

British Library

Economic Impact Assessment

Questionnaires used in survey

A.1 Reading rooms (all reading rooms except the
Newspaper Library at Colindale)

A.2 Reading room at Colindale

A.3 Remote document supply

A.4 Non-user

Surveys

A.1 Reading room

Introduction

- Good morning/afternoon/evening may I speak to [Reader's name].
- I am calling on behalf of the British Library, my name is [Interviewer name] and I work for NOP an independent market research company
- The British Library is conducting a study to assess the contribution it makes to the UK economy. This is the first study of this kind that the Library has undertaken. It will help assess the value that the British Library creates in comparison to the funding it receives.
- Your name has been randomly selected from the Library's database of readers who have previously said they would not mind being contacted by the Library. The Library would be grateful if you could spare approximately 15 minutes to take part in this important study by answering a few questions.
- I would like to assure you that this is a programme of important research and carried out in accordance with the Market Research Society's code of Conduct. Any information you give us will be treated in the strictest of confidence.
- Would you be happy to participate in this study now? At a convenient time for yourself?

Profiling questions

Q1. Which of the following best describes what you primarily use the British Library for?

[Read out. Code one response only]

A. Academic research	
B. Work or business related research	
C. Personal purposes	

[If A. Academic go to Q1a, if not go to Q.2]

Q1a. Which of the following best describes your current academic status?

[Read out. Code one response only]

A. Undergraduate	
B. Postgraduate	
C. Academic staff	
D. Other academic (please specify)	

Q2. Which reading rooms have you used in the last 12-months? Please consider both the St. Pancras, Colindale and Boston Spa sites

[Code all that apply. Prompt with list if necessary]

Humanities 1	
Humanities 2	
Science 1 North/South (Patents)	
Science 2 North (Official publications & Social Sciences/Engineering)	
Science 2 South (Science)	
Science 3 (Business/Science)	
Rare books & music (and sound recordings)	
Oriental & India Office Collections	
Maps	
Manuscripts	
Newspaper library (Colindale)	
Boston Spa reading room	
None of the above	

Q3. Are you permanently resident in the UK?

Yes	
No	

Q4. What is your age?

<18	
18-34	
35-54	
55-74	
>75	
Refused to answer	

Q5. Gender

[Do not ask respondent. Code appropriately]

Male	
Female	

Q6. Where is your permanent residence?

[Prompt to codes. Code one response only]

Central London (Zones 1-3)	
Greater London (Zones 4-6)	
South East	
Other UK & N.Ireland	
Outside UK	

Q7. How long have you held a British Library reader pass?

[Read out. Code one response only]

Less than a year	
1-5 years	
6-10 years	
11-15 years	
More than 15 years	

Q8. Which of the following brackets does your personal income fall into?

[If respondent is unhappy with the question: prompt you do not have to answer this question if you do not want to]

[Read out. Code one response only]

<£10k	
£11-20k	
£21-30k	
£31-40k	
£41-60k	
>£60k+	
Refused	

Usage Questions

Q9. On average, how many visits do you make each year to the British Library?

[Prompt: A visit would be a single trip to the library on a single day, not a visit over a period of several days.]

[NOP to capture absolute amount if volunteered. Prompt to ranges if unable to volunteer answer]

Visits	
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[Range prompts if necessary]

1-2 visits each year	
3-5 visits each year	
6-12 visits each year	
13-24 visits each year	
25-52 visits each year	
53-100 visits each year	
>100 visits each year	

Q10. On average, how long is your round trip journey time to and from the British Library?

[Prompt if required: Your journey time should be measured from where you normally travel to the British Library, be that either from home or work.]

[NOP to capture absolute amount if volunteered. Prompt to ranges if unable to volunteer answer]

Hours	
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[Range prompts if necessary]

Less than 30 minutes	
30 minutes to an hour	
1 up to 2 hours	
2 up to 3 hours	
3 up to 5 hours	
Over 5 hours	

Q11. On average, how long do you spend in the library on each single visit?

[NOP to capture absolute amount if volunteered. Prompt to ranges if unable to volunteer answer]

Hours	
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[Range prompts if necessary]

Less than one hour	
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1-2 hours	
3-4 hours	
5-6 hours	
6+ hours	

Q12. On average, how much does each visit to the British Library cost you including travel costs, accommodation and other expenditure?

