|  |  |  |
| --- | --- | --- |
|  | | |
| Libraries Survey 2015 | Final Topline | 4/14/2015 |
| Data for March 17 – April 12, 2015 | | |
| Princeton Survey Research Associates International for  the Pew Research Center’s Internet, Science & Technology Project | |  |
| Sample: n=2,004 people **age 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] | | |

**Q1** Overall, how would you rate your community as a place to live? Would you say it is excellent, good, only fair or poor?[[1]](#footnote-1)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | Excellent | good | oNLY fair | poor | don't know[[2]](#footnote-2) | refused |
| Current | 35 | 44 | 16 | 4 | 1 | \* |
| September 2013[[3]](#endnote-1) | 38 | 43 | 14 | 4 | \* | \* |
| November 2012[[4]](#endnote-2) | 40 | 44 | 11 | 3 | 1 | 1 |
| August 2012[[5]](#endnote-3) | 39 | 43 | 13 | 4 | \* | \* |
| January 2011[[6]](#endnote-4) | 38 | 43 | 14 | 4 | \* | 1 |
| December 2010[[7]](#endnote-5) | 38 | 45 | 13 | 4 | 1 | \* |
| Knight 2002[[8]](#endnote-6) | 37 | 47 | 13 | 3 | \* | -- |
| Knight 1999[[9]](#endnote-7) | 36 | 46 | 15 | 3 | \* | -- |

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

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | current |  | Sept 2013 | jANUARY 2011 | kNIGHT 2002 | kNIGHT 1999 |
| % | 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 | \* | \* | -- | -- |

**REG** These days, many people are so busy they can't find time to register to vote, or move around so often they don't get a chance to re-register... Are you NOW registered to vote in your precinct or election district, or haven't you been able to register so far?[[10]](#footnote-3)

Based on adults age 18 or older [N=1,907]

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Yes, registered | no, not registered | (vol.) don’t need to register | (vol.) don’t know | (vol.) refused |
| Current | 72 | 26 | \* | \* | 1 |
| December 2012[[11]](#endnote-8) | 78 | 22 | \* | \* | \* |
| August 2012 | 75 | 24 | \* | \* | \* |
| November 2010[[12]](#endnote-9) | 79 | 20 | \* | \* | \* |
| November 2008[[13]](#endnote-10) | 85 | 15 | 0 | \* | \* |
| August 2008[[14]](#endnote-11) | 80 | 19 | 1 | 1 | \* |
| May 2008[[15]](#endnote-12) | 79 | 19 | n/a | 1 | \* |
| November 2006[[16]](#endnote-13) | 78 | 22 | \* | 1 | -- |
| November 2004[[17]](#endnote-14) | 82 | 18 | n/a | 1 | -- |
| July 2004[[18]](#endnote-15) | 81 | 18 | \* | 1 | -- |
| June 2004[[19]](#endnote-16) | 76 | 23 | n/a | 1 | -- |
| March 2004[[20]](#endnote-17) | 75 | 23 | n/a | 2 | -- |
| November 2002[[21]](#endnote-18) | 76 | 24 | n/a | \* | -- |
| October 2002[[22]](#endnote-19) | 75 | 23 | n/a | 1 | -- |
| November 2000[[23]](#endnote-20) | 78 | 19 | n/a | 2 | -- |

**OFTVOTE** How often would you say you vote? [READ][[24]](#footnote-4)

Based on registered voters / don’t need to register [N=1,487]

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Always | Nearly always | Part of the time | seldom | (vol.) never | (vol.) other | (vol.) don’t know | (vol.) refused |
| Current | 50 | 28 | 11 | 7 | 3 | \* | \* | \* |
| Nov 2002 | 56 | 28 | 8 | 6 | 2 | \* | \* | -- |
| Nov 2-5, 2000[[25]](#endnote-21) | 57 | 26 | 8 | 6 | 2 | 1 | \* | -- |
| Oct 28-31, 1998[[26]](#endnote-22) | 56 | 28 | 10 | 5 | 1 | \* | \* | -- |

**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 |
| 1. 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 | \* | \* |
| 1. Worked with fellow citizens to solve a problem in your community |  |  |  |  |
| Current | 23 | 77 | \* | \* |
| August 2012 | 35 | 65 | \* | \* |
| August 2008 | 28 | 71 | \* | \* |

[READ TO ALL:] On a different subject...

**EMINUSE** Do you use the internet or email, at least occasionally?

**INTMOB** Do you access the internet on a cell phone, tablet or other mobile handheld device, at least occasionally?[[27]](#footnote-5)

|  |  |  |
| --- | --- | --- |
|  | uses internet | Does not use internet |
| Current | 85 | 15 |
| September 2013 | 86 | 14 |
| August 2013[[28]](#endnote-23) | 80 | 20 |
| May 2013[[29]](#endnote-24) | 85 | 15 |
| December 2012 | 81 | 19 |
| November 2012 | 85 | 15 |
| September 2012[[30]](#endnote-25) | 81 | 19 |
| August 2012 | 85 | 15 |
| April 2012[[31]](#endnote-26) | 82 | 18 |
| February 2012[[32]](#endnote-27) | 80 | 20 |

**EMINUSE/INTMOB continued...**

**EMINUSE/INTMOB continued...**

|  |  |  |
| --- | --- | --- |
|  | uses internet | Does not use internet |
| December 2011[[33]](#endnote-28) | 82 | 18 |
| August 2011[[34]](#endnote-29) | 78 | 22 |
| May 2011[[35]](#endnote-30) | 78 | 22 |
| January 2011 | 79 | 21 |
| December 2010 | 77 | 23 |
| November 2010 | 74 | 26 |
| September 2010[[36]](#endnote-31) | 74 | 26 |
| May 2010[[37]](#endnote-32) | 79 | 21 |
| January 2010[[38]](#endnote-33) | 75 | 25 |
| December 2009[[39]](#endnote-34) | 74 | 26 |
| September 2009[[40]](#endnote-35) | 77 | 23 |
| April 2009[[41]](#endnote-36) | 79 | 21 |
| December 2008[[42]](#endnote-37) | 74 | 26 |
| November 2008 | 74 | 26 |
| August 2008 | 75 | 25 |
| July 2008[[43]](#endnote-38) | 77 | 23 |
| May 2008 | 73 | 27 |
| April 2008[[44]](#endnote-39) | 73 | 27 |
| January 2008[[45]](#endnote-40) | 70 | 30 |
| December 2007[[46]](#endnote-41) | 75 | 25 |
| September 2007[[47]](#endnote-42) | 73 | 27 |
| February 2007[[48]](#endnote-43) | 71 | 29 |
| December 2006[[49]](#endnote-44) | 70 | 30 |
| November 2006 | 68 | 32 |
| August 2006[[50]](#endnote-45) | 70 | 30 |
| April 2006[[51]](#endnote-46) | 73 | 27 |
| February 2006[[52]](#endnote-47) | 73 | 27 |
| December 2005[[53]](#endnote-48) | 66 | 34 |
| September 2005[[54]](#endnote-49) | 72 | 28 |
| June 2005[[55]](#endnote-50) | 68 | 32 |
| February 2005[[56]](#endnote-51) | 67 | 33 |
| January 2005[[57]](#endnote-52) | 66 | 34 |
| Nov 23-30, 2004[[58]](#endnote-53) | 59 | 41 |
| November 2004 | 61 | 39 |
| July 2004 | 67 | 33 |
| June 2004 | 63 | 37 |
| March 2004 | 69 | 31 |
| February 2004[[59]](#endnote-54) | 63 | 37 |

**EMINUSE/INTMOB continued...**

**EMINUSE/INTMOB continued...**

|  |  |  |
| --- | --- | --- |
|  | uses internet | Does not use internet |
| November 2003[[60]](#endnote-55) | 64 | 36 |
| August 2003[[61]](#endnote-56) | 63 | 37 |
| June 2003[[62]](#endnote-57) | 62 | 38 |
| May 2003[[63]](#endnote-58) | 63 | 37 |
| March 3-11, 2003[[64]](#endnote-59) | 62 | 38 |
| February 2003[[65]](#endnote-60) | 64 | 36 |
| December 2002[[66]](#endnote-61) | 57 | 43 |
| November 2002 | 61 | 39 |
| October 2002 | 59 | 41 |
| September 2002[[67]](#endnote-62) | 61 | 39 |
| July 2002[[68]](#endnote-63) | 59 | 41 |
| March/May 2002[[69]](#endnote-64) | 58 | 42 |
| January 2002[[70]](#endnote-65) | 61 | 39 |
| December 2001[[71]](#endnote-66) | 58 | 42 |
| November 2001[[72]](#endnote-67) | 58 | 42 |
| October 2001[[73]](#endnote-68) | 56 | 44 |
| September 2001[[74]](#endnote-69) | 55 | 45 |
| August 2001[[75]](#endnote-70) | 59 | 41 |
| February 2001[[76]](#endnote-71) | 53 | 47 |
| December 2000[[77]](#endnote-72) | 59 | 41 |
| November 2000 | 53 | 47 |
| October 2000[[78]](#endnote-73) | 52 | 48 |
| September 2000[[79]](#endnote-74) | 50 | 50 |
| August 2000[[80]](#endnote-75) | 49 | 51 |
| June 2000[[81]](#endnote-76) | 47 | 53 |
| May 2000[[82]](#endnote-77) | 48 | 52 |

**SNSINT** Do you ever use a social networking site or a mobile app for social media like Facebook, Twitter or Instagram?

|  |  |  |
| --- | --- | --- |
|  | Current |  |
| % | 62 | Yes |
|  | 38 | No |
|  | \* | (VOL.) Don’t know |
|  | \* | (VOL.) Refused |

**EMINUSE** Do you use the internet or email, at least occasionally?

**INTMOB** Do you access the internet on a cell phone, tablet or other mobile handheld device, at least occasionally?

**SNSINT** Do you ever use a social networking site or a mobile app for social media like Facebook, Twitter or Instagram?

