What is your afternoon beverage of choice?
- Coffee: 24%
- Tea: 26%
- Water: 43%
- Soda: 8%
- Something stronger...: 1%

What type of attendee are you?
- Librarian: 67%
- Publisher: 16%
- Vendor: 4%
- Consultant: 1%
- Other: 12%

What is your organizational role?
- Administrator, Manager, or Director: 35%
- Public Services/Customer Services Staff: 23%
- Collections/Technical Services Staff: 27%
- Marketing or Sales Staff: 29%
- Other: 9%

What is the biggest obstacle to marketing in your library?
- Insufficient budget or staffing resources: 50%
- Lack of marketing expertise: 20%
- Resistance to service changes: 10%
- Lack of strategic or leadership support: 20%
- Other: 5%
What is your organizational role?

- Administrator, Manager, or Director: 28%
- Public Services/Customer Services Staff: 19%
- Collections/Technical Services Staff: 22%
- Marketing or Sales Staff: 24%
- Other: 7%

What is the biggest obstacle to marketing in your library?

- Insufficient budget or staffing resources: 48%
- Lack of marketing expertise: 19%
- Resistance to service changes: 9%
- Lack of strategic or leadership support: 19%
- Other: 5%