RESEARCH

LIBRARYJOURNAL / *School Library Journal*

Public Library ebook Survey

1. How long has your library offered access to ebooks?
☐ We do not offer ebooks [if no ebooks, skip to Q38]
☐ Less than 1 year
☐ 1 to 2 years
☐ 3 to 4 years
☐ Over 4 years

2. How many ebooks do you have available for users in total, including ebooks with shared access through the state or a regional consortium?
☐ Under 500, specify #_____
☐ 500 to 999
☐ 1,000 to 4,999
☐ 5,000 to 9,999
☐ 10,000 to 19,999
☐ 20,000 to 29,999
☐ 30,000 or more, specify # _____

3. Is your library a member of a consortium license program for its ebook collection?
☐ Yes
☐ No, but planning to join one
☐ No
☐ Don't know

4. Does your library buy ebooks independently?
☐ Yes
☐ No

5. If yes, approximately how many ebooks has your library bought or licensed independently?

☐ Under 100, specify #_____
☐ 100 to 249
☐ 250 to 499
☐ 500 to 999
☐ 1,000 to 2,499
☐ 2,500 to 4,999
☐ 5,000 or more, specify # _____

6. Have you experienced a change in demand for ebooks since this time last year?
☐ Dramatic increase in demand
☐ Slight increase in demand
☐ Demand is unchanged
☐ Decreased demand
☐ We receive no requests for ebooks

7. What percent of your library's ebooks are accessed using each of the following methods?
Downloaded, one user at a time   _____%
Web-based access, one user at a time   _____%
Unlimited, simultaneous access   _____%

8. Are ebooks discoverable through your library's general OPAC?
☐ Yes
☐ No

9. How easily can you track usage statistics for ebooks?
☐ Easily
☐ Not easily
☐ Not at all

10. Approximately, what was your total ebook circulation/usage in 2012?
2012 circulation/usage _____

11. Compared to last year, do you expect this year's usage of ebooks will increase, stay the same or decrease?
☐ Increase, by what percentage? _____%
☐ Stay the same
☐ Decrease, by what percentage? _____%

12. Which categories of ebooks does your library currently offer users? Check all that apply.
☐ General adult fiction (including backlist)
☐ General adult nonfiction (including backlist)
☐ Young adult fiction
☐ Young adult nonfiction
☐ Children's fiction
☐ Children's nonfiction
☐ Children's picture books
☐ Reference
☐ Foreign language
☐ Other (specify)_____

13. What are your top three circulating or most requested <u>fiction</u> ebook categories? (Please select up to three)

☐ Bestsellers	☐ Mystery/Suspense
☐ Children's	☐ Romance
☐ Christian fiction	☐ Science Fiction
☐ Classics	☐ Street Lit
☐ Fantasy	☐ Thriller
☐ General adult fiction	☐ Women's fiction
☐ Historical fiction	☐ Young adult
☐ Horror	☐ Other (Specify)_____
☐ Literary fiction	☐ No fiction ebooks

14. What are your top three circulating or most requested <u>nonfiction</u> ebook categories? (Please select up to three.)

☐ General reference
☐ Bestsellers
☐ Biography/Memoirs
☐ Business/Careers
☐ Computers/Technology
☐ Cooking
☐ Crafts/Hobbies
☐ Health/Fitness/Weight loss
☐ History
☐ Home decorating & Gardening
☐ How-to
☐ Humor
☐ Language learning
☐ Medicine
☐ Political/Current events
☐ Religion/Spirituality/Philosophy
☐ Self-help/Psychology
☐ Sports/Recreation
☐ Test prep
☐ Travel
☐ Other (Specify)_____
☐ No nonfiction ebooks