|  |  |  |
| --- | --- | --- |
|  | Current |  |
| % | 86 | Internet users / Digital connectors |
|  | 14 | All others |

**HOME3NW** Do you ever use the internet or email at HOME?[[83]](#footnote-6)

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

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Yes | No | (VOL.)  Don’t know | (VOL.)  refused |
| Current | 89 | 11 | \* | 0 |
| September 2013 | 90 | 10 | \* | \* |
| August 2013 | 89 | 11 | 0 | 0 |
| May 2013 | 90 | 10 | 0 | \* |
| December 2012 | 90 | 10 | 0 | 0 |
| November 2012 | 90 | 10 | 0 | \* |
| April 2012 | 89 | 11 | 0 | 0 |
| February 2012 | 90 | 10 | \* | \* |
| August 2011 | 90 | 10 | 0 | 0 |
| May 2011 | 88 | 12 | 0 | \* |
| January 2011 | 89 | 11 | \* | 0 |
| December 2010 | 95 | 4 | \* | \* |
| November 2010 | 95 | 4 | \* | \* |
| September 2010 | 95 | 5 | \* | \* |
| May 2010 | 94 | 6 | \* | \* |
| January 2010 | 94 | 6 | \* | \* |
| December 2009 | 93 | 6 | \* | \* |
| September 2009 | 92 | 6 | \* | \* |
| April 2009 | 91 | 8 | \* | \* |
| December 2008 | 92 | 6 | \* | \* |
| November 2008 | 93 | 7 | \* | \* |
| August 2008 | 93 | 7 | \* | -- |
| July 2008 | 93 | 7 | \* | -- |
| May 2008 | 95 | 6 | \* | -- |
| December 2007 | 94 | 7 | \* | -- |
| September 2007 | 93 | 6 | \* | -- |
| February 2007 | 95 | 5 | \* | -- |
| November 2006 | 93 | 7 | \* | -- |
| February 2006 | 94 | 6 | \* | -- |
| June 2005 | 90 | 10 | \* | -- |
| July 2004 | 94 | 7 | \* | -- |
| March 2004 | 92 | 8 | \* | -- |

**BBHOME1** Is your internet connection AT HOME through a slow-speed link such as dial-up... OR do you have a high-speed, broadband link?[[84]](#footnote-7)

Based on those who use the internet at home

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | SLOW-SPEED/ dial-up | high speed/ BROADBAND | (VOL.) BOTH SLOW AND HIGH SPEED | (vol.) access net on cell OR TABLET only | (vol.)  No home net access | (vol.)  none of the above[[85]](#footnote-8) | (VOL.) dk | (VOL.) ref. |
| Current [N=1,544] | 6 | 85 | \* | 2 | 2 | n/a | 4 | 1 |
| Sept 2013 [N=4,875] | 3 | 91 | n/a | 3 | 1 | \* | 2 | \* |
| May 2013 [N=1,727] | 4 | 92 | n/a | 1 | 1 | \* | 2 | \* |
| Dec 2012 [N=1,645] | 4 | 90 | n/a | 2 | \* | \* | 3 | 1 |
| Nov 2012 [N=1,770] | 4 | 88 | n/a | 2 | \* | \* | 4 | \* |
| April 2012 [N=1,631] | 4 | 90 | n/a | 1 | \* | \* | 4 | \* |
| Feb 2012 [N=1,572] | 4 | 90 | n/a | 2 | \* | 1 | 3 | \* |
| Aug 2011 [N=1,565] | 5 | 89 | n/a | 1 | 1 | 1 | 3 | \* |
| May 2011 [N=1,518] | 6 | 88 | n/a | n/a | n/a | 1 | 3 | 1 |
| Jan 2011 [N=1,610] | 4 | 88 | n/a | n/a | n/a | 2 | 4 | 1 |
| Dec 2010 [N=1,731] | 6 | 85 | n/a | n/a | n/a | 2 | 6 | 2 |
| Nov 2010 [N=1,560] | 6 | 86 | n/a | n/a | n/a | 2 | 4 | 2 |
| Sept 2010 [N=1,947] | 7 | 86 | n/a | n/a | n/a | 2 | 4 | 1 |
| May 2010 [N=1,659] | 7 | 86 | n/a | n/a | n/a | 2 | 4 | 1 |
| Jan 2010 [N=1,573] | 7 | 88 | n/a | n/a | n/a | 1 | 3 | 1 |
| Dec 2009 [N=1,582] | 9 | 86 | n/a | n/a | n/a | 2 | 4 | 1 |
| Sept 2009 [N=1,584] | 7 | 87 | n/a | n/a | n/a | 2 | 3 | 2 |
| April 2009 [N=1,567] | 9 | 86 | n/a | n/a | n/a | 2 | 3 | 1 |
| Dec 2008 [N=1,538] | 13 | 80 | n/a | n/a | n/a | 1 | 5 | -- |
| Nov 2008 [N=1,481] | 12 | 82 | n/a | n/a | n/a | 1 | 5 | -- |
| Aug 2008 [N=1,543] | 13 | 81 | n/a | n/a | n/a | 1 | 5 | -- |
| July 2008 [N=1,797] | 14 | 81 | n/a | n/a | n/a | 1 | 4 | -- |
| May 2008 [N=1,463] | 15 | 79 | n/a | n/a | n/a | 1 | 5 | -- |
| Dec 2007 [N=1,483] | 18 | 77 | n/a | n/a | n/a | 1 | 3 | -- |
| Sept 2007 [N=1,575] | 20 | 73 | n/a | n/a | n/a | 1 | 6 | -- |
| Feb 2007 [N=1,406] | 23 | 70 | n/a | n/a | n/a | 1 | 6 | -- |
| Aug 2006 [N=1,787] | 28 | 68 | n/a | n/a | n/a | 1 | 3 | -- |
| Dec 2005 [N=1,715] | 35 | 61 | n/a | n/a | n/a | 1 | 3 | -- |
| June 2005 [N=1,204] | 44 | 53 | n/a | n/a | n/a | 1 | 1 | -- |
| Feb 2005 [N=1,287] | 47 | 50 | n/a | n/a | n/a | 1 | 3 | -- |
| Jan 2005 [N=1,261] | 48 | 50 | n/a | n/a | n/a | 1 | 1 | -- |
| Feb 2004 [N=1,241] | 55 | 42 | n/a | n/a | n/a | 1 | 2 | -- |
| Nov 2003 [N=1,199] | 62 | 35 | n/a | n/a | n/a | 1 | 2 | -- |

**DEVICE1a** Next, do you have a cell phone, or not?[[86]](#footnote-9)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | yes | no | (VOL.) Don’t know | (VOL.) Refused |
| Current | 92 | 8 | \* | 0 |
| Sept 2013 | 91 | 9 | 0 | 0 |
| August 2013 | 89 | 11 | 0 | 0 |
| May 2013 | 91 | 9 | 0 | \* |
| December 2012 | 87 | 13 | \* | 0 |
| November 2012 | 85 | 15 | 0 | \* |
| Sept 2012 | 85 | 15 | \* | 0 |
| August 2012 | 89 | 10 | 0 | \* |
| April 2012 | 88 | 12 | \* | \* |
| February 2012 | 88 | 12 | 0 | \* |
| December 2011 | 87 | 13 | 0 | \* |
| August 2011 | 84 | 15 | \* | \* |
| May 2011 | 83 | 17 | \* | 0 |
| January 2011 | 84 | 16 | \* | \* |
| December 2010 | 81 | 19 | \* | \* |
| November 2010 | 82 | 18 | 0 | \* |
| September 2010 | 85 | 15 | \* | \* |
| May 2010 | 82 | 18 | \* | 0 |
| January 2010 | 80 | 20 | 0 | \* |
| December 2009 | 83 | 17 | 0 | \* |
| September 2009 | 84 | 15 | \* | \* |
| April 2009 | 85 | 15 | \* | \* |
| Dec 2008 | 84 | 16 | \* | \* |
| July 2008 | 82 | 18 | \* | -- |
| May 2008 | 78 | 22 | \* | 0 |
| April 2008 | 78 | 22 | \* | -- |
| January 2008 | 77 | 22 | \* | -- |
| Dec 2007 | 75 | 25 | \* | -- |
| Sept 2007 | 78 | 22 | \* | -- |
| April 2006 | 73 | 27 | \* | -- |
| January 2005 | 66 | 34 | \* | -- |
| Nov. 23-30, 2004 | 65 | 35 | \* | -- |

**SMART1** Some cell phones are called “smartphones” because of certain features they have. Is your cell phone a smartphone such as an iPhone, Android, Blackberry or Windows phone, or are you not sure?[[87]](#footnote-10)

Based on cell phone owners

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Yes, smartphone | no, not a smartphone | not sure/  don’t know | (vol.) refused |
| Current [N=1,900] | 73 | 21 | 5 | \* |
| September 2013 [N=5,763] | 61 | 32 | 7 | \* |
| August 2013 [N=1,636] | 60 | 33 | 6 | \* |
| May 2013 [N=2,076] | 55 | 39 | 5 | \* |
| December 2012 [N=1,954] | 52 | 41 | 6 | \* |
| November 2012 [N=1,992] | 55 | 38 | 6 | \* |
| September 2012 [N=2,581] | 53 | 40 | 6 | \* |
| April 2012 [N=1,954] | 46 | 44 | 10 | \* |
| February 2012 [N=1,961] | 45 | 46 | 8 | \* |
| May 2011 [N=1,914] | 33 | 53 | 14 | \* |

