

Appendix I

Focus Group Report

Kansas Libraries' Participation in Local Economic Development

Executive Summary – Focus Group Report

The Institute for Public Policy and Business Research at the University of Kansas conducted ten focus groups, in five Kansas communities, to explore 1) to what extent librarians could or would support providing more services to business, and 2) what businesses thought that libraries could do to help them. The focus groups for librarians and business people were conducted separately.

This summary highlights the areas where librarians and business people agreed on key questions, and where they disagreed.

Areas of agreement

Value of libraries to the community. Both businesses and librarians agreed that libraries are important to community quality of life. In addition, both groups recognized that libraries are on a checklist of essential resources needed to attract business to a community.

Changing role of libraries. Librarians and business people clearly perceived that many changes are imminent if libraries are to survive as vital community resources. The major change is the Internet, which makes information instantly and directly available to users. This accessibility does, however, create some new opportunities for libraries as providers of Internet service to those who cannot afford it, in training computer users, and in helping people to find and sort through the huge array of Web-based information.

Relatively low use of libraries as a business resource. Libraries correctly recognize that businesses tend not to perceive them as an information resource. There is a “chicken and egg” situation whereby businesses do not request information from libraries because they do not think they would find it there, and libraries do not stock much business information because they have few requests for it. As a result, most libraries are not well prepared to help business, and those that are have not been very successful in promoting their services. At the same time, businesses recognize that they should be more proactive in finding out and helping to promote what libraries have to offer.

Urgency of business information needs. Businesses want very specific, precise information, and they want it fast: the “speed of the need,” as one participant put it. Librarians who had dealt with business recognized this, and often found it intimidating and somewhat unrewarding; e.g., when a businessperson needed only one line from an entire book. The type of business most likely to use the library was the small, startup firm that was rapidly trying to assimilate everything it needed to know to go into business. Librarians knew that these businesses often utilized references about the local community, such as city directories and zoning laws, as well as regulations, tax laws, trade directories, and other more general information.

Changes needed to make libraries more useful to business. In moving towards providing more services to business, librarians would first have to find out what materials businesses want or would use. In most cases, librarians would need to receive special training to be able to answer business-related questions. A major obstacle to considering libraries as a resource for business was the lack of promotion, which librarians recognized was not their strong suit. Librarians and business participants noted there would need to be more resource sharing among libraries, with heavy reliance on electronic information. Finally, there needed to be some way to keep track of utilization of business materials, without impeding their use.

Difficulty of the task. Business people and librarians recognized that introducing a stronger business emphasis within the library system would be a large undertaking. Some in both groups questioned the value of doing so, as it might take away from current resources.

Areas of contradiction

Willingness of libraries to help business. While librarians considered business on an equal footing with any other library patron, with some exceptions businesses did not realize that librarians were, in fact, quite willing to help them. Preconceived notions, often dating from childhood or based on stereotypes, as well as some bad experiences, created a perception that libraries were not business-friendly.

Need for active promotion of library services. While librarians recognized that any plan to help business would require promotion, the measures that business suggested tended to be much more proactive than sending out brochures or advertising. Business participants wanted librarians to get out in the community, find out what businesses were doing, and call on them to describe what the libraries could offer.

Availability of resources. Information that businesses should have been able to find easily in libraries, such as a reference on “How to Start a Small Business in Kansas,” regional and local demographic information about the state, and FirstSearch, appeared to be “best-kept secrets.” Many business people were unaware that interlibrary loans existed, or said that librarians were not helpful in offering them.

Information formats. Librarians tended to value books, saying nothing could replace them, particularly for the recreational reader. While business participants agreed that books were the best format for entertainment reading, they noted that books were quickly outdated, and they tended to like electronic data that could be accessed quickly and very selectively. Furthermore, they would like far more in the way of audio and video resources to use in educating themselves and training their employees.

Training and consulting role for libraries. Businesses would like libraries to expand their training activities far beyond basic computer classes, to include training that would help develop the work force, including adult literacy classes, self-paced learning for workforce training, and English as a Second Language. In addition, and perhaps unrealistically, they would like

libraries to help interpret business regulations, facilitate finding local business mentors, and help organize community economic development efforts.

Businesses also suggested that libraries could be responsible for central Web sites with information on the communities, and could serve as a research arm for city government. In addition, libraries could provide more extensive research on a fee basis. There is a vacuum in many communities in these areas, and most businesses would welcome libraries stepping into this role.

Specialization of business collections. One of the major discrepancies among the focus groups was in the area of how willing businesses would be to use information resources outside their local communities. While librarians felt that they needed to intermedate between a local business patron and an outside resource, the business participants had no problem using toll-free lines or email, or even paying a telephone charge to contact a library at another location, provided that library had the information they needed and would respond quickly. The location of these resources did not matter.

Support by business. In general, businesses appeared to be more supportive and willing to help the libraries than was expected. While businesses did not offer financial support, they were interested in helping make the libraries a more viable resource in their communities, and several participants offered their time in accomplishing this goal.

Kansas Libraries' Participation in Local Economic Development

Focus Group Report

The Institute for Public Policy and Business Research (IPPBR) at the University of Kansas conducted the focus groups described in this report for the Kansas State Library as part of a larger study, whose purpose was **to explore issues related to the use of libraries as resources for business development in Kansas communities.**

Methods

Ten focus groups were held at five locations across the state in July and August, 1999. The locations were Hays, Dodge City, Wichita, Topeka, and Iola. At each location, there was a focus group for librarians from the area, and one for local business people. Each focus group consisted of between six and twelve participants. Table 1 provides a breakout of participation in each group.

Table 1
Focus Group Meetings

Focus Group Participants				
<u>Date</u>	Location	Librarians	Local Business	Total
21-July	Hays	7	12	19
22-July	Dodge City	8	7	15
28-July	Wichita	8	6	14
30-July	Topeka	8	8	16
3-Aug	Iola	9	7	16
Total	Participants	40	40	80

Focus group locations were chosen to represent diverse geographical areas and types of communities, e.g., rural versus urban, western versus eastern. Decisions about where to hold the focus groups were made jointly by IPPBR and the Kansas State Library.

Participants were recruited as follows:

- ❑ *Librarians.* The Kansas State Library contacted librarians in each of the five locations and requested their help in a) arranging for facilities for the focus groups and b) recruiting attendance by librarians from the local library and surrounding locations. Thus, the librarians' focus groups included participants from larger as well as smaller libraries in each region.
- ❑ *Business people.* IPPBR recruited participants for the business focus groups by obtaining names and telephone numbers of local businesses through Chambers of Commerce and/or

local business directories. Businesses were then called at random until eight to twelve individuals had agreed to participate from each community. In some cases, local librarians assisted by providing contact names of local businesses; however, to avoid bias, most business participants were randomly recruited by IPPBR. To encourage attendance and participation, business participants were each paid \$50 for attending and assured all personal information would be kept confidential.

Each focus group lasted approximately two hours. Separate questionnaires, or focus group scripts, were developed for the business and librarian groups. Two focus group facilitators from IPPBR were present at each meeting. In addition to leading the discussions, they took notes, tape recorded each session, and analyzed the results.

Contents of this report

This report describes the results of 1) the library focus groups and 2) the business focus groups. It summarizes the overall findings for each, organizing the results by topic areas. The report includes many verbatim quotes illustrating the various topics.

Care should be taken in generalizing any focus group findings, since the groups are too small to be representative of the general population.

LIBRARIAN FOCUS GROUPS

Purpose of the focus groups: To explore librarians' 1) interest in 2) understanding of and 3) ability to provide resources for business in their communities.

Topic 1

What do you think is of greatest value in the services you provide to communities?

The librarians in all the focus groups were keenly attuned to the roles they play in improving the quality of life in their communities. Local libraries see themselves as providing a connection within their communities as well as a linkage to other communities. This community connection is embodied through service provided to individuals.

- *“It’s providing the individual with their needs. In a lot of ways, the library doesn’t serve the entire community, except in subtle ways. It provides a quality of life, a value-added asset that would not exist without the library.”*

The services that librarians felt were of greatest value tended to be similar for all of the focus groups, with emphasis on four primary types of service.

- 1) **Finding information for people.** The librarians universally found satisfaction in helping people to locate needed information including books, periodicals, Internet sites, and other resources. Librarians emphasized that they liked dealing with a variety of inquiries.

Availability of information for different levels of readers was seen as a unique aspect of library service.

- *“We’re not just providing information, but providing it at the right level.”*
- 2) **Providing recreational reading.** While many types of publications are moving towards electronic formats, people still prefer books for their recreational reading. Libraries view recreational reading as a key service, providing not only the books but also guidance to customers in choosing a good book. These services in many libraries are provided most often for older adults and pre-school children, as there is a trend for young adults in their working years and school-age children to purchase books rather than borrow them from the library.
- 3) **Offering children’s programs.** Children’s programs are the heart of the community libraries. This includes not only providing books for various reading levels, but story hours, a place to do homework, access to computers, summer reading, and other special programs. Depending on community size and school resources, some libraries provide reading materials for school programs. Librarians accept a role and responsibility of providing a safe place for children to go after school.
- *“If we don’t serve our children, we’ve lost it all, because they’re our future.”*
- 4) **Providing computers.** Libraries play a large and growing role in facilitating computer learning and computer access. In many communities, libraries provide computer classes, particularly where other computer education is not available. They also provide public-access terminals, whose primary users are:
 - Individuals (including children) who cannot afford home computers (60-80% of the population in some parts of Kansas)
 - Adults who are intimidated by computers or are learning to use them and prefer a self-paced environment to a formal class setting
 - Travelers, particularly for checking email messages, and
 - Children and adolescents who may have access to computers elsewhere but enjoy using the library computers for homework or games (including educational games).

Lack of Internet connections for home computers is also a factor in some rural areas of Kansas.

Librarians strongly believe that providing computers for public use fits their traditional role of promoting equal access to information and educational resources. The Internet is now the “great equalizer,” and thus essential to their mission. As one librarian put it:

- *“The computer now is information and that’s what we deal in. We don’t deal in books, we deal in information. Think of the famous people you could cite who would call up the public libraries as one of the reasons they got an education 100 years ago, or 50 years ago. And I think the computer is going to be the same way, and there are going to be people who were*

too poor to have them, but they could go to the library to access the information, the same way as books.”

This emphasis on computerization is not without its costs. Libraries cannot keep up with the demand from the public and have trouble internally keeping the computer skills of their employees up to date. Acquisition of computer resources is costly and often not supported by funding sources.

- *“The elite don’t have to use the library. But if we’re going to remain a democracy and provide information to everyone, and to the small business entrepreneur, and to people who can’t afford it, that’s just a founding idea of our country and of public libraries in our country. Libraries in Kansas have made computers available to anyone, and it’s miraculous for those people, but those aren’t the ones who are the legislators or the county commissioners, or the people in power.”*

Offering other services. The focus groups did not cite working with businesses as one of the key services provided to communities; work with businesses is seen as part of the more general mission of helping people find information. Librarians generally felt that they were little utilized by business and were concerned that they did not have the expertise or the time to respond to extensive requests by business. However, they were aware that businesses consider libraries important resources from a quality-of-living standpoint, even if direct use by those businesses of the libraries is low.

Among other services mentioned by librarians were genealogical and local history research, providing non-reading materials, such as videos, audio tapes and maps, as well as objects including paintings, cake pans, and toys. In some communities the local libraries function de facto as childcare centers, homeless shelters, and as a place where people can go who just need to talk to someone.

Topic 2

What is changing with respect to the kinds of customers you serve, the kinds of materials you provide, and the way you provide them?

The biggest change for libraries is customer use of computers and the Internet. Librarians note an increase in such use by teenagers and by those who cannot afford a computer or Internet access at home.

- 1) **Use of library computers.** New customers are being drawn to libraries to use computers and the Internet. Many of these new customers use the Internet for job searches and e-mail. Senior citizens often use the Internet to search for health information. These customers pose a challenge to libraries because they are often not familiar with how to use computers or the Internet. They require more assistance than traditional library customers who only check out books, because they do not have the expertise to locate relevant information efficiently. One librarian noted that the reference desk had become a computer help desk, both for customers in the library and for customers calling from home. Another librarian noted a rise in unrealistic expectations for instant information by customers who do not realize research is a

laborious process. Customers also expect more services from libraries such as computer training classes, on-line access to the card catalog, and the ability to reserve and renew books via the Internet. In spite of these challenges, most librarians feel that the Internet is positive in that it brings new people to the library.

- *“Due to gaining Internet access three years ago, we’ve been seeing people we’ve never seen before and then they discover other things.”*
- 2) **Use of non-print materials.** In addition to Internet customers, librarians mentioned seeing more non-print users at the library. Many customers now use the library to check out videos and books on tape.
- 3) **Demand for materials in languages other than English.** Some libraries are providing materials in languages other than English, such as Spanish and Vietnamese. The biggest challenge in providing these new materials and services is how to do so without compromising existing resources.
 - *“How can we provide all these new things when our budgets have remained the same?”*
- 4) **Less dependency on libraries for books.** Librarians are somewhat concerned by the trend for many readers, particularly working adults, to purchase their own books rather than getting them from a library.
 - *“We know they’re reading paperbacks—why purchase books when they can get them for nothing at the library? How can I get the word out? Maybe it’s just that they don’t have time...(also) kids buying books through the school is a status thing.”*

Topic 3

Do you feel that libraries have a role to play in helping businesses?

Libraries appeared to view their role in serving business as two-fold. First, they believe they have a mission to assist small businesses, especially start-ups. Second, they see the library as adding quality of life to the community, which is important in attracting new businesses.

- *“I see new entrepreneurs seeking information on how to start a business...information on a type of business and what business is viable.”*
- *“We have very small businesses run out of farm houses, artisans, these small business that are popping up in rural Kansas need both very specific business information and information relative to their products.”*

Librarians felt that their research skills and knowledge of the community were the most important things they had to offer businesses. These skills are put to use in a variety of ways, including providing assistance in the following areas.

- 1) **Helping start-up companies.** Participants cited examples of helping these companies by providing them with business plan outlines, marketing information, financial and bookkeeping literature and access to directories such as the Thomas Register and the Directory of Wholesalers.
- 2) **Working with economic development organizations** was a niche that some libraries (e.g., Dodge City) chose. Particularly in communities where there were a very limited number of small businesses to work with, some librarians collaborated with economic development and tourism efforts rather than with individual businesses.

Several years ago, the Kansas Library Association Public Library Section, with the State Library and the School of Library and Information Management at Emporia State University, developed an economic development manual for libraries, which was very useful at the time. However, it has not been kept up to date and several librarians lamented its loss.

- 3) **Partnering with the Chamber of Commerce.** Many libraries had approached their local Chambers to offer assistance to businesses. This did not always prove to be an effective vehicle for communicating about the library.

- *"We went to the Chamber and told them what libraries can do, but they didn't have a clue even after that."*

- 4) **Providing on-line reference systems.** An Economic On-Ramp was designed by a library consultant three or four years ago, which included templates for Web pages that the librarians could fill in with business resources and links to major business information sources, Internet resources, Chamber of Commerce information and resources on how to start or maintain a business. This was loaded at a central location and then the regional libraries could use it. It was not widely utilized and has not been kept current.

There is now FirstSearch, an online reference system designed for library users and available for use at library terminals. It provides easy access to over 75 databases that are integrated into one online service, including information on business, economics, engineering, technology, public affairs, law, medicine, and health. It appeared as though this service was available to all Kansas libraries, but it was not clear that all of them were utilizing or promoting it. Continued funding of FirstSearch is now a concern.

- *"The legislature will not fund FirstSearch. It's now funded by federal funds. The State doesn't understand the value of the information and how widely it's used."*

- 5) **Other services.** Libraries listed the following among resources most frequently used by business: investor information, city directories, assessment valuations for property, legal forms books, state law, income tax forms, regulatory agencies, résumé books, information on landlord-tenant act and agreements, City Commission agenda and City budgets, and even car manuals.

Topic 4

What would be the pros and cons of offering more services to business?

Although currently only a small percentage of information requests at Kansas libraries comes from business, librarians were favorably disposed to provide such services:

- *"There aren't any good reasons not to do everything we possibly can for the business community."*

Providing more assistance to business was viewed as a **benefit** in several key areas:

- 1) **Supporting community economic development and growth.** All of the groups pointed out that assisting businesses with their growth and development would help the whole community. A thriving business environment would increase the community's tax base and thereby provide an increased budget for the libraries.
- 2) **Obtaining increased support for libraries.** Businesses might be willing to be more involved in supporting libraries if they saw them as a source of information or knowledge relevant to business.
 - *"It's a survival issue for the community and the economy. By helping new businesses develop, they (businesses) will then partner with us to provide skills or resources for the program."*
- 3) **Improving the library's image.** Librarians felt that, by assisting business, libraries could become more prominent in their communities. Affiliation with business could also help to promote and publicize the libraries.
 - *"It's a nice opportunity to move us into a more vital role in the growth and sustaining of our communities through developing our business services."*

Concerns about potential **obstacles** to a greater business focus revolved around resource-related issues.

- 1) **Need for staffing and training.** As libraries are already largely understaffed, pursuing businesses as customers would require assigning staff to new functions at the cost of other duties.
 - *"Do I read to children or create a business brochure?"*

In addition, most librarians have a background in humanities, not business. One concern expressed by many librarians was the inability often to understand the questions businesses might ask.

□ *"How can we help, if we don't even understand what they are asking?"*

2) **Budget constraints.** Library business resources are very expensive and it is difficult to estimate the amount of usage because such books typically are not checked out. For example, to purchase a \$90 business resource book used only once was seen as a very ineffective use of resources.

Overall, librarians were concerned about how they would fund new business services.

□ *"When we developed computers, we used grants, but it creates a never-ending budget crunch, and it would be with this, too."*

3) **Excessive expectations of business.** There was concern that businesses would demand more than could reasonably be expected. Some librarians' experience has been that businesses need answers to questions immediately but contact them only after every other avenue was exhausted.

□ *"People are pressed for time when they get to us. We are the system of last resort."*

□ *"It's a 'McDonald's' mentality: quick, specific, special order, and narrow information (one line out of a whole book)."*

□ *"We find there are confidentiality issues. Business owners automatically want to talk to the 'director,' either because of (fear of) a competitor, or it may be an issue of being an executive and wanting to talk to the equivalent."*

In extreme cases, librarians have sometimes felt that businesses treat them like clerks or their own personal secretaries.

4) **Need to promote the library.** Undertaking the promotion needed to change businesses' view of the library would be a big task for the libraries and their staff. Librarians said it was difficult to communicate about their activities to business.

□ *"We do so much, but we don't get the word out; we aren't good at public relations and marketing."*

□ *"People don't know that business information exists in general, much less that we would have it."*

□ *"...even our own Board members don't use the library. They don't even know what we have to offer."*

Some librarians mentioned that they don't feel they have the respect of the business community.

- *“We’re on the committees and laboring for business, but the Chamber doesn’t mention our help in their publications. It’s like, we’re fine as volunteer help, but somehow not on an equal footing with the businesses that are part of these groups.”*
- *“Our relationship with the Chamber is not strong. They don’t seem to see the libraries as a resource, so becoming more of a priority with them is important. They seem to see us as a competitor rather than an ally.”*

In addition, librarians felt it would be difficult to take time away from the library that would be needed for effective promotion to business.

- *“It’s actually fun and good to get out of the library, but you have to have someone open up the library, so...”*

Other concerns mentioned were the availability of hours, limitations of space within the library, and reliance of businesses on the Internet.

Topic 5

What resources and training would Kansas libraries need in order to move towards providing more services to business?

One of the biggest concerns cited by the focus group participants was spreading themselves too thin in terms of budget, staff, and space. In order to move towards a greater emphasis on business, the groups suggested that libraries would need the following:

- 1) **More funding, more space.** Current library budgets are based 70-80 percent on mill levy, and 20 percent on system grants. Grants from local companies as well as other grants, and fee-based services or business provide some revenues.

The constant obligation to seek financial support from year to year is a major impediment to the libraries’ ability to undertake new tasks and responsibilities.

- *“We shouldn’t have to work so hard just to maintain. Every year we go back and we start at zero. We are not assured of anything from year to year. We can’t build anything because we never know if it’s going to be there the next year.”*
- *“If we could stop worrying about money and focus our attention on serving people, we would probably be a lot better off, and the money would follow.”*

For some libraries, lack of **space** was as important as lack of funding for library acquisitions. Even though some print information is being replaced by electronic formats, more space is still needed for computers and non-print as well as print media.

- 2) **Community backing.** Many participants cited the importance of having the right people, i.e., key business leaders, entrepreneurs, the city’s mayor and key economic development officials as well as state legislative representatives, backing any business enhancement

project. It is important to get the right people on the Library board, which has the ultimate authority to raise money.

- *"Think about who controls the resources and who uses the library. It's not the same group. The idea is to get the same people on both lists. The more similar the lists, the more readily available are the resources."*
- *"People don't look at us as a charitable organization, because they feel they are already paying for us with their tax dollars."*

3) Acquisition of business-related library materials. A major obstacle to developing a business library, in addition to financial concerns, was that librarians were unsure of which materials they would need for an adequate business reference center. In general, they wanted business to tell them what it needed.

- *"We want the business community to tell us what they want, i.e., 'We'd come in if you only had...' We'd have to bite the bullet and get the book, but if more people are using it, we'd consider that successful. Like the chicken and egg, are they not coming in because they don't have it, or do you not have it because there's no need for it?"*
- *"I imagine getting told the resources we should own ourselves...if you're a library of such and such a size, these are vital for you to have. That would be statewide; the input would come from the businesses."*

They also suggested working with colleges, universities, and local economic and business development institutes to determine the selection of materials.

One librarian suggested there needed to be a shift from the "just in case" to the "just in time" paradigm in acquiring materials.

- *"Just in case' says buy everything you can afford, put it on your shelf, and hope that somebody will check it out. In the 1970s they found that 40% of books in private colleges were never checked out; so today we have to do a reality check about how many people are going to use this book."*

Being able to show how much the materials were used was another concern. This would be hard to do without putting additional barriers in the path of users.

3) Resource-sharing by libraries. Participants felt that a base of business information should be available at every library. For materials beyond that basic level, the focus groups favored the idea of sharing resources through the inter-library loan system.

- *"Technology has made so much of what we do become 'just-in-time' kinds of things. Business people are used to a 'just-in-time' model of the world. That is where the inter-library loan system can work for your benefit."*

The identification of regional strengths to determine the type of information that should be available in each location was also suggested. Some participants felt the dominant business in the region or area should be the specialty of that library, i.e., aircraft in Wichita, government in Topeka, livestock and agriculture in Dodge City.

(**Note:** This subject is further developed under Topic 6.)

- 4) **Trained staff.** Someone on each library's staff would need to be assigned to answer business questions and maintain the information resources. If an 800 number or an e-mail system were added, this would increase the demand on staff time to answer the phone, look up information, make photocopies and send out responses.

Suggestions made for training librarians to work with business included workshops on "How to help your business community," training in business terminology, and assistance from the State Library.

- 5) **Promotion of business resources.** Librarians realized that they would have to undertake an active campaign to advertise any new service to businesses. The following promotion mechanisms were suggested.