15. Approximately what percent of the ebooks you have available are fiction titles versus nonfiction titles?

_____% fiction
_____% nonfiction

16. Please approximate the breakdown of adult versus children's versus young adult ebooks available in your library:

Adult ebooks _____%
Children's ebooks _____%
YA ebooks _____%

17. Do you have a set holds-to-copy ratio for ebooks?

☐ Yes, please specify your holds-to-copy ratio: _____
☐ No, not for ebooks

18. What device(s) do your library users most often use to read ebooks? Check all that apply.

☐ Library computer
☐ Personal computer or laptop
☐ Dedicated ebook reader (e.g., Nook, Kindle, Sony Reader)
☐ Tablet (e.g., iPad, Kindle Fire)
☐ Smartphone or other mobile device
☐ Other (specify)_____
☐ Don't know

19. Does your library have ereading devices available for patrons to borrow?

☐ Yes, for in-library use/demonstration
☐ Yes, for take home use
☐ Not currently, but considering
☐ No and no plans to acquire

20. If "Yes," who are the intended users? Check all that apply.

☐ Adult patrons
☐ Teen/young adult patrons
☐ Children

Optional Comments:_____

21. If yes, which ereading device(s) does your library currently have available? Check all that apply.

☐ Kindle	☐ NOOK Tablet
☐ Kindle Fire Tablet	☐ iPad or iPad mini
☐ Kobo Reader	☐ Other Tablet
☐ Sony Reader	☐ iPod Touch or similar
☐ NOOK	☐ Other (specify) _____
☐ NOOK Color	

22. [If Tablet] Do you load educational apps or enhanced ebooks on your library's tablets?
☐ Yes
☐ Not yet, but we are considering
☐ No, we do not load devices with apps

23. [If Yes] How many ereading devices does your library have available for borrow? _____

24. [If Yes] Are the devices preloaded with ebooks or are borrowers allowed to download ebooks to a checked out device?
☐ Devices are preloaded with ebooks
☐ Borrowers download ebooks themselves
☐ Mixture of both

25. [If Yes] Does your OPAC include ereading devices in search results?
☐ Yes
☐ Not yet, but planning to include this
☐ No, and no plans

26. [If yes] What are your plans for library-owned ereading devices in the next year? Check all that apply.
☐ Acquire more dedicated ereaders
☐ Acquire more tablets
☐ Replace broken devices
☐ No plans to add more devices

27. How do you promote your ebook collection? Check all that apply.

☐ Signage in the library	☐ Newsletters
☐ Library website	☐ E-newsletters
☐ Sign outside library	☐ Monitor in library
☐ Local newspaper	☐ Library display
☐ Flyers/Bookmarks	☐ Blogs
☐ Social media	☐ Other (specify)_____
☐ Word of mouth	☐ Do not promote ebook collection

28. What hinders the public from reading your library's ebook content? Check all that apply.

☐ Limited titles available	☐ Not listed in standard library OPAC
☐ Difficult to find/discover	☐ In demand titles not available for libraries
☐ Long wait times for ebooks	☐ Complex downloading process
☐ Digital rights management issues	☐ Unaware of ebook availability
☐ Limited access to e-reading devices	☐ Ebook titles not available concurrent with print release
☐ Users prefer print	☐ Other (specify)_____

29. How often do patrons vocalize the following concerns about ebooks in your library?

	Daily	Weekly	Monthly	Rarely	Never
"The library does not offer a digital copy of the title I want to borrow"					
"The wait time to borrow ebooks is too long"					
"I need help downloading ebooks to my device"					

30. Are you involved in the recommendation/purchasing process of ebooks for your library?
☐ Yes
☐ No (If No, skip to Q37)

31. What type(s) of purchasing and/or licensing terms does your library typically use when acquiring ebooks? Check all that apply.