[Prompt: Excluding costs you would have incurred anyway]

[NOP to capture absolute amount if volunteered. Prompt to ranges if unable to volunteer answer]

£ per visit	
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[Range prompts if necessary]

Nothing	
Under £2	
£2-5	
£6-10	
£11-30	
£31-50	
£51-100	
£101-£200	
£201-£500	
£501-£1000	
>£1000	

Q13. On average, how many items do you use in the reading rooms per visit?

[Prompt to precodes]

0-2	
3-5	
6-10	
>10	

Q14. In the last 12 months, approximately how many items did you order through the British Library remote document supply service the last 12-months? This could be to your home, work or through a Library

[Prompt to precodes]

0	
1-10	
11-25	
26-50	
>50	

Service awareness

Q15. Which of the following services available in the reading rooms have you used in the last 12 months?

[Read out. Code all that apply]

Online Public Access Catalogue (OPAC)	
Catalogues other than OPAC	
Reading room open access collections (off the shelf collections)	
Automated requesting of collection items into the reading rooms	
Use of staff to locate and identify items of the collection	
Use of staff expert knowledge to explore specific research areas	
Electronic resources including CD-ROMs	
None of the above	

Q16. Which of the following services located outside of the reading rooms have you used in the last 12-months?

[Read out. Code all that apply]

Readers lounge	
British Library Web site or online catalogue	
Exhibitions and Tours	
Public events (lectures, speaker meetings)	
Conference centre	

Q.17 The British Library performs a series of functions for the UK. For each of the following functions please tell me whether you feel it is of high, medium or low importance.

[Read out. Code appropriately]

Providing access to the collection on-site through Reading Rooms and remotely through document supply	
Managing and preserving the collection	
Providing services to other libraries such as document supply and catalogue records	

Acquiring new materials to build the collection	
Exhibitions, tours and online resources for the general public	
Workshops, tours and online resources for school children	

Expenditure and substitutes questions

Q.18 How would your research be affected if you did not have access to British Library services?

[Read out. Code one response only]

Unaffected	
Somewhat Affected	
Severely Affected	

Q.19 For which of the following reasons do you use the British Library rather than alternative information sources?

[Read out. Code all that apply]

Depth and breadth of the collection	
Unique items in the collection	
Up to date holdings	
Support from British Library staff	
Comfortable working environment	
Costs me less to use the BL than to use alternatives	
More likely to meet peers and colleagues at the BL	
Other (please specify)	

Q20. What additional costs would you have to incur per annum if you were unable to use the British Library services and therefore were reliant on alternatives. Please consider travel, accommodation and cost of access to materials?

[Please try to provide an answer, even if you would not use these alternatives in the event you were unable to use the British Library]

[NOP to capture absolute amount if volunteered. Prompt to ranges if unable to volunteer answer]

£ per annum	
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[Range prompts if necessary]

[Prompt to precodes. Code one response only]

£1-£100	
£101-500	

£501-£1,000	
£1,001-£5,000	
£5,001-£10,000	
£10,001 +	
Nothing, no alternatives are available	
Nothing, use of alternatives would not increase my costs	

WTA/WTP questions

I am now going to ask you a number of questions designed to help value the British Library and the services it provides.

Q.21 The British Library is funded primarily through general taxation. In the unlikely event that this funding ceased to be provided, would you be willing to pay an amount, for example through donation or subscription, to help support the continuation of the British Library and its services?

[Prompt: Add reassurance if necessary. These questions are designed to capture the value that you place on the British Library and are not an indication that public funding will end or services will be charged for]

[Note: - do not read out. Code one answer only]

Yes	
No	
Unable to answer	

If no or unable to answer go to question 22

If yes go to question 24

Q.22 So would it be fair to say that you would NOT be willing to pay for example £10 per month to support the continuation of the British Library and its services?

[Prompt: Add reassurance if necessary. These questions are designed to capture the value that you place on the British Library and are not an indication that public funding will end or services will be charged for]

[Note: - do not read out. Code one answer only]

Would be willing to pay £10	
Would not be willing to pay	
Unable to answer	

If would not be willing to pay or unable to answer go to question 23

If would be willing to pay go to question 24

Q.23 What is your primary reason for answering no to / not answering the previous question?