- **Calling on individual businesses** to ask what services they want and then inform them of available assistance.
- **Conducting surveys** to find out what business wants. Ideally, librarians would like the Chambers of Commerce to help them do this, and/or would like business to help pay survey expenses. Participants realized the danger of creating expectations through a survey:
 - *"What if they want us to change our hours? We might have to change them."*
- **Distributing brochures** detailing "here's what we can do for business" to the business community and to Chambers of Commerce. Libraries should be able to produce these in-house with desktop publishing, but expense was still a concern.
- **Providing Web-based information** listing available business resources and the links to major business information such as 1) Internet resources; 2) Chamber information; and 3) guidelines for starting a new business.
- **Offering a toll-free line** for answering business information queries.
- **Highlighting library services through newspaper articles.** Some librarians have provided write-ups about local library services, which newspapers use as "filler."
- **Developing a standardized promotion format.** Participants felt that a statewide campaign could provide uniform information to patrons about what they could receive from any library in the state. Standardized brochure formats could be adapted to each local library

with minimum effort. Advertising should include print, radio and local TV, which could provide public service announcements.

- **Creating a business advisory council** to provide input for library decisions in the area of business services.
- **Using word of mouth** would eventually be an effective way to promote the new services, as satisfied customers shared information with their business associates.

Topic 6

Would greater specialization in providing business services through Kansas libraries make sense?

All of the focus groups agreed that there would need to be some concentration of business resources at certain libraries. However, they also believed that there should be some level of standardized, must-have resources at every library, depending on the community's size and its budget. Although the specifics of what these levels would be were not addressed, resource lists should be based on input from business and could be prepared by reference librarians who would develop a state-wide plan.

- *"If you only have \$500 to spend, these are the main resources that you ought to have. And if you have \$1500...Kind of graduate it up stepwise so that you have the 'ten most important resources for a small library, x resources for a medium sized library....'"*
- *"By having the same level of services based on community size or budget, business people will be able to walk into any library and know the kind of services they can expect."*

This also implied that there would need to be statewide training for the tasks and resources that all communities need.

Overall, the initial reaction of most of the librarians was to prefer not to send a business customer to another library. Most felt strongly about doing as much as they could to assist a customer before they would initiate a phone call to another location, and they were even more hesitant to let customers contact a central location on their own. In particular, those in the western part of the state expressed concerns over referring their patrons to the eastern part of the state. Many librarians felt their "mom and pop" businesses would not be comfortable phoning outside the area.

- *"That's eastern Kansas and that's big city and they don't relate to us out here. I think that is the impression that the business people would have also."*

Overall, participants were more comfortable with the concept of having business resources concentrated regionally, rather than in a central location for the entire state.

- *"It's less intimidating for me to talk to people from within the region. I want to know the people I deal with and not be afraid to ask stupid questions. Sometimes when I'm asking questions, I don't even know what I mean."*
- *"We come to meetings regularly and have rapport with our peers. I've seen the people from the Topeka library lots of times. They don't have any idea who I am. I could probably name you several names of the librarians back there, but they don't know who I am."*

It was suggested that one central library in each of the seven systems could have a "core" business collection, possibly specializing in information of special relevance to the businesses in that region.

- *"The resource-sharing should be sprinkled across the state. The logical location for centralized collections would be the system seats."*
- *"We can still have basic things at our library, for our size community, but they would have the big, extensive collection."*
- *"Training is an issue. I see it as unrealistic. Identify the core libraries across the state who can do it and then market those."*

Some librarians did feel that it would be a good idea to have a centralized information system that they could call to request information on behalf of their customers.

- *"If the person is there just for business questions, we could develop a rapport with them. They would have the questions to ask you back and it wouldn't be so much of a fishing expedition as it is now."*
 - *"This person could receive a call from other libraries and tell them, 'you have it right there, go to ...on your premises'. They would be like a traffic cop."*

Use of the inter-library loan system would be important in developing a network of business resources. Librarians stated that the Kansas system for inter-library loan is highly developed and a good resource-sharing philosophy exists among the libraries. However, some participants in Western Kansas reported difficulty in getting materials from the eastern part of the state.

Other Comments

Many participants were concerned about how specialized business collections would be supported. They were in favor of enhancing business resources, but not if the local libraries would have to give up part of their budgets so that another library could have a large collection. Therefore, it would be necessary for any new program for business resources to be funded by the state, in addition to what it currently provides for other programs. One participant warned, however, that requesting additional appropriations from the state to develop business collections could be risky, as the legislature tends to want businesses to pay for everything they use.

BUSINESS FOCUS GROUPS

Purpose of the focus groups: To find out what local libraries can do to support business in their communities.

Topic 1

***What are the greatest needs within your business in order to stay competitive?
Which of these needs are related to information?***

Three primary needs were stressed: 1) getting and keeping a qualified work force, 2) keeping up with technology and 3) marketing products effectively.

- 1) **Work force issues** began with problems finding employees who satisfy criteria of technical skills and computer literacy, but also including more basic qualifications such as social skills, critical thinking, customer orientation, and motivation to work. Businesses participating in the focus groups needed help in knowing how to interview prospective employees and select the best candidates, finding qualified, experienced help, and in training and retaining good employees.
- 2) **Technology issues** were often related to production in particular industries, but also to the need to keep up with the rapid changes in computer and communication technology.
- 3) **Marketing issues** of concern included:
 - Growing competition from on-line selling
 - Competition with big chains in buying and selling power
 - Loss of customer loyalty and more demanding customers
 - Increasing demands for customer service
 - Changes in society and what people want
 - Growing pressure to keep prices and expenses down
 - Knowing how much to spend on advertising.

One group also mentioned the need for business incubators and similar efforts to attract business:

- *“Why is Garden City ahead of us? Could libraries train for this? Nobody (in Dodge City) does this well.”*

Topic 2

Which needs of your business are information-related?

Some business participants had a lot to say in response to this question, while others had difficulty articulating any information needs related to their business. The difference in responses appeared to be due to 1) the type of business; e.g., retail outlets tended to be less information-oriented and 2) the level of sophistication of the firm, rather than to any local or regional characteristics.

In keeping with their answers to the previous question (*What are the greatest needs of your business to stay competitive?*), participants again emphasized information needs related to the workforce, technology and marketing. In addition, the need for general information for new business startups was emphasized, as well as several other areas as outlined below.

1) Training and personnel. Business participants were keen to obtain information that would help them deal with the shortage of qualified labor, including:

- Training materials
- Guidance on how to interview and how to find out key information about the person being interviewed
- Information about average compensation regionally and locally (said to be very difficult to obtain).

They also suggested that libraries could play a major role in tying grades K-12 to community colleges and coordinating with GED programs. Businesses are very concerned about high illiteracy rates and the number of people who are not prepared for the work force. Such individuals may need help understanding technical manuals, math instruction, learning how to fill out applications, and improving interview skills, as well as for normal transactions of living such as how to use credit and balance a checkbook. Libraries could be geared to provide self-study for this group, but services would have to be free and user-friendly.

- *“If there was some discrete way that the state, through the libraries, could offer adult literacy remediation services, the computer today is so terrific about letting an individual on a self-paced basis increase their skills, the resources...could provide meaningful services at a slower pace to (these users).”*
- *“The reality is that adult learning is still going to go on and it isn’t all going to take place in the home or at ...Community College. There’s going to have to be some institution out there to help people with that process of adult learning, as well as the children. And it (the library) still does that function great.”*

2) Technology. Current business emphasis is on using technology to get worldwide information, access it fast, and implement change. Ongoing issues include:

- Computer training and updating
- For manufacturers, current information about manufacturing technology
- Survey and Web page development assistance
- Designing Internet and multimedia presentations.

Participants said they relied heavily on the Internet but sometimes had a problem sorting out the quality of information. This may point to an area of **potential opportunity** for libraries, in helping individuals find the most appropriate and useful Web sites from the vast array of available information.

- *“When researching on the Internet you can get overload. The library could help limit the search to 5 resources instead of 2000.”*

- *“We can use the Internet but we don’t trust it. Some business chat rooms are available but I never get an answer from them.”*

3) Marketing. Competition from national chains and Internet sellers make marketing information more important than ever. Key concerns include:

- Staying on the edge of new product information
- Knowledge of competitors, including those within the local community
- Learning about marketing techniques, such as how to market under dire circumstances (e.g., when street improvement makes downtown stores inaccessible)
- Information about how to market over the Internet
- Information about consumer buying behavior, wants and needs
- Trends in design and color (especially regional and local characteristics)
- Information about local demographics and population trends.

4) Information for start-up companies. An area where businesses have basic and urgent needs for information is in the start-up of new businesses. Some business participants thought that the public library might be able to step into the role of “information clearinghouse” for new businesses.

- *“What should a startup business look at first? We need a basic outline of how to do this. In the library they don’t have time to help you with this.”*

The **need for non-print materials** was stressed. For example, it was suggested that videos of local residents explaining zoning laws and other information for business startup would be extremely helpful. Startup companies also would like to get information from someone who has gone through the process before.

- *“The process of getting information is always disorganized. How do you find a mentor?”*

5) Other business information. Some of the focus groups also mentioned the need for information about:

- How to evaluate how the company is doing (e.g., benchmarking)
- Sources for products or components
- Pricing information, especially for sourcing products or components
- Legal issues
- ISO regulations
- Tax information
- Local rules and regulations (e.g., signage)
- Economic trends and current trends to use in projections
- Staying abreast of mergers and acquisitions within an industry
- General industry standards
- Industry-specific information (obtained largely through trade publications)
- Use of materials; e.g., test strengths.

TOPIC 3

What trends are occurring in the way businesses obtain information?

Most business people cited the Internet as changing the way they obtain information and affecting the speed of business. The Internet is increasing businesses' ability to locate suppliers rapidly, but is also decreasing turnaround time on jobs.

- ❑ *"I can't get information fast enough, even on the Internet."*
- ❑ *"In business, we need it NOW and prefer not to go to the library; instead, we use the Internet."*

Many business people were frustrated by their inability to stay current with changing information technology and expressed a desire for training on how to use the Internet to search for information efficiently.

- ❑ *"Who knows where to look in the Internet?"*
- ❑ *"The Internet takes time and the information often isn't relevant."*
- ❑ *"I would like to be able to come to the library to take classes on how to use the Internet for my business."*
- ❑ *"The Internet itself has some downfalls. Number one is the time factor that it takes; the other one is that it's more driven by businesses versus research information. A lot of it's there to sell you a product and not help you out."*

The Internet is a double-edged sword for business as it forces them to compete with firms nationwide that have an Internet presence. Participants expressed a desire to be able to use the Internet to better market their businesses, but most said they lacked the knowledge to be able to do so.

Topic 4

Where would a businessperson in your community go to obtain business-related information? What makes a good information resource for business?

Many businesses consider trade magazines as a prime source of industry-specific information. Other sources cited were accountants, lawyers, banks, realtors, city economic development officials, suppliers, trade shows, small business development centers, chambers of commerce, the Kansas Department of Commerce and Housing, the U.S. Bureau of Labor Statistics, and the Kansas Department of Transportation (for traffic flow information).

In communities where business resources such as Small Business Development Centers and community college and university centers exist, participants generally were not enthusiastic about their experience with these entities.

- *“The SBDC is within half a block of me and I walk by all the time, and I stopped in a couple of times, but when you need information they usually don’t have it, or it’s quicker to get it somewhere else.”*
- *“The SBDC in Hays is more helpful than many others, but they tend to direct you to sources and not give you enough information that you can take back to the office and use. If I have enough time, I can go dig up the sources.”*
- *“People put in those positions are more educated than experienced, and there’s a big difference between knowing what to do and how to do it, applying it in day-to-day applications...and that would be a big complaint of mine about libraries, that if you want statistical abstracts you can probably go to the library and get it. If you want to know how to interpret and use it, don’t go to the library.”*

In general, libraries were considered to be a second-tier, rather than a primary resource for business. Although businesses tended to view libraries as primarily for entertainment, some business participants were receptive to the idea of utilizing library services.

- *“If the library had business information that was readily usable and user-friendly, such that an individual could go in and do it themselves rather than have the staff people assist them, it might be worth a trip over there to do it.”*
- *“Probably the biggest reason I came here today is because the last time I was in a library was probably 20 years ago, and I wanted to come and see. I had never been in the (local) library and I’ve lived here ten years, and I probably should use it more, but, for me, it seems like my needs are pretty immediate...I would love to get information from the library.”*
- *“I had never thought of going to the library: there are a series of professional tapes by people that do what I do for a living, and I had to get my information through a national trade group...and it never occurred to me to check with the public library first to see if they had these books on selling and setting up a business and how to train your staff and run a professional office.”*

Qualities cited as making a good information source were ease and convenience of use, speed of response, low cost, reliability, knowledge, and willingness to help (a “smiling voice”). One person suggested that a good information source would ideally act as a ‘personal trainer’ with the ability to process information, provide what was essential, and give guidance on how to use information effectively.

Some regions had different needs with respect to information. Businesses in southeast Kansas emphasized the region’s dependence on agriculture, and the fact that even local farmers are selling globally. Participants in Dodge City expressed a need for Spanish-language resources. The Dodge City group also emphasized how difficult their location made it to attract customers and new businesses. Hays business participants pointed out that Northwest Kansas is an entirely different market from Wichita, Salina, or any points east, and that industry norms did not always fit their local market.

Topic 5

Do you consider your local library as an information resource for your business? Why or why not?

Very few of the business participants thought of libraries as a business information resource. Businesses tend to see their information needs as too specific to be found in a public library, although they appear to be more likely to look to the library during the business plan or start-up phases of their business than afterwards. Some businesses had used library references to identify potential suppliers, manufacturers, and distributors. Artists and artisans also used libraries to locate images needed for their work. Overall, businesses are more likely to look to the Internet, specialized trade magazines in their industry, or another businessperson for information.

- *“I think the public library is a place to go get a book and read. Maybe some old people want to go down there and read a newspaper or a magazine. The pleasure aspect. That’s what the library has always been, a quiet place to go. I’ve never seen it as a business resource, and I imagine most people think the same way.”*
- *“Thinking back on the 50 people in business that I might talk to [if I] ask them, ‘Have you ever thought of going to the library as a source for small business help?’ I can’t think of one of them that would say yes.”*

Internet service and computers are two **positive aspects** of libraries for very small firms. Internet service is not available in some rural locations, making the library their best alternative. Others utilize meeting rooms and copy and fax machines available at the library, so that the library becomes a kind of satellite office for these businesses. Utilizing the library’s business service resources is a way of leveling the playing field for those who cannot afford a computer or Internet access.

Focus group participants cited the following reasons for **not** considering local libraries as an information resource.

- 1) **Limited hours of operation.** A major theme heard throughout the focus groups was that business people find it difficult to utilize the library during its normal business hours.
 - *“Hours the library is open are like the Post Office—no evenings, weekends. Not available to working parents.”*
 - *“You do research at midnight or two in the morning, whenever the mood strikes you. It’s not easy to get here. I can go sit in the office, and get on the Internet and find what I need.”*
 - *“Maybe more would use the library if it were open 24 hours for Internet access (because they don’t have a home PC), but PCs are really affordable and becoming more so.”*
- 2) **Difficulty locating resources.** The task of finding the information they are seeking is overwhelming to many business people.

- *“For a lot of us, our first venture into the library was when we were kids, and it’s a lot different. I can find the books, I can find a novel, I can find fiction, I can go upstairs and downstairs and all that. But for the resources in there, I’m lost.”*

Business people are unwilling or unable to spend large amounts of time finding information. If they cannot find something useful relatively easily in one place, they will go on to the next source. To some extent, they believe the Internet replaces the need for library research, finding it easier, faster, and more convenient.

- *“I’ve heard it said that as long as we have the Internet, why do we need a library?”*

3) Staff unfriendly and/or not knowledgeable. When they ask for assistance, some business people stated that it is difficult to find a library staff member knowledgeable about business issues. Others felt that librarians seemed unwilling to help.

- *“I use the library but I get real frustrated with the help, and maybe that’s because I work 60 to 70 hour weeks and when I go in there I want results. I don’t want, ‘Oh, go talk to this person and go talk to that person.’”*

- *“I called here and was asked what the Library of Congress number was, like I have these things logged into my mind. I politely excused myself and I called the Wichita Public Library business section and got it in about five minutes.”*

- *“It’s almost like all they can do is check in and out books (and at a very slow rate).”*

4) Lack of current resources. Business people perceive that many of the books and publications in the library are outdated.

- *“A lot of places in the library seem to get old and dusty. There’s a good reason for that.”*

5) Limited computer resources. Many business people stated that the computer resources and Internet access provided by the library were valuable; however, they perceive that the demand exceeds the supply. The number of children using the library computers, particularly for recreational use, frustrates some.

- *“I’m not going back (to the library) because I couldn’t get on a computer, or kids were playing games on them, or whatever it is. Our library has two days for adults to use the computers—kids will stay on for hours and hours. They’re allowed half an hour. But this isn’t convenient.”*

6) Lack of information specific to the area or community. Some business participants said they needed information more specific to their local areas, mentioning, for example, studies done by universities on population trends, aging, and demographic data.

- *“The universities make this information available to libraries on CD ROMS, but if you go into the libraries you can’t find it. It’s a best-kept secret.”*
 - *“We want statistics on how many people there are from different age groups in Dodge City.”*
- 7) **Atmosphere not inviting.** The atmosphere of libraries is not inviting to many business people, who would prefer a “Barnes and Noble” style; one participant also cited the Kansas Room at the Hays library as an example of what would be desirable. Business participants said libraries should get rid of “deadwood” in terms of space, and make the libraries something exciting and pertinent to our immediate society.
- *“The library has the connotation that it’s ‘serious’. Why not make it upbeat? Switch the image.”*
 - *“Most people are, I don’t want to say intimidated, but they’re reluctant to go up and say, ‘Hey, could you have this?’ I think they’re just more satisfied with saying, well, it’s just not there, and go look someplace else. “*

Topic 6

Would greater specialization of business services among Kansas libraries make sense?

Virtually all businesses felt strongly that greater centralization of business information and resources made sense as it could result in greater access to more information for all. They stated that physical location of the resources is not important as long as they can access the information somehow. Phone, fax, e-mail, Internet, and interlibrary loan, were all cited as acceptable ways of obtaining information.

- *“When you take a look at the division of assets, why is it incumbent on every library to be 100 percent redundant of every other library that it would like to emulate? It doesn’t make sense, unless they’re not willing to share resources.”*
- *“If all the books in the state were on an Internet site, you could check it and request it to be sent.”*
- *“Maybe this library doesn’t have to have all the information (another library) has. Maybe they need to focus more on what’s needed by these customers, and anything that’s beyond that, Johnson County Library business people, or Wichita branch can take care of it, or specialize in something.”*

Businesses were not opposed to contacting libraries outside their communities for information. Long distance charges are not a concern. In some cases, they would even be willing to travel to a library in another community if they knew that the library had the information they needed.

- *“Going beyond our region is definitely not a barrier because, when you want information, you’re going to keep looking until you get it.”*
- *“Sure, I would contact (another library). It would be very interesting to promote that. It would make our local libraries more competitive. If the local library would even give us the reference (of who to call), that would be good.”*

Businesses were in favor of increased networking among libraries.

- *“Or if even the local library knew that one of their peers had that information and they would tell you that...networking. Example, motels will call ahead to another motel, but the libraries leave us on our own.”*

Topic 7

What should libraries do to be more useful to small and medium-sized businesses?

- 1) **Promote services actively.** Participants were emphatic that libraries need to advertise what they have and what they can do. For example, some may not know that libraries have Internet access. Generally, businesses believe that libraries should take a much more active role in soliciting business users.
 - *“The library is pretty good about dealing with things once the phone rings, but everyone is sitting around waiting for the phone to ring. Is there someone on staff charged with the responsibility of making the phone ring? Instead of looking at the library as a public service institution, look at it as if it is a business.”*
 - *“I think the library should be more service-oriented. Instead of, ‘You come to us and we’ll help with whatever you need,’ they should reach out and say, ‘What can we do for you?’”*
 - *“How many people realize what the library’s got? Maybe they ought to put an ad in the paper and say, ‘Hey, come up and see this...and its free!’”*
 - *“When I was walking over here, I was thinking about why I haven’t gone to the library. If I know maybe some of the resources they have, without, it’s sad to say, taking the time to go over there and look, but if they had something as simple as printing up, ‘This is what we can provide you RIGHT NOW, and this is where we can help you get information,’ that would help.”*

Advertising should not be limited to Chambers of Commerce, as start-up businesses may not belong to the Chamber. Vehicles for reaching businesses could include:

- Sending faxes to business
- Distributing brochures
- Visiting local business establishments
- Speaking at local business events
- Working with Downtown Associations

- Being in the loop with SBDCs and similar agencies
- Offering a “Welcome Wagon” approach for new businesses.

Business participants stressed that advertising needs to be high-impact, high-energy, and “punchy,” and that they needed to hear the message many times. Print tended to be seen as less effective than radio or television ads. Some focus group members offered to help with advertising by putting tag lines on their own business ads mentioning “national library week” or “local library week,” and some business people said they would help distribute library brochures through their own offices.

Business participants felt it was important that libraries not be constrained by walls, stating that the library needs to become a dynamic information *tool*, rather than a place. This would mean that librarians do not always have to be in the library but out marketing their services and finding new linkages to the community. It is also important that they learn about local industry so as to have an active information base and be able to tell businesses about things that affect them.

- 2) **Make the libraries more customer-friendly.** One suggestion was for the library to have a preview room, where patrons could come and hear a short presentation regarding what is available. Offering similar information on the Internet via a ‘virtual tour’ was also suggested: patrons could find out where they needed to go in the library before they walk through the doors. Another suggestion was to develop a business packet, “menu,” or kit that outlined the available resources and services the library had to offer; e.g., “Now we have THIS, and we can help you with THIS.”

Another area for improvement was seen in the arrangement of business materials in the library.

- *“As I go in, a library does not seem to be consumer or customer-friendly. I have to find my way around and maybe I find someone who specialized in...novels, and I’m not in the novel area. I want to find the business stuff, and I find a little bit of it on this shelf, and a little bit on the second floor on the third shelf. So that kind of keeps me out of the library unless I have something specific.”*

Business participants questioned why libraries needed to be silent, and asked whether music, TV monitors showing CNN broadcasts, and audiovisuals could not be a part of the library setting. Ideally, businesses would like a business section with carousel and desks, and a dedicated area with staff available to answer their questions.

- *“Somebody that you don’t have to tear away from that little glass cage that they put themselves in behind the desk. Have them accessible, out there by the references, so you don’t feel like you’re interrupting, and like they’re really there to help you.”*

They would also like to have the ability to call in and get forwarded on to a specialized center if information is not available locally. In some locales, interlibrary loans seemed to work well, but in many areas businesses were not satisfied with this service, and would like

their local libraries to network more with state and national libraries to make materials available.

Businesses stressed that they would like to have more non-traditional formats, such as training videos and business-related audio tapes. Changes in the distribution system were also suggested:

- *“Maybe a distribution system that doesn’t require you to come in, but can deliver to your house or business...”*

3) **Provide business training.** A large number of business participants said they would like the libraries to help with training. This could include workshops on:

- Computers and software programs
- The Internet
- Adult literacy
- English as a Second Language training.

Some participants also said they would welcome workshops provided by local experts on issues such as:

- Taxes
- Accounting
- Human resources
- Legal issues.

Businesses would generally be willing to pay for these workshops.

