**Table of Contents**

[Survey of Policies to Assure Mobile Device Access to the Library Website 1](#_Toc383430523)

[THE QUESTIONNAIRE 11](#_Toc383430524)

[SURVEY PARTICIPANTS 16](#_Toc383430525)

[SUMMARY OF MAIN FINDINGS 18](#_Toc383430526)

[Some Characteristics of the Sample 18](#_Toc383430527)

[Percentage of Libraries that Offer Access to Library Databases from Mobile Devices 18](#_Toc383430528)

[Percentage of Libraries that Enable Mobile Access to eBook Collections 19](#_Toc383430529)

[Impact of Deployment of Mobile-Device Accessible Databases 19](#_Toc383430530)

[Use of Various Mobile-Access Tools for Libraries 19](#_Toc383430531)

[Percentage of Libraries that have Developed Versions of the Library Website Optimized for Different Kinds of Mobile Resources 19](#_Toc383430532)

[Policies on the Development of Library Apps for Smartphones 20](#_Toc383430533)

[Use of Transcoding Technology 20](#_Toc383430534)

[End User Metrics for Mobile Apps 20](#_Toc383430535)

[Use of GoogleAnalytics 20](#_Toc383430536)

[Spending on Outside Providers of Mobile Apps 21](#_Toc383430537)

[Percentage of Visitor Traffic Accounted for by Mobile Devices 21](#_Toc383430538)

[Importance of Assuring Access from Different Kinds of Mobile Devices 21](#_Toc383430539)

[How Libraries have Tested their Websites to Evaluate Mobile Device Access Quality 22](#_Toc383430540)

[Use of Mobile Testing Sites, Website Evaluators and Website Emulators 23](#_Toc383430541)

[INTRODUCTION: CHARACTERISTICS OF THE SAMPLE 24](#_Toc383430542)

[Table 1.1 Type of Libraries in the Sample 24](#_Toc383430543)

[Table 1.2 Type of Libraries in the Sample Broken out by Country 24](#_Toc383430544)

[Table 1.3 Type of Libraries in the Sample Broken out by Type of Organization 24](#_Toc383430545)

[Table 1.4 Type of Libraries in the Sample Broken out by Number of FTE Employees 25](#_Toc383430546)

[Table 1.5 Type of Libraries in the Sample Broken out by Separate website for mobile access 25](#_Toc383430547)

[Table 2.1 The total number of full time equivalent employees of your library is: 26](#_Toc383430548)

[Table 2.2 The total number of full time equivalent employees of your library is: Broken out by Country 26](#_Toc383430549)

[Table 2.3 The total number of full time equivalent employees of your library is: Broken out by Type of Organization 26](#_Toc383430550)

[Table 2.4 The total number of full time equivalent employees of your library is: Broken out by Number of FTE Employees 27](#_Toc383430551)

[Table 2.5 The total number of full time equivalent employees of your library is: Broken out by Separate website for mobile access 27](#_Toc383430552)

[Table 3 If your organization is an institution of higher education what is its general Carnegie Class? 28](#_Toc383430553)

[DATABASE USAGE AND MOBILE ACCESS 29](#_Toc383430554)

[Table 4 About what percentage of the following types of your library resources can currently be accessed from the most common tablet computers and smartphones? 29](#_Toc383430555)

[Table 4.1.1 About what percentage of your library databases can currently be accessed from the most common tablet computers and smartphones? 29](#_Toc383430556)

[Table 4.1.2 About what percentage of your library databases can currently be accessed from the most common tablet computers and smartphones? Broken out by Country 29](#_Toc383430557)

[Table 4.1.3 About what percentage of your library databases can currently be accessed from the most common tablet computers and smartphones? Broken out by Type of Organization 30](#_Toc383430558)

[Table 4.1.4 About what percentage of your library databases can currently be accessed from the most common tablet computers and smartphones? Broken out by Number of FTE Employees 30](#_Toc383430559)

[Table 4.1.5 About what percentage of your library databases can currently be accessed from the most common tablet computers and smartphones? Broken out by Separate website for mobile access 30](#_Toc383430560)