**DEVICE1** Please tell me if you happen to have each of the following items, or not. Do you have... [INSERT ITEMS IN ORDER]?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | yes | no | (VOL.) Don’t know | (VOL.) Refused |
| *Items B-D: Based on Form A* |  |  |  |  |
| 1. A handheld device made primarily for e-book reading, such as a Nook or Kindle e-reader but NOT a Kindle Fire[[88]](#footnote-11) |  |  |  |  |
| Current | 19 | 80 | 1 | \* |
| September 2013 | 24 | 75 | 1 | \* |
| November 2012 | 19 | 80 | \* | 0 |
| April 2012 | 18 | 81 | 1 | \* |
| February 2012 | 14 | 86 | \* | \* |
| December 2011 | 10 | 89 | 1 | \* |
| August 2011 | 9 | 90 | \* | \* |
| May 2011 | 12 | 88 | \* | 0 |
| November 2010 | 6 | 94 | \* | \* |
| September 2010 | 5 | 95 | \* | \* |
| May 2010 | 4 | 96 | \* | \* |
| September 2009 | 3 | 97 | \* | \* |
| April 2009 | 2 | 98 | \* | \* |

**DEVICE1 continued...**

**DEVICE1 continued...**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | yes | no | (VOL.) Don’t know | (VOL.) Refused |
| 1. A tablet computer like an iPad, Samsung Galaxy Tab, Google Nexus, or Kindle Fire[[89]](#footnote-12) |  |  |  |  |
| Current | 45 | 54 | \* | \* |
| September 2013 | 35 | 65 | \* | \* |
| May 2013 | 34 | 66 | \* | \* |
| November 2012 | 25 | 75 | \* | \* |
| August 2012 | 25 | 75 | \* | \* |
| April 2012 | 18 | 81 | \* | \* |
| February 2012 | 14 | 85 | \* | \* |
| December 2011 | 10 | 89 | 1 | \* |
| August 2011 | 10 | 90 | \* | \* |
| May 2011 | 8 | 92 | \* | 0 |
| January 2011 | 7 | 92 | \* | \* |
| November 2010 | 5 | 95 | \* | \* |
| September 2010 | 4 | 96 | \* | \* |
| May 2010 | 3 | 97 | \* | 0 |
| 1. A desktop or laptop computer[[90]](#footnote-13) |  |  |  |  |
| Current | 73 | 27 | 0 | \* |
| November 2012 | 78 | 22 | \* | \* |
| April 2012 | 80 | 20 | \* | \* |
| December 2011 | 75 | 25 | \* | \* |
| August 2011 | 76 | 24 | \* | \* |
| May 2011 | 77 | 22 | \* | \* |
| November 2010 | 77 | 23 | 0 | \* |
| September 2010 | 76 | 24 | \* | \* |
| May 2010 | 79 | 21 | \* | 0 |
| January 2010 | 74 | 26 | 0 | \* |
| December 2009 | 73 | 27 | \* | \* |
| September 2009 | 75 | 25 | \* | \* |
| April 2009 | 78 | 22 | \* | \* |
| April 2008 | 74 | 26 | \* | -- |
| Dec 2007 | 75 | 25 | \* | -- |
| April 2006 | 72 | 27 | \* | -- |

**DEVICE1 continued...**

**DEVICE1 continued...**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | yes | no | (VOL.) Don’t know | (VOL.) Refused |
| *Items E-G: Based on Form B* |  |  |  |  |
| 1. A game console like Xbox or Play Station |  |  |  |  |
| Current | 41 | 59 | \* | \* |
| November 2010 | 38 | 62 | \* | \* |
| September 2010 | 42 | 57 | \* | \* |
| May 2010 | 42 | 58 | \* | \* |
| September 2009 | 37 | 63 | \* | \* |
| April 2009 | 41 | 59 | \* | \* |
| 1. An iPod or other MP3 player[[91]](#footnote-14) |  |  |  |  |
| Current | 41 | 59 | \* | 0 |
| May 2011 | 44 | 56 | \* | \* |
| November 2010 | 43 | 57 | \* | \* |
| September 2010 | 47 | 53 | \* | \* |
| May 2010 | 46 | 54 | \* | 0 |
| September 2009 | 43 | 57 | \* | 0 |
| April 2009 | 45 | 55 | \* | \* |
| December 2007 | 34 | 66 | \* | -- |
| April 2006 | 20 | 79 | \* | -- |
| February 2005 | 11 | 88 | 1 | -- |
| January 2005 | 11 | 88 | 1 | -- |
| 1. A portable gaming device like a PSP or Sega Genesis game player[[92]](#footnote-15) |  |  |  |  |
| Current | 14 | 85 | \* | \* |
| September 2009 | 18 | 82 | \* | \* |

**WEB1-A** Please tell me if you ever use the internet or a mobile app to do any of the following things. Do you ever use the internet or a mobile app to...[INSERT ITEM; RANDOMIZE]?[[93]](#footnote-16)

Based on Form A internet users or digital connectors [N=867]

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | total have ever DONE THIS | ---------- DID YESTERDAY | have not done this | (VOL.) Don’t know | (VOL.) Refused |
| Use Twitter |  |  |  |  |  |
| Current | 24 | n/a | 76 | 0 | 0 |
| September 2014[[94]](#endnote-78) | 23 | n/a | 77 | \* | 0 |
| September 2013 | 20 | n/a | 80 | \* | \* |
| August 2013 | 18 | n/a | 82 | \* | 0 |
| May 2013 | 18 | n/a | 82 | \* | \* |
| December 2012 | 16 | n/a | 84 | \* | \* |
| August 2012 | 16 | n/a | 84 | \* | 0 |
| August 2-5, 2012[[95]](#endnote-79) | 16 | n/a | 84 | 0 | 0 |
| February 2012 | 15 | 8 | 85 | \* | 0 |
| August 2011 | 12 | 5 | 88 | \* | 0 |
| May 2011 | 13 | 4 | 87 | \* | 0 |
| January 2011 | 10 | n/a | 90 | \* | \* |
| December 2010 | 12 | n/a | 88 | \* | 0 |
| November 2010 | 8 | 2 | 92 | 0 | \* |
| Use Instagram |  |  |  |  |  |
| Current | 29 | n/a | 71 | \* | 0 |
| September 2014 | 26 | n/a | 74 | 0 | 0 |
| August 2013 | 17 | n/a | 82 | \* | 0 |
| December 2012 | 13 | n/a | 87 | \* | 0 |
| August 2-5, 2012 | 12 | n/a | 88 | 1 | 0 |
| Use Pinterest |  |  |  |  |  |
| Current | 30 | n/a | 69 | 1 | \* |
| September 2014 | 28 | n/a | 72 | \* | 0 |
| August 2013 | 21 | n/a | 77 | 2 | \* |
| December 2012 | 15 | n/a | 83 | 2 | 0 |
| August 2-5, 2012 | 12 | n/a | 87 | 1 | \* |

**WEB1-A continued...**

**WEB1-A continued...**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | total have ever DONE THIS | ---------- DID YESTERDAY | have not done this | (VOL.) Don’t know | (VOL.) Refused |
| Use Facebook[[96]](#footnote-17) |  |  |  |  |  |
| Current | 72 | n/a | 28 | 0 | 0 |
| September 2014 | 71 | n/a | 28 | 0 | \* |
| August 2013 | 71 | n/a | 29 | 0 | 0 |
| December 13-16, 2012[[97]](#endnote-80) | 67 | n/a | 33 | 0 | \* |
| August 2-5, 2012 | 66 | n/a | 34 | \* | 0 |
| Play video games on a computer, TV, game console, or portable device like a cell phone |  |  |  |  |  |
| Current | 51 | n/a | 49 | \* | 0 |

Based on Form B internet users or digital connectors [N=851]

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | total have ever DONE THIS | ---------- DID YESTERDAY | have not done this | (VOL.) Don’t know | (VOL.) Refused |
| Use LinkedIn |  |  |  |  |  |
| Current | 24 | n/a | 75 | 1 | 0 |
| September 2014 | 28 | n/a | 72 | \* | 0 |
| August 2013 | 22 | n/a | 77 | 1 | \* |
| August 2-5, 2012 | 20 | n/a | 79 | 1 | \* |
| Use Tumblr |  |  |  |  |  |
| Current | 11 | n/a | 88 | 1 | \* |
| December 2012 | 6 | n/a | 93 | 1 | \* |
| August 2-5, 2012 | 5 | n/a | 94 | 1 | 0 |
| Use Google-Plus |  |  |  |  |  |
| Current | 37 | n/a | 62 | 1 | \* |
| August 2013 | 31 | n/a | 66 | 3 | \* |
| August 2-5, 2012 | 31 | n/a | 66 | 3 | \* |
| Read or comment in a discussion forum like Reddit or Digg or Slashdot |  |  |  |  |  |
| Current | 15 | n/a | 84 | 1 | \* |
| Use messaging apps like WhatsApp or Kik or iMessage |  |  |  |  |  |
| Current | 31 | n/a | 69 | \* | \* |
| Use an app that automatically deletes the messages you send like Snapchat or Wickr |  |  |  |  |  |
| Current | 16 | n/a | 83 | 1 | \* |

**SNS2** Thinking about the social media sites or mobile apps you use... About how often do you visit or use [INSERT ITEMS; RANDOMIZE]? [READ AS NECESSARY: Several times a day, about once a day, a few times a week, every few weeks or less often?][[98]](#footnote-18)

