



The Indianapolis Public Library

Prospective Patron Survey for 2021-2023 Strategic Plan

"Your Voice, Your Vision, Your Library"

The Indianapolis Public Library would like to ensure our services and resources are serving everyone in the Indianapolis community. Please complete the survey if you meet the below criteria to help inform how we can serve you and your family. While complete surveys are appreciated, all questions are optional. **Submitted surveys will be entered in a drawing for a \$50 gift card!**

A link to this survey is also available online at bit.ly/indypl2020survey.

Please take the following survey ONLY if:

- You live in Marion County, IN but NOT in Speedway, IN
- You have not visited an Indianapolis Public Library Branch in the last 12 months
- You have not checked out any Library material (including online) in the last 12 months
- You have not accessed ANY IndyPL resources online in the last 12 months

1. Do you have a valid card (new card or card renewed in last 36 months)?

- a. Yes
- b. No
- c. Unsure

2. I consider IndyPL to be an important part of the community.

- a. Unsure/I do not know
- b. Strongly Disagree
- c. Disagree
- d. Neutral Opinion
- e. Agree
- f. Strongly Agree

3. How likely are you to use the services of IndyPL in the **next** 12 months?

- a. Unsure/I do not know
- b. Very Unlikely
- c. Unlikely
- d. Neutral Likelihood
- e. Likely
- f. Very Likely

4. What barriers have kept you from the Library in the **last** 12 months **(Select all that apply)**?

- | | |
|------------------------------------------------------|-------------------------------------------------------------------------------------------|
| a. Staff is unwelcoming | h. Transportation issues |
| b. Too busy to visit | i. I do not feel comfortable sharing the personal information required for a Library card |
| c. I access books, music, movies, etc. in other ways | j. I do not feel safe because: |
| d. I have never used the library | _____ |
| e. No specific barrier | k. Other _____ |
| f. I have Library fees or fines | |
| g. Library does not have items of interest | |

5. Are you aware the Library provides the following (Please circle "Yes" or "No" for each item)?

Free Books	YES	NO
Free DVDs	YES	NO
Free Computer Classes	YES	NO
Free Career Services	YES	NO
Free Animal Programs	YES	NO
Free Music Programs	YES	NO
Free Concerts	YES	NO
Free STEM Programs	YES	NO
Free Computer Coding Programs	YES	NO
Free Author Events	YES	NO
Free Financial Literacy Workshops	YES	NO
Free Book Clubs	YES	NO
Free Summer Reading Program	YES	NO
Free Health and Wellness Programs	YES	NO
Free Online Research Tools	YES	NO
Free Story Times	YES	NO
Free Crafting and Art Programs	YES	NO
Free Public Computers	YES	NO
Free Wi-Fi	YES	NO
Free Bookmobile	YES	NO
Free Library Card	YES	NO
Free Movie Streaming	YES	NO

6. If you answered "No" to any items in number 5, are you more likely to visit a branch or check out an item now that you are aware this resource is provided?

- a. Yes
- b. No
- c. Unsure

7. What can we do to make you more likely to use the Library **(Select all that apply)**?

- a. Sell food/beverages
- b. Provide programs/books/materials that align with my needs/interest
- c. Have a more welcoming staff
- d. Forgive my library fines/fees
- e. Better align branches with public transportation
- f. Alert me when materials or programs I am interested in are available
- g. Home delivery of Library materials
- h. Other _____

8. What areas of needs and wants in your community can IndyPL help address with resources, services, or program (select all that apply and provide any specifics)?

- a. Wellness _____
- b. Healthcare _____
- c. Financial _____
- d. Nutrition _____
- e. Education _____
- f. Parenting _____
- g. Literacy _____
- h. Technology _____
- i. Job Preparation and Searching _____
- j. Mental Illness _____

- k. Homelessness _____
- l. Recreational Reading/Listening _____
- m. Other (please specify) _____

9. What are some things IndyPL could improve upon to better serve the community?

10. What are the best ways for IndyPL to communicate about resources and programs (Please select all that apply)?

- a. Monthly eNewsletter emailed to patrons
- b. Radio
- c. TV
- d. Neighborhood newspaper
- e. Social media
- f. In-branch advertising (i.e. flyers, posters, etc.)
- g. Library website
- h. Billboards around the city
- i. IndyGo bus Ads
- j. Communications through various community groups (i.e. neighborhood associations, healthcare clinic, social service provider, schools, etc.)
- k. Festivals and community events
- l. Other _____

11. If you were to use IndyPL, which Branch would you consider your home branch?

- | | | |
|-------------------------------------------------|-------------------------------------|-----------------------------------|
| <input type="radio"/> Beech Grove | <input type="radio"/> Franklin Road | <input type="radio"/> Bookmobile |
| <input type="radio"/> Brightwood | <input type="radio"/> Garfield Park | <input type="radio"/> Pike |
| <input type="radio"/> Central Library | <input type="radio"/> Glendale | <input type="radio"/> Southport |
| <input type="radio"/> College Avenue | <input type="radio"/> Haughville | <input type="radio"/> Spades Park |
| <input type="radio"/> Decatur | <input type="radio"/> InfoZone | <input type="radio"/> Warren |
| <input type="radio"/> Eagle | <input type="radio"/> Irvington | <input type="radio"/> Wayne |
| <input type="radio"/> East 38 th St. | <input type="radio"/> Lawrence | <input type="radio"/> West Indy |
| <input type="radio"/> East Washington St. | <input type="radio"/> Michigan Rd. | <input type="radio"/> Unsure |
| <input type="radio"/> Fountain Square | <input type="radio"/> Nora | |

12. Home Zip Code: _____

13. Age: _____

14. Race (Select all that apply):

- a. Asian
- b. American Indian/Native American
- c. Black/African American
- d. Latinx/Hispanic
- e. Multi-racial/Bi-racial
- f. White
- g. Prefer to self-describe _____

15. Sex:

- a. Male
- b. Female
- c. Prefer to self-describe: _____

To be eligible for a \$50 gift card drawing, please provide the following contact information:

16. Name: _____

17. Phone Number: _____

18. Email: _____