[Note: - do not read out. Prompt to precodes, code one answer only]

I believe that the Government/ taxpayers should support the British Library	
I do not believe that readers should be asked to pay	
I cannot answer the question	
I do not value the British Library enough to contribute any amount	
I value the library but cannot afford to contribute £10	
I do not believe you can use surveys to answer this sort of issue	
Other, please specify	

Go to question 26

Q24. What would be the *most* you would be willing to pay per month as a donation or subscription to support the continuation of the British Library and its services?

[Note – if respondent can only provide an annual amount please divide by 12 and insert as a monthly amount]

[Prompt: Add reassurance if necessary. These questions are designed to capture the value that you place on the British Library and are not an indication that public funding will end or services will be charged for]

[Prompt it is important you try to answer this question to enable us to place a value on the British Library and the services it provides]

Total (£)	
Unable to answer the question	

For people who give an amount go to question 24

Q25. What was the basis for the amount you stated as your answer to the previous question?

.....

Q.26 Imagine that the British Library ceased issuing readers passes but allowed existing readers to sell their pass what is the *minimum* amount you would be willing to accept as a monthly payment in return for your pass?

[Prompt if necessary: You would give up your readers card forever in return for a monthly payment]

[Prompt it is important you try to answer this question to enable us to place a value on the British Library and the services it provides]

[Prompt: Add reassurance if necessary. This question is designed to capture the value that you place on the British Library and is not an indication that the Library plans to stop issuing reader passes]

Amount £	
No Answer	

Close and end

- Thank you for your participation in this important study.

- Now that the study is completed we would like to reassure you that the British Library will continue to receive funding from the Government. The British Library has no intention of charging for access to its reading rooms or other services that are currently free of charge as a result of this study.
- The questions in this survey are solely intended to help the British Library determine its economic impact and demonstrate value for money to the nation. The results of this study will help the British Library to strengthen its case in obtaining Government funding.
- If you are at all unclear on the purposes of this study, please contact Val McBurney on 020 7412 7112 or e-mail: val.mcburney@bl.uk

A.2 Colindale

Introduction

- Good morning/afternoon/evening may I speak to you for a moment.
- My name is [Interviewer name] and I work for the British Library.
- The British Library is conducting a study to assess the contribution it makes to the UK economy. This is the first study of this kind that the Library has undertaken. It will help assess the value that the British Library creates in comparison to the funding it receives.
- The Library would be grateful if you could spare approximately 15 minutes to take part in this important study by answering a few questions.
- I would like to assure you that this is a programme of important research and any information you give us will be treated in the strictest of confidence.
- Would you be happy to answer my questions now?

Profiling questions

Q1. Do you hold a Colindale annual pass?

[Read out. Code one response only]

Yes	
No	

Q2. Which of the following best describes what you primarily use the Colindale site for?

[Read out. Code one response only]

A. Academic research	
B. Work or business related research	
C. Personal purposes	

[If A. Academic go to Q2a, if not go to Q.3]

Q2a. Which of the following best describes your current academic status?

[Read out. Code one response only]

A. Undergraduate	
B. Postgraduate	
C. Academic staff	
D. Other academic (please specify)	

Q3. Are you a holder of a British Library Reading Room pass?

Yes	
No	

[If Yes to Q3 go to Q3a, if not go to Q4]

Q3a. As well as Colindale, how often do you visit the Reading Rooms at the British Library site in St Pancras?

1-2 visits each year	
3-5 visits each year	
6-12 visits each year	
13-24 visits each year	
25-52 visits each year	
53-100 visits each year	
>100 visits each year	
Never	

Q3b. How do you value the Colindale site relative to the other services available through the British Library?

I value the Colindale services <u>much</u> more than other BL services	
I value the Colindale services more than other BL services	
I value the Colindale services around the same as other BL services	
I value the Colindale services less than other BL services	
I value the Colindale services <u>much</u> less than other BL services	

Q4. Are you permanently resident in the UK?

Yes	
No	

Q5. What is your age?

<18	
18-24	
25-34	
35-44	
45-54	
55-64	
>65	
Refused to answer	

Q6. Gender

[Do not ask respondent. Code appropriately]

Male	
Female	

Q7. Where is your permanent residence?