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | several times a day | about once a day | A few times a week | every few weeks | Less often | (VOL.) Don’t know | (VOL.) Refused |
| *Item A: Based on Twitter users* |  |  |  |  |  |  |  |
| 1. Twitter |  |  |  |  |  |  |  |
| Current Form A [N=193] | 25 | 14 | 23 | 16 | 22 | 1 | \* |
| Sept 2014 [N=323] | 22 | 14 | 24 | 15 | 25 | \* | 0 |
| Sept 2013 [N=223] | 29 | 17 | 21 | 12 | 20 | 1 | 0 |
| *Item B: Based on Instagram users* |  |  |  |  |  |  |  |
| 1. Instagram |  |  |  |  |  |  |  |
| Current Form A [N=219] | 35 | 24 | 18 | 10 | 12 | \* | \* |
| Sept 2014 [N=317] | 32 | 17 | 24 | 10 | 16 | 1 | 0 |
| Sept 2013 [N=196] | 35 | 22 | 21 | 6 | 15 | 1 | 0 |
| *Item C: Based on Pinterest users* |  |  |  |  |  |  |  |
| 1. Pinterest |  |  |  |  |  |  |  |
| Current Form A [N=234] | 16 | 12 | 27 | 17 | 26 | \* | 1 |
| Sept 2014 [N=398] | 9 | 8 | 29 | 25 | 26 | 1 | 1 |
| Sept 2013 [N=272] | 11 | 13 | 30 | 21 | 24 | 1 | 1 |
| *Item D: Based on LinkedIn users* |  |  |  |  |  |  |  |
| 1. LinkedIn |  |  |  |  |  |  |  |
| Current Form B [N=212] | 9 | 13 | 30 | 25 | 22 | 1 | 1 |
| Sept 2014 [N=463] | 7 | 6 | 25 | 31 | 30 | 1 | \* |
| Sept 2013 [N=341] | 5 | 8 | 34 | 27 | 25 | \* | \* |
| *Item E: Based on Facebook users* |  |  |  |  |  |  |  |
| 1. Facebook |  |  |  |  |  |  |  |
| Current Form A [N=600] | 42 | 27 | 22 | 4 | 5 | 0 | 0 |
| Sept 2014 [N=1,074] | 45 | 25 | 17 | 6 | 6 | \* | \* |
| Sept 2013 [N=960] | 40 | 24 | 23 | 6 | 8 | \* | 0 |
| *Item F: Based on Tumblr users* |  |  |  |  |  |  |  |
| 1. Tumblr |  |  |  |  |  |  |  |
| Current Form B [N=79] | 21 | 8 | 21 | 18 | 30 | 0 | \* |
| *Item G: Based on Google Plus users* |  |  |  |  |  |  |  |
| 1. Google Plus |  |  |  |  |  |  |  |
| Current Form B [N=300] | 19 | 13 | 29 | 17 | 21 | \* | \* |

[READ TO ALL:] And now for some questions on your reading habits and use of your local public library.

**BOOKS1** During the past 12 months, about how many BOOKS did you read either all or part of the way through? Please include any print, electronic, or audiobooks you may have read or listened to.[[99]](#footnote-19)

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | current |  | Jan 2-5, 2014[[100]](#endnote-81) | sEPT 2013 | nOV 2012 | Feb 2012 | Dec 2011 |
| % | 26 | None | 23 | 16 | 23 | 23 | 18 |
|  | 6 | 1 book | 5 | 6 | 7 | 6 | 6 |
|  | 16 | 2-3 books | 14 | 16 | 14 | 17 | 13 |
|  | 11 | 4-5 books | 12 | 12 | 12 | 13 | 12 |
|  | 14 | 6-10 books | 17 | 17 | 15 | 14 | 15 |
|  | 12 | 11-20 books | 13 | 14 | 13 | 11 | 14 |
|  | 14 | More than 20 books | 15 | 16 | 14 | 13 | 17 |
|  | 1 | (VOL.) Don’t know | 2 | 2 | 1 | 2 | 3 |
|  | \* | (VOL.) Refused | \* | 1 | 1 | 1 | 1 |

Mean (including none) 12 12 13 12 11

Median 4 5 5 4 4

With non-PRC trends from Gallup

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Decem 2011  18+ only |  | Gallup 5/2005[[101]](#footnote-20) | Gallup 12/2002 | Gallup 12/2001 | Gallup 9/1999 | Gallup 7/1999 | Gallup 12/1990 | Gallup 7/1978 |
| % | 19 | None | 16 | 18 | 13 | 13 | 12 | 16 | 8 |
|  | 32 | 1-5 books | 38 | 31 | 38 | 30 | 24 | 32 | 29 |
|  | 15 | 6-10 books | 14 | 15 | 16 | 16 | 18 | 15 | 17 |
|  | 26 | 11-50 books | 25 | 27 | 23 | 31 | 34 | 27 | 29 |
|  | 5 | More than 50 books | 6 | 8 | 8 | 7 | 10 | 7 | 13 |
|  | 3 | Don’t know/Ref | 1 | 1 | 1 | 2 | 3 | 3 | 4 |
|  | 17 | Mean | 14.2 | 15.8 | 14.5 | 17 | 20 | 11 | n/a |
|  | 8 | Median | 5 | 6 | 5 | 7 | 10 | 6 | n/a |

**BOOKS2** Thinking about all of the books you have read in the past 12 months, were any of those... [INSERT ITEMS IN ORDER]? Were any of those... [INSERT NEXT ITEM]?

Based on those who read any books in the past 12 months

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | yes | no | (VOL.) Don’t know | (VOL.) Refused |
| 1. Printed books |  |  |  |  |
| Current [N=1,493] | 87 | 12 | 1 | \* |
| January 2014 [N=780] | 91 | 8 | \* | \* |
| November 2012 [N=1,754] | 89 | 10 | 1 | \* |
| February 2012 [N=1,377][[102]](#footnote-21) | 90 | 10 | \* | \* |
| December 2011 [N=2,474] | 93 | 7 | \* | \* |
| 1. Audiobooks |  |  |  |  |
| Current | 17 | 83 | \* | 0 |
| January 2014 | 19 | 81 | \* | 0 |
| November 2012 | 17 | 83 | \* | 0 |
| February 2012 | 15 | 85 | \* | \* |
| December 2011 | 14 | 86 | \* | 0 |

**BOOKS2 continued...**

**BOOKS2 continued...**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | yes | no | (VOL.) Don’t know | (VOL.) Refused |
| 1. Electronic books, also called e-books |  |  |  |  |
| Current | 37 | 63 | \* | \* |
| January 2014 | 37 | 63 | \* | 0 |
| November 2012 | 30 | 69 | \* | \* |
| February 2012 | 29 | 71 | \* | \* |
| December 2011 | 21 | 78 | \* | \* |

**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?][[103]](#footnote-22)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | 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 |
| 1. 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 |
| 1. Used a public library WEBSITE or mobile APP[[104]](#footnote-23) |  |  |  |  |  |  |
| Current | 31 | 22 | 9 | 69 | \* | \* |
| September 2013 | 44 | 30 | 14 | 56 | \* | \* |
| November 2012 | 39 | 25 | 14 | 61 | \* | \* |

**LIB\_FRQ** How often do you visit public libraries or bookmobiles in person? Would you say... [READ][[105]](#footnote-24)

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][[106]](#footnote-25)

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

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | current |  | sEPT 2013 | nOV 2012 |
| % | 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]

|  |  |  |
| --- | --- | --- |
|  | current |  |
| % | 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 |
|  | 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?[[107]](#footnote-26)

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

|  |  |  |  |
| --- | --- | --- | --- |
|  | current |  | Nov 2012 |
| % | 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?

|  |  |  |  |
| --- | --- | --- | --- |
|  | current |  | Nov 2012 |
| % | 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]

|  |  |  |
| --- | --- | --- |
|  | current |  |
| % | 16 | Yes, have tried |
|  | 84 | No, have not tried |
|  | 0 | (VOL.) Don’t know |
|  | 0 | (VOL.) Refused |

*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 |
| *Items A thru C: Based on those who visited a public library in person in the past 12 months* |  |  |  |  |
| 1. Borrow print books |  |  |  |  |
| Current [N=933] | 66 | 34 | 0 | 0 |
| November 2012 [N=1,238] | 73 | 27 | \* | 0 |
| 1. Get help from a librarian |  |  |  |  |
| Current | 42 | 57 | \* | 0 |
| November 2012 [N=1,238] | 50 | 50 | \* | \* |
| 1. Just sit and read, study, or watch or listen to media |  |  |  |  |
| Current | 53 | 46 | 0 | \* |
| November 2012 [N=1,238] | 49 | 51 | \* | 0 |

**Q11 continued...**

**Q11 continued...**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | yes | no | (vol.) Don’t know | (vol.) refused |
| *Items D thru F: Based on Form A who visited a public library in person in the past 12 months* |  |  |  |  |
| 1. Take a class on how to use a computer or the internet |  |  |  |  |
| Current [N=470] | 7 | 93 | 0 | 0 |
| 1. Attend a class, program or lecture[[108]](#footnote-27) |  |  |  |  |
| Current | 17 | 83 | 0 | 0 |
| November 2012 [N=616] | 21 | 79 | \* | 0 |
| 1. 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* |  |  |  |  |
| 1. Use a 3-D printer or other new high-tech device |  |  |  |  |
| Current [N=463] | 9 | 91 | 0 | 0 |
| 1. Acquire new job-related skills so you can increase your income |  |  |  |  |
| Current | 14 | 85 | 0 | \* |
| 1. Learn how to start your own business or expand your business |  |  |  |  |
| Current | 9 | 91 | 0 | \* |
| 1. 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 |
| *Items A thru D: Based on Form A who have used computers or internet at a public library in the past 12 months* |  |  |  |  |
| 1. Check or send email or texts[[109]](#footnote-28) |  |  |  |  |
| Current [N=205] | 58 | 42 | 0 | 0 |
| November 2012 [N=285] | 54 | 46 | \* | 0 |
| 1. Do research for school or work |  |  |  |  |
| Current | 60 | 40 | 0 | 0 |
| November 2012 [N=285] | 66 | 34 | 0 | 0 |
| 1. Visit a social media site, such as Facebook, Twitter or Instagram[[110]](#footnote-29) |  |  |  |  |
| Current | 32 | 67 | \* | 0 |
| November 2012 [N=285] | 35 | 64 | 1 | 0 |
| 1. 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* |  |  |  |  |
| 1. Get health information online |  |  |  |  |
| Current [N=215] | 42 | 58 | \* | 0 |
| November 2012 [N=285] | 47 | 52 | \* | 1 |
| 1. Visit a government website or get information about government services |  |  |  |  |
| Current | 42 | 58 | 0 | 0 |
| November 2012 [N=285] | 41 | 59 | 0 | 0 |
| 1. Look for or apply for a job online |  |  |  |  |
| Current | 23 | 76 | 1 | 0 |
| November 2012 [N=287] | 36 | 64 | 0 | 0 |
| 1. 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 WiFi system when the library building itself was closed?

