

## January 2011 Harris Poll Quorum

January 26, 2011

Created for: American Library Association

Presented by: Harris Interactive

*Interviewing: January 19-23, 2011*

*Respondents: 1,012 Adults 18+*

*NOTE: A ( \* ) means less than one-half percent responding; and a ( - ) means non-response or zero percent*

### PUBLIC LIBRARIES

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I am going to asking some questions about public libraries.

Q1. First, do you have a library card?

2010	2011	
1025	1012	BASE
%	%	
62	58	Yes
38	41	No

Q2. Now, think about how many times during the past YEAR you have visited the public library or used public library services. How many times have you visited or used the public library...?

In person

2010	2011	
1025	1012	BASE
%	%	
36	36	Zero
27	29	1 to 5
10	10	6 to 10
13	11	11 to 25
13	12	More than 25
1	2	Don't know/refused

By telephone

2010	2011	
1025	1012	BASE
%	%	
85	81	Zero
10	11	1 to 5
2	2	6 to 10
1	2	11 to 25
1	1	More than 25
1	3	Don't know/refused

By computer

2010	2011	
1025	1012	BASE
%	%	
70	71	Zero
15	14	1 to 5
4	4	6 to 10
6	3	11 to 25
3	5	More than 25
1	3	Don't know/refused

**SUMMARY TABLE OF LIBRARY VISITATION**

2010	2011	
1025	1012	BASE
%	%	
<b>65</b>	<b>65</b>	<b>Visited Library (NET)</b>
62	62	In Person
14	16	By Phone
28	26	By Computer
<b>33</b>	<b>33</b>	<b>Did Not Visit Library (NET)</b>
2	2	Don't Know/refused

Q3. Now, thinking about your library use in the last 6 months, would you say your library use ... has increased, decreased or stayed about the same?

In person

2010	2011	
638	623	BASE
%	%	
19	19	Increased
60	61	Stayed about the same
20	19	Decreased
1	1	Don't know/refused

By telephone

2010	2011	
163	159	BASE
%	%	
4	16	Increased
69	66	Stayed about the same
24	16	Decreased
3	2	Don't know/refused

By computer

2010	2011	
253	264	BASE
%	%	
35	32	Increased
50	58	Stayed about the same
15	10	Decreased
1	1	Don't know/refused

**SUMMARY TABLE OF LIBRARY VISITATION TRENDS\***

2010	2011	
663	658	BASE
%	%	
<b>30</b>	<b>29</b>	<b>Increased (NET)</b>
18	18	In Person
1	4	By Phone
15	13	By Computer
<b>68</b>	<b>70</b>	<b>Stayed about the same (NET)</b>
58	58	In Person
15	16	By Phone
22	23	By Computer
<b>24</b>	<b>22</b>	<b>Decreased (NET)</b>
19	18	In Person
5	4	By Phone
6	4	By Computer
1	*	Don't know/refused

*\*Please note that sample sizes vary for each mode of visitation*

Q8. Overall, thinking of your public library, based on what you know or have heard or read, how satisfied are you with your public library – extremely satisfied, very satisfied, somewhat satisfied, only a little satisfied, or not at all satisfied?

<b>2010</b>	<b>2011</b>	
1025	1012	BASE
%	%	
<b>71</b>	<b>70</b>	<b>Extremely/Very satisfied (NET)</b>
29	26	Extremely satisfied
43	44	Very satisfied
14	17	Somewhat satisfied
<b>4</b>	<b>7</b>	<b>A litte/Not at all satisfied (NET)</b>
2	4	One a little satisfied
2	3	Not at all satisfied
10	7	Don't know/Refused

Now, let me ask you something slightly different.

Q15. Overall, how would you rank the benefits of the public library compared to the benefits of other tax-supported services, such as schools, parks and roads? Would you say...

<b>2010</b>	<b>2011</b>	
1025	1012	BASE
%	%	
36	31	At the top of the list
49	57	In the middle
11	11	At the bottom
5	2	Don't know/Refused

Q17. Now, let me read you some ways in which public libraries may be valuable or beneficial to different people. For each one, please tell me how important that characteristic or service is to you personally – very important, somewhat important, not too important or not important at all. (PROMPT: Is that very important, somewhat important, not too important or not important at all to you personally?)

