



**Fairfax County Public Library
Community Survey and Outreach Project**

**Telephone Survey and
Online Survey of Community Residents**

**Executive Summary
September 5, 2016**



CIVICTechnologies

BACKGROUND

As a key component of the Fairfax County Public Library (FCPL) Community Survey and Outreach Project, The Ivy Group, in collaboration with CIVICTechnologies, planned and launched a telephone survey of randomly selected residents of Fairfax County and the City of Fairfax in May, 2016. The goal of the study is to provide the Library with a precise and statistically-reliable understanding of the needs and preferences of both current and potential customers as they relate to public library use in Fairfax. Study findings will enable Trustees and the senior management team to develop, with confidence, future priorities for Library program and service delivery.

RESEARCH OBJECTIVES

Specific objectives of the telephone survey are to:

- Determine use patterns;
- Identify barriers preventing use of public library services;
- Measure how satisfied current users of the Library are with specific service attributes;
- Identify programs and services residents would like to have expanded or enhanced;
- Measure the level of interest in potential new service offerings; and
- Learn how community residents prefer to receive Library communications.

RESEARCH METHODOLOGY

The consulting team developed a custom 12-minute questionnaire for FCPL's telephone survey with input provided by the Library on topic areas to be covered. The questionnaire included three questions that would be posed to a respondent based on the frequency at which he/she indicates using the services of the Library.

With a goal of 1,100 completed interviews (yielding a margin of error of +/- 3% at the 95% confidence level for the estimated 1,012,409 residents of Fairfax County and the City of Fairfax who are 18+ years old, but not for individual market segments), a total of 32,000 randomly selected telephone numbers (18,000 residential landline and 14,000 cell) were purchased from a commercial list broker.

Calls were conducted during the day, at night, and on weekends by professional interviewers experienced in conducting public library studies. Fairfax County Public Library was identified as the sponsor of the research project both by Caller ID and by the researchers. The survey was offered to respondents in either English or Spanish.

To qualify for participation in the study, respondents had to be at least 18 years of age and reside in either Fairfax County or the City of Fairfax.

Over five weeks, a total of 1,109 telephone interviews were completed—809 on residential landlines and 300 on cell phones. All 1,109 respondents opted to participate in English. 16% of all respondents were of Hispanic ethnicity, mirroring the demographic for Fairfax as a whole.

FINAL CALL DISPOSITIONS
Calls Conducted May 12, 2016 – June 18, 2016

	Count
No answer	8,416
Phone busy	2,373
Disconnected phone	1,828
Business/Government phone	389
Respondent not available	1,397
Initial refusal	1,642
Computer tone	202
Language problems	388
Schedule callback	484
Call substitute phone number	14
Answering machine	16,952
Unable to complete call	308
Number changed	26
Blocked call	272
Duplicate number	4
Add to study do not call list	374
Break off in mid-interview	46
DNQ-Already completed online	93
DNQ-Non Resident	629
DNQ-Age	213
Over Quota	5
Completed Interviews	1,109
Average length of interview	12:39

DEFINITIONS

- For purposes of this research, a “**library user**” is defined as someone who has used the services of the Fairfax County Public Library—either in person, online, or by phone—**three times or more** in the past 12 months.
- A “**non-user**” is defined as an individual who has used FCPL **two or fewer times** in the past 12 months. In the context of the research questions being asked, someone who has used FCPL only once or twice in a year is typically no more knowledgeable about the depth or breadth of library resources or customer service than is an individual who has not used the Library at all.

ACCOMPANYING ONLINE SURVEY OF FAIRFAX RESIDENTS

To foster greater awareness of the outreach project and provide the means for all residents of the County and City of Fairfax to have a voice in the process, The Ivy Group also programmed an online version of the telephone survey—a link to which was made available on the Library’s website. The Library actively promoted the survey via email to its cardholders.

It is important to emphasize that the data obtained through the online survey is not statistically reliable and should not be given the same “weight” as that obtained via the telephone survey. Rather than being randomly sampled, individuals self-elected to participate, resulting in a respondent base that is not statistically representative of the community as whole. Also, with online research, it is impossible to determine whether or not a respondent is truly qualified to participate (i.e., both a resident of Fairfax and 18+ years of age) and ensure that no one submits more than one completed survey.