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

|  |  |  |
| --- | --- | --- |
|  | current |  |
| % | 6 | Yes |
|  | 94 | No |
|  | 0 | (VOL.) Don’t know |
|  | 0 | (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 | Often |
|  | 15 | Sometimes |
|  | 21 | Rarely |
|  | 53 | Never |
|  | 6 | (VOL.) Don’t use library’s WiFi |
|  | \* | (VOL.) Don’t know |
|  | \* | (VOL.) Refused |

**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]?[[111]](#footnote-30)

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | yes | nO | (VOL.) can’t do this on website | (vol.) Don’t know | (vol.) refused |
| *Items A thru D: Based on Form A who used a public library website or mobile app in the past 12 months* |  |  |  |  |  |
| 1. 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 |
| 1. 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 |
| 1. Check for or pay overdue fines |  |  |  |  |  |
| Current | 26 | 74 | 0 | 0 | 0 |
| November 2012 [N=299] | 30 | 70 | 0 | 0 | 0 |
| 1. Renew a book, DVD or CD |  |  |  |  |  |
| Current | 47 | 53 | 0 | 0 | 0 |
| November 2012 [N=299] | 51 | 48 | 1 | 0 | 0 |
| *Items E thru H: Based on Form B who used a public library website or mobile app in the past 12 months* |  |  |  |  |  |
| 1. Read book reviews or get book recommendations |  |  |  |  |  |
| Current [N=237] | 33 | 66 | 0 | \* | 0 |
| November 2012 [N=299] | 30 | 70 | 0 | 0 | 0 |
| 1. Borrow or download an e-book |  |  |  |  |  |
| Current | 27 | 73 | 0 | 0 | 0 |
| November 2012 [N=288] | 22 | 78 | \* | 0 | 0 |
| 1. Use an online database |  |  |  |  |  |
| Current | 39 | 60 | 0 | 1 | 0 |
| November 2012 [N=288] | 51 | 49 | 0 | 1 | 0 |
| 1. Conduct research or get homework help[[112]](#footnote-31) |  |  |  |  |  |
| Current | 42 | 58 | 0 | 0 | 0 |
| November 2012 [N=288] | 44 | 56 | 0 | 0 | 0 |

[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 |
| 1. You and your family |  |  |  |  |  |  |
| Current | 32 | 33 | 33 | \* | 1 | \* |
| September 2013 | 29 | 38 | 32 | \* | 1 | \* |
| 1. Your community as a whole |  |  |  |  |  |  |
| Current | 65 | 24 | 6 | \* | 4 | \* |
| 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 definitely do | should maybe do | should definitely not do | (vol.) doesn’t matter to me | (vol.) Don’t know | (vol.) refused |
| *Items A thru E: Based on Form A* |  |  |  |  |  |  |
| 1. 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 |
| 1. 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 | \* |
| 1. 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 |
| 1. 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 | \* |
| 1. 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 | \* |

**Q19 continued...**

**Q19 continued...**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | Should definitely do | should maybe do | should definitely not do | (vol.) doesn’t matter to me | (vol.) Don’t know | (vol.) refused |
| *Items F thru J: Based on Form B* |  |  |  |  |  |  |
| 1. Create services or programs for local businesses and entrepreneurs |  |  |  |  |  |  |
| Current | 52 | 35 | 8 | \* | 3 | 2 |
| 1. Create services or programs for active military personnel and veterans |  |  |  |  |  |  |
| Current | 74 | 20 | 3 | \* | 2 | 1 |
| 1. Create services or programs for immigrants and first-generation Americans |  |  |  |  |  |  |
| Current | 59 | 29 | 9 | \* | 3 | \* |
| 1. Offer programs to teach patrons about protecting their privacy and security online |  |  |  |  |  |  |
| Current | 76 | 18 | 4 | \* | 2 | \* |
| 1. 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?[[113]](#footnote-32)

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 |
| *Items A thru C: Based on Form A* |  |  |  |  |  |  |  |
| 1. Helping people find jobs or pursue job training | 19 | 29 | 23 | 15 | \* | 13 | \* |
| 1. Helping people learn about local events and resources that are available in your community | 29 | 39 | 19 | 8 | \* | 5 | 0 |
| 1. Helping people find out about volunteer opportunities and other ways people can make contributions to your community | 24 | 39 | 19 | 10 | \* | 8 | \* |
| *Items D thru F: Based on Form B* |  |  |  |  |  |  |  |
| 1. Helping people when they seek health information | 36 | 37 | 14 | 6 | \* | 7 | \* |
| 1. Helping people decide what information they can trust | 24 | 41 | 18 | 7 | 1 | 8 | 1 |
| 1. 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.

**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]

|  |  |  |
| --- | --- | --- |
|  | current |  |
| % | 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]

|  |  |  |
| --- | --- | --- |
|  | current |  |
| % | 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?

|  |  |  |
| --- | --- | --- |
|  | current |  |
| % | 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 |
| *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]* |  |  |  |  |
| 1. Use different kinds of technology applications such as how to use Linked-In, Facebook or Twitter | 9 | 91 | \* | 0 |
| 1. Use apps on smartphones or tablet computers | 10 | 90 | \* | 0 |
| 1. Download and use e-books or other digital material | 14 | 85 | \* | 0 |
| *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]* |  |  |  |  |
| 1. Create software or write computer code for websites, games, or apps | 6 | 93 | \* | \* |
| 1. Create digital audio or music | 8 | 92 | 0 | \* |
| 1. Create videos | 6 | 93 | \* | \* |

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

*The demographic questions are not reported in this topline.*

THANK RESPONDENT: That concludes our interview. The results of this survey are going to be used by a non-profit research organization called the Pew Research Center’s Internet, Science & Technology Project, which is looking at the impact of the internet on people's lives. A report on this survey will be issued by the project in a few months and you can find the results at its web site, which is www.pewinternet.org. Thanks again for your time. Have a nice (day/evening).

**Methods**

Libraries 2015 Survey

Prepared by Princeton Survey Research Associates International  
for Pew Research Center’s Internet, Science & Technology Project

April 2015

**SUMMARY**

The Libraries 2015 Survey, sponsored by Pew Research Center’s Internet, Science & Technology Project, obtained telephone interviews with a nationally representative sample of 2,004 people ages 16 and older living in the United States. Interviews were conducted via landline (nLL=704) and cell phone (nC=1,300; including 760 without a landline phone). The survey was conducted by Princeton Survey Research Associates International (PSRAI). The interviews were administered in English and Spanish by Princeton Data Source from March 17 – April 12, 2015. Statistical results are weighted to correct known demographic discrepancies. The margin of sampling error for the complete set of weighted data is ±2.4 percentage points. Results based on the 1,718 internet users/digital connectors[[114]](#footnote-33) have a margin of sampling error of ±2.6 percentage points.

Details on the design, execution and analysis of the survey are discussed below.

# Design AND Data Collection Procedures

#### Sample Design

A combination of landline and cellular random digit dial (RDD) samples was used to represent all adults in the United States who have access to either a landline or cellular telephone. Both samples were provided by Survey Sampling International, LLC (SSI) according to PSRAI specifications.

Numbers for the landline sample were drawn with equal probabilities from active blocks (area code + exchange + two-digit block number) that contained one or more residential directory listings. The cellular sample was not list-assisted, but was drawn through a systematic sampling from dedicated wireless 100-blocks and shared service 100-blocks with no directory-listed landline numbers.

**Contact Procedures**

Interviews were conducted from March 17 – April 12, 2015. As many as 7 attempts were made to contact every sampled telephone number. Sample was released for interviewing in replicates, which are representative subsamples of the larger sample. Using replicates to control the release of sample ensures that complete call procedures are followed for the entire sample. Calls were staggered over times of day and days of the week to maximize the chance of making contact with potential respondents. Interviewing was spread as evenly as possible across the days in field. When necessary, each telephone number was called at least one time during the day in an attempt to complete an interview.

For the landline sample, interviewers asked to speak with the youngest male or female ages 16 or older currently at home based on a random rotation. If no male/female was available, interviewers asked to speak with the youngest person ages 16 or older of the other gender. This systematic respondent selection technique has been shown to produce samples that closely mirror the population in terms of age and gender when combined with cell interviewing.

For the cellular sample, interviews were conducted with the person who answered the phone. Interviewers verified that the person was age 16 or older and in a safe place before administering the survey. Cellular respondents were offered a post-paid cash reimbursement for their participation.

# Weighting and analysis

Weighting is generally used in survey analysis to compensate for sample designs and patterns of non-response that might bias results. The sample was weighted to match national population parameters for ages 16 or older. A two-stage weighting procedure was used to weight this dual-frame sample.

The first stage of weighting corrected for different probabilities of selection associated with the number of adults in each household and each respondent’s telephone usage patterns.[[115]](#footnote-34) This weighting also adjusts for the overlapping landline and cell sample frames and the relative sizes of each frame and each sample.

The first-stage weight for the ith case can be expressed as:

Where SLL = the size of the landline sample

FLL = the size of the landline sample frame

SCP = the size of the cell sample

FCP = the size of the cell sample frame

ADi = Number of adults in household i

LLi=1 if respondent has a landline phone, otherwise LL=0.

CPi=1 if respondent has a cell phone, otherwise CP=0.

The second stage of weighting balances sample demographics to population parameters. The sample is balanced by form to match national population parameters for sex, age, education, race, Hispanic origin, region (U.S. Census definitions), population density, and telephone usage. The Hispanic origin was split out based on nativity; U.S born and non-U.S. born. The White, non-Hispanic subgroup was also balanced on age, education and region.

