



1510 Willow Lawn Drive, Suite 10 • Richmond, Virginia 23230 • 804-358-8981 • 800-807-8981
www.SIRresearch.com

California State Library Library Field Survey

Hello:

This short survey is being conducted on behalf of the California State Library to help us better assist libraries in meeting the needs of their respective communities. To do that effectively we need your input. The survey will only take 5 minutes to complete. If for some reason you have technical difficulties or questions, email Feedback@SIRresearch.com.

1. What is the type of library where you work? (Select only one):

- Public (State, County, City, Special District, JPA)
- Private
- University
- Other non-profit organization
- I don't work at a Library
- Don't know

[All respondents who answer other than "Public" will see a screen thanking them for participating, but we have enough respondents from that category]

2. For what public library do you work?

What is the Branch name?

3. Which of the following best describes your job title or duties? (Select one):

- Adult Services Librarian
- Children Services Librarian
- Branch Manager
- Library Director
- Library Manager
- Young Adult Services Librarian
- Reference Librarian
- Other: _____

4. Does your library offer programs for different adult life stages? Check all that apply:

- Expectant Moms
- New Parents
- Parents with Teens
- Empty Nesters
- Boomers
- Grandparents
- Seniors
- Mature Adults
- Active Adults
- Retirees
- Assisted Living/Nursing Home Residents
- Other (please specify): _____

5. Many libraries use age as a way to segment different adult groups. Does your library use age as a way to segment your “older adults” or “senior” programs or services?

- Yes.
- No, we don’t use age to segment older adults for our programs.
- No, we don’t have any older adults programs or services.

5a. How many “older adult” segments does your library have? [**only shown to those who answer “yes” to 5 above**]

- 1
- 2
- 3
- 4
- 5

6. What age range does your library use to define Baby Boomers?

Youngest Boomers are _____ years old in 2007.

Oldest Boomers are _____ years old in 2007.

7. Which of the following best represents how your library currently views Baby Boomers? (Select only one):

- Extremely important
- Very important
- Somewhat important
- Neither important nor unimportant
- Somewhat unimportant
- Very unimportant

- Extremely unimportant
- Not applicable

8. Does your library currently offer programs and services specifically targeted to Boomers?

- Yes
- No [**Goes to Q9**]
- Not sure

8a. What specific programs and services does your library offer to Boomers? (Check all that apply)

- Mentor program
- Life planning
- Re-careering
- Volunteering/civic engagement
- Seminars or educational programs
- Book clubs
- Adult literacy
- Citizenship education
- Spirituality programs
- Health education programs
- Homebound delivery of books
- Mobility enhancement equipment
- Special rooms or sections designed for them
- Other (please specify): _____

8b. Of the programs you selected (shown below), which one(s) do you feel are the most effective for your Boomer user? (Check all that apply):

- Mentor program
- Life planning
- Re-careering
- Volunteering/civic engagement
- Seminars or educational programs
- Book clubs
- Adult literacy
- Citizenship education
- Spirituality programs
- Health education programs
- Homebound delivery of books
- Mobility enhancement equipment
- Special rooms or sections designed for them
- Other (please specify): _____

8c. Why do you think that the programs you selected are particularly effective? _____

9. List any programs from other libraries that you think are particularly effective in reaching Boomer users (include the library name/branch in your answer):

10. Which organizations or companies in your community do you or have you partnered with for your programs and services to adults over the age of 50? (Check all that apply):

- Churches
- Theatre/Arts Groups
- Non-profits
- Chamber of Commerce
- Companies or local corporations
- Senior or Adult Communities
- Government organizations (local)
- Government organizations (state)
- Government organizations (other)
- Others (please list): _____
- None [Goes to Q11]

[If someone selects Non-Profits or Companies/Corporations, then they'll see this question:]

10-1a. Please list the Non-profits with which you partnered:

10-1b. Please list the Companies/Corporations with which you partnered:

10a. What was your *main objective* for partnering with these organizations? (Select the best match):

- Attract more visitors to the library
- Reach a specific population previously not served by library
- Attract library volunteers
- Enhance community support/involvement
- Part of a larger out-reach initiative
- Make use of a partner's specific expertise. Please specify type(s) of expertise: _____

- Pursue specific mutual interests. _____
- Other: _____

10b. Which partner(s) has (have) proved to be the most effective in helping you achieve your objectives?

11. Does your library have a long-range plan?

- Yes
- No **[Goes to Q12]**
- Not sure

11a. How important is the Boomer demographic to your long-range plan? (Select one):

- Extremely important
- Very important
- Somewhat important
- Neither important nor unimportant
- Somewhat unimportant
- Very unimportant
- Extremely unimportant
- Not applicable

12. What special recruitment efforts do you have in place to engage older adults in the library community?

13. For classification purposes, Are you:

- Male
- Female

14. What is your year of birth? _____

15. What term do you think best describes your own age group? Are you a:

- Young Adult
- Generation Y
- Generation X
- Baby Boomer
- Senior
- Older Adult
- Mature Adult
- Silent Generation
- Active Adult

- Elder
- Other (specify): _____

16. Can we contact you for a follow-up phone interview based on your responses?

- Yes
- No

If yes, what phone number and times of day are best for reaching you?

Email address (for scheduling the call): _____

Phone Number () _____ - _____

- Best time to call:
- 8:00-9:00am
 - 9:00-Noon
 - Lunchtime
 - 2:00-5:00pm
 - 5:00-6:00