4) **Have staff available that can answer questions quickly.** Library procedures and the location of documents have changed, and business people would like help locating relevant information:

- *“Don’t make us go and find it on our own.”*
- *“Clearly to me, the people who manage the libraries need to go to some training and they need to train the other people, and it needs to be customer-focused, not book-focused. If they paid more attention to their customer service attitude and their service ability as opposed to how well do they know the Dewey Decimal system, I think that would begin the change. I can’t sit in my office, I have got to get into the field and find out, when customers stop doing business with me, why they stopped. If I don’t know, then all you need to do is go outside and call back and see how that sounds and feels. Go out and come back and try to find a book, and come in at odd hours and check the system to see how it feels from a customer standpoint.”*
- *“You would need a progressive and aggressive type of librarian, which, all those terms can’t be used with the term librarian.”*

Some business participants had a perhaps unrealistic expectation that libraries could fulfill a function interpreting tax laws and explaining licensing requirements and other business regulations.

- *“We get hit with things every day that we don’t really understand. I get in the mail, every day, ten pages long, and it doesn’t really make any sense. It would be nice to have somebody that could tell you, in laymen’s terms, what they’re talking about.”*

Recognizing that this would require someone with experience in small businesses, the business participants suggested that perhaps a retired person or a group of business people could be recruited as mentors to answer questions when needed. One businessman even volunteered to help with this:

- *“If they (the libraries) began a good-faith effort to try to change what they’re doing, I have a little bit of experience and I would be more than happy to give that to them, to give information that I’ve gathered and things that I’ve learned, and put [this information] into a clearinghouse and it doesn’t cost another business person the time and energy to do that.”*

5) **Provide fee-based research assistance.** Given their frustration with the time it takes to do research and their lack of relevant skills, some businesses mentioned a willingness to pay a fee for someone to conduct their research for them.

- *“What about research assistants? Use college students to do the basic research, until you figure out where you want to go with it. If we could come to the library, and find somebody and say, ‘Here is the subject. Go do it,’ pay them for their time to do it and use the library facilities, [we would have the] ability to have our research done at street prices and not consultant prices.”*

6) **Partner with other business assistance centers.** It was also suggested that the small business development centers and libraries could work together.

- *“Why isn’t the SBDC part of the library? I mean, when you really think of it, you’ve got the people there that are doing it, and you’re actually trying to create, in a way, another SBDC. Maybe if they would just simply work together to create this resource.”*

7) **Communicate actively via the Internet.** Business participants felt that libraries could have a key role to play in setting up community Web sites that would centralize information about the local Chamber of Commerce, Convention and Visitors’ Bureau, and other community resources, including the library. Participants in most of the focus groups felt that Web-based information about their communities was inadequate, and thought the libraries could step into this breach.

- *“Iola struggles with keeping local information current—libraries could maintain local directories of community institutions, businesses, clubs, associations—maybe it would be as simple as soliciting information annually...The Chamber struggles with it—it’s really*

just where people will come for the information. What institution should be the repository for local information? Is that a function of the library? That is a good question.”

One participant recommended that libraries hook up to the Kansas Department of Commerce and Housing and to the Information Network of Kansas (INK), stating that if libraries were aware of these resources and became experts on INK, this would be very helpful to businesses. Another Internet-related suggestion was for libraries to have e-mail chat rooms with frequently asked questions about business. In general, libraries could become a first stop for small businesses in linking up to other resources.

- *“Kansas has great resources out there for small business. But they (small business) are looking for that person to hold their hand, and the library could be the first stop, as the portal to the Internet connection that has everything on there that you’d want to know. Eventually they’ll probably end up with the small business development people, but those folks also like someone that has some information to start with. In the same way, with GED or work force training, if libraries were set up and working with those state agencies that are involved...I think that would be a real valuable role.”*

OTHER COMMENTS

Some participants were concerned that expanded business resources would come at a high cost to other important, non-business library functions.

- *“Is the library understaffed? What would happen to their other, non-business tasks? You’re shortchanging the community. Maybe there’s more need for the community and the recreation than there is for the function we’re talking about, because there are other places that they can get that information.”*
- *“It’s easy to confuse the library mission with changes in technology, but the mission is the same, lifelong learning. They need to provide an atmosphere to promote learning at all levels.”*

Overall most businesses felt that libraries are a valuable and essential community resource.

- *“It’s hard to show direct business application, but in providing an environment that is healthy for business, libraries are critical in spite of the Internet.”*
- *“I bet if you ran an ad tomorrow that the library is going to close, not enough people are using it, you could hear them screaming loud and clear.”*
- *“Everybody trusts the library.”*
- *“Libraries are the backbone of good communities.”*
- *“Help us keep our libraries.”*

However, fundamental changes will be needed if libraries are to convince businesses to come to them for their information needs.

- *“The library as it is used right now is outdated.”*
- *“The library needs to be here in a way that goes with the times.”*
- *“The library is a ‘book museum.’ We need less books, more computers. We need a library, but of a different nature.”*
- *“I can see a real concern that the need for the middleman or middle woman will be eliminated because you’ve got direct access to the information and the provider. You don’t need anybody in the middle, to a great extent.”*
- *“From what I’ve heard here and from what people’s needs are, there is such a large need. Some of those needs are being met now, one place or another, but to try and sift that down and be able to provide all of that at the local level seems to be a pretty daunting task. I’m not pointing fingers at this library, but for any library system, it seems like it’s a massive task. It’s all about reinventing the wheel. We’ve got the wheels out there and that’s where we are going.”*

Libraries are already struggling to maintain and improve existing resources. For example, in Hays the bond issue for a new library was recently defeated. Participants commented:

- *“Service is the key. Why should we build a huge, brand-new beautiful library if the service and information we are getting isn’t useful?”*
- *“People said, ‘We don’t know what a new library would look like. Do we need books on a shelf?’ Some people took the attitude of, ‘Let’s see what the library is going to be... We don’t want an old engine in a new car.’”*

Businesses suggested that libraries could help themselves to acquire stronger support by looking at the customer base and getting them to talk to elected officials about library needs. A part of this strategy would also be to get business people on the local Library Boards.

- *“If you wanted to get funding and your customer base was hollering at those people that you elect, you know you’re going to have funding. That would tell me that you’re not paying attention to your customers. You’re trying to sell those elected officials instead of having your customer sell them. They can do, probably, a better job of selling that elected official than the library can.”*

Appendix II

Case Studies of Business Resources and Services Offered by Local Libraries

Introduction

Libraries throughout the state vary widely in the amount and kinds of business resources they offer. For small libraries, business resources may consist of a few computers with Internet access and a modest collection of books and reference materials. For large libraries, business resources may consist of an extensive array of business books and reference volumes, CD ROM databases, Internet access, on-line databases, and specially-trained librarians. The size of the business section and the extent of services offered tends to depend upon the resource base of the library and the size of the business community it serves.

For our case studies, we investigated libraries of different sizes in different regions of the state that might represent a model of the kinds of business resources that libraries of similar sizes might reasonably be able to offer. The libraries we chose to investigate were:

Hutchinson Public Library
Johnson County Library
Meade Public Library
Wichita Public Library

Hutchinson Public Library

The Hutchinson Public Library is large for a city of Hutchinson's size and has a budget of over \$1,000,000. The library building is large and recently had an addition built on. The library has Internet connections available on a number of computers, has trained a number of its librarians in the use of the Internet, and has its own web site.

The Hutchinson Public Library does not have a staff member specifically assigned to assist business customers; instead, the reference desk handles requests from business customers. Because of the limitations of staff, it is unlikely that the Hutchinson Public Library will have the opportunity to hire or train someone specially to assist business customers in the next few years. The library has thought of hiring a local retired businessperson to help with business customers but again has been limited by its budget.

Johnson County Library

The Johnson County Library has an impressive business services section. The library has an annual standing order budget of \$148,000.000 for books and databases and receives an additional \$6,000.00 per year for new products in addition to staff salaries. The Business Services section and a full time Business Services manager position were established twelve years ago by the Johnson County Commission. Fran Dennison has been the business services manager for the past five years. There are twelve branches of the library in Johnson County, but all of the business material is located in the central library.

The Business Services section of the library consists of business books and references and CD-ROM and on-line databases. The library has twelve computers with connections to the Internet. Recently, the library expanded the Business Services section to include a career area for job seekers to get career information and information on specific companies prior to an interview. In the near future, the library plans to begin Internet access that would include both the branches and central location. It will begin to phase out CD-ROMs and instead subscribe to internet-based databases only. The library also has a phone-in service where businesses can call the library to have questions answered over the phone.

Four years ago the library started an effort to expand its international operations to help small companies import or export. Information on international markets is available in such areas as regulation, company information, and newsletters from around the world. Companies that want to begin exporting or expand their export business can find useful information in the Business Services reference section.

Meade Public Library

The Meade Public Library serves the town of Meade and Meade County. Librarian Linda Kobs oversees the library with two assistants. The library has several shelves of business books and business reference books as well as Internet access, on-line business databases, business periodicals, and a video on how to promote a small business.

The library has a small section of business books on topics that range from résumé writing, to developing business plans, to marketing and advertising. Books not found in the library may be requested through interlibrary loan. The library also subscribes to several popular business magazines and has a small reference section with about 20-30 volumes. Reference volumes include the Thomas Register, the Small Business Source Book, and directories of associations. The library has access to the Internet and business databases on-line through the State Library System.

Wichita Public Library

The Wichita Public Library's approach to supporting business is similar to the Johnson County Library's approach. The library has a full time business reference librarian, an extensive business reference collection, and a number of computers with access to the Internet and web-based databases.

Funding for the business section of the Wichita Public Library comes from the Wichita City Commission. The Wichita City Commission sees the business section of the library as an integral part of the city's economic development strategy.

Wichita also has a phone-in service staffed by librarians who can answer questions related to business as well as other reference areas. This service is extensively used and is available to anyone in state. However, the service is not well known outside the Wichita area, and almost all of the calls are from Wichita.

Relationships with Economic Development Agencies

None of the libraries we studied had formal relationships with area economic development agencies. However, all the libraries said they refer customers to their local chambers of commerce or small business development centers for help with questions beyond their expertise. The economic development agencies also said they also refer people to the business sections of their local libraries for reference information.

The economic development agencies of the smaller communities tended to view the library's role in economic development as being a strong community asset by which the quality of life in the community is enhanced. This in turn promotes economic development by making the community a more attractive place to live and work. However, the economic development agencies of the smaller communities did not view libraries as having a key active role in economic development.

The economic development agencies of the larger communities did view the library as an integral part of their overall economic development strategies. In Johnson County, both the Overland Park and Olathe Chambers of Commerce said they viewed the Business Services section of the Johnson County Library as a valuable resource for the business community and referred customers to the library on a daily basis.

This difference in views may be due to the extent of business resources the larger libraries can offer and the size of the business communities they serve. The need for a business services section may be greater in communities with more business activity, and thus the library's role in economic development may be more apparent.

Interactions with Business Customers

The kinds of business customers served by the libraries varied with the kinds of businesses represented in the communities. Interactions with business customers ranged from helping business customers locate information to actually doing research for businesses. The larger the business community, the more business services the libraries offered.

Hutchinson

The Hutchinson Public Library receives the largest number of requests from businesspeople for help with the Internet and from individuals concerned with personal investing. They also receive a significant number of requests for information on job training as well as receiving requests from people looking for employment.

Reference librarians sometimes do database searching for local businesses. However, if more than 30 minutes is required to do a search, a fee is charged. The librarian's experience is that they may do searches a few times for a business, or sometimes only once, and then the personnel at the business learn to do the searches themselves. The librarians' goal is that the patrons who

use the library on a regular basis will become independent, thus freeing them to help new customers.

The biggest problem the reference librarians have faced in dealing with business requests is the lack of familiarity with business terms and practices and the quick response time businesses want. Another problem they have encountered is the high cost of purchasing business resources. This is particularly a problem because they get relatively few business requests which means money spent on business resources may not be the most effective way of using their budget.

Johnson County

The reference department at the Johnson County Library receives 12,000 to 20,000 inquiries per month. About one-third of those are business questions.

The Business Services section is used by a variety of businesses and business people. Business-related inquiries range from customers looking for company and industry information, to job seekers looking for career information, to individual investors looking for information on personal finance.

Companies that use the Business Services section include outplacement service companies, banks, and Fortune 500 companies. Outplacement service companies bring their clients to the library to use the resources in the career area. Area banks also make use of the Business Services section to look up financial information for companies with whom they do business. Several customers from Fortune 500 companies use the Business Services section as a supplement to their own research libraries. Often, these companies can get the information by simply calling the library or looking up information over the Internet via the library's web site or on-line databases.

Meade

The business section of the Meade Public Library has been a valuable resource for several entrepreneurs in the community. Vashti (Vi) Seybert owns and operates Aunt Vi's Sand Hill Plum Jelly with her husband Roy. Mrs. Seybert used the Thomas Register when starting her business to identify suppliers for her canning operation. She also uses the Internet and the Small Business Source Book to locate gift shops and specialty food stores to whom to market her products.

A local consignment shop owner also makes regular use of the Internet and interlibrary loan services at the library to research the history and market prices of antique items she sells in her store. Also, a local computer programmer used the library's interlibrary loan service to request books for programming when he started his business making computer chips for feedlot operations.

Conclusions

In order for a library to provide optimal business resources, there are several important elements that need to be in place. First, a trained librarian is needed who can assist business customers and

is knowledgeable about businesses collections. Second, the library needs a collection of relevant business books and references. Third, electronic access to databases, either over the Internet or on CD-ROM, is needed. Finally, a library should consider offering businesses the opportunity to ask and get answers to questions over the phone.

Currently, there is no specific training program that prepares an individual to become a business reference librarian in Kansas, so the skills and knowledge essentially have to be learned on the job. It is critical, then, that libraries make time for a librarian to learn about business collections. Additionally, it might be worthwhile for a course in business collections at Emporia State University (the state's library school) to be added for individuals studying library science. For librarians already in the field, there may be a need for continuing education and training. The business reference librarians from Johnson County and Wichita could perhaps organize such training with possible funding by the state.

Due to the cost of acquiring business reference materials, it is not feasible that all libraries would be able to have a comprehensive set of business references in their collections. Perhaps there could be two or three sets of suggested business references for libraries of small, medium, and large sizes. The librarians in Wichita and Johnson County could designate these business references since they are familiar with the types of references available and have comprehensive business collections in place.

As for electronic resources, the state library system should probably take the lead in helping standardize the quality of electronic resources available to libraries throughout the state. The role of the local library would be to provide computer access to these databases along with trained staff to assist individuals in using the references. The initial capital expenditures for computers dedicated to business use in libraries may be an appropriate funding item for the state.

Finally, due to the expense involved with maintaining a phone-in service staffed by trained business reference librarians, such a service is probably unlikely to be able to be offered by smaller libraries. Perhaps several regional phone services could be established instead. Probably no more than three phone services are needed in the state.

It is our opinion that libraries can and do play a role in economic development. Public support exists for funding of libraries for business resources as shown by the Wichita and Johnson County city and county commissions. It is a strong signal that elected officials decided to move these libraries in a certain direction, and the libraries were eager to respond to that leadership. The state should consider providing funding to the state library system for the support of business collections, electronic databases, and the training of librarians in the use of business information data.

Appendix III
Regions of the State for Stratification of Business Sample

Central Counties

Butler
 Chase
 Clay
 Cloud
 Cowley
 Dickinson
 Ellsworth
 Geary
 Harper
 Harvey
 Jewell
 Kingman
 Lincoln
 Lyon
 Marion
 Marshall
 McPherson
 Mitchell
 Morris
 Ottawa
 Pottawatomie
 Reno
 Republic
 Rice
 Riley
 Saline
 Sedgwick
 Sumner
 Washington

Eastern Counties

Allen
 Anderson
 Atchison
 Bourbon
 Brown
 Chautauqua
 Cherokee
 Coffey
 Crawford
 Doniphan
 Douglas
 Elk
 Franklin
 Greenwood
 Jackson
 Jefferson
 Johnson
 Labette
 Lane
 Leavenworth
 Linn
 Miami
 Montgomery
 Nemaha
 Neosho
 Osage
 Shawnee
 Wabaunsee
 Wilson
 Woodson
 Wyandotte

Western Counties

Barber
 Barton
 Cheyenne
 Clark
 Comanche
 Decatur
 Edwards
 Ellis
 Finney
 Ford
 Gove
 Graham
 Grant
 Gray
 Greeley
 Hamilton
 Haskell
 Hodgeman
 Kearny
 Kiowa
 Logan
 Meade
 Morton
 Ness
 Norton
 Osborne
 Pawnee
 Phillips
 Pratt
 Rawlins
 Rooks
 Rush
 Russell
 Scott
 Seward
 Sheridan
 Sherman
 Smith
 Stafford
 Stanton
 Stevens
 Thomas
 Trego
 Wallace
 Wichita

Appendix IV
Survey Instruments and Frequency Tables

Kansas Library Survey Instrument A41

Kansas Library Survey Frequencies A47

Kansas Business Survey Instrument A73

Kansas Business Survey Frequencies A83

Instrument for Survey of Kansas Chambers of Commerce and SBDCs A105

Survey of Kansas Chambers of Commerce Frequencies A115

Survey of Kansas SBDCs Frequencies A135

Kansas Library Survey

Interviewer: Ask for respondent designated on call sheet.

Hello, my name is _____. I am calling from the Survey Research Center at the University of Kansas. We are conducting a survey for the Kansas State Library regarding public library business information and reference services. The survey will take approximately twenty minutes to complete and all information you provide us will remain confidential.

A1. Are you willing to go ahead with the interview now? Yes-continue with interview
No-go to case ID

Q1. First, I would like to ask you a few questions about staffing at your library. How many Full Time Equivalent librarians does your library have?

Q2. Of these how many have Masters of Library Science degrees?

Q3. Have any of the librarians on your staff received specialized training in... (Yes/No)

- a. Using electronic resources in the library
- b. Using the Internet.
- c. Serving the needs of those patrons who request business or economic information.

Q4. Please think about all the individuals who use any business-related materials or services provided by your library. For each group that I read, please rate how frequently they use the services and materials provided by your library on a scale of one to five, with one being very infrequently and five being very frequently. The first group is..(INT: READ CATEGORIES BELOW)

- a. Personnel from small and medium sized businesses.
- b. Personnel from large corporations.
- c. Entrepreneurs or start-up companies.
- d. Researchers or technicians from business or government.
- e. Student seeking information about business related subjects.
- f. Special interest groups seeking information about business related subjects.
- g. Companies or institutions with job training needs.
- h. Individuals seeking personal investment information.
- i. Any other group seeking business related materials? (Please specify)

1-very infrequently
2-infrequently
3-moderately
4-frequently
5-very frequently

Throughout this survey, I will be defining members of the business community as representatives and employees of local businesses or corporations, entrepreneurs, small business owners, and groups such as the Chamber of Commerce.

Q5. Does your library have a specific person or persons who primarily handle the requests for information and services made by the business community as I have defined them above? (Yes/No)

Q6. Does your library have a special reference or service area devoted to Business and Economics? (Yes/No-Go to Q7)

- a. Which of the following best describes the arrangement of your business reference area?
 - A business information center located in the main library.
 - A separate business library in or near the business district.
 - Something else (Please specify) : _____

Q7. Does the business information and reference materials or collection that your library currently holds include...(Yes/No)

- a. Subject specific indexes, like Dunn's Business locator or Moody's Company Data.
- b. Any government document.
- c. Company reports, or corporate data.
- d. Industry data, statistics, trends.
- e. Subject and industry-specific newspapers, journals.
- f. Newspaper clipping files.
- g. Newsletters.
- h. Local and state regulations and reports.
- i. Legal indexes, dictionaries, encyclopedias.
- j. Employment, occupation and job training resources.
- k. Anything else (Please specify) : _____

Q8. Do your library's business holdings include any CDROM/DVD databases? (Yes/No)

Which of the following does your library have? (Yes/No)

- a. Compact Disclosure
- b. ABI/INFORM
- c. Business Abstracts
- d. CIRR
- e. Standard & Poor's Register
- f. Thomas Register
- g. Anything else (Please specify) : _____

Q9. Are any online vendor systems available in your library? (Yes/No)

Are any of the following available...(Yes/No)

- a. BRS
- b. Dow Jones News Retrieval
- c. DIALOG
- d. NewNet
- e. Lexis/Nexis
- f. Orbit
- g. VU/TEXT
- h. WILSONLINE
- h. Anything else (Please specify) : _____

Q10. Which of the following databases available online are frequently searched by library staff or patrons looking for business or industry information? (Yes/No)

- a. ABI/INFORM
- b. American Banker Full Text
- c. BioBusiness
- d. Business Dateline
- e. Business Periodicals Index
- f. Business Software Database
- g. CENDATA
- h. Chemical Industry Notes
- i. Other (Please specify) : _____

Q11. Are any of the following limitations placed on online searching for business patrons in your library? (Yes/No)

- a. Fee based reference searching.
- b. Restrictions on the number of databases searched.
- c. Restrictions on the number of citations printed.
- d. Restrictions on full text records printed.
- e. Time limits on searches.
- f. Fee for printing.
- g. Fee for downloading.
- h. Any other type of restriction? (Record Verbatim!)_____

Q12. Has your library developed any specific programs or policies designed to meet the needs of the business community? (Yes-go to Q12a/ No-skip to Q13)

- a. Please specify (Record Verbatim!)_____

Q13. Does your library actively market business information and reference services?
(Yes-go to Q13a/No-Skip to Q14)

- a. Does it use newsletters? Yes/No
- b. Does it use direct mail? Yes/No
- c. Does it use radio or newspaper advertising? Yes/No
- d. Does it sponsor promotional events like book sales? Yes/No
- j. Anything else? (Please specify) : _____

Q14. Have you or a representative of your library ever...(Yes/No)

- a. Attended meetings with members of the business community to explain what resources the library has?
- b. Become a member of a business organization such as the Chamber of Commerce or Rotary?
- c. Met with Representatives of the Chamber of Commerce?
- d. Had any interaction with a Small Business Development Center?

Q15. Do you have any special services or resources designed to help a person trying to start a small business? (Yes/No)

- a. What kind of services are they? (Record Verbatim!)

Q16. Do you ever refer patrons to corporate libraries? (Yes-go to Q16a/No-skip to Q17)

- a. Which ones? (Record Verbatim!) _____

Q17. Do you allow patrons to use the Internet in your library? (Yes-go to Q17a/No-skip to Q18)

- a. Is there a charge for access? (Yes/No)
- b. Are patrons allowed to have e-mail accounts? (Yes/No)

Q18. Does your library subscribe to any online database services? (Yes/No)

Q19. Which of the following services does your library participate in...(Yes/No)

- a. DIALOG
- b. INFOTRAC
- c. OCLC
- d. PROQUEST
- e. RLIN
- f. SIRS
- g. SORKINS
- h. WESTLAW
- i. Other (please specify) _____

Q20. Please rate on a number scale from one to five the importance of the following types of interlibrary loan requests for supplementing your business collection, with one being not at all important and five being very important.