SUMMARY TABLE OF TOP 2 BOX: Somewhat/Very important

<b>2010</b>	<b>2011</b>	
1025	1012	BASE
%	%	
91	93	Services are free
86	91	Provides information for school and work
87	90	Is a place where I can learn for a lifetime
84	89	Enhances my education
83	84	Serves as a community center
79	83	Is a source of cultural programs and activities

76	83	Provides computer access, training and support
73	75	Provides accurate and up-to-date health information
69	75	Provides accurate and up-to-date financial information
61	70	Helps in starting a business
66	67	Helps in finding a job

SUMMARY TABLE OF BOTTOM 2 BOX: Not too/Not important at all

2010	2011	
1025	1012	BASE
%	%	
30	29	Helps in finding a job
32	27	Helps in starting a business
22	22	Provides accurate and up-to-date health information
27	22	Provides accurate and up-to-date financial information
18	16	Is a source of cultural programs and activities
14	15	Serves as a community center
21	15	Provides computer access, training and support
14	11	Enhances my education
11	9	Is a place where I can learn for a lifetime
12	8	Provides information for school and work
8	6	Services are free

Services are free

2010	2011	
1025	1012	BASE
%	%	
<b>91</b>	<b>93</b>	<b>Important (NET)</b>
77	78	Very important
14	16	Somewhat important
<b>8</b>	<b>6</b>	<b>Not important (NET)</b>
4	3	Not too important
4	3	Not important at all
1	1	Don't know/Refused

Provides information for school and work

2010	2011	
1025	1012	BASE
%	%	
<b>86</b>	<b>91</b>	<b>Important (NET)</b>
66	69	Very important
21	22	Somewhat important
<b>12</b>	<b>8</b>	<b>Not important (NET)</b>
5	3	Not too important

7	5	Not important at all
2	*	Don't know/Refused

Provides accurate and up-to-date health information

2010	2011	
1025	1012	BASE
%	%	
<b>73</b>	<b>75</b>	<b>Important (NET)</b>
45	48	Very important
28	27	Somewhat important
<b>22</b>	<b>22</b>	<b>Not important (NET)</b>
10	12	Not too important
12	10	Not important at all
5	3	Don't know/Refused

Provides accurate and up-to-date financial information

2010	2011	
1025	1012	BASE
%	%	
<b>69</b>	<b>75</b>	<b>Important (NET)</b>
34	41	Very important
34	34	Somewhat important
<b>27</b>	<b>22</b>	<b>Not important (NET)</b>
13	13	Not too important
14	9	Not important at all
5	3	Don't know/Refused

Is a source of cultural programs and activities

2010	2011	
1025	1012	BASE
%	%	
<b>79</b>	<b>83</b>	<b>Important (NET)</b>
43	48	Very important
37	35	Somewhat important
<b>18</b>	<b>16</b>	<b>Not important (NET)</b>
8	8	Not too important
9	8	Not important at all
3	1	Don't know/Refused

Is a place where I can learn for a lifetime

<b>2010</b>	<b>2011</b>	
1025	1012	BASE
%	%	
<b>87</b>	<b>90</b>	<b>Important (NET)</b>
68	72	Very important
19	18	Somewhat important
<b>11</b>	<b>9</b>	<b>Not important (NET)</b>
6	5	Not too important
5	4	Not important at all
2	1	Don't know/Refused

Serves as a community center

<b>2010</b>	<b>2011</b>	
1025	1012	BASE
%	%	
<b>83</b>	<b>84</b>	<b>Important (NET)</b>
53	52	Very important
30	33	Somewhat important
<b>14</b>	<b>15</b>	<b>Not important (NET)</b>
6	8	Not too important
7	7	Not important at all
3	1	Don't know/Refused

Helps in finding a job

<b>2010</b>	<b>2011</b>	
1025	1012	BASE
%	%	
<b>66</b>	<b>67</b>	<b>Important (NET)</b>
41	38	Very important
25	29	Somewhat important
<b>30</b>	<b>29</b>	<b>Not important (NET)</b>
14	17	Not too important
16	13	Not important at all
5	3	Don't know/Refused

Helps in starting a business

<b>2010</b>	<b>2011</b>	
1025	1012	BASE
%	%	
<b>61</b>	<b>70</b>	<b>Important (NET)</b>
29	32	Very important
32	38	Somewhat important
<b>32</b>	<b>27</b>	<b>Not important (NET)</b>
15	13	Not too important
16	13	Not important at all
7	3	Don't know/Refused

Provides computer access, training and support

<b>2010</b>	<b>2011</b>	
1025	1012	BASE
%	%	
<b>76</b>	<b>83</b>	<b>Important (NET)</b>
51	59	Very important
25	24	Somewhat important
<b>21</b>	<b>15</b>	<b>Not important (NET)</b>
9	8	Not too important
12	8	Not important at all
3	1	Don't know/Refused

Enhances my education

<b>2010</b>	<b>2011</b>	
1025	1012	BASE
%	%	
<b>84</b>	<b>89</b>	<b>Important (NET)</b>
62	65	Very important
22	24	Somewhat important
<b>14</b>	<b>11</b>	<b>Not important (NET)</b>
5	5	Not too important
9	6	Not important at all
2	*	Don't know/Refused



Q18. Please tell me if you agree or disagree with each of the following statements. [IF AGREE/DISAGREE: Do you strongly or somewhat agree/disagree with that statement?]

