



Digital Services Survey

Northern Waters Library Service (NWLS) provides a variety of services to 30 libraries in the local community. As we seek to meet the needs of our library patrons and neighbors, we'd like to learn more about your use of, and interest in, different electronic and digital services – from eBooks to streaming services and professional development. You do not have to use a library to complete this survey. We would love to hear from everyone! If you would like to participate in a drawing for a \$50 gift card, please provide your contact information on the last page.

Survey Directions: Please read the directions under each section heading to determine if that set of questions is applicable to you or not. Your answers are appreciated and valued!

Section 1: Library Usage

Directions: All survey participants complete this section.

1. Do you have a library card? (Select one.)

- Yes No

2. If you have a library card, select which library your card is for. If you have cards to multiple libraries on the list, please select the library you have used most frequently in the past 12 months. (Select one.)

- | | | |
|--|---|--|
| <input type="checkbox"/> Bayfield Carnegie Library | <input type="checkbox"/> Grantsburg Public Library | <input type="checkbox"/> Evelyn Goldberg Briggs Memorial Library |
| <input type="checkbox"/> Boulder Junction Public Library | <input type="checkbox"/> Weiss Community Library | <input type="checkbox"/> Lac du Flambeau Public Library |
| <input type="checkbox"/> Forest Lodge Public Library | <input type="checkbox"/> Hurley Public Library | <input type="checkbox"/> Imogene McGrath Memorial Library |
| <input type="checkbox"/> Drummond Public Library | <input type="checkbox"/> Lac Courtes Oreilles | <input type="checkbox"/> Madeline Island Public Library |
| <input type="checkbox"/> Olson Memorial Library | <input type="checkbox"/> Land O' Lakes | <input type="checkbox"/> Frank Koller Memorial Library |
| <input type="checkbox"/> Mercer Public Library | <input type="checkbox"/> Eleanor Ellis Public Library | <input type="checkbox"/> Legion Memorial Public Library |
| <input type="checkbox"/> Plum Lake Public Library | <input type="checkbox"/> Shell Lake Public Library | <input type="checkbox"/> Presque Isle Community Library |
| <input type="checkbox"/> Superior Public Library | <input type="checkbox"/> Spooner Memorial Library | <input type="checkbox"/> Joan Salmen Memorial Library |
| <input type="checkbox"/> Washburn Public Library | <input type="checkbox"/> Winter Public Library | <input type="checkbox"/> Vaughn Public Library |
| <input type="checkbox"/> Winchester Public Library | <input type="checkbox"/> Larsen Family Public Library | <input type="checkbox"/> Other – My library is not listed |

3. How often do you use the library (approximately)? (Select one.)

- | | | |
|--|---|--------------------------------|
| <input type="checkbox"/> Weekly | <input type="checkbox"/> 3-6 times per year | <input type="checkbox"/> Never |
| <input type="checkbox"/> 1-2 times per month | <input type="checkbox"/> 1-2 times per year | |

Section 2: Digital Services Awareness

Directions: All survey participants complete this section.

4. For what purpose would you access digital services offered at your home library? (Check all that apply.)

- For pleasure/entertainment
 For academic/school for self
 For academic/school for a family member(s)
 For work/professional purposes
 Other – Please specify: _____



5. Which of the following services are you aware that your library offers? (Check all that apply.)

- Overdrive & Libby* – Collection of digital books, audiobooks, magazines, and streaming video services provided to all residents of Wisconsin.
- Gale Courses* – Provides six-week long, online programs taught by college instructors.
- Ancestry Library Edition* – An online genealogy resource for researching family history.
- BadgerLink* – Wisconsin’s online database library of reliable information.
- None of the above; I am not familiar with any of the listed services.

Section 3: Existing Digital Services Usage and Satisfaction

Directions: Only complete this section if you indicated you have a library card in Question 1.

6. How frequently, if at all, have you used the following services offered at your library?

	Weekly	1-2 times per month	3-6 times per year	1-2 times per year	Never
<i>Overdrive & Libby</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Gale Courses</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Ancestry Library Edition</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>BadgerLink</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

7. Please rate your satisfaction with the following services offered by your library:

	Satisfied	Somewhat Satisfied	Neutral/No Opinion	Somewhat Dissatisfied	Dissatisfied	NA
<i>Overdrive & Libby</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Gale Courses</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Ancestry Library Edition</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>BadgerLink</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

(Survey continues on next page.)



