type="checkbox"/> Facebook      |
| <input type="checkbox"/> Library website                   | <input type="checkbox"/> Twitter       |
| <input type="checkbox"/> Non-Library website               | <input type="checkbox"/> Word-of-mouth |
| <input type="checkbox"/> Library ad on computer/LCD screen | <input type="checkbox"/> Newspaper     |
| <input type="checkbox"/> Flyer in Library                  | <input type="checkbox"/> Radio         |
| <input type="checkbox"/> Flyer outside Library             | <input type="checkbox"/> TV            |

Other (please specify)

## 3. Complete the following sentence. On average, I attend Library programs or events ...

- Daily
- Weekly
- Monthly
- A few times a year
- Never

## 4. How do you usually find out about Library programs and events? Select all that apply.

- |  |  |
|--|--|
| <input type="checkbox"/> Library staff                     | <input type="checkbox"/> Facebook      |
| <input type="checkbox"/> Library website                   | <input type="checkbox"/> Twitter       |
| <input type="checkbox"/> Non-Library website               | <input type="checkbox"/> Word-of-mouth |
| <input type="checkbox"/> Library ad on computer/LCD screen | <input type="checkbox"/> Newspaper     |
| <input type="checkbox"/> Flyer in Library                  | <input type="checkbox"/> Radio         |
| <input type="checkbox"/> Flyer outside Library             | <input type="checkbox"/> TV            |

Other (please specify)

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## 5. How frequently do you use the Virtual Library to access digital content (streaming, downloaded or online materials and resources)?

- Daily
- Weekly
- Monthly
- A few times a year
- Never

## 6. How frequently do you visit Austin Public Library branches or locations?

- Daily
- Weekly
- Monthly
- A few times a year
- Never

## 7. Which locations or branches do you visit most frequently? Select all that apply.

- |   |   |   |
|---|---|---|
| <input type="checkbox"/> Faulk Central Library      | <input type="checkbox"/> Milwood Branch           | <input type="checkbox"/> Spicewood Springs Branch |
| <input type="checkbox"/> Austin History Center      | <input type="checkbox"/> North Village Branch     | <input type="checkbox"/> Terrazas Branch          |
| <input type="checkbox"/> Carver Branch              | <input type="checkbox"/> Old Quarry Branch        | <input type="checkbox"/> Twin Oaks Branch         |
| <input type="checkbox"/> Cepeda Branch              | <input type="checkbox"/> Pleasant Hill Branch     | <input type="checkbox"/> University Hills Branch  |
| <input type="checkbox"/> Hampton Branch at Oak Hill | <input type="checkbox"/> Recycled Reads Bookstore | <input type="checkbox"/> Willie Mae Kirk Branch   |
| <input type="checkbox"/> Howson Branch              | <input type="checkbox"/> Ruiz Branch              | <input type="checkbox"/> Windsor Park Branch      |
| <input type="checkbox"/> Little Walnut Creek Branch | <input type="checkbox"/> St. John Branch          | <input type="checkbox"/> Yarborough Branch        |
| <input type="checkbox"/> Manchaca Road Branch       | <input type="checkbox"/> Southeast Branch         |   |

## 8. In what ZIP code is your home located? (enter 5-digit ZIP code; for example, 78704 or 78721)

## 9. How likely is it that you would recommend the Austin Public Library to a friend or colleague?

Not at all likely - 0	1	2	3	4	5	6	7	8	9	Extremely likely - 10
<input type="radio"/>										

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**10. Do you have any other comments, questions, or concerns?**

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## Demographic Questions

The following demographic questions are optional. We will use the demographic information to determine how different segments of Austin citizens use the Library and to understand the habits and characteristics of each of these segments.

### 11. Are you male or female?

- Male
- Female

Other (please specify)

### 12. What is your age?

- 17 or younger
- 18-20
- 21-29
- 30-39
- 40-49
- 50-59
- 60 or older

### 13. Do you have any children under 18?

- Yes
- No

### 14. What is the highest level of school you have completed or the highest degree you have received?

- Less than high school degree
- High school degree or equivalent (e.g., GED)
- Some college but no degree
- Associate degree
- Bachelor degree
- Graduate degree

# How do you use the Library?

## 15. Which of the following best represents your racial or ethnic heritage? Select all that apply.

- Non-Hispanic Caucasian
- Black, Afro-Caribbean, or African American
- Latino or Hispanic
- East Asian or Asian
- South Asian or Indian
- Middle Eastern or Arab
- Native American or Alaskan Native

Some other race (please specify)

## 16. What language do you speak most often?

- Arabic
- Armenian
- Chinese
- English
- French
- French Creole
- German
- Other (please specify)
- Greek
- Gujarati
- Hindi
- Italian
- Japanese
- Korean
- Persian
- Polish
- Portuguese
- Russian
- Spanish
- Tagalog
- Urdu
- Vietnamese

## 17. Which category best describes your annual [personal] income?

- \$0 - \$9,999
- \$10,000 - \$19,999
- \$20,000 - \$29,999
- \$30,000 - \$39,999
- \$40,000 - \$49,999
- \$50,000 - \$59,999
- \$60,000 - \$69,999
- \$70,000 - \$79,999
- \$80,000 - \$89,999
- \$90,000 - \$99,999
- \$100,000 or More

## 18. Which of the following categories best describes your employment status?

- Employed, working full-time
- Employed, working part-time
- Not employed, looking for work
- Not employed, NOT looking for work
- Retired
- Disabled, not able to work