☐ Purchase with perpetual access
☐ Purchase with perpetual access
   through self-hosting (local ownership)
☐ Subscription
☐ Pay-per-use
☐ License with set # of circs model

☐ Concurrent use/access
☐ Bundled with other content
☐ Patron-driven acquisition
☐ Upfront purchase with maintenance fee
☐ Upfront purchase with update fee
☐ Other (specify)_____

32. Do you supplement your main publisher ebook selections by offering any of the following?

	No	No, but considering	Yes	Yes, and we want to do more
Ebooks from small or independent presses				
E-originals or self-published ebooks through a vendor				
E-originals or self-published ebooks by local authors or on local subjects				
Backlist ebooks				
Project Gutenberg				

Optional Comment:
_____

33. Does your library use patron-driven acquisition for ebooks?
☐ Yes
☐ No, but considering
☐ No, and no plans

34. Please estimate the percentage of your library's materials budget ebooks represented last year, currently represent and the percentage you predict ebooks will represent in 5 years:

	0%	1% - 2%	3% - 5%	6% - 10%	11% - 15%	More than 15%
Last year	☐	☐	☐	☐	☐	☐
Currently	☐	☐	☐	☐	☐	☐
In 5 years	☐	☐	☐	☐	☐	☐

35. Approximately how much does your library expect to spend on ebook titles this fiscal year?
☐ $0 – all ebooks provided by state/district/consortium
☐ Less than $1,000
☐ $1,000 - $4,999
☐ $5,000 - $9,999
☐ $10,000 - $14,999
☐ $15,000 - $19,999
☐ $20,000 - $29,999
☐ $30,000 or more (specify) $_____
☐ Don't know

36. Have you reallocated other areas of your materials budget to pay for ebooks?
☐ Yes, from what areas or formats? Please specify:_____
☐ No

37. If you have any comments about ebooks in your library, please write them below. (After answering, skip to incentive Question 40.)

THE 2 NEXT QUESTIONS ARE FOR THOSE WHO DO NOT CURRENTLY OFFER EBOOKS.

38. Why doesn't your library offer ebooks?
☐ No money for ebooks
☐ Users do not have ereading devices
☐ Lack of technical support
☐ Don't understand logistics of ebooks
☐ No demand for them from users
☐ Waiting to see what the best platform will be
☐ Staff or library board resistance
☐ We are in the process of adding ebooks
☐ Other (specify)_____

39. What are your library's plans for ebook purchases in the next two years?
☐ We will definitely purchase ebooks to add to our collection
☐ We may purchase ebooks but it is not a priority
☐ We will definitely NOT purchase ebooks to add to our collection
☐ Other (specify)_____

DEMOGRAPHICS

40. What is the zip code at your library's location? _____ **(U.S. only)**

41. How would you describe your library's location?
☐ Urban
☐ Suburban
☐ Rural

42. Which of the following comes closest to your job title?

☐ Library director/Ass't library director	☐ Collection devel./Materials selection librarian
☐ Branch manager/Library manager	☐ Acquisitions librarian
☐ Head librarian/Department head	☐ Systems librarian

☐ Reference/Information Services librarian   ☐ Circulation librarian
☐ Adult/Public services librarian   ☐ Cataloging librarian
☐ Children's/Children's services librarian   ☐ Library administrator
☐ Young Adult librarian/Youth services librarian   ☐ Technology coordinator
☐ Electronic resources librarian   ☐ Library aide
☐ Technical Services librarian   ☐ Other (please specify)_____

43. How would you best describe your library?
☐ Stand-alone, single-branch library
☐ Central branch of a multi-branch system/district
☐ Branch in a multi-branch system/district
☐ Library system or district administrative offices
☐ Other (Specify)_____

44. What size is the population served by your library?
☐ Less than 10,000
☐ 10,000 – 24,999
☐ 25,000 – 49,999
☐ 50,000 – 99,999
☐ 100,000 – 249,999
☐ 250,000 - 499,999
☐ 500,000 – 999,999
☐ 1 million or more

45. Are you interested in receiving a report of the findings from this survey?
☐ Yes
☐ No

46. Would you like to be included in the drawing to win an Apple iPad mini?
☐ Yes
☐ No, thanks

Please provide your contact information below to receive the report and/or be entered into the drawing. A report link will be delivered via email. The iPad mini winner will be notified by email.

Name: _____
Institution/Library Name: _____
Email: _____
Street address: _____
City, State and zip code: _____

Please answer this survey online at: http://app.fluidsurveys.com/s/2013ebook/

Contact Laura Girmscheid at lgirmscheid@mediasourceinc.com if you have questions about this survey.