- a. Resources in other related subject fields
- b. Obscure or scholarly periodicals
- c. Dissertations/theses
- d. Back-file periodicals
- e. Government documents
- f. Company/Industry Data
- g. Other (please specify): _____

1-not at all important
2
3-neutral
4
5-very important
Don't know

Q21. Approximately what percentage of the interlibrary loan requests received by your library as a whole are from patrons seeking business or economic information? _____

Q22. In the last few years, has your library budget...(Increased/ Decreased/ Remained the same)

Q23. Again, over the last few years, would you say that the amount of resources that your library has committed to purchasing materials or providing services strictly for members of the business community has...(Increased/Decreased/Remained the same)

Q24. Again thinking back to the last few years, would you say the number of individuals representing the business community seeking materials or services from your library has...(Increased/Decreased/Remained the same)

Q25. Finally, over the last few years, would you say the number of proportion of all patrons requesting business, economic, investment or industry related information has...(Increased/Decreased/Remained the same)

Q26. Does your library's annual budgeting planning process take into account any special needs for services or materials for the business community? (Yes/No)

Q27. In the next five years, what are your library's priorities in terms of improving services to the public? _____

Q28. If you got a 25% increase in your library budget, how would you spend the additional money? (Record Verbatim!) _____

Q29. How important, relative to the other needs of your library, would the adding of (or to) a Business and Economics Section be? (Very important/Somewhat important/Not too important/Not at all important)

Q30. From the point of view of your library, how relevant are each of the following barriers to providing effective service to the business community (patrons)?

- a. Lack of familiarity with business terminology on the part of the library staff?
- b. Lack of familiarity with specific resources or materials that business patrons request?
- c. Acquiring adequate budgetary resources to purchase or provide materials and services requested by business patrons?
- d. Attracting a sufficient number of business patrons to warrant expanded services?
- e. Having staff sufficiently trained to meet the demands of the business community?
- f. The high cost of acquiring business materials given relatively low usage rates?
- g. Lack of cooperation from local agencies representing the business community such as the Chamber of Commerce?
- h. The immediacy of requests made by business patrons, that is their need to receive information quickly, or even immediately.
- i. Lack of funds or staff time to promote library resources and services to the business community.

-Very important
-Somewhat important
-Not too important
-Not at all important

Q31. Thinking about ways to improve service to business patrons, how willing would you and your library be to do each of the following things? (Very willing/Somewhat willing/Not too willing/ Not at all willing)

- a. Obtain materials from a centralized site with specialized resources and personnel.
- b. Hire individuals with business experience, but no specific library expertise, to assist in handling the requests of business patrons.
- c. Redirect your library budget to add additional business resources and services.
- d. Establish strong cooperative working relationships with regional Small Business Development Centers.
- e. Establish strong cooperative working relationships with your local Chamber of Commerce.
- f. Allocate library resources for specialized or advanced training in serving business patrons.
- g. Allocate resources to advertise or market your library's services to the business community.

1-Very willing
2-Somewhat willing
3-Not too willing
4-Not at all willing

Kansas Library Survey Frequencies

Q1. How many full-time equivalent librarians does your library have

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 or fewer	24	16.8	16.8	16.8
	more than 1 to 2	33	23.1	23.1	39.9
	more than 2 to 5	47	32.9	32.9	72.7
	more than 5 to 10	18	12.6	12.6	85.3
	more than 10 to 20	11	7.7	7.7	93.0
	more than 20 to 50	6	4.2	4.2	97.2
	more than 50	4	2.8	2.8	100.0
	Total	143	100.0	100.0	

*These data were taken from a data base provided by the Kansas State Library

Q2. How many of these have a Masters of Library Science degree?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Zero	93	65.0	65.0	65.0
	more than 0 to 1	31	21.7	21.7	86.7
	more than 1 to 2	8	5.6	5.6	92.3
	more than 2 to 10	5	3.5	3.5	95.8
	more than 10 to 25	3	2.1	2.1	97.9
	more than 25	3	2.1	2.1	100.0
	Total	143	100.0	100.0	

*These data were taken from a data base provided by the Kansas State Library

Q3a. Using electronic resources in the library.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	128	89.5	89.5	89.5
	No	15	10.5	10.5	100.0
	Total	143	100.0	100.0	

Q3b. Using the Internet.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	129	90.2	90.2	90.2
	No	14	9.8	9.8	100.0
	Total	143	100.0	100.0	

Q3c. Serving the needs of those patrons who request business or economic information.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	63	44.1	44.1	44.1
	No	80	55.9	55.9	100.0
	Total	143	100.0	100.0	

Q4a. Personnel from small and medium sized businesses.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - very infrequently	44	30.8	31.4	31.4
	2 - infrequently	43	30.1	30.7	62.1
	3 - moderately	36	25.2	25.7	87.9
	4 - frequently	13	9.1	9.3	97.1
	5 - very frequently	4	2.8	2.9	100.0
	Total	140	97.9	100.0	
Missing	System	3	2.1		
Total		143	100.0		

Q4b. Personnel from large corporations.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - very infrequently	119	83.2	85.0	85.0
	2 - infrequently	14	9.8	10.0	95.0
	3 - moderately	4	2.8	2.9	97.9
	4 - frequently	1	.7	.7	98.6
	5 - very frequently	2	1.4	1.4	100.0
	Total	140	97.9	100.0	
Missing	System	3	2.1		
Total		143	100.0		

Q4c. Entrepreneurs or start-up companies.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - very infrequently	43	30.1	30.7	30.7
	2 - infrequently	28	19.6	20.0	50.7
	3 - moderately	40	28.0	28.6	79.3
	4 - frequently	23	16.1	16.4	95.7
	5 - very frequently	6	4.2	4.3	100.0
	Total	140	97.9	100.0	
Missing	System	3	2.1		
Total		143	100.0		

Q4d. Researchers or technicians from business or government.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - very infrequently	85	59.4	60.7	60.7
	2 - infrequently	33	23.1	23.6	84.3
	3 - moderately	18	12.6	12.9	97.1
	4 - frequently	2	1.4	1.4	98.6
	5 - very frequently	2	1.4	1.4	100.0
	Total	140	97.9	100.0	
Missing	System	3	2.1		
Total		143	100.0		

Q4e. Students seeking information about business related subjects.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - very infrequently	23	16.1	16.4	16.4
	2 - infrequently	25	17.5	17.9	34.3
	3 - moderately	48	33.6	34.3	68.6
	4 - frequently	33	23.1	23.6	92.1
	5 - very frequently	11	7.7	7.9	100.0
	Total	140	97.9	100.0	
Missing	System	3	2.1		
Total		143	100.0		

Q4f. Special interest groups seeking information about business related subjects.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - very infrequently	62	43.4	44.3	44.3
	2 - infrequently	39	27.3	27.9	72.1
	3 - moderately	25	17.5	17.9	90.0
	4 - frequently	10	7.0	7.1	97.1
	5 - very frequently	4	2.8	2.9	100.0
	Total	140	97.9	100.0	
Missing	System	3	2.1		
Total		143	100.0		

Q4g. Companies or institutions with job training needs.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - very infrequently	93	65.0	66.4	66.4
	2 - infrequently	26	18.2	18.6	85.0
	3 - moderately	13	9.1	9.3	94.3
	4 - frequently	4	2.8	2.9	97.1
	5 - very frequently	4	2.8	2.9	100.0
	Total	140	97.9	100.0	
Missing	System	3	2.1		
Total		143	100.0		

Q4h. Individuals seeking personal investment information.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - very infrequently	23	16.1	16.4	16.4
	2 - infrequently	24	16.8	17.1	33.6
	3 - moderately	36	25.2	25.7	59.3
	4 - frequently	31	21.7	22.1	81.4
	5 - very frequently	26	18.2	18.6	100.0
	Total	140	97.9	100.0	
Missing	System	3	2.1		
Total		143	100.0		

Q5. Does your library have a specific person or persons who primarily handle the requests for information and services made by the business community as I have defined them above?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	47	32.9	32.9	32.9
	No	96	67.1	67.1	100.0
	Total	143	100.0	100.0	

Q6. Does your library have a special reference or service area devoted to Business and Economics?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	41	28.7	28.7	28.7
	No (Go to Q7)	102	71.3	71.3	100.0
	Total	143	100.0	100.0	

Q6a. Which of the following best describes the arrangement of your business reference area?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	A business information center located in the main library.	33	80.5	80.5	80.5
	Something else	8	19.5	19.5	100.0
	Total	41	100.0	100.0	

Q7a. Subject specific indexes, like Dunn's Business locator or Moody's Company Data.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	24	16.8	17.0	17.0
	No	117	81.8	83.0	100.0
	Total	141	98.6	100.0	
Missing	System	2	1.4		
Total		143	100.0		

Q7b. Any government document.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	69	48.3	48.3	48.3
	No	74	51.7	51.7	100.0
	Total	143	100.0	100.0	

Q7c. Company reports, or corporate data.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	53	37.1	37.1	37.1
	No	90	62.9	62.9	100.0
	Total	143	100.0	100.0	

Q7d. Industry data, statistics, trends.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	61	42.7	42.7	42.7
	No	82	57.3	57.3	100.0
	Total	143	100.0	100.0	

Q7e. Subject and industry-specific newspapers, journals.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	56	39.2	39.2	39.2
	No	87	60.8	60.8	100.0
	Total	143	100.0	100.0	

Q7f. Newspaper clipping files.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	41	28.7	28.7	28.7
	No	102	71.3	71.3	100.0
	Total	143	100.0	100.0	

Q7g. Newsletters

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	41	28.7	28.7	28.7
	No	102	71.3	71.3	100.0
	Total	143	100.0	100.0	

Q7h. Local and state regulations and reports.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	109	76.2	76.2	76.2
	No	34	23.8	23.8	100.0
	Total	143	100.0	100.0	

Q7i. Legal indexes, dictionaries, encyclopedias.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	123	86.0	86.0	86.0
	No	20	14.0	14.0	100.0
	Total	143	100.0	100.0	

Q7j. Employment, occupation and job training resources.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	116	81.1	81.1	81.1
	No	27	18.9	18.9	100.0
	Total	143	100.0	100.0	

Q8. Do your library's business holdings include any CDROM/DVD databases?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	36	25.2	25.2	25.2
	No (Go to Q9)	107	74.8	74.8	100.0
	Total	143	100.0	100.0	

Q8a. Compact Disclosure

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	5	13.9	13.9	13.9
	No	31	86.1	86.1	100.0
	Total	36	100.0	100.0	

Q8b. ABI/INFORM

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	5	13.9	14.3	14.3
	No	30	83.3	85.7	100.0
	Total	35	97.2	100.0	
Missing	System	1	2.8		
Total		36	100.0		

Q8c. Business Abstracts

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	1	2.8	2.9	2.9
	No	34	94.4	97.1	100.0
	Total	35	97.2	100.0	
Missing	System	1	2.8		
Total		36	100.0		

Q8d. CIRR		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	3	8.3	8.6	8.6
	No	32	88.9	91.4	100.0
	Total	35	97.2	100.0	
Missing	System	1	2.8		
Total		36	100.0		

Q8e. Standard & Poor's Register		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	12	33.3	34.3	34.3
	No	23	63.9	65.7	100.0
	Total	35	97.2	100.0	
Missing	System	1	2.8		
Total		36	100.0		

Q8f. Thomas Register		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	23	63.9	63.9	63.9
	No	13	36.1	36.1	100.0
	Total	36	100.0	100.0	

Q9. Are any online vendor systems available in your library?		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	39	27.3	27.3	27.3
	No (Go to Q11)	104	72.7	72.7	100.0
	Total	143	100.0	100.0	

Q9a. BRS		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	2	5.1	5.1	5.1
	No	37	94.9	94.9	100.0
	Total	39	100.0	100.0	

Q9b. Dow Jones News Retrieval		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	4	10.3	10.3	10.3
	No	35	89.7	89.7	100.0
	Total	39	100.0	100.0	

Q9c. DIALOG		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	4	10.3	10.3	10.3
	No	35	89.7	89.7	100.0
Total		39	100.0	100.0	

Q9d. NewNet		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	38	97.4	100.0	100.0
Missing	System	1	2.6		
Total		39	100.0		

Q9e. Lexis/Nexis		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	1	2.6	2.6	2.6
	No	38	97.4	97.4	100.0
Total		39	100.0	100.0	

Q9f. Orbit		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	1	2.6	2.6	2.6
	No	38	97.4	97.4	100.0
Total		39	100.0	100.0	

Q9g. VU?TEXT		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	39	100.0	100.0	100.0

Q9h. WILSONLINE		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	4	10.3	10.3	10.3
	No	35	89.7	89.7	100.0
Total		39	100.0	100.0	

Q10a. ABI/INFORM		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	11	28.2	28.2	28.2
	No	28	71.8	71.8	100.0
	Total	39	100.0	100.0	

Q10b. American Banker Full Text		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	39	100.0	100.0	100.0

Q10c. BioBusiness		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	1	2.6	2.6	2.6
	No	37	94.9	97.4	100.0
	Total	38	97.4	100.0	
Missing	System	1	2.6		
Total		39	100.0		

Q10d. Business Dateline		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	3	7.7	7.7	7.7
	No	36	92.3	92.3	100.0
	Total	39	100.0	100.0	

Q10e. Business Periodicals Index		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	7	17.9	17.9	17.9
	No	32	82.1	82.1	100.0
	Total	39	100.0	100.0	

Q10f. Business Software Database		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	39	100.0	100.0	100.0

Q10g. CENDATA

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	1	2.6	2.6	2.6
	No	37	94.9	97.4	100.0
	Total	38	97.4	100.0	
Missing	System	1	2.6		
Total		39	100.0		

Q10h. Chemical Industry Notes

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	39	100.0	100.0	100.0

Q11a. Fee based reference searching.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	4	2.8	2.8	2.8
	No	139	97.2	97.2	100.0
	Total	143	100.0	100.0	

Q11b. Restrictions on the number of databases searched.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	3	2.1	2.1	2.1
	No	140	97.9	97.9	100.0
	Total	143	100.0	100.0	

Q11c. Restrictions on the number of citations printed.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	3	2.1	2.1	2.1
	No	139	97.2	97.9	100.0
	Total	142	99.3	100.0	
Missing	System	1	.7		
Total		143	100.0		

Q11d. Restrictions of full text records printed.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	5	3.5	3.5	3.5
	No	138	96.5	96.5	100.0
	Total	143	100.0	100.0	

Q11e. Time limits on searches.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	91	63.6	64.5	64.5
	No	50	35.0	35.5	100.0
	Total	141	98.6	100.0	
Missing	System	2	1.4		
Total		143	100.0		

Q11f. Fee for printing.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	119	83.2	83.2	83.2
	No	24	16.8	16.8	100.0
	Total	143	100.0	100.0	

Q11g. Fee for downloading.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	12	8.4	8.5	8.5
	No	130	90.9	91.5	100.0
	Total	142	99.3	100.0	
Missing	System	1	.7		
Total		143	100.0		

Q12. Has your library developed any specific programs or policies designed to meet the needs of the business community?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes (Go to Q12a)	17	11.9	11.9	11.9
	No (Skip to Q13)	126	88.1	88.1	100.0
	Total	143	100.0	100.0	

Q13. Does your library actively market business information and reference services?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes (Go to Q13a)	30	21.0	21.0	21.0
	No (Skip to Q14)	113	79.0	79.0	100.0
	Total	143	100.0	100.0	

Q13a. Does it use, news letter?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	10	33.3	33.3	33.3
	No	20	66.7	66.7	100.0
	Total	30	100.0	100.0	

Q13b. Does it use, direct mail?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	10	33.3	33.3	33.3
	No	20	66.7	66.7	100.0
	Total	30	100.0	100.0	

Q13c. Does it use, radio or newspaper advertising?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	24	80.0	80.0	80.0
	No	6	20.0	20.0	100.0
	Total	30	100.0	100.0	

Q13d. Does it sponsor promotional events like book sales?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	20	66.7	66.7	66.7
	No	10	33.3	33.3	100.0
	Total	30	100.0	100.0	

Q14a. Attended meetings with members of the business community to explain what resources the library has?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	108	75.5	76.1	76.1
	No	34	23.8	23.9	100.0
	Total	142	99.3	100.0	
Missing	System	1	.7		
Total		143	100.0		

Q14b. Become a member of a business organization such as the Chamber of Commerce of Rotary?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	99	69.2	69.7	69.7
	No	43	30.1	30.3	100.0
	Total	142	99.3	100.0	
Missing	System	1	.7		
Total		143	100.0		

Q14c. Met with representatives of the Chamber of Commerce?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	109	76.2	76.8	76.8
	No	33	23.1	23.2	100.0
	Total	142	99.3	100.0	
Missing	System	1	.7		
Total		143	100.0		

Q14d. Had any interaction with the Small Business Development Center?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	51	35.7	35.9	35.9
	No	91	63.6	64.1	100.0
	Total	142	99.3	100.0	
Missing	System	1	.7		
Total		143	100.0		

Q15. Do you have any special services or resources designed to help a person trying to start a small business?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes (Go to Q15a)	95	66.4	66.9	66.9
	No (Skip to Q16)	47	32.9	33.1	100.0
	Total	142	99.3	100.0	
Missing	System	1	.7		
Total		143	100.0		

Q16. Do you ever refer patrons to corporate libraries?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes (Go to Q16a)	28	19.6	19.7	19.7
	No (Skip to Q17)	114	79.7	80.3	100.0
	Total	142	99.3	100.0	
Missing	System	1	.7		
Total		143	100.0		

Q17. Do you allow patrons to use the Internet in your library?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes (Go to Q17a)	132	92.3	93.0	93.0
	No (Skip to Q18)	10	7.0	7.0	100.0
	Total	142	99.3	100.0	
Missing	System	1	.7		
Total		143	100.0		

Q17a. Is there a charge for access?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	8	6.1	6.1	6.1
	No	124	93.9	93.9	100.0
	Total	132	100.0	100.0	

Q17b. Are patrons allowed to have e-mail accounts?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	96	72.7	72.7	72.7
	No	36	27.3	27.3	100.0
	Total	132	100.0	100.0	

Q18. Does your library subscribe to any online database services?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes (Go to Q19)	53	37.1	37.6	37.6
	No (Skip to Q20)	88	61.5	62.4	100.0
	Total	141	98.6	100.0	
Missing	System	2	1.4		
Total		143	100.0		

Q19a. DIALOG		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	4	7.5	7.5	7.5
	No	49	92.5	92.5	100.0
	Total	53	100.0	100.0	

Q19b. INFOTRAC		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	26	49.1	49.1	49.1
	No	27	50.9	50.9	100.0
	Total	53	100.0	100.0	

Q19c. OCLC		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	33	62.3	62.3	62.3
	No	20	37.7	37.7	100.0
	Total	53	100.0	100.0	

Q19d. PROQUEST		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	6	11.3	11.3	11.3
	No	47	88.7	88.7	100.0
	Total	53	100.0	100.0	

Q19e. RLIN		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	52	98.1	100.0	100.0
Missing	System	1	1.9		
	Total	53	100.0		

Q19f. SIRS		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	7	13.2	13.2	13.2
	No	46	86.8	86.8	100.0
	Total	53	100.0	100.0	

Q19g. SORKINS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	2	3.8	3.8	3.8
	No	50	94.3	96.2	100.0
	Total	52	98.1	100.0	
Missing	System	1	1.9		
Total		53	100.0		

Q19h. WESTLAW

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	53	100.0	100.0	100.0

Q20a. resources in other related subject fields

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - not at all important	22	15.4	15.5	15.5
	2	15	10.5	10.6	26.1
	3 - neutral	37	25.9	26.1	52.1
	4	17	11.9	12.0	64.1
	5 - very important	44	30.8	31.0	95.1
	Don't know	7	4.9	4.9	100.0
	Total	142	99.3	100.0	
Missing	System	1	.7		
Total		143	100.0		

Q20b. obscure or scholarly periodicals

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - not at all important	57	39.9	40.1	40.1
	2	23	16.1	16.2	56.3
	3 - neutral	20	14.0	14.1	70.4
	4	17	11.9	12.0	82.4
	5 - very important	23	16.1	16.2	98.6
	Don't know	2	1.4	1.4	100.0
	Total	142	99.3	100.0	
Missing	System	1	.7		
Total		143	100.0		

Q20c. dissertations/theses

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - not at all important	72	50.3	50.7	50.7
	2	27	18.9	19.0	69.7
	3 - neutral	17	11.9	12.0	81.7
	4	11	7.7	7.7	89.4
	5 - very important	12	8.4	8.5	97.9
	Don't know	3	2.1	2.1	100.0
	Total	142	99.3	100.0	
Missing	System	1	.7		
Total		143	100.0		

Q20d. back-file periodicals

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - not at all important	28	19.6	19.9	19.9
	2	17	11.9	12.1	31.9
	3 - neutral	34	23.8	24.1	56.0
	4	28	19.6	19.9	75.9
	5 - very important	32	22.4	22.7	98.6
	Don't know	2	1.4	1.4	100.0
	Total	141	98.6	100.0	
Missing	System	2	1.4		
Total		143	100.0		

Q20e. government documents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - not at all important	40	28.0	28.4	28.4
	2	35	24.5	24.8	53.2
	3 - neutral	21	14.7	14.9	68.1
	4	23	16.1	16.3	84.4
	5 - very important	21	14.7	14.9	99.3
	Don't know	1	.7	.7	100.0
	Total	141	98.6	100.0	
Missing	System	2	1.4		
Total		143	100.0		

Q20f. company/industry data

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - not at all important	59	41.3	42.1	42.1
	2	27	18.9	19.3	61.4
	3 - neutral	20	14.0	14.3	75.7
	4	19	13.3	13.6	89.3
	5 - very important	14	9.8	10.0	99.3
	Don't know	1	.7	.7	100.0
	Total	140	97.9	100.0	
Missing	System	3	2.1		
Total		143	100.0		

Q21. Approximately what percentage of the interlibrary loan requests received by your library as a whole are from patrons seeking business or economic information?

		Frequency	Percent	Valid Percent	Cumulative Percent	
Valid		6	4.2	4.2	4.2	
	<1	3	2.1	2.1	6.3	
	<10	3	2.1	2.1	8.4	
	<5	3	2.1	2.1	10.5	
	0-5	1	.7	.7	11.2	
	0	12	8.4	8.4	19.6	
	1	11	7.7	7.7	27.3	
	10-15	1	.7	.7	28.0	
	10	19	13.3	13.3	41.3	
	10%	1	.7	.7	42.0	
	12	1	.7	.7	42.7	
	15	3	2.1	2.1	44.8	
	15%	1	.7	.7	45.5	
	19	1	.7	.7	46.2	
	2	14	9.8	9.8	55.9	
	20	5	3.5	3.5	59.4	
	23	1	.7	.7	60.1	
	25	5	3.5	3.5	63.6	
	30	1	.7	.7	64.3	
	4	3	2.1	2.1	66.4	
	4.5	1	.7	.7	67.1	
	40	1	.7	.7	67.8	
	5-10	3	2.1	2.1	69.9	
	5	33	23.1	23.1	93.0	
	6	2	1.4	1.4	94.4	
	7	2	1.4	1.4	95.8	
	8	2	1.4	1.4	97.2	
	9	1	.7	.7	97.9	
	don't know	3	2.1	2.1	100.0	
	Total		143	100.0	100.0	

Q22. In the last few years, has your library budget...

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Increased	100	69.9	71.4	71.4
	Decreased	7	4.9	5.0	76.4
	Remained the same	33	23.1	23.6	100.0
	Total	140	97.9	100.0	
Missing	System	3	2.1		
Total		143	100.0		

Q23. Again, over the last few years, would you say that the amount of resources that your library has committed to purchasing materials or providing services strictly for members of the business community has...

