

# Instrument



Project Title: ALA Smart Investing: Thinking Money  
Instrument: Library Patron Survey: Program

Date: May 10, 2017  
Project #: NPO 306

## INSTRUMENT OVERVIEW AND RATIONALE

The evaluation of the Thinking Money exhibition uses a mixed-methods strategy to assess progress towards three complimentary goals: 1) increasing patrons' understanding of financial subjects; 2) building the capacity of public libraries to deliver inspirational and effective financial literacy learning experiences for their communities; and 3) advancing our understanding of effectively reaching underserved and underrepresented library populations in urban, suburban, and county communities.

This library patron survey will be used to obtain feedback from community members who attend or participate in program events related to the Thinking Money exhibition (minimum  $n = 20$  per site). Library staff and volunteers should try to collect surveys at multiple events, and from a range of patrons in attendance to reflect diverse perspectives and experiences.

NewKnowledge has provided a paper version of this survey for library staff to distribute and collect from attendees after programming events. Library staff are asked to enter the data into an online form for use by NewKnowledge researchers: <http://bit.ly/2qTpZyL>

NewKnowledge will anonymize all data for reporting, so the reporting library will not be identified.

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**New Knowledge Organization Ltd.**  
*Facing Society's Grand Challenges Head On*

1. What is the name of the library where you attended the *Thinking Money* program?

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3. How did you hear about this program? (Select all that apply)

- Sign or poster at the library
- Library website
- Library newsletter
- Library staff member
- Social media
- Printed advertising (e.g., newspaper)
- Radio
- Organization that partners with the library
- Word of mouth
- Other (Please specify: \_\_\_\_\_).

2. Which topics did the program cover? (Select all that apply)

- Managing Money (goal-setting, budgeting, saving, spending, reducing debt, etc.)
- Banking
- Credit
- Home Ownership
- Education (including Student Loans)
- Insurance
- How to Invest/Investments
- Retirement
- Social Security
- Talking to Kids About Money
- Financial Hardship/Difficult Economic Times
- Estate Planning
- Avoiding Financial Fraud
- Other (Please specify: \_\_\_\_\_)

4. Please rate your agreement with the following statements.

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
I learned something <b>new</b> by attending this program.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I learned something <b>useful</b> by attending this program.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I plan to manage my money differently after what I learned today.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

5. If you do plan to manage your money differently, what will you change?

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6. Please rate your agreement with the following statements.

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
I found the program confusing.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I need more help to understand the program.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I plan to tell friends/family about the program I attended.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

7. Would you like to add more explanation to the answers you provided above?

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8. Have you visited the *Thinking Money* exhibition at the library?

- Yes
- No, but I plan to visit in the future
- No and I am not interested in visiting
- Other (Please specify: \_\_\_\_\_)

9. Are you?

- Male
- Female
- Other
- Choose not to answer

10. What is your age?

- 10-13 years
- 14-17 years
- 18-25 years
- 26-35 years
- 36-45 years
- 46-55 years
- 56-65 years
- 66 years or older
- Choose not to answer

11. With which of the following do you identify?  
(Select all that apply)

- African American
- Asian American
- Hispanic, Latino or Spanish origin
- Native American or Alaska Native
- Native Hawaiian or Pacific Islander
- White
- Other (Please specify: \_\_\_\_\_)
- Choose not to answer