Example Impact Measurement Survey

The following is an example survey for measuring the impact of public libraries. It includes questions related to a variety of indicators, including those provided as examples in the *Measuring the Impact of Public Libraries* primer. This can be customized and shortened in order to be useful for measuring the particular areas that are important to an individual library.

For example, if a library sought to understand the number/percentage of library visitors who use the Internet at the public library, and the number/percentage for whom the library is their only free point of access to the Internet, the library might create a survey that uses only questions F3 and F5 from the example below.

Note that is always useful to include demographic questions like those outlined in Part 4 in order to understand how a particular impact differs across demographic groups. For instance, a library might find that very few *individuals over the age of 40* use the Internet at the public library. With this information, the library could decide to develop and conduct a session teaching basic Internet skills to older library visitors. As another example, a library might learn that it is the only free point of access to the Internet *for members of a particular marginalized group*. This information could be extremely powerful when advocating with government officials for additional funding or other resources.

The questions in the example survey below are grouped as follows:

- **Part 1 Frequency of use:** Introductory questions that determine which public library services respondents have used in the last 12 months and whether the public library is their only free point of access to the Internet. Question F1 determines whether respondents use technology. If respondents use technology, they should receive questions related to technology use (i.e. Questions in Part 2). If respondents do *not* use technology, they should not receive Part 2 and should skip to Part 3.
- **Part 2 The use and impact of technology:** Questions related to the use and impact of technology (e.g., computers, Internet, WiFi) at the public library.
- **Part 3 The use and impact of services at the public library:** Questions related to the use and impact of services (e.g., internet or computers in libraries, training or assistance from library staff or outside experts) at the public library.
- **Part 4 Demographic questions:** Questions to provide information on the characteristics of survey respondents and assist with disaggregating data where necessary.

A surveyor can use a laptop or a tablet to provide an electronic survey to respondents. If an electronic survey is offered, the vendor can program the "skip logic" automatically into the survey. The skip-logic means that certain questions are automatically omitted instead of having respondents manually skip over them.

Part 1 Frequency of use

F1 How often have you visited a public library in the last 12 months?
Please note that by public library, I mean any library which anyone can go to, this does not include school, college or university libraries.

READ OUT
SINGLE CODE

1. More than once per week
2. About once per week
3. About 2-3 times a month
4. About once a month
5. About once every three months
6. About once every six months
7. About once a year or less often
8. This is my first visit
9. Don't know (SPONTANEOUS)

F2 I will read out a list of services that can be provided by public libraries. Please tell me how important you think each service is, on a scale of 1 to 5, where 1 means 'Not at all important' and 5 means 'Extremely important'.

READ OUT

		Not at all important				Extremely important	Don't know
a)	Books to read / borrow	1	2	3	4	5	9
b)	Newspapers/magazines to read	1	2	3	4	5	9
c)	CDs/DVDs to borrow	1	2	3	4	5	9
d)	A space where the local community can meet	1	2	3	4	5	9
e)	Free access to computers	1	2	3	4	5	9
f)	Free access to the Internet	1	2	3	4	5	9
g)	Services to job seekers (e.g. advice on how to write CVs, job search facilities)	1	2	3	4	5	9
h)	Information for businesses (e.g. on how to start a business, seeking business opportunities)	1	2	3	4	5	9
i)	Access to information about government services, like tax, forms, etc	1	2	3	4	5	9
j)	Computer and Internet skills training	1	2	3	4	5	9
k)	School books and text books for children	1	2	3	4	5	9
l)	Study materials and text books for adults	1	2	3	4	5	9
m)	Information about/for the local	1	2	3	4	5	9

	community						
n)	Photocopiers/printers	1	2	3	4	5	9

[ASK ALL]
F3 What activities have you engaged in at a public library in the last 12 months?