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Increased	41	28.7	29.3	29.3
	Decreased	5	3.5	3.6	32.9
	Remained the same	94	65.7	67.1	100.0
	Total	140	97.9	100.0	
Missing	System	3	2.1		
Total		143	100.0		

Q24. Again thinking back to the last few years, would you say the number of individuals representing the business community seeking materials or services from your library has...

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Increased	43	30.1	30.5	30.5
	Decreased	8	5.6	5.7	36.2
	Remained the same	89	62.2	63.1	99.3
	Don't know	1	.7	.7	100.0
	Total	141	98.6	100.0	
Missing	System	2	1.4		
Total		143	100.0		

Q25. Finally, over the last few years, would you say the number or proportion of all patrons requesting business, economic, investment or industry related information has...

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Increased	63	44.1	44.7	44.7
	Decreased	4	2.8	2.8	47.5
	Remained the same	73	51.0	51.8	99.3
	Don't know	1	.7	.7	100.0
	Total	141	98.6	100.0	
Missing	System	2	1.4		
Total		143	100.0		

Q26. Does your library's annual budgeting planning process take into account any special needs for services or materials for the business community?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	45	31.5	31.9	31.9
	No	92	64.3	65.2	97.2
	Don't know	4	2.8	2.8	100.0
	Total	141	98.6	100.0	
Missing	System	2	1.4		
Total		143	100.0		

Q29. How important, relative to the other needs of your library, would the adding of (or to) a Business and Economics Section be? Would it be...

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very important?	19	13.3	13.5	13.5
	somewhat important?	72	50.3	51.1	64.5
	not too important?	37	25.9	26.2	90.8
	or not at all important?	12	8.4	8.5	99.3
	Don't know	1	.7	.7	100.0
Total		141	98.6	100.0	
Missing	System	2	1.4		
Total		143	100.0		

Q30a. Lack of familiarity with business terminology on the part of library staff? Is it...

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very important	22	15.4	15.6	15.6
	somewhat important	71	49.7	50.4	66.0
	not too important	32	22.4	22.7	88.7
	not at all important	15	10.5	10.6	99.3
	Don't know	1	.7	.7	100.0
Total		141	98.6	100.0	
Missing	System	2	1.4		
Total		143	100.0		

Q30b. Lack of familiarity with the specific resources or materials that business patrons request?
Is it...

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very important	36	25.2	25.5	25.5
	somewhat important	66	46.2	46.8	72.3
	not too important	23	16.1	16.3	88.7
	not at all important	15	10.5	10.6	99.3
	Don't know	1	.7	.7	100.0
	Total	141	98.6	100.0	
Missing	System	2	1.4		
Total		143	100.0		

Q30c. Acquiring adequate budgetary resources to purchase or provide materials and services requested by business patrons?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very important	78	54.5	55.3	55.3
	somewhat important	38	26.6	27.0	82.3
	not too important	14	9.8	9.9	92.2
	not at all important	6	4.2	4.3	96.5
	Don't know	5	3.5	3.5	100.0
	Total	141	98.6	100.0	
Missing	System	2	1.4		
Total		143	100.0		

Q30d. Attracting a sufficient number of business patrons to warrant expanded services?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very important	78	54.5	55.7	55.7
	somewhat important	43	30.1	30.7	86.4
	not too important	11	7.7	7.9	94.3
	not at all important	5	3.5	3.6	97.9
	Don't know	3	2.1	2.1	100.0
	Total	140	97.9	100.0	
Missing	System	3	2.1		
Total		143	100.0		

Q30e. Having staff sufficiently trained to meet the demands of the business community.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very important	65	45.5	46.4	46.4
	somewhat important	54	37.8	38.6	85.0
	not too important	10	7.0	7.1	92.1
	not at all important	10	7.0	7.1	99.3
	Don't know	1	.7	.7	100.0
	Total	140	97.9	100.0	
Missing	System	3	2.1		
Total		143	100.0		

Q30f. The high cost of acquiring business materials given relatively low usage rates?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very important	96	67.1	68.6	68.6
	somewhat important	27	18.9	19.3	87.9
	not too important	6	4.2	4.3	92.1
	not at all important	6	4.2	4.3	96.4
	Don't know	5	3.5	3.6	100.0
	Total	140	97.9	100.0	
Missing	System	3	2.1		
Total		143	100.0		

Q30g. Lack of cooperation from local agencies representing the business community such as the Chamber of Commerce?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very important	27	18.9	19.3	19.3
	somewhat important	36	25.2	25.7	45.0
	not too important	26	18.2	18.6	63.6
	not at all important	46	32.2	32.9	96.4
	Don't know	5	3.5	3.6	100.0
	Total	140	97.9	100.0	
Missing	System	3	2.1		
Total		143	100.0		

Q30h. The immediacy of requests made by business patrons, that is their need to receive information quickly, or even immediately.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very important	54	37.8	38.6	38.6
	somewhat important	46	32.2	32.9	71.4
	not too important	21	14.7	15.0	86.4
	not at all important	16	11.2	11.4	97.9
	Don't know	3	2.1	2.1	100.0
	Total	140	97.9	100.0	
Missing	System	3	2.1		
Total		143	100.0		

Q30i. Lack of funds or staff time to promote library resources and services to the business community.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very important	82	57.3	58.6	58.6
	somewhat important	38	26.6	27.1	85.7
	not too important	10	7.0	7.1	92.9
	not at all important	7	4.9	5.0	97.9
	Don't know	3	2.1	2.1	100.0
	Total	140	97.9	100.0	
Missing	System	3	2.1		
Total		143	100.0		

Q31a. Obtain materials from a centralized site with specialized resources and personnel.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - very willing	89	62.2	63.6	63.6
	2 - somewhat willing	43	30.1	30.7	94.3
	3 - not too willing	4	2.8	2.9	97.1
	4 - not at all willing	2	1.4	1.4	98.6
	Don't know	2	1.4	1.4	100.0
	Total	140	97.9	100.0	
Missing	System	3	2.1		
Total		143	100.0		

Q31b. Hire individuals with business experience, but no specific library expertise, to assist in handling the requests of business patrons.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - very willing	10	7.0	7.1	7.1
	2 - somewhat willing	36	25.2	25.7	32.9
	3 - not too willing	30	21.0	21.4	54.3
	4 - not at all willing	59	41.3	42.1	96.4
	Don't know	5	3.5	3.6	100.0
	Total	140	97.9	100.0	
Missing	System	3	2.1		
Total		143	100.0		

Q31c. Redirect your library budget to add additional business resources and services.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - very willing	14	9.8	10.0	10.0
	2 - somewhat willing	59	41.3	42.1	52.1
	3 - not too willing	32	22.4	22.9	75.0
	4 - not at all willing	31	21.7	22.1	97.1
	Don't know	4	2.8	2.9	100.0
	Total	140	97.9	100.0	
Missing	System	3	2.1		
Total		143	100.0		

Q31d. Establish strong cooperative working relationships with regional small Business Development Centers.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - very willing	73	51.0	52.1	52.1
	2 - somewhat willing	57	39.9	40.7	92.9
	3 - not too willing	4	2.8	2.9	95.7
	4 - not at all willing	6	4.2	4.3	100.0
	Total	140	97.9	100.0	
Missing	System	3	2.1		
Total		143	100.0		

Q31e. Establish strong cooperative working relationships with your local Chamber of Commerce.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - very willing	104	72.7	74.3	74.3
	2 - somewhat willing	25	17.5	17.9	92.1
	3 - not too willing	2	1.4	1.4	93.6
	4 - not at all willing	4	2.8	2.9	96.4
	Don't know	5	3.5	3.6	100.0
	Total	140	97.9	100.0	
Missing	System	3	2.1		
Total		143	100.0		

Q31f. Allocate library resources for specialized or advanced training in serving business patrons.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - very willing	30	21.0	21.4	21.4
	2 - somewhat willing	67	46.9	47.9	69.3
	3 - not too willing	23	16.1	16.4	85.7
	4 - not at all willing	18	12.6	12.9	98.6
	Don't know	2	1.4	1.4	100.0
	Total	140	97.9	100.0	
Missing	System	3	2.1		
Total		143	100.0		

Q31g. Allocate resources to advertise or market your library's services to the business community.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - very willing	52	36.4	37.1	37.1
	2 - somewhat willing	68	47.6	48.6	85.7
	3 - not too willing	8	5.6	5.7	91.4
	4 - not at all willing	11	7.7	7.9	99.3
	Don't know	1	.7	.7	100.0
	Total	140	97.9	100.0	
Missing	System	3	2.1		
Total		143	100.0		

Kansas Business Survey

Hello, my name is _____. I am calling from the Survey Research Center at the University of Kansas. This is not a sales call. We are doing a survey for the Kansas STATE LIBRARY designed to help them improve the services that Kansas public Libraries provide the business community. May I speak with the person in your business who is responsible for research or information systems? INTERVIEWER USE AS NECESSARY WITH DESIGNATED RESPONDENT: We are doing a survey for the Kansas State Library. The survey focuses on Public Library business information and reference services, and will take approximately ten minutes to complete. All of the information you provide us will remain confidential. If you have any questions about the survey you may call Bob Glass at the University of Kansas: (785) 864-9121.

A1. Are you willing to go ahead with the interview now? (Yes/No-terminate and go to Q41).

A2. First a question about your location. Where is your firm's home office located?

- Where the caller is located-go to Q1.
- Within Kansas-go to A3.
- Outside of Kansas-go to Q41.
- Don't know/Refused to Answer-go to Q41.

If R's firm is outside of KS or DK: We are only interviewing firms with home offices located in the state. Go to Q41.

A3. Would you please give us the name and phone number of the person responsible for research and information systems at your home office? _____

If R provides information for A3, read: Thank you for that information. We will be contacting (person name) to complete the rest of our interview. END CALL

Q1. First, I would like to ask you some questions about the library or business information resources that your company has. Do you have an in-house library? (Yes/No)

Q2. Which of the following best describes the amount of space that your library takes up? Is it...

- A wall-go to Q3.
- A cubicle- go to Q3.
- A single room-go to Q3.
- Larger than a single room-go to Q3.
- Something else-go to Q2a.
- Don't know/No answer-go to Q3.

Q2a. Could you describe the size of your in-house library? _____

Q3. Which of the following types of resources does your library have? (Allow multiple answers)

- Specialized books pertaining to your company's field of business activities.
- Trade journals or magazines.
- Industry reports.
- General business, marketing or economics books.
- Newspaper clipping file.
- Federal, State, or Local government documents or reports
- CD-ROMs
- Internet Access
- Online Database Access
- Anything else (Go to Q3a).

Q3a. What other types of resources are in your in-house library? _____

Q4. How frequently do you or anyone else in your firm use your in-house library? Would you say it is...(Daily/Weekly/Monthly/Less Frequently/Don't know-No Answer)

Q5. What are the primary uses by your firm of the in-house library? Is it for...(Allow multiple answers, but read all)

- Marketing or sales information
- Product Development research
- Operational or technical research
- General economic or demographic information
- Something else-go to Q5a.

Q5a. What other uses for your in-house library? _____

Q6. Does your business ever use a public library to gather information or to do research? (Yes/No/DK-go to Q28)

Q7. Which of the following public library facilities does your businesses use? (Allow multiple answers, but read all)

- Your local public library
- A public library in another part of the state
- A public library in another state
- Something else-go to Q7a.

Q7a. What other public library facilities are used? _____

Q8. Does your company use the public library for...(Allow multiple answers, but read all)

- Marketing or sales information
- Product development research
- Operational or technical research
- General economic or demographic information
- Researching your company's competitors
- Industry research
- Investment or Stock Market research
- Something else-go to Q8a.

Q8a. What does your firm use the public library for? _____

Q9. When you or someone from your firm uses the public library, do they usually...(NO multiple responses but read all)

- Go to the library
- E-mail the library
- Telephone the library
- Search the library's online catalog from home or office
- Something else-go to Q9a.

Q9a. How do they (you) use the public library? _____

Q10. How often have you or anyone else in your firm used the public library for business reasons in the past year?

- 10 or more times
- Between 3 and 10 times
- Less than 3 times
- DK/NA

Q11. When do you or others from your firm tend to use the public library for business related purposes?

- During the workday
- During weekday evenings
- On the weekends
- DK/NA

Q12. Which of the following types of materials or services have you, or someone from your firm, used at the public library? (Allow for multiple answers, but read all)

- Subject specific indexes, like Dunn's Business locator or Moody's Company Data
- Any government document
- Company reports or corporate data
- Industry data, statistics, trends
- Subject and industry-specific newspapers, journals
- A newspaper clipping file
- Newsletters
- Local and State government regulations and reports
- Legal indexes, dictionaries, encyclopedias
- Employment, occupation, and job training
- Internet and/or Online resources
- Investment resources
- Anything else-go to Q12a.

Q12a. What other types of materials are used at the public library? _____

Q13. On a scale of 1 to 5, please rank your level of satisfaction with the business materials or resources available in the public library with 1 being the least satisfied and 5 being the most satisfied. _____

Q14. Now, thinking about you or your company's overall level of satisfaction with the services the public library provides for your business, how would you rank the public library on the same scale of 1 to 5 with 1 being the least satisfied and 5 being the most satisfied. _____

Q15. Would you recommend the local library to other local businesses when they have similar informational needs? (Yes-go to Q17/No/DK-NA-go to Q17)

Q16. Why wouldn't you recommend the library? _____

Q17. In addition to the public library, when you need materials or information for your business, where do you or your company get the materials or information? (Allow for multiple answers but read all)

- Local Chamber of Commerce
- Local Government Entities
- Trade Journals or Magazines
- Trade Associations or Industry Associations
- Trade Shows or Conferences that you attend
- Small Business Administration
- Small Business Development Center
- Professional Consultants
- University or Research Library
- Internet
- Talking with people in your industry
- Other-go to Q17a.

Q17a. Where else do you or others in your firm get materials or information for your business? _____

Now I will be mentioning some changes that your library might make to improve its service to the business community. I would like you to rate the usefulness of each potential change that I mention. The four possible ratings are: very useful, somewhat useful, not too useful, or not at all useful.

Q18. The first possible change is the addition of more business related books and materials. Would it be very useful, somewhat useful, not too useful, or not at all useful in meeting the needs of the business community?

- Very useful
- Somewhat useful
- Not too useful-go to Q19.
- Not at all useful-go to Q19.
- Don't know/No answer-go to Q19.

Q18a. Are there any specific books or materials you would like your local public library to acquire? _____

Q19. Second, additional staff to serve the particular needs of the business community. Would it be...(interviewer read categories below)

- Very useful
- Somewhat useful
- Not too useful-go to Q20.
- Not at all useful-go to Q20.
- Don't know/No answer-go to Q20.

Q19a. Are there any particular types of specialists you would like your local public library to hire? _____

Q20. Third, keeping business people reminded of the business resources available at the library and inform them of any new business holdings. Would it be...(interviewer read categories below)

- Very useful
- Somewhat useful
- Not too useful-go to Q21.
- Not at all useful-go to Q21.
- Don't know/No answer-go to Q21.

Q20a. Are there any special means of keeping the business informed that you feel would be especially effective such as a newsletter or e-mail notification of resources in your areas of interest? _____

Q21. Fourth, devising programs that would make the library's resources more accessible to business patrons, like special outreach or training for people interested in business resources. Would it be...(interviewer read categories below)
(Very useful/Somewhat useful/Not too useful/Not at all useful/DK-NA)

Q22. Fifth, making library staff and resources electronically accessible from your office? Would it be...(interviewer read categories below)
(Very useful/Somewhat useful/Not too useful/Not at all useful/DK-NA)

Finally, I would like to mention some barriers faced when businesses use library services. Please rate how important each barrier is to businesses using library services?

Q23. First, library staff's lack of familiarity with business terminology. How important is this barrier to businesses using library services? Is it...

Q24. Library staff's lack of familiarity with specific resources or materials that business patrons request. How important is this barrier to businesses using library services?

Q25. Library staff's lack of training to meet the demands of the business community. (How important is this barrier to businesses using library services?)

Q26. Lack of quick turnaround by the library's staff in response to business requests. (How important is this barrier to businesses using library services?)

Q27. The library's lack of contemporary technology such as fax machines or internet service. (How important is this barrier to businesses using library services?)

- | |
|-----------------------|
| -Very important |
| -Somewhat important |
| -Not too important |
| -Not at all important |
| -DK/NA |

Q28. When you need materials or information for your business, where do you or your company get the materials or information? (Allow for multiple answers but read all)

- Local Chamber of Commerce
- Local Government Entities
- Trade Journals or Magazines
- Trade Associations or Industry Associations
- Trade Shows or Conferences that you attend
- Small Business Administration
- Small Business Development Center
- Professional Consultants
- University or Research Library
- Internet
- Talking with people in your industry
- Other-go to Q28a.

Q28a. Where else do you get the materials and information?_____

We are interested in knowing why your business does not use the public library for business purposes. For each of the possible reasons that I read to you, please tell me if this is a very important, somewhat important, not too important, or not at all important factor in your business not using the public library. (Very important/Somewhat important/Not too important/Not at all important/DK-NA)

Q29. There are not enough resources to effectively answer business related questions.

Q30. The resources that are available are not current enough to effectively answer business related questions.

Q31. The library staff is not familiar with the specific resources and materials requested by business patrons.

Q32. The library staff requires too much time to answer business questions or requests.

Q33. The library does not communicate or market its services to business patrons.

Q34. Are there any other reasons that you do not use the local public library for business reasons?

- | |
|-----------------------|
| -Very important |
| -Somewhat important |
| -Not too important |
| -Not at all important |
| -DK/NA |

Now I will be mentioning some changes that your library might make to improve its service to business patrons. I would like you to rate the usefulness of each potential change that I mention. The four possible ratings are: very useful, somewhat useful, not too useful, or not at all useful.

Q35. The first possible change is the addition of additional business related books and materials. Would it be...(interviewer read categories below)

- Very useful
- Somewhat useful
- Not too useful-go to Q36.
- Not at all useful-go to Q36.
- Don't know/No answer-go to Q36.

Q35a. Are there any specific books or materials you would like your public library to acquire? _____

Q36. Second, additional staff to serve the particular needs of the business community. Would it be...(interviewer read categories below)

- Very useful
- Somewhat useful
- Not too useful-go to Q37.
- Not at all useful-go to Q37.
- Don't know/No answer-go to Q37.

Q36a. Are there any particular types of specialists you would like your local public library to hire? _____

Q37. Third, keeping business people reminded of the business resources available at the library and inform them of any new business holdings. Would it be...(interviewer read categories below)

- Very useful
- Somewhat useful
- Not too useful-go to Q38
- Not at all useful-go to Q38
- Don't know/No answer-go to Q38

Q37a. Are there any special means of keeping the business informed that you would feel would be especially effective such as a newsletter? _____

Q38. Fourth, devising programs that would make the library's resources more accessible to business patrons, like special outreach or training for people interested in business resources. (Very useful/Somewhat useful/Not too useful/Not at all useful/DK-NA)

Q39. Fifth, making library staff and resources electronically accessible from your office? (Very useful/Somewhat useful/Not too useful/Not at all useful/DK-NA)

Q40. Now I would like to ask you a final question about your business. How would you geographically describe your market: where you sell your product? (Allow for multiple answers)

- Local: within the county you are located
- Regional: within the part of the state you are located
- Statewide
- National
- International

Interviewer read: That completes our interview. Thank you for taking the time to answer my questions.

Q41. Enter Case ID Number _____

Q42. Enter Your ID Number _____

Q43. Interviewer: Enter any additional comments the respondent made about public library service, or about the survey. _____

END OF SURVEY

Kansas Business Survey Frequencies

A2. First, a question about your location. Where is your firm's home office located?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Where the caller is located (Go to Q1)	174	90.2	90.2	90.2
	Within Kansas (Go to A3)	19	9.8	9.8	100.0
	Total	193	100.0	100.0	

Q1. First, I would like to ask you some questions about the library or business information resources that your company has. Do you have an in-house library?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	65	33.7	33.7	33.7
	No (Go to Q6)	128	66.3	66.3	100.0
	Total	193	100.0	100.0	

Q2. Which of the following best describes the amount of space that your library takes up? Is it ...

