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THE QUESTIONNAIRE

FOOD SERVICE OPERATIONS AT THE LIBRARY

1. Does your library have a café?
2. Does your library have a restaurant?
3. Does your library have mobile carts to sell food?
4. Does your library have vending machines?
5. If the library has a café, what was the total sales volume in the past year (calendar or fiscal) of the café?
6. If the library has mobile carts or kiosks, what was the total sales volume in the past year (calendar or fiscal) for these mobile carts and kiosks?
7. If the library has vending machines, what was the total sales volume in the past year (calendar or fiscal) for these vending machines?
8. If the library does have vending machines, how many vending machines does it have in all its locations and buildings?
9. When did the library start its café or restaurant and what convinced the staff to start it?
10. Who runs the library's food operations?
 - A. The same independent company that offers the college food plan
 - B. An independent company different than the company that offers the college food plan
 - C. The library itself runs the café or restaurant
 - D. Some other unit of the college
11. Does the library café or restaurant cater any library functions?

CAFÉ REVENUE AND SALES

12. Which of the following generates the most income for the library food service operations?
 - A. Breakfast
 - B. Lunch
 - C. Dinner
 - D. General snacks

13. Approximately what percentage of total revenue of the library café or restaurant is accounted for by sales of the following products?
- A. Coffee
 - B. Bagels, croissants, and muffins
 - C. Soda, iced tea, fruit juice, and other cold drinks
 - D. Sandwiches
 - E. Candy, potato chips, popcorn, pretzels, and similar treats
 - F. Fruit
 - G. Yogurt
 - H. Salads
14. What is the average price of a medium-sized coffee sold in your library café or restaurant (excluding coffee from vending machines)?
15. What are some of your best-selling food products?
16. What are some of your slowest moving food and beverage products that you might like to eliminate from the menu?

EMPLOYEES, HOURS, AND CAFÉ POLICIES

17. How many full-time positions (in FTE terms) are accounted for by positions in the library café or other library food service operation?
18. Approximately what is the total annual cost of salaries of the employees who work in the café or restaurant?
19. If the library has a café or restaurant, what hours is it open during the weekdays from September to June?
20. If the library has a café or restaurant, what hours is it open during the summer months?
21. Has offering food in the library led to higher library maintenance and cleanup costs?
22. Has offering food in the library led to higher carpeting, furnishing, or other décor- and furniture-related costs?
23. Describe your library's policy for preventing food from damaging walls, carpets, computers, and other library assets.

CHARACTERISTICS OF THE CAFÉ

24. Is the library café or restaurant a wireless hotspot?

25. Does the library café or restaurant offer workstations to students?
26. Does the library café or restaurant offer outdoor seating?
27. What is the maximum seating capacity of the library café or restaurant?
28. Does your library café or restaurant serve any of the following products?
 - A. Muffins
 - B. Croissants
 - C. Bagels
 - D. Sandwiches
 - E. Hot sandwiches
 - F. Grilled sandwiches
 - G. Hamburgers
 - H. Soup
 - I. Fish, chicken, steak, lamb, or any other type of main entrée
 - J. Yogurt
 - K. Popcorn

SUCCESS OF THE CAFÉ AND PARTICIPANTS' ADVICE

29. Would you say that your library café or restaurant has been successful in increasing the number of patrons who visit the library?
30. Would you say that opening a café in the library has led to patrons spending more time in the library?
31. What would be your advice to a library similar to your own that wanted to start a library café?
 - A. Forget it, don't start one
 - B. Start one, but invite a chain or franchise to run it
 - C. Start one and have the library run it
 - D. Start one and have the college food service run it
32. What are some of the best management ideas that you have used to improve your library café or food service over the past few years? It could be an idea in marketing, cooking, menu development, or any other area.

SURVEY PARTICIPANTS

Athens-Limestone Public Library
Brentwood Library
Canton Public Library
Carlsbad City Library
Central Arkansas Library System
Christendom College - St. John the Evangelist Library
College of Charleston - Addlestone Library
Concordia University, Nebraska - Link Library
Durango Public Library
Felician College - Lodi Campus Library
Gogebic Community College - Alex D. Chisholm Library
Harvard University - Ernst Mayr Library
Hinds Community College - McLendon Library
Hope College - Van Wylen Library
Horsham Township Library
Huntingdon College - Houghton Memorial Library
Kettering University Library
Lorain County Community College - Bass Library/Community Resource Center
Lower Columbia College Library
Muscatine Community College Library
Penn State University - Pattee-Paterno Library
Queensborough Community College Library
Rochester Hills Public Library
University of California, Santa Cruz - McHenry Library
University of New Hampshire - Main Library
University of Notre Dame - Hesburgh Library
University of Wyoming - Coe Library
Westport Public Library

CHARACTERISTICS OF THE SAMPLE

Overall sample size: 29

By Type of Library

Academic	20
Public	9

By the Number of Visitors to the Library in the Past Year

Less than 50,000	8
50,000 to 99,999	5
100,000 to 499,999	7
500,000 or more	9

By the Library's Annual Budget

Less than \$500,000	9
\$500,000 to \$4.9 million	10
\$5 million or more	10

By Libraries with or Without a Café

With café	18
Without café*	11

* Those libraries without a café have mobile food carts and/or vending machines