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**American Library Association  
Youth and Library Use Study**

***Topline***

Field Dates: June 13-21, 2007  
Sample size: 1,262 youth, aged 8-18

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**Methodology**

Harris Interactive® conducted the study online within the United States between June 13 and 21, 2007 among 1,262 youth, aged 8 - 18. Figures for age, sex, and region were weighted where necessary to bring them into line with their actual proportions in the population. Propensity score weighting was also used to adjust for respondents' propensity to be online.

All surveys are subject to several sources of error. These include: sampling error (because only a sample of a population is interviewed); measurement error due to question wording and/or question order, deliberately or unintentionally inaccurate responses, and nonresponse (including refusals).

With one exception (sampling error) the magnitude of the errors that result cannot be estimated. There is, therefore, no way to calculate a finite "margin of error" for any survey and the use of these words should be avoided.

With pure probability samples, with 100 percent response rates, it is possible to calculate the probability that the sampling error (but not other sources of error) is not greater than some number. With a pure probability sample of 1,262 youth one could say with a ninety-five percent probability that the overall results have a sampling error of +/- 3percentage points. However that does not take other sources of error into account.

**About Harris Interactive®**

Harris Interactive is the 12<sup>th</sup> largest and fastest-growing market research firm in the world. The company provides research-driven insights and strategic advice to help its clients make more confident decisions which lead to measurable and enduring improvements in performance. Harris Interactive is widely known for *The Harris Poll*®, one of the longest running, independent opinion polls and for pioneering online market research methods. The company has built what it believes to be the world's largest panel of survey respondents, the Harris Poll Online. Harris Interactive serves clients worldwide through its United States, Europe, and Asia offices, its wholly-owned subsidiary Novatris in France and through a global network of independent market research firms. The service bureau, HISB, provides its market research industry clients with mixed-mode data collection, panel development services as well as syndicated and tracking research consultation. More information about Harris Interactive may be obtained at [www.harrisinteractive.com](http://www.harrisinteractive.com).

**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

1. Does the community where you live have ...?

	<u>Yes</u>	<u>No</u>	<u>Don't know</u>
A public library and/or library website	93%	4%	4%
A school library and/or library website	90%	3%	7%

Base: All Respondents

2. Do you have a public library card?

Yes	78%
No	21%
Don't know/refused	1%

Base: Has Public Library in their community

3. How many times during the past year have you visited your local public library or used public library services in person or online through a library website? If you have not visited the library or gone online to a library website please enter "0" below.

0	19%
1-2	15%
3-5	19%
6-10	16%
11-15	7%
16-20	6%
21+	18%
Mean	14.5

Base: All Respondents

4. In the past year, which of the following libraries or library websites have you visited? Please choose the ONE answer that best describes your library use.

<u>Both</u> the local public library and the local school library and/or library websites	42%
My local public library and/or library website	24%
My local school library and/or library website	21%
I have not visited any type of library in the past year	12%

Base: Have visited Public library or both in the past year

5 How often do you visit your local public library and/or library web site?

More than once a day	1%
Daily	1%
A couple times a week	14%
A couple times a month	28%
Once a month	12%
A few times a year	32%
Once a year	5%
Not sure	5%

Base: Have visited School library or both in the past year

6 How often do you visit your local school library and/or library's web site?

More than once a day	2%
Daily	7%
A couple times a week	31%
A couple times a month	29%
Once a month	9%
A few times a year	14%
Once a year	2%
Not sure	5%

Base: Have visited Public library or both in the past year

7. When you visit the local public library and/or library website, what do you go there for? Please select all that apply.

To borrow books and other materials for my own personal use	78%
To borrow books and other materials for school assignments	67%
To read books there	34%
To use the library website for information and research	34%
To study there	26%
To use the library computers for fun	25%
For events ( <i>For example a poetry slam, open mic night, book club, writers' workshop, Teen Advisory Group meeting, computer workshop, arts &amp; crafts workshop</i> )	20%
To hang out with friends	18%
Other	12%

Base: Have visited School library or both in the past year

8. When you visit the local school library and/or library website, what do you go there for? Please select all that apply.
- |   |     |
|---|-----|
| To borrow books and other materials for school assignments  | 75% |
| To borrow books and other materials for my own personal use   | 60% |
| To use the library website for information and research   | 46% |
| To study there  | 42% |
| To read books there   | 38% |
| To use the library computers for fun  | 26% |
| To hang out with friends  | 21% |
| For events ( <i>For example a poetry slam, open mic night, book club, writers' workshop, Teen Advisory Group meeting, computer workshop, arts &amp; crafts workshop</i> ) | 17% |
| Other   | 9%  |

Base: All Respondents

- 9 Which of the following are true for you? I would use my local public library more often if...? Please select all that apply.
- |   |     |
|---|-----|
| It was closer to where I live                         | 38% |
| There were more interesting materials to borrow       | 32% |
| There were more activities and events                 | 32% |
| It was open more hours                                | 31% |
| There was a space just for teens                      | 26% |
| The library had a comfortable, welcoming atmosphere   | 22% |
| The library computers didn't block information I need | 20% |
| There was a librarian just for teens                  | 20% |
| They had more online resources                        | 19% |
| None of these   | 25% |

Base: All Respondents

- 10 Which of the following are true for you? I would use my local school library more often if...? Please select all that apply.
- |   |     |
|---|-----|
| There were more interesting materials to borrow       | 33% |
| The library computers didn't block information I need | 25% |
| There were more activities and events                 | 22% |
| The library had a comfortable, welcoming atmosphere   | 21% |
| It was open more hours                                | 21% |
| They had more online resources                        | 18% |
| There was a space just for teens                      | 15% |
| It was closer to where I live                         | 14% |
| There was a librarian just for teens                  | 12% |
| None of these   | 38% |

## Demographics

### Gender

Male	51%
Female	49%

### Age

8	8%
9	9%
10	9%
11	9%
12	9%
13	9%
14	9%
15	10%
16	10%
17	9%
18	9%

### Region

East	21%
Midwest	33%
South	22%
West	24%