[Prompt to codes. Code one response only]

Central London (Zones 1-3)	
Greater London (Zones 4-6)	
South East	
Other UK & N.Ireland	
Outside UK	

Q8. How long have you been visiting the Colindale site?

[Read out. Code one response only]

Less than a year	
1-5 years	
More than 5 years	

Q9. Which of the following brackets does your personal income fall into?

[If respondent is unhappy with the question: prompt you do not have to answer this question if you do not want to]

[Read out. Code one response only]

<£10k	
£11-20k	
£21-30k	
£31-40k	
£41-60k	
>£60k+	
Refused	

Usage Questions

Q10. On average, how many visits do you make each year to the Colindale newspaper site?

[Prompt: A visit would be a single trip to the site on a single day, not a visit over a period of several days.]

[Capture absolute amount if volunteered. Prompt to ranges if unable to volunteer answer]

Visits	
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[Range prompts if necessary]

1-2 visits each year	
3-5 visits each year	
6-12 visits each year	
13-24 visits each year	
25-52 visits each year	
53-100 visits each year	
>100 visits each year	

Q11. On average, how long is your round trip journey time to and from the Colindale site?

[Prompt if required: Your journey time should be measured from where you normally travel to the British Library, be that either from home or work.]

[Capture absolute amount if volunteered. Prompt to ranges if unable to volunteer answer]

Hours	
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[Range prompts if necessary]

Less than 30 minutes	
30 minutes to an hour	
1 up to 2 hours	
2 up to 3 hours	
3 up to 5 hours	
Over 5 hours	

Q12. On average, how long do you spend in the Colindale site on each single visit?

[Capture absolute amount if volunteered. Prompt to ranges if unable to volunteer answer]

Hours	
-------	--

[Range prompts if necessary]

Less than one hour	
1-3 hours	
3-6 hours	
6-8 hours	
8+ hours	

Q13. On average, how much does each visit to the Colindale site cost you including travel costs, accommodation and other expenditure?

[Prompt: Excluding costs you would have incurred anyway]

[Capture absolute amount if volunteered. Prompt to ranges if unable to volunteer answer]

£ per visit	
-------------	--

[Range prompts if necessary]

Nothing	
Under £2	
£2-5	
£6-10	
£11-30	
£31-50	
£51-100	
£101-£200	
£201-£500	
£501-£1000	
>£1000	

Q14. On average, how many items do you look at in the newspaper collection per visit?

[Prompt to precodes] [CHECK IF NEED TO ADJUST THE RANGES]

0-2	
3-5	
6-10	
11-25	
26-50	
>50	

Service awareness

Q15. Which services available at Colindale have you used in the last 12 months? (try to capture all)

.....

.....

.....

Q16. Of the services you use, which do you find the most valuable (top three)?

.....

Q.17 The British Library performs a series of functions for the UK. For each of the following functions please tell me whether you feel it is of high, medium or low importance.

[Read out. Code appropriately]

Providing access to the collection on-site through Reading Rooms, at Colindale and remotely through document supply	
Managing and preserving the collection	
Providing services to other libraries such as document supply and catalogue records	
Acquiring new materials to build the collection	
Exhibitions, tours and online resources for the general public	
Workshops, tours and online resources for school children	

Expenditure and substitutes questions

Q.18 How would your work be affected if you did not have access to the Colindale site and services?

[Read out. Code one response only]

Unaffected	
Somewhat Affected	
Severely Affected	

Q.19 For which of the following reasons do you use the Colindale site and services rather than alternative information sources?

[Read out. Code all that apply]

Depth and breadth of the collection	
Unique items in the collection	
Up to date holdings	
Support from Colindale staff	
Atmosphere and surroundings	
Costs me less to use Colindale than to use alternatives	
More likely to meet peers and colleagues at Colindale	
Other (please specify)	

Q20. What additional costs would you have to incur per annum if you were unable to use Colinsale and therefore were reliant on alternatives. Please consider travel, accommodation and cost of access to materials?

[Please try to provide an answer, even if you would not use these alternatives in the event you were unable to use Colindale]

[Capture absolute amount if volunteered. Prompt to ranges if unable to volunteer answer]

£ per annum	
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[Range prompts if necessary]

[Prompt to precodes. Code one response only]

£1-£100	
£101-500	
£501-£1,000	
£1,001-£5,000	
£5,001-£10,000	
£10,001 +	
Nothing, no alternatives are available	
Nothing, use of alternatives would not increase my costs	

WTA/WTP questions

I am now going to ask you a number of questions designed to help value Colindale and the services it provides.