READ OUT
SELECT ALL THAT APPLY

1. Browsed/ read books or newspapers
2. Borrowed/ returned/ renewed books or other material such as DVDs, CDs, Videos, CD-ROMS
3. Used a computer (e.g. to use word processing/ database/ spreadsheet packages etc.)
4. Accessed the Internet on a library computer or on my own mobile device or laptop using library WiFi (this includes using the internet for Facebook or Skype)
5. Used photocopier/ fax
6. Used other facilities for example, café, toilet, shop
7. Received one-to-one advice on how to find information on the Internet or use a computer
8. Participated in an in-person course or training session
9. Attended an event/exhibition/meeting
10. Done voluntary work at a library
11. Something else
98. Don't know (SPONTANEOUS)

[ASK ALL]
F4 Where was the first place you used the internet?

READ OUT
SINGLE CODE

1. At work
2. At home
3. In a public building (other than a library) where people can access computers, the Internet, and other digital technologies (a telecenter or community center)
4. In an Internet cafe
5. In a public library
6. In a school, university or college
7. On a mobile phone
8. Somewhere else
9. I have never used the Internet
98. Don't know (SPONTANEOUS)

[ASK ALL]
F5 Other than at a public library, where can you access the Internet for free?

READ OUT
SELECT ALL THAT APPLY

1. At work

2. In a public building other than a library where people can access computers, the Internet, and other digital technologies (a telecenter or community center)
3. In an Internet cafe
4. In a school, university or college
5. Nowhere
9. Don't know (SPONTANEOUS)

Part 2 The use and impact of technology

[IF F3 = 3 OR 4] // COMPUTER/TECHNOLOGY USERS
T1 Have you used technology (e.g. WiFi, Internet, computers, Facebook, Skype) at a public library in the last 12 months in any of the following ways?

READ OUT
SELECT ALL THAT APPLY

1. create online content (e.g.., posting on a wall or comment board, blogging, updating an online profile, uploading photos, designing websites or web content)
2. learn about the news
3. communicate with my family and friends using email
4. communicate with my family and friends using Skype, Facebook or other online tools (excluding email)
5. communicate with others for business purposes
6. search for agricultural information (e.g., farming equipment or techniques, crop prices, weather information)
7. buy products or services
8. sell products or services
9. search for government information (e.g., laws or regulations, descriptions of government programs and services, forms, or government jobs)
10. use a government service (e.g., download/ fill out/ submit forms, pay taxes, or request documents/licenses)
11. participate in governance processes (e.g., research politicians or citizens' rights, interact with public authorities or elected officials, learn how to volunteer for political events, or participate in political movements)
97. None of these
98. Don't know (SPONTANEOUS)

[IF T1 = 3 or 4] // COMPUTER/TECHNOLOGY USERS THAT HAVE COMMUNICATED WITH FAMILY/FRIENDS
T2 How has having access to technology such as Wifi, computer, internet within public libraries impacted on how much you communicate with your family and friends?

1. Communicate more with family and friends
2. Not had an impact
3. Communicate less with family and friends
9. Don't know (SPONTANEOUS)

[IF T1 = 10] // COMPUTER/TECHNOLOGY USERS THAT HAVE ACCESSED A GOV SERVICE
T3 By accessing a government service using technology at the public library (e.g., WiFi, computer, internet) did you…
a)…save time
b)…receive money, subsidies or support owed to you by the government

READ OUT

1. Yes
2. No
9. Don't know (SPONTANEOUS)

[IF F3 = 3 OR 4] // COMPUTER/TECHNOLOGY USERS
T4 I will read out a list of services/ways that the library may have helped you. Please tell me whether you agree or disagree with each statement

READ OUT

		1=Agree	2=Disagree	9=Don't know
a)	I have saved money (e.g., by using WiFi or Skype and saving on technology and communication costs, by purchasing goods or completing government forms online and saving on travel costs or because prices are cheaper online)			
b)	My awareness about community or civic activities (e.g., activities of local associations or neighborhood groups, volunteer activities, rallies) has increased			
c)	I read more than I would read if I did not have access to the public library			

Part 3 The use and impact of services at the public library

[ASK ALL]
S1. I will read out a list of skills. Which of these have you learnt as a result of public library services? Please include things that you have learnt from using the internet or computers in libraries and training or assistance from library staff or outside experts.