[Table 4.2.1 About what percentage of your library eBooks can currently be accessed from the most common tablet computers and smartphones? 31](#_Toc383430561)

[Table 4.2.2 About what percentage of your library eBooks can currently be accessed from the most common tablet computers and smartphones? Broken out by Country 31](#_Toc383430562)

[Table 4.2.3 About what percentage of your library eBooks can currently be accessed from the most common tablet computers and smartphones? Broken out by Type of Organization 31](#_Toc383430563)

[Table 4.2.4 About what percentage of your library eBooks can currently be accessed from the most common tablet computers and smartphones? Broken out by Number of FTE Employees 31](#_Toc383430564)

[Table 4.2.5 About what percentage of your library eBooks can currently be accessed from the most common tablet computers and smartphones? Broken out by Separate website for mobile access 32](#_Toc383430565)

[If a database vendor develops a mobile-accessible version of its product and your library deploys both the mobile-device friendly and the traditional versions about what percentage of your library's use of that product shifts from the traditional to the mobile friendly version? Also does the mobile friendly version generate much new traffic on its own, or does it tend to cannibalize the traditional site and reduce its use. Of course the outcome will be different for different databases, but discuss your experience. 33](#_Toc383430566)

[MOBILE SITE DEVELOPMENT TOOLS 36](#_Toc383430567)

[Table 5 Does your library use any of the following tools or services in developing mobile access to its websites? 36](#_Toc383430568)

[Table 5.1.1 Does your library use Winksite in developing mobile access to its websites? 36](#_Toc383430569)

[Table 5.2.1 Does your library use MoFuse in developing mobile access to its websites? 36](#_Toc383430570)

[Table 5.3.1 Does your library use Zinadoo in developing mobile access to its websites? 36](#_Toc383430571)

[Table 5.4.1 Does your library use MobiSiteGalore in developing mobile access to its websites? 36](#_Toc383430572)

[Table 5.5.1 Does your library use WireNode in developing mobile access to its websites? 36](#_Toc383430573)

[Table 5.6.1 Does your library use MobilePress in developing mobile access to its websites? 37](#_Toc383430574)

[Table 5.6.2 Does your library use MobilePress in developing mobile access to its websites? Broken out by Country 37](#_Toc383430575)

[Table 5.6.3 Does your library use MobilePress in developing mobile access to its websites? Broken out by Type of Organization 37](#_Toc383430576)

[Table 5.6.4 Does your library use MobilePress in developing mobile access to its websites? Broken out by Number of FTE Employees 38](#_Toc383430577)

[Table 5.6.5 Does your library use MobilePress in developing mobile access to its websites? Broken out by Separate website for mobile access 38](#_Toc383430578)

[Table 5.7.1 Does your library use LibraryAnywhere in developing mobile access to its websites? 39](#_Toc383430579)

[Table 5.7.2 Does your library use LibraryAnywhere in developing mobile access to its websites? Broken out by Country 39](#_Toc383430580)

[Table 5.7.3 Does your library use LibraryAnywhere in developing mobile access to its websites? Broken out by Type of Organization 39](#_Toc383430581)

[Table 5.7.4 Does your library use LibraryAnywhere in developing mobile access to its websites? Broken out by Number of FTE Employees 39](#_Toc383430582)

[Table 5.7.5 Does your library use LibraryAnywhere in developing mobile access to its websites? Broken out by Separate website for mobile access 40](#_Toc383430583)

[Table 5.8.1 Does your library use MIT Mobile Web in developing mobile access to its websites? 40](#_Toc383430584)

[Table 5.9.1 Does your library use Boopsie in developing mobile access to its websites? 40](#_Toc383430585)

[Table 5.9.2 Does your library use Boopsie in developing mobile access to its websites? Broken out by Country 40](#_Toc383430586)

[Table 5.9.3 Does your library use Boopsie in developing mobile access to its websites? Broken out by Type of Organization 40](#_Toc383430587)

[Table 5.9.4 Does your library use Boopsie in developing mobile access to its websites? Broken out by Number of FTE Employees 41](#_Toc383430588)