The basic weighting parameters came from the U.S. Census Bureau’s 2013 American Community Survey data. [[116]](#footnote-35) The population density parameter was derived from Census 2010 data. The telephone usage parameter came from an analysis of the January-June 2014 National Health Interview Survey.[[117]](#footnote-36) [[118]](#footnote-37)

Weighting was accomplished using Sample Balancing, a special iterative sample weighting program that simultaneously balances the distributions of all variables using a statistical technique called the *Deming Algorithm*. Weights were trimmed to prevent individual interviews from having too much influence on the final results. The use of these weights in statistical analysis ensures that the demographic characteristics of the sample closely approximate the demographic characteristics of the national population. Table 1 compares weighted and unweighted sample distributions to population parameters.

|  |  |  |  |
| --- | --- | --- | --- |
| **Table 1: Sample Demographics** | |  |  |
|  | Parameter | Unweighted | Weighted |
| Gender |  |  |  |
| Male | 48.4% | 48.3% | 48.3% |
| Female | 51.6% | 51.7% | 51.7% |
|  |  |  |  |
| Age |  |  |  |
| *16-17* | *3.3%* | *3.5%* | *3.5%* |
| 18-24 | 12.6% | 10.5% | 12.6% |
| 25-34 | 16.9% | 14.0% | 16.7% |
| 35-44 | 16.3% | 12.6% | 16.2% |
| 45-54 | 17.5% | 15.1% | 17.4% |
| 55-64 | 15.8% | 19.0% | 15.8% |
| 65+ | 17.6% | 25.2% | 17.8% |
|  |  |  |  |
| Education |  |  |  |
| HS Graduate or Less | 43.1% | 40.0% | 42.8% |
| Some College/Assoc Degree | 30.5% | 24.9% | 29.9% |
| College Graduate | 26.4% | 35.2% | 27.2% |
|  |  |  |  |
| Race/Ethnicity |  |  |  |
| White/not Hispanic | 65.4% | 67.5% | 65.4% |
| Black/not Hispanic | 11.7% | 12.1% | 11.9% |
| Hisp - US born | 7.9% | 7.3% | 8.0% |
| Hisp - born outside | 7.3% | 7.0% | 7.3% |
| Other/not Hispanic | 7.7% | 6.1% | 7.4% |
|  |  |  |  |
| Region |  |  |  |
| Northeast | 18.1% | 17.5% | 18.3% |
| Midwest | 21.3% | 24.0% | 22.4% |
| South | 37.2% | 36.1% | 36.8% |
| West | 23.4% | 22.5% | 22.5% |
|  |  |  |  |
| County Pop. Density |  |  |  |
| 1 - Lowest | 19.9% | 23.7% | 19.9% |
| 2 | 20.0% | 20.2% | 19.8% |
| 3 | 20.1% | 18.4% | 20.1% |
| 4 | 20.0% | 19.5% | 20.2% |
| 5 - Highest | 20.0% | 18.3% | 20.0% |
|  |  |  |  |
| Household Phone Use |  |  |  |
| LLO | 7.2% | 3.3% | 5.6% |
| Dual | 46.3% | 58.8% | 47.6% |
| CPO | 46.5% | 37.9% | 46.8% |

# Effects of Sample Design on Statistical Inference

Post-data collection statistical adjustments require analysis procedures that reflect departures from simple random sampling. PSRAI calculates the effects of these design features so that an appropriate adjustment can be incorporated into tests of statistical significance when using these data. The so-called "design effect" or *deff* represents the loss in statistical efficiency that results from systematic non-response. The total sample design effect for this survey is 1.20.

PSRAI calculates the composite design effect for a sample of size *n*, with each case having a weight, *wi* as:



*formula 1*

In a wide range of situations, the adjusted *standard error* of a statistic should be calculated by multiplying the usual formula by the square root of the design effect (√*deff* ). Thus, the formula for computing the 95% confidence interval around a percentage is:



*formula 2*

where  is the sample estimate and *n* is the unweighted number of sample cases in the group being considered.

The survey’s *margin of error* is the largest 95% confidence interval for any estimated proportion based on the total sample— the one around 50%. For example, the margin of error for the entire sample is ±2.4 percentage points. This means that in 95 out every 100 samples drawn using the same methodology, estimated proportions based on the entire sample will be no more than 2.4 percentage points away from their true values in the population. The margin of error for estimates based on form 1 or form 2 respondents is ±3.4 percentage points. It is important to remember that sampling fluctuations are only one possible source of error in a survey estimate. Other sources, such as respondent selection bias, questionnaire wording and reporting inaccuracy, may contribute additional error of greater or lesser magnitude.

**Response Rate**

Table 2 reports the disposition of all sampled telephone numbers ever dialed from the original telephone number samples. The response rate estimates the fraction of all eligible sample that was ultimately interviewed. Response rates are computed according to American Association of Public Opinion Research standards.[[119]](#footnote-38) Thus the response rate for the land line samples was 6 percent. The response rate for the cellular samples was 6 percent.

|  |  |  |
| --- | --- | --- |
| **Table 2. Sample Disposition** | | |
| Landline | Cell |  |
| 2,028 | 460 | OF = Out of Frame |
| 2,014 | 460 | Non-residential/Business |
| 14 | ---- | Cell in landline frame |
|  |  |  |
| 33,146 | 15,989 | NWC = Not working/computer |
| 31,605 | 15,925 | Not working |
| 1,541 | 64 | Computer/fax/modem |
|  |  |  |
| 3,911 | 1,648 | UHUONC = Non-contact, unknown if household/unknown other |
|  |  |  |
| 4,819 | 10,568 | UONC = Non-contact, unknown eligibility |
| 4,792 | 10,557 | Voice mail |
| 27 | 11 | Other non-contact |
|  |  |  |
| 5,134 | 12,346 | UOR = Refusal, unknown if eligible |
| 4,809 | 9,616 | Refusals |
| 325 | 2,730 | Callbacks |
|  |  |  |
| 36 | 72 | O = Other |
|  |  |  |
| ---- | 439 | SO = Screen out |
| ---- | 439 | Child's cell phone |
|  |  |  |
| 191 | 391 | R = Refusal, known eligible |
|  |  |  |
| 704 | 1,300 | I = Completed interviews |
| 49,969 | 43,213 | T = Total numbers dialed |
|  |  |  |
| 23.6% | 60.4% | e1 = (I+R+SO+O+UOR+UONC)/(I+R+SO+O+UOR+UONC+OF+NWC) - Est. frame eligibility of non-contacts |
| 100.0% | 79.4% | e2 = (I+R)/(I+R+SO) - Est. screening eligibility of unscreened contacts |
|  |  |  |
| 51.4% | 55.7% | CON = [I + R + (e2\*[O + UOR])]/[I + R + (e2\*[O + UOR + UONC]) + (e1\*e2\*UHUONC)] |
| 11.6% | 11.3% | COOP = I/[I + R + (e2\*[O + UOR])] |
| **6.0%** | **6.3%** | **AAPOR RR3=I/[I+R+[e2\*(UOR+UONC+O)]+[e1\*e2\*UHUONC]] = CON\*COOP** |