Section 4: New Digital Services Interest

Directions: All survey participants complete this section.

8. The following categories are different types of digital services that could be provided by your library. Please rank in order of your personal interest in the service with 1 being the service you are MOST interested in and 5 being the LEAST.

___ *Streaming Video Services* – Feature length movies and TV shows for watching on your device streaming through your desktop or our mobile app.

___ *Streaming Music Services* – Full length recorded music you can stream through your desktop or mobile app.

___ *Always Available eBooks & eAudiobooks* – eBooks and eAudiobooks without long waits or holds like you might find in Libby and Overdrive.

___ *Digital Daily Newspaper Services* – A wide variety of credible, vetted news sources spanning the US.

___ *Foreign Language Instruction* – Self-paced online language learning courses for realistic conversations and communication in your choice of world languages.

9. Some digital services place limits on the number of items you can stream or download in a given time period. How would that affect your interest in that service? (Select one.)

- None, it doesn't impact it.
- Some, depending on the limit and/or how much I am interested in the item(s).
- A lot, I am unlikely to use a service that involves limits on the number of items I can stream or download.

10. How do wait times to access a service (e.g. waiting a few days to reserve and access a streaming video or to checkout an eBook) affect your interest in that service? (Select one.)

- None, it doesn't affect it.
- Some, depending on how long the wait is and/or how much I am interested in the item(s).
- A lot, I am unlikely to use a service that involves wait times.

Section 5: About You

Directions: The following questions cover information about you that is helpful for us in understanding the unique needs of our community and ensuring we are offering a diversity of services and opportunities to meet each community member wherever they are in life - from raising babies, to being a college student, to enjoying retirement! All questions are optional, anonymous, and only used to help in planning.

11. Which of these do you have easy access to? (Check all that apply.)

- Internet or Wi-Fi device
- Microphone on your laptop, tablet or smartphone
- Printer
- Camera on your laptop, table, or smartphone
- Laptop, tablet, or smartphone
- Streaming television services (i.e. Hulu, Roku, etc.)
- None of the above

12. What county do you live in? (Select one.)

- Ashland
- Bayfield
- Burnett
- Douglas
- Iron
- Sawyer
- Vilas
- Washburn
- Other County

13. In what grouping does your age fall? (Select one.)

- < 15
- 15-19
- 20-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65-74
- 75-84
- 85+
- Prefer not to respond



14. Are you of Hispanic, Latino, or Spanish origin?

- Yes No

15. How would you describe your race and/or ethnicity? (Check all that apply.)

- American Indian/Alaskan Native Asian
 Black/African American Native Hawaiian/Other Pacific Islander
 White/Caucasian Two or more races (Biracial or Multiracial)
 Prefer not to respond

16. Which gender identity best describes you? (Select one.)

- Male Female Non-binary Prefer not to respond
 Prefer to self-describe: _____

17. Do you have any dependent children in any of the following age categories living at home? (Check all that apply.)

- Younger than 5 5-12 years old 13-18 years old 18+ still living at home
 No children at home

18. Which best describes your current employment status? (Select one.)

- Working full-time (not self-employed) Self-employed/Business owner
 Working part-time (not self-employed) Stay at home parent/homemaker
 Unemployed Student
 Disabled/Unable to work Other: _____
 Retired

19. If you are working full or part-time, which best describes your work environment? (Select one.)

- In person/Face-to-face Virtual/Work from home
 Hybrid – sometimes in person and sometimes virtually Not Applicable

20. What is your approximate average annual household income? (Select one.)

- Less than \$25,000 \$100,000-149,999
 \$25,000-49,999 \$150,000-199,999
 \$50,000-74,999 \$200,000 or more
 \$75,000-99,999 Prefer not to respond

Enter your email address or phone number to be entered in a drawing to win a \$50 gift certificate.
This information is for drawing purposes only:

This concludes the survey. Thank you for your time!