[Table 5.9.5 Does your library use Boopsie in developing mobile access to its websites? Broken out by Separate website for mobile access 41](#_Toc383430589)

[If you have used any of the tools listed above, or others, please explain why you chose them. If no, which tools do you use and why? 42](#_Toc383430590)

[OPTIMIZING THE WEBSITE FOR MOBILE ACCESS 44](#_Toc383430591)

[If you have or are planning to optimize or alter in any way your library website to enable or foster access by mobile devices what are the steps that you have taken or plan to take? 44](#_Toc383430592)

[Table 6.1 Has your library developed different versions of the library website that are optimized for different kinds of mobile devices? 46](#_Toc383430593)

[Table 6.2 Has your library developed different versions of the library website that are optimized for different kinds of mobile devices? Broken out by Country 46](#_Toc383430594)

[Table 6.3 Has your library developed different versions of the library website that are optimized for different kinds of mobile devices? Broken out by Type of Organization 46](#_Toc383430595)

[Table 6.4 Has your library developed different versions of the library website that are optimized for different kinds of mobile devices? Broken out by Number of FTE Employees 47](#_Toc383430596)

[Table 6.5 Has your library developed different versions of the library website that are optimized for different kinds of mobile devices? Broken out by Separate website for mobile access 47](#_Toc383430597)

[If so how many versions do you have and for which types or families of devices, or particular devices, are they optimized for? 48](#_Toc383430598)

[APP DEVELOPMENT 49](#_Toc383430599)

[Table 7.1 Has the library developed any apps specifically for any kind of smartphone user? 49](#_Toc383430600)

[Table 7.2 Has the library developed any apps specifically for any kind of smartphone user? Broken out by Country 49](#_Toc383430601)

[Table 7.3 Has the library developed any apps specifically for any kind of smartphone user? Broken out by Type of Organization 49](#_Toc383430602)

[Table 7.4 Has the library developed any apps specifically for any kind of smartphone user? Broken out by Number of FTE Employees 50](#_Toc383430603)

[Table 7.5 Has the library developed any apps specifically for any kind of smartphone user? Broken out by Separate website for mobile access 50](#_Toc383430604)

[If so, what kind of apps have you developed? 51](#_Toc383430605)

[Does the library encourage patrons to use any particular apps to help them better exploit the library's resources? If so which apps and for what platforms? 52](#_Toc383430606)

[Table 8.1 Has your library used transcoding technology to make its website more accessible by mobile devices? 54](#_Toc383430607)

[Table 8.2 Has your library used transcoding technology to make its website more accessible by mobile devices? Broken out by Country 54](#_Toc383430608)

[Table 8.3 Has your library used transcoding technology to make its website more accessible by mobile devices? Broken out by Type of Organization 54](#_Toc383430609)

[Table 8.4 Has your library used transcoding technology to make its website more accessible by mobile devices? Broken out by Number of FTE Employees 55](#_Toc383430610)

[Table 8.5 Has your library used transcoding technology to make its website more accessible by mobile devices? Broken out by Separate website for mobile access 55](#_Toc383430611)

[USER METRICS 56](#_Toc383430612)

[Table 9.1 Which phrase would you say best represents your library's current use of end user metrics for mobile apps. 56](#_Toc383430613)

[Table 9.2 Which phrase would you say best represents your library's current use of end user metrics for mobile apps. Broken out by Country 56](#_Toc383430614)

[Table 9.3 Which phrase would you say best represents your library's current use of end user metrics for mobile apps. Broken out by Type of Organization 57](#_Toc383430615)

[Table 9.4 Which phrase would you say best represents your library's current use of end user metrics for mobile apps. Broken out by Number of FTE Employees 57](#_Toc383430616)

[Table 9.5 Which phrase would you say best represents your library's current use of end user metrics for mobile apps. Broken out by Separate website for mobile access 58](#_Toc383430617)

[Table 10.1 Does your library use Google Analytics (for mobile) to track use of your mobile apps? 59](#_Toc383430618)