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	A wall (Go to Q3)	24	36.9	39.3	39.3
	A cubicle (Go to Q3)	8	12.3	13.1	52.5
	A single room (Go to Q3)	11	16.9	18.0	70.5
	Larger than a single room, or (Go to Q3)	7	10.8	11.5	82.0
	Something else (Go to Q2z)	11	16.9	18.0	100.0
	Total	61	93.8	100.0	
Missing	System	4	6.2		
Total		65	100.0		

q03a Specialized books

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	5	7.7	8.2	8.2
	Yes	56	86.2	91.8	100.0
	Total	61	93.8	100.0	
Missing	System	4	6.2		
Total		65	100.0		

q03b Trade journals or magazines

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	11	16.9	18.0	18.0
	Yes	50	76.9	82.0	100.0
	Total	61	93.8	100.0	
Missing	System	4	6.2		
Total		65	100.0		

q03c Industry reports

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	27	41.5	44.3	44.3
	Yes	34	52.3	55.7	100.0
	Total	61	93.8	100.0	
Missing	System	4	6.2		
Total		65	100.0		

q03d General business, marketing or economics books

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	35	53.8	57.4	57.4
	Yes	26	40.0	42.6	100.0
	Total	61	93.8	100.0	
Missing	System	4	6.2		
Total		65	100.0		

q03e Newspaper clipping file

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	46	70.8	70.8	70.8
	Yes	19	29.2	29.2	100.0
	Total	65	100.0	100.0	

q03f Government documents or reports

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	20	30.8	30.8	30.8
	Yes	45	69.2	69.2	100.0
	Total	65	100.0	100.0	

q03g CD-ROMs

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	28	43.1	43.1	43.1
	Yes	37	56.9	56.9	100.0
	Total	65	100.0	100.0	

q03h Internet Access

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	18	27.7	27.7	27.7
	Yes	47	72.3	72.3	100.0
	Total	65	100.0	100.0	

q03i Online Database Access

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	31	47.7	47.7	47.7
	Yes	34	52.3	52.3	100.0
	Total	65	100.0	100.0	

q03j Anything else (Go to Q3z)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	60	92.3	92.3	92.3
	Yes	5	7.7	7.7	100.0
	Total	65	100.0	100.0	

Q4. How frequently do you or anyone else in your firm use your in-house library? Would you say it is ...(READ ALL BUT DK)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Daily	49	75.4	76.6	76.6
	Weekly	11	16.9	17.2	93.8
	Monthly	3	4.6	4.7	98.4
	Less Frequently	1	1.5	1.6	100.0
	Total	64	98.5	100.0	
Missing	System	1	1.5		
Total		65	100.0		

q05a Marketing or sales information

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	47	72.3	72.3	72.3
	Yes	18	27.7	27.7	100.0
	Total	65	100.0	100.0	

q05b Product Development research

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	42	64.6	64.6	64.6
	Yes	23	35.4	35.4	100.0
	Total	65	100.0	100.0	

q05c Operational or technical research		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	13	20.0	20.0	20.0
	Yes	52	80.0	80.0	100.0
	Total	65	100.0	100.0	

q05d Economic or demographic information		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	47	72.3	72.3	72.3
	Yes	18	27.7	27.7	100.0
	Total	65	100.0	100.0	

q05e Something else (Go to Q5z)		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	51	78.5	78.5	78.5
	Yes	14	21.5	21.5	100.0
	Total	65	100.0	100.0	

Q6. Does your business ever use a public library to gather information or to do research?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	60	31.1	31.1	31.1
	No (Go to Q28)	131	67.9	67.9	99.0
	Don't Know/No Answer (Go to Q28)	2	1.0	1.0	100.0
	Total	193	100.0	100.0	

q07a Your local public library		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	5	8.3	8.5	8.5
	Yes	54	90.0	91.5	100.0
	Total	59	98.3	100.0	
Missing	System	1	1.7		
Total		60	100.0		

q07b Public library in another part of the state		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	46	76.7	76.7	76.7
	Yes	14	23.3	23.3	100.0
	Total	60	100.0	100.0	

q07c Public library in another state		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	51	85.0	86.4	86.4
	Yes	8	13.3	13.6	100.0
	Total	59	98.3	100.0	
Missing	System	1	1.7		
Total		60	100.0		

q07d Something else (Go to Q7z)		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	51	85.0	85.0	85.0
	Yes	9	15.0	15.0	100.0
	Total	60	100.0	100.0	

q08a Marketing or sales information		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	40	66.7	66.7	66.7
	Yes	20	33.3	33.3	100.0
	Total	60	100.0	100.0	

q08b Product development research		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	41	68.3	68.3	68.3
	Yes	19	31.7	31.7	100.0
	Total	60	100.0	100.0	

q08c Operational or technical research		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	34	56.7	56.7	56.7
	Yes	26	43.3	43.3	100.0
	Total	60	100.0	100.0	

q08d Economic or demographic information		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	35	58.3	58.3	58.3
	Yes	25	41.7	41.7	100.0
	Total	60	100.0	100.0	

q08e Researching competitors		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	52	86.7	86.7	86.7
	Yes	8	13.3	13.3	100.0
	Total	60	100.0	100.0	

q08f Industry research		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	34	56.7	56.7	56.7
	Yes	26	43.3	43.3	100.0
	Total	60	100.0	100.0	

q08g Investment or Stock Market research		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	51	85.0	86.4	86.4
	Yes	8	13.3	13.6	100.0
	Total	59	98.3	100.0	
Missing	System	1	1.7		
Total		60	100.0		

q08h Something else (Go to Q8z)		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	51	85.0	85.0	85.0
	Yes	9	15.0	15.0	100.0
	Total	60	100.0	100.0	

q09a Go to the library		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	10	16.7	16.7	16.7
	Yes	50	83.3	83.3	100.0
	Total	60	100.0	100.0	

q09b Telephone the library

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	47	78.3	78.3	78.3
	Yes	13	21.7	21.7	100.0
	Total	60	100.0	100.0	

q09c E-mail the library

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	57	95.0	95.0	95.0
	Yes	3	5.0	5.0	100.0
	Total	60	100.0	100.0	

q09d Search the library's online catalogue from home or business

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	53	88.3	88.3	88.3
	Yes	7	11.7	11.7	100.0
	Total	60	100.0	100.0	

q09e Something else (Go to Q9z)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	59	98.3	98.3	98.3
	Yes	1	1.7	1.7	100.0
	Total	60	100.0	100.0	

Q10. How often have you or anyone else in your firm used the public library for business reasons in the past year?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	10 or more times	24	40.0	40.0	40.0
	Between 3 and 10 times	24	40.0	40.0	80.0
	Less than 3 times	11	18.3	18.3	98.3
	DK/NA	1	1.7	1.7	100.0
	Total	60	100.0	100.0	

Q11. When do you or others from your firm tend to use the public library for business related purposes?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	During the workday	46	76.7	76.7	76.7
	During weekday evenings	11	18.3	18.3	95.0
	DK/NA	3	5.0	5.0	100.0
	Total	60	100.0	100.0	

q12a Subject specific indexes, like Dunn's Business locator or Moody's Company Data

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	42	70.0	70.0	70.0
	Yes	18	30.0	30.0	100.0
	Total	60	100.0	100.0	

q12b Any government document

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	31	51.7	51.7	51.7
	Yes	29	48.3	48.3	100.0
	Total	60	100.0	100.0	

q12c Company reports, or corporate data

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	48	80.0	80.0	80.0
	Yes	12	20.0	20.0	100.0
	Total	60	100.0	100.0	

q12d Industry data, statistics, trends

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	37	61.7	61.7	61.7
	Yes	23	38.3	38.3	100.0
	Total	60	100.0	100.0	

q12e Subject and industry-specific newspapers, journals

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	39	65.0	65.0	65.0
	Yes	21	35.0	35.0	100.0
	Total	60	100.0	100.0	

q12f A newspaper clipping file		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	47	78.3	78.3	78.3
	Yes	13	21.7	21.7	100.0
	Total	60	100.0	100.0	

q12g Newsletters		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	54	90.0	90.0	90.0
	Yes	6	10.0	10.0	100.0
	Total	60	100.0	100.0	

q12h Local and State government regulations and reports		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	34	56.7	56.7	56.7
	Yes	26	43.3	43.3	100.0
	Total	60	100.0	100.0	

q12i Legal indexes, dictionaries, encyclopedias		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	34	56.7	56.7	56.7
	Yes	26	43.3	43.3	100.0
	Total	60	100.0	100.0	

q12j Employment, occupation and job training resources		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	48	80.0	80.0	80.0
	Yes	12	20.0	20.0	100.0
	Total	60	100.0	100.0	

q12k Internet and/or Online resources		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	34	56.7	56.7	56.7
	Yes	26	43.3	43.3	100.0
	Total	60	100.0	100.0	

q12l Investment resources

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	52	86.7	86.7	86.7
	Yes	8	13.3	13.3	100.0
	Total	60	100.0	100.0	

q12m Anything else (Go to Q12z)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	52	86.7	86.7	86.7
	Yes	8	13.3	13.3	100.0
	Total	60	100.0	100.0	

Q13. On a scale of 1 to 5, please rank your level of satisfaction with the business materials or resources available in the public library with 1 being the least satisfied and 5 being the most satisfied.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	3.3	3.4	3.4
	2	2	3.3	3.4	6.9
	3	13	21.7	22.4	29.3
	4	20	33.3	34.5	63.8
	5	21	35.0	36.2	100.0
	Total	58	96.7	100.0	
Missing	System	2	3.3		
Total		60	100.0		

Q14. Now, thinking about you or your company's overall level of satisfaction with the services the public library provides for your business, how would you rank the public library on the same scale of 1 to 5, with 1 being the least satisfied and 5 being

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	3.3	3.4	3.4
	2	1	1.7	1.7	5.2
	3	10	16.7	17.2	22.4
	4	18	30.0	31.0	53.4
	5	27	45.0	46.6	100.0
	Total	58	96.7	100.0	
Missing	System	2	3.3		
Total		60	100.0		

Q15. Would you recommend the local library to other local businesses when they have similar informational needs?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes (Go to Q17)	55	91.7	94.8	94.8
	No	2	3.3	3.4	98.3
	Don't Know/No Answer (Go to Q17)	1	1.7	1.7	100.0
	Total	58	96.7	100.0	
Missing	System	2	3.3		
Total		60	100.0		

Q16. Why wouldn't you recommend the library?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	not enough up-to-date info, and internet they have most of the research stuff	1	50.0	50.0	50.0
		1	50.0	50.0	100.0
	Total	2	100.0	100.0	

q17a Local Chamber of Commerce

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	39	65.0	65.0	65.0
	Yes	21	35.0	35.0	100.0
	Total	60	100.0	100.0	

q17b Local Government Entities

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	37	61.7	61.7	61.7
	Yes	23	38.3	38.3	100.0
	Total	60	100.0	100.0	

q17c Trade Journals or Magazines

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	25	41.7	41.7	41.7
	Yes	35	58.3	58.3	100.0
	Total	60	100.0	100.0	

q17d Trade Associations or Industry Associations

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	35	58.3	58.3	58.3
	Yes	25	41.7	41.7	100.0
	Total	60	100.0	100.0	

q17e Trade Shows or Conferences that you attend

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	32	53.3	53.3	53.3
	Yes	28	46.7	46.7	100.0
	Total	60	100.0	100.0	

q17f Small Business Administration

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	47	78.3	78.3	78.3
	Yes	13	21.7	21.7	100.0
	Total	60	100.0	100.0	

q17g Small Business Development Center

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	48	80.0	80.0	80.0
	Yes	12	20.0	20.0	100.0
	Total	60	100.0	100.0	

q17h Professional Consultants

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	45	75.0	75.0	75.0
	Yes	15	25.0	25.0	100.0
	Total	60	100.0	100.0	

q17i University or Research Library

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	39	65.0	65.0	65.0
	Yes	21	35.0	35.0	100.0
	Total	60	100.0	100.0	

q17j Internet

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	18	30.0	30.0	30.0
	Yes	42	70.0	70.0	100.0
	Total	60	100.0	100.0	

q17k Talk to People in your Industry

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	15	25.0	25.0	25.0
	Yes	45	75.0	75.0	100.0
	Total	60	100.0	100.0	

q17l Other (Go to Q17z)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	50	83.3	83.3	83.3
	Yes	10	16.7	16.7	100.0
	Total	60	100.0	100.0	

Q18. The first possible change is the addition of more business related books and materials. Would it be very useful, somewhat useful, not too useful, or not at all useful in meeting the information needs of the business community.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very useful	19	31.7	32.8	32.8
	Somewhat useful	28	46.7	48.3	81.0
	Not too useful (Go to Q19)	4	6.7	6.9	87.9
	Not at all useful (Go to Q19)	4	6.7	6.9	94.8
	Don't Know/No Answer (Go to Q19)	3	5.0	5.2	100.0
	Total	58	96.7	100.0	
Missing	System	2	3.3		
Total		60	100.0		

Q19. Second, additional staff to serve the particular needs of the business community. Would it be ... (interviewer read categories below)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very useful	6	10.0	10.5	10.5
	Somewhat useful	19	31.7	33.3	43.9
	Not too useful (Go to Q20)	21	35.0	36.8	80.7
	Not at all useful (Go to Q20)	9	15.0	15.8	96.5
	Don't Know/No Answer (Go to Q20)	2	3.3	3.5	100.0
	Total	57	95.0	100.0	
Missing	System	3	5.0		
Total		60	100.0		

Q20. Third, keeping business people reminded of the business resources available at the library and inform them of any new business holdings. Would it be very useful, somewhat useful, not too useful, or not at all useful in meeting the information needs

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very useful	24	40.0	41.4	41.4
	Somewhat useful	20	33.3	34.5	75.9
	Not too useful (Go to Q21)	8	13.3	13.8	89.7
	Not at all useful (Go to Q21)	5	8.3	8.6	98.3
	Don't Know/No Answer (Go to Q21)	1	1.7	1.7	100.0
	Total	58	96.7	100.0	
Missing	System	2	3.3		
Total		60	100.0		

Q21. Fourth, devising programs that would make the library's resources more accessible to business patrons, like special outreach or training for people interested in business resources. Would it be ... (interviewer read categories below)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very useful	19	31.7	32.8	32.8
	Somewhat useful	29	48.3	50.0	82.8
	Not too useful	7	11.7	12.1	94.8
	Not at all useful	2	3.3	3.4	98.3
	Don't Know/No Answer	1	1.7	1.7	100.0
	Total	58	96.7	100.0	
Missing	System	2	3.3		
Total		60	100.0		

Q22. Fifth, making library staff and resources electronically accessible from your office? Would it be ... (interviewer read categories below)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very useful	40	66.7	69.0	69.0
	Somewhat useful	11	18.3	19.0	87.9
	Not at all useful	6	10.0	10.3	98.3
	Don't Know/No Answer	1	1.7	1.7	100.0
	Total	58	96.7	100.0	
Missing	System	2	3.3		
Total		60	100.0		

Q23. First, library staff's lack of familiarity with business terminology. How important is this barrier to businesses using library services? Is it...

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	15	25.0	26.3	26.3
	Somewhat important	11	18.3	19.3	45.6
	Not too important	14	23.3	24.6	70.2
	Not at all important	13	21.7	22.8	93.0
	Don't Know/No Answer	4	6.7	7.0	100.0
	Total	57	95.0	100.0	
Missing	System	3	5.0		
Total		60	100.0		

Q24. Library staff's lack of familiarity with specific resources or materials that business patrons request. How important is this barrier to businesses using library services? Is it...

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	20	33.3	34.5	34.5
	Somewhat important	11	18.3	19.0	53.4
	Not too important	11	18.3	19.0	72.4
	Not at all important	12	20.0	20.7	93.1
	Don't Know/No Answer	4	6.7	6.9	100.0
	Total	58	96.7	100.0	
Missing	System	2	3.3		
Total		60	100.0		

Q25. Library staff's lack of training to meet the demands of the business community. (How important is this barrier to businesses using library services?) Is it...

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	16	26.7	27.6	27.6
	Somewhat important	15	25.0	25.9	53.4
	Not too important	9	15.0	15.5	69.0
	Not at all important	11	18.3	19.0	87.9
	Don't Know/No Answer	7	11.7	12.1	100.0
	Total	58	96.7	100.0	
Missing	System	2	3.3		
Total		60	100.0		

Q26. Lack of quick turnaround by the library's staff in response to business requests. (How important is this barrier to businesses using library services?) Is it ...

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	18	30.0	31.0	31.0
	Somewhat important	6	10.0	10.3	41.4
	Not too important	9	15.0	15.5	56.9
	Not at all important	17	28.3	29.3	86.2
	Don't Know/No Answer	8	13.3	13.8	100.0
	Total	58	96.7	100.0	
Missing	System	2	3.3		
Total		60	100.0		

Q27. The library's lack of contemporary technology; such as FAX machines or internet service. (How important is this barrier to businesses using library services) Is it...

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	20	33.3	35.1	35.1
	Somewhat important	9	15.0	15.8	50.9
	Not too important	10	16.7	17.5	68.4
	Not at all important	16	26.7	28.1	96.5
	Don't Know/No Answer	2	3.3	3.5	100.0
	Total	57	95.0	100.0	
Missing	System	3	5.0		
Total		60	100.0		

q28a Local Chamber of Commerce

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	108	81.2	81.2	81.2
	Yes	25	18.8	18.8	100.0
	Total	133	100.0	100.0	

q28b Local Government Entities

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	101	75.9	75.9	75.9
	Yes	32	24.1	24.1	100.0
	Total	133	100.0	100.0	

q28c Trade Journals or Magazines

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	54	40.6	40.6	40.6
	Yes	79	59.4	59.4	100.0
	Total	133	100.0	100.0	

q28d Trade Associations or Industry Associations		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	79	59.4	59.4	59.4
	Yes	54	40.6	40.6	100.0
	Total	133	100.0	100.0	

q28e Trade Shows or Conferences that you attend		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	84	63.2	63.6	63.6
	Yes	48	36.1	36.4	100.0
	Total	132	99.2	100.0	
Missing	System	1	.8		
Total		133	100.0		

q28f Small Business Administration		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	127	95.5	95.5	95.5
	Yes	6	4.5	4.5	100.0
	Total	133	100.0	100.0	

q28g Small Business Development Center		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	130	97.7	97.7	97.7
	Yes	3	2.3	2.3	100.0
	Total	133	100.0	100.0	

q28h Professional Consultants		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	93	69.9	69.9	69.9
	Yes	40	30.1	30.1	100.0
	Total	133	100.0	100.0	

q28i University or Research Library		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	122	91.7	91.7	91.7
	Yes	11	8.3	8.3	100.0
	Total	133	100.0	100.0	

q28j Internet		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	59	44.4	44.4	44.4
	Yes	74	55.6	55.6	100.0
	Total	133	100.0	100.0	

q28k Talk to People in your Industry		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	35	26.3	26.3	26.3
	Yes	98	73.7	73.7	100.0
	Total	133	100.0	100.0	

q28l Other (Go to Q28z)		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	119	89.5	90.2	90.2
	Yes	13	9.8	9.8	100.0
	Total	132	99.2	100.0	
Missing	System	1	.8		
Total		133	100.0		

Q29. There are not enough resources to effectively answer business related questions. In your opinion is this ... (interviewer read categories below)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	21	15.8	16.0	16.0
	Somewhat important	15	11.3	11.5	27.5
	Not too important	20	15.0	15.3	42.7
	Not at all important	61	45.9	46.6	89.3
	Don't Know/No Answer	14	10.5	10.7	100.0
	Total	131	98.5	100.0	
Missing	System	2	1.5		
Total		133	100.0		

Q30. The resources that are available are not current enough to effectively answer business related questions. In your opinion is this ... (interviewer read categories below)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	23	17.3	17.4	17.4
	Somewhat important	10	7.5	7.6	25.0
	Not too important	22	16.5	16.7	41.7
	Not at all important	57	42.9	43.2	84.8
	Don't Know/No Answer	20	15.0	15.2	100.0
	Total	132	99.2	100.0	
Missing	System	1	.8		
Total		133	100.0		

Q31. The library staff is not familiar with the specific resources and materials requested by business patrons. Is this a ... (interviewer read categories below) barrier.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	16	12.0	12.1	12.1
	Somewhat important	10	7.5	7.6	19.7
	Not too important	18	13.5	13.6	33.3
	Not at all important	62	46.6	47.0	80.3
	Don't Know/No Answer	26	19.5	19.7	100.0
	Total	132	99.2	100.0	
Missing	System	1	.8		
Total		133	100.0		

Q32. The library staff requires too much time to answer business questions or requests. Is this ... (interviewer read categories below)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	3	2.3	2.3	2.3
	Somewhat important	18	13.5	13.6	15.9
	Not too important	18	13.5	13.6	29.5
	Not at all important	65	48.9	49.2	78.8
	Don't Know/No Answer	28	21.1	21.2	100.0
	Total	132	99.2	100.0	
Missing	System	1	.8		
Total		133	100.0		

Q33. The library does not communicate or market its services to business patrons. Is this ...
(interviewer read categories below)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	16	12.0	12.1	12.1
	Somewhat important	26	19.5	19.7	31.8
	Not too important	17	12.8	12.9	44.7
	Not at all important	55	41.4	41.7	86.4
	Don't Know/No Answer	18	13.5	13.6	100.0
	Total	132	99.2	100.0	
Missing	System	1	.8		
Total		133	100.0		

Q35. The first possible change is the addition of additional business related books and materials. Would it be ... (interviewer read categories below)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very useful	15	11.3	11.4	11.4
	Somewhat useful	44	33.1	33.3	44.7
	Not too useful (Go to Q36)	18	13.5	13.6	58.3
	Not at all useful (Go to Q36)	49	36.8	37.1	95.5
	Don't Know/No Answer (Go to Q36)	6	4.5	4.5	100.0
	Total	132	99.2	100.0	
Missing	System	1	.8		
Total		133	100.0		

Q36. Second, additional staff to serve the particular needs of the business community. Would it be ... (interviewer read categories below)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very useful	4	3.0	3.1	3.1
	Somewhat useful	28	21.1	21.4	24.4
	Not too useful (Go to Q37)	31	23.3	23.7	48.1
	Not at all useful (Go to Q37)	63	47.4	48.1	96.2
	Don't Know/No Answer (Go to Q37)	5	3.8	3.8	100.0
	Total	131	98.5	100.0	
Missing	System	2	1.5		
Total		133	100.0		

Q37. Third, keeping business people reminded of the business resources available at the library and inform them of any new business holdings. Would it be ... (interviewer read categories below)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very useful	40	30.1	31.0	31.0
	Somewhat useful	34	25.6	26.4	57.4
	Not too useful (Go to Q38)	11	8.3	8.5	65.9
	Not at all useful (Go to Q38)	39	29.3	30.2	96.1
	Don't Know/No Answer (Go to Q38)	5	3.8	3.9	100.0
	Total	129	97.0	100.0	
Missing	System	4	3.0		
Total		133	100.0		

Q38. Fourth, devising programs that would make the library's resources more accessible to business patrons, like special outreach or training for people interested in business resources. Would it be ... (interviewer read categories below)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very useful	20	15.0	15.3	15.3
	Somewhat useful	44	33.1	33.6	48.9
	Not too useful	15	11.3	11.5	60.3
	Not at all useful	48	36.1	36.6	96.9
	Don't Know/No Answer	4	3.0	3.1	100.0
	Total	131	98.5	100.0	
Missing	System	2	1.5		
Total		133	100.0		

Q39. Fifth, making library staff and resources electronically accessible from your office? Would it be ... (interviewer read categories below)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very useful	52	39.1	40.3	40.3
	Somewhat useful	28	21.1	21.7	62.0
	Not too useful	10	7.5	7.8	69.8
	Not at all useful	35	26.3	27.1	96.9
	Don't Know/No Answer	4	3.0	3.1	100.0
	Total	129	97.0	100.0	
Missing	System	4	3.0		
Total		133	100.0		

q40a Local: within the county you are located

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	67	34.7	34.7	34.7
	Yes	126	65.3	65.3	100.0
	Total	193	100.0	100.0	

q40b Regional: within the part of the State you are located

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	101	52.3	52.3	52.3
	Yes	92	47.7	47.7	100.0
	Total	193	100.0	100.0	

q40c Statewide

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	147	76.2	76.2	76.2
	Yes	46	23.8	23.8	100.0
	Total	193	100.0	100.0	

q40d National

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	166	86.0	86.0	86.0
	Yes	27	14.0	14.0	100.0
	Total	193	100.0	100.0	

q40e International

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	180	93.3	93.8	93.8
	Yes	12	6.2	6.3	100.0
	Total	192	99.5	100.0	
Missing	System	1	.5		
Total		193	100.0		

Survey of Kansas Chambers of Commerce and SBDCs

Hello, my name is _____. I am calling from the Survey Research Center at the University of Kansas. This is not a sales call. We are doing a survey for the Kansas STATE LIBRARY designed to help them improve the services that Kansas public Libraries provide the business community. May I speak with whoever in your organization who is responsible for research or information systems? The survey focuses on Public Library business information and reference services, and will take approximately ten minutes to complete. All of the information you provide us will remain confidential. If you have any questions about the survey you may call Bob Glass at the University of Kansas: (785) 864-9121.

A1. Are you willing to go ahead with the interview now? (Yes/No-terminate and go to Q41).

Q1. First, I would like to ask you some questions about the library or business information resources that your organization has. Do you have an in-house library? (Yes/No)

Q2. Which of the following best describes the amount of space that your library takes up? Is it...

- A wall-go to Q3.
- A cubicle- go to Q3.
- A single room-go to Q3.
- Larger than a single room-go to Q3.
- Something else-go to Q2a.
- Don't know/No answer-go to Q3.

Q2a. Could you describe the size of your in-house library? _____

Q3. Which of the following types of resources does your library have? (Allow multiple answers)

- Specialized books pertaining to the labor market and economic development.
- Trade journals or magazines.
- Materials for business start-ups.
- General business, marketing or economics books.
- Newspaper clipping file.
- Federal, State, or Local government documents or reports
- CD-ROMs
- Internet Access
- Online Database Access
- Anything else (Go to Q3a).

Q3a. What other types of resources are in your in-house library? _____

Q4. How frequently do you or anyone else in your organization use your in-house library? Would you say it is...(Daily/Weekly/Monthly/Less Frequently/Don't know-No Answer)

Q5. What are the primary uses by your organization of the in-house library? Is it for...(Allow multiple answers, but read all)

- Labor Market Information
- Job Training Information
- Business Start-up Information
- Economic Development Strategy
- General economic or demographic information
- Something else-go to Q5a.

