

Survey Questions

Pew Research Center Libraries Survey 2015 Final Topline

March 17 – April 12, 2015

Fieldwork conducted by Princeton Survey Research Associates International

Sample: n=2,004 people ages **16 or older** nationwide, including 1,300 cell phone interviews

Interviewing dates: 03.17.2015 – 04.12.2015

Margin of error: ± 2.4 percentage points for results based on Total [n=2,004]

Margin of error: ± 2.6 percentage points for results based on internet users/digital connectors [n=1,718]

Margin of error: ± 2.5 percentage points for results based on cell phone owners [n=1,900]

Margin of error: ± 3.4 percentage points for results based on Form A [n=1,003]

Margin of error: ± 3.4 percentage points for results based on Form B [n=1,001]

Margin of error: ± 2.6 percentage points for results based on those who have ever used a public library [n=1,676]

Margin of error: ± 2.7 percentage points for results based on those who have ever visited a public library
[n=1,639]

Margin of error: ± 4.3 percentage points for results based on those who have ever used a public library website or
mobile app [n=630]

Margin of error: ± 3.5 percentage points for results based on those who visited a public library in person in the
past 12 months [n=933]

Margin of error: ± 5.0 percentage points for results based on those who have used a public library website or
mobile app in the past 12 months [n=454]

LIVE1 Which of the following BEST describes the place where you now live? [READ]

	<u>CURRENT</u>		<u>SEPT 2013</u>	<u>JANUARY 2011</u>	<u>KNIGHT 2002</u>	<u>KNIGHT 1999</u>
%	21	A large city	20	22	22	23
	20	A suburb near a large city	22	21	21	21
	40	A small city or town	39	37	39	36
	18	A rural area	18	20	17	19
	*	(VOL.) Don't know	1	1	1	*
	*	(VOL.) Refused	*	*	--	--

Q2 Here's a list of activities some people might do. For each, please tell me if you have done this in the past 12 months or not. (First,) In the past 12 months, have you... [INSERT ITEMS IN ORDER]?

	YES, HAVE DONE THIS	NO, HAVE NOT DONE THIS	(VOL.) DON'T KNOW	(VOL.) REFUSED
a. Been an active member of any group that tries to influence public policy or government, not including a political party				
Current	11	88	*	*
August 2012	13	86	*	*
August 2008	15	85	*	*
b. Worked with fellow citizens to solve a problem in your community				
Current	23	77	*	*
August 2012	35	65	*	*
August 2008	28	71	*	*

LIBUSE Have you, personally, EVER...[INSERT ITEMS IN ORDER], or is this something you've never done? [IF YES: Have you done this in the past 12 months?]²

	TOTAL YES, HAVE DONE THIS	----- IN THE PAST 12 MONTHS	----- NOT IN PAST 12 MONTHS	NO, HAVE NEVER DONE THIS	(VOL.) DON'T KNOW	(VOL.) REFUSED
a. Visited a public library or used a public library bookmobile IN PERSON						
Current	82	46	36	18	*	*
September 2013	81	48	33	19	*	*
November 2012	84	53	30	16	*	0
b. Used a public library WEBSITE or mobile APP ³						
Current	31	22	9	69	*	*
September 2013	44	30	14	56	*	*
November 2012	39	25	14	61	*	*

² In November 2012, follow-ups about the past 12 months were asked as separate questions later in the interview, rather than as immediate follow-up probes, as done for the September 2013 poll. Trend results shown here have been recalculated based on Total respondents.

³ In September 2013, item wording was "Used a public library WEBSITE." In November 2012, item wording was "Gone on a public library WEBSITE."