Q.21 As part of the British Library, Colindale is funded primarily through general taxation. In the unlikely event that this funding ceased to be provided, would you be willing to pay an amount, for example through donation or subscription, to help support the continuation of Colindale and its services?

[Prompt: Add reassurance if necessary. These questions are designed to capture the value that you place on Colindale and are not an indication that public funding will end or services will be charged for]

[Note: - do not read out. Code one answer only]

Yes	
No	
Unable to answer	

If no or unable to answer go to question 22

If yes go to question 24

Q.22 So would it be fair to say that you would NOT be willing to pay for example £10 per month to support the continuation of Colindale and its services or would such an amount be acceptable to you?

[Prompt: Add reassurance if necessary. These questions are designed to capture the value that you place on Colindale and are not an indication that public funding will end or services will be charged for]

[Note: - do not read out. Code one answer only]

Would be willing to pay £10	
Would not be willing to pay	
Unable to answer	

If would not be willing to pay or unable to answer go to question 23

If would be willing to pay go to question 24

Q.23 What is your primary reason for answering no to / not answering the previous question?

[Note: - do not read out. Prompt to precodes, code one answer only]

I believe that the Government/ taxpayers should support Colindale	
I do not believe that users should be asked to pay	
I cannot answer the question	
I do not value Colindale enough to contribute any amount	
I value the library but cannot afford to contribute £10	
I do not believe you can use surveys to answer this sort of issue	
Other, please specify	

Go to question 26

Q24. What would be the *most* you would be willing to pay per month as a donation or subscription to support the continuation of Colindale and its services?

[Note – if respondent can only provide an annual amount please divide by 12 and insert as a monthly amount]

[Prompt: Add reassurance if necessary. These questions are designed to capture the value that you place on Colindale and are not an indication that public funding will end or services will be charged for]

Total (£)	
Unable to answer the question	

For people who give an amount go to question 24

Q25. What was the basis for the amount you stated as your answer to the previous question?

.....

Q.26 Imagine that the British Library were to cease issuing passes for the Colindale newspaper library but allowed existing passholders to sell their right to a pass what is the *minimum* amount you would be willing to accept as a monthly payment in return for your right to a pass?

[Prompt if necessary: You would give up your right to a Colindale for ever in return for an monthly payment]

[Prompt it is important you try to answer this question to enable us to place a value on the British Library and the services it provides]

Amount £	
No Answer	

Close and end

- Thank you for your participation in this important study.
- Now that the study is completed we would like to reassure you that the British Library will continue to receive funding from the Government and that the British Library has no intention of charging for access to Colindale or other services that are currently free of charge.
- The questions in this survey are solely intended to help the British Library determine its economic impact and demonstrate value for money to the nation. This study will provide input to the British Library’s case to Government for increased its funding.
- If you are at all unclear on the purposes of this study, please contact Val McBurney on 020 7412 7112 or e-mail: val.mcburney@bl.uk

A.3 Remote document supply

Introduction

[Targeted at contact on Remote Document Supply/Bibliographic database] ideally need to target the budget holder as otherwise can’t answer WTP/WTA questions]

- Good morning/afternoon may I speak to [contact name].
- I am calling on behalf of the British Library, my name is [Interviewer name] and I work for NOP an independent market research company.
- The British Library is conducting a study to assess the contribution it makes to the UK economy. This is the first study of its kind that the Library has undertaken and will help estimate the value that the British Library creates as compared with the funding it receives.
- This study uses a questionnaire and is directed at the individual in your company who would be best placed to put a value on the services the British Library provides to the *whole* of your organisation (e.g. probably the person who manages the budget relating to information or library services, or the decision maker for the budget). From our records we believe that you are probably the most likely candidate – is this the case?

If yes go to A)

If no go to B)

A) I would like to assure you that this is a programme of important research and carried out in accordance with the Market Research Society’s code of Conduct and any information you give us will be treated in the strictest of confidence.

- You have been randomly selected to take part in this important study and the Library would be grateful if you could spare approximately 15 minutes to take part in answering a few questions.

