

2011 Public Library ebook Survey

1. What is the zip code/postal code at your library's location? _____

2. How would you describe your library's location?

- Urban
- Suburban
- Rural

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

- Library director/Ass't library director
- Branch manager/Library manager
- Head librarian/Department head
- Reference/Information Services librarian
- Adult/Public services librarian
- Children's librarian/Children's services librarian
- Young Adult librarian/Youth services librarian
- Electronic resources librarian
- Technical Services librarian
- Collection development/Materials selection librarian
- Acquisitions librarian
- Systems librarian
- Circulation librarian
- Cataloging librarian
- Library administrator
- Technology coordinator
- Library aide
- Other (please specify)_____

4. How would you best describe your library?

- Stand-alone, single-branch library
- Main branch of a multi-branch system/district
- Branch of a multi-branch system/district
- Library system or district administrative offices
- Other (Specify)_____

5. What size is the population served by your library?

- < 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

6. What is your library's total materials budget for the current fiscal year? (Please answer in U.S. dollars)

- Less than \$25,000
- \$25,000 - \$49,999
- \$50,000 - \$99,999
- \$100,000 - \$249,999
- \$250,000 - \$499,999
- \$500,000 - \$999,000
- \$1 - \$2.49 million
- \$2.5 million or more

In the following questions, the term 'ebook' refers to an electronic copy of a book that is read on a device or a computer, not listened to as in an audiobook.

7. How many ebooks does your library currently have access to or own?

- None (If None, skip to Q48)
- Under 25
- 25 to 49
- 50 to 99
- 100 to 249
- 250 to 499
- 500 to 749
- 750 to 999
- 1,000 to 2,499
- 2,500 or more, specify # _____

8. Has your library experienced an increase in requests for ebooks since this time last year?

- Yes, dramatic increase
- Yes, slight increase
- No, request level is unchanged
- No, we receive no requests for ebooks

9. Which categories of ebooks does your library currently offer users? Check all that apply.

- Bestsellers
- General adult fiction (including backlist)
- General adult nonfiction (including backlist)
- Graphic novels
- Young adult fiction
- Young adult nonfiction
- Children's fiction
- Children's nonfiction
- Children's picture books
- Reference
- Other (specify) _____

10. What are your top three circulating or most requested fiction ebook categories? (Please select up to three)

- Bestsellers
- Classics
- General fiction
- Mystery/Suspense
- Thriller
- Romance
- Science Fiction
- Fantasy
- Young adult
- Children's
- Other (Specify)_____

11. What are your top three circulating or most requested nonfiction ebook categories? (Please select up to three.)

- General reference
- Biography/Memoirs
- Humor
- Computers/Technology
- History
- Political/Current events
- Business/Careers
- Medicine/Health
- Travel
- Cooking
- Home decorating & Gardening
- How-to
- Self-help/Psychology
- Religion/Philosophy
- Other (Specify)_____

12. If possible, please identify three age groups you perceive to be the most active ebook users in your library. You may check up to three choices.

- Ages 55 +
- Ages 45 to 54
- Ages 35 to 44
- Ages 25 to 34
- Ages 18 to 24
- Young adult/teen
- Ages 12 and under
- No idea

13. In which format do users generally prefer ebooks? Check all that apply

- PDF
- Full-text HTML
- ePub
- Optimized for dedicated ebook device (e.g., Nook, Sony Reader)
- Optimized for other mobile device (e.g., smartphone, iTouch, etc.)
- Don't know yet, ebooks haven't caught on in my community
- Other (specify)_____
- Don't know

14. What ebook usage license model is currently employed at your library? Check all that apply.

- Single ebook use at a time
- Multiple ebook usage, but not unlimited. Specify # _____
- Unlimited access/simultaneous use
- Other (specify) _____
- Don't know

15. What is the circulation interval for ebooks at your library? Check all that apply

- Ebooks do not circulate – for in-library use only
- Less than 7 days
- 7 days
- 14 days
- 21 days
- 28 days
- User specified
- Other _____

16. Do you allow library customers to place holds on downloadable ebooks?

- Yes
- No
- Sometimes

17. (If yes) Do you ever purchase extra digital copies to fulfill ebook holds?