[Table 10.1.1 Does your library use Google Analytics (for mobile) to track use of your mobile apps? Broken out by Country 59](#_Toc383430619)

[Table 10.1.2 Does your library use Google Analytics (for mobile) to track use of your mobile apps? Broken out by Type of Organization 59](#_Toc383430620)

[Table 10.1.3 Does your library use Google Analytics (for mobile) to track use of your mobile apps? Broken out by Number of FTE Employees 59](#_Toc383430621)

[Table 10.1.4 Does your library use Google Analytics (for mobile) to track use of your mobile apps? Broken out by Separate website for mobile access 60](#_Toc383430622)

[USE OF OUTSIDE SERVICE PROVIDERS 61](#_Toc383430623)

[Table 11.1 Does your library use an outside service provider to supply mobile apps to your library patrons? 61](#_Toc383430624)

[Table 11.2 Does your library use an outside service provider to supply mobile apps to your library patrons? Broken out by Country 61](#_Toc383430625)

[Table 11.3 Does your library use an outside service provider to supply mobile apps to your library patrons? Broken out by Type of Organization 61](#_Toc383430626)

[Table 11.4 Does your library use an outside service provider to supply mobile apps to your library patrons? Broken out by Number of FTE Employees 62](#_Toc383430627)

[Table 11.5 Does your library use an outside service provider to supply mobile apps to your library patrons? Broken out by Separate website for mobile access 62](#_Toc383430628)

[If your library uses an outside provider which one do you use and why did you choose it? 63](#_Toc383430629)

[Table 12.1 What are the library's total annual payments to outside providers for services to provide mobile apps to its library patrons ($)? 64](#_Toc383430630)

[Table 12.2 What are the library's total annual payments to outside providers for services to provide mobile apps to its library patrons ($)? Broken out by Country 64](#_Toc383430631)

[Table 12.3 What are the library's total annual payments to outside providers for services to provide mobile apps to its library patrons($)? Broken out by Type of Organization 64](#_Toc383430632)

[Table 12.4 What are the library's total annual payments to outside providers for services to provide mobile apps to its library patrons($)? Broken out by Number of FTE Employees 65](#_Toc383430633)

[Table 12.5 What are the library's total annual payments to outside providers for services to provide mobile apps to its library patrons($)? Broken out by Separate website for mobile access 65](#_Toc383430634)

[If your library has developed apps or used an outside service to develop apps for improved mobile device access, what was the impact on circulation or patron use of books, eBooks, databases and also on library services? 66](#_Toc383430635)

[MOBILE TRAFFIC 67](#_Toc383430636)

[Table 13.1 What percentage of the visitor traffic to your website is accounted for by mobile devices? 67](#_Toc383430637)

[Table 13.2 What percentage of the visitor traffic to your website is accounted for by mobile devices? Broken out by Country 67](#_Toc383430638)

[Table 13.3 What percentage of the visitor traffic to your website is accounted for by mobile devices? Broken out by Type of Organization 67](#_Toc383430639)

[Table 13.4 What percentage of the visitor traffic to your website is accounted for by mobile devices? Broken out by Number of FTE Employees 68](#_Toc383430640)

[Table 13.5 What percentage of the visitor traffic to your website is accounted for by mobile devices? Broken out by Separate website for mobile access 68](#_Toc383430641)

[What are the most commonly used mobile devices used to access your library websites? 69](#_Toc383430642)

[Table 14.1 What percentage of visitors to your library site access it through devices not owned or leased by the library itself? 71](#_Toc383430643)

[Table 14.2 What percentage of visitors to your library site access it through devices not owned or leased by the library itself? Broken out by Country 71](#_Toc383430644)

[Table 14.3 What percentage of visitors to your library site access it through devices not owned or leased by the library itself? Broken out by Type of Organization 71](#_Toc383430645)

[Table 14.4 What percentage of visitors to your library site access it through devices not owned or leased by the library itself? Broken out by Number of FTE Employees 72](#_Toc383430646)

[Table 14.5 What percentage of visitors to your library site access it through devices not owned or leased by the library itself? Broken out by Separate website for mobile access 72](#_Toc383430647)