In total, 18,172 residents of Fairfax County and City of Fairfax completed an online survey submission: 99% self-identify as cardholders, and 90% report having used FCPL at least three times in the past 12 months.

Note: Quantitative data from the online survey of Fairfax residents is included in this report *for comparative purposes only*. The consulting team’s analysis pertains only to that data obtained via the telephone survey.

TELEPHONE RESEARCH HIGHLIGHTS

A total of 1,109 residents of Fairfax participated in the Library's telephone survey.

- 39% of respondents are male and 61% are female.
- 78% of respondents have a FCPL card.
- 30% of respondents live in a household in which a language other than English is spoken.
- 64% of respondents vote in every local election.
- 39% of respondents have used public library services two or fewer times in the past twelve months. For purposes of this research, these respondents are classified as "non-users" of library services.
- The primary reasons that these respondents give for not using the Library are that they use the Internet to get information (28%); they do not have the time to use the Library (20%); or they have other places to get reading materials (10%).
- 61% of respondents have used the services of the Fairfax County Public Library three times or more in the past twelve months. For purposes of this research, these respondents are classified as "users" of library services.
- Among library users, 49% indicate that they have used FCPL more than 12 times in the past year. From that group, 58% are considered "power patrons", having used FCPL more than 25 times in the past year, including two who say they do not have a library card.
- Reston, Kings Park, Centreville, City of Fairfax, Chantilly, and George Mason are cited by a combined 45% of users as the locations they use most frequently.
- Library users report that they are most satisfied with staff courtesy and customer service, self-checkout stations, and parking.
- Satisfaction with the Library's Wi-Fi, number of computers, wait time for reserved items, and website rank the lowest of eight items surveyed. A significant percentage of users indicate they do not know enough about the respective services to be able to express an opinion.
- Respondents believe that children, individuals with special needs, and older adults are FCPL's top service priorities. Among eight market segments rated, business owners and job seekers rank the least important.

- Resources and services deemed most important for the Library to expand or enhance are children’s programs, books and materials; reference materials and services; adult literacy programs; and services for English language learners. Respondents consider DVDs and CDs, and help applying for unemployment, social security, and health insurance to be the least important of 14 items surveyed.
- When asked about potential new service offerings, respondents express the greatest interest in off-site book drop/pick up, more self-service options, laptops or tablets available on loan, and live chat with a member of Library staff.
- By far, respondents rank Email as the best way for the Library to communicate with them about its programs and services. Website ranks a distant second.
- 82% of users report that they are extremely satisfied with the Library overall.
- 57% of respondents (63% of library users) completely agree with the statement, “Fairfax County Public Library does all it can to offer the services and resources that residents need.”
- 71% of respondents (78% of library users) completely agree with the statement, “The Library provides good value for the tax dollars invested.”

ANALYSIS OF TELEPHONE SURVEY FINDINGS

Reminder: Data from the online survey of Fairfax residents is not statistically reliable and is referenced in this report for comparative purposes only. Data analysis and commentary pertains only to the results of the telephone survey.

Gender of survey respondents (noted, but not asked)

61% of telephone survey respondents are female and 39% are male. This finding is similar to that from other public library surveys in which females were more likely to be the library user in the household and therefore more willing to take part in a survey about libraries.

QUESTION 12*

Percentage of respondents who reside in a household where a language other than English is spoken

	Telephone Survey <i>All respondents</i>	Telephone Survey <i>Users only</i>	Online Survey <i>All respondents</i>
Yes	30%	28%	21%
No	69%	71%	79%

* Question 12 is reported out-of-numeric order in order to introduce the base findings before they are referenced in cross-tabulations throughout this report.

QUESTION 2

Percentage of respondents who have a Fairfax County Public Library card

78% of telephone survey respondents are registered cardholders [cf. 99% of online respondents].

Women (82%) are slightly more likely than men (72%) to have a library card, as are library users (95%) compared to non-users (52%).

Respondents ages 41 and older are most likely to have a library card, as are individuals who reside in a household where English is the only language spoken.