Would you be happy to participate in this study now? At a convenient time for yourself?

B) If you think this is not the case, could you direct us to the person who would be? Could we have their direct line telephone number please? If no – thank and end interview otherwise got to C) below

C) [Targeted at other contact if provided]

- Good morning/afternoon may I speak to [RDS contact name].
- I am calling on behalf of the British Library, my name is [Interviewer name] and I work for NOP an independent market research company.
- The British Library is conducting a study to assess the contribution it makes to the UK economy. This is the first study of its kind that the library has undertaken and will help estimate the value that the British Library creates as compared with the funding it receives.
- I would like to assure you that this is a programme of important research and carried out in accordance with the Market Research Society's code of Conduct and any information you give us will be treated in the strictest of confidence.
- You have been randomly selected to take part in this important study and the Library would be grateful if you could spare approximately 15 minutes to take part in answering a few questions.
- Would you be happy to participate in this study now? At a convenient time for yourself?

Profiling questions

Q1. Which of the following best describes your organisation?

[Read out. Code one answer only]

A business	
Central Government	
Local Government	
University	
College/other academic institution	
Public libraries and other public institutions	
Other [please state]	

Q2. How long have you worked within the organisation?

[Read out. Code one answer only]

Less than one year	
1-5 years	
>5 years	

Service use questions

Q3. Which of the following British Library services does your organisation use?

[Read out. Code all that apply]

Basic document supply services (e.g. standard service, 48hr turnaround, loans)	
Premium document supply services (e.g. urgent request service, multiple copies)	
British Library customer services	

Inside	
Zetoc	
Worldwide Searches	
British Library Public Catalogue (BLPC)	
Licensing of catalogue records (directly with the British Library) such as the BNB, ETOC and AMED	
Licensing of catalogue records (indirectly through redistributors e.g. Silver Platter or Ovid)	
Reprographic services	
Picture library	
Reading Room services	
British Library training courses	
Others [write in]	

Frequency of use questions

Q4. On average, how many documents do you estimate your organisation requests from the British Library document supply services per month?

[Prompt: please provide an answer for your whole organisation. We realise that this may be difficult, but please try to provide your best estimate]

[Prompt to precodes. Code all that apply]

<1	
1-10	
11-50	
51-100	
101-250	
251-500	
500+	
Don't know	

Q5. Which, if any, of the following British Library bibliographic services does your organisation license or subscribe to?

[Prompt to precodes. Code all that apply]

Electronic Table of Contents (ETOC)	
British National Bibliography (BNB)	

The Allied and Complementary Medicine Database (AMED)	
None	
Don't know	

Q6. Which, if any, of the following service providers of bibliographic records does your organisation use?

[Read out. Code all that apply]

Ovid	
Silver Platter	
BDS	
CURL	
LIBPAC	
OCLC	
RLG	
TALIS	
Other	
None	
Don't know	

If answer “none” or “don’t know” to question 6 go to question 8

Otherwise go to question 7

Q7. In total, how much does your organisation spend per annum on catalogues and Abstract and Indexing databases from providers other than the British Library?

[Prompt if find hard to answer. If you do not know precisely, please provide a rough estimate]

[Prompt: please provide an answer for your whole organisation. We realise that this may be difficult, but please try to provide your best estimate]

[Prompt to precodes. Code one answer only]

£0-£1,000	
£1,001-£5,000	
£5,001-£10,000	
£10,001-£15,000	
>£15,000	

Do not know	
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Q8. How much time do information services staff at your organisation currently spend using British Library services each day? For example, putting in document supply requests or carrying out searches. Please provide a collective figure for your entire organisation

[Prompt: please provide an answer for your whole organisation. We realise that this may be difficult, but please try to provide your best estimate]

[Prompt to precodes. Code one answer only]

Less than 1 hour	
1-5 hours	
6-10 hours	
11-15 hours	
16-20 hours	
21-30 hours	
31-50 hours	
50 + hours	

Q9. On average, how much does your organisation spend on British Library services per month?

[Prompt: please provide an answer for your whole organisation. We realise that this may be difficult, but please try to provide your best estimate]

[Prompt to precodes. Code one answer only]

Less than £100	
£101-250	
£251-500	
£501-1000	
£1,001-2,000	
£2,001-3,000	
£3,001-5,000	
£5,001-10,000	

Q10. How much would your organisation’s usage of the British Library remote document supply change if the price went up, on average by 50%?

