

2016 draft survey questions

Version 2 Clarence_Regional_Library_Survey

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Q1. Hello, my name is (first name), and I'm calling from Jetty Research, a local research company. We're currently performing a short survey on behalf of your local council, and I was wondering if you could spare me around seven minutes to talk about your thoughts on some issues affecting local services. We're not trying to sell anything, and all information is completely confidential. Are you happy to do a brief survey?

Q2. Thanks, that's much appreciated. Before we start I have a couple of quick screening questions. Firstly are you aged 15 or over?

Yes	1	Go to Q5
No	2	

Q2

Q3. Is there anyone else in household 15 or over?

Yes	1	
No	2	Go to Q6

Q3

Q4. Hello, my name is (first name), and I'm calling from Jetty Research, a local research company. We're currently performing a short survey on behalf of your local council, and I was wondering if you could spare me 5-10 minutes to talk about your thoughts on some issues affecting local services. We're not trying to sell anything, and all information is completely confidential. Are you happy to do a brief survey?

Q5. And do you live in the Clarence Valley or Bellingen Council areas?

UNPROMPTED

Clarence Valley Council	1	Go to Q7
Bellingen Shire	2	Go to Q7
Neither of these	3	

Q5

Answer If Attribute "Neither of these" from Q5 is SELECTED

Q6. Unfortunately you don't qualify for this particular survey. Thanks so much for your time and have a great evening.

Q7. Before we get started may I have your first name?

Type n/a if not willing to give name

Q7

Q8. [Q7], how frequently do you visit your local library?

UNPROMPTED

Weekly or more	1
Monthly or more	2
3 or 4 times a year	3
Once or twice a year	4
Less than once a year/never	5

Q8

Q9. Have you visited a library in your local area within the past two years?

Answer If Attribute "Less than once a year/never" from Q8 is SELECTED

Yes	1
No	2

Q9

Q10. Does anyone else from your household typically use the local library?

Unprompted. Probe and tick any that apply.

Partner	1
Children	2
Siblings	3
Parents	4
None	5
OTHER	

Q10_1

Q10_2

Q10_3

Q10_4

Q10_5

Q10_O

If [Q8] = 5 go to Q24

Q11. What do you typically use the library for?

Unprompted - up to five answers

Borrowing/reading fiction	1
Borrowing/reading non-fiction/reference books	2
Borrowing/reading magazines or newspapers	3
Using computers	4
Borrowing children's books or attending children's programs	5
Borrowing talking books	6
Borrowing DVDs	
Using online resources ie) Ancestry.com, Novelist, world book web	7

Q11_1

Q11_2

Q11_3

Q11_4

Q11_5

Q11_6

Q11_7

Seeking information/research	8	Q11_8
Meeting or waiting for others	9	Q11_9
Attending activities or events	10	Q11_10
Local studies and local history		
Accessing ebooks/emagazines/eaudio		
Study		
Accessing wifi		
OTHER		Q11_0

Q12. I'm going to make a series of statements, please let me know how strongly you agree with these statements in relation to your local library (where 1 means you strongly disagree, and 5 means you strongly agree)

PROMPTED read out and rate each option

	1 - Strongly disagree	2	3	4	5 - Strongly agree	N/A	
The range of books items for use is adequate	1	2	3	4	5	555	Q12_1
The collection of books is up to date	1	2	3	4	5	555	Q12_2
The books are relevant to my needs	1	2	3	4	5	555	Q12_3
There are generally enough staff on duty when I visit	1	2	3	4	5	555	Q12_4
Staff are able to satisfy my needs	1	2	3	4	5	555	Q12_5
The programs and events offered by the library are relevant to my needs and interests	1	2	3	4	5	555	Q12_6
The library should support people with gaining employment	1	2	3	4	5	555	Q12_7
The library should support people with gaining education qualifications	1	2	3	4	5	555	Q12_8
There are enough ebooks/emagazines/ eaudio for my needs							

Q13. [Q7], are the opening hours adequate for your needs?

UNPROMPTED. Class UNSURE as YES

Yes	1	
No	2	Q13

Q14. What times would make it easier for you or another member of your household to visit the library?

Answer If Attribute "No" from Q13 is SELECTED

Unprompted. Tick any that apply.