QUESTION 3

Use of public library services in the past 12 months

39% of telephone survey respondents have used FCPL services two or fewer times in the past 12 months [cf. 10% of online respondents] and for purposes of this study are classified as “non-users”.

Over one-quarter of all cardholders are not using the Library.

43% of respondents from multi-lingual households do not use the Library, as compared to 37% of respondents of those who speak English exclusively at home.

61% of telephone respondents [cf. 90% of online survey respondents] are deemed “library users”, having used FCPL three times or more in the past 12 months. Their frequency of use is as follows:

	Telephone Survey	Online Survey
3-6 times	26%	16%
7-12 times	24%	20%
13-25 times	21%	22%
26+ times	29%	31%

QUESTION 4

Primary reason for not using FCPL, or not using FCPL more frequently

Note: Question 4 was posed only to library non-users (individuals who have used library services two or fewer times in the past 12 months.)

	Telephone Survey	Online Survey
I use the Internet to get information.	28%	19%
I don't have time.	20%	22%
I have other places to get books, DVDs, etc.	10%	16%
I don't read a lot.	4%	8%
The Library is too far away.	2%	2%
I don't have a way to get to the Library.	2%	2%
I use the services of other libraries.	2%	3%
The Library doesn't have what I need.	2%	7%
Don't know	2%	----
The Library's hours are not convenient for me.	1%	4%
I am unfamiliar with what the Library offers.	1%	3%
Library technology is out of date/inadequate.	1%	2%
I don't have a library card.	1%	1%
I owe a fine or fees.	<1%	1%
The Library is crowded and noisy.	<1%	1%
The staff is unfriendly/unpleasant.	<1%	<1%
Parking is a problem.	<1%	<1%
Other	23%	10%

With one exception, there is no statistically significant difference in the responses of individuals who reside in multi-lingual vs. English-only households: lack of time is a more prevalent barrier to library use among respondents from multi-lingual households (13%) than among English-only speakers (5%).

QUESTION 5
Branch used most frequently

Note: Question 5 was posed only to library users (individuals who have used library services three times or more in the past 12 months.)

	Telephone Survey <i>Users only</i>	Online Survey <i>Users only</i>
Reston	10%	11%
Kings Park	9%	6%
Centreville	7%	5%
City of Fairfax	7%	7%
Chantilly	7%	7%
George Mason	6%	5%
Sherwood	6%	4%
Dolley Madison	5%	4%
Burke Centre	5%	4%
Patrick Henry	5%	5%
Pohick	5%	6%
Oakton	4%	4%
Richard Byrd	4%	3%
John Marshall	3%	2%
Kingstowne	3%	3%
Tysons-Pimmit	3%	4%
Thomas Jefferson	3%	3%
Lorton	2%	1%
Don't Know/Refused	2%	----
Online	2%	9%
Herndon Fortnightly	2%	2%
Martha Washington	1%	2%
Great Falls	1%	2%
Woodrow Wilson	1%	1%
Access Services Center	<1%	<1%

QUESTION 6

Resources and services with which users are “Extremely Satisfied”

Note: Question 6 was posed only to library users (individuals who have used library services three times or more in the past 12 months.)

	Telephone Survey <i>Users only</i>	Online Survey <i>Users only</i>
Staff courtesy and customer service provision	91%	81%
Overall satisfaction with the Library	82%	72%
Self-checkout stations	76%	81%
Parking	76%	73%
Hours	56%	45%
Library website	46%	53%
Wait time for reserved items	42%	42%
Number of computers	33%	36%
Library Wi-Fi	26%	36%

As compared with their multi-lingual counterparts, respondents who reside in households where only English is spoken express a higher level of satisfaction with:

- Staff courtesy and customer service provision;
- Wait time for reserved items;
- Parking;
- FCPL’s website; and
- FCPL overall.

Respondents from multi-lingual households report greater satisfaction with FCPL’s Wi-Fi.

The data reveals no significant difference between the two groups with respect to satisfaction with Library business hours, number of computers, and self-checkout stations.