LIB_FRQ How often do you visit public libraries or bookmobiles in person? Would you say... [READ]⁴

Based on those who visited a public library in person in the past 12 months

	current		Sept 2013	Nov 2012
%	14	At least once a week	14	15
	14	Several times a month	17	19
	28	At least once a month	26	28
	43	Less often	43	38
	*	(VOL.) Don't know	*	*
	*	(VOL.) Refused	*	*
	[n=933]		[n=3,006	[n=1,238]
]	

LIBST_FRQ How often do you use a public library website? Would you say... [READ]⁵

Based on those who used a public library website or mobile app in the past 12 months

	<u>CURRENT</u>		<u>SEPT 2013</u>	<u>NOV 2012</u>
%	12	At least once a week	10	12
	13	Several times a month	15	15
	21	At least once a month	23	27
	52	Less often	52	46
	1	(VOL.) Never – only use library mobile app	n/a	n/a
	*	(VOL.) Don't know	*	*
	1	(VOL.) Refused	0	*
	[n=454]		[n=1,894]	[n=587]

LIBAPP_FRQ How often do you use a public library mobile APP? Would you say... [READ]

Based on those who used a public library website or mobile app in the past 12 months [N=454]

	<u>CURRENT</u>	
%	6	At least once a week
	4	Several times a month
	7	At least once a month
	60	Less often
	21	(VOL.) Never – only use library website

⁴ Response categories in November 2012 were slightly different: "Every day or almost every day, at least once a week, several times a month, at least once a month or less often". Results shown here for "At least once a week" reflect combined trend results "every day or almost every day" and "at least once a week."

⁵ November 2012 question wording and response categories were slightly different: "How often do you use a public library website, for any service? Would you say every day or almost every day, at least once a week, several times a month, at least once a month or less often?" Results shown here for "At least once a week" reflect combined trend results "every day or almost every day" and "at least once a week."

1 (VOL.) Don't know
* (VOL.) Refused

LIBMOB Now thinking about cell phones and other handheld mobile devices... In the past 12 months, have you used a cell phone, e-reader or tablet computer to visit a public library's website or access public library resources?⁶

Based on those who used a public library website or mobile app in the past 12 months

	<u>CURRENT</u>		<u>NOV 2012</u>
%	50	Yes	39
	50	No	61
	0	(VOL.) Don't know	0
	0	(VOL.) Refused	0
	[n=454]		[n=587]

EBK_AWR As far as you know, does your public library loan out e-books?

	<u>CURRENT</u>		<u>NOV 2012</u>
%	38	Yes	31
	16	No	12
	46	(VOL.) Don't know	57
	*	(VOL.) Refused	*

EBK_BRW Have you ever tried to borrow or download an E-BOOK from a public library, or have you not done this?

Based on those who know whether their public library loans e-books [N=800]

	<u>CURRENT</u>	
%	16	Yes, have tried
	84	No, have not tried
	0	(VOL.) Don't know
	0	(VOL.) Refused

⁶ November 2012 trend was asked of all respondents. Results shown here are based on those who have gone on a public library website in the past 12 months.

No questions Q3 to Q10

Q11 People visit public libraries for different reasons. In the past 12 months have you visited a public library IN PERSON to...[INSERT FIRST TWO RANDOMIZED ITEMS]?

How about to [REMAINING ITEMS]? [READ IF NECESSARY: Have you visited a public library IN PERSON for this reason in the past 12 months?]

	YES	NO	(VOL.) DON'T KNOW	(VOL.) REFUSED
<i>Items A thru C: Based on those who visited a public library in person in the past 12 months</i>				
a. Borrow print books				
Current [N=933]	66	34	0	0
November 2012 [N=1,238]	73	27	*	0
b. Get help from a librarian				
Current	42	57	*	0
November 2012 [N=1,238]	50	50	*	*
c. Just sit and read, study, or watch or listen to media				
Current	53	46	0	*
November 2012 [N=1,238]	49	51	*	0
	YES	NO	(VOL.) DON'T KNOW	(VOL.) REFUSED
<i>Items D thru F: Based on Form A who visited a public library in person in the past 12 months</i>				
d. Take a class on how to use a computer or the internet				
Current [N=470]	7	93	0	0
e. Attend a class, program or lecture⁷				
Current	17	83	0	0
November 2012 [N=616]	21	79	*	0
f. Attend a meeting of a group you belong to				
Current	16	84	0	0
November 2012 [N=616]	23	77	*	0
Items G thru J: Based on Form B who visited a public library in person in the past 12 months				
g. Use a 3-D printer or other new high-tech device				
Current [N=463]	9	91	0	0
h. Acquire new job-related skills so you can increase your income				
Current	14	85	0	*

⁷ In November 2012, item wording was "Attend a class, program or lecture for adults."

i. Learn how to start your own business or expand your business

Current 9 91 0 *

j. Search online for a job or apply for a job online

Current 15 85 * 0

Q12 Next, I have some questions about using computers and the internet at public libraries. First, in the past 12 months, have you used computers, the internet, or a public WI-FI network at a public library?