SUMMARY TABLE OF AGREE

2010	2011	
1025	1012	BASE
%	%	
96	94	Because it provides free access to materials and resources, the public library plays an important role in giving everyone a chance to succeed
94	91	The library improves the quality of life in our community
87	84	The public library is important to my family's education
83	80	Because it provides free information regarding local, state and federal elections, the library is critical to democracy
81	79	My public library deserves more funding

SUMMARY TABLE OF DISAGREE

2010	2011	
1025	1012	BASE
%	%	
13	19	Because it provides free information regarding local, state and federal elections, the library is critical to democracy
13	16	My public library deserves more funding
10	15	The public library is important to my family's education
5	8	The library improves the quality of life in our community
3	5	Because it provides free access to materials and resources, the public library plays an important role in giving everyone a chance to succeed

The public library is important to my family's education

2010	2011	
1025	1012	BASE
%	%	
<b>87</b>	<b>84</b>	<b>Agree (NET)</b>
59	54	Strongly agree
28	29	Somewhat agree
<b>10</b>	<b>15</b>	<b>Disagree (NET)</b>
6	9	Somewhat disagree
4	6	Strongly disagree
3	2	Don't know/Refused

The library improves the quality of life in our community

<b>2010</b>	<b>2011</b>	
1025	1012	BASE
%	%	
<b>94</b>	<b>91</b>	<b>Agree (NET)</b>
63	61	Strongly agree
31	30	Somewhat agree
<b>5</b>	<b>8</b>	<b>Disagree (NET)</b>
2	6	Somewhat disagree
2	3	Strongly disagree
2	*	Don't know/Refused

My public library deserves more funding

<b>2010</b>	<b>2011</b>	
1025	1012	BASE
%	%	
<b>81</b>	<b>79</b>	<b>Agree (NET)</b>
55	48	Strongly agree
27	31	Somewhat agree
<b>13</b>	<b>16</b>	<b>Disagree (NET)</b>
8	9	Somewhat disagree
5	7	Strongly disagree
6	4	Don't know/Refused

Because it provides free access to materials and resources, the public library plays an important role in giving everyone a chance to succeed

<b>2010</b>	<b>2011</b>	
1025	1012	BASE
%	%	
<b>96</b>	<b>94</b>	<b>Agree (NET)</b>
76	73	Strongly agree
19	21	Somewhat agree
<b>3</b>	<b>5</b>	<b>Disagree (NET)</b>
2	3	Somewhat disagree
1	2	Strongly disagree
1	1	Don't know/Refused

Because it provides free information regarding local, state and federal elections, the library is critical to our democracy

<b>2010</b>	<b>2011</b>	
1025	1012	BASE
%	%	
<b>83</b>	<b>80</b>	<b>Agree (NET)</b>
49	49	Strongly agree
34	32	Somewhat agree
<b>13</b>	<b>19</b>	<b>Disagree (NET)</b>
8	11	Somewhat disagree
5	7	Strongly disagree
4	1	Don't know/Refused

## METHODOLOGY

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This Harris Poll National Quorum was conducted by telephone within the United States between January 19 and 23, 2011 among 1,012 adults aged 18 or older. Results were weighted for age, sex, race/ethnicity, education, region, number of adults, and number of voice/telephone lines in the household where necessary to align them with their actual proportions in the population.

Harris Interactive avoids the words “margin of error” as they are misleading. All that can be calculated are different possible sampling errors with different probabilities for pure, unweighted, random samples with 100% response rates. These are only theoretical because no published polls come close to this ideal.

For this survey, in theory, with probability samples of this size, one could say with 95 percent certainty that the results for the overall sample have a sampling error of plus or minus 3 percentage points. Unfortunately, there are several other possible sources of error in all polls or surveys that are probably more serious than theoretical calculations of sampling error. They include refusals to be interviewed (e.g., non-response), question wording and question order, and weighting. It is impossible to quantify the errors that may result from these factors.

## ABOUT HARRIS INTERACTIVE

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