Q5a. What other uses for your in-house library? _____

Q6. Do you ever use a public library to gather information or to do research that is related to your organization's activities?

(Yes/No/DK-go to Q28)

Q7. Which of the following public library facilities do you use? (Allow multiple answers, but read all)

- Your local public library
- A public library in another part of the state
- A public library in another state
- Something else-go to Q7a.

Q7a. What other public library facilities are used? _____

Q8. Does your organization use the public library for...(Allow multiple answers, but read all)

- Marketing or sales information
- Labor Market Information
- Local and Area Business Conditions
- Economic Development Information
- Job Training Information
- General economic or demographic information
- Training Sessions
- Something else-go to Q8a.

Q8a. What does your organization use the public library for?

Q9. When you or someone from your organization uses the public library, do they usually...(NO multiple responses but read all)

- Go to the library
- E-mail the library
- Telephone the library
- Search the library's online catalog from home or office
- Something else-go to Q9a.

Q9a. How do they (you) use the public library? _____

Q10. How often have someone in your organization used the public library for business reasons in the past year?

- 10 or more times
- Between 3 and 10 times
- Less than 3 times
- DK/NA

Q11. When does someone from your organization tend to use the public library for business related purposes?

- During the workday
- During weekday evenings
- On the weekends
- DK/NA

Q12. Which of the following types of materials or services have you, or someone from your organization, used at the public library? (Allow for multiple answers, but read all)

- Subject specific indexes, like Dunn's Business locator or Moody's Company Data
- Any government document
- Company reports or corporate data
- Industry data, statistics, trends
- Subject and industry-specific newspapers, journals
- A newspaper clipping file
- Newsletters
- Local and State government regulations and reports
- Legal indexes, dictionaries, encyclopedias
- Employment, occupation, and job training resources
- Internet and/or Online resources
- Investment resources
- Anything else-go to Q12a.

Q12a. What other types of materials are used at the public library? _____

Q13. On a scale of 1 to 5, please rank your level of satisfaction with the business materials or resources available in the public library with 1 being the least satisfied and 5 being the most satisfied. _____

Q14. Now, thinking about you or your organization's overall level of satisfaction with the services the public library provides for your business, how would you rank the public library on the same scale of 1 to 5 with 1 being the least satisfied and 5 being the most satisfied. _____

Q15. Would you recommend the local library to local businesses when they have similar informational needs? (Yes-go to Q17/No/DK-NA-go to Q17)

Q16. Why wouldn't you recommend the library? _____

Q17. In addition to the public library, do you or your organization get business related information from any of the following sources? (Allow for multiple answers but read all)

- Local Chamber of Commerce (for SBDC's)
or
 Small Business Development Centers (for Chambers)
- Local Government Entities
- Trade Journals or Magazines
- Trade Associations or Industry Associations
- Trade Shows or Conferences that you attend
- Small Business Administration
- Professional Consultants
- University or Research Library
- Internet
- Talking with people in your industry
- Other-go to Q17a.

Q17a. Where else do you get materials or information for your organization? _____

Now I will be mentioning some changes that your library might make to improve its service to the business community. I would like you to rate the usefulness of each potential change that I mention. The four possible ratings are: very useful, somewhat useful, not too useful, or not at all useful.

Q18. The first possible change is the addition of more business related books and materials. Would it be very useful, somewhat useful, not too useful, or not at all useful in meeting the needs of the business community?

- Very useful
- Somewhat useful
- Not too useful-go to Q19.
- Not at all useful-go to Q19.
- Don't know/No answer-go to Q19.

Q18a. Are there any specific books or materials you would like your local public library to acquire? _____

Q19. Second, additional staff to serve the particular needs of the business community. Would it be...(interviewer read categories below)

- Very useful
- Somewhat useful
- Not too useful-go to Q20.
- Not at all useful-go to Q20.
- Don't know/No answer-go to Q20.

Q19a. Are there any particular types of specialists you would like your local public library to hire? _____

Q20. Third, keeping the business community reminded of the business resources available at the library and inform them of any new business holdings. Would it be...(interviewer read categories below)

- Very useful
- Somewhat useful
- Not too useful-go to Q21.
- Not at all useful-go to Q21.
- Don't know/No answer-go to Q21.

Q20a. Are there any special means of keeping the business community informed that you feel would be especially effective such as a newsletter or e-mail notification of resources in your areas of interest? _____

Q21. Fourth, devising programs that would make the library's resources more accessible to business patrons, like special outreach or training for people interested in business resources. Would it be...(interviewer read categories below)
(Very useful/Somewhat useful/Not too useful/Not at all useful/DK-NA)

Q22. Fifth, making library staff and resources electronically accessible from your office? Would it be...(interviewer read categories below)
(Very useful/Somewhat useful/Not too useful/Not at all useful/DK-NA)

Finally, I would like to mention some barriers faced by the business community when using the library. From your point of view, we want you to rate the importance of these barriers as either very important, somewhat important, not too important, or not at all important.

Q23. First, library staff's lack of familiarity with business terminology. Is this barrier very important, somewhat important, not too important, or not at all important as a barrier to the business community's use of the public library.

Q24. Library staff's lack of familiarity with specific resources or materials that business patrons request. Is this...

Q25. Library staff's lack of training to meet the demands of the business community. Is this...

Q26. Lack of quick turnaround by the library's staff in response to business requests. (How important is this barrier to businesses using library services?)

Q27. The library's lack of contemporary technology such as fax machines or internet service. (How important is this barrier to businesses using library services?)

Q28. When you need materials or information for your organization, where do you or members of your organization go to get the materials or information? (Allow for multiple answers but read all)

- { Local Chamber of Commerce (for SBDC's)
- or
- { Small Business Development Centers (for Chambers)
- Local Government Entities
- Trade Journals or Magazines
- Trade Associations or Industry Associations
- Trade Shows or Conferences that you attend
- Small Business Administration
- Professional Consultants
- University or Research Library
- Internet
- Talking with people in your industry
- Other-go to Q28a.

-Very important
-Somewhat important
-Not too important
-Not at all important
-DK/NA

Q28a. Where else do you get the materials and information? _____

We are interested in the reasons you do not use the public library for business purposes. For each of the possible reasons that I read to you, please tell me if this is a very important, somewhat important, not too important, or not at all important factor in your not using the public library. (Very important/Somewhat important/Not too important/Not at all important/DK-NA)

Q29. There are not enough resources to effectively answer business related questions.

Q30. The resources that are available are not current enough to effectively answer business related questions.

Q31. The library staff is not familiar with the specific resources and materials requested by business patrons.

Q32. The library staff requires too much time to answer business questions or requests.

Q33. The library does not communicate or market its services to business patrons.

Q34. Are there any other reasons that you do not use the local public library for business reasons? _____

-Very important
-Somewhat important
-Not too important
-Not at all important
-DK/NA

Now I will be mentioning some changes that your library might make to improve its service to business patrons. I would like you to rate the usefulness of each potential change that I mention. The four possible ratings are: very useful, somewhat useful, not too useful, or not at all useful.

Q35. The first possible change is the addition of additional business related books and materials. Would it be...(interviewer read categories below)

- Very useful
- Somewhat useful
- Not too useful-go to Q36.
- Not at all useful-go to Q36.
- Don't know/No answer-go to Q36.

Q35a. Are there any specific books or materials you would like your public library to acquire? _____

Q36. Second, additional staff to serve the particular needs of the business community. Would it be...(interviewer read categories below)

- Very useful
- Somewhat useful
- Not too useful-go to Q37.
- Not at all useful-go to Q37.
- Don't know/No answer-go to Q37.

Q36a. Are there any particular types of specialists you would like your local public library to hire? _____

Q37. Third, keeping business people reminded of the business resources available at the library and inform them of any new business holdings. Would it be...(interviewer read categories below)

- Very useful
- Somewhat useful
- Not too useful-go to Q38
- Not at all useful-go to Q38
- Don't know/No answer-go to Q38

Q37a. Are there any special means of keeping the business informed that you would feel would be especially effective such as a newsletter? _____

Q38. Fourth, devising programs that would make the library's resources more accessible to business patrons, like special outreach or training for people interested in business resources. (Very useful/Somewhat useful/Not too useful/Not at all useful/DK-NA)

Q39. Fifth, making library staff and resources electronically accessible from your office? (Very useful/Somewhat useful/Not too useful/Not at all useful/DK-NA)

Q40. Now I would like to ask you a final question about your organization. How would you geographically describe your service area? (Allow for multiple answers)

- Local: within the county you are located
- Regional: within the part of the state you are located
- Statewide

Interviewer read: Thank you for your time. The information you provided us will help the State Library serve the needs of the business community better. We appreciate your response to our survey.

Q41. Enter Case ID Number _____

Q42. Enter Your ID Number _____

Q43. Interviewer: Enter any additional comments the respondent made about public library service, or about the survey. _____

END OF SURVEY

Kansas Chamber of Commerce Survey Frequencies

Q1. First, I would like to ask you some questions about the library or business information resources that your organization has. Do you have an in-house library?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	18	31.0	31.0	31.0
	No (Go to Q6)	40	69.0	69.0	100.0
	Total	58	100.0	100.0	

Q2. Which of the following best describes the amount of space that your library takes up? Is it ...

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	A wall (Go to Q3)	12	66.7	66.7	66.7
	A cubicle (Go to Q3)	5	27.8	27.8	94.4
	Something else (Go to Q2z)	1	5.6	5.6	100.0
	Total	18	100.0	100.0	

q03a Specialized books pertaining to the labor market and economic development

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	3	16.7	16.7	16.7
	Yes	15	83.3	83.3	100.0
	Total	18	100.0	100.0	

Q03b Trade journals or magazines

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	3	16.7	16.7	16.7
	Yes	15	83.3	83.3	100.0
	Total	18	100.0	100.0	

Q03c Materials for business start-ups

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	1		5.6	5.6
	Yes	17	94.4	94.4	100.0
	Total	18	100.0	100.0	

Q03d General business, marketing or economics books

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	4	22.2	22.2	22.2
	Yes	14	77.8	77.8	100.0
	Total	18	100.0	100.0	

Q03e Newspaper clipping file

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	5	27.8	27.8	27.8
	Yes	13	72.2	72.2	100.0
	Total	18	100.0	100.0	

Q03f Federal, State or Local government documents or reports

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	7	38.9	38.9	38.9
	Yes	11	61.1	61.1	100.0
	Total	18	100.0	100.0	

Q03g CD-ROMs

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	7	38.9	38.9	38.9
	Yes	11	61.1	61.1	100.0
	Total	18	100.0	100.0	

Q03h Internet Access

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	3	16.7	16.7	16.7
	Yes	15	83.3	83.3	100.0
	Total	18	100.0	100.0	

Q03i Online Database Access

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	7	38.9	38.9	38.9
	Yes	11	61.1	61.1	100.0
	Total	18	100.0	100.0	

Q03j Anything else (Go to Q3z)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	16	88.9	88.9	88.9
	Yes	2	11.1	11.1	100.0
	Total	18	100.0	100.0	

Q4. How frequently do you or anyone else in your organization use your in-house library? Would you say it is ...

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Daily	14	77.8	77.8	77.8
	Weekly	2	11.1	11.1	88.9
	Monthly	1	5.6	5.6	94.4
	Less Frequently	1	5.6	5.6	100.0
	Total	18	100.0	100.0	

Q05a Labor Market Information

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	5	27.8	27.8	27.8
	Yes	13	72.2	72.2	100.0
	Total	18	100.0	100.0	

Q05b Job Training Information

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	8	44.4	44.4	44.4
	Yes	10	55.6	55.6	100.0
	Total	18	100.0	100.0	

Q05c Business Start-up Information

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	2	11.1	11.1	11.1
	Yes	16	88.9	88.9	100.0
	Total	18	100.0	100.0	

Q05d Economic Development Strategy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	4	22.2	22.2	22.2
	Yes	14	77.8	77.8	100.0
	Total	18	100.0	100.0	

Q05f General economic or demographic information

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	1	5.6	5.6	5.6
	Yes	17	94.4	94.4	100.0
	Total	18	100.0	100.0	

Q05g Something else (Go to Q5z)		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	1	5.6	33.3	33.3
	Yes	2	11.1	66.7	100.0
	Total	3	16.7	100.0	
Missing	System	15	83.3		
Total		18	100.0		

Q6. Do you ever use a public library to gather information or to do research that is related to your organization's activities?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	33	56.9	56.9	56.9
	No (Go to Q28)	25	43.1	43.1	100.0
	Total	58	100.0	100.0	

Q07a Your local public library		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	33	100.0	100.0	100.0

Q07b A public library in another part of the state		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	29	87.9	87.9	87.9
	Yes	4	12.1	12.1	100.0
	Total	33	100.0	100.0	

Q07d a public library in another state		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	33	100.0	100.0	100.0

Q07e Something else (Go to Q7z)		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	33	100.0	100.0	100.0

Q08a Marketing or sales information		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	23	69.7	69.7	69.7
	Yes	10	30.3	30.3	100.0
	Total	33	100.0	100.0	

Q08b Labor Market Information		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	25	75.8	75.8	75.8
	Yes	8	24.2	24.2	100.0
	Total	33	100.0	100.0	

Q08c Job Training Information		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	21	63.6	63.6	63.6
	Yes	12	36.4	36.4	100.0
	Total	33	100.0	100.0	

Q08d General economic or demographic information		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	13	39.4	39.4	39.4
	Yes	20	60.6	60.6	100.0
	Total	33	100.0	100.0	

Q08e Local and Area Business Conditions		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	19	57.6	57.6	57.6
	Yes	14	42.4	42.4	100.0
	Total	33	100.0	100.0	

Q08f Economic Development Information		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	13	39.4	39.4	39.4
	Yes	20	60.6	60.6	100.0
	Total	33	100.0	100.0	

Q08g Training Sessions		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	22	66.7	66.7	66.7
	Yes	11	33.3	33.3	100.0
	Total	33	100.0	100.0	

Q08h Something else (Go to Q8z)		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	1	3.0	12.5	12.5
	Yes	7	21.2	87.5	100.0
	Total	8	24.2	100.0	
Missing	System	25	75.8		
Total		33	100.0		

Q09a Go to the library		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	33	100.0	100.0	100.0

Q09b Telephone the library		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	16	48.5	48.5	48.5
	Yes	17	51.5	51.5	100.0
	Total	33	100.0	100.0	

Q09c E-mail the library		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	27	81.8	81.8	81.8
	Yes	6	18.2	18.2	100.0
	Total	33	100.0	100.0	

Q09d Search the library's online catalogue from home or office		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	27	81.8	81.8	81.8
	Yes	6	18.2	18.2	100.0
	Total	33	100.0	100.0	

Q09e Something else (Go to Q9z)		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	33	100.0	100.0	100.0

Q10. How often has someone in your organization used the public library for business reasons in the past year?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	10 or more times	9	27.3	27.3	27.3
	Between 3 and 10 times	16	48.5	48.5	75.8
	Less than 3 times	8	24.2	24.2	100.0
	Total	33	100.0	100.0	

Q11. When does someone from your organization tend to use the public library for business related purposes?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	During the workday	30	90.9	90.9	90.9
	During weekday evenings	3	9.1	9.1	100.0
	Total	33	100.0	100.0	

Q12a Subject specific indexes, like Dunn's Business locator or Moody's Company Data

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	19	57.6	57.6	57.6
	Yes	14	42.4	42.4	100.0
	Total	33	100.0	100.0	

Q12b Any government document

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	17	51.5	51.5	51.5
	Yes	16	48.5	48.5	100.0
	Total	33	100.0	100.0	

Q12c Company reports, or corporate data

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	26	78.8	78.8	78.8
	Yes	7	21.2	21.2	100.0
	Total	33	100.0	100.0	

Q12d Industry data, statistics, trends

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	17	51.5	51.5	51.5
	Yes	16	48.5	48.5	100.0
	Total	33	100.0	100.0	

Q12e Subject and industry-specific newspapers, journals		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	10	30.3	30.3	30.3
	Yes	23	69.7	69.7	100.0
	Total	33	100.0	100.0	

Q12f A newspaper clipping file		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	11	33.3	33.3	33.3
	Yes	22	66.7	66.7	100.0
	Total	33	100.0	100.0	

Q12g Newsletters		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	20	60.6	60.6	60.6
	Yes	13	39.4	39.4	100.0
	Total	33	100.0	100.0	

Q12h Local and State government regulations and reports		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	14	42.4	42.4	42.4
	Yes	19	57.6	57.6	100.0
	Total	33	100.0	100.0	

Q12i Legal indexes, dictionaries, encyclopedias		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	13	39.4	39.4	39.4
	Yes	20	60.6	60.6	100.0
	Total	33	100.0	100.0	

Q12j Employment, occupation and job training resources		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	21	63.6	63.6	63.6
	Yes	12	36.4	36.4	100.0
	Total	33	100.0	100.0	

Q12k Internet and/or Online resources

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	19	57.6	57.6	57.6
	Yes	14	42.4	42.4	100.0
	Total	33	100.0	100.0	

Q12l Investment resources

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	27	81.8	81.8	81.8
	Yes	6	18.2	18.2	100.0
	Total	33	100.0	100.0	

Q12m Anything else (Go to Q12z)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	30	90.9	90.9	90.9
	Yes	3	9.1	9.1	100.0
	Total	33	100.0	100.0	

Q13. On a scale of 1 to 5, please rank your level of satisfaction with the business materials or resources available in the public library with 1 being the least satisfied and 5 being the most satisfied.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	6.1	6.1	6.1
	3	11	33.3	33.3	39.4
	4	14	42.4	42.4	81.8
	5	6	18.2	18.2	100.0
	Total	33	100.0	100.0	

Q14. Now, thinking about you or your company's overall level of satisfaction with the services the public library provides for your business, how would you rank the public library on the same scale of 1 to 5, with 1 being the least satisfied and 5 being

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	6.1	6.1	6.1
	3	6	18.2	18.2	24.2
	4	9	27.3	27.3	51.5
	5	16	48.5	48.5	100.0
	Total	33	100.0	100.0	

Q15. Would you recommend the local library to local businesses when they have similar informational needs?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes (Go to Q17)	31	93.9	93.9	93.9
	No	2	6.1	6.1	100.0
	Total	33	100.0	100.0	

Q16. Why wouldn't you recommend the library?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		31	93.9	93.9	93.9
	Recommend the chamber first.	1	3.0	3.0	97.0
	Usually have to go to Russell, KS for business stuff	1	3.0	3.0	100.0
	Total	33	100.0	100.0	

Q17a Small Business Development Centers

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	3	9.1	9.1	9.1
	Yes	30	90.9	90.9	100.0
	Total	33	100.0	100.0	

Q17b Local Government Entities

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	1	3.0	3.0	3.0
	Yes	32	97.0	97.0	100.0
	Total	33	100.0	100.0	

Q17c Trade Journals or Magazines

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	5	15.2	15.2	15.2
	Yes	28	84.8	84.8	100.0
	Total	33	100.0	100.0	

Q17d Trade Associations or Industry Associations

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	6	18.2	18.2	18.2
	Yes	27	81.8	81.8	100.0
	Total	33	100.0	100.0	

Q17e Trade Shows or Conferences that you attend		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	6	18.2	18.2	18.2
	Yes	27	81.8	81.8	100.0
	Total	33	100.0	100.0	

Q17f Small Business Administration		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	3	9.1	9.1	9.1
	Yes	30	90.9	90.9	100.0
	Total	33	100.0	100.0	

Q17g Professional Consultants		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	12	36.4	36.4	36.4
	Yes	21	63.6	63.6	100.0
	Total	33	100.0	100.0	

Q17h University or Research Library		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	6	18.2	18.2	18.2
	Yes	27	81.8	81.8	100.0
	Total	33	100.0	100.0	

Q17i Internet		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	4	12.1	12.1	12.1
	Yes	29	87.9	87.9	100.0
	Total	33	100.0	100.0	

Q17j Talk to People in your Industry		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	4	12.1	12.1	12.1
	Yes	29	87.9	87.9	100.0
	Total	33	100.0	100.0	

Q17k Other (Go to Q17z)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	32	97.0	97.0	97.0
	Yes	1	3.0	3.0	100.0
	Total	33	100.0	100.0	

Q18. The first possible change is the addition of additional business related books and materials. Would it be very useful, somewhat useful, not too useful, or not at all useful in meeting the information needs of the business community

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very useful	7	21.2	21.2	21.2
	Somewhat useful	21	63.6	63.6	84.8
	Not too useful (Go to Q19)	1	3.0	3.0	87.9
	Not at all useful (Go to Q19)	2	6.1	6.1	93.9
	Don't Know/No Answer (Go to Q19)	2	6.1	6.1	100.0
	Total	33	100.0	100.0	

Q19. Second, additional staff to serve the particular needs of the business community. Would it be ... (interviewer read categories below)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very useful	6	18.2	18.2	18.2
	Somewhat useful	5	15.2	15.2	33.3
	Not too useful (Go to Q20)	10	30.3	30.3	63.6
	Not at all useful (Go to Q20)	12	36.4	36.4	100.0
	Total	33	100.0	100.0	

Q20. Third, keeping business people reminded of the business resources available at the library and inform them of any new business holdings. Would it be very useful, somewhat useful, not too useful, or not at all useful in meeting the information needs

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very useful	17	51.5	51.5	51.5
	Somewhat useful	10	30.3	30.3	81.8
	Not too useful (Go to Q21)	2	6.1	6.1	87.9
	Not at all useful (Go to Q21)	3	9.1	9.1	97.0
	Don't Know/No Answer (Go to Q21)	1	3.0	3.0	100.0
	Total	33	100.0	100.0	

Q21. Fourth, devising programs that would make the library's resources more accessible to business patrons, like special outreach or training for people interested in business resources. Would it be ... (interviewer read categories below)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very useful	20	60.6	60.6	60.6
	Somewhat useful	9	27.3	27.3	87.9
	Not too useful	1	3.0	3.0	90.9
	Don't Know/No Answer	3	9.1	9.1	100.0
	Total	33	100.0	100.0	

Q22. Fifth, making library staff and resources electronically accessible from your office? Would it be ... (interviewer read categories below)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very useful	21	63.6	63.6	63.6
	Somewhat useful	8	24.2	24.2	87.9
	Not too useful	1	3.0	3.0	90.9
	Not at all useful	1	3.0	3.0	93.9
	Don't Know/No Answer	2	6.1	6.1	100.0
	Total	33	100.0	100.0	

Q23. First, library staff's lack of familiarity with business terminology. Is this barrier very important, somewhat important, not too important, or not at all important as a barrier to the business community's use of the public library.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	19	57.6	57.6	57.6
	Somewhat important	11	33.3	33.3	90.9
	Not too important	3	9.1	9.1	100.0
	Total	33	100.0	100.0	

Q24. Library staff's lack of familiarity with specific resources or materials that business patrons request. Is this ... (interviewer read categories below)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	23	69.7	69.7	69.7
	Somewhat important	7	21.2	21.2	90.9
	Not too important	2	6.1	6.1	97.0
	Don't Know/No Answer	1	3.0	3.0	100.0
	Total	33	100.0	100.0	

Q25. Library staff's lack of training to meet the demands of the business community. Is this ...
(interviewer read categories below)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	18	54.5	54.5	54.5
	Somewhat important	10	30.3	30.3	84.8
	Not too important	2	6.1	6.1	90.9
	Don't Know/No Answer	3	9.1	9.1	100.0
	Total	33	100.0	100.0	