**Endnotes**

1. Knight trend question wording was: “Overall, how would you rate your (city/suburb/town/area) as a place to live? Would you say it is excellent, good, only fair or poor?” [↑](#footnote-ref-1)
2. For this question and many others throughout the topline, results for “Don’t know” often reflect combined “Don’t know” and “Refused” percentages. DK and REF are reported separately where available. [↑](#footnote-ref-2)
3. September 2013 trends based on the Libraries Typology Survey, conducted July 18 – September 30, 2013 among those age **16 or older** [N=6,224, including 3,102 cell phone interviews]. [↑](#endnote-ref-1)
4. November 2012 trends based on the Library Services Survey, conducted October 15 – November 10, 2012 among those age **16 or older** [N=2,252, including 1,125 cell phone interviews]. [↑](#endnote-ref-2)
5. August 2012 trends based on the “Civic Engagement Tracking Survey” conducted July 16–August 7, 2012 [N=2,253, including 900 cell phone interviews]. [↑](#endnote-ref-3)
6. January 2011 trends based on the Pew Internet Project/Project for Excellence in Journalism/Knight Foundation “Local News survey,” conducted January 12-25, 2011 [N=2,251, including 750 cell phone interviews]. [↑](#endnote-ref-4)
7. December 2010 trends based on the Social Side of the Internet survey, conducted November 23–December 21, 2010 [N=2,303, including 748 cell phone interviews]. [↑](#endnote-ref-5)
8. Knight 2002 trends based on a John S. and James L. Knight Foundation “Community Indicators - National” survey, conducted January 2-27, 2002 [n=1,211 adults 18+]. [↑](#endnote-ref-6)
9. Knight 1999 trends based on a John S. and James L. Knight Foundation “Community Indicators – National” survey, conducted October 11-November 14, 1999 [n=1,206 adults 18+]. [↑](#endnote-ref-7)
10. Question was asked of all respondents. [↑](#footnote-ref-3)
11. December 2012 trends based on the 2012 Post-Election Tracking Survey, conducted November 14–December 9, 2012 [N=2,261, including 908 cell phone interviews]. [↑](#endnote-ref-8)
12. November 2010 trends based on the Post-Election Tracking Survey 2010, conducted November 3-24, 2010 [N=2,257, including 755 cell phone interviews]. [↑](#endnote-ref-9)
13. November 2008 trends based on the Post-Election 2008 Tracking survey, conducted November 20-December 4, 2008 [N=2,254]. [↑](#endnote-ref-10)
14. August 2008 trends based on the August Tracking 2008 survey, conducted August 12-31, 2008 [N=2,251]. [↑](#endnote-ref-11)
15. May 2008 trends based on the Spring Tracking 2008 survey, conducted April 8-May 11, 2008 [N=2,251]. [↑](#endnote-ref-12)
16. November 2006 trends based on Post-Election tracking survey, conducted Nov. 8-Dec. 4, 2006 [N=2,562]. This includes an RDD sample [N=2,362] and a cell phone only sample [N=200]. Results reflect combined samples, where applicable. [↑](#endnote-ref-13)
17. November 2004 trends based on the November Post-Election Tracking Survey, conducted Nov 4-Nov 22, 2004 [N=2,200]. [↑](#endnote-ref-14)
18. July 2004 trends based on the “Selective Exposure” survey, conducted June 14-July 3, 2004 [N=1,510]. [↑](#endnote-ref-15)
19. June 2004 trends based on daily tracking survey conducted May 14-June 17, 2004 [N=2,200]. [↑](#endnote-ref-16)
20. March 2004 trends based on “Weak Ties” survey conducted February 17-March 17, 2004 [N=2,200]. [↑](#endnote-ref-17)
21. November 2002 trends based on daily tracking survey conducted October 30-November 24, 2002 [N=2,745]. [↑](#endnote-ref-18)
22. October 2002 trends based on daily tracking survey conducted October 7-27, 2002 [N=1,677]. [↑](#endnote-ref-19)
23. November 2000 trends based on a daily tracking survey conducted November 2 – December 1, 2000 [N=6,321]. [↑](#endnote-ref-20)
24. 2002 trends and earlier are based on registered voters. [↑](#footnote-ref-4)
25. November 2-5, 2000 trends based on the Pew Research Center for People and the Press November 2000 Election Weekend Survey conducted by Princeton Survey Research Associates. International [N=1,829 registered voters]. Interview dates: November 2-5, 2000. [↑](#endnote-ref-21)
26. October 28-31, 1998 trends based on the Pew Research Center for People and the Press 1998 Election Weekend Survey conducted by Princeton Survey Research Associates International. [N=1,714 registered voters]. Interview dates: October 28-31, 1998. [↑](#endnote-ref-22)
27. The definition of an internet user varies from survey to survey. Prior to January 2005, internet users were defined as those who said yes to “Do you ever go online to access the Internet or World Wide Web or to send and receive email?” From January 2005 thru February 2012, an internet user is someone said yes to either “Do you use the internet, at least occasionally?” (INTUSE) OR “Do you send or receive email, at least occasionally?” (EMLOCC). From April 2012 thru December 2012, an internet user is someone said yes to any of three questions: INTUSE, EMLOCC or “Do you access the internet on a cell phone, tablet or other mobile handheld device, at least occasionally?” (INTMOB). In May 2013, half the sample was asked INTUSE/EMLOCC/INTMOB and half was asked EMINUSE/INTMOB. Those May 2013 trend results are for both forms combined. [↑](#footnote-ref-5)
28. August 2013 trends based on the August Tracking 2013/Facebook Survey, conducted August 7–September 16, 2013 [N=1,801, including 900 cell phone interviews]. [↑](#endnote-ref-23)
29. May 2013 trends based on the Spring Tracking Survey 2013, conducted April 17-May 19, 2013 [N=2,252, including 1,127 cell phone interviews]. [↑](#endnote-ref-24)
30. September 2012 trends based on the Health Tracking Survey 2012, conducted August 7–September 6, 2012 [N=3,014, including 1,206 cell phone interviews]. [↑](#endnote-ref-25)
31. April 2012 trends based on the Spring Tracking Survey 2012, conducted March 15–April 3, 2012 [N=2,254, including 903 cell phone interviews]. [↑](#endnote-ref-26)
32. February 2012 trends based on the Winter Tracking Survey 2012, conducted January 20–February 19, 2012 [N=2,253, including 901 cell phone interviews]. [↑](#endnote-ref-27)
33. December 2011 trends based on the Reading Habits Survey 2011, conducted November 16–December 21, 2011 among those age **16 or older** [n=2,986 people age 16+, including an oversample of 317 e-Reader only owners, 300 tablet computer only owners and 119 e-Reader/tablet computer owners]. [↑](#endnote-ref-28)
34. August 2011 trends based on the August Tracking Survey 2011, conducted July 25 – August 26, 2011 [n=2,260, including 916 cell phone interviews]. [↑](#endnote-ref-29)
35. May 2011 trends based on the Spring Tracking Survey 2011, conducted April 26 – May 22, 2011 [N=2,277, including 755 cell phone interviews]. [↑](#endnote-ref-30)
36. September 2010 trends based on the September Health Tracking Survey 2010, conducted August 9 – September 13, 2010 [N=3,001, including 1,000 cell phone interviews]. [↑](#endnote-ref-31)
37. May 2010 trends based on the Spring Change Assessment 2010 survey, conducted April 29 – May 30, 2010 [N=2,252, including 744 cell phone interviews]. [↑](#endnote-ref-32)
38. January 2010 trends based on the Online News survey, conducted December 28, 2009 – January 19, 2010 [N=2,259, including 562 cell phone interviews]. [↑](#endnote-ref-33)
39. December 2009 trends based on the Fall Tracking “E-Government” survey, conducted November 30 – December 27, 2009 [N=2,258, including 565 cell phone interviews]. [↑](#endnote-ref-34)
40. September 2009 trends based on the September Tracking 2009 survey, conducted August 18 – September 14, 2009 [N=2,253, including 560 cell phone interviews]. [↑](#endnote-ref-35)
41. April 2009 trends based on the Spring 2009 Tracking survey, conducted March 26-April 19, 2009 [N=2,253, including 561 cell phone interviews]. [↑](#endnote-ref-36)
42. December 2008 trends based on the Fall Tracking survey, conducted November 19-December 20, 2008 [N=2,253, including 502 cell phone interviews]. Trends do not include California oversample. [↑](#endnote-ref-37)
43. July 2008 trends based on the Personal Networks and Community survey, conducted July 9-August 10, 2008 [N=2,512, including 505 cell phone interviews] [↑](#endnote-ref-38)
44. April 2008 trends based on the Networked Workers survey, conducted March 27-April 14, 2008. Most questions were asked only of full- or part-time workers [N=1,000], but trend results shown here reflect the total sample [N=2,134]. [↑](#endnote-ref-39)
45. January 2008 trends based on the Networked Families survey, conducted December 13, 2007-January 13, 2008 [N=2,252]. [↑](#endnote-ref-40)
46. December 2007 trends based on the Annual Gadgets survey, conducted October 24-December 2, 2007 [N=2,054, including 500 cell phone interviews]. [↑](#endnote-ref-41)
47. September 2007 trends based on the Consumer Choice survey, conducted August 3-September 5, 2007 [N=2,400, oversample of 129 cell phone users]. [↑](#endnote-ref-42)
48. February 2007 trends based on daily tracking survey conducted February 15-March 7, 2007 [N=2,200]. [↑](#endnote-ref-43)
49. December 2006 trends based on daily tracking survey, conducted November 30 - December 30, 2006 [N=2,373]. [↑](#endnote-ref-44)
50. August 2006 trends based on daily tracking survey, conducted August 1-31, 2006 [N=2,928]. [↑](#endnote-ref-45)
51. April 2006 trends based on the Annual Gadgets survey, conducted Feb. 15-Apr. 6, 2006 [N=4,001]. [↑](#endnote-ref-46)
52. February 2006 trends based on the Exploratorium Survey, conducted Jan. 9-Feb. 6, 2006 [N=2,000]. [↑](#endnote-ref-47)
53. December 2005 trends based on daily tracking survey conducted Nov. 29-Dec. 31, 2005 [N=3,011]. [↑](#endnote-ref-48)
54. September 2005 trends based on daily tracking survey conducted Sept. 14-Oct.13, 2005 [N=2,251]. [↑](#endnote-ref-49)
55. June 2005 trends based on the Spyware Survey, conducted May 4-June 7, 2005 [N=2,001]. [↑](#endnote-ref-50)
56. February 2005 trends based on daily tracking survey conducted Feb. 21-March 21, 2005 [N=2,201]. [↑](#endnote-ref-51)
57. January 2005 trends based on daily tracking survey conducted Jan. 13-Feb.9, 2005 [N=2,201]. [↑](#endnote-ref-52)
58. November 23-30, 2004 trends based on the November 2004 Activity Tracking Survey, conducted November 23-30, 2004 [N=914]. [↑](#endnote-ref-53)
59. February 2004 trends based on daily tracking survey conducted February 3-March 1, 2004 [N=2,204]. [↑](#endnote-ref-54)
60. November 2003 trends based on daily tracking survey conducted November 18-December 14, 2003 [N=2,013]. [↑](#endnote-ref-55)
61. August 2003 trends based on ‘E-Government’ survey conducted June 25-August 3, 2003 [N=2,925]. [↑](#endnote-ref-56)
62. June 2003 trends based on ‘Internet Spam’ survey conducted June 10-24, 2003 [N=2,200]. [↑](#endnote-ref-57)
63. May 2003 trends based on daily tracking survey conducted April 29-May 20, 2003 [N=1,632]. [↑](#endnote-ref-58)
64. March 3-11, 2003 trends based on daily tracking survey conducted March 3-11, 2003 [N=743]. [↑](#endnote-ref-59)
65. February 2003 trends based on daily tracking survey conducted February 12-March 2, 2003 [N=1,611]. [↑](#endnote-ref-60)
66. December 2002 trends based on daily tracking survey conducted Nov. 25–Dec. 22, 2002 [N=2,038]. [↑](#endnote-ref-61)