Based on those who have ever visited a public library

	CURRENT		NOV 2012	
%	27	Yes	31	
	73	No	69	
	*	(VOL.) Don't know	*	
	0	(VOL.) Refused	*	
	[n=1,639]		[n=1,920]	
]			

Q13 In the past 12 months, have you used a public library computer, internet or WI-FI connection to... [INSERT FIRST TWO RANDOMIZED ITEMS]?

How about to [REMAINING ITEMS]? [READ IF NECESSARY: Have you used a public library computer, internet or WI-FI connection to do this in the past 12 months, or not?]

	YES	NO	(VOL.) DON'T KNOW	(VOL.) REFUSED
<i>Items A thru D: Based on Form A who have used computers or internet at a public library in the past 12 months</i>				
a. Check or send email or texts⁸				
Current [N=205]	58	42	0	0
November 2012 [N=285]	54	46	*	0
b. Do research for school or work				
Current	60	40	0	0
November 2012 [N=285]	66	34	0	0
c. Visit a social media site, such as Facebook, Twitter or Instagram⁹				
Current	32	67	*	0
November 2012 [N=285]	35	64	1	0

⁸ In November 2012, item wording was "Check or send email."

⁹ In November 2012, item wording was "Visit a social networking site, such as MySpace or Facebook."

d. Take an online class or complete an online certification program of some kind

Current	17	83	0	0
November 2012 [N=285]	16	84	0	0

Items E thru H: Based on Form B who have used computers or internet at a public library in the past 12 months

e. Get health information online

Current [N=215]	42	58	*	0
November 2012 [N=285]	47	52	*	1

f. Visit a government website or get information about government services

Current	42	58	0	0
November 2012 [N=285]	41	59	0	0

g. Look for or apply for a job online

Current	23	76	1	0
November 2012 [N=287]	36	64	0	0

h. Download or watch online video

Current	28	72	0	0
November 2012 [N=287]	26	74	0	0

Q14 Have you ever connected to the library's Wi-Fi system when the library building itself was closed?

Based on those who have ever visited a public library [N=1,639]

CURRENT	
%	6
	94
	0
	0

Yes
No
(VOL.) Don't know
(VOL.) Refused

Q15 Thinking about the times you have used Wi-Fi at the library, how frequently, if at all, do you experience problems with your Wi-Fi connection that makes it difficult to do what you want on the internet? Do you often experience Wi-Fi problems at the library, sometimes, rarely, or do you never have problems with your Wi-Fi connection at the library?

Based on those who have ever used computers, internet or Wi-Fi at a public library [N=459]

CURRENT	
%	4
	15
	21
	53
	6

Often
Sometimes
Rarely
Never
(VOL.) Don't use library's Wi-Fi

* (VOL.) Don't know
* (VOL.) Refused

	YES	NO	(VOL.) CAN'T DO THIS ON WEBSITE	(VOL.) DON'T KNOW	(VOL.) REFUSED
<i>Items A thru D: Based on Form A who used a public library website or mobile app in the past 12 months</i>					
a. Search the library catalog for print books, audiobooks, e-books, CDs or DVDs					
Current [N=217]	66	34	0	0	0
November 2012 [N=299]	82	18	0	0	0
b. Reserve or place holds on print books, audiobooks, e-books, CDs or DVDs					
Current	55	45	0	0	0
November 2012 [N=299]	62	38	0	0	0
c. Check for or pay overdue fines					
Current	26	74	0	0	0
November 2012 [N=299]	30	70	0	0	0
d. Renew a book, DVD or CD					
Current	47	53	0	0	0
November 2012 [N=299]	51	48	1	0	0
<i>Items E thru H: Based on Form B who used a public library website or mobile app in the past 12 months</i>					
e. Read book reviews or get book recommendations					
Current [N=237]	33	66	0	*	0
November 2012 [N=299]	30	70	0	0	0
f. Borrow or download an e-book					
Current	27	73	0	0	0
November 2012 [N=288]	22	78	*	0	0
g. Use an online database					
Current	39	60	0	1	0
November 2012 [N=288]	51	49	0	1	0
h. Conduct research or get homework help ¹⁰					
Current	42	58	0	0	0
November 2012 [N=288]	44	56	0	0	0

¹⁰ In November 2012, item wording was "Get research or homework help."