Q26. Lack of quick turnaround by the library's staff in response to business requests. Is this ...
(interviewer read categories below)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	20	60.6	60.6	60.6
	Somewhat important	8	24.2	24.2	84.8
	Not too important	3	9.1	9.1	93.9
	Don't Know/No Answer	2	6.1	6.1	100.0
	Total	33	100.0	100.0	

Q27. The library's lack of contemporary technology; such as FAX machines or internet service. Is this ... (interviewer read categories below)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	23	69.7	69.7	69.7
	Somewhat important	4	12.1	12.1	81.8
	Not too important	4	12.1	12.1	93.9
	Don't Know/No Answer	2	6.1	6.1	100.0
	Total	33	100.0	100.0	

Q28a Small Business Development Centers

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	8	32.0	32.0	32.0
	Yes	17	68.0	68.0	100.0
	Total	25	100.0	100.0	

Q28b Local Government Entities

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	2	8.0	8.0	8.0
	Yes	23	92.0	92.0	100.0
	Total	25	100.0	100.0	

Q28c Trade Journals or Magazines		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	12	48.0	48.0	48.0
	Yes	13	52.0	52.0	100.0
	Total	25	100.0	100.0	

Q28d Trade Associations or Industry Associations		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	10	40.0	40.0	40.0
	Yes	15	60.0	60.0	100.0
	Total	25	100.0	100.0	

Q28e Trade Shows or Conferences that you attend		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	7	28.0	28.0	28.0
	Yes	18	72.0	72.0	100.0
	Total	25	100.0	100.0	

Q28f Small Business Administration		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	10	40.0	40.0	40.0
	Yes	15	60.0	60.0	100.0
	Total	25	100.0	100.0	

Q28g Professional Consultants		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	15	60.0	60.0	60.0
	Yes	10	40.0	40.0	100.0
	Total	25	100.0	100.0	

Q28h University or Research Library		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	15	60.0	60.0	60.0
	Yes	10	40.0	40.0	100.0
	Total	25	100.0	100.0	

Q28I Internet

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	4	16.0	16.0	16.0
	Yes	21	84.0	84.0	100.0
	Total	25	100.0	100.0	

Q28k Talk to People in your Industry

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	25	100.0	100.0	100.0

Q28I Other (Go to Q28z)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	21	84.0	84.0	84.0
	Yes	4	16.0	16.0	100.0
	Total	25	100.0	100.0	

Q29. There are not enough resources to effectively answer business related questions. Is this ... (interviewer read categories below)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	5	20.0	20.0	20.0
	Somewhat important	3	12.0	12.0	32.0
	Not at all important	14	56.0	56.0	88.0
	Don't Know/No Answer	3	12.0	12.0	100.0
	Total	25	100.0	100.0	

Q30. The resources that are available are not current enough to effectively answer business related questions. Is this ... (interviewer read categories below)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	4	16.0	16.0	16.0
	Somewhat important	4	16.0	16.0	32.0
	Not too important	1	4.0	4.0	36.0
	Not at all important	11	44.0	44.0	80.0
	Don't Know/No Answer	5	20.0	20.0	100.0
	Total	25	100.0	100.0	

Q31. The library staff is not familiar with the specific resources and materials requested by business patrons. Is this ... (interviewer read categories below)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	2	8.0	8.0	8.0
	Somewhat important	1	4.0	4.0	12.0
	Not too important	1	4.0	4.0	16.0
	Not at all important	16	64.0	64.0	80.0
	Don't Know/No Answer	5	20.0	20.0	100.0
	Total	25	100.0	100.0	

Q32. The library staff requires too much time to answer business questions or requests. Is this ... (interviewer read categories below)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	1	4.0	4.0	4.0
	Somewhat important	3	12.0	12.0	16.0
	Not too important	1	4.0	4.0	20.0
	Not at all important	18	72.0	72.0	92.0
	Don't Know/No Answer	2	8.0	8.0	100.0
	Total	25	100.0	100.0	

Q33. The library does not communicate or market its services to business patrons. Is this ... (interviewer read categories below)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	4	16.0	16.0	16.0
	Somewhat important	10	40.0	40.0	56.0
	Not at all important	8	32.0	32.0	88.0
	Don't Know/No Answer	3	12.0	12.0	100.0
	Total	25	100.0	100.0	

Q35. The first possible change is the addition of additional business related books and materials. Would it be ... (interviewer read categories below)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very useful	7	28.0	28.0	28.0
	Somewhat useful	14	56.0	56.0	84.0
	Not at all useful (Go to Q36)	3	12.0	12.0	96.0
	Don't Know/No Answer (Go to Q36)	1	4.0	4.0	100.0
	Total	25	100.0	100.0	

Q36. Second, additional staff to serve the particular needs of the business community. Would it be ... (interviewer read categories below)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very useful	3	12.0	12.0	12.0
	Somewhat useful	4	16.0	16.0	28.0
	Not too useful (Go to Q37)	2	8.0	8.0	36.0
	Not at all useful (Go to Q37)	14	56.0	56.0	92.0
	Don't Know/No Answer (Go to Q37)	2	8.0	8.0	100.0
	Total	25	100.0	100.0	

Q37. Third, keeping business people reminded of the business resources available at the library and inform them of any new business holdings. Would it be ... (interviewer read categories below)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very useful	17	68.0	73.9	73.9
	Somewhat useful	3	12.0	13.0	87.0
	Not too useful (Go to Q38)	1	4.0	4.3	91.3
	Not at all useful (Go to Q38)	1	4.0	4.3	95.7
	Don't Know/No Answer (Go to Q38)	1	4.0	4.3	100.0
	Total	23	92.0	100.0	
Missing	System	2	8.0		
Total		25	100.0		

Q38. Fourth, devising programs that would make the library's resources more accessible to business patrons, like special outreach or training for people interested in business resources. Would it be ... (interviewer read categories below)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very useful	11	44.0	44.0	44.0
	Somewhat useful	7	28.0	28.0	72.0
	Not too useful	2	8.0	8.0	80.0
	Not at all useful	4	16.0	16.0	96.0
	Don't Know/No Answer	1	4.0	4.0	100.0
	Total	25	100.0	100.0	

Q39. Fifth, making library staff and resources electronically accessible from your office? Would it be ... (interviewer read categories below)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very useful	16	64.0	64.0	64.0
	Somewhat useful	4	16.0	16.0	80.0
	Not at all useful	5	20.0	20.0	100.0
	Total	25	100.0	100.0	

Q40a Local: within the county you are located		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	2	8.0	8.0	8.0
	Yes	23	92.0	92.0	100.0
	Total	25	100.0	100.0	

Q40b Regional: within the part of the State you are located		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	23	92.0	92.0	92.0
	Yes	2	8.0	8.0	100.0
	Total	25	100.0	100.0	

Q40c Statewide		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	25	100.0	100.0	100.0

Kansas SBDC Survey Frequencies

Q1. First, I would like to ask you some questions about the library or business information resources that your organization has. Do you have an in-house library?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	10	90.9	90.9	90.9
	No (Go to Q6)	1	9.1	9.1	100.0
	Total	11	100.0	100.0	

Q2. Which of the following best describes the amount of space that your library takes up? Is it ...

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	A wall (Go to Q3)			9	90.0
	A single room (Go to Q3)			1	10.0
	Total			10	100.0

Q03a Specialized books pertaining to the labor market and economic development

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	3	30.0	30.0	30.0
	Yes	7	70.0	70.0	100.0
	Total	10	100.0	100.0	

Q03b Trade journals or magazines

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	10	100.0	100.0	100.0

Q03c Materials for business start-ups

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	10	100.0	100.0	100.0

Q03d General business, marketing or economics books

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	10	100.0	100.0	100.0

Q03e Newspaper clipping file		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	2	20.0	20.0	20.0
	Yes	8	80.0	80.0	100.0
	Total	10	100.0	100.0	

Q03f Federal, State or Local government documents or reports		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	2	20.0	20.0	20.0
	Yes	8	80.0	80.0	100.0
	Total	10	100.0	100.0	

Q03g Federal, State or Local government documents or reports		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	2	20.0	20.0	20.0
	Yes	8	80.0	80.0	100.0
	Total	10	100.0	100.0	

Q03h CD-ROMs		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	3	30.0	30.0	30.0
	Yes	7	70.0	70.0	100.0
	Total	10	100.0	100.0	

Q03I Internet Access		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	10	100.0	100.0	100.0

Q03k Online Database Access		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	6	60.0	60.0	60.0
	Yes	4	40.0	40.0	100.0
	Total	10	100.0	100.0	

Q4. How frequently do you or anyone else in your organization use your in-house library? Would you say it is ...

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Daily	8	80.0	80.0	80.0
	Weekly	2	20.0	20.0	100.0
	Total	10	100.0	100.0	

Q05a Labor Market Information

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	6	60.0	60.0	60.0
	Yes	4	40.0	40.0	100.0
	Total	10	100.0	100.0	

Q05b Job Training Information

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	9	90.0	90.0	90.0
	Yes	1	10.0	10.0	100.0
	Total	10	100.0	100.0	

Q05c Business start-up Information

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	1	10.0	10.0	10.0
	Yes	9	90.0	90.0	100.0
	Total	10	100.0	100.0	

Q05d Economic Development Strategy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	2	20.0	20.0	20.0
	Yes	8	80.0	80.0	100.0
	Total	10	100.0	100.0	

Q05e General economic or demographic information

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	1	10.0	10.0	10.0
	Yes	9	90.0	90.0	100.0
	Total	10	100.0	100.0	

Q05f Something else (Go to Q5z)		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	2	20.0	100.0	100.0
Missing	System	8	80.0		
Total		10	100.0		

Q6. Do you ever use a public library to gather information or to do research that is related to your organization's activities?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	6	54.5	54.5	54.5
	No (Go to Q28)	5	45.5	45.5	100.0
Total		11	100.0	100.0	

Q07a Your local public library		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	6	100.0	100.0	100.0

Q07b A public library in another part of the state		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	4	66.7	66.7	66.7
	Yes	2	33.3	33.3	100.0
Total		6	100.0	100.0	

Q07c a public library in another state		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	5	83.3	83.3	83.3
	Yes	1	16.7	16.7	100.0
Total		6	100.0	100.0	

Q07d Something else (Go to Q7z)		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	5	83.3	83.3	83.3
	Yes	1	16.7	16.7	100.0
Total		6	100.0	100.0	

Q08a Marketing or sales information		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	2	33.3	33.3	33.3
	Yes	4	66.7	66.7	100.0
Total		6	100.0	100.0	

Q08b Labor Market Information		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	4	66.7	66.7	66.7
	Yes	2	33.3	33.3	100.0
Total		6	100.0	100.0	

Q08c Job Training Information		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	5	83.3	83.3	83.3
	Yes	1	16.7	16.7	100.0
Total		6	100.0	100.0	

Q08d General economic or demographic information		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	6	100.0	100.0	100.0

Q08e Local and Area Business Conditions		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	3	50.0	50.0	50.0
	Yes	3	50.0	50.0	100.0
Total		6	100.0	100.0	

Q08f Economic Development Information		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	6	100.0	100.0	100.0

Q08g Training Sessions		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	4	66.7	66.7	66.7
	Yes	2	33.3	33.3	100.0
Total		6	100.0	100.0	

Q08h Something else (Go to Q8z)			
		Frequency	Percent
Missing	System	6	100.0

Q09a Go to the library					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	1	16.7	16.7	16.7
	Yes	5	83.3	83.3	100.0
	Total	6	100.0	100.0	

Q09b Telephone the library					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	3	50.0	50.0	50.0
	Yes	3	50.0	50.0	100.0
	Total	6	100.0	100.0	

Q09c E-mail the library					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	5	83.3	83.3	83.3
	Yes	1	16.7	16.7	100.0
	Total	6	100.0	100.0	

Q09d Search the library's online catalogue from home or office					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	3	50.0	50.0	50.0
	Yes	3	50.0	50.0	100.0
	Total	6	100.0	100.0	

Q09e Something else (Go to Q9z)					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	6	100.0	100.0	100.0

Q10. How often has someone in your organization used the public library for business reasons in the past year?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	10 or more times	1	16.7	16.7	16.7
	Between 3 and 10 times	4	66.7	66.7	83.3
	Less than 3 times	1	16.7	16.7	100.0
	Total	6	100.0	100.0	

Q11. When does someone from your organization tend to use the public library for business related purposes?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	During the workday	5	83.3	83.3	83.3
	On the weekends	1	16.7	16.7	100.0
	Total	6	100.0	100.0	

Q12a Subject specific indexes, like Dunn's Business locator or Moody's Company Data

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	2	33.3	33.3	33.3
	Yes	4	66.7	66.7	100.0
	Total	6	100.0	100.0	

Q12b Any government document

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	2	33.3	33.3	33.3
	Yes	4	66.7	66.7	100.0
	Total	6	100.0	100.0	

Q12c Company reports, or corporate data

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	5	83.3	83.3	83.3
	Yes	1	16.7	16.7	100.0
	Total	6	100.0	100.0	

Q12d Industry data, statistics, trends

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	1	16.7	16.7	16.7
	Yes	5	83.3	83.3	100.0
	Total	6	100.0	100.0	

Q12e Subject and industry-specific newspapers, journals

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	6	100.0	100.0	100.0

Q12f A newspaper clipping file		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	3	50.0	50.0	50.0
	Yes	3	50.0	50.0	100.0
	Total	6	100.0	100.0	

Q12g Newsletters		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	6	100.0	100.0	100.0

Q12h Local and State government regulations and reports		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	4	66.7	66.7	66.7
	Yes	2	33.3	33.3	100.0
	Total	6	100.0	100.0	

Q12i Legal indexes, dictionaries, encyclopedias		Frequency	Percent	Valid Percent	Cumulative Percent
	No	3	50.0	50.0	50.0
	Yes	3	50.0	50.0	100.0
	Total	6	100.0	100.0	

Q12k Employment, occupation and job training resources		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	2	33.3	33.3	33.3
	Yes	4	66.7	66.7	100.0
	Total	6	100.0	100.0	

Q12l Internet and/or Online resources		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	4	66.7	66.7	66.7
	Yes	2	33.3	33.3	100.0
	Total	6	100.0	100.0	

Q12m Investment resources

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	5	83.3	83.3	83.3
	Yes	1	16.7	16.7	100.0
	Total	6	100.0	100.0	

Q12z. What other types of materials have you used at the public library?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		6	100.0	100.0	100.0

Q13. On a scale of 1 to 5, please rank your level of satisfaction with the business materials or resources available in the public library with 1 being the least satisfied and 5 being the most satisfied.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	1	16.7	16.7	16.7
	4	4	66.7	66.7	83.3
	5	1	16.7	16.7	100.0
	Total	6	100.0	100.0	

Q14. Now, thinking about you or your company's overall level of satisfaction with the services the public library provides for your business, how would you rank the public library on the same scale of 1 to 5, with 1 being the least satisfied and 5 being

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	1	16.7	16.7	16.7
	4	2	33.3	33.3	50.0
	5	3	50.0	50.0	100.0
	Total	6	100.0	100.0	

Q15. Would you recommend the local library to local businesses when they have similar informational needs?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes (Go to Q17)	6	100.0	100.0	100.0

Q16. Why wouldn't you recommend the library?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		6	100.0	100.0	100.0

Q17a Local Chamber of Commerce		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	1	16.7	16.7	16.7
	Yes	5	83.3	83.3	100.0
	Total	6	100.0	100.0	

Q17b Local Government Entities		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	6	100.0	100.0	100.0

Q17c Trade Journals or Magazines		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	6	100.0	100.0	100.0

Q17d Trade Associations or Industry Associations		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	6	100.0	100.0	100.0

Q17e Trade Shows or Conferences that you attend		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	6	100.0	100.0	100.0

Q17f Small Business Administration		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	6	100.0	100.0	100.0

Q17g Professional Consultants		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	4	66.7	66.7	66.7
	Yes	2	33.3	33.3	100.0
	Total	6	100.0	100.0	

Q17h University or Research Library		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	1	16.7	16.7	16.7
	Yes	5	83.3	83.3	100.0
	Total	6	100.0	100.0	

Q17i Internet		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	6	100.0	100.0	100.0

Q17j Talk to People in your Industry		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	6	100.0	100.0	100.0

Q17k Other (Go to Q17z)		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	6	100.0	100.0	100.0

Q17z. Where else do you get materials or information for your organization?		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		6	100.0	100.0	100.0

Q18. The first possible change is the addition of additional business related books and materials. Would it be very useful, somewhat useful, not too useful, or not at all useful in meeting the information needs of the business community

	Frequency	Percent	Valid Percent	Cumulative Percent
Very useful	4	66.7	66.7	66.7
Somewhat useful	2	33.3	33.3	100.0
Total	6	100.0	100.0	

Q19. Second, additional staff to serve the particular needs of the business community. Would it be ... (interviewer read categories below)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Very useful	1	16.7	16.7	16.7
Somewhat useful	1	16.7	16.7	33.3
Not too useful (Go to Q20)	1	16.7	16.7	50.0
Not at all useful (Go to Q20)	2	33.3	33.3	83.3
Don't Know/No Answer (Go to Q20)	1	16.7	16.7	100.0
Total	6	100.0	100.0	

Q20. Third, keeping business people reminded of the business resources available at the library and inform them of any new business holdings. Would it be very useful, somewhat useful, not too useful, or not at all useful in meeting the information needs

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very useful	4	66.7	66.7	66.7
	Somewhat useful	1	16.7	16.7	83.3
	Not too useful (Go to Q21)	1	16.7	16.7	100.0
	Total	6	100.0	100.0	

Q21. Fourth, devising programs that would make the library's resources more accessible to business patrons, like special outreach or training for people interested in business resources. Would it be ... (interviewer read categories below)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very useful	1	16.7	16.7	16.7
	Somewhat useful	4	66.7	66.7	83.3
	Not at all useful	1	16.7	16.7	100.0
	Total	6	100.0	100.0	

Q22. Fifth, making library staff and resources electronically accessible from your office? Would it be ... (interviewer read categories below)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very useful	6	100.0	100.0	100.0

Q23. First, library staff's lack of familiarity with business terminology. Is this barrier very important, somewhat important, not too important, or not at all important as a barrier to the business community's use of the public library.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	2	33.3	33.3	33.3
	Somewhat important	3	50.0	50.0	83.3
	Not too important	1	16.7	16.7	100.0
	Total	6	100.0	100.0	

Q24. Library staff's lack of familiarity with specific resources or materials that business patrons request. Is this ... (interviewer read categories below)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	6	100.0	100.0	100.0

Q25. Library staff's lack of training to meet the demands of the business community. Is this ... (interviewer read categories below)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	6	100.0	100.0	100.0

Q26. Lack of quick turnaround by the library's staff in response to business requests. Is this ...
(interviewer read categories below)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	3	50.0	50.0	50.0
	Somewhat important	3	50.0	50.0	100.0
	Total	6	100.0	100.0	

Q27. The library's lack of contemporary technology; such as FAX machines or internet service. Is this ... (interviewer read categories below)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	4	66.7	66.7	66.7
	Somewhat important	1	16.7	16.7	83.3
	Don't Know/No Answer	1	16.7	16.7	100.0
	Total	6	100.0	100.0	

Q28a Local Chamber of Commerce

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	5	100.0	100.0	100.0

Q28b Local Government Entities

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	5	100.0	100.0	100.0

Q28c Trade Journals or Magazines

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	1	20.0	20.0	20.0
	Yes	4	80.0	80.0	100.0
	Total	5	100.0	100.0	

Q28e Trade Associations or Industry Associations

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	5	100.0	100.0	100.0

Q28f Trade Shows or Conferences that you attend

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	1	20.0	20.0	20.0
	Yes	4	80.0	80.0	100.0
	Total	5	100.0	100.0	

Q28g Small Business Administration

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	5	100.0	100.0	100.0

Q28h Professional Consultants

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	1	20.0	20.0	20.0
	Yes	4	80.0	80.0	100.0
	Total	5	100.0	100.0	

Q28i University or Research Library

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	5	100.0	100.0	100.0

Q28j Internet

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	5	100.0	100.0	100.0

Q28k Talk to People in your Industry

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	5	100.0	100.0	100.0

Q28l Other (Go to Q28z)

		Frequency	Percent	Valid Percent	Cumulative Percent
	No	4	80.0	80.0	80.0
	Yes	1	20.0	20.0	100.0
	Total	5	100.0	100.0	

Q29. There are not enough resources to effectively answer business related questions. Is this ... (interviewer read categories below)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not too important	1	20.0	20.0	20.0
	Not at all important	1	20.0	20.0	40.0
	Don't Know/No Answer	3	60.0	60.0	100.0
	Total	5	100.0	100.0	

Q30. The resources that are available are not current enough to effectively answer business related questions. Is this ... (interviewer read categories below)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all important	2	40.0	40.0	40.0
	Don't Know/No Answer	3	60.0	60.0	100.0
	Total	5	100.0	100.0	

Q31. The library staff is not familiar with the specific resources and materials requested by business patrons. Is this ... (interviewer read categories below)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all important	2	40.0	40.0	40.0
	Don't Know/No Answer	3	60.0	60.0	100.0
	Total	5	100.0	100.0	

Q32. The library staff requires too much time to answer business questions or requests. Is this ... (interviewer read categories below)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all important	2	40.0	40.0	40.0
	Don't Know/No Answer	3	60.0	60.0	100.0
	Total	5	100.0	100.0	

Q33. The library does not communicate or market its services to business patrons. Is this ... (interviewer read categories below)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all important	3	60.0	60.0	60.0
	Don't Know/No Answer	2	40.0	40.0	100.0
	Total	5	100.0	100.0	

Q35. The first possible change is the addition of additional business related books and materials. Would it be ... (interviewer read categories below)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very useful	4	80.0	80.0	80.0
	Somewhat useful	1	20.0	20.0	100.0
	Total	5	100.0	100.0	

Q36. Second, additional staff to serve the particular needs of the business community. Would it be ... (interviewer read categories below)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very useful	1	20.0	20.0	20.0
	Somewhat useful	1	20.0	20.0	40.0
	Not at all useful (Go to Q37)	3	60.0	60.0	100.0
	Total	5	100.0	100.0	

Q37. Third, keeping business people reminded of the business resources available at the library and inform them of any new business holdings. Would it be ... (interviewer read categories below)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very useful	4	80.0	80.0	80.0
	Somewhat useful	1	20.0	20.0	100.0
	Total	5	100.0	100.0	

Q38. Fourth, devising programs that would make the library's resources more accessible to business patrons, like special outreach or training for people interested in business resources. Would it be ... (interviewer read categories below)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very useful	3	60.0	60.0	60.0
	Somewhat useful	1	20.0	20.0	80.0
	Not too useful	1	20.0	20.0	100.0
	Total	5	100.0	100.0	

Q39. Fifth, making library staff and resources electronically accessible from your office? Would it be ... (interviewer read categories below)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very useful	5	100.0	100.0	100.0

Q40a Local: within the county you are located

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	11	100.0	100.0	100.0

Q40b Regional: within the part of the State you are located

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	2	18.2	18.2	18.2
	Yes	9	81.8	81.8	100.0
	Total	11	100.0	100.0	

Q40c Statewide

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	9	81.8	81.8	81.8
	Yes	2	18.2	18.2	100.0
	Total	11	100.0	100.0	