Just to be clear, this question is designed to capture the value that you place on the British Library and is not an indication that the British Library plans to increase its charges

[Prompt: please provide an answer for your whole organisation. We realise that this may be difficult, but please try to provide your best estimate]

[Read out. Code one response only]

No change	
0-25% decrease	
26-50% decrease	
51-75% decrease	
Greater than 75% decrease	
Would stop using services	

Substitutes questions

Q11. In the last 12 months which, if any, alternative information sources to the British Library has your organisation used? This may cover Inter Library Loan, document supply or search services

[Read out. Code all that apply]

None	
University Libraries	
Other libraries	
Government sources	
Private sector information providers	
Associations (e.g. British Medical Association)	
Other substitute (please specify)	

Q12. Where your organisation used the British Library rather than an alternative service, why did it do this?

[Read out. Code all that apply]

Depth and breadth of the collection	
Unique items in the collection	
Up to date holdings	
Support from British Library staff	
Ease of use of British Library services	
Efficiency/speed of service	
Cheaper to use British Library services than alternatives	

Services all under one roof	
Reliability	
Other	

Q13. If you could not use the British Library how much additional time do you think your organisation would need to spend searching for documents and using alternative sources to retain your current service levels (as % of time currently spent each week using British Library services)?

[Prompt if find hard to answer. Please provide a rough estimate]

[Prompt: please provide an answer for your whole organisation. We realise that this may be difficult, but please try to provide your best estimate]

[Read out. Code one response only]

No change	
0-25% increase	
26-50% increase	
51-100% increase	
101-200% increase	
201-300% increase	
More than 300% increase	
Decrease	

Q14. If the British Library ceased to provide services to your organisation and it had to use alternatives what additional costs, excluding additional staff time, would your organisation have to incur? Please state your answer as a % of last years spend on British Library services

[Prompt if find hard to answer. Please provide a rough estimate based on your current usage levels. We realise that in practice you may choose to not incur these additional expenses]

[Prompt: please provide an answer for your whole organisation. We realise that this may be difficult, but please try to provide your best estimate]

[Read out. Code one response only]

No change	
0-25% increase	
26-50% increase	
51-75% increase	
76-100% increase	
101-200% increase	

More than 200% increase	
Decrease	

WTA/WTP questions

I am now going to ask you a number of questions designed to help value the British Library and the services it provides.

Q15. The British Library is funded primarily through general taxation. In the unlikely event that this funding ceased to be provided, would your organisation be willing-to-pay an additional amount above your current expenditure to support the continuation of British Library services?

[Prompt if feel not the right person to answer. I understand that this is a difficult question for you to answer. Please try and provide a rough estimate based on your view.]

[Prompt: Add reassurance if necessary. These questions are designed to capture the value that is placed on the British Library and are not an indication that public funding will end of prices will change]

[Prompt: please provide an answer for your whole organisation. We realise that this may be difficult, but please try to provide your best estimate]

[Note: do not read out. Code one answer only]

Yes	
No	
Unable to answer	

If no or unable to answer go to Question 16

If yes go to question 18

Q.16 So, would it be fair to say that your organisation would NOT be willing to pay for example, 10% per month above your current British Library expenditure, to support the continuation of the British Library and its services?

[Prompt if feel not the right person to answer. I understand that this is a difficult question for you to answer. Please try and provide a rough estimate based on your view. This will help us to value the British Library and the services it provides]

[Prompt: please provide an answer for your whole organisation. We realise that this may be difficult, but please try to provide your best estimate]

[Note: do not read out. Code one answer only]

We would be willing to pay 10% extra per month	
We would not willing to pay 10% extra per month	
Unable to answer/ not willing to answer	

If unable or unwilling to answer go to question 17

If would be willing to pay extra 10%, go to question 18

Q.17 What are your reasons for answering no / not answering the previous question?

[Note: do not read out. Code all that apply]

I believe that the government should support the British Library	
I do not believe that we should be asked to pay more	
I cannot answer the question	
We do not value the services enough to pay more	
We value the library but cannot afford to pay an additional 10% per month	
Other	

Q18. Your organisation currently spends around £[insert answer to Question 12] per month. If you were given full budgetary discretion what would be the maximum additional % increase you would be willing-to-pay to support the continuation of the British Library and its services?