[Table 15.1 What percentage of in the library users of the library website access it from their own devices? 73](#_Toc383430648)

[Table 15.2 What percentage of in the library users of the library website access it from their own devices? Broken out by Country 73](#_Toc383430649)

[Table 15.3 What percentage of in the library users of the library website access it from their own devices? Broken out by Type of Organization 73](#_Toc383430650)

[Table 15.4 What percentage of in the library users of the library website access it from their own devices? Broken out by Number of FTE Employees 74](#_Toc383430651)

[Table 15.5 What percentage of in the library users of the library website access it from their own devices? Broken out by Separate website for mobile access 74](#_Toc383430652)

[PLATFORMS AND DEVICES 75](#_Toc383430653)

[Table 16 Rank how important it is to provide mobile access to your library resources through the following platforms 75](#_Toc383430654)

[Table 16.1.1 Rank how important it is to provide mobile access to your library resources through Android 75](#_Toc383430655)

[Table 16.1.2 Rank how important it is to provide mobile access to your library resources through Android Broken out by Country 75](#_Toc383430656)

[Table 16.1.3 Rank how important it is to provide mobile access to your library resources through Android Broken out by Type of Organization 76](#_Toc383430657)

[Table 16.1.4 Rank how important it is to provide mobile access to your library resources through Android Broken out by Number of FTE Employees 76](#_Toc383430658)

[Table 16.1.5 Rank how important it is to provide mobile access to your library resources through Android Broken out by Separate website for mobile access 77](#_Toc383430659)

[Table 16.2.1 Rank how important it is to provide mobile access to your library resources through iOS 77](#_Toc383430660)

[Table 16.2.2 Rank how important it is to provide mobile access to your library resources through iOS Broken out by Country 77](#_Toc383430661)

[Table 16.2.3 Rank how important it is to provide mobile access to your library resources through iOS Broken out by Type of Organization 78](#_Toc383430662)

[Table 16.2.4 Rank how important it is to provide mobile access to your library resources through iOS Broken out by Number of FTE Employees 78](#_Toc383430663)

[Table 16.2.5 Rank how important it is to provide mobile access to your library resources through iOS Broken out by Separate website for mobile access 79](#_Toc383430664)

[Table 16.3.1 Rank how important it is to provide mobile access to your library resources through iPhone 79](#_Toc383430665)

[Table 16.3.2 Rank how important it is to provide mobile access to your library resources through iPhone Broken out by Country 79](#_Toc383430666)

[Table 16.3.3 Rank how important it is to provide mobile access to your library resources through iPhone Broken out by Type of Organization 80](#_Toc383430667)

[Table 16.3.4 Rank how important it is to provide mobile access to your library resources through iPhone Broken out by Number of FTE Employees 80](#_Toc383430668)

[Table 16.3.5 Rank how important it is to provide mobile access to your library resources through iPhone Broken out by Separate website for mobile access 80](#_Toc383430669)

[Table 16.4.1 Rank how important it is to provide mobile access to your library resources on iPod Touch 81](#_Toc383430670)

[Table 16.4.2 Rank how important it is to provide mobile access to your library resources through iPod Touch Broken out by Country 81](#_Toc383430671)

[Table 16.4.3 Rank how important it is to provide mobile access to your library resources through iPod Touch Broken out by Type of Organization 81](#_Toc383430672)

[Table 16.4.4 Rank how important it is to provide mobile access to your library resources through iPod Touch Broken out by Number of FTE Employees 82](#_Toc383430673)

[Table 16.4.5 Rank how important it is to provide mobile access to your library resources through iPod Touch Broken out by Separate website for mobile access 82](#_Toc383430674)

[Table 16.5.1 Rank how important it is to provide mobile access to your library resources through iPad 82](#_Toc383430675)

[Table 16.5.2 Rank how important it is to provide mobile access to your library resources through iPad Broken out by Country 82](#_Toc383430676)

[Table 16.5.3 Rank how important it is to provide mobile access to your library resources through iPad Broken out by Type of Organization 83](#_Toc383430677)

