

School Library ebook Survey

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

2. What type of school do you work in? Check all that apply.

- Elementary school
- Middle/Junior High school
- High school
- Other school (K-8, K-12, etc.), specify grades: _____
- Administration (e.g., district level)

3. Is your school public or private?

- Public
- Private
- Other

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

- Library Media Specialist
- Library Media Generalist
- Teacher Librarian
- Librarian
- District library coordinator/supervisor
- Other (please specify) _____

5. Approximately how many students attend the school you work in? If you work in more than one school or at the district level, please answer for the largest school you serve.

- Under 200
- 200 - 499
- 500 - 749
- 750 - 999
- 1,000 - 1,499
- 1,500 - 1,999
- 2,000 or more, specify # _____

6. What is your library media center's total materials budget for this school year (2011-2012)? If you work in more than one school or at the district level, please answer for the largest school you serve.

- \$0 - no materials budget
- Less than \$2,500, specify _____
- \$2,500 - \$4,999
- \$5,000 - \$9,999
- \$10,000 - \$14,999
- \$15,000 - \$19,999
- \$20,000 - \$24,999
- \$25,000 - \$29,999
- \$30,000 or more, specify: _____

7. How long has your school offered ebooks?

- We do not offer ebooks [If your school has no ebooks, skip to Q 42]
- Less than 6 months
- 6 to 12 months
- 1 to 2 years
- 3 to 4 years
- Longer than 4 years

8. 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

9. How many ebooks does your library have access to in total, including ebooks licensed through the district, state or a consortium.

- 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 # _____

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

- Yes
- No, but planning to join one
- No
- Don't know

11. Does your library buy ebooks independently? Yes No

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

- Under 50, specify # _____
- 50 to 99
- 100 to 249
- 250 to 499
- 500 to 999
- 1,000 to 2,499
- 2,500 or more, specify # _____

13. What percent of your school's ebook usage would you estimate is downloaded versus viewed online?

% ebooks downloaded _____ %
% ebooks viewed online _____ %

14. Is your library able to track circulation/usage statistics for ebooks available through the district, state or consortium?

- Yes
- Not always

- No
- N/A

15. Approximately, what was your total ebook usage/circulation for the last school year?
 2010-2011 school year usage/circulation _____

16. 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? _____%

17. Which categories of ebooks does your school library media center currently offer?

Check all that apply.

- | | |
|---|---|
| <input type="checkbox"/> Children's picture books | <input type="checkbox"/> Young adult fiction |
| <input type="checkbox"/> Children's fiction | <input type="checkbox"/> Young adult nonfiction |
| <input type="checkbox"/> Children's nonfiction | <input type="checkbox"/> Classic literature |
| <input type="checkbox"/> Reference ebooks | <input type="checkbox"/> Textbooks |
| <input type="checkbox"/> Middle grade fiction | <input type="checkbox"/> Other (specify)_____ |
| <input type="checkbox"/> Middle grade nonfiction | |

18. Which categories of ebooks are most in-demand? Please select up to three top categories.

- | | |
|---|---|
| <input type="checkbox"/> Children's picture books | <input type="checkbox"/> Young adult fiction |
| <input type="checkbox"/> Children's fiction | <input type="checkbox"/> Young adult nonfiction |
| <input type="checkbox"/> Children's nonfiction | <input type="checkbox"/> Classic literature |
| <input type="checkbox"/> Reference ebooks | <input type="checkbox"/> Textbooks |
| <input type="checkbox"/> Middle grade fiction | <input type="checkbox"/> Other (specify)_____ |
| <input type="checkbox"/> Middle grade nonfiction | |

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

- PDF
- Full-text HTML
- ePub
- Optimized for dedicated ebook device (e.g., Kindle, Nook)
- Optimized for other mobile device (e.g., smartphone, iTouch, etc.)
- Other (specify)_____
- Don't know

20. Are users able to download ebooks to devices inside your school?

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

21. On what devices do your school's users read ebooks? Check all that apply.

- Laptop, PC or Netbook
- Interactive white boards
- Dedicated ebook reader (e.g., Nook, Sony Reader, Kindle)
- Tablet (e.g., iPad)
- Smartphone or other mobile device
- iPod Touch or similar
- Other (specify)_____

Don't know

22. If dedicated e-readers or tablets are used, what percent of students who read on these devices would you estimate read on a student or family owned e-reader or tablet?

_____ %

23. Does your library have ereading devices available for students to borrow?

- Yes, but for in-library or classroom use only
- Yes, for take home use
- Not currently, but considering
- No and no plans to acquire

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

- | | |
|---|--|
| <input type="checkbox"/> Kindle | <input type="checkbox"/> NOOK Tablet |
| <input type="checkbox"/> Kindle Fire Tablet | <input type="checkbox"/> Apple iPad |
| <input type="checkbox"/> Kobo Reader | <input type="checkbox"/> Other Tablet |
| <input type="checkbox"/> Sony Reader | <input type="checkbox"/> iPod Touch or similar |
| <input type="checkbox"/> NOOK | <input type="checkbox"/> Other (specify) _____ |
| <input type="checkbox"/> NOOK Color | |

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

26. [If Tablet] Do you load educational apps or enhanced ebooks on your school's tablets? Check all that apply.