[Prompt if feel not the right person to answer. I understand that this is a difficult question for you to answer. Please try and provide a rough estimate based on your view. This will help us to value the British Library and the services it provides]

[Prompt: Add reassurance if necessary. These questions are designed to capture the value that placed on the British Library and are not an indication that public funding will end or prices will change]

[Prompt: please provide an answer for your whole organisation. We realise that this may be difficult, but please try to provide your best estimate]

[Prompt to precodes. Code one answer only]

No increase	
0-10% increase	
11-25% increase	
26-50% increase	
51-100% increase	
101% -200% increase	
Greater than 200% increase	
Decrease	

Q19. What was the basis for the % amount you stated as your answer to the previous question?

.....

If Public funding of the British Library were to end, it is likely that many of its services would no longer be offered. However, some services may be replicated by other public libraries or by private sector organisations.

The collection may be broken up and redistributed for example to other public libraries.

Q20. Imagine that the Government offered your organisation compensation in return for the end of public funding of the British Library, what is the *minimum* amount you would be willing to accept as a monthly compensation payment to agree to this?

[Prompt if feel not the right person to answer. I understand that this is a difficult question for you to answer. Please try and provide a rough estimate based on your view. This will help us to value the British Library and the services it provides]

[Prompt: Add reassurance if necessary. These questions are designed to capture the value placed on the British Library and are not an indication that public funding will end or prices will change]

[Prompt: please provide an answer for your whole organisation. We realise that this may be difficult, but please try to provide your best estimate]

[Prompt to precodes. Code one answer only]

Total (£) per month	
Unable to answer the question	

Close and end

- Thank you for your participation in this important study.
- Now that the study is completed we would like to reassure you that the British Library will continue to receive funding from the Government and that the British Library has no intention of changing its pricing policy as a result of this study.
- The questions in this survey are solely intended to help the British Library determine its economic impact and demonstrate value for money to the nation. The results of this study will help the British Library to strengthen its case in obtaining Government funding.
- If you are at all unclear on the purposes of this study, please contact Val McBurney on 020 7412 7112 or e-mail: val.mcburney@bl.uk

A.4 Non-user

Q1. Which of the following best applies to you prior to this interview?

[Read out. Code single response]

I was aware of the British Library and I have used it	
I was aware of the British Library but I have not used it	
I was not aware of the British Library	

Background information

The British Library is the national library of the United Kingdom, and one of the largest information sources in the world. The Library is both an international research library and the custodian of many of the nation’s most valuable books and manuscripts, including unique items of historical importance such as the Magna Carta.

The Library receives and stores a copy of every publication produced in the UK and Ireland and manages a collection of over a 150 million items that can be accessed through its reading rooms and information supply services.

Each year the British Library supplies over 8 million items to universities, businesses, other libraries and individuals. This supports research in areas such as:

- Product development and new technologies
- Scientific research including new medicines and treatments for diseases
- History, art, music and literature
- Family and local history

The library also provides events, exhibitions and web-based resources for the general public and school children.

Q2: Do you think that the British Library has value for society as a whole, in addition to those who directly use its services?

Yes	
No	
Don't know	

Q3 All UK taxpayers pay towards the upkeep and development of the British Library through taxes. On average, each UK income tax payer pays roughly £3 a year towards the British Library through taxes. What would be the *most you* would be willing to pay, through taxes, each year, to maintain the British Library?

[Prompt: Add reassurance if necessary. These questions are designed to capture the value that you place on the British Library and are not an indication that tax payers contributions will change]

[Prompt – it is important you try to answer this question to enable us to place a value on the British Library and the services it provides]

[Do not read out]

Amount per annum in taxes (£)	
Don't know/ refused to answer	
Nothing	

Q4 – What is the basis for your answer to the previous question?

[Do not read out. Prompt to precodes. Code only one]

I value the British Library highly and so am willing to pay more	
I think existing funding is insufficient	
I think existing funding is sufficient	
I have never/ am unlikely to use the British Library	
I do not value the British Library	
I pay enough taxes already	
I cannot answer the question –refused	
I do not believe you can use surveys to answer this sort of issue	
Other (please specify)	