[Table 16.5.4 Rank how important it is to provide mobile access to your library resources through iPad Broken out by Number of FTE Employees 83](#_Toc383430678)

[Table 16.5.5 Rank how important it is to provide mobile access to your library resources through iPad Broken out by Separate website for mobile access 84](#_Toc383430679)

[Table 16.7.1 Rank how important it is to provide mobile access to your library resources through Windows 8 84](#_Toc383430680)

[Table 16.7.2 Rank how important it is to provide mobile access to your library resources through Windows 8 Broken out by Country 84](#_Toc383430681)

[Table 16.7.3 Rank how important it is to provide mobile access to your library resources through Windows 8 Broken out by Type of Organization 85](#_Toc383430682)

[Table 16.7.4 Rank how important it is to provide mobile access to your library resources through Windows 8 Broken out by Number of FTE Employees 85](#_Toc383430683)

[Table 16.7.5 Rank how important it is to provide mobile access to your library resources through Windows 8 Broken out by Separate website for mobile access 86](#_Toc383430684)

[Table 16.8.1 Rank how important it is to provide mobile access to your library resources through Windows Mobile 86](#_Toc383430685)

[Table 16.8.2 Rank how important it is to provide mobile access to your library resources through Windows Mobile Broken out by Country 86](#_Toc383430686)

[Table 16.8.3 Rank how important it is to provide mobile access to your library resources through Windows Mobile Broken out by Type of Organization 87](#_Toc383430687)

[Table 16.8.4 Rank how important it is to provide mobile access to your library resources through Windows Mobile Broken out by Number of FTE Employees 87](#_Toc383430688)

[Table 16.8.5 Rank how important it is to provide mobile access to your library resources through Windows Mobile Broken out by Separate website for mobile access 88](#_Toc383430689)

[Table 16.9.1 Rank how important it is to provide mobile access to your library resources through Kindle Fire 88](#_Toc383430690)

[Table 16.9.2 Rank how important it is to provide mobile access to your library resources through Kindle Fire Broken out by Country 88](#_Toc383430691)

[Table 16.9.3 Rank how important it is to provide mobile access to your library resources through Kindle Fire Broken out by Type of Organization 89](#_Toc383430692)

[Table 16.9.4 Rank how important it is to provide mobile access to your library resources through Kindle Fire Broken out by Number of FTE Employees 89](#_Toc383430693)

[Table 16.9.5 Rank how important it is to provide mobile access to your library resources through Kindle Fire Broken out by Separate website for mobile access 90](#_Toc383430694)

[Table 16.10.1 Rank how important it is to provide mobile access to your library resources through Blackberry 90](#_Toc383430695)

[Table 16.10.2 Rank how important it is to provide mobile access to your library resources through Blackberry Broken out by Country 90](#_Toc383430696)

[Table 16.10.3 Rank how important it is to provide mobile access to your library resources through Blackberry Broken out by Type of Organization 91](#_Toc383430697)

[Table 16.10.4 Rank how important it is to provide mobile access to your library resources through Blackberry Broken out by Number of FTE Employees 91](#_Toc383430698)

[Table 16.10.5 Rank how important it is to provide mobile access to your library resources through Blackberry Broken out by Separate website for mobile access 92](#_Toc383430699)

[TESTING FOR MOBILE SITE ACCESS 93](#_Toc383430700)

[Table 17.1 How has the library tested its website to see how it appears on different devices. Choose the phrase that best approximates your library experience. 93](#_Toc383430701)

[Table 17.2 How has the library tested its website to see how it appears on different devices. Choose the phrase that best approximates your library experience. Broken out by Country 93](#_Toc383430702)

[Table 17.3 How has the library tested its website to see how it appears on different devices. Choose the phrase that best approximates your library experience. Broken out by Type of Organization 94](#_Toc383430703)

[Table 17.4 How has the library tested its website to see how it appears on different devices. Choose the phrase that best approximates your library experience. Broken out by Number of FTE Employees 94](#_Toc383430704)