A significant percentage of users—higher among respondents from English-only households—do not know enough to be able to express an opinion about the following:

	Telephone Survey <i>Users only</i>	Online Survey <i>Users only</i>
Library Wi-Fi	57%	50%
Number of computers	45%	42%
Library website	20%	7%
Wait time for reserved items	16%	12%

QUESTION 7

Market segments rated “Extremely Important” for FCPL to focus on serving

	Telephone Survey <i>All respondents</i>	Telephone Survey <i>Users only</i>	Online Survey <i>All respondents</i>
Children ages 9 – 12	85%	87%	86%
Children preschool to age 8	83%	86%	86%
Individuals with special needs	75%	78%	67%
Older adults	71%	79%	76%
Teens	70%	75%	78%
English language learners	69%	69%	62%
Job seekers	54%	56%	51%
Business owners	22%	24%	26%

As shown in the chart below, respondents from English-only households deem only *Older adults* a higher priority than do Fairfax residents who speak a language other than English at home.

The two population groups are virtually aligned regarding the priority they believe the Library should give to *Individuals with special needs*.

Respondents from multi-lingual households deem all other market segments as higher priorities for the Library than do their multi-lingual neighbors.

Market segments appear in descending order of the degree of difference between population groups:

	Telephone Survey <i>Multi-lingual respondents</i>	Telephone Survey <i>English-only respondents</i>
English language learners	76%	66%
Teens	76%	67%
Business owners	27%	20%
Children ages 9 to 12	89%	84%
Job seekers	57%	52%
Children preschool to age 8	86%	82%
Individuals with special needs	77%	75%
Older adults	68%	72%

QUESTION 8

Resources and services rated “Extremely Important” for the Library to expand/enhance

	Telephone Survey <i>All respondents</i>	Telephone Survey <i>Users only</i>	Online Survey <i>All respondents</i>
Children’s programs	83%	83%	75%
Children’s books & materials	81%	81%	77%
Reference materials & services	66%	68%	62%
Adult literacy programs	63%	64%	54%
Services for English learners	62%	61%	48%
Downloadable materials	57%	60%	64%
Non-fiction	54%	60%	64%
Comfortable meeting and study spaces	53%	53%	52%
Homework help	51%	48%	38%
Computer & tech training	50%	45%	39%
Author talks & book groups	50%	50%	35%
Fiction & bestsellers	49%	54%	65%
Help applying for government services such as social security, unemployment, and health insurance	44%	41%	34%
DVDs and CDs	25%	25%	29%

As shown in the chart on the following page, respondents from multi-lingual households convey a stronger sense of the importance of expanding 11 of the 14 offerings polled than do respondents who speak only English at home.

Respondents from English-only households deem only *Fiction and bestsellers* more important to expand than do their multi-lingual neighbors.

The two population groups are virtually aligned with respect to *Adult literacy programs* and *Non-fiction*.

Items below appear in descending order of the degree of difference between population groups:

QUESTION 8, continued

Resources and services rated “Extremely Important” for the Library to expand/enhance

	Telephone Survey <i>Multi-lingual respondents</i>	Telephone Survey <i>English-only respondents</i>
Homework help	64%	45%
Computer and tech training	61%	45%
Services for English learners	72%	58%
Help applying for government services	52%	40%
Comfortable meeting and study spaces	60%	50%
Author talks & book groups	57%	47%
Downloadable materials	61%	55%
Children’s books & materials	85%	79%
DVDs & CDs	29%	24%
Children’s programs	86%	81%
Reference materials & services	69%	65%
Adult literacy programs	63%	63%
Non-fiction	53%	54%
Fiction & bestsellers	44%	52%

QUESTION 9

Potential technology offerings in which respondents are “Extremely Interested”

	Telephone Survey <i>All respondents</i>	Telephone Survey <i>Users only</i>	Online Survey <i>All respondents</i>
Off-site book drop off/pick up	33%	30%	26%
More self-service options	28%	27%	23%
Laptops, tablets available on loan	27%	23%	14%
Live chat for customer questions	26%	22%	16%
Playaway for children	22%	19%	17%
24-hour book vending machines	21%	20%	22%
Makerspaces	17%	15%	14%
Hoopla/ downloadable video	16%	16%	16%
Freegal/ downloadable music	15%	16%	17%

In contrast to respondents who speak English exclusively, multi-lingual respondents convey stronger interest in all of the nine potential offerings surveyed. Items on the following page appear in descending order of the degree of difference between population groups:

QUESTION 9, continued

Potential technology offerings in which respondents are “Extremely Interested”

	Telephone Survey <i>Multi-lingual respondents</i>	Telephone Survey <i>English-only respondents</i>
More self-service options	40%	22%
Playaway for children	34%	17%
Laptops, tablets available on loan	39%	22%
24-hour book vending machines	32%	16%
Off-site book drop off/pick up	45%	28%
Makerspaces	28%	13%
Live chat for customer questions	34%	22%
Hoopla/ downloadable video	24%	13%
Freegal/ downloadable music	19%	14%

QUESTION 10

Preferred means of receiving information from the Library

	Telephone Survey <i>All respondents</i>	Telephone Survey <i>Users only</i>	Online Survey <i>All respondents</i>
Email	66%	73%	52%
Website	12%	10%	16%
Flyers/signage in the Library	4%	5%	3%
E-newsletter	3%	3%	22%
Social media	1%	1%	3%
Calendar of events	1%	<1%	4%
County Cable Channel 16	<1%	----	<1%
Radio/PSAs	<1%	<1%	<1%
Other	11%	7%	1%
Don't know	3%	1%	----

The only distinction of significance between multi-lingual and English-only respondents pertains to their preferences for information via *Email* or *Website*.

	Telephone Survey <i>Multi-lingual respondents</i>	Telephone Survey <i>English only respondents</i>
Email	72%	63%
Website	8%	13%

QUESTION 11

Percentage of respondents indicating *complete agreement* with the following statements:

	Telephone Survey <i>All respondents</i>	Telephone Survey <i>Users only</i>	Online Survey <i>All respondents</i>
a) FCPL does all it can to offer services and resources that residents need.	57%	63%	60%

Even library users—those most familiar with Library operations and offerings—seem to contend that FCPL is not doing all it can to meet resident needs.

Individuals from multi-lingual households give the Library higher marks (62%) than do individuals who speak only English at home (55%).

	Telephone Survey <i>All respondents</i>	Telephone Survey <i>Users only</i>	Online Survey <i>All respondents</i>
b) The Library provides good value for the tax dollars invested.	71%	78%	78%

Library use drives a respondent's sense of perceived value.

Data reveals little difference in the opinions of respondents who speak only English at home (72%) and those from multi-lingual households (69%).

QUESTION 13

Age distribution of survey participants

	Telephone Survey <i>All respondents</i>	Telephone Survey <i>Users only</i>	Online Survey <i>All respondents</i>
18-25	4%	4%	4%
26-40	15%	14%	20%
41-60	40%	42%	40%
61 and up	40%	39%	33%
Prefer not to answer	1%	1%	3%

QUESTION 14

Frequency of voting in local elections

	Telephone Survey <i>All respondents</i>	Telephone Survey <i>Users only</i>	Online Survey <i>All respondents</i>
Every election	64%	68%	61%
Most elections	21%	20%	26%
Rarely	6%	5%	4%
Never	8%	6%	3%
Prefer not to answer	2%	2%	6%

Library users and individuals who reside in households where only English is spoken are more likely to vote than their counterparts:

- 68% of library users report voting in every local election, as compared to 58% of non-users.
- 71% of respondents who speak only English at home vote in every election, compared to 48% of those who reside in multi-lingual households.

QUESTION 15

Additional comments regarding the Fairfax County Public Library

516 telephone survey respondents (47%) took advantage of the opportunity to offer additional comments or feedback about the Library. These comments, recorded *verbatim* by the interviewer and categorized into topic areas, appear in APPENDIX A to this report.

8,215 individuals who participated in the online survey (45%) provided anecdotal feedback. These comments appear *verbatim* as keyed by the respondents in APPENDIX B to this report. Given length, these comments have not been categorized and are presented in the order of survey submission.

FAIRFAX COUNTY PUBLIC LIBRARY TELEPHONE SURVEY

INTERVIEWER: _____

DATE: _____ TIME: _____

Hello. I'm _____, calling on behalf of the Fairfax County Public Library to learn what the Library's priorities should be in the future. This interview will take about 10 minutes, and the information you provide will remain confidential.

