

**American Library Association
2010 Assessment Household Survey
Telephone, RDD**

1006 Interviews with Adults Nationwide, Ages 18 or Older

Estimated Margin of Error: +/-3.1%

(T) = Trend from 2002, 2006

* indicates less than 0.5%

January 30, 2009

1. (T) First, do you have a library card?

	Overall 2009
Yes	59
No	41
Don't know/refused (VOL)	*

2. (T) Now, think about how many times during the past YEAR have you visited the public library or used public library services. How many times have you visited or used the public library _____: (READ AND RANDOMIZE)

- a. In person

	Overall 2009
One to five times	26
Six to ten times	8
Eleven to twenty-five times	13
Over twenty-five times	11
Not at all	42
Don't know/refused (VOL)	*
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MEAN	12.7
MEDIAN	2

- b. By telephone

	Overall 2009
One to five times	9
Six to ten times	2
Eleven to twenty-five times	1
Over twenty-five times	1
Not at all	87
Don't know/refused (VOL)	1
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MEAN	1.1
MEDIAN	0

c. By computer

	Overall 2009
One to five times	12
Six to ten times	4
Eleven to twenty-five times	3
Over twenty-five times	4
Not at all	77
Don't know/refused (VOL)	1
MEAN	6.0
MEDIAN	0

3. (2009 only) Now, thinking about your library use in the last 6 months, would you say your library use [INSERT A/B/C; ONLY ASK INTERACTIONS INDICATED IN Q2 - Q2=1-4] increased, decreased or stayed about the same?" (READ AND RANDOMIZE)

a. In person

	Overall 2009 N=574
Increased	19
Decreased	18
About the same	63
Don't know/refused (VOL)	1

b. By telephone

	Overall 2009 N=125
Increased	13
Decreased	10
About the same	74
Don't know/refused (VOL)	3

c. By computer

	Overall 2009 N=227
Increased	22
Decreased	13
About the same	63
Don't know/refused (VOL)	1

4. (T) ASK ONLY IF USED LIBRARY IN PERSON, BY TELEPHONE OR BY COMPUTER IN THE PAST YEAR (Q2=1-4 ON A/B/C)

Again, thinking back over the last year, which one of the following did you most use the public library for:

Rank ordered	Overall 2009 (N=604)
Entertainment	35
Educational purposes (for homework or to take a class)	28
Information on health issues	6
Meet up with friends ¹	5
To conduct a job search or write a resume	3
Financial or investment news or information	3
U.S. or local news or information	2
Travel or vacation information	2
International news or information	1
To look for information on starting or running a business	1
Other (VOL; specify_____)	12
Don't know/refused (VOL)	2

¹ Response added in 2006 survey

5. (T)² Please tell me if you agree or disagree with each of the following statements about different kinds of libraries. [IF AGREE/DISAGREE: Do you strongly or somewhat agree/disagree with that statement?]
(ROTATE ORDER OF STATEMENT GROUPS; RANDOMIZE WITHIN EACH GROUP)

Public Libraries

	Year	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	DK Refused (VOL)	NET Agree	NET Disagree
a. The public library is important to my family's education	2009	55	27	11	5	2	83	15
b. The library improves the quality of life in our community	2009	63	31	3	2	1	94	5
c. My public library deserves more funding	2009	53	28	7	5	6	81	13
d. Because it provides free access to materials and resources, the public library plays an important role in giving everyone a chance to succeed	2009	75	21	2	2	1	96	3
e. Because it provides free information regarding local, state and federal elections, the library is critical to our democracy	2009	49	32	11	6	2	81	16

² The question was not asked in 2002

Academic Libraries (2009 only)

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	DK refused	NET Agree	NET Disagree
f. College and research libraries are an essential part of the learning community	73	23	3	1	1	95	4
g. College and research librarians are partners in educating students, offering new perspectives, developing curricula, and facilitating innovative research projects	53	36	5	3	3	89	8
h. College and research libraries connect users with a world of knowledge	72	26	1	1	1	97	2
i. Librarians in college and research libraries are experts in information management	40	46	6	2	5	86	8
j. College and research libraries are investing in the future, while preserving the past	63	31	2	1	3	94	4

School Libraries (2009 only)

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	DK refused	NET Agree	NET Disagree
k. School libraries are important because they give every child the opportunity to read and learn	84	13	1	2	*	96	3
l. School library programs are an essential part of the education experience because they provide resources to students and teachers	80	17	1	2	*	97	3
m. Professional school librarians are critical to student achievement	53	33	8	4	2	86	12
n. Students from schools with strong libraries have better research and problem-solving skills	53	33	5	4	5	86	9
o. School library programs are a good value for the tax dollar	65	27	3	3	2	92	6