[Table 17.5 How has the library tested its website to see how it appears on different devices. Choose the phrase that best approximates your library experience. Broken out by Separate website for mobile access 95](#_Toc383430705)

[Table 18.1 Has your library ever used a mobile testing site or website evaluator or emulator for the expressed purpose of measuring how the library website appears on different devices? 96](#_Toc383430706)

[Table 18.2 Has your library ever used a mobile testing site or website evaluator or emulator for the expressed purpose of measuring how the library website appears on different devices? Broken out by Country 96](#_Toc383430707)

[Table 18.3 Has your library ever used a mobile testing site or website evaluator or emulator for the expressed purpose of measuring how the library website appears on different devices? Broken out by Type of Organization 96](#_Toc383430708)

[Table 18.4 Has your library ever used a mobile testing site or website evaluator or emulator for the expressed purpose of measuring how the library website appears on different devices? Broken out by Number of FTE Employees 97](#_Toc383430709)

[Table 18.5 Has your library ever used a mobile testing site or website evaluator or emulator for the expressed purpose of measuring how the library website appears on different devices? Broken out by Separate website for mobile access 97](#_Toc383430710)

[Describe your library's website testing regimen, emphasizing the steps that you have taken to test for access for mobile devices. 98](#_Toc383430711)

[USE OF QR CODES 99](#_Toc383430712)

[If your library uses QR Codes what are some of the library's favorite sources to make QR codes? 99](#_Toc383430713)

[How has your library made use of QR Codes? 100](#_Toc383430714)

[ADVICE AND ROLE MODELS 101](#_Toc383430715)

[Which libraries, colleges or other organizations do you feel have done an exemplary job in terms of optimizing their websites for access by various computing devices? 101](#_Toc383430716)

[What advice do you have for other libraries in their efforts to make their websites and other resources more accessible to mobile devices? 102](#_Toc383430717)

[How have your library's efforts to make the library more accessible to mobile devices impacted use of the library's resources? 103](#_Toc383430718)

**THE QUESTIONNAIRE**

**Introduction: Characteristics of the Sample**

1. Please give us the following contact information:
	1. Name:
	2. Organization:
	3. Work Title:
	4. Country:
	5. Email Address:
2. Your organization is:
	1. Academic Library
	2. Public Library
	3. Special Library
	4. other
3. The total number of full time equivalent employees of your library is:
4. If your organization is an institution of higher education what is its general Carnegie Class?
	1. Community college
	2. ­Year College
	3. MA/PHD Granting
	4. Research University

**Database Usage & Mobile Access**

1. About what percentage of the following types of your library resources can currently be accessed from the most common tablet computers and smartphones?
	1. Databases
	2. eBooks
2. If a database vendor develops a mobile ­accessible version of its product and your library deploys both the mobile ­device friendly and the traditional versions about what percentage of your library's use of that product shifts from the traditional to the mobile friendly version? Also does the mobile friendly version generate much new traffic on its own, or does it tend to cannibalize the traditional site and reduce its use. Of course the outcome will be different for different databases, but discuss your experience.

 **Mobile Site Development Tools**

1. Does your library use any of the following tools or services in developing mobile access to its websites?
	1. Winksite
	2. MoFuse
	3. Zinadoo
	4. MobiSiteGalore
	5. WireNode
	6. MobilePress
	7. LibraryAnywhere
	8. MIT Mobile Web
	9. Boopsie
2. If you have used any of the tools listed above, or others, please explain why you chose them. If no, which tools do you use and why?

**Optimizing the Website for Mobile Access**

1. If you have or are planning to optimize or alter in any way your library website to enable or foster access by mobile devices what are the steps that you have taken or plan to take?
2. Has your library developed different versions of the library website that are optimized for different kinds of mobile devices?
	1. Yes
	2. No
3. If so how many versions do you have and for which types or families of devices, or particular devices, are the optimized for?

