



Why go VIRTUAL?

Which of the following have you done online?

- Purchase airline ticket
- Check movie times
- Make an appointment with doctor
- Take an online class
- Check bank account balance
- Buy groceries
- Use instant messaging
- Purchase clothing or shoes
- Check traffic conditions
- Refill a prescription
- Buy or sell stocks
- Rent a video or DVD
- Pay taxes
- Use chat to ask a question

Why do you choose to do these activities on the Web, rather than by mail, in-person or over the telephone?

- It's free!
- More up-to-date
- More information/options available
- Instant response
- Web site tracks my preferences
- Other _____
- More convenient
- Available 24/7
- Saves phone or mailing costs
- Because I'm already online

Do the same things that make online services appealing to you as a consumer, make real-time online reference appealing to your library patrons?