- Yes
- No

18. (If yes) Do you have a set holds-to-copy ratio for ebooks?

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

19. What was your ebook circulation in the last two years?

FY 2009 circulation _____
FY 2010 circulation _____

20. Compared to last year, do you expect this year's circulation of ebook titles will increase, stay the same or decrease?

- Increase, by what percentage? _____%
- Stay the same
- Decrease, by what percentage? _____%

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

- Personal Laptop/Computer/Netbook
- Dedicated ebook reader (e.g., Nook, Kindle, Sony Reader)
- Other portable device (e.g., iPad, smartphone, other tablet)
- Library computer
- Other (specify) _____
- Don't know

22. Are users able to download ebooks to their own devices inside your library?

- Yes, we have a dedicated download station
- Yes, on our internet computers
- No, downloads must be made offsite

23. Has your library offered public training sessions on how to download content to ereading devices?

- Yes
- No

24. Does your library circulate preloaded ereading devices?

- Yes, for in-library use only
- Yes, for take home use
- Not currently, but considering
- No

25. (If yes) How many preloaded ereading devices does your library maintain? _____

26. (If yes) Which preloaded ereading device(s) does your library circulate? Check all that apply.

- Kindle
- Sony Reader
- Nook
- iPad
- Other _____

27. What are your feelings about the recently announced OverDrive/Kindle agreement (Kindle owners will be able to download OverDrive titles)?

28. How does your library market the availability of ebooks in your library? Check all that apply.

- General online catalog/OPAC
- Digital collection link on website
- Ads for ebooks posted in library/Bookmarks/Fliers
- Library newsletter
- Social networking (e.g., Facebook, Twitter, etc.)
- Word of mouth
- Other (specify) _____
- We do not market ebooks specifically

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

- Difficult to find/discover
- Difficult to read onscreen/online
- Long wait times for ebooks
- Digital rights management issues
- Incompatibility with preferred reading device (e.g. Kindle)
- Limited access to e-reading devices
- Users prefer print
- In demand titles not available for libraries
- Lack of training
- Complex downloading process
- Unaware of ebook availability
- Ebook titles not available concurrent with print release
- Other (specify)_____

30. Do you feel that by offering ebooks you have opened your library to new users who didn't use the library before?

- Yes
- No
- Don't know

31. Have you heard of customers who only want ebooks and decline to borrow print editions?

- Yes
- No

32. How often do your users report technical problems when downloading an ebook?

- Often
- Sometimes
- Rarely
- Never

33. Is your library part of a consortium license program for its ebook collection?

- Yes
- We used to be, but no longer. Why did you leave the consortium? _____
- No, but plan to in the future
- No
- Don't know

34. [if yes] Does your library also buy ebooks independently?

- Yes
- No

35. Are you involved in the recommendation/purchasing process of ebooks for your library?

- Yes
- No (If No, skip to Q47)

36. What factors influence your decision to purchase an ebook for your library? (Check all that apply)

- Projected usage/High demand titles/bestsellers
- User request
- Licensing terms/Lending caps (e.g., Harper Collins' 26 circs model)
- Availability as a single title purchase
- Inclusion in bundles with attractive pricing
- Book reviews
- Limited shelf space
- Relaxed Digital Rights Management
- Ease of purchase/Integrated purchasing with print book
- Special grant
- Less costly than print editions
- Other (Please specify)_____

37. What do you feel would be a fair and realistic model for licensing ebooks? Check all that apply.

- Lending cap model (e.g., 26 circs HarperCollins model)
- Maximum access (multiple users allowed simultaneous access)
- Opportunity to license for varying # of circulations
- Unlimited circs using one reader/one book model
- 1 year interval
- 2 year interval
- Patron driven acquisition model (Multiple titles available, purchase based on holds)
- Other, specify_____

38. What type(s) of purchasing terms does your library typically use when acquiring ebooks?

- Purchase with perpetual access
- Purchase with perpetual access through self-hosting
- Subscription
- Pay-per-use
- Bundled with other content
- User-driven acquisition
- Upfront purchase with maintenance fee
- Upfront purchase with update fee
- License with set # circs model
- Concurrent use/access
- Other (specify)_____
- Don't know

