

QuickTime™ and a
TIFF (uncompressed) decompressor
are needed to see this picture.

AUDIO GUIDE

PUBLIC LIBRARY SURVEY (*ONLINE*)

A few months ago you received a set of *Big Read Audio Guides*, and a survey asking you how you might use them. We're following up to see how you've actually used the guides, and whether they generated any interest in the books and authors. Your responses will help us understand how libraries and patrons might benefit from further distributions such as this and take part in a national initiative like the *Big Read*. Your answers will also help us determine whether to undertake these types of free mailings in the future. We very much appreciate your help.

Name: _____ Title: _____

Name of Library: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Email: _____

1. Are you glad to have received the Audio Guides? Yes No

2. Have you used the Audio Guides? Yes No

3. How have you used the Audio Guides? (*Check all that apply.*)

- | | |
|--|---|
| <input type="checkbox"/> Added them to your audio collection | <input type="checkbox"/> Recommended/used them for book clubs/discussion groups |
| <input type="checkbox"/> Displayed them with companion books/videos | <input type="checkbox"/> Created a special <i>Big Read</i> titles section |
| <input type="checkbox"/> Shared them with teachers/school librarians | <input type="checkbox"/> Other: _____ |
- (please describe)

4. Briefly describe displays, distribution methods, or other strategies that caught patrons' eyes or attracted interest.

5. How popular were the *Big Read Audio Guides* with patrons?

- Not at all popular Somewhat popular Very popular Not sure

6. How would you rate patrons' interest in the Audio Guides, compared to other library audio resources?

- Less than other resources About the same as other resources Greater than other resources

7. Have the Audio Guides sparked interest in the related authors or titles?

- Yes No Not sure

8. If yes, what evidence suggests greater interest in the authors or titles? (*Check all that apply. If no or not sure, please skip to #9.*)

- | | |
|---|--|
| <input type="checkbox"/> Inquiries about companion books | <input type="checkbox"/> Check-outs of videos/DVDs/books on tape |
| <input type="checkbox"/> Higher than average checkout of companion books | <input type="checkbox"/> Book club selection |
| <input type="checkbox"/> Higher than average checkout of other books by the authors | <input type="checkbox"/> Inquiries/checkouts by local teachers |
| <input type="checkbox"/> Inquiries about companion videos/DVDs/books on tape | <input type="checkbox"/> Other: _____ |

9. In the table below, please indicate, in column 2, whether the resources seemed to appeal to a particular audience; and, in column 3, whether you targeted your promotion to a particular audience.

	<i>Did the resources appeal to this group?</i>		<i>Did you target them to this group?</i>	
Regular patrons/avid readers	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Book club groups	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Visually challenged patrons	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Students looking for information for school projects	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Adult literacy groups	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Adolescent readers	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Seniors	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Books on tape or DVD patrons	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> Yes	<input type="checkbox"/> No

10. Have you visited the *Big Read* (www.neabigread.org) web site? Yes No

11. If so, did you download any other *Big Read* resources? Yes No

If yes, which ones?

- Content of Reader's Guides
- Teacher's Guides
- Big Read Brochure
- Big Read Catalogue
- Calendars of nearby events
- Press Releases
- Other

12. While on the *Big Read* web site, did you look at information about applying for a *Big Read* grant? Yes No