Q16 In the past 12 months, have you used a public library WEBSITE or mobile APP to do any of the following? First, in the past 12 months, have you used a public library website or mobile APP to [INSERT ITEMS; RANDOMIZE]? How about to... [INSERT NEXT ITEM]?¹¹

[READ TO ALL:] Here are some questions about public libraries in and around your community. If you do not have a library in your community, please think about the public library closest to your community.

Q17a Do you think public libraries have done a good job keeping up with new technologies, or not?

CURRENT		
%	75	Yes
	12	No
	12	(VOL.) Don't know
	*	(VOL.) Refused

Q17b How effective do you think libraries in your community are at promoting literacy and a love of reading to people? Are they [READ]

CURRENT		
%	36	Very effective
	42	Somewhat effective
	8	Not too effective
	4	Not at all effective
	10	(VOL.) Don't know
	1	(VOL.) Refused

Q18 If your local public library CLOSED, would that have a MAJOR impact, MINOR impact or NO IMPACT on... [INSERT ITEMS IN ORDER]?

	MAJOR IMPACT	MINOR IMPACT	NO IMPACT	(VOL.) COMMUNITY DOES NOT HAVE A PUBLIC LIBRARY	(VOL.) DON'T KNOW	(VOL.) REFUSED
a. You and your family						
Current	32	33	33	*	1	*
September 2013	29	38	32	*	1	*
b. Your community as a whole						
Current	65	24	6	*	4	*

¹¹ November 2012 question wording was "In the past 12 months, have you used a public library WEBSITE to do any of the following? In the past 12 months, have you use a public library website to [ITEM]?"

September 2013 63 27 7 * 3 *

Q19 Now thinking about some new things public libraries could do to change how they serve the public... Please tell me if each of the following is something you, personally, think public libraries should “definitely” do, should MAYBE do, or should “definitely not” do. (First/Next) How about... [INSERT ITEMS; RANDOMIZE]? [READ IF NECESSARY: Is this something you think public libraries should “definitely” do, should MAYBE do, or should “definitely not” do?]

	SHOULD “DEFINITEL Y” DO	SHOULD MAYBE DO	SHOULD “DEFINITEL Y NOT” DO	(VOL.) DOESN'T MATTER TO ME	(VOL.) DON'T KNOW	(VOL.) REFUSED
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Items A thru E: Based on Form A

a. Have more comfortable spaces for reading, working, and relaxing at the library

Current	64	25	7	1	3	1
November 2012 [N=1,119]	59	28	9	1	2	1

b. Move some print books and stacks OUT OF public locations to free up more space for things such as tech centers, reading rooms, meetings rooms, and cultural events

Current	30	40	25	1	3	1
November 2012 [N=1,119]	20	39	36	1	4	*

c. Offer free early literacy programs to help young children prepare for school

Current	85	12	2	*	1	*
November 2012 [N=1,133]	82	14	3	*	1	1

d. Coordinate more closely with local schools in providing resources to kids

Current	85	11	2	0	2	*
November 2012 [N=1,133]	85	11	2	*	1	*

e. Buy 3-D printers and other digital tools to allow people to learn how to use them to make different kinds of objects

Current	45	35	17	*	2	*
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	SHOULD “DEFINITEL Y” DO	SHOULD MAYBE DO	SHOULD “DEFINITEL Y NOT” DO	(VOL.) DOESN'T MATTER TO ME	(VOL.) DON'T KNOW	(VOL.) REFUSED
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Items F thru J: Based on Form B

f. Create services or programs for local businesses and entrepreneurs

Current	52	35	8	*	3	2
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g. Create services or programs for active military personnel and veterans

