
**American Library Association
Library Usage Omnibus Questions**

Datasheeted Questionnaire

Field Dates: January 19-22, 2007
Sample size: 1,003 adults 18 and over

Methodology

This survey was conducted by Harris Interactive by telephone within the United States between January 19 and 22, 2007 among a nationwide cross section of 1,003 adults (aged 18 and over). Figures for age, sex, race, and region were weighted where necessary to bring them into line with their actual proportions in the population.

In theory, with probability samples of this size, one could say with 95 percent certainty that the results for the overall sample have a sampling error of plus or minus 3 percentage points. Unfortunately, there are several other possible sources of error in all polls or surveys that are probably more serious than theoretical calculations of sampling error. They include refusals to be interviewed (e.g., non-response), question wording and question order, and weighting. It is impossible to quantify the errors that may result from these factors.

About Harris Interactive®

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Notes on reading the results

The percentage of respondents has been included for each item. An asterisk (*) signifies a value of less than one-half percent. A dash represents a value of zero. Percentages may not always add up to 100% because of computer rounding or the acceptance of multiple answers from respondents answering that question.

BASE: ALL RESPONDENTS

Q1. Now, think about how many times during the past YEAR you have visited the public library or used public library services. How many times have you visited or used the public library.

VISITED IN PAST YEAR (NET)	62%
One to five times	29%
Six to ten times	10%
Eleven to twenty-five times	12%
Over twenty-five times	11%
Not at all	38%
Don't know/refused (v.)	*

BASE: THOSE WHO HAVE VISITED A LIBRARY IN PAST YEAR (Q1/1, 2, 3, 4)

Q2. Thinking back over the last year, which of the following did you use the public library for? Did you use the library [INSERT RANDOM A-L]?

	Yes <u>Used</u>	No <u>Didn't use</u>	DK/ <u>Ref (v)</u>
A. To check out or read books	82%	18%	-
D. For educational purposes, such as for homework or to take a class	43%	57%	*
L. Computers for public use	33%	67%	
K. For programs for children and teens, including summer reading, story hours, and after school programs	33%	67%	*
B. To check out CDs, DVDs, videogames or computer software	32%	68%	*
C. To look for information on health issues	30%	70%	-
J. To use online resources, including downloadable audiobooks and databases	23%	77%	-
G. To conduct a job search, write a resume or learn new work skills	20%	80%	-
I. For cultural programs or exhibits, including speakers, film series and book discussions	18%	82%	-
E. To sign up for government services or get government information, like tax information or help with Medicare forms	18%	82%	*
F. To look for financial or investment news or information	15%	85%	*
H. To look for information on starting or running a business	14%	86%	-

BASE: ALL RESPONDENTS

Q3. I'm going to read you a short list of services or amenities that could be offered by public libraries. For each one, please tell me if you would visit your public library more often if that service or amenity were offered or if it would not make any difference in how often you visit. The first/next library service is...[INSERT RANDOM A-K] (PROMPT-- RE-READ PROMPT AFTER EVERY FEW ITEMS: Would that make you visit your public library more often or would it not make any difference in how often you visit?)

	<u>Visit More often</u>	<u>Wouldn't make a difference</u>	<u>DK/ Ref (v)</u>
I. More free classes and programs for people my age	42%	57%	1%
A. Open more hours	34%	66%	*
J. Homework help for children and teens	31%	69%	*
G. A drive-thru service for returns or to pick up materials	29%	70%	*
E. Located closer to your home or Office	29%	70%	*
K. Small business resources, classes or networking opportunities	29%	70%	1%
C. A Café or coffee shop inside	28%	71%	1%
H. More available computers and online resources	26%	74%	*
B. Wireless internet	24%	75%	1%
D. More available parking	22%	78%	*
F. Located within a retail shopping Complex	20%	79%	1%

BASE: ALL RESPONDENTS

Q4. Communities in the U.S. spend anywhere from less than five dollars per person on public libraries to more than one hundred dollars per person. What do you think should be spent in your community?

100 dollars or more	14%
81 to 100 dollars	6%
61 to 80 dollars	7%
41 to 60 dollars	11%
26 to 40 dollars	10%
1 to 25 dollars	25%
Zero or nothing	16%
Don't know/refused (v)	11%

Demographics

5. What is your age, please? [READ LIST IF NECESSARY]

18 – 24	12%
25 – 34	14%
35 – 44	21%
45 – 54	16%
55 – 64	15%
65 and older	16%
REF	6%

6. What is the last grade of formal education you completed? **(READ CHOICES)**

Less than high school	14%
High school graduate	31%
Technical/Vocational	3%
Some college	23%
College graduate	16%
Post-graduate	8%
Refused	6%

7. What is your total annual family income? Please stop me when I reach your income. **(READ CATEGORIES)**

Less than \$15,000	12%
\$15,000 but less than \$40,000	27%
\$40,000 but less than \$60,000	12%
\$60,000 but less than \$80,000	9%
\$80,000 or more	15%
Refused	25%

8. Do you have any children? Are any of them living at home with you?

Yes, have children living at home	46%
Yes, have children, but not at home	24%
No, do not have children	24%
Refused	6%

9. What is your race?

White	66%
Hispanic	11%
Black or African American	10%
Asian	2%
Other	1%
Refused	11%

10.	Gender	
	Male	48%
	Female	52%
11.	Region	
	New England	5%
	Mid Atlantic	14%
	East North Central	15%
	West North Central	7%
	South Atlantic	18%
	East South Central	7%
	West South Central	11%
	Mountain	7%
	Pacific	16%