READ OUT
SELECT ALL THAT APPLY

How to…
1. Turn a computer on or off
2. Use a mouse
3. Use Microsoft Office (or productivity-based) software products (e.g., Outlook, Word, Excel)

4. Conduct advanced online search for information (e.g., searching within websites, using a filter to arrow results)
5. File for government support
6. Use other online services (e.g., e-banking, paying bills, purchasing goods online)
7. Use websites (e.g., Facebook website)
8. Conduct a basic search online for information (e.g., by using Google or Bing)
9. Send/receive email
10. Use communications software/applications (e.g. Skype)
11. None of the above
98. Don't know (SPONTANEOUS)

[ASK ALL]
S2 Do you agree or disagree that because of services provided by the public library (e.g., access to computers, Internet, WiFi, or other technology; assistance or training from library staff)…

	1=Agree	2=Disagree	9=Don't know
a) **you use technology more than you would if you did not have access to the public library**			
b) **you are more involved in your community than you would be if you did not have access to the public library**			

[ASK ALL]
S3 In the last 12 months, which of the following things have you used public library services to do? This should include things you have done using the technology provided in libraries, physical space for meetings or study sessions, informal training or assistance by library staff or external experts.

READ OUT
SELECT ALL THAT APPLY

1. Participate in informal learning opportunities (e.g., free courses online or in-person, training session, study groups or learning circles)
2. Complete homework
3. Write a resume or CV
4. Find job listings or employment opportunities
5. Apply for a job
6. Find health information that meets your needs (e.g., related to medical conditions, medical treatment, health providers, diet, nutrition, fitness or exercise)
7. Seek health information on behalf of someone else
8. None of these
9. Don't know (SPONTANEOUS)

[IF S3 = 5] // APPLIED FOR A JOB
S4 What was the outcome of the job application which you made using the public library services?

1. Successful – offered the job

2. Unsuccessful
3. Awaiting outcome
9. Don't know

[IF S3 = 6] // FOUND HEALTH INFO
S5 Thinking of the health information you found using public library services...

a) Did you share this information with anyone else?
b) Did it inform a decision you made about your health?
c) Did acting on this information help to improve your health?

1. Yes
2. No
9. Don't know

[ASK ALL]
S6 Do you agree or disagree that as a result of resources, information, and opportunities you accessed using public library services (e.g., computers, Internet, WiFi, or other technology; assistance or training from library staff or outside experts)...

	1=Agree	2=Disagree	9=Don't know
You are better qualified to get a job than you would be if you hadn't received these services			
Your academic performance has improved			
Your earnings have increased			

Part 4 Demographic questions

[ASK ALL]
D1 INTERVIEWER TO CODE GENDER

1. Male
2. Female

[ASK ALL]
D2 What is your age?

Allow numerical answers - 15 - 120

998.   Don't know

[ASK ALL]
D3 Would you say you live in a?

1. Rural area
2. Urban area

9. Don't know

[ASK ALL]
D4 What is the highest level of education you have completed?

1. None
2. Primary
3. Secondary
4. Technical
5. University
9. Don't know

[ASK ALL]
D5 What is your employment status?

1. Employed/Self-employed
2. Unemployed
3. Student
4. Retired
5. Unable to work due to illness
6. Responsible for ordinary shopping and looking after the home, or without any current occupation, not working
8. Prefer not to say

[ASK ALL]

D6 Do you have a disability?

1. Yes
2. No
8. Prefer not to say

[ASK ALL]
D7 What is your annual income? (ENTER NUMERIC ANSWER IN LOCAL CURRENCY)

Enter number

8. Prefer not to say

[ASK ALL]
D8 In your home, do you have the following technology?

READ OUT
SELECT ALL THAT APPLY

1. Computer
2. Internet

3. Mobile phone
4. None of these
9. Don't know (SPONTANEOUS)

[ASK ALL]
D10 Do you consider yourself to be from a minority ethnic group?

1. Yes
2. No
8. Prefer not to say
9. Don't know (SPONTANEOUS)