1. Are you 18 years of age or older?

Yes	1	CONTINUE
No	2	TERMINATE

1a. Are you a resident of Fairfax County or the City of Fairfax?

Yes	1	CONTINUE
No	2	TERMINATE
Don't Know	3	TERMINATE

2. Do you have a current card for the Fairfax County Public Library?

Yes	1	CONTINUE
No	2	CONTINUE
Don't Know	3	CONTINUE

3. In the last 12 months, approximately how many times have you used the services of the Fairfax County Public Library? Please include visits to a branch of the Library as well as your accessing Library information online or calling the Library with questions. *(DO NOT READ LIST. ENTER ACTUAL NUMBER AND CIRCLE CODE BELOW.)*

_____#/Times

0	1	CONTINUE TO Q4
1 – 2	2	CONTINUE TO Q4
3 – 6	3	SKIP TO QUESTION 5
7 – 12	4	SKIP TO QUESTION 5
13 – 25	5	SKIP TO QUESTION 5
26+	6	SKIP TO QUESTION 5

FAIRFAX COUNTY PUBLIC LIBRARY TELEPHONE SURVEY

4. What is the primary reason you do not use the Library, or do not use it more frequently? *(DO NOT READ LIST. ACCEPT ONE ANSWER.)*

I don't have a way to get to the Library.	1
The Library is too far away.	2
Parking is a problem.	3
I don't have a library card.	4
I don't read a lot.	5
I don't have time.	6
It hasn't occurred to me to go there / I am unfamiliar with what the Library offers.	7
I have other places to get books, DVDs, etc.	8
I use the services of other libraries.	9
I use the Internet to get information.	10
The Library's hours are not convenient for me.	11
The Library does not have what I need.	12
Library technology is out of date/inadequate.	13
The Library is crowded and noisy.	14
I owe money for fines or lost books.	15
The staff is unfriendly/unpleasant	16
Other	17

SKIP TO QUESTION 7

FAIRFAX COUNTY PUBLIC LIBRARY TELEPHONE SURVEY

5. Which branch of the Library do you use most frequently? (DO NOT READ LIST.)

Access Services Center <i>Government Center Parkway, Fairfax</i>	1
Burke Centre <i>Freds Oak Road, Burke</i>	2
Centreville <i>St. Germain Drive, Centreville</i>	3
Chantilly <i>Stringfellow Road, Chantilly</i>	4
City of Fairfax (INCLUDES THE VIRGINIA ROOM) <i>North Street, Fairfax</i>	5
Dolley Madison <i>Oak Ridge Avenue, McLean</i>	6
George Mason <i>Little River Turnpike, Annandale</i>	7
Great Falls <i>Georgetown Pike, Great Falls</i>	8
Herndon Fortnightly <i>Center Street, Herndon</i>	9
John Marshall <i>Rose Hill Drive, Alexandria</i>	10
Kings Park <i>Burke Lake Road, Burke</i>	11
Kingstowne <i>Landsdowne Centre, Alexandria</i>	12
Lorton <i>Richmond Highway, Lorton</i>	13
Martha Washington <i>Fort Hunt Road, Alexandria</i>	14
Oakton <i>Lynnhaven Place, Oakton</i>	15
Patrick Henry <i>Maple Avenue, Vienna</i>	16
Pohick <i>Sydenstricker Road, Burke</i>	17
Reston <i>Bowman Towne Drive, Reston</i>	18
Richard Byrd <i>Commerce Street, Springfield</i>	19
Sherwood <i>Sherwood Hall Lane, Alexandria</i>	20
Thomas Jefferson <i>Arlington Boulevard, Falls Church</i>	21
Tysons-Pimmit <i>Leesburg Pike, Falls Church</i>	22
Woodrow Wilson <i>Knollwood Drive, Falls Church</i>	23
Online <i>www.fairfaxcounty.gov/library</i>	24

FAIRFAX COUNTY PUBLIC LIBRARY TELEPHONE SURVEY

6. Using a rating scale of Extremely Satisfied, Somewhat Satisfied, and Not at All Satisfied, please indicate your level of satisfaction with the following aspects of the Library. (*READ LIST.*)