67. September 2002 trends based on daily tracking survey conducted September 9-October 6, 2002 [N=2,092]. [↑](#endnote-ref-62)
68. July 2002 trends based on ‘Sept. 11th-The Impact Online’ survey conducted June 26-July 26, 2002 [N=2,501]. [↑](#endnote-ref-63)
69. March/May 2002 trends based on daily tracking surveys conducted March 1-31, 2002 and May 2-19, 2002. [↑](#endnote-ref-64)
70. January 2002 trends based on a daily tracking survey conducted January 3-31, 2002. [↑](#endnote-ref-65)
71. December 2001 trends represent a total tracking period of December 1-23, 2001 [N=3,214]. This tracking period based on daily tracking surveys conducted December 17-23, 2001 and November 19-December 16, 2001. [↑](#endnote-ref-66)
72. November 2001 trends represent a total tracking period of November 1-30, 2001 [N=2,119]. This tracking period based on daily tracking surveys conducted October 19 – November 18, 2001 and November 19 – December 16, 2001. [↑](#endnote-ref-67)
73. October 2001 trends represent a total tracking period of October 1-31, 2001 [N=1,924]. This tracking period based on daily tracking surveys conducted September 20 – October 1, 2001, October 2-7, 2001, October 8-18, 2001, and October 19 – November 18, 2001. [↑](#endnote-ref-68)
74. September 2001 trends represent a total tracking period of September 1-30, 2001 [N=742]. This tracking period based on daily tracking surveys conducted August 13-September 10, 2001, September 12-19, 2001 and September 20 – October 1, 2001. [↑](#endnote-ref-69)
75. August 2001 trends represent a total tracking period of August 13-31, 2001 [N=1,505]. This tracking period based on a daily tracking survey conducted August 13-September 10, 2001. [↑](#endnote-ref-70)
76. February 2001 trends based on a daily tracking survey conducted February 1, 2001-March 1, 2001 [N=2,096]. [↑](#endnote-ref-71)
77. December 2000 trends based on a daily tracking survey conducted December 2-22, 2000 [N=2,383]. [↑](#endnote-ref-72)
78. October 2000 trends based on a daily tracking survey conducted October 2 – November 1, 2000 [N=3,336]. [↑](#endnote-ref-73)
79. September 2000 trends based on a daily tracking survey conducted September 15 – October 1, 2000 [N=1,302]. [↑](#endnote-ref-74)
80. August 2000 trends based on a daily tracking survey conducted July 24 – August 20, 2000 [N=2,109]. [↑](#endnote-ref-75)
81. June 2000 trends based on a daily tracking survey conducted May 2 – June 30, 2000 [N=4,606]. [↑](#endnote-ref-76)
82. May 2000 trends based on a daily tracking survey conducted March 1 – May 1, 2000 [N=6,036]. [↑](#endnote-ref-77)
83. Beginning in April 2015, trends also include respondents who use a social networking site or app (SNSINT). In December 2012, question wording was: “Do you ever use the internet AT HOME?” In January 2011 and May 2011, question wording was: “Do you ever use the internet or email from home?” December 2010 and earlier trend wording was as follows: “About how often do you use the internet or email from... HOME – several times a day, about once a day, 3-5 days a week, 1-2 days a week, every few weeks, less often or never?” Results shown here for “YES” reflect combined “Several times a day,” “About once a day,” “3-5 days a week,” “1-2 days a week,” “Every few weeks,” and “Less often” responses. Results shown here for “NO” reflect “Never” responses. [↑](#footnote-ref-6)
84. Prior to April 2015, trends asked about specific types of home broadband connections such as DSL, cable modem, wireless broadband/satellite, fiber optic, T-1 or other high-speed access. [↑](#footnote-ref-7)
85. May 2011 and earlier trend percentages for “None of the above” reflect “Other (SPECIFY)” responses. [↑](#footnote-ref-8)
86. Question was asked of landline sample only. Results shown here have been recalculated to include cell phone sample in the "Yes" percentage. Beginning September 2007, question/item was not asked of the cell phone sample, but trend results shown here reflect Total combined Landline and cell phone sample. In past polls, question was sometimes asked as an independent question and sometimes as an item in a series. Wording may vary from survey to survey. Wording variations include: “Do you have a cell phone or a Blackberry or iPhone or other device that is also a cell phone?”; “Do you have...a cell phone or a Blackberry or iPhone or other handheld device that is also a cell phone?”; Do you have a cell phone, or a Blackberry or other device that is also a cell phone?"; "Do you happen to have a cell phone?"; " “Do you have a cell phone?” [↑](#footnote-ref-9)
87. Wording may vary from survey to survey. Wording variations include: “Some cell phones are called “smartphones” because of certain features they have. Is your cell phone a smartphone, such as an iPhone, Android, Blackberry or Windows phone, or are you not sure?”; "Some cell phones are called “smartphones” because of certain features they have. Is your cell phone a smartphone or not, or are you not sure?" [↑](#footnote-ref-10)
88. From 2012-2013, item wording was “A handheld device made primarily for e-book reading, such as a Nook or Kindle e-reader”. In 2011, item wording was “An electronic Book device or e-Book reader, such as a Kindle or Nook.” Through November 2010, item wording was “An electronic book device or e-Book reader, such as a Kindle or Sony Digital Book”. [↑](#footnote-ref-11)
89. December 2011 through November 2012, item wording was “A tablet computer like an iPad, Samsung Galaxy, Motorola Xoom, or Kindle Fire.” In May 2011 and August 2011, item wording was “A tablet computer like an iPad, Samsung Galaxy or Motorola Xoom.” January 2011 and earlier, item wording was “A tablet computer like an iPad” [↑](#footnote-ref-12)
90. In past polls, “A desktop computer” and “A laptop computer or netbook” were asked as separate items in the list. Results shown here have been recalculated to combine responses for trend purposes. [↑](#footnote-ref-13)
91. Through February 2005, question was not asked as part of a series. Question wording as follows: “Do you have an iPod or other MP3 player that stores and plays music files, or do you not have one of these?” [↑](#footnote-ref-14)
92. Prior to April 2015, item wording was “A portable gaming device like P-S-P or D-S” [↑](#footnote-ref-15)
93. Beginning in April 2015, trends also include respondents who use a social networking site or app (SNSINT). From January 2005 through 2013, question wording was: “Please tell me if you ever use the internet to do any of the following things. Do you ever use the internet to...[ITEM]?” Prior to January 2005, question wording was “Please tell me if you ever do any of the following when you go online. Do you ever...[ITEM]?” Unless otherwise noted, trends are based on all internet users for that survey. [↑](#footnote-ref-16)
94. September 2014 trends based on two omnibus surveys, conducted September 11-14, 2014 and September 18-21, 2014 [N=2,003, including 1,001 cell phone interviews]. Omnibus surveys not conducted as tracking surveys. [↑](#endnote-ref-78)
95. August 2-5, 2012 trends based on an omnibus survey conducted August 2-5, 2012 [N=1,005, including 405 cell phone interviews]. Omnibus survey not conducted as a tracking survey. [↑](#endnote-ref-79)
96. December 13-16, 2012 trend was asked of all internet users as a standalone question: "Do you ever use Facebook?" [↑](#footnote-ref-17)
97. December 13-16, 2012 trends based on an omnibus survey conducted December 13-16, 2012 [N=1,006, including 405 cell phone interviews]. Omnibus survey not conducted as a tracking survey. [↑](#endnote-ref-80)
98. September 2013 trend categories were several times a day, about once a day, 3-5 days a week, 1-2 days a week, every few weeks or less often. Results shown here for “a few times a week” combine “3-5 days a week” and “1-2 days a week”. [↑](#footnote-ref-18)
99. In September 2013, those who volunteered that they never read books for a previous question were not asked this question. The trend results shown here for "None" include those who stated they do not read books in that previous question. In February 2012, the question was added after interviewing began and trend results are based on Total respondents who were asked the question [N=1,850]. [↑](#footnote-ref-19)
100. January 2-5, 2014 trends based on an omnibus survey conducted December 13-16, 2012 [N=1,006, including 405 cell phone interviews]. Omnibus survey not conducted as a tracking survey. [↑](#endnote-ref-81)
101. Gallup/CNN/USA Today survey of reading habits. Question wording is “During the past year, about how many books, either hardcover or paperback, did you read all or part of the way through? [↑](#footnote-ref-20)
102. In February 2012, the question was added after interviewing began and trend results are based on respondents who were asked the question and who read any books in the past 12 months. [↑](#footnote-ref-21)
103. 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. [↑](#footnote-ref-22)
104. In September 2013, item wording was “Used a public library WEBSITE.” In November 2012, item wording was “Gone on a public library WEBSITE.” [↑](#footnote-ref-23)
105. 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." [↑](#footnote-ref-24)
106. 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." [↑](#footnote-ref-25)
107. 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. [↑](#footnote-ref-26)
108. In November 2012, item wording was “Attend a class, program or lecture for adults.” [↑](#footnote-ref-27)
109. In November 2012, item wording was “Check or send email.” [↑](#footnote-ref-28)
110. In November 2012, item wording was “Visit a social networking site, such as MySpace or Facebook.” [↑](#footnote-ref-29)
111. 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]?” [↑](#footnote-ref-30)
112. In November 2012, item wording was “Get research or homework help.” [↑](#footnote-ref-31)
113. 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. [↑](#footnote-ref-32)
114. Internet user is defined as those who access the internet occasionally, send or receive email, access the internet on a cell phone, tablet, or other mobile handheld device, and/or use a social media site or mobile app. [↑](#footnote-ref-33)
115. i.e., whether respondents have only a landline telephone, only a cell phone, or both kinds of telephone. [↑](#footnote-ref-34)
116. ACS analysis was based on all people ages 16 and older excluding those living in institutional group quarters (GCs). [↑](#footnote-ref-35)
117. Blumberg SJ, Luke JV. Wireless substitution: Early release of estimates from the National Health Interview Survey, January-June, 2014. National Center for Health Statistics. Dec 2014. [↑](#footnote-ref-36)
118. The phone use parameter used for this 16+ sample is the same as the parameter we use for all 18+ surveys. No adjustment was made to account for the fact that the target population for this survey is slightly different than a standard 18+ general population survey. [↑](#footnote-ref-37)
119. The American Association for Public Opinion Research. 2011. Standard Definitions: Final Dispositions of Case Codes and Outcome Rates for Surveys. 7th edition. AAPOR. [↑](#footnote-ref-38)