- Interactive educational tools (e.g., TouchPress)
- Book apps/Enhanced ebooks
- Productivity tools for teachers, administration, etc.
- Games
- Other, please specify _____
- No we do not load devices with apps

27. [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

28. How do you handle the day-to-day upkeep of ereading devices (Cleaning out student downloads, setting up library defaults and charging)?

29. What hinders students/faculty from reading your media center's ebook content?

- Too few titles available
- Difficult to find/discover
- Difficult to read onscreen/online
- Difficult to annotate
- Ebooks not available for preferred devices
- Limited access to e-reading devices (at home and/or school)
- Limited access to internet for off-site access

- Users prefer print books
- In demand titles not in ebook format for libraries
- Long wait times for ebooks
- Lack of training
- Technology issues (e.g., slow/complex to download, district restrictions, etc.)
- Students unaware of ebook availability
- Ebook titles not available concurrent with print release
- Parent/guardian must sign permission/liability form
- Other (specify) _____
- None of the above

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

- Often
- Sometimes
- Rarely
- Never

31. Do you have a role in making purchasing recommendations/decisions for ebooks in your school?

- Yes
- No ([Go to Q41](#))

32. Approximately what percentage of your library’s materials budget did ebooks represent last year, in the current school year and what percent do you predict ebooks will represent in 5 years?

	0%	1% - 2%	3% - 5%	6% - 10%	11% - 15%	More than 15%
Last year	<input type="checkbox"/>	<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"/>	<input type="checkbox"/>
In 5 years	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

33. How much would you estimate your library spent on ebooks for the current school year (2011/2012)?

- \$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

34. What were the driving forces behind your library’s initial adoption of ebooks? Check all that apply.

- Media attention
- Educational trends/best practices
- School board mandate
- School administrators
- Faculty request
- Librarian self-motivated
- Student request
- To keep up-to-date with technology

Other, specify _____

35. What factors currently influence your decision to purchase or license a particular ebook for your media center? (Check all that apply)

- Projected usage/high demand titles
- Availability as a single title purchase
- Book reviews
- Limited shelf space
- Licensing terms/Lending caps (e.g., Harper Collins 26 circ model)
- Required use of titles in the curriculum
- Faculty request
- Student request
- Parent request
- Inclusion in bundles with attractive pricing
- Ease of purchase/Integrated purchasing with print book
- Special grant
- Multiple users at one time
- Interactive whiteboard usage
- Cost
- Common Core standards initiative
- Inability to use purchase order
- Reduces material loss
- Other (Please specify) _____

36. 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
- 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) _____

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

	Very Important	Important	Somewhat Important	Not Important	No Opinion
Ease of use for library users (library card authentication)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Multiple device options offered (iPod Touch, Nook, 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"/>
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/ Flexible purchasing plans	<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"/>
Timely receipt of 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"/>

Ebook available from print vendor, facilitating the order process	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
User sharing (e.g., social bookmarks, comments, voting)	<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"/>
Inclusion of color images/video	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cloud-based access model	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Customization by faculty	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

38. How satisfied are you with discounts off of list you receive from ebook vendors?

- Very satisfied
- Satisfied
- Dissatisfied
- Very dissatisfied

39. From which vendor(s) do you acquire ebooks for your media center? (Check all that apply)

40. Which is your preferred ebook vendor?

	Q39. ebook vendor(s) you purchase from	Q40. One Preferred ebook vendor
Amazon.com	<input type="checkbox"/>	<input type="checkbox"/>
Baker & Taylor	<input type="checkbox"/>	<input type="checkbox"/>
Barnes & Noble	<input type="checkbox"/>	<input type="checkbox"/>
Capstone	<input type="checkbox"/>	<input type="checkbox"/>
CREDO Reference	<input type="checkbox"/>	<input type="checkbox"/>
EBSCOhost (formerly NetLibrary)	<input type="checkbox"/>	<input type="checkbox"/>
FollettShelf	<input type="checkbox"/>	<input type="checkbox"/>
Freeding	<input type="checkbox"/>	<input type="checkbox"/>
Gale Virtual Reference Library	<input type="checkbox"/>	<input type="checkbox"/>
iTunes	<input type="checkbox"/>	<input type="checkbox"/>
Mackin	<input type="checkbox"/>	<input type="checkbox"/>
OverDrive	<input type="checkbox"/>	<input type="checkbox"/>
Scholastic	<input type="checkbox"/>	<input type="checkbox"/>
Tumblebooks	<input type="checkbox"/>	<input type="checkbox"/>
Direct from publisher	<input type="checkbox"/>	<input type="checkbox"/>
Other (Specify) _____	<input type="checkbox"/>	<input type="checkbox"/>
No Preference		<input type="checkbox"/>

41. If you have any comments about ebooks in your media center/school, please write them below.

[\(after answering, please skip to Question 44\)](#)

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

42. Why doesn't your library offer ebooks? Check all that apply.

- No money for ebooks
- Lack of 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/administrative resistance
- Other (specify)_____
- We are in the process of adding ebooks

43. 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

44. Do you want to be included in the drawing to win an Apple iPad.

- Yes
- No, thanks

Please enter your contact information below to be entered into the drawing. The winner 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:

<http://app.fluidsurveys.com/s/2012ebook/>

Deadline for responding is June 30, 2012.

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

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