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**American Library Association  
Library Usage Omnibus Questions**

***Datasheeted Questionnaire***

Field Dates: January 9-13, 2008  
Sample size: 1,008 adults 18 and over

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**Methodology**

This survey was conducted by Harris Interactive by telephone within the United States between January 9 and 13, 2008 among a nationwide cross section of 1,008 adults (aged 18 and over). Figures for age, sex, race/ethnicity, education, region, number of adults in the household, size of place (urbanicity) and number of phone lines in the household were weighted where necessary to bring them into line with their actual proportions in the population.

All sample surveys and polls, whether or not they use probability sampling, are subject to multiple sources of error which are most often not possible to quantify or estimate, including sampling error, coverage error, error associated with nonresponse, error associated with question wording and response options, and post-survey weighting and adjustments. Therefore, Harris Interactive avoids the words “margin of error” as they are misleading. All that can be calculated are different possible sampling errors with different probabilities for pure, unweighted, random samples with 100% response rates. These are only theoretical because no published polls come close to this ideal.

**About Harris Interactive**

Harris Interactive is the 13th largest and one of the fastest-growing market research firms in the world. The company provides innovative research, 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 North American, European and Asian offices, and through a global network of independent market research firms. 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**

Q1. Do you have a library card?

Yes	59%
No	41%
Don't know/refused (v.)	-

**BASE: ALL RESPONDENTS**

Q2. 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?

	<u>Total</u>	<u>Have library card</u>	<u>Do not have library card</u>
100 dollars or more	15%	15%	15%
81 to 100 dollars	5%	5%	5%
61 to 80 dollars	4%	6%	2%
41 to 60 dollars	10%	11%	10%
26 to 40 dollars	10%	11%	7%
1 to 25 dollars	27%	28%	25%
Zero or nothing	13%	11%	16%
Don't know/refused (v)	16%	13%	20%

**BASE: ALL RESPONDENTS**

Q3. On a scale from 0 to 10, where a 0 is “not at all supportive” and a 10 is “very supportive”, how supportive are you personally of increasing public funding for the public library in your community?

	<u>Total</u>	<u>Have library card</u>	<u>Do not have library card</u>
BOTTOM TWO (NET)	12%	7%	20%
0	10%	6%	16%
1	2%	1%	3%
2	3%	3%	4%
3	5%	5%	5%
4	2%	3%	2%
5	18%	19%	16%
6	7%	6%	8%
7	8%	8%	7%
8	9%	9%	9%
9	3%	4%	2%
10	28%	33%	21%
TOP TWO BOX (NET)	31%	37%	23%
Don't know/refused (v)	4%	4%	5%
Mean	6.3	6.8	5.5

Demographics

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

18 – 24	14%
25 – 34	17%
35 – 44	17%
45 – 54	20%
55 – 64	14%
65 and older	16%
REF	2%

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

Less than high school	8%
High school graduate	38%
Technical/Vocational	8%
Some college	19%
College graduate	17%
Post-graduate	9%
Refused	1%

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 \$50,000	36%
\$50,000 but less than \$75,000	17%
\$75,000 but less than \$100,000	11%
\$100,000 or more	11%
Refused	14%

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

Yes, have children living at home	40%
Yes, have children, but not at home	31%
No, do not have children	28%
Refused	1%

9. What is your race?

White	70%
Hispanic	12%
Black or African American	11%
Asian	1%
Other	4%
Refused	2%

10. Gender

Male	49%
Female	51%

11. Region

New England	5%
Mid Atlantic	13%
East North Central	16%
West North Central	7%
South Atlantic	19%
East South Central	7%
West South Central	11%
Mountain	7%
Pacific	16%

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