Current	74	20	3	*	2	1
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h. Create services or programs for immigrants and first-generation Americans

Current	59	29	9	*	3	*
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i. Offer programs to teach patrons about protecting their privacy and security online

Current 76 18 4 * 2 *

j. Offer programs to teach people, including kids and senior citizens, how to use digital tools such as computers, smartphones and apps

Current 78 16 3 * 2 1

Q20 I'd like to know in what ways you think the public library contributes to your community. First, do you think the library contributes a lot in terms of [INSERT ITEMS; RANDOMIZE], contributes somewhat, a little or not at all?¹²

How about in [INSERT NEXT ITEM]? [READ FOR FIRST ITEM THEN IF NECESSARY: Do you think the public library contributes a lot to the community in this way, somewhat, a little, or not at all?]

	A LOT	SOME- WHAT	A LITTLE	NOT AT ALL	(VOL.) COMMUNITY DOES NOT HAVE A PUBLIC LIBRARY	(VOL.) DON'T KNOW	(VOL.) REFUSED
<i>Items A thru C: Based on Form A</i>							
a. Helping people find jobs or pursue job training	19	29	23	15	*	13	*
b. Helping people learn about local events and resources that are available in your community	29	39	19	8	*	5	0
c. Helping people find out about volunteer opportunities and other ways people can make contributions to your community	24	39	19	10	*	8	*
<i>Items D thru F: Based on Form B</i>							
d. Helping people when they seek health information	36	37	14	6	*	7	*
e. Helping people decide what information they can trust	24	41	18	7	1	8	1
f. Helping people learn how to use new technologies	31	39	14	8	*	8	*

[READ TO ALL:] Now, we have a few questions on the role of libraries in helping people address information needs that often play out on the internet.

¹² April 2015 question was not asked of respondents who had previously volunteered that their community has no public library. Results shown here have been recalculated based on Total.

- Q21** These days, institutions such as government and schools often expect that people will contact them or learn about them using the internet. How easy is it for you to carry out tasks with these institutions using the internet or email? [READ]

Based on all internet users or digital connectors [N=1,718]

		<u>CURRENT</u>
%	42	Very easy
	40	Somewhat easy
	9	Not too easy
	6	Not at all easy
	3	(VOL.) Don't know
	*	(VOL.) Refused

- Q22** Sometimes, these institutions expect people will use mobile apps to contact them and perform other tasks, such as signing up for services or getting information. How easy is it for you to carry out tasks with these institutions using mobile apps? [READ]

Based on all internet users or digital connectors [N=1,718]

		<u>CURRENT</u>
%	29	Very easy
	37	Somewhat easy
	14	Not too easy
	10	Not at all easy
	6	(VOL.) Don't use mobile apps
	3	(VOL.) Don't know
	*	(VOL.) Refused

- Q23** Have you ever used the public library for help on how to use the internet or mobile apps to carry out tasks involving government, schools, banks, or other businesses?

		<u>CURRENT</u>
%	14	Yes
	86	No
	*	(VOL.) Don't know
	*	(VOL.) Refused

Q24 Have you ever used the library or its website to find material or videos that would help you learn how to [INSERT ITEMS; RANDOMIZE]? How about to help you learn how to [INSERT NEXT ITEM]? [READ IF NECESSARY: Have you ever used the library or its website to find material or videos that would help you learn how to do this?]

	YES	NO	(VOL.) DON'T KNOW	(VOL.) REFUSED
<i>Items A thru C: Based on Form A who ever visited a public library or used a public library website or mobile app [N=849]</i>				
a. Use different kinds of technology applications such as how to use Linked-In, Facebook or Twitter	9	91	*	0
b. Use apps on smartphones or tablet computers	10	90	*	0
c. Download and use e-books or other digital material	14	85	*	0
<i>Items D thru F: Based on Form B who ever visited a public library or used a public library website or mobile app [N=827]</i>				
d. Create software or write computer code for websites, games, or apps	6	93	*	*
e. Create digital audio or music	8	92	0	*
f. Create videos	6	93	*	*

[READ TO ALL:] A few last questions for statistical purposes only...

The demographic questions are not reported in this topline.