Open earlier	1	Q14_1
Open lunch times	2	Q14_2

Open on an evening	3	Q14_3
Open Saturday morning	4	Q14_4
Open Saturday afternoons	5	Q14_5
Open Saturday (no time specified)	6	Q14_6
Open Sundays	7	Q14_7
Open more days	8	Q14_8
OTHER		Q14_0

Q15. Which of the following would make you visit your local library more often? Please answer yes or no to each option.

PROMPTED read out and rate each option

	Yes	No	Unsure	No opinion	
Improved computer access/availability of computers	1	2	666	4	Q15_1
Newspapers	1	2	666	4	Q15_2
More DVDs	1	2	666	4	Q15_3
Music CDs	1	2	666	4	Q15_4
Improved physical environment	1	2	666	4	Q15_5
Improved parking	1	2	666	4	Q15_6
Improved staff service	1	2	666	4	Q15_7
Gaming technology, for example xbox or wii	1	2	666	4	Q15_8
Local studies/Family history research facilities	1	2	666	4	Q15_9
Community information	1	2	666	4	Q15_10
More activities for children, youth and others-adults	1	2	666	4	Q15_11
Youth space	1	2	666	4	Q15_12
More Ebooks	1	2	666	4	Q15_13
Local library apps for your phone or tablet	1	2	666	4	Q15_14
More books	1	2	666	4	Q15_15
Better range of books	1	2	666	4	Q15_16
Up-to-date books	1	2	666	4	Q15_17
Library advertising its services and events	1	2	666	4	Q15_18
Better opening times	1	2	666	4	Q15_19
More meeting spaces	1	2	666	4	Q15_20
Emailed newsletter and event news messages					
Homework help for students					

***Q16. Is there anything else that would make you visit your local library more often?**

Answer If [Q15_11] = 1

PROBE

Q16

Q17. Do you use the Library website?

Yes	1
No	2

Q17

Q18. What do you use it for?

Answer If Attribute "Yes" from Q17 is SELECTED

UNPROMPTED - Tick any that apply

Online library catalogue	1
Events	2
Fun stuff	3
Research	4
Family history	5
Local history	6
Library policy	7
Library's facebook page	8
Library's pinterest page	
Library's flickr page	
The book selection tool	
Ebooks/emagazines/eaudio	
Online eResources ie) Ancestry.com, world book web,	
Novelist	
OTHER	

Q18_1

Q18_2

Q18_3

Q18_4

Q18_5

Q18_6

Q18_7

Q18_8

Q18_O

Go to Q20

Q19. Why not?

Answer If Attribute "No" from Q17 is SELECTED

No need	1
Dont know how	2
Unfamiliar with it/Unaware it exists	3
Too hard to find things on it	

Q19

Q20. Do you assist anyone else to use the library?

Yes	1
No	2

Q20

Q21. Can you briefly explain what this involves?

Answer If Attribute "Yes" from Q20 is SELECTED

Unprompted

Child	1	Q21_1
Elderly/disabled	2	Q21_2
Working/hours inconvenient	3	Q21_3
OTHER		Q21_O

Q22. On a scale of 1-5, how satisfied are you with your local library generally? (where 1 is very dissatisfied and 5 is very satisfied)

Confirm rating is correct

1 Very dissatisfied	1	
2	2	
3	3	Q22
4	4	
5 Very satisfied	5	

***Q23. Are there any other improvements you would like to see?**

PROBE

Q23

Go to Q27

Q24. Are there any particular reasons you don't use the library?

Unprompted. Probe, tick any that apply.

Dont read much	1	Q24_1
Too busy	2	Q24_2
Haven't thought of it	3	Q24_3
Buy books/ebooks rather than borrow	4	Q24_4
None close enough	5	Q24_5
Poor selection of books etc	6	Q24_6
Poor service	7	Q24_7
Library is too busy/noisy	8	Q24_8
Poor access into building or within	9	Q24_9
Opening hours dont suit	10	Q24_10
Not enough public access PCs	11	Q24_11
Wait too long for books Ive requested	12	Q24_12
Use eBooks instead	13	Q24_13
No reason given	14	Q24_14
OTHER		Q24_O

Q25. [Q7], which of the following would make you or a member of your household more likely to visit your local library?