39. How do you generally find and learn about ebooks? Check all that apply.

- Requests from library users
- Library colleagues/district specialists
- Professional level journals (e.g., Library Journal)
- Consumer media
- Blogs
- Inclusion in content packages/bundles
- Vendor websites
- Webcasts/Webinars
- Publishers' marketing materials (e.g., catalog, ad, etc.)
- Conferences/Tradeshows
- Other (Specify)_____

40. How are ebooks represented in your library's materials budget?

- Separate line/Budget for ebooks only
- Separate line/Budget for ALL downloadables (ebooks, downloadable video & music, eaudiobooks)
- Included in electronic resources budget
- Included in print resources budget
- Included in multimedia budget (with audiobooks, CDs, DVDs)
- No set budget, money comes from special grants. friends group, etc.
- No set budget, ebooks come from state level or consortium
- Other (specify)_____

41. Approximately what percentage of your library's materials budget did ebooks represent last year, do they currently represent and what percentage do you predict ebooks will represent in 5 years?

	0%	1% - 2%	3% - 5%	6% - 10%	More than 10%
Last year	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Currently	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
In 5 years	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

42. 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 \$200
- \$200 - \$499
- \$500 - \$999
- \$1,000 - \$2,499
- \$2,500 - \$4,999
- \$5,000 or more (specify) \$_____
- Don't know

43. In the past year, did your library reallocate funds from its physical materials formats to pay for electronic, downloadable copies?

- Yes No

44. From which vendor(s) does your library purchase ebooks? (Check all that apply)

45. Which is your preferred ebook vendor?

	Q44. ebook vendor(s) you purchase from	Q45. One Preferred ebook vendor
Amazon	<input type="checkbox"/>	<input type="checkbox"/>
Baker & Taylor	<input type="checkbox"/>	<input type="checkbox"/>
Barnes & Noble	<input type="checkbox"/>	<input type="checkbox"/>
Ebrary	<input type="checkbox"/>	<input type="checkbox"/>
EBSCOhost	<input type="checkbox"/>	<input type="checkbox"/>
Gale/Cengage	<input type="checkbox"/>	<input type="checkbox"/>
Ingram/MyiLibrary/Coutt's	<input type="checkbox"/>	<input type="checkbox"/>
iTunes	<input type="checkbox"/>	<input type="checkbox"/>
NetLibrary	<input type="checkbox"/>	<input type="checkbox"/>
Open Road	<input type="checkbox"/>	<input type="checkbox"/>
OverDrive	<input type="checkbox"/>	<input type="checkbox"/>
Safari	<input type="checkbox"/>	<input type="checkbox"/>
Directly from publisher	<input type="checkbox"/>	<input type="checkbox"/>
Other (Specify) _____	<input type="checkbox"/>	<input type="checkbox"/>
No Preference		<input type="checkbox"/>

46. Please rate the importance of the following attributes when considering an ebook vendor?

	Very Important	Important	Somewhat Important	Not Important	No Opinion
User friendly interface	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Multiple device options offered (iPad, Sony Reader, Smartphone, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Easy to use administrative portal	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vendor maintains a portal for our library with our own library branding	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Wide selection of titles & formats	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fair price	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Customer service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Free MARC records for the library OPAC to support discovery	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Timely turnaround time from order to delivery	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Staff training available	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ebook available from print vendor, facilitating the order process	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability of a monthly ebook selection service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
User personalization services (i.e., saved preferences)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Customized searching parameters	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Release date concurrent with print release	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Consortial licensing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

47. If you have any comments about ebooks in your library, please write them below. (After answering, skip to incentive Question 50.)

FOR THOSE WHO DO NOT CURRENTLY OFFER EBOOKS, FUTURE PLANS QUESTIONS

48. 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
- Other (specify)_____

49. 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)_____

INCENTIVE

50. Do you want to be included in the drawing to win a Nook Color or a complimentary registration to LJ's all-day virtual ebook summit in October? Two Nook Colors and four summit registrations will be given away.

- Yes
- No, thanks

Please enter your contact information below to be entered into the drawing. The winners will be contacted by email. This contact information will not be shared with any third parties.

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

Please answer this survey online at:

www.LibraryJournal.com/ebooksurvey

Deadline for responding is July 31, 2011.

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

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