**App Development**

1. Has the library developed any apps specifically for any kind of smartphone user?
	1. Yes
	2. No
2. If so, what kind of apps have you developed?
3. Does the library encourage patrons to use any particular apps to help them better exploit the library's resources? If so which apps and for what platforms?
4. Has your library used transcoding technology to make its website more accessible by mobile devices?
	1. Yes
	2. No

**User Metrics**

1. Which phrase would you say best represents your library's current use of end user metrics for mobile apps?
	1. We only use free services
	2. We use both free and paid services
	3. We only use paid services
2. Does your library use any of the following applications to track use of your mobile apps?
	1. Google Analytics (for mobile)
	2. Apple App Store
	3. Flurry

**Use of Outside Service Providers**

1. Does your library use an outside service provider to supply mobile apps to your library patrons?
	1. Yes
	2. No
2. If your library uses an outside provider which one do you use and why did you choose it?
3. What are the library's total annual payments to outside providers for services to provide mobile apps to its library patrons?
4. If your library has developed apps or used an outside service to develop apps for improved mobile device access, what was the impact on circulation or patron use of books, eBooks, databases and also on library services?

**Mobile Traffic**

1. What percentage of the visitor traffic to your website is accounted for by mobile devices?
2. What are the most commonly used mobile devices used to access your library websites?
3. What percentage of visitors to your library site access it through devices not owned or leased by the library itself?
4. What percentage of in the library users of the library website access it from their own devices.

**Platforms and Devices**

1. Rank how important it is to provide mobile access to your library resources on the following platforms:
	1. Android
	2. iOS
	3. iPhone
	4. iPod Touch
	5. iPad
	6. Windows 8
	7. Windows Mobile
	8. Kindle Fire
	9. Blackberry

**Testing the Site for Mobile Access**

1. How has the library tested its website to see how it appears on different devices. Choose the phrase that best approximates your library experience?
	1. Informally tested by using staff and patron devices
	2. Used a consultant or outside service
	3. Used a site emulator or simulator or similar website or software tool
2. Has your library ever used a mobile testing site or website evaluator or emulator for the expressed purpose of measuring how the library website appears on different devices?
	1. Yes
	2. No
3. Describe your library's website testing regimen, emphasizing the steps that you have taken to test for access for mobile devices.

**Use of QR Codes**

1. If your library uses QR Codes what are some of the library's favorite sources to make QR codes?
2. How has your library made use of QR Codes?

**Advice and Role Models**

1. Which libraries, colleges or other organizations do you feel have done an exemplary job in terms of optimizing their websites for access by various computing devices?
2. What advice do you have for other libraries in their efforts to make their websites and other resources more accessible to mobile devices?
3. How have your library's efforts to make the library more accessible to mobile devices impacted use of the library's resources?

**SURVEY PARTICIPANTS**

Anaheim Public Library

Austin County Library Systems

Beaufort County Library

Belarusian National Technical University Library

Berkeley Public Library

Booker Public Library

Brazoria County Library System

Broward College

Burlington Public Library

Butler Community College

Cal Poly Pomona

CAPER-BC (formerly CILS)

Community College of Philadelphia

Community Public Library

Department of Family and Community Services,

New South Wales Government

Edgerton Public Library

Edgewood College

European Central Bank - Library

Fayetteville Public Library

George Washington University Libraries

Gogebic Community College

Grapevine Public Library

Gulf Coast State College Library

James Cook University

Kalispell Regional Medical Center

Kellyville Public Library

Lake Agassiz Regional Library

Lake City Public Library

Lehman College, CUNY

LSU Health Sciences Center

Marquette General Hospital

Marrickville Library

Mason City Public Library

Midwestern University

Moore County Library System

Mount Saint Mary College

Musser Public Library

New York City College of Technology

North Dakota State College of Science

NUST Library

Parkland Regional Library

Phillips 66 Research Library

Pueblo Library District

Queens College, CUNY

Rodgers Memorial Library

Sauk City Public Library

Seward Memorial Library

Southern Prairie Library System

Southwest Harbor Public Library

St. Charles Public Library

Suan Sunandha Rajabhat University

The Brentwood Library

University of Nebraska–Lincoln Libraries

Vista Grande Public Library

Westlock Libraries

White Lake Township Library

Will Rogers Library

Wm Welch Medical Library

Yuba College