	Extremely	Somewhat	Not At All	
Staff courtesy and customer service provision	1	2	3	DK
Hours	1	2	3	DK
Number of computers	1	2	3	DK
Library Wi-Fi	1	2	3	DK
Self-checkout stations	1	2	3	DK
Wait time for reserved items	1	2	3	DK
Parking	1	2	3	DK
Library website	1	2	3	DK
Overall satisfaction with the Library	1	2	3	DK

7. Using a rating scale of Extremely Important, Somewhat Important, and Not at All Important, how important do you believe it is for the Library to focus on serving the following? (*READ LIST.*)

	Extremely	Somewhat	Not At All	
Children preschool to age 8	1	2	3	DK
Children ages 9 – 12	1	2	3	DK
Teens	1	2	3	DK
Older adults	1	2	3	DK
English language learners	1	2	3	DK
Business owners	1	2	3	DK
Job seekers	1	2	3	DK
Individuals with special needs	1	2	3	DK

FAIRFAX COUNTY PUBLIC LIBRARY TELEPHONE SURVEY

8. The Library wants to offer the resources and services that residents value. Using a rating scale of Extremely Important, Somewhat Important, and Not at All Important, how important do you believe it is for the Library to expand or enhance the following? (*READ LIST.*)

	Extremely	Somewhat	Not At All	
Fiction and bestsellers	1	2	3	DK
Non-fiction, such as biographies or books on hobbies	1	2	3	DK
Downloadable materials such as eBooks and eAudiobooks	1	2	3	DK
DVDs and CDs	1	2	3	DK
Reference materials and services	1	2	3	DK
Children's books and materials	1	2	3	DK
Children's programs such as summer reading and early literacy for preschoolers	1	2	3	DK
Homework help	1	2	3	DK
Computer and tech training	1	2	3	DK
Adult literacy programs	1	2	3	DK
Services for English language learners	1	2	3	DK
Educational programs such as author talks and book groups	1	2	3	DK
Help applying for unemployment, social security, health insurance, etc.	1	2	3	DK
Comfortable meeting and study spaces	1	2	3	DK

9. The Library is considering offering additional technology. Using a rating scale of Extremely Interested, Somewhat Interested, and Not at All Interested, how interested would you be in having the Library offer the following? (*READ LIST.*)

	Extremely	Somewhat	Not At All	
Playaway for children	1	2	3	DK
Freegal/downloadable music	1	2	3	DK
Hoopla/downloadable video	1	2	3	DK
Off-site book drop and pick up	1	2	3	DK
24-hour book vending machines	1	2	3	DK
Laptops, tablets available on loan	1	2	3	DK
Live chat for customer questions	1	2	3	DK
Makerspaces with hardware and software	1	2	3	DK
More self-service options	1	2	3	DK

FAIRFAX COUNTY PUBLIC LIBRARY TELEPHONE SURVEY

10. What is the best way for the Library to communicate with you about its programs and services? *(DO NOT READ LIST. ACCEPT ONE ANSWER.)*

E-Newsletter	1
Flyers and signage in the Library	2
County Cable Channel 16	3
Radio/public service announcements	4
Email	5
Website	6
Social media	7
Calendar of events	8
Other	9

11. Using a rating scale of Completely Agree, Somewhat Agree, and Completely Disagree, please indicate the extent to which you agree with the following statements:

a. "Fairfax County Public Library does all it can to offer services and resources that residents need."

Completely Agree	Somewhat Agree	Completely Disagree
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b. "The Library provides good value for the tax dollars invested."

Completely Agree	Somewhat Agree	Completely Disagree
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12. Is there a language other than English spoken in your household?

Yes	1
No	2

13. In which of the following age categories do you belong: *(READ)*

18 to 25	1
26-40	2
41-60	3
61 and up	4
N/A	6

FAIRFAX COUNTY PUBLIC LIBRARY TELEPHONE SURVEY

14. How often do you vote in local elections?

Every election	Most elections	Rarely	Never
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15. Thank you for participating in our study. What other comments, if any, would you like to share about the Fairfax County Public Library at this time? **(PROBE AND CLARIFY)**

END INTERVIEW.

RECORD SEX OF RESPONDENT	
Male	1
Female	2