PROMPTED read out and rate each option

	Yes	No	Unsure	
Improved computer access/availability of computers	1	2	666	Q25_1
Newspapers	1	2	666	Q25_2
More DVDs	1	2	666	Q25_3
Music CDs	1	2	666	Q25_4
Gaming technology, for example xbox or wii	1	2	666	Q25_5
Improved physical environment	1	2	666	Q25_6
Improved parking	1	2	666	Q25_7
Improved staff service	1	2	666	Q25_8
More activities for children, youth and others-adults	1	2	666	Q25_9
Local studies/Family history research facilities	1	2	666	Q25_10
Community information	1	2	666	Q25_11
Youth space	1	2	666	Q25_12
More Ebooks	1	2	666	Q25_13
Local library apps for your phone or tablet	1	2	666	Q25_14
More books	1	2	666	Q25_15
Better range of books	1	2	666	Q25_16
Up-to-date books	1	2	666	Q25_17
Library advertising its services and events	1	2	666	Q25_18
Better opening times	1	2	666	Q25_19
More meeting spaces	1	2	666	Q25_20

***Q26. Are there any others or changes your local library could make that would make you more likely to use it?**

PROBE

Q26

Q27. Gender?

Don't ask

Male	1	
Female	2	

Q27

Q28. May I have your age range?

PROMPTED

15-24	1
25-39	2
40-54	3
55-69	4
70+	5

Q28

Q29. Do you live in a town, village or rural location?

Town	1
Village	2
Rural	3

Q29

Q30. Do you identify as an Aboriginal or Torres Strait islander or are you from a multicultural background?

UNPROMPTED

Yes, Aboriginal/TSI	1
Yes, multicultural background	2
No	3

Q30

Q31. What is your employment status?

Prompted-read options. If more than one (e.g. studying and working), choose that on which more time is typically spent each week

Working full-time	1
Working part-time	2
Studying	3
Retired	4
Home duties	5
Seeking work	6
OTHER	

Q31

Q32. Do you have broadband Internet in your household?

Yes	1
No	2

Q32

Q33. What is your highest level of education attained?

UNPROMPTED

Year 10	1
Year 12	2
Tertiary or TAFE qualification	3
OTHER	

Q33

Q34. That's the end of the survey [Q7], thank you very much for your time. A manager may be in touch to confirm you took part in this survey. Do you have any questions regarding the survey? Thank you again, your participation will help council improve its local library service. Have a great afternoon/evening.

End

Additional questions

Q11A. I remember seeing or hearing advertising, promotion or information about the library in ... (MARK "x" IN THE BOX FOR ALL THAT YOU RECALL. WRITE IN EXTRA DETAILS)

<input type="checkbox"/> An advertisement in a newspaper	[01]
<input type="checkbox"/> An article in a newspaper	[02]
<input type="checkbox"/> An eNewsletter from the Library	[03]
<input type="checkbox"/> On the library's or council's website	[04]
<input type="checkbox"/> Somewhere else on the internet	[05]
<input type="checkbox"/> In a printed library brochure	[06]
<input type="checkbox"/> In a banner, sign or poster at a library	[07]
<input type="checkbox"/> In a banner, sign or poster away from any library	[08]
<input type="checkbox"/> In an email from the library	[09]
<input type="checkbox"/> Someone I know told me about it	[10]
<input type="checkbox"/> Somewhere else PLEASE DESCRIBE.....[11]	
<input type="checkbox"/> Don't remember any	[12]

Q11b. I would be likely to learn about what is happening in my library if the information was ... (MARK "x" IN THE BOX FOR ALL THOSE THAT WOULD BE LIKELY TO REACH YOU)

<input type="checkbox"/> Sent by email	[01]
<input type="checkbox"/> Sent by SMS messaging	[02]
<input type="checkbox"/> In a local newspaper	[03]
<input type="checkbox"/> On Council's website	[04]

<input type="checkbox"/> On flyers or posters	[05]
<input type="checkbox"/> Available on Twitter or Facebook	[06]
<input type="checkbox"/> Sent through a smart phone app	[07]
<input type="checkbox"/> In a Library newsletter in my mail	[08]
<input type="checkbox"/> In a Library newsletter sent by email	[09]
<input type="checkbox"/> In school newsletters	[10]
<input type="checkbox"/> In advertising in the library	[11]
<input type="checkbox"/> On community notice boards	[12]
<input type="checkbox"/> Spread by library staff	[13]
<input type="checkbox"/> In some other way (PLEASE DESCRIBE)	[15]
<input type="checkbox"/> None of these would be likely to reach me	[16]
<input type="checkbox"/> I do not need to learn about what is happening in my library	[17]